

# Medispas Make Spa Their Focus

By Kavita Daswani

Matlock, an account executive with the com-

# Collistar Aims fo

MILAN — Burgeoning Italian beauty b

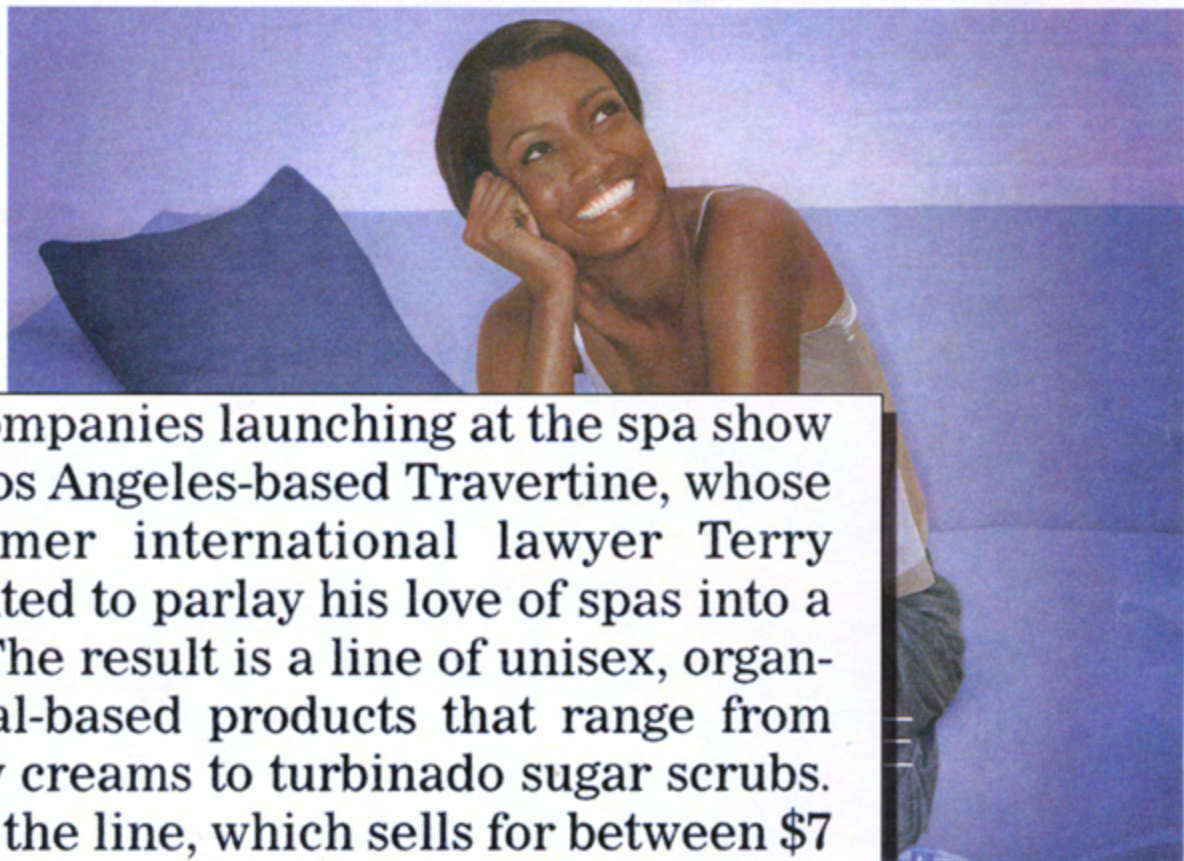
LOS ANGELES — Now the established component of a combination of both pamper treatments available under oncologists and gynecologists the trend.

The cross-integration of medical fields, professional services and indulgences like facials and massages was a major focus at the Spa & Resort/Medical Spa Exchange recently at the Convention Center.

The second of what is an increasingly significant show — which comprised as well as numerous seminars held over a three-day period in the fields of medicine and considered elitist are fast becoming a reality.

"It's a very big trend," said the vice president and show producer, which is organized by the event and which also organizes shows in Miami and New York. The

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Other companies launching at the spa show included Los Angeles-based Travertine, whose owner, former international lawyer Terry Carter, wanted to parlay his love of spas into a business. The result is a line of unisex, organic, botanical-based products that range from jojoba body creams to turbinado sugar scrubs. Carter said the line, which sells for between \$7 and \$40 at retail, was directed toward high-end salons and day spas, as well as medispas.

everything from equipment to body products for the past 23 years.

Atwood said with the boom in spas across the country — his company last year supplied more than 30,000 different venues — spas are increasingly looking to differentiate themselves. For some, that might mean sourcing extremely high-end linens and sheets while others are choosing to reach out more to male customers. Medical clinics, such as internal medicine practices and those in obstetrics, are also increasingly investigating how they can incorporate spa treatments into their practices to allow for a secondary revenue stream. Atwood said this is largely due to the growing mainstream acceptability of spas.

That's certainly something that Mary Blackmon de Roker is seeing. The chief execu-

and baths before applying frozen components and an electric current.

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Products with no preservatives or synthetic ingredients continue to prove popular, said Dr. Tony Kovacs, president of UV Natural, a sun care line from Australia that has just made its U.S. entry.

the company has already est... therapy and men's skin and... Perfect Hair is expected to... first year.

said the last market segment... ed was fragrance.

"We have gone from strength to strength... are strong enough to consider fragrance... The fragrance arena will be difficult bu... to offer," said Cuzzi.

## SNIPPETS

STRAIGHT TALKING: Pantene has tapped yet a... to tout its hair care line in their well-known TV ads. Beginning March 15, Maria Menoun...