

2004

SPA / MEDICAL TRAINING CENTER, FLORIDA

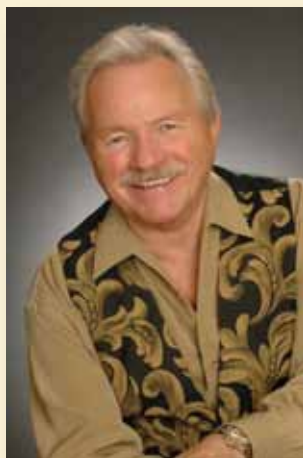
Size: 2,800 sq. ft.

Services: Full range medical and traditional spa services, Asian back walking massage

Outcome: Educational center for esthetic professionals survived rain damage and many delays. Be cautious of architects with no spa design experience. Or a contractor that starts demolition before obtaining a permit to build a roof!



30 YEARS of wellness spa design & development success



**MICHAEL EFFLER,
INTERNATIONAL
DESIGN CONCEPTS**

**ARTICLE & LAYOUT BY
CHRISTINE CASTIGLIANO**

WE'RE GRATEFUL TO HAVE WORKED IN THE SPA INDUSTRY SINCE 1984.

Having weathered many changes in our industry, from infancy to growth bubble, to economic downturn - and rebound in some areas - we remain inspired by the vision of integrated wellness. We're excited to create holistic, successful platforms for physicians and spa entrepreneurs. International Design Concepts was founded in 1984 by Michael Effler, who began his career designing interiors for major department stores such as The Bay, Macy's, Saks Fifth Avenue and Harrods of London. He fuses an international sensibility with a deep knowledge of the nuances of spa development and operations - a rare combination of design and business expertise.

As experts in spa development since 1984, we bring a wealth of knowledge and resources to every new project, whether it's a one-room addition, day spa, boutique hotel, wellness facility or medical destination. As a thank you to all who dream of operating, growing or enhancing your spa, we offer a history of some of our best spa projects.



“Michael Effler has had an amazing impact on the lives of his customers and his colleagues. He is a mentor, an inspiration, and a gifted designer.”

- Lisa Marie Wark, Spa Consultant



WARNING! AVOID THESE COMMON PITFALLS WE'VE SEEN MANY TIMES.

Inexperienced Spa Consultants may estimate the cost for building with a complete lack of knowledge of design and construction. A disaster for accurate business planning.

Unethical Contractors will tell you what you want to hear, estimating time and cost far below actual costs. Once you sign on the dotted line, you could face a 50% increase in change order costs. Our fiduciary responsibility to you is to always tell the truth and act in your best interest.

Design-Build Contractors may offer low design fees, but you get what you pay for: an inexperienced, entry-level, in-house architect who's learning the ropes on your project. Also, hidden fees are often buried in design-build contracts, with no competitive bidding for subcontractors.

Equipment vendors sometimes offer 'free' design, but with a hidden agenda to sell more equipment, not to help you build a unique working platform for your practice.

30 years of wellness

2001



IDC WORKS WITH VISIONARIES WHO ARE DEVELOPING new opportunities for wellness and health care. It's a fresh approach that encourages a blend of health, wellness, mainstream medicine and preventive care, to increase revenues, profitability, and longevity. How to create an environment that supports wellness? People respond to light, sound, texture, color, aromas and the ergonomic flow of a space. Engaging design soothes the senses, creates a harmonious setting for healing,

bringing body, mind and spirit into balance. Your environment projects your care-giving spirit, values, attention to detail, and sense of excellence. IDC shares a passion for solving these design challenges. And to create profitable spaces that didn't exist before.

2005



WELLNESS INSTITUTE, CHICAGO

Size: 26,000 sq. ft.
Services: Medical, men and women's health, dermatology, laser, acupuncture, nutrition counseling and spa
Outcome: Recognized as the first-ever integrated wellness center, this 100-year-old masonry building lacked the mechanical infrastructure required and had to be retrofitted to accommodate plumbing, electrical and HVAC



WELLNESS/FITNESS IN A MEDICAL CENTER

Size: 4500 sq. ft.
Services: Small men's & women's spa within an existing 60,000 foot wellness center
Outcome: The original design did not include a spa. An office space was converted, but was a challenge with no water, space for retail, and a poor location. Proper planning is essential!

“Every time someone enters a building you designed, your positive energy is in the walls, ceiling, floors, etc. They carry that away into their own lives!”

- Kathy Smith, Operations Manager, Cosmetic Surgery Practice

2006



PLASTIC SURGEON'S PRACTICE, TEXAS

Size: 4,000 sq. ft.
Services: Private patient entrance and exit, separate entrance to visual merchandising area, and spa, manicure, pedicure, makeup and finishing services
Outcome: The surgeon's wife was an architect, but after designing the facility, realized she needed IDC's expertise with ergonomic flow

“If you have any clients that are thinking about using you, please have them call me and I will tell them first-hand that they cannot afford not to hire you.”

- Terri Mundi, Founder/President, InvisiLift, Inc., Birmingham, AL

30 years of sustainable design

GREEN DESIGN IS MUCH MORE THAN USING RECYCLED MATERIALS. It's a way of approaching design, and the ability to make the highest and best use of everything, from space to materials.

