

*The cool happenings and newsworthy events from ISPA members.*

BY SHELBY JONES



Kristina Estabrooks



Daphne Swenerton

## THE SPA SHIFT

**More announcements marking spa industry players on the move.**

- CND appoints Kristina Estabrooks as its new Global Education Manager, responsible for the management of international education activities and domestic school programs.
- Milana Knowles is the new Director of The Spa at Mandarin Oriental, New York the North American flagship property.
- Daphne Swenerton is the new Spa Director at Trump International Hotel and Tower, Toronto. The property is set to open at the end of 2011.
- Dwight Zieman is appointed Spa Director of The Avanyu Spa at Snake River Lodge & Spa, A RockResort.

## MEMBER UPDATES

1. CBI Laboratories received an Independent Cosmetic Innovator of the Year Award for Innovation in Advertising and Marketing for the “Think of Us as the Ladder” ad that debuted in the October 2010 of HAPPI magazine.
2. CosMedix helped to raise over \$30,000 during the Go Red for Women event at the St. Regis Hotel in Atlanta, Georgia. The event featured guest speaker and television personality Star Jones, who shared how her own open-heart surgery gave her cause to support women’s heart health. According to JuE Wong, CEO of CosMedix’s parent company, Astral Brands, contributions from the event will help fund research, awareness and solutions to treat heart disease.
3. Lexli, a line of aloe-based professional skin care, has launched a new Web site, lexli.com. The new site includes educational content, improved professional support and the opportunity to interact directly with Dr. Ahmed Abdullah, the founder and formulator of the Lexli line and a board-certified plastic surgeon and aloe researcher.
4. Amy McDonald has recently re-branded her consulting firm to be named Under a Tree. The firm, based in Tucson, Arizona, and offices across the U.S., Canada and Mexico, now counts a growing client portfolio and over 18 associates that are specialists in wellness and health care. McDonald and her team create authentic spa programs and award-winning facilities that incorporate relevant, innovative and effective wellness and cultural experiences.
5. MINDBODY, an online software provider in the health and wellness industry, and SpaFinder, Inc., have launched an expanded online booking feature at SpaFinder.com. Now, visitors to the Web site can search and then book from over 40,000 classes and 60,000 appointments each day directly with the 13,000-plus wellness facilities using MINDBODY’s business management software.
6. TAC, the developer of Reservation Assistant Spa & Activity software, received the *Leading Company of Austria Award*. Only companies that make an important contribution to the Austrian economy and export receive this honor.
7. ZO Skin Health by Zein Obagi, MD was recently featured on the popular daytime talk show *The Talk*. Products from the line including the Oclipse® Sunscreen + Primer SPF 30 and Oraser® Daily Hand Repair SPF 20 were offered at a special rate to viewers of the show.



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