

wellness: the inner focus

# Nutrition and Fitness



# in the Spa

by pat lam



As the emerging baby boomers enter the latter part of their lives, there is a greater awareness of preventive health care. There's a health information explosion; it's one of the most researched topics on the Internet. With the interest in optimizing good health and longevity, people are concerned not only in extending their life expectancy, but also maintaining their physical appearance and form. During the past decade, there have been a multitude of spa openings and another boom in the fitness market, indicators of the interest shown in preventive health care. Fitness clubs are sprouting up everywhere, as well as fitness videos—from yoga to Pilates, numerous exercise classes and healthy cuisine cooking classes by master chefs are all over the television. The younger generation also is caught up in the movement and numerous health and beauty magazines with topics on nutrition, fitness and weight loss strategies proliferate.

Improper dietary intake affects not only body weight and the health of the skin, but also the mental state. Now more than ever, the public is aware that nutrition and regular exercise can help turn back the clock or help prevent the degenerative diseases of aging suffered by their predecessors.

The Academy of Anti-Aging Medicine was established in 1993 by a group of physicians who promote the term “anti-aging” in an effort to develop strategies in preventing the ravages of aging. The term anti-aging crops up in many spa menus inferring that treatments to prevent skin aging are offered. Everyone is interested in looking good and feeling fit, and the cosmetic industry is booming.

## Nutrition, fitness and the spa

Spas are becoming a norm in modern society. It seems as though there is a day spa on every corner, in most hotels and even motels, not to mention the fitness clubs. The latest



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spa trend in the marketplace is called the medical spa. Here physicians offer medical, health and cosmetic services within an environment that is no longer just clinical, and presents more spa ambiance.

Many individuals visit their esthetician more regularly than their physician, and this suggests that physical appearance is becoming more important to them than even visiting the dentist. To prevent or delay the aging of the skin and body, the holistic approach must be implemented. The primary services in the spa are to help develop clear, healthy skin, nails, hair and to promote relaxation. A clear and youthful face is inconsistent if you are overweight or obese. It should come as no surprise that proper nutrition enhanced with dietary supplementation have been established as the underlying principle for a healthy body and mind. Nutrition and fitness are two of the main components of anti-aging and should be incorporated in the spa because they fulfill the wellness ethic that is being preached in many spas. Perhaps one day it will become the norm.

## Lifestyle management skills

The menu of new services is continuing to grow at spas. The destination spa is a resort where people may visit perhaps once or twice a year, and at these resorts the holistic approach usually is offered. Here healthy lifestyle coaching such as nutrition and fitness are incorporated with esthetic treatments. The idea is that once the clients return home, they will continue to incorporate the healthy lifestyle habits taught at the spa. However, that ideology rarely is sustained because upon arrival at home, most people eventually revert to their regular lifestyles. The day spa is the ideal place where this ideology can be taught, maintained or monitored because the client visits the spa frequently. Why is this advantage point not taken by the esthetician?

## The wellness factor

Wellness is not just good physical health, but it also incorporates mental health. In the spa, you offer serenity, relaxation and wellness to beautify, unwind and rejuvenate overworked systems. Sure, the extrinsic services are important to develop clear healthy skin, nails, hair and promote relaxation, but results are only temporary.

Society is going through an obesity crisis now, and the time is ripe for the esthetic profession that is poised at the

crosswalk to extend the results of beauty treatments on a more permanent basis. Since you perform face and body treatments to cleanse, tone and moisturize, you can motivate and guide the client to lead a healthier lifestyle, particularly in the realm of nutrition and exercise. If you really want to make a difference in your client's lives, you can do so because estheticians and their clients build a special rapport over time from regular visits.

This industry is poised to do a lot more than simple pampering. With the correct education and skills, you can learn and help to move the profession in another direction where you can make a real difference in society. You must want to do this as a whole industry. The esthetician must learn to analyze the client's skin and assess the basic nutritional needs for that skin condition. Furthermore, instead of just exfoliating and moisturizing the body, the esthetician can guide and motivate the client to lose weight, gain strength, have more energy and lead a healthier lifestyle.

