



# Club Spa and Fitness **news**

**2020 volume 4**

## **This Issue**

Chairman's Message .....	2	Following Up on Salt Therapy .....	13
CSFA Education Series: Cross-Collaboration .....	3	Reopening After COVID-19.....	16
A New Vision for Retail and Healthier Lifestyle at Quail Creek Country Club .....	4	Message from Jeff Morgan, FASAE, CAE .....	16
A Study of Health Wellness Practices in the Club Industry: Pre-COVID 19 .....	6	CSFA Job Bank.....	17
Member Spotlight .....	10	Get Social!.....	17
Did You Know – from CSFA's 2020 Finance and Operations Report .....	11	Welcome to Our Newest Members .....	18
CSFA Regional Roundtables.....	12	CSFA Connect .....	18
		Contact Us .....	18



## Following Up on Salt Therapy



During our September Education Series on Immunity and Recovery, CSFA heard from Ann Brown of Himalayan Source, an industry leader in salt therapy concept development. Ann and Himalayan Source provide unparalleled expertise and exceptional service to help

clients select and design the perfect salt saunas, salt walls, salt panels, salt rooms, salt beds, salt tables, and salt chairs for beautiful wellness spaces. On the webinar, Ann described the benefits of Himalayan salt and how to bring this therapeutic product into private club wellness facilities. Since then, we've received some questions about Himalayan salt products, and we wanted to learn a little bit more about the product and company. We had the opportunity to chat with Ann and get some of our burning questions answered.

### **Let's start with the basics. What is Himalayan salt?**

Our 100 percent pure Himalayan crystal salt, considered the purest and most beneficial salt ever discovered on earth, contains 84 naturally occurring minerals and salts. Resonating at the Earth's frequency, Himalayan salt balances and neutralizes the ill effects of the toxic frequencies we live with every day.

### **What are the benefits of Himalayan salt?**

Featuring beautifully illuminated, hand-carved salt blocks, a Himalayan salt wall or panel adds aesthetic value to your spa, but more importantly, it boosts guest health. In today's uber-connected world, computers, smartphones, microwaves, and other electronics constantly emit positive ions — also known as “electric smog” — that can leave us feeling drained and down. Excessive positive ions can also come from bacteria, mold, and allergens. Gently heated, Himalayan salt in your sauna serves

Continued on next page 



**“Enhancing our sauna with the benefits of the Himalayan salts not only adds another layer of health benefits but it creates an esthetic to the environment and a sense of calmness. The wellness benefits along with the esthetics of the pure salt really create a sense of place and calmness for our guests.”**

*—Nicole Yih, Director of Spa, Langham Place New York*

as a natural ionizer, thanks to salt’s hygroscopic properties. When heated, the Himalayan salt crystals attract moisture on the salt block surface, and as that moisture evaporates, negative ions are emitted. The negatively charged ions from the heated Himalayan salt serve to purify the circulating air. Our bodies also reap numerous health benefits from the salt, including stress reduction, energy increases, and mood boosts at a biochemical level.

**We’ve all seen salt lamps in spas, salons, or therapy offices, but what other kinds of salt products can be used?**

Have you heard of halotherapy (dry salt therapy)? Halotherapy is safe, 100 percent natural and healthy. Halotherapy improves breathing and achieves symptomatic relief from respiratory and skin ailments. It cleanses the respiratory tract,

improves lung function, helps you breathe more easily, strengthens the immune system, improves skin health, and increases athletic performance. Halotherapy uses a natural, basic mineral — pure sodium chloride (salt). Sodium chloride is an essential element for the regulation of mucus in the lungs and upper respiratory system. It cleanses the

respiratory tract and strengthens lung function by stimulating the body’s internal processes. Simply inhale and exhale while in the halotherapy room, a controlled environment. The tiny, negatively ionized salt micro-particles will help improve your breathing and more.

**How have you adapted to the COVID-19 pandemic?**

We have strived to help spas and wellness centers envision new ways of doing business in light of the pandemic. We launched a private halotherapy experience for clients that minimizes human contact while delivering multiple therapy modalities — turning treatment rooms into salt therapy rooms that maximize client wellness and business revenues. Designed for use by one person at a time,

Continued on next page 

**“Safety has always been a top priority at Hand & Stone. As we prepare to reopen and our guests return for some much-needed relaxation, we are thrilled to offer them extra peace of mind with this new halotherapy service offered by Himalayan Source”.**

*—Katherine Chenier, Owner, Hand & Stone Delray Beach*

our private halotherapy experience combines far infrared heat therapy with the benefits of Himalayan salt to create a luxury healing experience with a particular focus on supporting respiratory health with minimal human contact. Designed to be added to any treatment room, the private halotherapy experience may be offered as a standalone treatment with no therapist commission needed or as an add-on/upgrade in conjunction with a facial or massage. We created this private halotherapy

experience to really help clients feel comfortable returning to spas. During this time of high anxiety because of COVID-19, it is crucial that we support guest health and wellness in our community. This grounding, healing salt therapy experience allows spas to offer wellness in an environment that minimizes risk for clients.

For more information, please call 888-576-3525, visit [HimalayanSource.com](http://HimalayanSource.com), or email [rachel@himalayansource.com](mailto:rachel@himalayansource.com).

To access the recordings from the September Education Series, Immunity + Recovery, visit [CMAA University](http://CMAA University). Additional resources are available on [CSFA Connect](http://CSFA Connect).

[Back to Table of Contents](#) ↑

# EXPERIENCE THE DIFFERENCE III

Through a strong focus on Experience Design, Precor delivers best-in-class products, top-ranked service, unparalleled expertise and resources needed to help Country Club operators win.

We innovate to develop smart solutions and create custom fitness experiences for your members.

See how at [precor.com/total-solution](http://precor.com/total-solution)

**PRECOR®**

© 2019 Precor Incorporated

