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## The Happiness Quotient

Volume 1, Issue 2

June 2009

### Food for Thought

*Form and Function: Educate, Empower and Inspire Your Spa for WHAT's NEXT! PART ONE IN A THREE PART SERIES*

By Colleen Dunn Smith

There are three things that I know for certain...

1. **Education** is vital for improvement. For centuries, people have traditionally come to spas to feel better physically and mentally. They have come to spas as an **educational center**, to learn about the spa lifestyle and the four components to total well being: healthy nutrition, regular physical exercise, care of the face and body (naturally, with spa products), and psychological well being. People seek to feel connected by a sense of community and spa can give that to them as well.
2. **Empowerment** "helps people master the core elements of human nature that determine our entire 'life experience' as well as the fundamental principles behind all human achievement, prosperity and well being." ~ Mark Fournier, Emmy award winning author of A Course of Action and Self Help Me!
3. **We seek inspiration** through tough times. Financially speaking, these are tough times for individuals and businesses alike. No two ways around it, no sugar coating it. Many seek long or short term

"If we repeat even random actions or choices for a long enough period of time, they eventually become habits...habits which then automatically control our lives...for better or for worse!"

~ Mark Fournier



Give a man a fish and you feed him for a day. Teach him to fish and you feed him for a lifetime.

~ Chinese proverb



### INSIDE THIS ISSUE

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solutions, in or out-of-the-box. People want and need to feel better about themselves, their lives and the choices they have before them; they want to be **inspired** to make a difference for themselves and for others.

"The whole is greater than the sum of its parts." It confers the idea that there is 'magic in the mix' and that some things have more meaning or power when combined. My love for body-and-soul nourishing food finds its expression with this in contemporary culinary arts. This magic also applies when philosophical principles (Form) meet physical practicality (Function). In this three part series I will show you how the above items represented through Education, Empowerment and Inspiration *could* stand on their own, each as fulfilling entrées. Yet ultimately, once you taste the new blend, it will be difficult for you to think of them as separate in the future.

Empowerment principles teach us that life is about choices, and the

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*Empower Your Spa - continued from page 1*

choices I see on most spa menus today haven't changed or evolved much in the last 5 - 10 years. Most fall into one of the three basic categories of Body Treatment, Facial or Hydrotherapy. Treatments play a vital role in our health and well being...but as an industry we've not ventured much beyond the standards. Now it is time for us to imbue our spa menus with treatments tinged with meditational messages centering on self discovery, peace and serenity, and offer classes in personal empowerment. Technology gives us the advantage of continuing the relationship and personal touch established with phone conferences, webinars, and on- and offsite seminars.

Spas are ripe to be the cornerstone or hub of this new development toward human understanding of how we become self actualized and how we can change the world, one empowered person at a time.

I am asking you to **co-create with me** the next generation of spa facilities, treatments, and offerings that will then create the next generation of spa-goers: Self actualized, empowered citizens of the world that believe challenges such as world peace, global education and ending hunger are the daily fare on which empowered people feed.

As an industry, we've already brought about a change in society and spas continue to become more and more entrenched as a lifestyle choice for many. Embracing empowerment ideals will take us to the next evolutionary level.

*Give a man a fish and you feed him for a day. Teach him to fish and you feed him for a lifetime. ~ Chinese proverb*

Challenge, whether economic or personal, dredges up our deepest desire to know what we are made of, and we want to know that our core values still sing strong within us. We begin to reexamine what makes us tick. It is the time when cultural change can occur.

In American culture, the pursuit of 'happiness' holds reign as an inalienable right, as illustrated in one of our countries most celebrated and essential documents, the Declaration of Independence. I think it is time we pursue what we can do to enhance spa's offerings in this area, and understanding what makes us happy is key to knowing what to offer.

## Spas as Educational Centers

In the hundreds of classes and seminars I have taught over the last 14 years around the globe, there is one axiom that I stressed over and over again: spas are educational centers. For centuries, people have traditionally come to spas to learn about the spa lifestyle and the four components to total wellbeing: healthy nutrition, regular physical exercise, care of the face and body (naturally, with spa products), and psychological well being.

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## WHAT'S HAPPENING...

### NEW ENGLAND SPA ASSOCIATION

LAUNCHES TO PROVIDE ALL SPA, FITNESS AND NUTRITIONAL INFORMATION TO DAY, MEDICAL, RESORT, AND DESTINATION SPAS THROUGHOUT NEW ENGLAND. CHECK OUT THEIR EVENTS CALENDAR FOR UPCOMING EVENTS IN YOUR AREA.

<http://newenglandspaassociation.com>

### SPA LIVING RETREAT COSTA RICA 2009

PLACE: COSTA RICA

DATE: JULY 26 - AUG 1 2009

VISIT EACH OF THE INFO PAGES TO LEARN MORE ABOUT COSTA RICA, THE YOGA ECO-RESORT, ZIPLINING IN THE RAINFOREST, FRESH FOOD FROM THE ORGANIC FARM, PAMPERING MASSAGE AND BODY TREATMENTS AND HOW ALL THIS AND MUCH, MUCH MORE IS INCLUDED FOR AN INCREDIBLE BARGAIN PRICE.