The award-winning IDC design team is based on Bainbridge Island, Washington in the eco-friendly Northwest, where natural beauty influences our organic design principles.

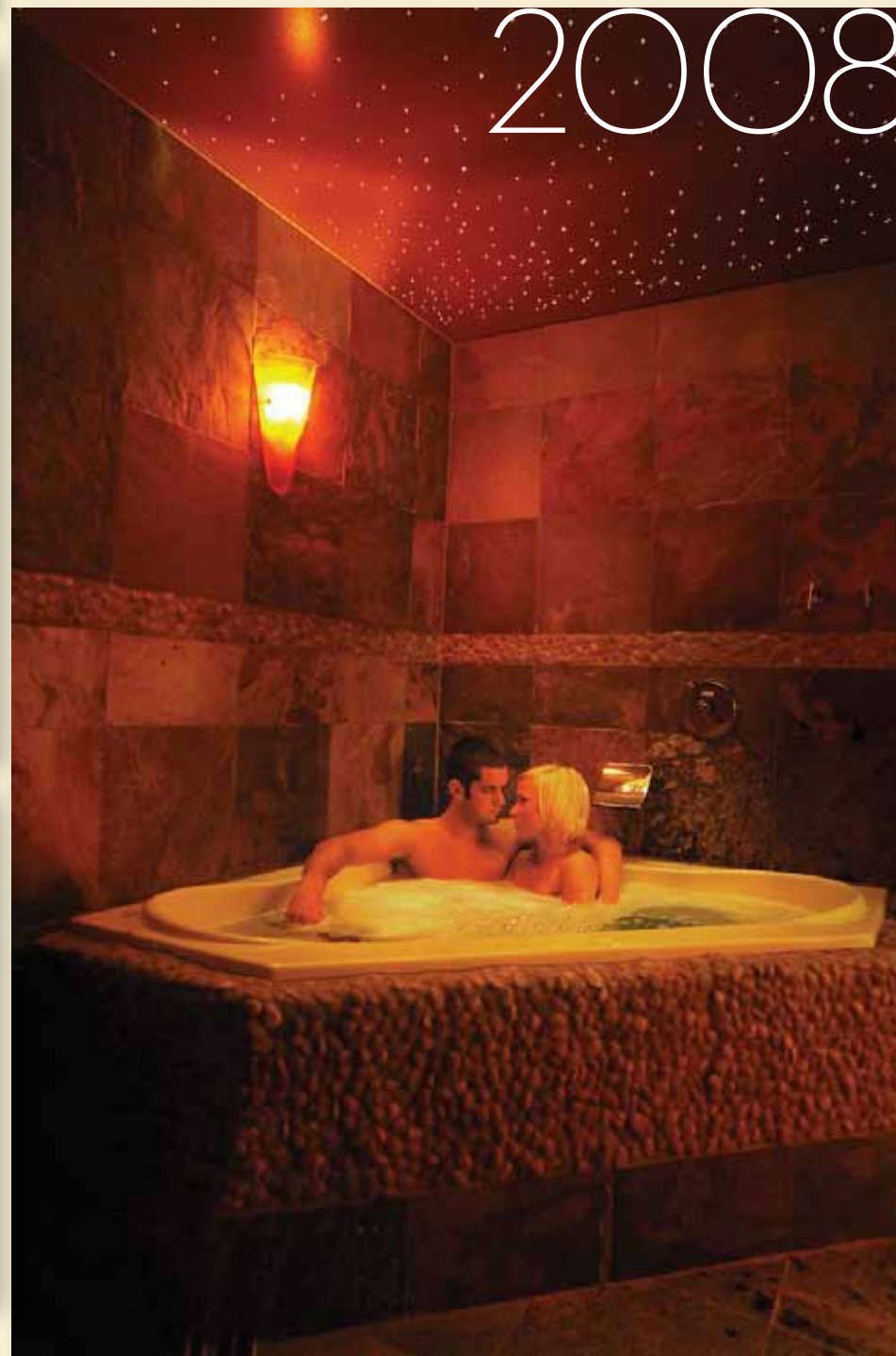
Growing up on a renovated 200-year-old farm, where sustainability was a way of life, Effler developed a core belief in stewardship of land, buildings and resources. A true efficiency guru, and an expert in ergonomics and value engineering, Michael Effler loves to uncover hidden opportunities to not only save money, but also to create long-lasting, profitable use of spaces.

Effler has carved out an entire med-spa in a mezzanine no one had even imagined was possible. He has converted closets into new spaces for new services, adding additional profit centers. He realigns plumbing runs in his sleep, saving his clients tons of construction costs.

International Design Concepts' unique, strategic designs create a highly efficient, smooth, ergonomic operating environment that maximizes practitioners' time as well as spa owners' return on investment (ROI). Several projects have earned coveted LEEDS certifications. The IDC creative process results in spas that age gracefully. Some spas are still operating without a major remodel after 30 years!

“**E**veryone loves it, the staff loves it, we've increased our revenue and took our customer service to the next level.”

