

KNOWHOW

Monday, November 26 2012

**Spa Talk**  
Organic Glow Beauty

The Organic Glow Beauty Lounge is a recently rebranded spa with a new location on Al Wasl Road in Jumeriah, we find out what all of the changes mean and why.

**Q When did the spa first open?** The spa was first launched in 2010 and was known as Zen Beauty Lounge. As the business grew and our client base increased, we decided to move the salon to a more central location, so we relocated to Al Wasl road to be closer to our clients. At the same time as our relocation, we decided to rebrand and rename the spa to The Organic Glow Beauty Lounge so that our potential clients are aware that we are an organic salon spa (the UAE's first eco-friendly organic salon) that uses and offers toxic-free treatments and products.

**Q How many treatment rooms do you have?** Our cosy villa currently has two spacious treatment rooms, which are decorated with calming and natural colours, in addition, we also have a dedicated manicure/pedicure room and an area for hair.

**Q What spa treatments do you offer?** We offer a wide range of salon and spa treatments ranging from fresh fruit facials, to ammonia-free hair colouring, to aromatherapy massages to formaldehyde-free nail treatments. All treatments use natural ingredients and toxic-free products, which makes them suitable for pregnant women and women who are sensitive to harsh chemicals.

**Q What beauty treatments do you offer?** Our menu has toxic-free beauty treatments that include organic sugaring, natural hair treatments, ammonia-free colour, fresh fruit facials, home-made body scrubs, formaldehyde-free nail treatments and much more.

**Q Tell us about the philosophy of the spa?** It is the UAE's first completely green ladies salon spa, promoting ethical & holistic beauty, by using toxic-free, organic, natural, vegan and cruelty-free products. Our mission is to increase awareness amongst women about the dangers of using harsh chemicals by offering a healthy salon atmosphere. Therefore, The Organic Glow Beauty Lounge is committed to providing customers with safe treatments, friendly service & utmost relaxation at an affordable price.

**Q What is your most popular treatment?** Our fresh fruit facials, organic hair treatments and organic sugaring are our most popular treatments.

**Q What brands do you use in the spa?** We use award-winning toxic-free and organic brands such as Zoya, Simply Organic, Plantlife, Bio-Sculpture, Minx. In addition, we also use our own blends of freshly made body scrubs, and fresh fruit masks.

**Q What do you offer in your retail area?** We retail a variety of products ranging from nail polishes, hair products, massage oils, talc-free body powders, water-based child-friendly nail polishes, face creams, organic lip balms, plant-based soaps and more. We also retail our custom-made organic body scrubs.

**Q Are your staff trained and how are standards maintained?** Our staff are trained on the various techniques required for the various treatments that we offer. This is achieved by attending regular training sessions and refresher courses offered by reputed beauty training centres and product companies. The standards are closely monitored by the founder and feedback is regularly given by the customers who are always requested to fill out a feedback form.

**Q Do you use social media to market your business?** We always like to keep our clients and potential clients updated with our latest news and offers via our social media outlets such as Facebook and Twitter, which are great tools particularly for SME's.

**Q What is the secret to running a successful spa?** Passion, commitment, having happy well-treated staff, engaging with clients, being innovative, offering a consistent service and creating a healthy atmosphere!

Visit their Facebook page for more information visit [www.facebook.com/organicglowuae](http://www.facebook.com/organicglowuae).

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