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Private Label Products Provide Key to Growth for Spas and Salons

IRVINE, CA (June 19, 2008) - As retail sales in the professional spa industry become increasingly competitive - infiltrated by online competitors and newcomers - **many existing spa owners are being forced to rethink their sales strategies just to stay ahead of the game.**

The key, according to spa industry expert and founder of Control Corrective Skincare Inc. and Global Beauty, Ellen Clark, is customer retention, which is greatly enhanced by offering them private label products. Clark began Global Beauty, the private label division of the company, in 2007 after receiving numerous requests from spa owners looking to offer differentiated, highly active cosmeceutical products to their clientele.

"What I have found in my twenty years in the industry is that it doesn't matter if you are a small salon or a large resort spa, client retention rules," Clark explained. She believes that **the way to achieve that customer loyalty is to mix salon-only brands, with high-quality private label products.**

The former owner of two successful spas, and a national speaker and spa consultant, Clark understands the stresses and daily responsibilities that go into running a successful spa or salon business.

"The reason we began Global Beauty was to help in this effort," she said. "If we agree that keeping your clients is critical for long-term survival, then the savvy spa owner must embrace the idea of private label skincare."

Clark recognizes that there has been some resistance by spa owners to embrace the idea of incorporating a private label line. "The problem in the past was that there weren't many choices, in terms of low minimums, product formulations or packaging options," she said. "This has all changed.

"At Global Beauty we provide high-performance, cosmeceutical formulations and help spas to brand their own lines with packaging and label options, and minimal artwork charges," she said. "Since many estheticians are apprehensive about their sales skills, we've added salon sales teleseminars at no additional charge to spas. Minimums are low so that the spa owner can focus on investing that extra income into building their brand and online sales. All of this helps to ensure customer retention."

In fact, Clark believes offering a private label line is the only way for spa owners to capitalize on the customer loyalty they've worked hard to create, and to stay competitive in an industry where low-priced alternatives are easily available on the Internet.



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“When the spa owner offers a high quality private label line, the Internet becomes a friend and a great way for loyal customers to purchase their products,” Clark explained. “On the other hand, if you only carry the main brands, it is very likely that your ‘loyal’ customers will go to one of the myriad of websites to pay less for those same products. By offering only a main brand, you risk losing your customers – who *your* technicians have spent time educating – to a retail website that will undercut you on pricing.

“Don’t believe that since your customers love your spa they’re going to buy from you out of sheer loyalty when they run out of product,” she continued. “Not anymore, and certainly not with the younger, Internet-savvy age groups.”

In the new, globalized era of business, the only way for spas to stay in the game is to create a name for themselves through product differentiation and exclusive branding.

“At first, building your own high performance private label is hard work,” Clark said. “But if you keep your eye on the prize, you’ll find that the benefits will far outweigh the disadvantages, providing you with the loyal retail customer fan base that you need.”



Global Beauty is an innovative private label skincare line that provides estheticians with advanced cosmeceutical products, low minimums and branding support. The line includes a full range of professional and retail products and sophisticated customized labeling.

For more information on Global Beauty, or to order product, visit the website at www.globalbeauty.net or call/email (949) 770-4290; ellencark@globalbeauty.net.