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SPECIAL CATEGORIES OF SPA

SONAL KARNIK

Abstract:

As more families travel with children to spas, the industry is evolving to accommodate the under-18 set – from opening kids-only spas to offering services focused on everything from childhood obesity to the development of lifelong wellness practices. Spa parties, big with brides-to-be, now come in kid-friendly versions, while kid-specific day spas such as Sundae Spa in Connecticut offer playfully named treatments like 'ice cream pedicures' and 'starfish sparkle manicures.' The Omni Houston Galleria now offers dedicated kids' packages, while Nickelodeon Suites in Orlando showcases a kids' spa. Major destination and resort spas have also recently opened separate spas for kids, including Schloss Elmau in Germany and the new Disney Aulani resort in Hawaii, which offers a special spa designed exclusively for kids and teens, baby massage classes for new parents, and a host of other family-oriented services.

KEY WORDS:

Mobile Spa, Spas for pregnant women, Disabled Spas, Kids Spa, Pet Spa, Cruise Spa, bubble tree.

OBJECTIVES:

The objective behind the research article is to find out what are special categories of Spa & the reasons for their preference.

INTRODUCTION:

Spa at your doorstep A spa is a centre for treatments and has grown to include relaxation, an opportunity to unwind and get pampered. It has now become the hub of social mingling where we also try to catch up on the personal touch in our otherwise unconnected lifestyles. The spa has always lured people with its exotic, relaxing treatments and the promise of rejuvenation. In India, the spa has been around since ancient times. Things have changed somewhat since then - the range of treatments has expanded vastly, but the basic principle of a spa visit remains the same-recharging the body and mind. Each passing year has seen new trends emerging in the spa industry. Mostly a trip to the spa is a tedious task specially for working people. From planning the trip, deciding on the type of treatment/therapy and finally getting to the spa. With the evolution of 'mobile spa' a spa treatment is now just a phone call away.

The concept of mobile spa is gaining a rapid momentum especially amongst the group who lead busy lives and are always pressed for time. Mobile spa provides their clients with pampering services in the comfort of their own home or places of their choice. These spas provide skilled and efficient therapists with all the equipment (scented oils, robes, candles etc) and transform the client's room into an exotic spa space. The main aspect that makes this concept a unique one is the fact that you have a therapist at home catering to

your special spa needs. Guests don't have to step out when now it is ready to come to them.

The concept of mobile spas is quite unique as it is a service designed keeping in mind the busy lives of the people living in metros. It brings the entire experience of going to the spa, right to the home or office space. Special themes choices are also offered which are customized keeping the décor and the ambience in synchronization. Yet another unique feature of a mobile spa is that it creates a floating and relaxing spa atmosphere in home or office.

Besides the skilled therapists these spas also provide special equipment for creating a blissful ambience. After the treatment the client is also served a soothing warm cup of brewed herbal tea.

The concept of a mobile Spa is well entrenched in the US and UK and other European countries but it certainly is a novel concept in India. Some of the few mobile spas in India are 'Transformations' and 'LSA' mobile spa in New Delhi and 'A02' in Bangalore.

These spas offer several treatments at varied prices. The normal timing for any package is 60 minutes. Some of the treatments which a mobile spa provides are the Aroma Therapy Treatment which involves mild and gentle massage with highly aromatic natural oils which are therapeutic and healing. It helps in improving mental alertness, balances emotion and purifies the skin.

These spas also provide a variety of body cleansing scrubs at affordable prices which help in polishing and softening the skin. Some of the scrubs include brown sugar scrub for improving blood circulation, chocolate body scrub for detoxifying.

Besides the regular spa treatments the mobile spas also specialize in bridal packages. In the regular spas after the treatment the client is given steam and Jacuzzi. Likewise the mobile spa provide steam tepee (a tent), which is set up in the room. The clients are asked to sit in the tepee which gives them a complete spa feel.

A mobile spa also caters to a corporate house. Measures to keep low stress levels in office atmosphere is being adopted at offices as stress has known to cause all major health related problems. Mobile spas have come up with a unique way of combating stress at work with stress relieving activities and short massages

We live in chaotic times and everyone deserves a good spa break. But it isn't only busy jet setting executives or celebrities who are spending relaxing weekends at spas. But it isn't only busy jet setting executives or celebrities who are spending relaxing weekends at the spas. Students, housewives, senior citizens, are also increasingly becoming regulars at the spas. This is not where the list of usual spa goers ends. Spas are also catering to mothers-to-be, disabled people and even Pets! There are special spas that indulge in special category of clients.

SPAS FOR PREGNANT WOMEN

There was a time when spas would not touch pregnant women with pole fearing consequences. But today, the spa Industry has developed so much that there are spas not only there are spas offering treatments specifically tailored for pregnant women, but also opening spas meant specially for them. One example is Sweet Momma Health Spa and Wellness Boutique in Edmonton, Canada

The spa caters to women & men all through the rite of parenthood from fertility to pregnancy to post birth which includes treatment in all stages. Apart from the special pregnancy treatments such as belly facial, itchy skin, remedies for swollen feet, besides this they have massages & nutrition counseling for expectant mothers. It also includes post birth treatments & massage for the newborns which is inclusive of regular packages like body wraps, facials, manicures, pedicures etc.

