

Innspire

The innovation guide for
industry professionals

Finishing Touches
An incredible experience

Essential Amenities
began with the
infamous
Leona Helmsley

**A Spa owner's
manual**

Danièle Henkel
A renaissance in
esthetics



(www.fayezspa.com), in London, Ontario, and the fast-growing, Alberta-based chain of Eveline Charles (www.evelinecharles.com), have their origins in hair, but have expanded their services by embracing the wellness sector with both passion and vision. Not, however, without a cost. "The most dramatic impact the spa business has had on me, is that I virtually no longer enjoy a personal life," observes Fayez, who oversees every aspect of the daily operations, as well as any off-hours maintenance, training and marketing initiatives. "But I love what I do, and I travel extensively, visiting trade shows and spas throughout the world in my constant quest to find the finest blend of traditional and innovative spa treatments. My greatest learning is the wealth of information that I have elicited from meeting with people from all cultures and backgrounds. And my biggest reward is that through hard work and a great staff, Fayez Spa has been acknowledged by *Glow Magazine* as one of the top 10 spas in Canada."

Former stylist Eveline Charles has taken a less hands-on approach. "Running a hair salon is easy," says Eveline, "but getting onto the spa bandwagon is so much harder because it involves extensive training in different areas, service quality across a broad spectrum of treatments, sanitation and