Clients need this encouragement continuously because most of them are not committed to carry out the actions for a healthier lifestyle outside their treatments, and this often leaves them overeating and stressed. Most people do not go to a nutritionist or dietician for advice. What they need is simple guidance to eat properly and motivation to exercise regularly. Since they obtain information about nutrition and fitness from articles, books and the Internet, the spa can provide these resources to the clients. They already are coming there for the health of the skin, nails, hair and body.

People no longer are dependent on their physicians for managing their health and are seeking alternative health care practitioners that could include educated estheticians. The following information hopefully will help you learn about nutrition and exercise and how they can be implemented into facial and body treatments.

## Lifestyle questionnaire

A daily food guide is designed to ensure that one can obtain adequate nutrient needs by eating sufficient servings in each food group on a daily basis. In the United States, a five-group plan is used while in Canada a four-group plan is the norm. Train yourself and your clients to always think of how many serving sizes they are eating. This habit will become internalized over time and will help to control healthier daily

## The Five-group Plan

**Milk group (milk, cheese, yogurt):** 2–3 servings are recommended; each may be 1 cup of milk/yogurt, 2-oz. processed cheese, 1 1/2-oz. cheese.

**Meat and meat alternatives (chicken, fish, beans):** 2–3 servings: each may be 2–3-oz. lean cooked meat; 1 egg; 1/2 cup legumes, 2 tablespoons peanut butter.

**Grains:** (6–11 servings): each may be 1 slice bread; 1/2-cup cooked cereals, rice or pasta; 1-oz. commercial cereals; 1/2 bun/bagel; 2 large crackers.

**Fruit (includes juices):** 2–4 servings: each may be 1 medium size fruit, 1/2 grapefruit, 3/4 cup juice; 1/2 cup chopped/canned fruit; 1/4 cup dried fruit.

**Vegetables:** 3–5 servings: 1/2 cup cooked/raw vegetables; 3/4 cup vegetable juice; 1 cup leafy raw vegetables; 1/2 cup cooked legumes.

	Bread/whole grains	Meat Products	Vegetables	Fruits	Milk Products	Misc.
	6-11 serv.	2-3 serv.	3-5 serv.	2-4 serv.	2-3 serv.	tbs.
<b>Example</b>						
Wed.	1+1+2+1+1=6	1+1=2	2+1+1=4	1+1=2	1+1=2	1+1/2+1/2=2
Fri.	2+1+2+2=7	1+1+1=3	1+1=2	1	1+1/2=1 1/2	1+1+1/2=2 1/2
Sun.	3+2+2+2=10	3+1=4	2+1=3	1+1+1=3	1	2+2+2=6
Total	23	9	9	6	4 1/2	10 1/2
Avg.	8	3	3	2	1 1/2	3 1/2

## Questionnaire

### Are you:

- (a) carnivore (meat only) Yes \_\_\_\_\_ No \_\_\_\_\_
- (b) vegetarian Yes \_\_\_\_\_ No \_\_\_\_\_
- (c) semi-vegetarian Yes \_\_\_\_\_ No \_\_\_\_\_

