

Healthy Aging VERSUS ANTI-AGING

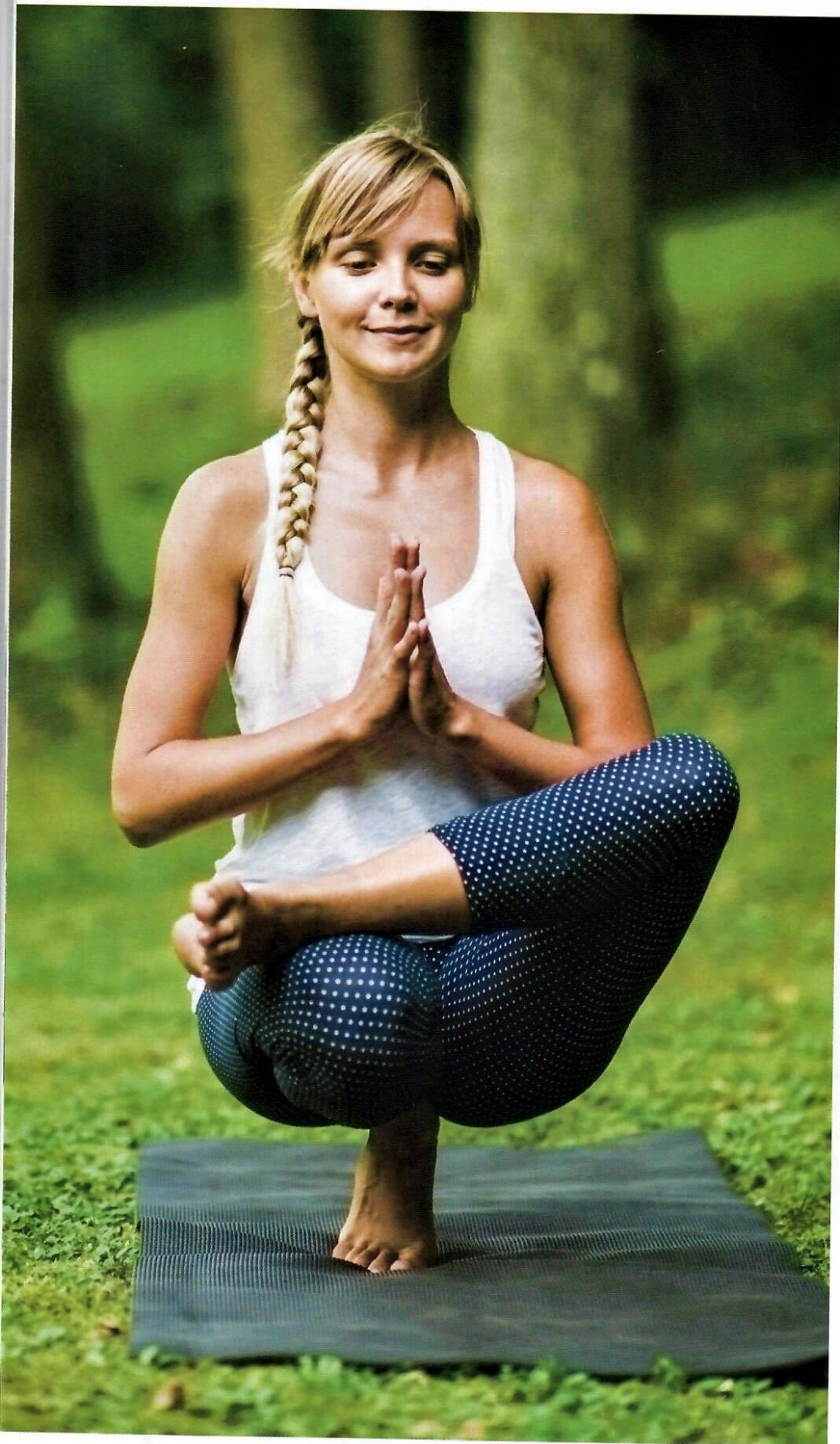
Understanding the *Holistic* Client

Baby boomers make up a large portion of the beauty market, primarily purchasing anti-aging products and services. The range of offerings in the industry grows daily. For the most part, however, the industry is failing to attract the holistic customer, which comprises a very large group of untapped clients. One reason may be a misunderstanding of who the holistic customer is and

what they are looking for in terms of services and products.

Just who is this holistic customer? Despite stereotypes of an individual with long, straight grey hair, no make-up, sandals and an “of the canyon” appearance, in truth they tend to be fashion forward, highly polished and successful. Like any other client they are interested in looking and feeling their best, and they seek out products and treatments to help them achieve that.

by Linda Marrical



key LANGUAGE

Holistic means “the whole picture”. The holistic client is interested in anything that will benefit their complete health, which includes the mind, body and heart. To the holistic individual, a term like “anti-aging” literally means death, as that is the only proven process that stops aging. Language like “healthy aging”, on the other hand, speaks directly to them as an obtainable and desired goal.

