

PULSE

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EXPERIENCEISPA.COM

BRAND IDENTITY

CREATING YOUR BRAND FINGERPRINT

Exclusive on Digital *Pulse!*

- Mama Mio's video of 'house band' Belle and the Buttons 32
- Tips on how to make your own marketing QR codes 33
- More ways to effectively sell to Zoomers 43
- Link to best-selling author and marketing guru Seth Godin's free *Boostrapper's Bible* e-book 51
- Video of Godin sharing his marketing ideas at TED Conference 51



The official publication of the International Spa Association

GIVING BACK

- Fayeze Spa in London, Ontario has partnered with their local hospitals and medical care facilities to sponsor the first annual Excellence in Nursing Awards. Patients, clients and colleagues who have received outstanding care can nominate nurses. Two awardees will receive a Fayeze Spa gift card for \$2,500 plus a Certificate of Excellence.

