

Kimberley Day Spa Provides Growing Array of Clinical and Esthetic Services

Profile of Paula Readman and Kimberley's Readman Treatments Clinical Day Spa

Written by Pauline Swanson

Spa services rank high among the leading growth industries in Canada. While larger cities have shown this trend for several years, generally more rural centres tend to lag behind. Paula Readman plans to change all that.

A **Certified Professional Electrologist (C.P.E)**, Paula opened her small electrolysis clinic in Marysville in September of 2003. Just over a year later, "small" doesn't describe anything about her clinical day spa or her plans for the future. In the early months of business Paula recognized the need to expand: "When I first came to Kimberley I was surprised to find that there was no spa here. I soon realized that it wasn't because there was no demand. My clients were asking when I might offer a variety of other services." The demand for a growing list of services led Paula to revisit her original business plan.

Critical to expanding services was the need for more space. **Readman Treatments** moved to a new location. "At first I leased the ground floor, which I now share with a massage therapist, then expanded to the

second floor so that I could offer a variety of beauty treatments in a more spa-like setting." Colleagues Ashley St. Jean, esthetician, and Tammy Chudleigh, massage therapist, are happy to be integral assets to the spa concept.

Today it is possible to enjoy a relaxation or therapeutic massage, head to toe spa and esthetic treatments, or book electrolysis sessions. Spa packages combining these services are also available. 'The Readman Treat' includes a microderm facial, manicure, pedicure, and one hour massage. "We are really excited about doing complete makeovers too," says Paula. "We had a draw for a makeover during the Marysville Fall Fair, in partnership with other local businesses, and it was a wonderful experience for everyone involved."

For this professional practitioner who has discovered an innate business sense, staying in tune with the needs of her clientele and keeping up to date on techniques and procedures is important. Coming soon to the spa is Endermologie, a



non-invasive state of the art cellulite/body sculpting treatment. "This would be completely new in the Kootenays, I am not even aware of a clinic in Calgary offering endermologie," says Paula. "It is the only treatment of its kind to be recognized by the FDA. It steps in where diet and exercise are failing and helps reduce and prevent the signs of cellulite and loose skin".

Looking back, a sense of relief accompanies what Paula describes as "phenomenal" growth in the early months. "I can't say

enough about how the Self-Employment Program, sponsored by Service Canada, made the difference for me. I had some large start-up expenses so having the security of a guaranteed income during my first year was a great help. CFEK was also very supportive when I made the decision to expand.”

With an exciting second year in progress, Paula has settled into her role as a business owner and is confident in her ability, and the ability of her well-qualified colleagues, to fill the niche for clinical and esthetic services in the area.

Note: spa has relocated and business hours have changed