

# Friday

APRIL 18-24, 2008



Lessons for parents **54**



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A great meal is ready **84**



# Watch this spa-ce

**E**MERGING TREND OF MED-SPAS and the lure of non-surgical and non-invasive beauty treatments. Is this changing the landscape of this ancient industry? **Carolina D'Souza** speaks to **Mona Syed-Mirza** of **Biolite Skin Clinic** to find out

The beauty industry loves portmanteau words. Words that hybridise two functions. Like cosmetic and pharmaceutical for cosmeceutical. And now medical and spa for med-spa.

Like cosmeceuticals, the med-spa concept is one of the fastest growing segments.

It's easy to see why.

It combines holistic wellness with medical expertise and assigns it to a place that makes you want to tootle around in a bathrobe and slippers. It is a place where the sybarite finds delectable pleasure in exquisite interiors and confidence in the efficacy of treatments. It is a place for sensory pleasures and scientific technology.

Med-spas are being promoted

as purveyors of beauty potions and medical anodynes. Simply stated it is about luxury backed by science.

It is a crossbred concept that originated in the US to meet the growing aesthetic demands, especially anti-ageing. In general, the spa culture has metamorphosed into an industry and fuelled many a trend. We have dental, retail, salon and pet spas. We also have new terminologies that include phrases like spa cuisine, spa business trips and destination spas.

Med-spas, though still in a nascent state, offer medically certified services not available at conventional spas. At med-spas, holistic treatments like body massages, scrubs and wraps are as much in demand as radio frequency-

## IT'S DIFFERENT

**Profitability margins are soaring** as med-spas continue to offer retail sales through homecare treatment products. But Mona Syed-Mirza points out that these products are not available at pharmacies or department stores as they are usually considered cosmeceuticals. "They have far more potent ingredients like plant- and fruit-based extracts with live enzymes.

"Most cosmeceuticals available today are extremely effective in delivering results quickly. A medical aesthetician should help a client choose the right after-care regime so as to enhance post-treatment results."

