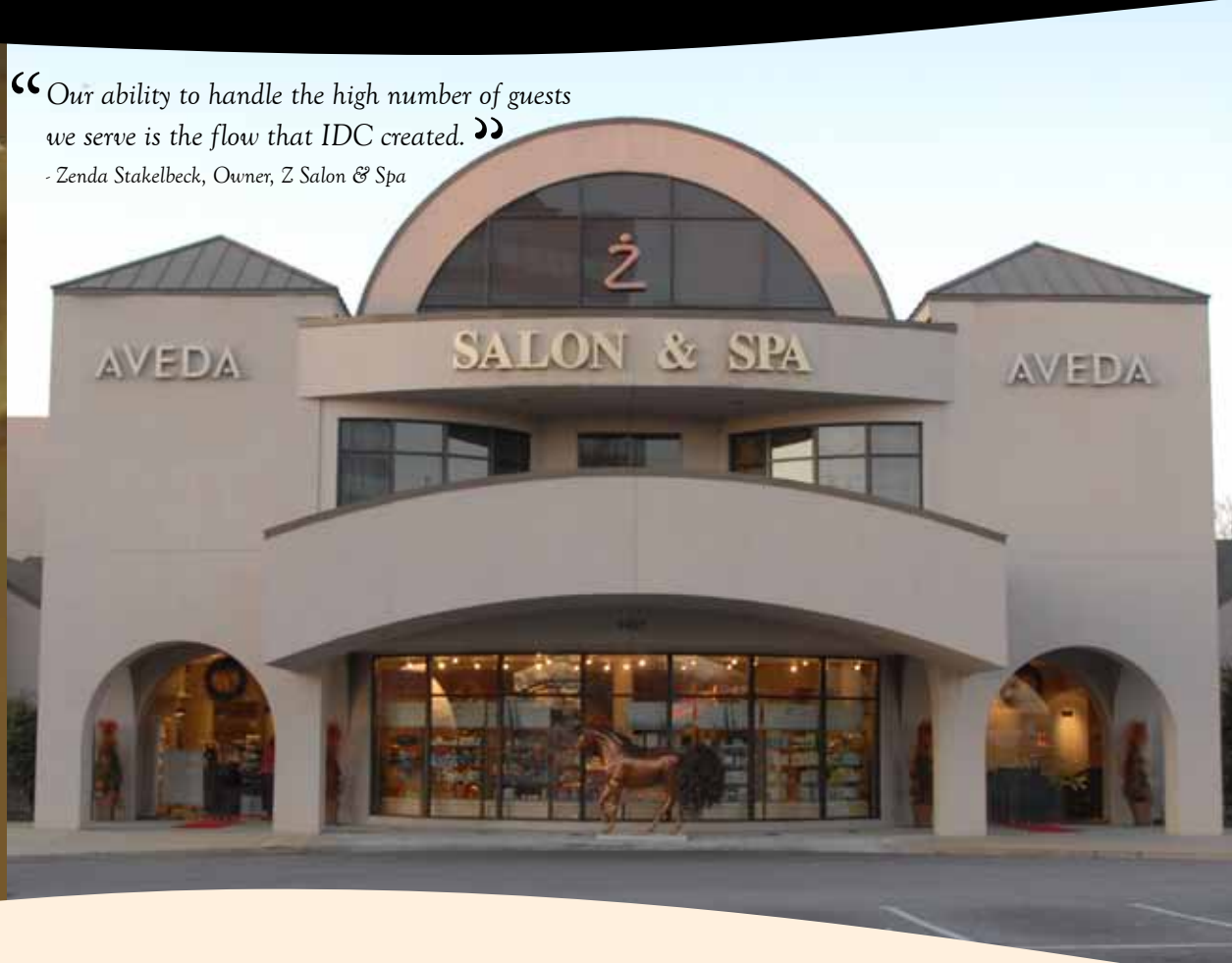




International Design Concepts

medical spas ~ wellness centers
resort/destination spas
boutique hotel spas ~ day spas

THE LEADING AUTHORITY in Design and Development
of Spa and Wellness Facilities for over 30 years



“Our ability to handle the high number of guests we serve is the flow that IDC created.”

- Zenda Stakelbeck, Owner, Z Salon & Spa

“We were in awe of the beauty and efficiency of every square foot of space in IDC’s designs. Quite simply, Michael heard us! He was instrumental in developing a hugely successful medical spa in Southwest Florida.”

- Kathy Smith, Operations Manager, Cosmetic Surgery Practice



“The designs are cutting edge, the materials excellent and the workmanship has withstood the test of time.”

- Felice Iorio, Owner Felice Aveda Salon and Spa, Victoria B.C.

Dollars and Sense

WHAT ARE THE SECRETS OF A SUCCESSFUL SPA & MED SPA?

Client and staff loyalty are yours, if you’re willing to reinvent your spa: offering innovative services; a smooth, ergonomic flow; and increasing your WOW effect, with exciting color, textures, lighting, and more...

We can help you...

- **Attract and maintain clients, patients and staff:** by knowing the real reasons why they may leave you for the competition
- **Maximise profits:** take advantage of non-productive dead space; create new profit centers; layering services for maximum use; re-think visual merchandising and cross-marketing potential
- **Solve common issues:** sound transference between rooms, heating/cooling for ideal client comfort; color and lighting; avoid cross-traffic issues and create a proper flow
- **Create first impressions:** sense of arrival; front desk experience

Learn these secrets...

and more. You can’t afford to miss this opportunity to see real-world examples of successful spas in Canada and beyond.

See IDC at Esthetique Spa International in Vancouver, February 15 & 16, 2015:

“Dollars and Sense: Secrets of a Successful Spa & Med Spa - Part 1 and 2”

Presentations offered both Sunday and Monday.



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