<http://www.spalivingcostarica.com>

### ISPA CONFERENCE AND EXPO

PLACE: AUSTIN, TEXAS

TIME: OCTOBER 5 - 8, 2009

Appointment times available during the conference



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*Empower Your Spa - continued from page 2*

I would say that spas have the Body component pretty well covered. The Body + Mind + Spirit triad is a universal spa industry standard as to how we view ourselves as an integrated being. However, as an educational center, what are we offering our guests with the psychological or Spirit component in mind? It's time we pay more attention to the other two-thirds of the total well being pie to see where we stand.

## How can Empowerment help us?

It "helps people master the core elements of human nature that determine our entire 'life experience' as well as the fundamental principles behind all human achievement, prosperity and well being." ~ Mark Fournier, Emmy award winning author of A Course of Action and Self Help Me!

It addresses all areas of our life (Body-MIND-Spirit) because it addresses the core of who we are: our perceived reality (reality as seen through our own filters) and the habits or programs that power our day to day existence.

THOUGHTS ⇔ FEELINGS ⇔ ACTIONS ⇔ RESULTS

Understanding this mechanism, we use Empowerment principles to help us get more of what we want out of life: more control over our life and a greater sense of freedom and fulfillment. Ultimately, we are responsible for everything that happens in our life...well, for how we feel about it, anyway. But here's the kicker...We make choices according to those feelings, and subsequently take action, and as a consequence, the creation of our character, and hence our destiny is in the offing and most of us are obliviously that such monumental doings are afoot.

Why can't they do it on their own? It is not for lack of available information that we don't see truck loads of empowered people walking around affecting the world around us for the greater good. So why don't we see more people walking about leading happy, fulfilled and effective lives? Because clearly, as Mr. Fournier states, "Knowledge isn't Power: It is the consistent application of knowledge..." that creates powerful living or empowered lives. What I'm saying here is we can't do it alone. No man is an island. We need help – a support system – and that's where the spa comes in as the cornerstone or rock on which people can rely.

The bottom line (I bet you thought I'd never get here) is this: if you want to BE empowered, you must live according to empowering principles, and you won't consistently live those principles (such as acting with integrity, honor, compassion and effectiveness or always looking for what is great in life), unless they are converted into habits.

Why am I talking to you about this now? Because people are looking for **what's next** from us. They get and understand the benefits of massages and facials; they understand the need to relax, rejuvenate and renew in this stress-inducing, cyber-speed world of technology and competition in which we live. In the last 14 years that I've been involved with the spa industry, I have seen basic consumer knowledge about spa go from "Spa? You mean a Jacuzzi?" to "I can't make it on Wednesday...I'm booked at the spa for a massage after my workout." Spas have come into their own; it is no longer a question of if they will stay, the question on everyone's newly exfoliated lips is WHAT'S NEXT? Now that consumer's have tried what's been on the menu for the last few years, savvy spa-goers are looking for a new offering...and I believe self actualization is the entrée they will order. Even within our industry, people are ready for a change or evolution of sorts...I've overheard one experienced, knowledgeable spa writer reveal that if she has to write about "one more lavender or hot stone massage, I'll shoot myself!"

## From 2008 ISPA Global Consumer Study

38% of the total sample surveyed within the United States said that complimentary products or bonus services would motivate them to visit a spa and only 12% said an advertised sale would motivate them to visit. When preparing a local media advertisement, a spa would likely take this information and promote a special that offers a bonus service (value-added) instead of using "sale" within the advertisement.

If we offer simple upgrades to current services as an introduction to this new ideal, what would more valuable than feeling good physically, relaxed and pampered? Feeling good, healthy, relaxed, pampered and POWERFUL...now that's added value! **If you knew you would leave a treatment feeling more mentally powerful than when you went in, wouldn't you want to try it?** If you knew you would feel better about your life or relationships than before you went in, wouldn't you want to at least try it? Confidence in your choices, happier with your relationships, understanding what it is that you really want out of life...these are truly valuable additions that every client would look favorably upon as a "value added" to any treatment...or what if they were offered as "treatments" on their own?

What if we could devise a way to offer group or individual classes so that clients would walk away feeling more in charge of their life than when they came in? Wouldn't that be great? **Education – Empowerment – Inspiration:** Wouldn't those be the best things we could ultimately offer the spa guest? And these treatments or classes could be enjoyed a la carte or in a series...just like people sign up for a series of glycolic facials, they would sign up for a series of empowerment treatments. Each building on the previous, just like a pyramid is built, brick by brick, layer by layer, from solid foundation to the highest point, or apex of achievement...until an enduring edifice of substance and quality appears...and empowered life in the making!





