

# asiaSpa

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spatrends

## HEALTH & BEAUTY: A Visual Merchandising Guidebook

CatchOn and Company

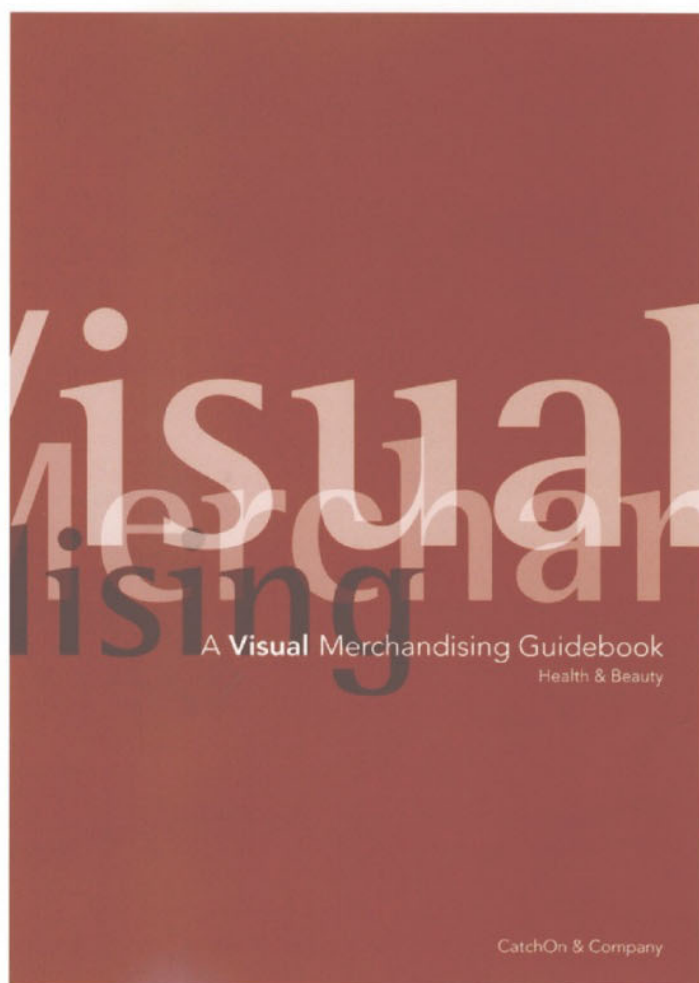
Although this book makes more sense for spa owners and managers, it has several valuable tips on presenting and selling, which could be useful to anyone involved in any kind of retail. It is put together by spa expert Cathy Chon, originally from The Philippines via the US, and who now works in Hong Kong as a marketing consultant specialising in the wellness and lifestyle industry.

While the spa industry has exploded, retail, often a dirty, commercial word in this touchy-feely world, and relegated to a dusty corner of the spa reception, is lagging behind. But significant sales boost income and are vital in encouraging clients to take the spa lifestyle home with them.

"I started this book from the point of view of a spa consumer," says Chon. "In the end, thanks to the effort of many to whose credit the world of 'visual merchandising' was opened to me, I've come away with an entirely new perspective of the shopping experience."

It is an easy to read spa bible, whether zipping from cover to cover or dipping in to specific chapters—think Understanding Color, Lighting, and Working With Thematic Concepts. So—read the book, get rid of the cobwebs, and display your products proudly.

[www.spasynergy.com](http://www.spasynergy.com)



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