



Leslie Lyon began her career in the Health and Beauty Industry over 25 years ago and today enjoys her profession as an International Consultant, Educator, Key Note Speaker, Published Columnist and Freelance Writer. Leslie is the President of Spas2b Inc., which is a full-service Spa Development, Consulting and Training Company based in Waterloo, Ontario, Canada. Her company's international Consulting Assignments range from the smallest Boutique Spas to the 25,000 square foot super spas, and everything in between – from Spa Start Ups to Spa Turnarounds.

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You can find out more about Spas2b by contacting Leslie Lyon directly at 1-519-585-0626, llyon@spas2b.com, or by visiting the website at www.spas2b.com.



# SANCTUARY

INTERNATIONAL DAY SPAS

**Name of Spa:** Sanctuary International Day Spas

**Number of Treatment Rooms:**

**Hours of Operation:**

Monday 9 am – 5 pm  
Tuesday to Friday 9 am – 9 pm  
Saturday 9 am – 5 pm  
Sunday 11 am - 5 pm

6 – 8 Treatment Rooms  
3 – 4 Manicure Stations  
3 – 5 Pedicure Stations

**Opened since:** 1999

**Type of Spa:** DAY SPA

**Number of Locations:** 6

**Size of Spa:** 3500 – 5000 square feet

**Number of Employees:** 15 -25



*Head Office - Vaughan*



**Business Stats:**

Spa Management Training: Spas2b Inc.  
 Software Program used: Milano  
 Staff Compensation Method: Hourly / Commission  
 Product Lines used: Bioline, Swiss Line, Vienna Mineral Makeup, GliSODin Skin Nutrients  
 Top 3 selling services: Sanctuary Signature Pedicure, Sanctuary Massage, Sanctuary Spa Facial

**Contact Information:**

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**Your valued advice to those opening/operating a spa:**

Guests' expectations of their spa experience can vary significantly. The secret is to recognize those differences and exceed every expectation.

**Introduction:**

Sanctuary International Day Spas offers six elegant Southern Ontario retreats for men and women seeking to bring harmony and well-being to their busy lives through relaxation and renewal.

The longest operating Sanctuary spa, celebrating its 11th anniversary this year, is located in Oakville – a proud member of the prestigious Premier Spas of Ontario organization. The Waterloo spa emerged just a year later, followed by locations in Vaughan, Burlington and Newmarket. All have been distinguished with local business and industry awards. Early this year, Sanctuary will open its progressive Cosmetic Clinic in picturesque King City.

While offering guests a diverse range of urban and rural settings, each with a unique character, Sanctuary features a single spa menu that reflects the company's dedication to providing a consistent guest experience. That experience includes the highest standards of personalized care and professional expertise in which great attention is paid to ensuring that protocols for spa services are consistently followed. Many spa locations feature elegant custom-designed furniture imported from Austria, part of a distinctive design style that will be rolled out to other locations in the future.

All Sanctuary International Day Spa locations offer a full range of progressive esthetic services supported by a retail boutique where leading hair and skincare products are available to guests. Most locations also offering hair salon services.



## LESLIE'S PICK

### New Signature Treatments

In 2008, Sanctuary introduced a new signature treatment lineup after searching the globe to find truly unique treatment experiences. Inspiration came from as far away as French Polynesia, Asia and Austria.

The spa's Alpine Rose Foot Treatment features a soothing hot stone foot bath with alpine pink salts and floating flower petals, followed by a moisturizing foot scrub and invigorating herbal algae foot mask.

The Muru Aki Massage Treatment offers a sensual body treatment that combines the natural elements, exotic aromas and soothing sounds of the South Seas.

For a full-body detoxifying ritual, guests can indulge in the Shogami Stem Treatment. Inspired by the soothing scents and wellness practices of the Far East, it features a deep massage and steam treatment employing warm stem packs filled with 25 varieties of herbs and flowers.

