



FOR IMMEDIATE RELEASE

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ISM ASKED TO SERVE ON INTERNATIONAL SOCIETY OF SPA CONSULTANTS

Innovative Spa Management will be on the founding team of the first spa consultancy board in the world.

Ilana Craig, founding partner of Innovative Spa Management will serve on the Ethics Committee of the first ever International Society of Spa Consultants. Membership to this Society is limited to invitation only and reserved for the most prestigious spa consultants in the world. The Society seeks to establish a Code of Ethics as well as a Standards of Practice for the industry of Spa Consulting. This Society will establish parameters and standards of consulting that will ultimately protect the client and provide the client with credible tools and information to engage the services of a spa consultant. Innovative Spa Management is honored to serve.

Innovative Spa Management was founded by two dynamic industry leaders, Ilana Craig and Christina Stratton to meet the needs of spa developers seeking turn-key solutions with the ability to differentiate their brand. Innovative Spa Management has worked with property developers, resorts, day spas and hospital facilities in executing a spa operation that supports the overall vision of the property and enhances the core business of the property. Their passion is the boutique spa, with emphasis on creating a consistent experience that places a premium on service, ambience, and innovation.

There are over 14,000 spas in the United States and the global spa industry has seen substantial growth as there is a universal trend toward enhanced health and wellness. The spa industry includes medical, day, resort, destination, and property amenity spas.

For additional information, please contact Ilana Craig, founding partner of Innovative Spa Management at 520 Hendersonville Road, Asheville, NC 28704, www.ismspa.com, ilana@ismspa.com.

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