### On a daily basis, do you eat:

1. Less than 2 servings of milk or milk products? Yes \_\_\_\_\_ No \_\_\_\_\_
2. Less than 2 servings of meat/alternative products? Yes \_\_\_\_\_ No \_\_\_\_\_
3. Less than 3-5 servings of fruits/vegetables? Yes \_\_\_\_\_ No \_\_\_\_\_
4. Less than 5 servings of grains/grain products? Yes \_\_\_\_\_ No \_\_\_\_\_
5. Brightly colored fruits/vegetables (red/yellow/green)? Yes \_\_\_\_\_ No \_\_\_\_\_
6. Fish at least 2 times a week? Yes \_\_\_\_\_ No \_\_\_\_\_
7. Breakfast? Yes \_\_\_\_\_ No \_\_\_\_\_
8. Less than eight 8-oz. glasses water? Yes \_\_\_\_\_ No \_\_\_\_\_
9. Lots of convenience (processed) foods? Yes \_\_\_\_\_ No \_\_\_\_\_
10. Lots of fried/greasy foods? Yes \_\_\_\_\_ No \_\_\_\_\_
11. Do you smoke? Yes \_\_\_\_\_ No \_\_\_\_\_
12. Do you drink alcohol? (more than two glasses a day?) Yes \_\_\_\_\_ No \_\_\_\_\_
13. Do you exercise? Yes \_\_\_\_\_ No \_\_\_\_\_
14. If you exercise, do you work out at least two times a week for more than 30 minutes? Yes \_\_\_\_\_ No \_\_\_\_\_
15. Do you do any weight training? Yes \_\_\_\_\_ No \_\_\_\_\_
16. Do you suffer from high stress regularly? Yes \_\_\_\_\_ No \_\_\_\_\_
17. Do you take any dietary supplements? Yes \_\_\_\_\_ No \_\_\_\_\_

dietary intake as you become more aware of the quantity and quality of the foods eaten and become trained to read and note the nutrient values in food labels. See **The Five-group Plan** for serving sizes for the different food groups. Practice remembering them daily until they become internalized.

A helpful strategy to determine the basic nutritional needs of your clients is to have them fill out a simple questionnaire just as dentists and other health practitioners do during the consultation. See the **Questionnaire**.

The clients' answers to the questions will help you identify strategies in determining changes or modifications in lifestyle behaviors, particularly dietary intake. You also need to explain what constitutes one serving of food. Use The Five-group Plan; this can be listed at top of the questionnaire.

## Analysis of guide

Scientists recommend that a healthy balanced diet can be better achieved by taking an analysis over three days, usually two weekdays and one weekend. What can you determine from this analysis? The number of servings for three days from each food group can be compared with the food chart. This simple calculation will indicate if the average daily food intake is balanced with the recommended food plan.

For example, insufficient servings in grains may indicate deficiency in fiber and vitamin B complex that is significant in these types of foods, while insufficient meat products may suggest iron deficiency. Conversely, excessive meat consumption means a high protein, high saturated fat diet; inadequate milk servings shows low calcium intake and of course, insufficient water intake will indicate dehydration

which can be revealed by the color of urine. A bright yellow color with a pungent odor means that you are dehydrated since normal urine color is a pale yellow. Low servings of fruits and vegetables indicate low fiber, vitamins and minerals, important criteria for a healthy, clear complexion. They contain antioxidants and phytochemicals, substances found to have preventive measures against many diseases.

It also is vital to check for the quality of each serving, that is, whether the meat or milk has a high-, medium-, or low-fat content. This particularly is relevant to weight reduction treatments. In nutritional counseling, consider cultural differences. Don't recommend abstaining from cultural foods completely, but instead make suggestions for healthier versions of their favorite foods. For example, instead of recommending no pastas for Italians, suggest reduced portions of whole-wheat pastas with tomato sauce instead of white sauce that carries a higher caloric value. Low-fat milk is a better choice than whole milk, while soy foods and legumes are healthy substitutions for meat if a client eats too much meat.

## Lifestyle coaching

As an esthetician, you have the opportunity to provide your clients with lifestyle coaching. See **Common Skin Conditions and Lifestyle Coaching** to learn what you can do to recommend lifestyle modifications. In other words, as an educated skin therapist, you can help guide clients to lead healthier lifestyles. This can make a remarkable difference not only in the skin and body condition but also the psyche of the client.

Lifestyle management skills for body care are much tougher to carry out because it is difficult to see immediate results. This is an instant-gratification society and results for body treatments take time. Most clients are discouraged easily and most often lack discipline in changing their poor lifestyle patterns. It always is harder to give up the fattening foods and participate in exercise, particularly if you have been sedentary. But you must try to motivate and encourage them as much as possible. Surely, clients cannot achieve wellness when they are overweight or underweight. Your work can be so much more realistic and meaningful if you can help guide your clients to achieve a healthy body weight.

