

## Mass players make a splash in spa segment

### INSIDE THIS ISSUE

#### INTERVIEW

**Eli Halliwell & Sandra Dittmar, Jurlique**

page 3

#### BUSINESS

**Pupa to bolster exports**

page 4

#### CITY FOCUS

**Milan, Italy**

page 5

#### SUPPLIERS

**Cosmetic Valley creates eco charter**

page 8

#### RETAIL

**Sephora revs up in Italy**

page 9

#### PRODUCTS

**Coty rolls out Playboy**

page 10

As spas and institutes reinforce their role as viable beauty distribution channels, mass-market skincare brands are strengthening their presence in a segment traditionally dominated by premium and prestige beauty players.

German mass-market skincare brand Nivea (Beiersdorf), which launched its first Nivea Haus salon store in Hamburg in 2006, last month revealed it would add two additional 450m<sup>2</sup> and 500m<sup>2</sup> Nivea Haus locations in Dubai and Berlin, to open this month and in February 2009, respectively. Almost simultaneously, competitor Dove (Unilever) opened a banner spa in Oakville, Canada—the first location of up to 50 planned Dove Spas in Canada, to be followed by a US rollout.

*"The concept behind Nivea Haus was to democratize cosmetic treatments under the Nivea brand, so that people feel comfortable walking in,"* Nivea Haus ceo and concept creator Thomas Schönen tells *CosmeticNews*. With the Hamburg location now delivering 38,000 treatments each year, Schönen says the success of Nivea Haus, which offers a menu of treatments and massages in addition to the full Nivea product range, can be attributed to the appeal of short treatments offered at affordable prices. *"We are not in competition with normal spas. Our beginner treatments are our bestsellers."*

The move into spas by mass skincare brands is a logical step as consumer interest mounts, experts suggest. "Spas

*did start at the luxury end but they have become much more mass,"* SpaFinder ceo Susie Ellis tells *CosmeticNews*. *"It is a trend which people are reacting to in a positive way. They see a product like Nivea that they trust in a spa arena, and that is very attractive to some people."*

For mass brands, the advantage of moving into spas is two-fold, offering both a new distribution channel and extended branding opportunities, says Mark Wuttke, principal at US consultancy Wuttke Group. *"Spa is a great umbrella—it can co-exist with multi-channel distribution without diluting the brand's image,"* he says. *"[For] Dove, this is a natural extension for a brand which is looking [to boost women's self-esteem]."*

Dove Spa Canada managing director Fay Chapple tells *CosmeticNews* that Dove Spas will be established in busy suburban locations, with service based on the brand's successful "Real Beauty" marketing campaign. *"We want to offer an environment that is accessible to all women,"* says Chapple, adding that the Dove Spa Professional line will be available for retail at the chain.

Spas can also be powerful marketing tools. *"For Nivea, [the salon store concept] is not a distribution channel but a communications tool based on service,"* says Schönen. *"It's an opportunity to step out of virtual communication print and TV campaigns and into a real place with real people."* Mass brands willing to invest in such an ambitious platform may end up changing the spa landscape permanently.

Sophie Douez