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Mark Wuttke Wuttke Group -



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.

Born and raised in the Barossa Valley, the heart of South Australia's old-growth vineyard region, Mark has long understood the importance of sustainable agriculture and that has strengthened the Wuttke Group's commitment to plant-based medicines, plant-based skin care, and the emerging category of Organic Luxury. The Wuttke Group counts among its resources top academics and wellness marketing specialists as well as noted biochemists, scientists, naturopaths, and homeopaths.

Active in the international luxury spa market, Mark is a founding editorial advisory board member of Organic Spa Magazine, founding board member of the Global Spa Summit, board member of the Green Spa Network, and works closely with the International Spa Association, LOHAS, and Natural Beauty Summit [Europe & America]. Mark is a regular speaker at Cornell University's School of Hotel Administration and the University of California, Irvine. He has worked with spas ranging from Arizona to the Middle East, and the Pacific Rim, including Australasia.

Global in outlook, Mark's experience includes 14 years as President/CEO in the USA and Australia within the wellness industry and over 20 years strategic and tactical management experience in operations, marketing, and sales. Mark has been associated with luxury spas and high end boutique retail, specializing in biodynamic/organic skin care and natural medicines.

Developing business internationally, his clients are in the UK, France, Germany, Italy, New Zealand, Canada, UAE and Hong Kong in addition to the USA and Austral

Mark Wuttke's Classes

Greening the Personal Products Industry

Instructor	Mark Wuttke - Wuttke Group
Class Details	
Sales of natural body care products grew from \$499 million in 2004 to \$685 million in 2006 - an increase of 37 percent, according to the consumer products research firm Mintel. This growth is projected to continue as consumer demand supports "natural" products. But what do "natural" and "organic" mean? How is the industry regulated and how can we be best informed in making product selection decisions for our spas?	
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