



Shelving Responsibility

You have spent a great deal of time and energy filling your retail section with beautiful, quality goods. But are you **making the most of your displays**, or are you making many common mistakes that will end up cutting into your bottom line? *A Visual Merchandising Guidebook (Health & Beauty)*, a new book written by Catherine Feliciano-Chon and published by CatchOn & Company, 2004, is a simple, step-by-step workbook to assist you in making the most of your spa wares. The book's easily accessible format and clear drawings can help spa owners and managers plan and execute retail displays by showing how to effectively utilize color, balance, proportion, signage, fixtures, themes and more. For more information visit www.catchonco.com.