- Sandi Robb, Spa Director, Chrysalis Inn & Spa



CRYSALIS INN AND SPA, WASHINGTON

Size: 4,000 square feet

Services: Full service boutique hotel spa. Signature Services include a lounging tub with natural rock walls, relaxed lighting, and fiber-optic 'stars;' custom-built heated stone bench; flotation table; spray tan; Swiss shower; steam therapy; Thalasso water therapy

Outcome: After seven years operating in a boutique hotel, this spa needed a fresh competitive advantage. A green renovation and value engineered-design created more usable space; improved client experience: added new signature services and three new revenue centers; increased visual merchandising by 100%. IDC reupholstered and refinished much of the spa's existing furniture rather than buying new. Fresh ceiling fixtures and Italian sconces, organic no-VOC paints, and high-quality natural materials including slate and vertical-grain fir upgraded the Wow factor.

SPARE THE PAIN: HIRE AN EXPERIENCED SPA DESIGNER.

GOOD DESIGN PAYS IN SO MANY WAYS.

Sadly, we often find that valuable money and time are wasted designing and building floor plans that simply do not function properly as spa environments. Each week we hear from unhappy physicians and spa owners who've hired architects without spa experience, who don't understand the unique needs of spas. We get called in to fix their mistakes.

Worst case, serious design flaws such as bottlenecks, noisy, improperly vented or overly crowded rooms, or underdeveloped revenue opportunities aren't discovered until construction is underway. If these errors are not caught in time, completed work must be torn out, causing heartaches, delays and financial difficulties.

In a recent medspa project in California, not enough space was allocated for the number of service stations budgeted for in the business plan. The architect placed plumbing stacks in numerous rooms; a centralized system plan would be much less costly and more efficient.

Another doctor is paying for mistakes related to sound, electrical and lighting, because his design-build partner did not include wall insulation or proper air circulation. His med-spa is over budget and months behind. Also, a huge opportunity to showcase merchandise and services visually at their busy street location was completely ignored.

Don't let this happen to you. For the best return on your investment, engage an experienced spa designer at the very beginning of your project. Design-driven value engineering makes a huge impact on profits.

RESORT AND DESTINATION SPAS

LORETA BAY, MEXICO

Size: Several spa locations discussed - 5 themed spas

Services: Spas; Club membership, Medi physical, water based, equestrian, golf

Outcome: Consulted on timing-based project development

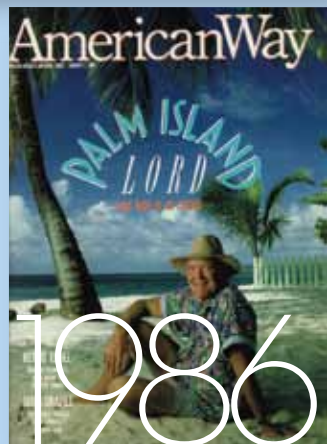


OCEAN REEF RESORT & SPA

Size: 4500 square feet

Services: Ocean Reef is a gated private community and marina resort with a nautical theme within a boating and protected beachfront location, with men's and women's spa and finishing areas.

Outcome: Design, color palette and selected equipment



PALM ISLAND RESORT & SPA

Size: 3,000 sq. ft.

Services: Men's & Women's Fitness, Pool & Spa; interior & exterior treatment rooms, change areas, couples suite

Outcome: Working on a remote island offers both opportunities and challenges. Great opportunity to collaborate with an iconic sailor, adventurer, author and entrepreneur

LA JOLLA DE LOS CABOS RESORT & SPA

Size: 5,000 square feet

Services: Men & Women's Spa, fitness & finishing

Outcome: The opportunity to work with an old friend and associate, the project architect who brought IDC in for spa expertise



