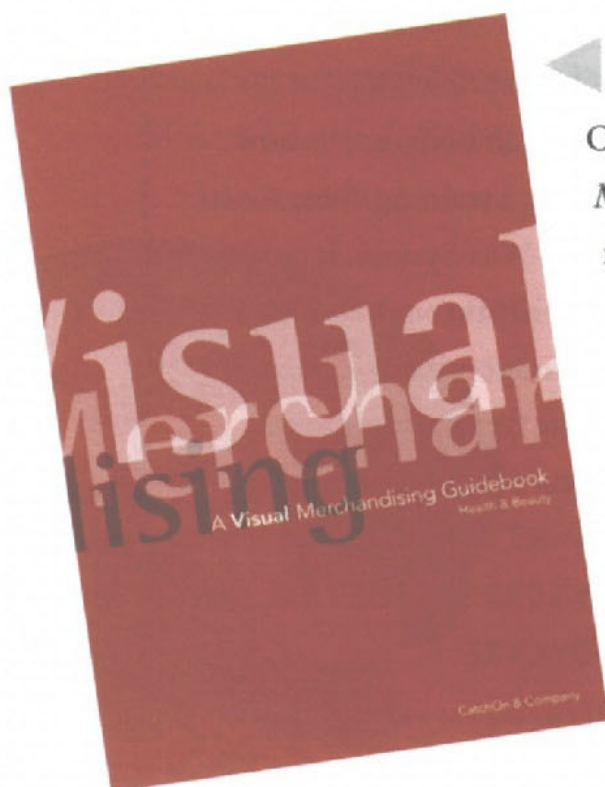


spa business

£5 €7.5 US\$7.5



◀ CATCHON TO SELLING

CatchOn's newly released *Health & Beauty: A Visual Merchandising Guidebook*, looks at how such marketing can play a key role in retailing. With chapters on basic design elements and principles, retail layout, display fixtures, lighting, signage and working with themes, the book provides owners, managers and consultants with practical information on how to convert a spa into a selling environment that promotes shopping but doesn't compromise its ambience of serenity.

SPA-KIT.NET KEYWORD: [CATCHON](#)

126 | SPA BUSINESS Q4 2004

uniting the world of spas

[destination](#)

[day](#)

[resort](#)

[hotel](#)

[club](#)

[medical](#)

[thermal](#)

[curative](#)