



**FOR IMMEDIATE RELEASE**  
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Website: [www.spa-college.com](http://www.spa-college.com)

**SPA COLLEGE LAUNCHES WORKSHOP SERIES ON SPA TREATMENTS**  
Continuing education workshops for spa services providers and spa managers.

**Summary**

- First series of 3 workshops to be held in Costa Rica in November 07
- Spa- specific onsite training offered
- Workshops addresses need for education in the spa industry
- Continuing education hours offered
- Facilitators Liz Galloway and Nicolay Kreidler are experienced spa professionals

Liz Galloway and Nicolay Kreidler, both consultants to the spa industry, founded Spa College, to address the significant need they encounter in their practice for spa provider and manager education.

Spa facilities as well as independent practitioners (whether massage therapists, estheticians or other spa service providers) need, more than ever, to be able to offer a wide variety of high quality treatments beyond the standard formulas in order to stay in business

For massage therapists this can even become existential because of the physical limitations of the number of massages they can perform. Spa treatments are much less taxing on the body, giving them the opportunity to provide more sessions and sustain their income.

Spa facilities and independent practitioners also need to be able to introduce and market additional services to the public in an attractive, economical and purposeful manner.

The Spa College founders have designed a series of educational workshops to introduce and refine the options spas and practitioners have when offering spa services. They have also included a component that addresses the challenges of marketing these specific services.

The Spa College approach is to above all to teach underlying techniques and principles as well as to share necessary resources rather than focusing on specific treatment protocols or products. The goal is to ensure that each participant understands the foundation of the different types of spa treatments and to empower the individual to be creative in designing their own exclusive treatment. Spa treatments embrace the elements of their unique situation such as: location, ecology, resources and clientele.

One of the many fun components of these courses are the excursions to local markets and into nature to source ingredients for spa treatments and the subsequent impromptu design process.

The curriculum includes ingredient knowledge, sourcing ingredients and application procedures as well as equipment requirements, standards of cutting edge spa service, presentation, and last but not least communication skills and marketing.

The series launches in Costa Rica, known for its ecotourism and nature adventures in November in Punta Quepos, only minutes from the Manuel Antonio National Park.

Spa College offers CE credits through the NCBTMB

**Element I:** (Nov. 4 – 8). During this 5-day workshop we introduce the **Secrets of Spa Treatments**. This is a foundational workshop introducing the 3 Key Spa Treatment Protocols.

**Element II:** (Nov. 10 -14). This 5-day **Advanced Spa Therapy** element goes deeper into refined spa treatments and introduces 5 Advanced Spa Treatment Protocols.

**Spa Manager Seminar:** (Nov 15 -16). Our focus here is to show successful ways to implement and market spa treatments. This is a great workshop for managers, spa directors as well as independent practitioners.

### **Facilitators**

**Liz Galloway** has been teaching and mentoring spa therapists and body workers for years. A licensed massage therapist and CEU provider, she is known for her passion in the industry and her grounded, effective way of training.

Years of experience include, creating a sports clinic early in her career, work with celebrity athletes, directing, operating and opening successful spas, and being sought as an innovative trainer and bodyworker. Her work in international spa development has allowed a more defined level of expertise to her spa business consulting work, and educational scope.

Liz also provides spa consulting with her company The Lotus Effects ([www.thelotuseffects.com/](http://www.thelotuseffects.com/))

**Nicolay Kreidler** brings over twenty years of business ownership and management into his work as a spa consultant and trainer. His passion for creating a venue for body workers and spa technicians to receive support in continuing education not found elsewhere, was realized when he created [spacollege.com](http://spacollege.com). A resource that provides real world insights into the how's of rejuvenation and real-time results. His transition from other hospitality industries, into the spa world evolved during a personal journey to study healing modalities around the world.

Nicolay also provides spa consulting with his company iSpad ([www.ispad.net](http://www.ispad.net)) and Touching from the Heart - Massage Workshops, Training, Intensives and Retreats ([www.learn-massage.com](http://www.learn-massage.com))

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If you would like more information about Spa College or these events or to schedule an interview please contact:

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