

Spa Retail that drives ROI

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- **Anni Hood**
 - Group Spa Director, Jumeirah, UAE
- **Dan Shackleton-Jones**
 - President, Niki Bryan Inc (Grand Floridian), USA
- **Ellen Sackoff**
 - Owner Cornelia Day Spa, USA
- **John Gray**
 - President & CEO, Glen Ivy Hot Springs, USA
- **Mark Wuttke**
 - Principal, Wuttke Group LLC, USA

- **Snap shot of the Retail Market**
- **Spa Retail Economics**
- **Formulas for Retail Success**

- **US Retail Market (2002 census)**
 - **US \$3,056,421,997,000**

- **Food & Beverage**
 - **US \$456,942,288,000**

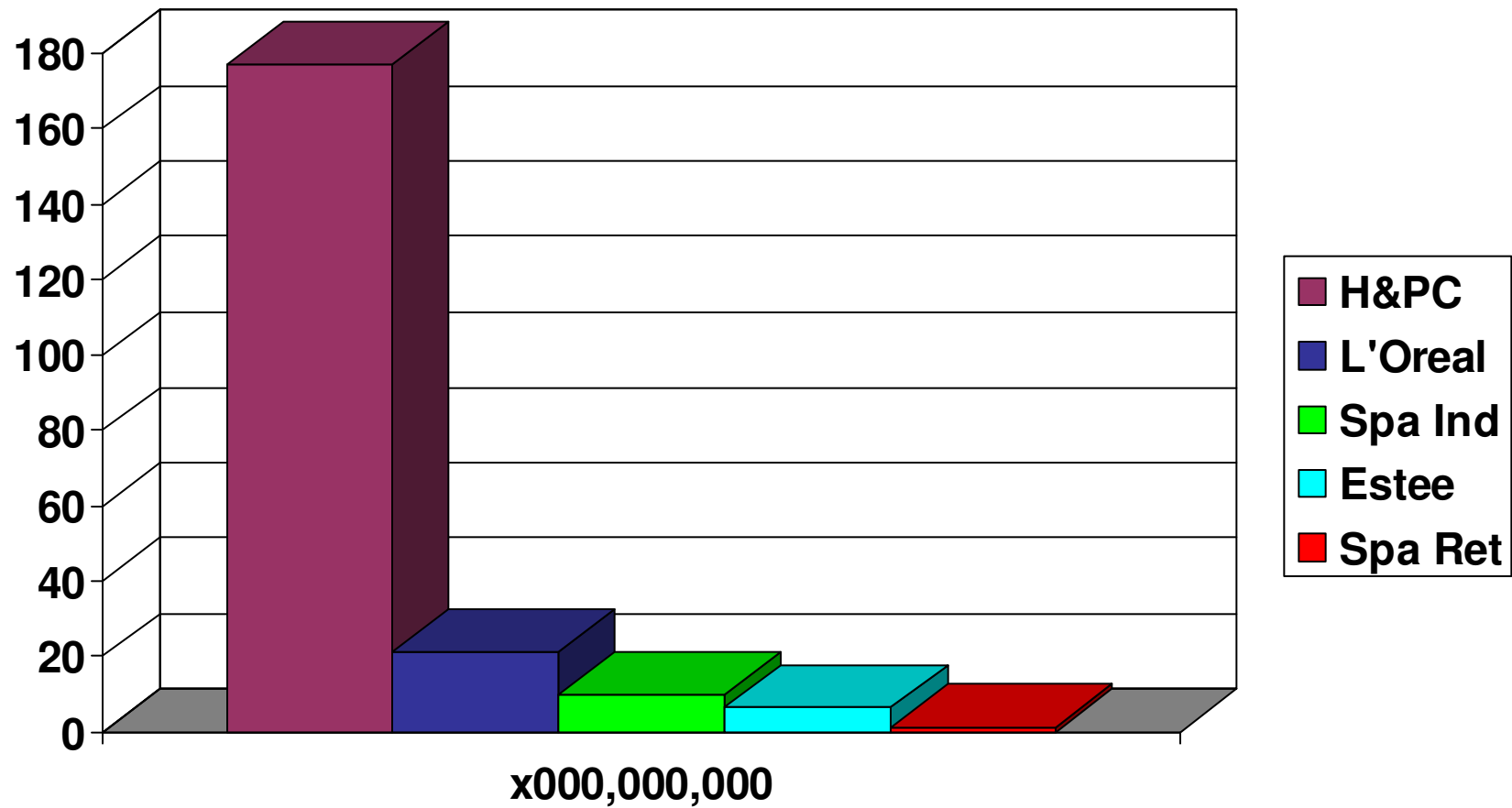
- **Health & Personal Care products**
 - **US \$177,947,091,000**