The Muru Aki Massage and Shogami Stem Treatment have a take-home component that allows guests to extend the benefits of the treatment beyond the spa visit.

### A Natural Progression

Always eager to embrace the latest advancements in skin care and wellness, Sanctuary continues to explore its interest in

natural products and treatments. Real beauty, they believe, emerges from healthy, well-nourished skin and hair. As proof, Sanctuary's new Cosmetic Clinic will be staffed with a nutrition counsellor.

Over the boutique counter, spa guests can purchase some of the world's most advanced natural skincare treatment lines, including Bioline, a biological product line manufactured in Italy. Sanctuary recently introduced GliSODin Skin Nutrients – a professional nutricosmetic line formulated to provide the best internal support for skin vitality and health.

The spa also offers a cosmetic line, Vienna Mineral Makeup, made from a blend of pure earth minerals that are beneficial to the skin.

### Investing in its people

While innovative spa treatments capture the imagination of guests, Sanctuary recognizes that the success of its brand rests on the calibre and commitment of its people, who create a quality experience.

Sanctuary invests heavily in developing a team of passionate professionals who genuinely care about their guests and consistently meet the highest standards of professional expertise. Continuous staff training is key. To that end, the company has established the Sanctuary Training Centre – a state-of-the-art learning facility just north of Toronto with programs designed exclusively for the orientation and continuous advancement of its staff.



The company has a full collection of spa treatments designed for men on their service menu. Recently, they introduced relatively painless laser hair removal at all locations. Competitively priced, the service has been well received by guests.

Sanctuary International Day Spas is seeking opportunities to grow its brand in strategic locations across Canada and possibly the U.S. Currently the company is developing a Residential Spa Complex in the Dominican Republic.

For a full list of locations and spa services, please visit [www.sanctuarydayspas.com](http://www.sanctuarydayspas.com).



Classroom learning is combined with hands-on training, and new courses and training techniques are introduced regularly to ensure that staff, and the company in turn, remain on the leading edge of the aesthetics industry.

Education Coordinator, Natalia Cosentini heads up the curriculum, supported by frequent guest lecturers from the spa industry. Spas2b Inc. has led Spa Management training courses with Sanctuary, and will be returning to lecture in 2009.

For Sanctuary staff, the Training Centre represents a unique opportunity to excel professionally and reflects the company's commitment to being a preferred employer. For the dedicated and ambitious in the company, the sky's the limit.

**What's next for Sanctuary?**

In today's economic downswing, is there a place for spa? Sanctuary executives think so, choosing to address the challenge head-on by working smarter, being more innovative and marketing themselves more aggressively. The company is embarking on a new promotional campaign that features ordinary people in everyday settings in an attempt to reposition spa as an important part of a healthy lifestyle, even in these uncertain economic times.

Community outreach is also part of the strategy. All locations are encouraged to join their local business groups, which often leads to valuable cross promotional partnerships. The company gets involved in local community events whenever possible and is planning a significant charity fundraiser this coming summer.

Sanctuary is excited to be launching a more robust interactive website in 2009. The site will offer online shopping so that guests can purchase gift certificates and their favourite skin, body and hair care products. Users will also be able to create a spa service wish list and send it to a friend.



**SANCTUARY**  
COSMETIC CLINIC



The Sanctuary Cosmetic Clinic will be launched in King City later this year, dedicated exclusively to providing advanced, medically supervised cosmetic procedures and nutrition counselling, all in the comfortable surroundings of a stately Victorian home.

The service menu offers progressive treatment techniques including dermal fillers and injectables such as Restalyne, Perlane, Esthelis and Botox; skin resurfacing and regeneration treatments including microdermabrasion, laser treatments and photofacials; and medical services such as skin tag and tattoo removal.

Dr. Amber Brown will lead the clinic team. Trained as a family physician at the University of Ottawa, she has specialized in cosmetic medicine since 2001 and is a sought-after lecturer and physician educator in the field of laser medicine and cosmetic injections in Canada and internationally. ■