



SPA



ABOVE Owners Patricia Cassell-Ogilvie and Kim Cassell

PASSIONATE ABOUT SPA SERVICE — AND YOUR SAFETY

BY REBECCA SCHNEIDEREIT PHOTOS DUSTIN CROSBY

When Patricia Cassell-Ogilvie and her daughter Traci co-founded En Vogue Day Spa in 1998, Patricia wasn't nervous about taking the plunge. "There weren't many spas in the city," she notes. "The industry was just beginning to boom... it was the perfect time." Patricia's confidence was well-placed. In its 15th year, En Vogue Day Spa (now run by Patricia and her daughter Kim) remains Regina's choice for spa treatments of every kind; the spa trade, likewise, remains "the fastest-growing industry in North America."

Even in the 2010s — when spa spots promising pampering, rest, and relaxation are everywhere — En Vogue Day Spa sets itself apart and above. The full-service day spa may have "started out very small," as Patricia says, but it now employs a total of 21 full-time staff members, while still maintaining a personal touch. "We've built up a relationship with our clients," says Patricia. "Everyone that comes in the door... is like family." En Vogue has also built a relationship with their community, hosting fashion shows for SOFIA House and for health care causes, and volunteering for the

Salvation Army. (In 2012, Patricia received the United Way Regina President's Award for her community involvement.)

En Vogue's extensive menu of spa treatments includes manicures, pedicures, hair removal, facials and skincare, water therapy and more. At the nail bar, you can treat yourself to a "Champagne Manicure" or a "Coconut Lime Spa Manicure", while compulsive typers can recuperate with a "Text Message Delete Massage". If you're more interested in getting your feet ready for summer sandals, you can wake



them up with a “Green Tea Pedicure”. Or, to support a good cause while you relax, try a “Pink Ribbon SpaRitual® Pedicure”™: a portion of proceeds are donated to the Saskatchewan Breast Cancer Society. Other treats on the spa’s tempting list of services include the “Sothys Hydravance Bliss Facial,” “Bamboo-Fusion® Massage,” and the “Milk & Honey Sugar Body Polish.”

En Vogue Day Spa is a one-stop shop for TLC, rejuvenating whatever part of you needs it the most. Some En Vogue services can’t be found anywhere else in the area — for instance, “I believe we’re the only spa in Regina that has a Vichy spa table,” Patricia says. And since En Vogue’s management has deliberately chosen not to expand the spa to multiple locations — instead focusing on excellence in a single site — visiting En Vogue is a Regina highlight for both first-time tourists and those returning home after an absence.

However, En Vogue’s appeal to savvy spa-goers isn’t just thanks to its





wide range of services, nor its staff's friendliness and community participation. En Vogue has been designated "Quality Assurance Approved" by the Leading Spas of Canada. The designation serves as an official recognition of the hygienic and safety standards the spa rigorously enforces, and of their commitment to keeping customers healthy, as well as relaxed and beautiful. The designation "is not an easy thing to attain," says Patricia. In fact, En Vogue is the sole "Quality Assurance Approved" spa in Regina, and one of two in all Saskatchewan.

Before opening En Vogue Day Spa, Patricia worked in a hospital: in a medical environment, she notes, "You learn very quickly that you have to keep things clean, or there are lots of consequences." Now that she owns one of the best-established spas in Regina, Patricia — who has sat on the board of the Leading Spas of Canada for two years — is an outspoken proponent of spa safety.

"There are no [federal] spa standards in Canada," says Patricia: anybody can open a "spa." "As spa owners, you have to worry about that."

Infections and diseases transmittable in a spa setting through inadequate hygienic practices — or simple carelessness — include hepatitis C and staph infections. "Just a simple manicure can do it," Patricia says; improperly cleaned pedicure chairs are another potential offender. And since some types of spas are only visited by health officials on a complaint basis, Patricia explains, unsafe practices may wind up overlooked until it's too late. Furthermore, Patricia is concerned that even when health inspectors examine a spa, they won't necessarily have the knowledge to adequately evaluate specialized spa equipment.

That's why consumers need to take it upon themselves to make sure the spa they've chosen is observing appropriate health and safety practices. Tools which

are to be re-used, for instance, need to be cleaned either with a professional disinfectant like Accel CS 20, or an autoclave. Patricia also urges spa patrons to ensure that their spa has insurance, as well as properly licensed staff members. "This has to be consumer-driven," she says. "It's up to the consumer to check where they're going."

Patrons choosing En Vogue Day Spa know that its staff and owners are looking out for their well-being. Whatever service you enjoy at En Vogue Day Spa, you can relax in the knowledge that it will do your body only good. FLR

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