

Stockist Focus



For this issue of Reflections we visited Angel Spa in the small town of Droitwich in Worcestershire. Angel Spa has just celebrated its first birthday and is relatively new to Priadara. Priadara has been introduced gradually, starting with Chocobeautey in spring; then Professional and Retail Skincare; Priadara Body Therapy and finally Foot Therapy early in the summer.

We spoke to Spa Manager Eleanor, who looks after a team of three therapists, to find out more . . .



How did you find out about Priadara and what made you decide to take it on?

We saw it in the Beauty Buyer's Guide and liked the fact that it was good quality, affordable, and the retail prices accessible for our clients. The Area Manager Emma brought products in to show us and we were very impressed. I have very sensitive skin so I decided that I'd try out the sedate range to see how I found it – and when I saw the results I knew we had found the right range for our business.

How have your customers reacted to Priadara treatments and retail?

We have used offers to get the treatments across to our customers. They've been really receptive and all our treatments are selling well. The retail products are very popular too, – about 75% of people who have Priadara treatments go on to buy the products that our therapists recommend. It's a fantastic range to retail.



What is your therapists' favourite treatment?

The therapists enjoy all the treatments, especially Body Therapy. Dee Dee loves the electrical facials, particularly the oxygen facial and the sub dermal.

What is your favourite product and why?

My personal favourite is the quench face mask – the texture is great and my skin feels fantastic after using it. Dee Dee loves the freshness that the lemongrass gives to the Foot Therapy products. All of us at Angel Spa are big fans of and use Priadara products personally.

What is the treatment that's most popular with your customers?

We used Body Therapy as our August treatment of the month and it sold really well.



What's Angel Spa's retail best seller?

The best selling products this summer have been the Foot Therapy products. Men who have had pedicures with Foot Therapy have bought them too, as they find their scent isn't too feminine.

Are there any advice/hints that you could offer to other therapists using or retailing Priadara?

Have faith in your products. Use them yourself. Your belief, interest and confidence will be passed on to your customers.

How has Priadara benefited your business?

It was really important to us not to have to pay out large amounts of money on stock. Choosing Priadara Professional and Retail Starter Kits meant that we could hit the ground running and quickly start making a profit. Our retail sales with Priadara are great and the range is comprehensive enough to ensure that we can keep adding to our treatment offerings.

Have you found the support and promotional materials useful?

We've found the manuals very clear and concise. The posters are great too, they're eye catching and a good advertisement for our treatments. The therapists also love the client record cards – it was great to have them in the starter kits.

Will you be taking any further Priadara ranges/treatments on in your business?

We're looking at introducing the skincare specialties – skin tight and triple 'S'; and as we have had such success with the Foot Therapy we'll probably take on Hand Therapy too.