The Body Mass Index (BMI) is a measurement that is used by most health professionals to determine a healthy body weight. Use the following formula to determine the BMI.

$$\text{BMI} = \text{Weight (kg)} \div \text{Height (meters)}^2$$

or

$$\text{Weight (pounds)} \div \text{Height (inches)}^2 \times 705$$

If the BMI falls under 20, there is a greater chance of health problems such as chronic fatigue, depression, anemia and eating disorders. A BMI of 20 to 25 is low risk while a BMI of more than 27 is indicative of increased risk of coronary heart diseases, hypertension and diabetes. Other variables such as smoking and drinking increase health risks independently of BMI.

## Fitness and weight loss program

Everyone wants to lose weight and offering weight loss

programs can bring in a completely new group of clientele to your spa. Cellulite conditions also are very common among slim women. Many overweight clients prefer to have a one-on-one training session instead of one in a large gym where they may be intimidated by slim women. If you already are using electrical equipment or performing body treatments such as body wraps, you can incorporate body treatments for weight reduction, toning and cellulite into your treatment plan.

## Benefits of exercise

Exercise is one of the main pillars of anti-aging. The benefits are too numerous to list, but here are some of the primary ones. Exercise:

1. Increases circulation, improves lymphatic flow, increases cellular metabolism.
2. Increases energy levels.
3. Burns calories, thus reducing body fat; increases lean muscle mass.
4. Reduces stress and improves mental attitude.
5. Gives a sense of euphoria and wellness.
6. Increases cardiovascular function, reducing heart diseases.

In addition, weight training improves strength and results in shapely curves. Pilates and yoga improve posture and breathing, increase muscle strength, tone and flexibility. Both are very important to implement in wellness programs because they are adjunct to the wellness ethic.

## Mind and body fitness

Yoga and Pilates have become extremely popular during the past decade for several reasons. First of all, baby boomers are finding that they no longer are able to continue the high impact aerobic activities such as stepping and jogging. In addition, injuries to the joints may have reduced their ability to continue these activities. Both yoga and Pilates have been found to be very effective in maintaining muscle tone, improving flexibility and simultaneously improving mental health. Pilates, in particular, is becoming the first choice in fitness today. It is considered more sophisticated and enjoyed by both young and old. The results have been spectacular, leading to a strong, lean and toned body with upright posture. The emphasis is on strengthening the core muscles, the abdominal and back muscles that hold the body upright. Both Pilates and yoga emphasize deep breathing techniques and are definite assets to both physical and mental wellbeing. In fact, several day spas have started to incorporate Pilates and yoga into their programs as part of their spa menus.

Ultimately, regular exercise gives you high energy, helps you feel more youthful and lighter on your feet. Best of all, you feel healthy and your body looks more shapely. Isn't that worth it?

## Body types

People come in different body shapes and sizes and most

## Nutrition and regular exercise can help prevent degenerative diseases of aging.

people can be placed in the following three body categories according to human physique, although an individual can be a combination of more than one body type. The basic body types have certain characteristics:

**Endomorph**—rounded, heavy body with small or short limbs. Usually overweight with a high BMI and a slow body metabolism. Male endomorphs are more likely to have body fat on the abdomen while females have it on the thighs. Abdominal fat is considered high risk for heart diseases and regular aerobic exercise is very important. They should eat less fatty foods particularly saturated fats, and eat more meat alternatives such as beans, peas and soy foods, more fiber such as fresh wholesome foods, and avoid salt. Avoid or reduce processed foods since they contain high levels of salt and chemicals. Concentrate more on fruits and vegetables and reduce starches since the excess are stored in the body as fat. Drink more water for digestion, absorption and elimination. A good strategy is to eat multiple small meals throughout the day instead of three meals. Choose low-glycemic foods because they are absorbed slowly thus keeping you full so you don't feel hungry.

