



New Frontiers

ANNE BRAMHAM, SPA OWNER AND PRESIDENT OF THE BRAMHAM INSTITUTE, POINTS out in her new "Beyond Beauty" column on page 52 that spas are in a wonderful position at this time to offer the public real healing. As a therapist, teacher, and designer of spa therapies, Bramham has been taking a holistic approach within the industry for more than 25 years. She writes, "The human body is an amazing and complex work of art, and the emotional and physical body is one. Our physical appearance is a mere reflection of our inner health, and our industry is positioned to combat naturally the effects of stress-related aging."

I couldn't agree more. Recently, I read *CranioSacral Therapy: Touchstone for Natural Healing* by John E. Upledger, D.O., O.M.M. It's hard not to think of the body as a physical manifestation of our thoughts and emotions after reading about the groundbreaking work Upledger is doing. (For more information, visit www.upledger.com.) Although I've been seeing CranioSacral Therapy on more spa menus and have been wanting to try it, I didn't expect to get my first chance in Las Vegas. But that's exactly what happened after I walked into the Hibiscus Spa at the Westin Casuarina Hotel & Spa. Says spa director Deidre Strunk, who opened

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the spa in April 2004, "In Vegas, you need to set yourself apart. You would not believe how many people inquire about CranioSacral Therapy after seeing it on the menu. I always tell them that if they don't like the service, I will take care of it. No one has ever been disappointed. I've had repeat guests coming back to get the treatment, and a lot of locals come in regularly, as well."

Many other holistic offerings have been popping up on menus across the country that help heal clients not only physically but also spiritually, such as the Horse to Heart experience at The Sanctuary Spa at the Sanctuary on Camelback Mountain (Paradise Valley, AZ) and the Four Directions treatment based on Native American culture at Red Mountain Spa (Ivins, UT)—both of which encompass the mind, body, and spirit. You'll be reading more about these in upcoming issues.

Making the spa a place of healing beyond beauty and luxury to which the average person looks for help with their every day stresses and strains—and taking the spa experience deeper for clients—is truly a wonderful opportunity for the industry. I welcome your thoughts.

Warm regards,

Julie Sinclair, Editor-in-Chief
jsinclair@americanspamag.com

ONLINE QUESTION OF THE MONTH:

WHAT DO YOU FIND MOST CHALLENGING IN MANAGING A SPA?

Please visit www.americanspamag.com to answer online. Select responses will be included on our April issue's "Last Word" page.