



L I M E G R O V E

S P A



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Balance. A luxurious Spa experience on the one hand. Effective and profitable operation on the other. The Spa Creators Limegrove brand delivers both.

The ingredients of Spa success

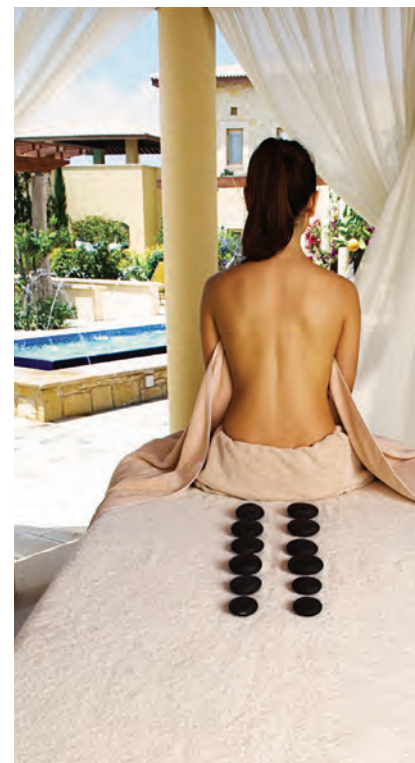
What makes a Spa stand out as a destination for the increasingly demanding client?

Today, it's about an experience that treats mind, body and soul on a personal basis. And perfection is a necessity, not a nice-to-have.

The successful Spa constantly strives to meet evolving client needs while operating cost-effectively. Consulting and management firm Spa Creators understands the challenges of a highly competitive industry, and the keys to unlocking long-term profitability.



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Introducing Limegrove Spa

Spa Creators was founded by an award-winning and talented team to serve not just as a consulting firm but also as a Spa management company dedicated to lifetime operating excellence.

We created the Limegrove brand as a guarantee of continuing quality to Spa owners and their clientele.

Our philosophy is centred on the belief that wellness is an optimum state. By focusing on a balanced combination of Spa therapies, nutrition and exercise, we aim to bring a holistic approach to the Spa concept.

Why Limegrove Spa?

Day two, day ten and day 1000 are all just as crucial to your success as day one. So we continue to work with you beyond opening day to manage every aspect of the Limegrove Spa on your behalf. Together we strive for continuing quality of service, client satisfaction, and a healthy return on your investment.

By using the Limegrove name, your Spa will have an instantly identifiable brand, together with the dedicated attention and expertise of Spa professionals. We offer high-quality, unique products and treatments in the Australian indigenous -sourced and naturally inspired LI'TYA range that complements our philosophy and ethics, while delivering a high gross profit margin.

As a Limegrove Spa you have an essential place in our marketing and management programmes, giving you access to a global market for your business.

Most importantly, you'll also benefit from lower running costs thanks to our cost-effective operating model.



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Dedicated to the satisfaction of your clients

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We believe that a successful Spa demands the highest level of client care throughout the experience.

From support teams through therapists to Spa managers and head office staff, we focus on continuing development to enhance skills. We aim to foster continuing dedication and staff retention.

Within our Spas, our managers are focused on success in business through the delivery of a high-quality and stylish service to clients. They are thoroughly versed in Spa culture and leadership, as well as the daily tasks of staff management, budgeting and planning, and marketing.

Our therapists enjoy extensive training in our range of treatments, developed by Spa Creators and LI'TYA through years of research to provide an exceptional guest experience. We support their roles with further training in client relationships and retail sales.

We work with our teams to provide a “menu” of treatments that include Limegrove signature treatments for each Spa that reflects the location, clientele and space available.

We are distributors for LI'TYA products, which we use exclusively in our Spas. Certified organic and using pure botanical bases, LI'TYA products are ecological and ethically attractive, provide high therapeutic benefits and are economical to use. By focusing on LI'TYA we offer a Spa culture that offers competitive edge and commercial advantage.



How we work with you

We'll start by assessing your location and your potential clientele to determine the right style and size of Spa to make the most of your opportunities. From there we can advise on Spa menu creation, pricing and marketing strategy.

Our Limegrove Design Guidelines Manual provides architects and designers with all the information they need to realise our concept. We'll work with them to ensure the result is both aspirational and functional.

We'll continue to provide technical advice throughout the project development, as well as samples and favourable prices on everything you'll need, from furniture and fittings through equipment and software to uniforms and linen.

As a Limegrove Spa, you'll receive all the branding and marketing materials you need to promote your venture.

From a management viewpoint, a suitable professional Spa manager from our team will be assigned to your Spa. We will give your team all the operating guidance they need, and provide dedicated Spa treatment training programmes as well as the LI'TYA products.

We'll also take responsibility for budgets, management reports and marketing strategy, throughout the life of our contract.

Limegrove can provide you with all the following services and more, which include;

Planning and implementing the Spa

- Business planning with market analysis and a feasibility study
- Design consultancy to apply the Limegrove concept and guidelines to the location, clientele and space available
- Implementation consulting
- Advice, samples and favourable Limegrove prices on furnishings, décor and linens

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Preparing for opening

- Providing a suitable Spa manager
- The use of Limegrove Spa trade name and branding
- Bespoke Limegrove signature Spa treatments and packages menu complete with costings
- Dedicated Spa treatment training programmes
- Extended initial training and re-training
- Operating and staffing manuals
- Pre-opening and operational budgets
- Management reports
- Sales and marketing planning, including the launch
- Spa set up for opening
- Management of launch activities

Daily management and operation

- Monthly management reports and budgetary control
- Revenue and profitability analysis
- Monthly meetings with the owner
- Bi-annual strategic meetings with financial performance reviews and improvement action plans
- On-going market monitoring
- Marketing support such as the Limegrove web site, newsletter, promotional calendar and materials, a tailored media kit and potential media exposure
- Regular Spa audits performed by head office senior personnel
- Spa performance review system and customer feedback
- Re-training as required, staff incentives and awards, personnel management standards and policies that maximise staff satisfaction and achieve high staff retention rates



Our successes

Spa Creators founders George Tavelis and Chris Anastassiou have an extensive international portfolio of projects and an impressive track record of successful Spas, such as the award-winning five-star, 3,000 sq.m. Le Meridien Limassol Spa and Resort, and the 3,500 sq.m. Aphrodite Hills Retreat Spa.

Today, Spa Creators are expanding with their Limegrove Spa and Limegrove Fitness Club concepts rapidly from its base around the Mediterranean to design, implement and manage Spas worldwide, in regions such as Middle East, Europe, China and Russia.



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Find out more

To learn more about the Limegrove management package and how Spa Creators can design, implement and manage a profitable Spa on your behalf in today's competitive environment, simply call us on +357 25 376111 or email info@spacreators.com. You can visit us on the web at www.spacreators.com.

Spa Creators, Exclusive LI'TYA Distributors in over 35 countries in the following regions: Europe, Middle East, North Africa, Russia & China



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