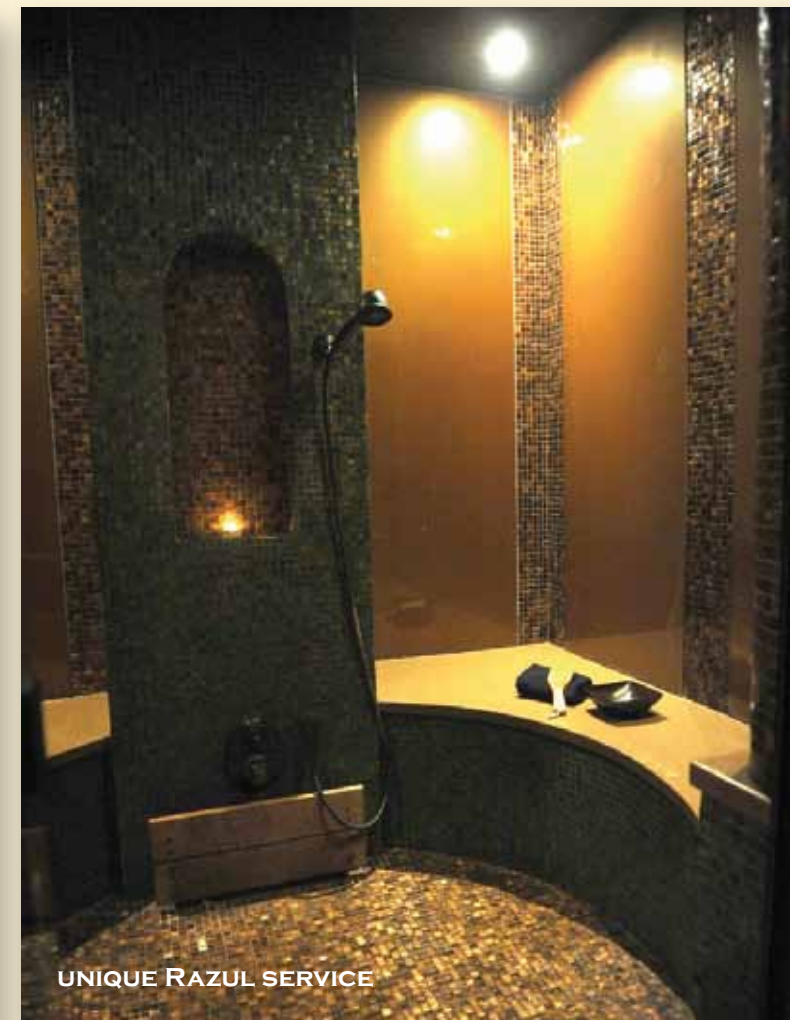
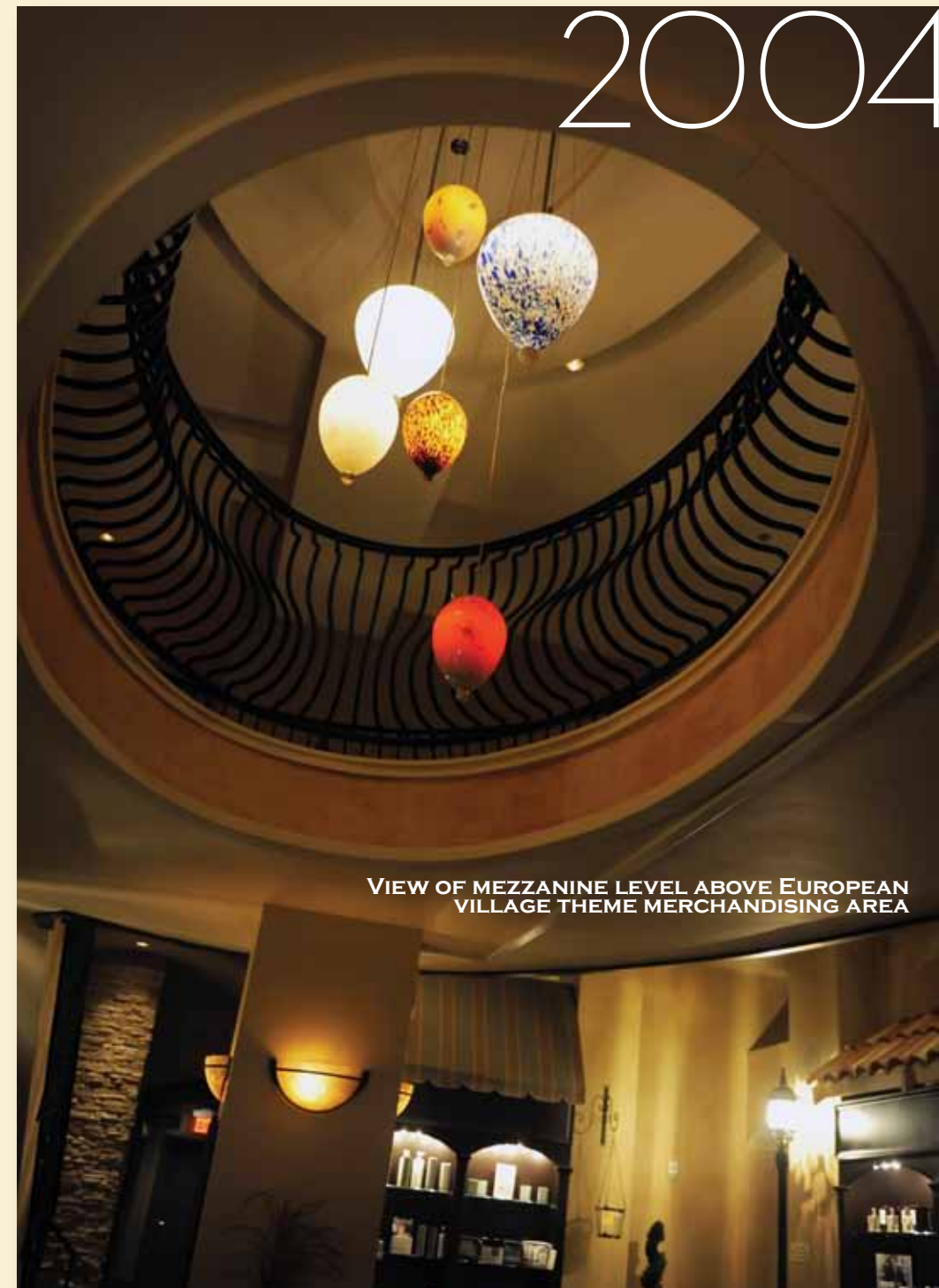
30 years of global *wellness destinations*

RESORT, DESTINATION AND HOTEL SPAS OFFER a growing, attractive opportunity for medical and wellness experts to partner with hospitality professionals.

IDC has collaborated on many destination spas since the very beginning of the trend. Internationally, this trend includes resorts that double as retirement communities, combining housing such as townhomes, condos, and

freestanding homes with wellness, lifestyle and medical amenities. Hospitals are also purchasing land to develop resorts in beautiful areas. Medical tourism is gaining popularity in Hawaii, South Pacific North and South America, Thailand, Mexico, and Jamaica.

