

Embracing Change

Rekindle your passion for the industry



Sandra Alexcae Moren, B.Ed., CEO of Kyron Spa & Salon Consulting, a division of Chiron Marketing Inc., shares her 35+ years in the Professional Beauty Industry. Her expansive background includes that of Cosmetologist, Educator, competitor, Master Judge with the Judges Panel of Canada and member of the International Spa Association, ISPA. As a former salon owner and Spa Director, it was a synchronistic evolution for her to assist individuals building profitable businesses. Sandra's experiences include every aspect of the industry; entire Spa/Salon projects, from inception to "Grand Openings", and everything in between. Living, working and travelling internationally has allowed Sandra to personally experience and research the marketplace diversity and Spa/Salon experiences. With passion and enthusiasm she shares her knowledge; as an author, her book "Spa & Salon Alchemy" is a must read for everyone in the industry. Visit Sandra at www.kyron.ca.

By Sandra Alexcae Moren, B.Ed.

Seasonal Changes...the natural transformation in nature with its exquisite breath-taking beauty can delight the senses. Have you taken the time to renew your Spirit with a walk in nature or a drive in the country to experience the stillness and myriad of colors...hues of brilliant gold, blazing orange and rustic reds woven within the shades of green?

Nowadays, most individuals are busy scurrying here and there, controlled by their checklists and schedules in day timers or computers. Taking time for you to renew Body, Mind and Spirit is an absolute must for everyone involved in our industry. With our frenzied and fragmented lifestyles we sometimes cannot see the forest for the trees.

New studies suggest 70% of our energy is emotional and 30% is physical. Vibrancy of Spirit, excellent skills and knowing what is leading edge in this industry allows you to be like a magnet, drawing clients to you.

Be aware when you sense your staff and clients are becoming bored and listless. Boredom is a symptom of low levels of attention. One of the pleasures of change and novelty comes from the heightening of attention and the rise in brain activity it brings.

The brain gets energized whenever something new or unusual comes along, getting more active as it perks up to pay attention.

I often go on tour of Spas and retail stores, especially when seasons change to observe the new seasonal items...displays and products in cosmetic departments...clothing, shoes, jewelry and furniture to get a sense of the new lines, designs, textures and colors. We live in a society where individuals are adamant consumers of things and personal services. What's exciting, what's new, what's happening, what's hot...is their quest.

I had a meeting with a Spa owner who could not understand why one of his major Corporate clients decided to discontinue purchasing holiday gift packages. "What do you have to offer your clients that is new and innovative in services, treatments and products", I asked. "Nothing", he replied, "we pride ourselves on being the most prestigious." The most prestigious of what...yesterday! I know his Corporate client went to a new spa that not only has enthusiasm; they have some exciting new services and products and dynamite Spa packages.

Sometimes we get so busy with our day-to-day schedules we forget to observe what is really going on in the industry until we are faced with a challenge. Through research, development and marketing you can offer staff and clients leading-edge Spa experiences and products.

You cannot kindle a fire in any other heart until it is burning in your own.

Ralph Waldo Emerson

What new facial treatments and home-maintenance products can you recommend for the season changes? Embrace the changes in the industry similar to the changes of the seasons and rekindle your passion for the industry!