

# Asia MedispaTrends

Contributed by Administrator  
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OUR industry is changing rapidly due to demand and available technologies. Having a finger on the pulse of the latest on the global beauty economy ensures one stays on the leading edge of success. The consumer is getting ever savvy and it is necessary to stay on the cutting edge of service and treatments trends to stay relevant. Here we attempt to give you a bird's eye view and a fast-track look on where we are headed and how to be successful along the way into the future

**TRENDS**

- **Men.** The number of men visiting spas has increased by 25 - 30%. About the same numbers are opting to do plastic surgery.
- **The Next Growth Opportunities** are in Nutritional Supplements. Savvy manufacturers will seek to market new supplement formats.
- **Premium Personal Care.** The growing market for natural and organic personal care products combines with an increasing number of consumers seeking premium personal care products and benefits beyond their traditional use.
- **Consumers of naturals and organics** are looking for a more sophisticated connection to their purchases
- **The Natural Marketing Institute (NMI)** has stated that 28% of the general CHINA's \$6.3 billion cosmetic market has averaged 20 - 25% annual growth over the last five years and is expected to reach \$36.2 billion in sales by 2010.
- **INDIA.** Merging medical expertise and tourism became government policy when finance minister Jaswant Singh, in this year's budget, called for India to become a "global health destination". Revenues expected to top \$2 billion by 2012. (Source: Financial Times)
- **As Eastern philosophy** was introduced to the masses by Buddhism and Confucianism, Asian spa treatments often combine both mental and physical rejuvenation. By treating the mind, body and spirit as one (note: mind is focused on primary to the body), Asian spa techniques focus on the whole person holistically.
- **The main focus in Asian treatments** is health and wellness. The focus on beauty has become more prominent as this is still included in the aspect of the "body" and affects the "mind" in the mind-body-spirit balance within the sphere of chi.
- **JAPAN** Japan has the second largest skincare market in the world. Nutraceutical beauty beverages also are well popular in the East. One popular nutraceutical drink has a tagline that reads "Drink to make a beautiful face."

**WATCH LIST!** Terms such as "holistic", "chi", "increased skin energy" and "euphoria-like feelings" are new buzz words in products and raw materials today. Therefore, along with the physical benefits of a product, consumers can expect psychological ones, as well.

**Treatment trends:** Body treatments, Indigenous signature treatments, LED treatments, Personal skincare devices, Non-invasive treatments, Combination therapies, Imaging devices, Education with more detailed reporting, Information about their skin, Build trust with their clients, A direct link to their product and service offering, Beauty Timeline shows the stages & changes, Med Spa Business Drivers, Retail Referral, Pre-booking, Consultation, Role-play dialogues, Attention to details as clients invest in an experience&hellip;