

**En Vogue Day Spa & Gift Studio Receives  
National "Quality Assurance Approved" Designation**

**November 4, 2010**

Leading Spas of Canada is pleased to announce **En Vogue Day Spa & Gift Studio, Regina, Saskatchewan** has received "**Quality Assurance Approved**" status, a national designation recognizing consistent safety and hygiene standards in the spa industry, offering reassurance and uncompromising quality for spa guests.

En Vogue Day Spa & Gift Studio participated in the Quality Assurance Approved Program (QAA) operated by Leading Spas of Canada, Canada's national spa industry association. "Safety and hygiene standards have been a key concern over the past few years, as the popularity of spa treatments has grown", notes Diane Sparrow, President of Leading Spas of Canada (LSC). "We're very proud of the program we have developed and thrilled with the level of standards the participating spas have exhibited. Congratulations to all of them for achieving this designation".

To receive recognition as a "Quality Assurance Approved" spa, an on-site assessment is conducted, examining the spa's standards regarding sterilization of instruments, hygiene standards in treatment protocols, equipment and facility safety, cleanliness, proper safety and security procedures, staff certification and education, proper signage and customer service standards. To ensure proper standards for the staff, human resource processes are examined as well, in addition to the spa's marketing materials being reviewed to confirm required information including cancellation and gratuity policies, rates and menu of services are clearly presented. The assessments are conducted by specially trained third-party evaluators, to maintain the integrity of the program, and culminate in a strict pass or fail result. All of the criteria must be met or exceeded before the spa receives their QAA status.

A spa which successfully achieves QAA status are awarded a certificate for display and seal of approval to incorporate into their marketing materials, recognizing their Quality Assurance Approved status, valid for a period of two years before another assessment will be conducted.

"Spa offerings and amenities vary dramatically. This program is not designed to measure the value of amenities, such as steam room or sauna, nor to credit them for the size of their spa, and grade them on a scale. The spas are all examined by the same criteria and must meet all essential safety, hygiene and operational standards. Receiving QAA status identifies them as dedicated to safety, hygiene and operating practices, offering confidence and comfort to the spa management, employees and the guest", advises Diane Sparrow.

Since 1998, Leading Spas of Canada (LSC) has served as Canada's only national spa association, setting rigorous standards of safety, hygiene and service. For the past decade, these standards were supported through voluntary adherence by all member spas, which remains for all member spas. The new Quality Assurance program is a step beyond, incorporating the on-site assessments to physically verify all requirements are met or exceeded. To date, the Leading Spas of Canada initiative is the only national, comprehensive assessment program for spas in the world.

Look for this seal at **En Vogue Day Spa & Gift Studio** clearly identifying their **Quality Assurance Approved** status:  
<http://www.envoquedayspa.com>

<http://www.leadingspasofcanada.com/web/regina/en-vogue-day-spa-gift-studio>



For more information about **Leading Spas of Canada** and the **Quality Assurance Program**, contact:

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*About Leading Spas of Canada*

*As Canada's national spa organization, Leading Spas of Canada (LSC) provides support for the development of the Canadian spa industry and the promotion of Canada as the finest spa destination in the world. Led by a dedicated Board of Directors from across the country, LSC represents the broad spectrum of the spa experience, from resort and day spas, destination and mineral spring spas to medical spas, schools and suppliers. Over 170 Association members share a commitment to a stringent set of Standards of Practice and Codes of Ethics, which distinguish them for excellence in spa services and operations in North America and in the world.*