Even for spas in urban locations, IDC includes unique cultural influences and services from around the globe.



MARRIOTT MED-SPA, WASHINGTON

Size: 6,000 sq. ft.

Services: Full service men & women's spa, tonsorial, pool, finishing, Razul, medical spa

Outcome: Created additional space and increased square footage, by adding a mezzanine level to Euro-styled hotel spa

30 years of *innovative risk*

HOW DOES A SPA AND WELLNESS ENTREPRENEUR MAINTAIN A GROWING MARKET POSITION for over 10 years? It's a winning combination of savvy management and a totally unique staging platform. This is the magic of taking a strategic, innovative risk - doing what others don't.

In a recent whitepaper published by The Global Spa & Wellness Summit, a key question was: "Can spa design become a key component of innovation and profitability?" The recommendation was to "Take design and concept risks."

If you are passionate and committed, you are driven to create the finest possible spa - and you recognize the competitive advantages and profits that spa will provide. A completely original statement stands out in the marketplace. Good design doesn't cost - *it pays*.

IDC approaches design as a holistic fusion of theme, services, environment, marketing, visual merchandising for products, and operations. To get it right, a successful spa must have all these ingredients working in harmony.

1996

PAUL BROWN SALON AND DAY SPA, HAWAII

Size: 3,300 sq. ft.

Services: Salon plus full spa services including; manicure, pedicure, facial treatments, men's treatments

Outcome: IDC encouraged the concept of full-service spa treatments in salons, which was unique - and risky - in 1996. Square footage is pricey in Hawaii. IDC used every inch and made it feel more spacious with open ceilings, custom two-sided station casework. Recorded sales were over 3 million in the first year, in only 3,000 sq. ft. The spa has much the same design 15 years later.



"Design with good quality furnishings and equipment. Do it right the first time and save money in the long run."

- Linda Mongeon, Owner, Le Mongeon Salon

BEFORE AND AFTER: IDC REFASHIONED A PEDESTRIAN RESTAURANT FAÇADE INTO A DISTINCTIVE CONTEMPORARY FUSION.



1999

"Our ability to handle the high number of guests we serve is the flow that IDC created. There's an ease with moving people."

- Zenda Stakelbeck, Owner, Z Salon & Spa



Z SALON AND SPA, KENTUCKY

Size: 21,000 sq. ft. freestanding building

Services: Complete, separate men's and women's spas. Center for Image Enhancement. Significant retail areas, space for weddings and groups; generous number of stations and treatment areas; men's area.

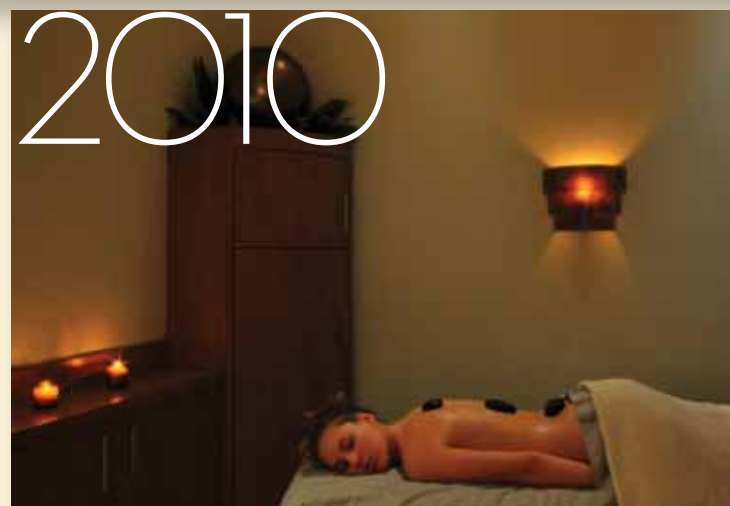
Outcome: Transform former restaurant with great location and mechanical systems, but terrible curb appeal, into a spectacular place designed to stand out among all competition. After 11 years in business, with three facilities and 120 employees, Z Salon and Spa is a grand success; 3rd among all Aveda locations.



30 years of relationships

IT'S AN HONOR TO BE CHOSEN BY PASSIONATE, ENTREPRENEURIAL SPA LEADERS, and to collaborate with them on their unique dreams. We look back with fond memories of coaching these special people - the ones who reach for the stars. We've enjoyed so many inspirational conversations with our clients: over dinner, walking the land or potential sites, in their homes, with loved ones. We celebrate 30 years in business with those who share our deep appreciation of the value of design. They do not want yet another spa like everyone else. They want something unique, a functional work of art. We are often referred to as "The Doctor's Designer," perhaps because we share an understanding of the

sculptural beauty of curves. Sadly, the vast majority of med-spa floor plans designed by architects with no spa experience are a series of boxes, with square doors leading to square rooms. We're very proud of the unique environments we've created with all of our clients. These spaces provide beauty and a sense of ease and flow for all who work and receive care in them. At the end of the day, and all along that bumpy road to success, what matters most? Relationships. Knowing that you are working beside someone you can trust. In the wild and woolly world of spa development, we truly mean it when we say, "We've got your back."



FELICE AVEDA SALON & SPA

Size: 1,800 sq. ft.

