



Six companies turn over a new leaf and give their brands a boost.

EVERYONE LOVES A MAKEOVER; a good one helps cast a fresh, new light on everything it touches. Whether they're to redesign a spa, repackage a product line or renovate an existing building, makeovers boost brand loyalty and client retention. The product and facility makeovers featured on the following pages will give you valuable insight on whether it's time for you to start a makeover of your own.

MAKEOVERS

By Liz Barrett

Logo Redo—Arcona

According to Kevin Anderson, president of Arcona in Los Angeles (www.arcona.com), a flurry of changes served as good distractions during a long grieving period following the death of the spa's namesake founder, Arcona Devan, in July 2004. Working on a new logo and packaging for the company's entire product line kept minds on business instead of the loss of a friend and mentor.

Goals for the change: "The goal in changing the logo was to find the appropriate and ideal match for our brand's reputation and perceived value."

Challenges: "It was a long process. We knew there was a disconnect between the visual identity and the quality of our products. We also knew that we wanted the logo to be both contemporary and classic. It seemed it should be simple, but sometimes the simplest things end up

being very difficult. Once we had the logo, we needed to translate it to our entire brand identity including packaging, which was its own challenge. We went through many configurations to get the packaging exactly as we believed it would best serve the brand."

Rewards: "The new packaging and logo will be launched over the next few months. We have a very gifted design team who helped us put the whole look together and we believe our customers will love it. With the new packaging and several new products, we're positioning the company for a major turning point, including an interest in additional outside distribution sources. We're on the launch pad waiting to take off and we're all very excited."



BEFORE



"We set out to make the line more cohesive and recognizable."

AFTER



Beauty Reborn—G.M. Collin

After determining that its existing product line lacked cohesion, vice president Jean LaLonde of G.M. Collin (www.gmcollin.com), with locations throughout Canada and the United States, says that company executives made a \$2 million decision to bring in marketing consultants and revamp the company's entire line from top to bottom—from countless marketing pieces to the logo and slogan. The result is a renewed line that balances Zen and science, and provides its customers with treatment protocols, educational materials and bar codes on every package.

Goals for the change: "In the past, everyone recognized G.M. Collin as a quality skincare product that delivered results. However, spa owners were beginning to notice that our packaging and marketing materials weren't consistent. We set out to make the line more cohesive and recognizable. We needed a look that was high end, yet easy

for spa technicians to recommend and consumers to understand."

Challenges: "Agreeing on a direction, selecting and ordering packaging, and adding eight new products to the line were probably the biggest challenges. Since our packaging is manufactured in Europe, the process required a 6- to 12-month lead time, which resulted in a two-year repackaging effort. Deciding on the new slogan of 'Beauty Reborn: Where Nature Meets Technology' also took time because we wanted to express that while our products are clinical, they're also Zen."

Rewards: "More prestigious accounts are already coming on board and our existing customers are proud to be associated with G.M. Collin. We predict that our ratio of retail sales to professional sales will increase as consumers learn to self-analyze their skincare regimens."



BEFORE

"A Chinese character and color represent each of the five elements to differentiate the products from one another."



AFTER



Elements Reimagined—Phytobiodermie

"When we started this project in the fall of 2004, we had two objectives: to change the name of our product line and to improve the packaging," says Jon Canas, president of Mount Dora, Florida-based Phytobiodermie (www.phytobiodermie.com). The new packaging, along with a new name for the line that speaks to the company's principles, made its debut in September 2005.

Goals for the change: "Phytobiodermie, the name we've used for more than 30 years, is based on three words: 'phyto' (meaning plants in Greek), 'bio' (meaning life) and 'dermie' (as in skin). Fundamentally, Phytobiodermie is a method based on the energetic principles of traditional Chinese medicine (TCM) that teach that the body isn't simply matter, but also 'vital energy.' Since the basis of our method is the 5 Element Theory of TCM, we wanted to make that connection while making it easier for the consumer to pronounce and remember the new name. The name PHYTO 5 was chosen and broken into five sublines, each corresponding to one of the five elements and a specific skin condition. A Chinese character and color represent each of the five elements to

differentiate the products from one another. To maintain continuity, we incorporated the white dragon within the yin and yang symbols from the original Phytobiodermie logo into the new PHYTO 5 logo, and included the words 'Methode Phytobiodermie' on all packaging."

Challenges: "Since we have a full line of products for all skin conditions, we needed to change many types of packages and several sizes—and for us, everything is always multiplied by five. We needed to conceptualize the new look, select the new containers and integrate everything with the written materials for both the consumer and the authorities (Swiss, European Union and FDA). The changes were a nightmare for inventory management, and difficult for distributors as well as, to some extent, our professional customers. Unresponsive packaging suppliers in the beginning created difficult delays."

