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Warm up your summer profits with cooling treatments for faces, bodies, hands and feet.

COOLING DOWN

By L. Brooks Baldwin

Summer is the season to put your ideas on ice—literally. It's a time to offer your clients treatments that can help them beat the heat, so get creative and dream up the antitheses to concepts like *hot* stone, *warm* oil, *heated* paraffin and *steamy* bath. Here are a few examples to “cool down” your imagination:

Place: The Spa at Laguna Cliffs Marriott Resort (www.lagunacliffs.com), Dana Point, CA

Service: Après Sol Body Wrap

Inspiration: “Sunburned people inspired this treatment,” muses Maureen Viperman, spa director. “The location of and climate at our resort attracts lots of sun worshippers and hard-core outdoor activity fans who regularly overdo sun exposure and come to us in need of immediate relief.”

Description: You don't have to speak French to know that this treatment is designed for guests who've overexposed themselves to the sun. And given the location of this popular Southern California beach resort, there's no shortage of interest in this intensely cooling and soothing body treatment. The client lies on cooled sheets while 100% aloe vera gel is applied to the skin. The therapist then wraps the client, places cool stones between the toes, and performs head and foot massages. The treatment concludes with a cool spritz of an enzyme-based mist. (This treatment is designed to stand alone or be paired with the spa's signature Hydrating Facial.)

Price/time: \$115/50 minutes; \$170/80 minutes (a \$208/2 hour Summer Sizzle package of the Après Sol Body Wrap, Hydrating Facial and spa lunch was launched on Memorial Day weekend)

Promotion: E-commerce (e-mail blast to website visitors who've signed up to learn about the spa's promotions); website; signage within spa; press releases generated by resort's public relations agency; front-of-the-house resort and spa staff referrals to guests seeking sunburn relief (staff benefits from referral-based incentive program)

Cool tip: Stick to a simple treatment that offers relief.

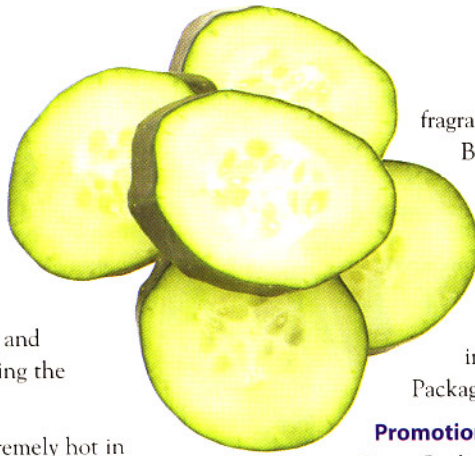


Place: Kelly's Spa at the Mission Inn (www.missioninn.com), Riverside, CA

Service: Refreshing Cucumber Melon Cooling Bath

Inspiration: The spa's desire to offer a cooling solution for guests and cross-promote with the hotel during the summer season

Description: "Riverside gets extremely hot in the summertime," notes Kelly's spa director Linnea Robertson. To lure guests to the historic Mission Inn during those heat-charged summer months, the 7,000-square-foot hotel spa has created a Summer Room and Spa Package that includes this light and fragrant bath. Utilizing one of the spa's brand-new bath suites or private villas, guests stretch out in a bath afloat with fresh cucumber slices and infused with the summery



fragrance of antioxidant-laden melon. Bath-side amenities include chilled towels and sliced cucumbers to place over eyes. The treatment is available May 1 through September 30.

Price/time: \$45/25 minutes (or included in Summer Room and Spa Package price)

Promotion: The Mission Inn's Summer Room Package brochure; hotel sales office; hotel public relations agency; word of mouth

Cool tip: Cooling treatments don't have to actually be cold in temperature. According to Robertson, most guests actually prefer warmth that has a cool or refreshing sensibility to it (guests equate cucumbers with cool; iced towels offer the control to localize cooling as opposed to complete immersion, which most guests don't prefer).

