



Spa Secure Frequently Asked Questions

1. What is *Spa Secure*?

Spa Secure is an international benchmarking and licensing program, which gives consumers a tool to immediately recognize exceptional spas while also coaching spas on how to offer a higher standard of service and safety.

2. Why was *Spa Secure* created?

The Spa Association receives numerous phone calls from consumers who want to locate a spa that is dedicated to the most stringent health and safety standards. Consumers are demanding to be directed to spas with: high standards of customer service, technical training and operations. Just as a consumer would like to see a star rating for restaurants and hotels, they are also asking for a way to immediately recognize a finer quality spa. More importantly; however, consumers need to be protected from facilities that are below the standards of safety either in facility management or scope of services provided.

3. Do current Spa Association members receive automatic accreditation?

Although *Spa Secure* is included in a membership package for SPAA, membership alone does not give members a favored status when applying for licensing. To gain accreditation, each spa must undergo an extensive examination process. Each spa will be required to pass a written examination as well as an on-site inspection with stringent standards being a part of the initial licensing.

4. What is *Spa Secure*'s mission?

It is our mission to raise the level of integrity and credibility to members of the spa industry by awarding licensing to spas that meet our high level of standards by recognizing their excellence. We also strive to provide communities and consumers with a path to healthier and safer spa and wellness choices.

5. When was *Spa Secure* created and by whom?

Spa Secure was officially launched in July of 2004 and was created by Melinda Minton, Executive Director of SPAA. SPAA works with state and international medical, resort, hospitality and cosmetology resources to determine the appropriate expectations per region. Additionally, SPAA Board members are comprised of industry leaders and beauty experts who advise *Spa Secure* quarterly on improvements to its grading system and qualification requirements. We also work closely with governmental regulatory boards to ensure our compliance with state and federal laws.

6. How long does a licensure from *Spa Secure* last?

A licensure from *Spa Secure* is valid for two years. The licensing system is based on a two-year renewal system because the industry is evolving and revolutionizing itself rapidly and we want each of our license holders to maintain high standards as well as commit to a process of continual improvement.

7. What are the benefits of *Spa Secure*?

LOGO--Once you pass the pre-examination and the on-site inspection your spa will immediately receive our logo. Our logo can be placed on all marketing and advertising material. It can be used as a tool to lead consumers to safe spas and assure consumers of your dedication to business, health, and safety standards.

COMPETIVENESS--Licensure from *Spa Secure* increases the image of each spa setting it apart from the crowd. It will also prove each spa's dedication to business, health and safety standards.

CONSUMER AWARENESS--*Spa Secure* continuously educates consumers who are increasingly concerned about his or her health and safety. Through the use of our website, logo, our marketing programs and printed materials each spa licensed by *Spa Secure* will reassure consumers they are visiting a premier spa which dedicates itself to the highest industry standards.

MEDIA--Licensed spas will be featured on that website. The website will provide information about *Spa Secure* and provide a list of the qualifications and standards each spa had to meet. It will also include a link to each licensed spa and give information about how well your spa performed.

CLIENTELE --Each licensed spa will naturally increase its ability to attract a larger client base. Not only will consumers know that each licensed spa is safe, and clean, but that the spa offers the highest possible level of customer service as well as technical care with regard to scope of service in relation to education and qualifications.

INDUSTRY RESPECT—Spas participating in the program will gain industry wide respect because they will be recognized as a forerunner of lifted expectations that are a given in the industry.

8. Will *Spa Secure* stay in touch with each spa after they receive their license?

As technology, equipment and regulations change *Spa Secure* will be on the cutting edge. Letting spas know about what industry experts, regulatory bodies and legislative entities are saying and ruling about industry standards will be a top priority. A monthly newsletter will keep spas informed of these changes.

9. How will consumers know that secured spas are still doing what they should be doing months into their initial licensing?

Spa Secure representatives will perform regional audits throughout the licensure period to make sure that spas are maintaining high standards. Spas will be made aware of an audit after the fact and if they have problems will be given a suggestive warning.

10. How do I gain a license only or spa grade from SPAA?

Please send a written request for an Application & Pre-Examination Packet with a payment of \$550.00US to the following address:

Attn: Spa Secure
SPAA: International Licensing Program
1001 E Harmony Road, A 167
Fort Collins, CO 80525

Process:

- As soon as your spa completes the pre-examination packet you can send it back to *Spa Secure* to be graded.
- If your facility passes the pre-examination packet completion you will be notified of an approximate date for your onsite inspection.
- After you receive your on-site inspection your grades from the pre-examination packet and the onsite inspection will be calculated. Your spa must earn a 80% or higher to earn a license.
- If you receive a combined score of 80% or higher, the benefits of *Spa Secure* will begin immediately. If problems are encountered or your score is below 80% or higher a suggestive and confidential report for improvement will be sent to your spa director or manager and a re-assessment review will be assigned at a later date.
- SPAA grading requires a two month period for mystery shopping in addition to customer service testing to be completed.
- If requested a SPAA grading can be assigned as a service of membership.*

*Platinum SPAA Membership