Services: Full-service hair, color, make-up, manicure, pedicure, visual merchandising and spa treatment areas. Aveda tea bar where waiting guests can learn about special services via individual LCD screen. High-end, income-producing Color Bar.

Outcome: Third project IDC designed for this B.C. client; the salon and spa owners have become great friends over 15 years. IDC created a 'wow' spa experience within a long, narrow space in a LEED Gold-Certified boutique centre. New storefront and interior maximize the income potential of every square foot by layering services and creating an ergonomic, service-friendly layout. This intimately spacious treatment center features a domed ceiling, fountain, and elegant chandelier.

"On all three projects, the designs were cutting edge, the materials were excellent and the workmanship withstood the test of time."

- Felice Iorio, Owner, Felice Aveda Salon and Spa



MEDICAL ESTHETICS PRACTICE, NORTH CAROLINA

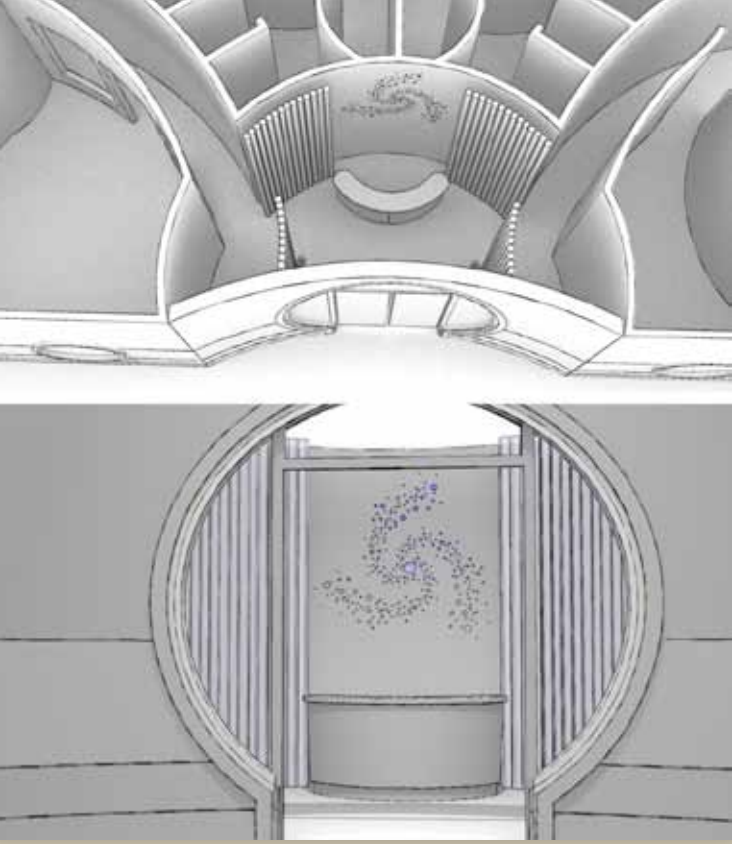
Size: 3,000 sq. ft.

Services: Injectables, nurses station, laser, multipurpose rooms, visual merchandising, drive up window

Outcome: Rework the flow from design/ build company, create proper ergonomics, lighting, and casework design

"In all of Michael's spas, the attention to every detail is exceptional. From the finishes, lighting, texture and function, you see and feel the wow factor in every space."

- Jane Crawford, Owner-developer of the first med-spa in America



2008

**WELLNESS & FITNESS CENTER,
NEW JERSEY**

Size: 10,000 sq. ft.

Services: Women's health lab, testing, consult, pharmacy, personal training, including spinning, cardio, yoga, Pilates, endless pool

Outcome: A spa consultant provided a business and financial plan with unrealistic construction budget. As a result, the SBA loan was insufficient to improve leased space. Be wary of spa consultants that provide numbers without a set of plans, knowledge of real construction costs and requirements.

30 years of *integration & collaboration*

IDC has designed numerous platforms for entrepreneurs to develop Integrated Wellness Centers. These centers offer a complete approach to healthy living: including nutrition and exercise; emotional and mental well-being; and amenities such as bistros, childcare, galleries.

Michael Effler has preached the 'gospel' of wellness integration, and the business value of partnering with

complimentary professionals, for years. It's about partnering with other practices, and finding the right synergy and compatibility. This trend opens up exciting potential for established medical centers, vitality centers, age enhancement, bioenergetics and body typing services, as well as cosmetic destinations and the complete village concept.