Rewards: "In the end, we achieved our objectives. Our international distributors have been very supportive and our customers are pleased with the new look and ease of product identification for client recommendations."

BEFORE



"There's nothing like the pleasure of seeing someone's eyes light up when they enter the new building."



AFTER



Designing for the Future—Dermalogica

Flexibility has given Dermalogica (www.dermalogica.com) and the International Dermal Institute (IDI) a competitive edge—and their new corporate office in Carson, California, which took nine months to complete is proof positive. "Our new facility, much like our flagship spa, Dermalogica on Montana, allows us to continue trying new, updated ways of pursuing our mission," says Mathew Divaris, creative director. "The design of the building is like a village—a collection of work stations within a large space, allowing for maximum flexibility. We can literally reconfigure our office areas in a matter of hours into any plan that suits a new business need or enhancement because there are no cubicles to get in the way."

Goals for the change: "Our fast-paced growth necessitated a larger corporate office, more teaching space and enlarged warehouse/shipping facilities. In addition, we wanted to bring our distribution, education and corporate functions together under one roof."

Challenges: "After realizing how fast we've grown over the past 10 years and how much the industry has changed during that time, our biggest challenge was being able to project forward 10 years to ensure our new facility could adapt to future change. It was difficult to design a space that would 'package' its occupants efficiently. Everything in the new building is form following function, which forced us to question every minute detail for its purpose. Often, I think that building a really luxurious space would be much easier than crafting a space that works well for the people in it."

Rewards: "The greatest reward was seeing the location take shape, and realizing that the ideas that had seemed good on paper had matured into a reality that exceeded our expectations. There's nothing like the pleasure of seeing someone's eyes light up when they enter the new building because they 'get' our vision for the facility and our company right away."



AFTER



"We hired an artist to paint a unique floor design and to construct a color palette that soothes and inspires."



Room to Grow— Salon Training International

When her team expanded and the company became more successful, Salon Training International (www.salontraining.com) CEO Susie Fields Carder purchased and renovated a 9,000-square-foot office building in Carlsbad, California, to help foster the educational company's growth.

Goals for the change: "Our staff doubled in size in less than two years and our company was growing by leaps and bounds. We needed to maximize our office space and accommodate future growth. Additionally, as demand for our services grew, we wanted to host business trainings in a tranquil environment that minimized distractions and interruptions."

Challenges: "We were ambitious with our goals. We added a 2,500-square-foot training facility adjacent to the office building, which ended up being the most challenging part of the business makeover because

it originally looked like a big warehouse. To make it more inviting, we hired an artist to paint a unique floor design and to construct a color palette that soothes and inspires. Also, our business culture is very close-knit, and suddenly we were spread out. Keeping the cohesiveness and unity between our departments was key, so we built a kitchen and furnished it with dishes and a dining table. We now share meals together almost every day, and we're very happy."

Rewards: "Our expansion allows Salon Training International to play a bigger game. Just a few months ago our training facility was simply a vision. Now, the value of holding trainings in our own facility is priceless. Best of all, our success motivates our clients, who report that our growth inspires them to leave their comfort zones and take risks that will help them get more out of business and life. That's what we're all about."

"Some of our clients were congratulating us on the remodel and we hadn't even started yet."

BEFORE



AFTER



Inspired to Transform—Tamara Spa

Fifteen years ago, Tamara Spa (www.tamaraspa.com) in Farmington Hills, Michigan, underwent a renovation after owner Tamara Friedman was inspired by a visit to an Arizona spa. Once again, Friedman has taken inspiration from her travels, recently finishing construction on the spa's second transformation—with beautiful results.

Goals for the change: "The spa actually already looked great. Some of our clients were congratulating us on the remodel and we hadn't even started yet. It was more of an inner need to update the space. I travel the country visiting other spas and keeping up on the industry, so I wanted to stay on top of the trends. I also wanted to give my employees a kitchen and library for their comfort and invite a dermatologist and plastic surgeon to join our team."

Challenges: "Things never go exactly as planned when doing a remodel, and that's always expected. It will always cost more and take longer to complete."

My real concern was the possibility of losing clients due to the construction. To avoid this, we renovated the spa in stages, adding on 2,000 square feet and making improvements one section at a time and only during the night when the spa was closed. We never had to close the spa for construction. We always informed clients that we were remodeling so they weren't surprised when they arrived. Thankfully, everyone was very supportive and excited to watch the transformation. I believe it's important to let your clients know something is going on upfront. They appreciate your honesty."

Rewards: "I love the excitement from our long-time clients who tell us how fantastic everything looks. They also like our new service offerings like laser hair removal and Botox. The staff loves how fresh and new everything is, and the publicity has been wonderful." ●

Liz Barrett is *DAYS*PA's trends editor.