

# In the Style of Singapore: Environment-Friendly Spas

Singapore is proving to be a dynamic regional hub not only in conducting business but also as an ideal location to restore the mind, the body, and the spirit. Dubbed as the spa hub of Southeast Asia, the spa industry in Singapore continues to enjoy a buoyant business despite the current economic downturn. With increased demand for spa services, spa operators are often exploring areas for providing value added services to the customers. In fact, its focus on introducing environmental initiatives to fight against global warming serves not only to protect the environment but also the health and well-being of customers.

Many spa establishments are advocates of environmentalism and in their objective to go “green” continue to strive in minimizing operational impact on the environment through resource conservation.



The industry typically uses environmental resources such as water and energy for a myriad of treatments and hydro-therapy facilities such as saunas, steam rooms, whirlpools, jacuzzis and/or vichy showers. It has now become essential that the spa industry be vigilant and express care in reducing environmental waste in its effort to raise awareness on the benefits of health and wellness.

More and more spas are also showing their commitment to incorporate sustainable earth policies in running their businesses by providing robes made of natural fibers, recycling containers, use of natural lighting or switching to energy-efficient lightbulbs, the use of faucet aerators and showerheads to reduce water consumption, to eco-friendly chemicals for cleaning and yet not compromising overall hygiene.

It is also a well-known fact that the use of natural products helps in the rejuvenation of the body. Spas even go beyond the main concept of offering spa treatments in natural ambience but also including the use of naturally made products for treatments. The use of organic products provides total wellness transformation that is less chemically intensive and enhances the value-added factor in the overall satisfaction of the consumer. This has not been a practice before due to the scarcity of organic products. However, this is no longer the case as organic and other naturally made products are now readily available in the market.

In finding the greenest ways to run spa establishments, the primary goal is not only to reduce carbon footprint but also to serve as centers for healing and wellness. Spas can dedicate to provide the best service to the customers while still remaining profitable.



The importance of caring for the environment is becoming more embedded in our daily lifestyle and awareness for the environment has taken new heights. Without compromising the services provided to the customers, spa operators are adopting environmentally safe practices in an effort to “green-up” their daily operations to serve as wellness centers and spas.

Spa establishments are indeed open to learning and adopting new policies to stay “green” and this will be a philosophy to stay for many generations to come.

**By Spa Association Singapore**

<http://www.spaassociation.org.sg>

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