MOBILE SPA SERVICES FOR THE AGED AND DISABLED

Spas across the globe are increasingly realizing the importance of designing spas that are accessible for disabled and elderly patrons. Some spas are trying to provide inclusive treatments, while some others are going as far as taking spa services home for those confined to bed. One such example is the Angels on Earth Home Beauty Arizona in the U.S. The company offers services like massages, hair-cut, make-up, nail therapy and facials at home, hospitals and care homes. Some massages are especially done with the aim of alleviating aches and pains. Their qualified and licensed therapists are trained in special curriculum and render treatments with care and patience needed for this set of clients.

SPAS FOR PETS

Pet spas have been in vogue for some time now, but the range of services being included is increasing day by day. One of the most luxurious pet spas is The Pet Spa at Harrods in London, UK, which

SPECIAL CATEGORIES OF SPA



caters to VIP (very important Pets). The spa goes beyond the realm of grooming and metes out behavioral counseling, animal reiki, full body massages, nutritional advice and personal training sessions. There are special weight-management programs-all for pets.

While most pet spas offer services restricted to washing and basic grooming. The Pet Spa has enviable treatments, worthy of humans. To name a few there are "Pawdicures" for dogs which involve a milk soak, a steam treatment and claw painting, blueberry and vanilla facials for cats and olive oil treatment for tortoises, but these treatments come at a Luxury Price.

KIDS SPA IN MAURITIUS

Shanti Maurice, a Nira Hotels & Resorts operated property in Mauritius, has announced that it will open an outdoor Pop Up Spa for younger guests throughout the Easter holidays. The spa is being presented on behalf of Shanti Maurice's kid's club, Les Petis Dodos, and is designed to give guests aged between five and fifteen some much deserved pampering. The Pop Up Spa will use 100 percent natural products, with everything used on children's skin also designed completely edible.

SPA ON A CRUISE

A cruising holiday is one of the best experiences one can imagine. But to have a spa treatment in a cruise ship is an experience that is unsurpassed. From mental elevation to spiritual rejuvenation, accompanied by panoramic views of sea, a sea spa is an experience that is sheer bliss. Sea Spas are comprehensive, luxurious and offer high end services. It also has influence from the region it is passing through like healing through water, using sea salts, mud from the seas especially Mediterranean Sea. Currently through sea spa is a novel concept on a cruise. Cruises today offer a gymnasium, restaurants, a swimming pool and casino. The concept of sea spa came in much later when cruise liners found land spas doing brisk business and then decided to introduce the same on their ships. The result was the winner, as customers flocked to sea spas. In fact they have become so popular that the specialty cruising spas have become the buzz word, with some cruise liners, promoting themselves as "floating Spas". The cabin rooms and other facilities have been designed in a manner that the entire theme on deck involves around the "spa". This includes holistic treatments and specialized food for the client.

FLOAT AWAY IN LUXURY

Imagine being pampered with spa treatments as one will cruise away and enjoy the sights of serene waters in a luxurious boat. That is exactly what spa boats offer delighted spa goers.

VULKUNA

An ordinary fishing boat was transformed into a spa- Vulkuna, an old fishing trawler was refashioned into a floating spa in Tromso, Northern Norway, complete with scented candles, silk robes and a shrine to Lord Ganesha.

JIVA SPA BOAT

One does not need to look abroad to enjoy the luxuries of a spa boat as India has its own-Jiva Spa Boat by Taj at lake Pichola, Rajasthan. Feel like royalty as the experience promises to recreate the magic of historical and regal references with contemporary luxuries like air conditioned double suite, a relaxation lounge steam bath shower. The suite opens out into a luxury sky deck which offers a soak pool, traditional lounging bed and dining area with views out to Aravali Mountains.

SPA UNDER THE STARS

The clients who wish to spa in natural surroundings. French Designer Pierre Stephane Dumas has designed a series of luxury tents "Bubble Tree" for a close-to-nature experience. These inflatable bubble tents can offer the most relaxing spa experience imaginable when furnished with spa beds, and other facilities. These series feature "Cristal Bubble"- a completely transparent tent and "Cocooning"-the version those who seek privacy. This is completely open to the sky but comes with a surrounding wall to maintain total privacy. Once inflated, the tent is kept in shape with an airlock at the entrance and a silent pump, which keeps constant pressure on the surrounding walls.

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Conclusion: Changing face of wellness in the Indian context: The concept of 'wellness' has been closely linked to the needs of an individual at various stages in his or her lifetime. Key influencers such as the external environment and financial status of the individual determine the type of product or service an individual would choose to satiate his need for 'wellness'. In India, wellness is a concept which has been in vogue since ancient times. Traditional medicinal and health practices like Ayurvedic and yoga have propounded the concept of mental and bodily wellness. Most of the ancient wellness concepts have largely focused on the basic needs of an individual within the need hierarchy, namely a focus on health, nutrition and relaxation. With the progress of time, wellness as a concept has taken up a multi-dimensional definition, encompassing the individual's desire for social acceptance, exclusivity and collective welfare. Chiefly influenced by changes in society and in the lifestyle of individuals, this change has also been accelerated by extraneous factors like globalization and a greater awareness of the need for wellness among individuals. Wellness players thus have responded to this change, shifting their focus from traditional offerings like curative healthcare and value oriented mass products to new generational offerings like preventive healthcare, luxury products and personalized services.

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