**Mesomorph**—muscular, well-developed shoulders with slim boyish hips. BMI is low to moderate, usually athletic with a high metabolism. Stretching exercises such as Pilates and yoga are recommended for the tight muscles of the mesomorph to improve flexibility. Mesomorphs are more likely to eat healthier because they usually work out regularly and are more careful of what they put into their bodies. In mid-life however, some mesomorphs may become overweight by becoming lazy to exercise and developing poor eating habits.

**Ectomorph**—long, thin, bony frame that tends to be underweight with a bent-over posture. Associated with low energy levels. Ectomorphs need to build more lean muscle mass and eat more calories daily, particularly high protein foods and healthier fats such as lean meats, Omega-3 found in fish, Omega-6 found in olive oil, canola oils and avocados.

### Cellulite

Cellulite is a metabolic disorder of connective tissues found primarily among females. It is described as being composed of waste products such as fatty deposits, toxic waste and water trapped between the layers of connective tissue. It is not a medical problem but a cosmetic problem. It is more visible in the obese where the hard dimples are obvious in the heavy thighs and abdomen, but also can be found in slim women when the skin is depressed. It is very difficult to get rid of, but

in trying to achieve a healthy body weight and eating healthy, cellulite conditions can be reduced or removed.

The body therapist can guide the client to healthier lifestyle patterns by implementing both nutrition and exercise guidelines within the body treatments they already are performing. This is true anti-aging therapy. Here are some lifestyle coaching skills for weight reduction and cellulite conditions:

**Nutrition.** Proper nutrition is very important to help reduce cellulite conditions that mainly are caused by the improper choice of foods and poor elimination of toxins from the body. Concentrate on effective digestion, absorption and elimination by eating high-fiber foods. Anti-aging scientists recommend 25–40 grams of fiber daily and studies show that the average American diet contains an average of 10–15 grams of fiber. No wonder clients feel bloated and constipated.

There are two types of fiber, water-soluble and insoluble fiber. Water-soluble foods include oats, barley, fruits and legumes. They bind with cholesterol and push it through the gut thus helping to reduce high LDL—bad cholesterol—levels in the body contributing preventing heart disease. Insoluble fiber includes those vegetables and grains that do not absorb water but increase bulk in the intestinal tract making the stomach feel full and aid in regular bowel movements. This is an excellent factor in weight reduction because you will reach your set point more quickly and you are more likely to eat less.

In addition to high fiber foods, adequate daily water intake is required for digestion, absorption and elimination, so ensure that at least eight glasses of water are taken daily. A good strategy is to recommend a glass of water before and after every meal. It is important to reduce salt intake because it contributes not only to hypertension but also helps retain water in the body. Recommend using herbs in cooking instead of adding salt to foods. Most processed foods already contain a high amount of salt and fresh wholesome foods are much better to eat if available.

**Exercise.** For difficult cellulite where hard dimples protrude visibly on the skin's surface, aerobic activity such as brisk walking should be performed daily for a minimum of 20 minutes to increase cellular and body metabolism. For soft cellulite, some weight training also should be performed at least twice a week to tone the muscles.

### Body treatments

Exercise is mandatory for wellness and weight loss programs. Clients can work with a personal trainer, Pilates or yoga instructor at set appointments. Alternatively, you can train professionally and become qualified, then set up a

# Common Skin Conditions and Lifestyle Coaching

The following are three common skin conditions encountered by estheticians with their clients, their possible causes and some recommended lifestyle modifications.

