



## Green Summit

Saturday May 2nd, 2009

The Green Wisdom of Ayurveda (LECTURE)

2:00 p.m. to 3:00 p.m.



by Robert and Melanie Sachs

Being a green business is about more than using or selling organic products. It is a state of mind—from the conscious attention your receptionist gives your clients to the detergent you use on your treatment linens. Ayurveda, the science of longevity from the East, was the first green holistic lifestyle science ever to be codified on our planet. It provides thoughtful, sustainable guidelines on communication, treatments, product selection and environments for your spa, home and life. Experts Robert and Melanie Sachs present a lively and informative session on how Ayurveda makes going green beneficial to you, your clients and your bottom line.

**Robert Sachs** is a licensed massage therapist, counselor and educator. He is the author of *Health Secrets from The Roof of The World* and coauthor of *Ayurvedic Spa* with Melanie Sachs.

**Melanie Sachs** is a certified Ayurvedic life counselor, healer and teacher who is sought after by some of the world's leading spas and beauty schools. She has published *Ayurvedic Beauty Care* and is recognized internationally for her contributions in applying Ayurveda to the beauty world.

Sunday May 3rd, 2009

Going Green to Cut Costs and Enhance Your Business Chi (LECTURE)

2:00 p.m. to 3:00 p.m.



by Rhana Pytell

Feng Shui, the ancient art of placement, teaches us the relationship between the health and design of our external environments and our life experience. Learn how to use the eight aspirations of the Bagua Map to implement green practices that can cut overhead costs and enhance chi throughout your business. Do not miss the lecture that will benefit both your clients and our planet.

***Rhana Pytell** is the cofounder and director of GAIA Spa LLC, which became a seed member of the Green Spa Network in 2007. Pytell also founded Amethyst Systems, a revolutionary green approach to spa management through a web-based software application that centralizes key information, accountabilities and business development processes.*

## Green Spa or Green Wash? (LECTURE)

3:00 p.m. to 4:00  
p.m.



by Mark Wuttke

“Green washing” is the term used when spas clearly spend more money on advertising that they are eco-conscious than they actually spend implementing environmentally sound practices. Mark Wuttke offers tips on how to avoid becoming a green wash spa and how to effectively implement truly green practices. The workshop covers the following topics: defining a green spa; guidelines to follow to avoid the “green wash” spa label; how to combine authentic green practices with positive economic impacts; resources that exist to support green initiatives; and how to know if a marketing campaign is designed to mislead you.

***Mark Wuttke** heads the Wuttke Group, LLC, a business development team with a focus on sustainable luxury, spa, boutique retail, organic luxury and the emerging category of eco-chic. He works closely with the Green Spa Network and LOHAS, among others. Wuttke has 14 years of experience as president/CEO in the wellness community and has served for more than 12 years on green industry boards.*

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**For safety reasons, strollers and children under 12 are not allowed  
inside the Exhibit Hall, General Session or Classrooms.**

**The International Congress of Esthetics and Spa**  
1.800.471.0229 • USA: 305.443.2322 • FAX: 305.443.1664