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## FROM YOUR SPA TOOL BOX – MEDITATION\*



### 10 Tips for Strengthening Your Practice – from TRICYCLE, the Buddhist Review

1. **Be Comfortable** – If you can't sit cross-legged on a cushion, sit in a chair. When meditating, both the body and mind should be comfortable.
2. **Be Consistent** – Sit every day, if only for five minutes. Continuity is more important than the amount of time you sit.
3. **Stay Awake** – Groggy? Drink tea (coffee's fine too!)
4. **Sit** – Get into sitting posture whether you plan to sit or not. You'll find yourself meditating before you know it.
5. **Use a timer** – Try sitting the length of time it takes a stick of incense to burn. Nicer than a clock alarm.
6. **Sit with Others** – Sit with a group. Sometimes it's easier to show up for others than it is to show up for yourself.
7. **Make it a Habit** (*there's that word again*) – Have a time and place to sit daily. Establishing good habits is as helpful as letting go of the bad.
8. **Relax** – Don't try to make things happen, try to know what is happening in the present moment.
9. **Morning is Best** – The morning is often a good time to meditate. Your energy level is high, your mind is clearest, and the world tends to be a little quieter then.
10. **Find Support** – Take advantage of supplemental materials such as books, CDs or videos that will help guide you through your practice. (*I know of some dandy guided meditation CDs called Software for the Soul – go to [www.shop.chrysalisclear.com](http://www.shop.chrysalisclear.com) for more information.*)

\*Don't let the word MEDITATION scare you. Substitute PRAYER if you like, or QUIET TIME. The truth of the matter is taking TIME to quiet the mind and just BE is what is important. OR you could have a chocolate muffin – that works for me too. ~C.D. Smith

[www.tricycle.com](http://www.tricycle.com)

## Why we go to the spa...

by DeeAnn Lensen, Advanced Spa Therapies

### Part II, continued from last month's newsletter

As stated in last month's introduction, "We go, in a nutshell, to *feel better*. However, we must realize that 'feeling better' goes beyond the physical experience." Let's continue that examination now with the following.

## Did you know????

- Although industrialized nations have grown *three* times wealthier since the 1950's they have not increased in 'happiness' by one degree... and during the past 30 years *women* have actually *decreased* in happiness, for the *first* time ever, they now score *less* happy than men.
- There are reasons for this lack of happiness and it is almost entirely in our *minds*. And since we have control of what dwells within our minds... we have control of how we *feel*... (*if* only we knew how to *claim* it). Which we *do*... and could begin doing *today!*
- Virtually all contemporary research shows that we are *far* more *effective* in every area of our lives during 'elevated states of joy, passion and harmony'. Even our *physical* health, from the management of weight and pain to the acceleration of our healing process can be highly influenced by our mental states.
- These discoveries have proven to generate *immediate measurable* results.
- *Human beings* are 'programmable' much as any *computer* and can therefore be deliberately **re-programmed** to meet any individual's specific needs and desires.

Imagine turning the free mental time you experience during a spa treatment into an

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*Why we go to the spa - continued from page 4*

emotional retreat as well... a place where you can caress your thoughts and feelings, compose your psyche, regenerate your soul and produce powerful, joyful brain chemistry that not only elevates your mood, but gives you what you've really come for... a chance to 'feel better' in every way.

This is the mission of Happy Hour Retreat and Software for the Soul: *to give each individual what they really want while helping them become who they really are.*

The audio CDs are called Software for the Soul because they behave like software by helping us reprogram our self-talk and take conscious control of our own emotional programs. The same audio CD heard during a spa treatment would go home as part of the package, so it can be played again and again at any time the need is felt for a refreshing break, or the desire to further enhance a positive mental attitude.

As with any habit, it takes repetition to create a lasting one, so in order to create a more permanent, positive transformation, please play the CD more than once. And by merely repeating the trigger phrase, "I love my life; I am happy" you can instantly return to your newly integrated positive, peaceful, refreshing state of being.

We are deeply grateful for the opportunity of offering this wonderful experience to you.

To experience this first hand please contact Colleen Dunn Smith at Chrysalis Clear for your introduction to Happy Hour Retreat's Software for the Soul.

[www.chrysalisclear.com](http://www.chrysalisclear.com)

67 S. Higley Road, Suite 103 – Gilbert, AZ 85296

**866-954-0225**



Colleen Dunn Smith, author, educator, speaker and 14-year veteran of the spa industry lives in Gilbert, Arizona with her husband and two dogs. "I affectionately call them my 3M Corporation: Man, Mastiff and Muttt."



**"Habit is the deepest law of human nature."**

**~ Carlyle**

### **My Personal Mission Statement**

*It is simply to know and be known...to love and be loved...to stand tall and be counted for good, and to be a conduit of creativity for empowering myself and others with no fear, just an open heart, mind and soul, and a willingness to learn. I want to make a difference and this is how I'm going to do it. ~Colleen Dunn Smith, Founder and President, Chrysalis Clear*