

The Signature Treatment

By developing a 'Signature' treatment you are making a statement that this is your own special and personal treatment or package, designed by you with a particular philosophy or ethos in mind.

It is important when you have your own business that you stand out from your competition. You can do this in different ways, by providing treatments for a niche market, having an unusual brand or a special image. If you provide similar services and treatments to your competitors, then you may consider having a 'Signature' treatment that is unique to you and will differentiate you from the rest. Many of the larger spa groups or salon chains create their own individual signature treatment, as do many of the product companies when selling a new range.

You may develop a Signature treatment or service to highlight your strengths or a unique feature of your salon or spa, such as; its location, maybe it is in an area with special mineral water, where special local products are used, or special ingredients that are indigenous to the area are found, or even treatments based on ancient local rituals.

The signature treatment would normally complement the salon's philosophy and reinforce the brand or image it is trying to portray.

Some examples of signature treatments are:

Desert Flower stone massage is a hot stone massage combined with desert cactus oil offered by a well known hotel spa in Las Vegas and utilising the oil derived from local cactus plants.

The Turquoise spa package available in Arizona and is based on the knowledge of the local, Native American Indians about the healing effects of turquoise, it incorporates a Turquoise cocoon, Turquoise massage and Turquoise facial.

The Chiva Som Signature Deep Hand Massage is designed especially to release accumulated tension in the hands and arms the major meridians in the arms are worked first and then the reflex points in the hands are worked to release deep seated tension. This signature treatment is classified as both medical and pampering.

The Chiva Som philosophy is health and wellness and the development of mind body and spirit, they also use the natural resources found in Thailand. The indigenous ingredients are; lemongrass, lime, jasmine, rice, aloe, turmeric, sesame, organic honey from the rainforest and hibiscus, to name a few. They combine ancient wisdom and ritual with modern principles.

They have other Signature treatments that encompass energy clearing with native flower essences.

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spa & beauty therapy in practice

You may also work closely with a product manufacturer and together design a signature treatment using their products but designed to complement your own salon or spa's philosophy or special skills, making the treatment your own and not offered by others.

The signature treatment may be designed by one of your own therapists and utilise a special skill or specific product knowledge to provide an individual and unique treatment.

Hotel groups often have signature treatments so that their customers can experience the same treatments and service wherever they are in the world.

The Copacabana Hotel Spa in Brazil has developed signature treatments that are inspired by elements of Brazilian life and created using indigenous Brazilian products. It offers 'The Bossa Nova', a massage that combines beauty care with water and touch and is performed to the beat of the famous Bossa Nova.