BEFORE: FACADE DESIGNED BY ARCHITECTURAL INTERN



AFTER: FACADE AND ENTRY REDESIGNED BY IDC

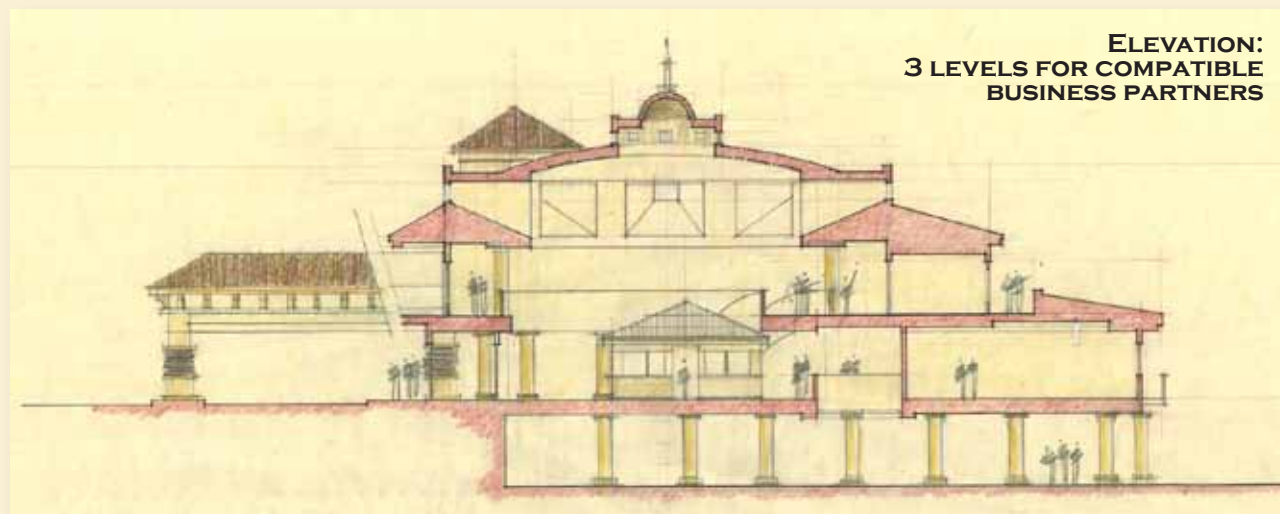
2007

MEDICAL / SURGICAL PRACTICE AND MEDSPA

Size: 15,000 sq. ft.

Services: 4 ORs, pre & post exam rooms, patient prep etc., full medical spa and spa with separate entries, men's & women's change areas, indoor/outdoor swimming pool

Outcome: Reworked existing architectural plan to improve curb appeal and create organic, ergonomic flow. Tip: Don't allow an architectural intern to design your spa project.



ELEVATION:
3 LEVELS FOR COMPATIBLE
BUSINESS PARTNERS



2006

**INTEGRATED
DERMATOLOGY &
HEALTH CENTER,
INDIANA**

Size: Freestanding 3 story new construction on 6 1/2 acre site

Services: Main floor cosmetic dermatology practice, full service men and women's spa, food and juice bar, visual merchandising feature area, 3rd floor executive offices and staff area, garden level complimentary businesses i.e. Pilates, child care, nutritional supplements, chocolatier, community gardens, farmers market, etc.

Outcome: Valued partners who share the same vision; a wonderful creative process, with bank and building department support, but unfortunately health issues changed priorities

"We learned so much from you, and incorporated many of the concepts you shared with us into our practice."

- Dr. Jeffrey W. Sassmannshausen, MD,
Cosmetic Dermatologist, Three Rivers
Dermatology, Ft. Wayne, IN

3D SKETCH: JUICE BAR AND VISUAL MERCHANDISING



2007

PLASTIC SURGERY AND HEALTH CENTER, OHIO

Size: 10,000+ sq. ft.

Services: Integrating surgery and health, this proposed center included minor and major OR, medical esthetics and spa, personal training, Pilates, yoga, men's grooming, women's finishing area, juice bar and organic food service, golf simulator

Outcome: Redesign freestanding building in a medical park with many mechanical issues; fixing infrastructure can be cost-prohibitive

"E ffler designs workspaces which are both elegant and functional, truly one-of-a-kind."

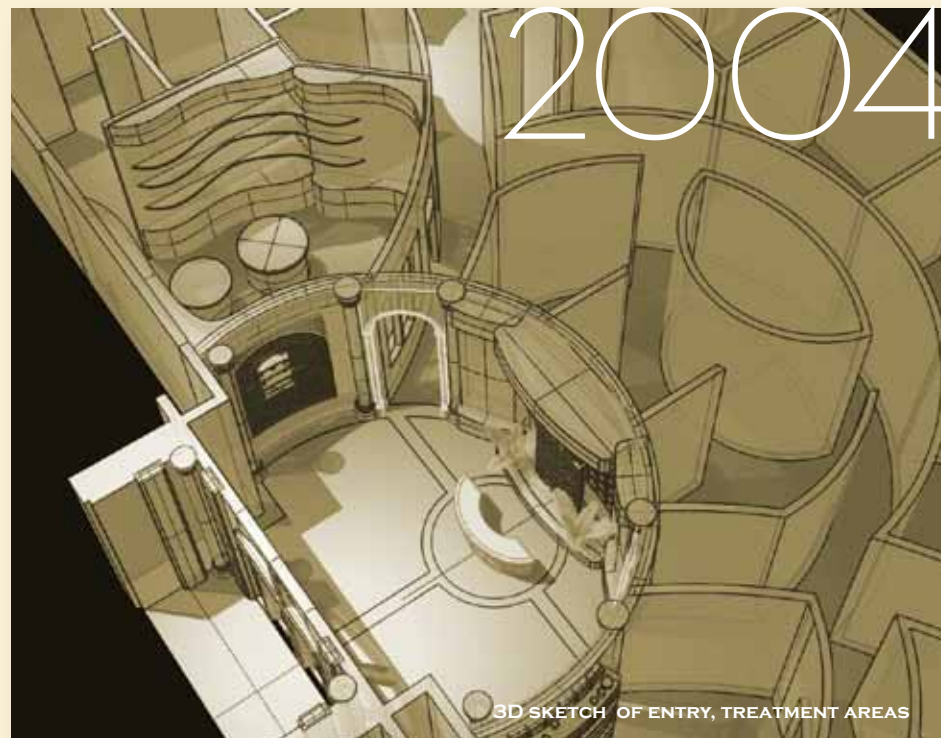
- Dr. Patrick Flaherty, MD, Plastic Surgeon, Ft. Meyers, FL

PLASTIC SURGERY CENTER, FLORIDA

Size: Various sizes, several locations

Services: Medical esthetics and spa, including multifunctional presentation areas to attract new patients and guests

Outcome: Creative opportunity to develop site with curb appeal and a landmark. Built two locations in existing medical centers.