Skin Conditions	Possible Causes	Lifestyle Coaching
Dry skin, lines, wrinkles	<ul style="list-style-type: none"> <li>• Aging process</li> <li>• Premature skin aging from negative lifestyle behaviors (smoking, drinking, excessive sun)</li> <li>• Excessive facial expressions</li> <li>• Extreme temperatures (hot, cold)</li> <li>• Worry, stress</li> <li>• Poor posture</li> <li>• Hereditary</li> <li>• Poor nutrition (lack of Omega-3 fatty acids, first class protein)</li> <li>• Insufficient water intake</li> <li>• Improper skin care, inadequate sleep</li> <li>• Illness</li> <li>• Excessive alcohol</li> </ul>	<ul style="list-style-type: none"> <li>• Avoid soap, use proper skin care</li> <li>• Avoid direct sun, sauna</li> <li>• Adequate sleep</li> <li>• Be aware of facial expressive motions</li> <li>• Use sun protection</li> <li>• Avoid hot water, use cool water to wash face and body</li> <li>• Avoid sleeping on one side of body</li> <li>• Practice good posture; lift up neck and shoulders</li> <li>• Avoid hot water, baths</li> <li>• Learn to relax more</li> <li>• Avoid smoking</li> <li>• Avoid extreme temperatures</li> <li>• Nutrition: eat fish (Omega-3) twice a week</li> <li>• Drink no less than eight 8-oz. glasses of water a day</li> <li>• Drink green/black tea for polyphenols</li> <li>• Fresh fruits for antioxidants, fiber</li> <li>• Brightly colored fruits/veggies for phytochemicals and preventive care</li> <li>• Soy foods for phytoestrogens</li> <li>• Drink red wine only</li> <li>• <b>Dietary supplements:</b> over 30: increase calcium intake, multivitamins, Omega-3 fatty acids</li> <li>• <b>Exercise:</b> participate in active physical activity such as strength training to prevent osteoporosis; improve posture and flexibility with Pilates and yoga</li> </ul>
Oily, acne-prone	<ul style="list-style-type: none"> <li>• Excessive sebum caused by hormonal imbalance during PMS, pregnancy, medication</li> <li>• Hereditary, improper products</li> <li>• High heat/humidity</li> <li>• Stress, nerves</li> <li>• Drugs, medication</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Nutrition:</b> reduce/avoid smoking</li> <li>• Limit/reduce alcohol, caffeine</li> <li>• A more vegetarian diet (eat less meat, more meat alternatives such as soy and legumes)</li> <li>• Eat more anti-inflammatory foods such as Omega-3 found in salmon, flaxseed</li> <li>• More wholesome foods and less fast foods and refined foods; more fiber to detoxify the body</li> <li>• Eat more steamed/grilled foods</li> <li>• During PMS: reduce inflammatory foods such as dairy products, shellfish, and saturated fats</li> <li>• Increase zinc to increase immunity</li> <li>• Choose brightly colored fruit and veggies that contain fiber for antioxidants and phytochemicals to detoxify</li> <li>• Reduce free radicals</li> <li>• <b>Dietary supplements:</b> Antioxidants: vitamin A foods to promote healing; vitamin E as an anti-inflammatory; vitamin B to help reduce stress</li> </ul>



## Skin Conditions

## Possible Causes

## Lifestyle Coaching

Oily, acne-prone (continued)

face

- **Exercise:** indulge in relaxation, sports, exercise or listen to music
- Deep cleanse skin more often before menstrual period to prevent breakouts
- Avoid touching the face, squeezing pimples
- Keep hair clean and away from the face
- Avoid heavy makeup
- Reduce/avoid smoking
- Clean face and body after exercise

Thin, sensitive, blotchy, telangiectasia

- Hereditary
- Improper cleansing
- Photo-damaged skin
- Very dry skin
- Allergies
- No sun protection
- Stress, nerves
- Drugs, medication

- Use proper skin care products
- Avoid direct heat such as sun, sauna
- Use cool water to wash face and body
- Learn to relax
- **Nutrition:** increase vitamins C and P to strengthen capillary walls, collagen synthesis
- Adequate water intake
- Antioxidant foods with beta-carotene, vitamins C and E, and selenium
- Avoid stimulating foods and drinks such as hot spicy foods, caffeine and alcohol
- Green/black tea, all berries for flavonoids
- Supplements: Omega-3, vitamin C
- **Exercise:** participate in strength training to improve posture and strengthen bones

