

Becoming an organic spa

By Hermione Wilson

Have you ever considered going organic? Many of your spa clients have considered the same question, whether it is for health reasons or simply a desire to live a cleaner, and more environmentally friendly life. The word organic gets thrown around a lot in a number of different industries – food, skincare, even clothing – but what does it mean for a spa business? Spa Inc. magazine asked spa owner and business coach Kirsten Foss for advice and according to her, going organic at the spa is all about clarity and consistency. If you have committed to implementing an organic spa concept, that message must be consistent throughout the spa, from the products you use on your clients, to the images and messaging associated with your business. It is an expensive and time-consuming process, Foss says, but well worth the effort if you are successful.

Read *Spa Inc.* magazine's Spring 2016 issue to learn about Kirsten Foss's four essential steps for going organic at the spa.