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Inside
OLIVIA NEWTON-JOHN'S
WELLNESS VISION

7 SUMMER
STYLE
TRENDS

SPA CHANGED THE WORLD
What's next is
bigger!



mineralogie®
100% mineral makeup

Technology

Asking people to like your page is a Facebook-legal promotion, but you'll need to get them to add their details on a non-Facebook app to win a prize.



HOW TO RUN *a Facebook Comp*

Promotions on Facebook can powerfully engage customers and capture new leads, but there are also some important rules to be aware of to ensure you build your fan base rather than lose your page completely, explains **Heather Porter**.

Have you ever seen a Facebook competition offering a prize if you comment, post or share a page with your friends? All these actually violate Facebook's terms and conditions. Last year, Facebook deactivated the official India pages of French Connection UK and Cadbury's for improper promotions. Facebook's rules on competitions, sweepstakes and promotions are set out in their guidelines, but the key ones are: the only Facebook features or functionality you can request are liking a page, checking in to a place or connecting to your app. For example, you can't make competition entry dependent upon the user liking a post or uploading a photo on a wall. You also can't use Facebook features as a promotion's registration or entry mechanism (the act of liking a page cannot automatically enter a promotion participant). For a competition, you have to use a third party application (known as a canvas page or page app) and place it on a separate page within your Facebook page. One of the most comprehensive and easiest to use is by Wildfire (wildfireapp.com). You also need to include the official rules, offer terms and eligibility requirements (which is easy to do with an app). 🍃

Heather Porter presented the social media business education session at the Sydney International Spa & Beauty Expo. To read Heather's ideas for Facebook competitions that abide by the rules, check out the "Current Issue" tab on SPAAUSTRALASIA.COM.AU



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New - Launching January

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- Enrich Retreat and Spa - *Gold Coast*
- Lotus Day Spa - *Vanuatu*
- Natural Therapies Centre & Spa - *Port Douglas*

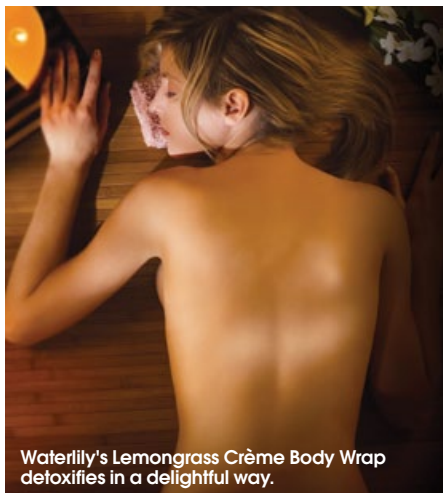
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Wet Room Not Required

Not every spa has been able to capitalise on the lucrative business of body mask treatments—with the benefits of weight loss, cellulite reduction, moisturising and brightening—because they don't have showers. But now, thanks to some news innovations, body masks can now be added to your spa menu without any fuss. These products are easily peeled or warm towelled off—making them time effective as well as reducing water usage.

Waterlily Lemongrass Crème Body Wrap is an uplifting and gently detoxifying body treatment designed to combat congested, uneven and cellulite prone skin. The sunny scent of pure lemongrass with bursts of pressed citrus rind assist to combat congested skin, fluid retention and the appearance of cellulite while revitalising tone and brightening the skin. WATERLILYBODYANDBATH.COM.AU, 617 3206 1225

Using new technologies in freeze drying, the **Algae Peel Off Body Mask** from **Victoria's Essentials** is quick to prepare and easy to apply. They peel off cleanly without attaching to body hair, and any excess is easily removed with a damp compress. These algae-based masks deliver treatments with specific purposes, including detoxification, AHA exfoliation,



Waterlily's Lemongrass Crème Body Wrap detoxifies in a delightful way.



Now every spa can take clients to a new level of relaxation with towel-off body masks, such as the Thalgo Indocéane Sublime Body Wrap.

firming, anti-oxidant or chocolate relaxation. VICTORIAESSENTIALS.COM.AU, 613 9546 2225

Germaine de Capuccini Papaya & Lemon Revitalising Body Exfoliation is an invigorating body scrub containing natural extracts of dehydrated papaya and lemon. The luxurious texture melts into the skin and glides effortlessly across the body leaving the skin feeling refreshed and silky. Upon completion of the scrub, the particles are removed simply with dry towelling mittens. GERMAINE-DE-CAPUCCINI.COM.AU, 1300 432 100

The extremely versatile **LaGaia Professional Balance Clay Mask** can be used on the face, feet and body as well as the hair, and is easily removed with a hot towel. Enriched with kaolin clays to help detoxify, refine pores and stimulate cell regeneration; anti-oxidant vitamin E; and rose hip oil and gotu kola to rejuvenate and rehydrate. Lightly scented with gentle aromatics of neroli, lavender and rosewood, this non-drying cream formula glides onto the skin and assists to balance the skins natural pH balance. LAGAIA.COM.AU, 613 9499 8784

Dermalogica Power Recovery Therapy is an intense wrap dedicated to feeding the skin with nourishment. The unique blend of wheat protein and honey act as maximum hydrators whilst the wasabi, ginger and white tea help to stimulate blood circulation to promote healthier



OmVeda's Forest Flowers Mask transforms from dry powder to a smooth paste.

skin. Customized essential oil blends offer aromatherapeutic benefits while rich kuki nut, olive and grape seed oils smooth and provide antioxidant protection. DERMALOGICA.COM.AU, 1800 659 118

A blend of the most exotic Ayurvedic blossoms and flower petals of rosa centifolia, magnolia, lotus and jasmine, **OmVeda Forest Flower Mask** comes packaged in a dry powder form, ready to be mixed into a smooth paste with fresh yoghurt, milk or rosewater. Restorative, rejuvenating and repairing this exquisite floral mask is removed semi-dry with gentle rolling that also offers a slight skin exfoliation. OMVEDA.COM.AU, 1300 662 383

Thalgo Indocéane Sublime Body Wrap caresses the skin with iris, jasmine and sacred lotus that is then covered with a silk sheet and wrapped in warm towels. The wrap contains Q1 marine for repairing and rebalancing, sacred lotus for calming and soothing and rice bran oil to replenish and regenerate. Scents of sandalwood and white musk help to enhance the relaxation effects of this creamy melting wrap. THALGO.COM.AU, 612 9477 6900