

# DAYS SPA®

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## A Pregnant Pause

Even with a doctor's consent, "We avoid most spa treatments in the first trimester," says Gail Rush, massage director at The Medical Spa at Nova (novamedspa.com) with locations throughout Virginia.

### Tender Treatments

As someone who's created a series of treatments for pregnant women, Rush has expert advice on designing spa menus for mothers-to-be. Addressing the entire range of conditions associated with pregnancy is key, she says. For example, the Medical Spa at Nova offers options for each trimester: the first trimester massage focuses on the head and shoulder area to gently ease stress while avoiding the abdominal area; and for the second and third trimesters, the aptly named Free Loader and Smoothie concentrate on the muscles that support the stomach and release tension in the upper body. Therapists use carefully selected moisturizers that elasticize the skin to help prevent stretch marks.

Many benefits of massage are also useful after pregnancy. "Postpartum blues affect 60% of new moms and usually begin within the first 10 days after delivery," Rush says. "They experience mood swings, tearfulness, poor concentration, anxiety and sadness. More and more women understand that it's normal to experience these emotions. As the topic loses its stigma, the number of our postpartum clients increases."

To address these issues, Nova offers a Fourth Trimester Healing Hour. This restorative, full-body massage "stimulates glandular secretions that assist in stabilizing hormone levels, making hormonal side effects less severe," Rush says. "Increased blood and

### Spread the Word

Marketing that leverages the scientific and emotional benefits of pregnancy treatments can work wonders for business growth. Rush admits it took time to educate the community, "but the word is spreading and we've noticed a remarkable interest.

There's been a spike in sales, not only from rebooking, but these women are also recommending us in their 'mommy circles.'"

Let clients know that they don't have to skip the spa while they're pregnant. They'll appreciate a spa that's thinking about their needs. Rush adds that the carefully vetted, all-natural products Nova carries are "flying off the shelves." As an added bonus, the vendor provides training for new services that incorporate the products.

Extending services to expecting clientele involves a team effort. Services should be as relaxing and soothing as possible while still helping to alleviate concerns associated with pregnancy. This may mean that even the most experienced technicians might need training to help them understand the unique customer service side of prenatal treatments. Spa directors need to decide who they want to target for these services, such as hospitals, prenatal centers or women's organizations, and then reach out to them.

At Nova, the price point for prenatal services was carefully considered, as many moms-to-be aren't able to afford services with their bundle of joy—and new expenses—on the way. Ideally, Rush says, maternity spa treatments should work hand-in-hand with a range of alternative medical options, such as exercise, yoga and supplements. Thus, the mission of a celebrity-speed recovery is replaced with the goal of a healthy one. •

HEALTHY WISE

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Expectant mothers are ideal candidates for a day at the spa, but many treatments need modification to keep them comfortable—and safe.



HEALTHY WISE

### The Mask

Deep-Cleansing and Enzymes



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### Light on the

of Sunscreens



# The Mask

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