Perhaps unlike other clients, the holistic client’s first interest when making any type of purchase is how it will make them feel, more so than how it will make them look. It must enhance their overall health, as it is their belief that looking good is only a reflection of how well they feel. The holistic client is not interested in looking “younger” than their age but rather “wonderful” for their age. They wear their years proudly.

key DISTINCTIONS

The first step to attracting this very large market is to use language that reflects the healthy aspects of the service or product. Terms such as “natural”, “organic”, “non-invasive”, “gentle”, “healthy”, “works from the inside out”, and “feels wonderful” get their attention. Words and terms like “Botox”, “injections”, “needling”, “laser”, “create younger skin by traumatizing”, “surgical” and “medical” as applied to beauty treatments will send them running out the door.

As with anything, there is a range of what the holistic client will purchase for aging and beauty. They may only use certified organic products for a facial and home care. They may try “alternative” treatments such as acupuncture, acupressure, massage, etc. The holistic client may also try vitamin supplements to enhance skin, hair and nails. They may consider peels and microdermabrasion as well, as these treatments are less invasive than injections of Botox and fillers.

update YOUR MENU

Spas and salons that offer services such as Botox, fillers, microneedling and lasers should consider creating two separate menus of services — one for the more invasive treatments and one for holistic treatments. The holistic customer will not use the invasive services anyway, and will feel understood if they have their holistic alternatives presented to them in a way that does not make them appear as an afterthought or the services that most people don't want. This can be likened to the one vegetarian offering at the bottom of a traditional restaurant menu full of amazing non-vegetarian selections.

The holistic services and products should instead be offered as the "upgraded" edition for that unique client. Services such as acupuncture, acupressure, aromatherapy, reflexology, shiatsu and other healthy aging treatments are attractive to the holistic client. Price points can be in line with your other services. This client will pay for services that they feel enhance their overall health, and they will not purchase anything that might in any way negatively affect their health and well-being. They will consider treatments like Botox, fillers, microneedling, lasers and most of all surgical procedures as far too invasive.

KEY POINTS ON CATERING TO THE HOLISTIC CLIENT

- TERMS LIKE "NATURAL", "ORGANIC" AND "NON-INVASIVE" WILL GET THEIR ATTENTION.
- PROVIDE A SEPARATE MENU FOR THE HOLISTIC SERVICES.
- BE PREPARED TO OFFER A GAME PLAN TO HELP THEM REACH GOALS.
- OFFER A QUIET, COMFORTABLE AREA TO SIT AND TRANSITION BEFORE AND AFTER SERVICES.

COMMON CHARACTERISTICS OF THE HOLISTIC CLIENT

- THEY ARE INTERESTED IN OPTIONS THAT BENEFIT THEIR COMPLETE HEALTH, INCLUDING MIND, BODY AND HEART.
- THEY WANT SERVICES AND PRODUCTS THAT ENHANCE THEIR OVERALL HEALTH.
- THEY ARE MORE INTERESTED IN HOW THEY FEEL THAN HOW THEY LOOK.
- THEY ARE NOT TRYING TO LOOK YOUNGER, BUT RATHER WONDERFUL FOR THEIR AGE.

holistic CONSULTATION

The holistic client expects the practitioners providing services to also provide a game plan to help them achieve their goal. Your staff should be prepared to offer dietary suggestions, exercises, vitamin supplements, herbal products, aromatherapy and skin products for daily use. Many spa professionals may not be trained at this level of the holistic approach, but taking classes in holistic modalities is a good start. Also, there are already many trained professionals to be found who are holistic practitioners.

This client is also looking for a complete experience when visiting a spa or salon. They want to feel relaxed, well cared for, understood and uplifted. Offer a transition area, especially if hair salon services are also offered. This is a quiet, comfortable place to unwind and let the outside world go before their treatment. After their treatment invite them to sit and enjoy the relaxation of the transition area again before going back to their world. Offering something healthy to eat, as well as tea or flavored water, provides the complete experience the holistic client expects.

The holistic client is worth the work. They are loyal, and can be a great source of referrals. They are happy to pay for something that enhances their life. Taking the steps to become a holistic business creates an atmosphere of wellness, growth and positive results on all levels. That's just the way holistic works! ■



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holistic center offers acupressure, shiatsu, massage, facials, skin care products and herbal products for pain. Marrical created Life Lift, The Acupressure/Shiatsu Healthy Aging Treatment. She offers continuing education classes for estheticians and massage practitioners. For more information visit healing-touch-center.com.