

## ON TOPIC | IN THE MIX

### in service

Find out how spas are incorporating citrus fruits into their menus to help clients experience their many benefits.

At the **Waldorf Astoria Spa** at Boca Resort & Club (FL), indigenous oranges are used throughout the spa experience, including in the form of a signature citrus scent throughout the space, refreshing orange-flavored brewed teas, and citrus



### MARKET *value*

Citrus-based treatments and products are perfect for summer. Here are a few citrus-based marketing ideas that are sure to excite clients:

"Consider adding a "Citrus-C" facial to your menu, focusing on the benefits of vitamin C and the fresh limes, lemons, and grapefruits featured in your citrus mask, cleanser, or toner."—*Brian Goodwin, international trainer, Eminence Organic Skin Care*

"Citrus fruit treatments could be marketed by infusing spa water with oranges, grapefruits, or lemons. This can add to the aesthetics of the spa as well as taste delicious."—*Ashley Stowers, national educator, CelleClé*

"One of the best ways to promote your citrus-based products and treatments is to display them, along with counter cards or other marketing materials, around a beautiful water dispenser filled with orange slices. You might also create a newsletter listing the fruit's benefits and highlighting products containing citrus ingredients. Consider creating special summer treatments that highlight the use of citrus. After all, summer and citrus sort of go hand in hand. Plus, summertime is also when most skin could use an extra dose of vitamin C, as it can help counteract some of the negative effects of UV."—*Shannon Esau, director of sales and education, Rhonda Allison Cosmeceuticals*

"A lemon essential oil diffuser that offers a crisp, clean, and invigorating scent can add to the ultimate experience."—*Szilvia Hickman, owner, Szep Elet, exclusive distributor of Ilike Organic Skin Care*

"People are really drawn to the bright colors of citrus fruits, so using the warm colors and fruits themselves in images and packaging is a great way to attract attention."—*Jennifer Yen, founder, Purlisse* ●

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Paltz, NY), which uses Naturopathica ([www.naturopathica.com](http://www.naturopathica.com)), begins with a soak followed by a gentle exfoliation with the spa's "Shawangunk Grit" (quartz grains from local cliffs). Next, atlas cedar and a sparkling fusion of orange, Italian bergamot, clementine, and pink grapefruit is applied for a relaxing massage. ●