2004

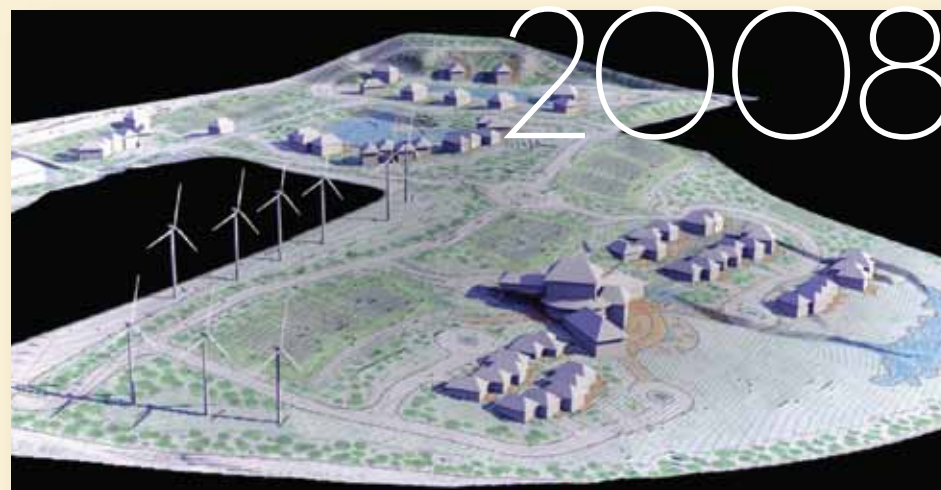
3D SKETCH OF ENTRY, TREATMENT AREAS

INTEGRATED LIFESTYLE CENTER, ILLINOIS

Size: 39 acre site, with 220,000 sq. ft.

Services: Gated communities including villas, condos and townhomes, yoga-pilates studios, organic local grocery, small boutique 'village' anchored by spa and salon with medical components. Unique concept with veterinary clinic and blood bank.

Outcome: Visionary concept adversely affected by financial industry collapse



2008

30 years of *future-forward design*

MICHAEL EFFLER HAS AN ALMOST UNCANNY ABILITY TO PREDICT and create visionary trends, long before they became commonplace. An early champion of offering spa services in salons, he's long promoted visual merchandising, global influences and services, green certifications and healthy building technologies, medical and wellness integration, and the business value of partnering with complimentary professionals.

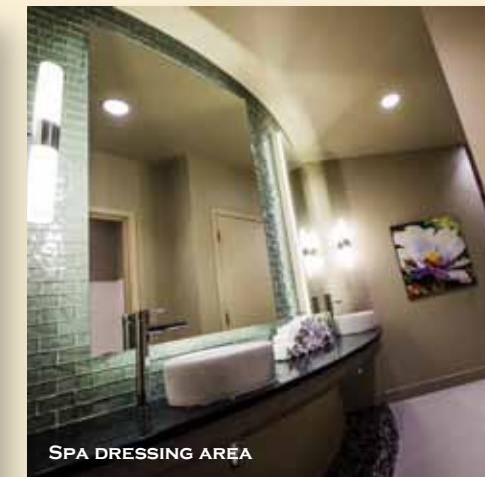
A founding member of the International Medical Spa Association, who's been affiliated with I-Spa, Day Spa Associations, Green Spa Network and the faculty of Sea Courses, Effler is a popular

speaker at international exhibitions and seminars. In hundreds of presentations since 1984, including the International Wellness Conference with Deepak Chopra, and Christiane Northrup, he's educated thousands of spa professionals on spa design and development.

WHAT'S OUR BEST PROJECT? It's always the next creative challenge, a new, innovative solution that's never been done before. We're excited to collaborate on your unique opportunity, to help you transform your passion into a platform for wellbeing and profit.



2011



SPA DRESSING AREA

Whether it's a one-room addition, spa renovation or a new site, please contact us for a free consultation or review.

IDC-DESIGN.COM
800-IDC-1034

BLISS SPA AND YOGA STUDIO, ALBERTA

Size: 8,500 sq. ft.

Services: Hot Yoga for a cold town: full-service spa, skin care, laser, pedicure manicure, juice bar, nutritional counseling, 2 yoga studios and caldarium with heated seating

Outcome: Interior designer/ owner sought spa expertise; strong service background meant a great collaboration



THE LARGER OF TWO YOGA STUDIOS OFFERS SOOTHING MULTIMEDIA TO SET THE TONE FOR THE EXPERIENCE



FREE APP! SEARCH:
IDC SPA DESIGN
EXPERT