Pale eyes, skin and dull hair

- Inadequate iron and protein
- Poor circulation

- **Nutrition:** eat lean red meat or legumes, leafy greens, copper-rich foods, fish for Omega-3
- Take vitamin C-rich foods to enhance iron absorption in gastrointestinal tract
- Supplements: Iron, vitamin B complex
- **Exercise:** regular aerobics to increase circulation
- Have facial treatments regularly

large room for the fitness component. Here, aerobic equipment such as a treadmill is used for a minimum of 20–30 minutes followed by free weights for strength training. The treadmill is the best aerobic fitness piece of equipment to have because it simulates regular walking activity and is least likely to cause injuries. It is not necessary to have large bulky equipment for weight lifting, but a bench with various free weights is required to train the client in muscle toning and strength training. In addition, a few body bars and two Pilates or yoga mats can be used for muscle toning and stretching exercises. A series of body treatments can be designed for 12 treatments, twice weekly. Nutritional counseling has to be built into the program and this should be

started at the onset.

The following is designed for weight loss or muscle toning program. It's a series of 12 treatments that can be done a minimum of two times a week:

**Series 1–4:** Treadmill—30 minutes; strength training, lower body alternate with upper body—15 minutes; whirlpool or steam/sauna with salt scrub—10 minutes.

**Series 5–8:** Treadmill—30 minutes; strength training alternate with Pilates or yoga stretching—15 minutes; body wrap or back massage—15 minutes.

**Treatment 9:** Hydrotherapy and full body massage—stress therapy, aromatherapy or Swedish massage.



## Wellness is not just good physical health, but it also incorporates mental health.

**Series 10–12:** Treadmill—20 minutes; strength training, alternate with Pilates or yoga—20 minutes; body wraps or electrical therapy such as galvanic current, faradic-type current, interferential current, gyratory massage, ultrasound—20 minutes.

### Juice bar

After the workouts or treatments, clients will need to replenish their glycogen levels. It is a good idea to have a small fuel—juice—bar where freshly squeezed juices or health drinks can be served. Fruit blenders have become quite inexpensive and it would be a good investment for the spa. Green tea also is an excellent beverage and is known for its high flavonoid qualities. These drinks enhance the wellness program.

### Spa ambiance

In promoting a spa that offers nutrition and fitness programs, the ambiance should be somewhat different from a regular day spa. The environment and décor should reflect the healthy function of the spa. The therapists should have clear healthy skin with trim, toned bodies, moving effortlessly to indicate youthful energy. This serves as a motivating factor to potential clients.

Dietary supplements or any other health products should be attractively displayed with sufficient literature to educate the clients of their benefits, just as in the health food stores. Have the team members trained with sufficient knowledge of the supplements carried in the spa. Whether you believe in dietary supplements or not, be aware that most of your clients may be buying some type of supplements from the health food stores, and they obtain their information about nutrition from articles, books and the Internet. Your spa can provide these resources to the clients who already are com-

ing there for their skin and body health.

It should be noted that supplements are adjuncts to daily food intake and should not be used as alternatives to natural foods. Furthermore, many people, particularly baby boomers, are taking medications that may inhibit or impair absorption of nutrients, so dietary supplements become mandatory to ensure adequate supplies. Supplements are particularly important for those performing heavy exercise, suffering from food allergies, high stress levels, low B12, stringent diets, diseases, and of course, pregnant and lactating females.

Marketing of dietary supplements in the spas can significantly increase income. Nutrition is a \$40 billion market and the opportunity exists for the spas to help redirect some of their clients' spending toward them instead since they may already be buying supplements without any professional guidance.

### Essential components

Nutrition and exercise are essential components in promoting wellness in the spa. Eat well and exercise at least three times a week so that it becomes an integral part of your daily life. You will suffer from less stress, have lots of energy, and look and feel more youthful. Those who truly are interested in promoting wellness and longevity need to pursue gaining knowledge in nutrition. Take part-time courses and participate in a fitness program at the local gym. It will open up a new way of life for you, and you will become passionate about leading a healthy lifestyle. Anyone can change, but there must have a strong desire and motivation to do so. If you want to take this profession in another direction—as a health care professional, don't wait, do so now. ■