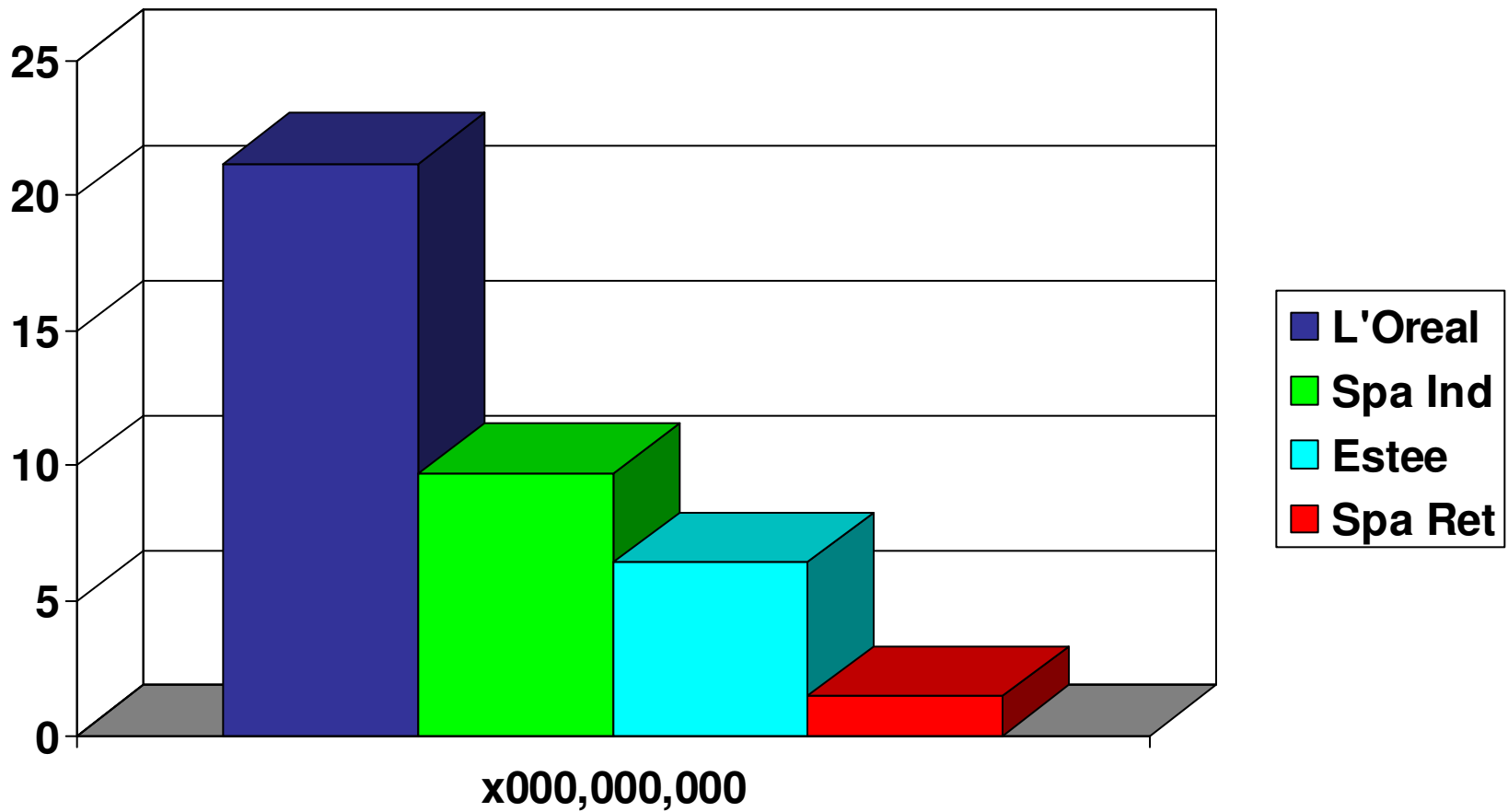
- **L'Oreal (06)**
 - **Euro 15,700,000,000**
 - **US \$21,210,700,000**

- **Estee Lauder (06)**
 - **US \$6,463,800,000**

- **US Total Spa Industry (ISPA 2006)**
 - **US \$9,700,000,000**

- **Spa Retail**
 - **15% total revenue**
 - **US \$1,455,000,000**





Spa Retail Economics	15% Retail	20% Retail	25% Retail	30% Retail
Revenue	2,000k	2,000k	2,000k	2,000k
10% Net	200k	200k	200k	200k
Retail \$	300k	400k	500k	600k
Retail GP	150k	200k	250k	300k
% Ret Cont	75%	100%	100%	100%

Spa Retail Economics	15% Retail	20% Retail	25% Retail	30% Retail
Revenue	2,000k	2,100k	2,200k	2,300k
Net \$	200k	250k	300k	350k
Retail \$	300k	400k	500k	600k
Retail GP	150k	200k	250k	300k
% Ret Cont.	75%	80%	84%	86%