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EXTREME RETAILING for DAY SPAS DREW RECORD CROWD

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Union City, NJ- October 2009 - The Day Spa Association in collaboration with the New York International Gift Fair and EX-TRACTS presented a breakfast seminar dealing with the hot subject of **retailing in day spa facilities.**

Hannelore Leavy, Executive Director of The Day Spa Association explains: "Retail sales are a very hot topic for day spas, as many neglect to take advantage of the opportunities that present themselves when servicing their clients."

DSA members **Rebecca Gadberry of YG Laboratories**, www.yglabs.com and **Carol Phillips of SpaSmarts**, www.spasmarts.com, conducted a very lively workshop addressing how to improve your retail sales, ranging from what to offer, how to display items, how to "sell" without being "pushy" and what it takes to make retail sales successful compared to the ratio of services rendered for each client.

Attendees were also treated to a beautiful gift bag donated by YG Laboratories, who also sponsored this breakfast seminar.

"We were pleased with the results of NYIGF's first cooperation with the Day Spa Association, and look forward to building our partnership in future" said Dorothy Belshaw, NYIGF director and GLM senior vice president.

More such events are planned in the future. The DSA + NYIGF will partner to present "**The Beauty of Green**" during the upcoming winter market at a breakfast seminar on Tuesday, February 2nd, 2010.

EX-TRACTS® at NYIGF features nearly 100 exhibitors of cosmetics, perfumes, skincare, bath & body care, beauty accessories, hair care, natural and organic products, apothecary gifts and well-being lines, and attracts attendees from spa, salon and specialty retail outlets from all 50 states and around the world. Day spas can find a depth of innovative and emerging personal care suppliers in EXTRACTS, as well as thousands of complementary gift, home and lifestyle lines offered by NYIGF's 2,800 exhibitors. For information and registration, visit www.nyigf.com, or call 1-8000-272-SHOW (7469).

For more information on the Day Spa Association and how to become a member, call 201-865-2065, email DaySpaAssn@aol.com or visit www.dayspaassociation.com.

Attention Editors: Attached are two photographs of the event

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