

ASEAN SPA STANDARD

ACTION STATEMENT

The objective of this standard is to develop an Association of South East Asian Nations (ASEAN) Spa Standard with a certification process which will increase the quality of human resources, services and facilities in the ASEAN spa industry.

As such this standard should be one that raises above any existing standards, and one that spa operators will aspire in order to reach this 'international standard'. This may initially exclude some spa operators however for the betterment of the industry, and in order to achieve the stated objective, and have an industry standard that actually means something, this is not seen as a negative move, but a very positive one – encouraging the industry to continue to grow and develop.

Upon completion of the standard, the next step is to define and agree upon the auditing process. It is during this stage that the 'details' will be addressed.

Example:

5.3 Treatment Areas

5.3.1 Shall maintain an appropriate level of privacy for the client, but shall not be hidden or have doors which can be locked.

Audit process:	Score
Treatment areas private (walled)	3
Treatment areas private (screened)	2
Treatment areas private (walled & screened)	2
Treatment areas not private	0
Treatment areas have door locks / latches	0
Treatment areas have no door locks / latches	5
Treatment areas with central corridor/thoroughfare	2
Treatment areas with alcoves, rooms that are not obvious	0
Maximum points possible	10

The background features a large, semi-transparent watermark of the ASEAN logo, which consists of a yellow stylized figure with ten arms and legs, set against a red circular background with a blue border. The word 'asean' is written in blue lowercase letters at the bottom of the logo.

FINAL DRAFT
ASEAN SPA STANDARD

**Presented to the Thirty-Fifth Meeting of the
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(35th ASEAN NTOs)**

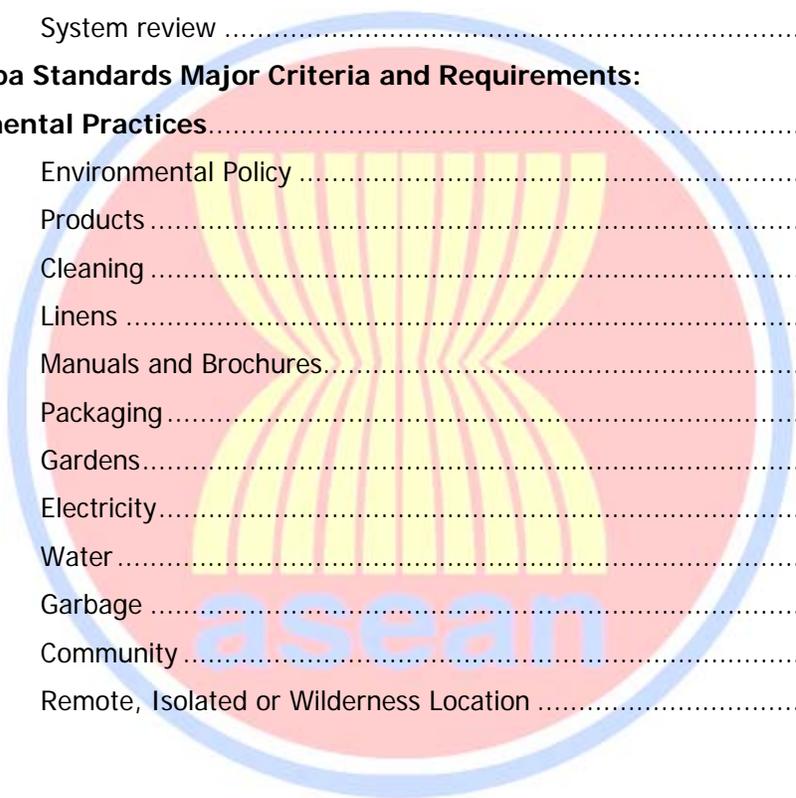
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Acknowledgement

The Department of Tourism, Ministry of Tourism and Sports of Thailand has proposed and been working with the support of the Thai Spa Association on this ASEAN Spa Standard draft to ensure that this standard shall be of an international standard and able to be implemented in accordance with the strategic plan.

The Thai Spa Association (TSPA) has given their active support where and when needed for the betterment of the spa industry in ASEAN members states. Our sincere appreciation to the Thai Spa Association for their assistance.

Department of Tourism

Ministry of Tourism and Sports of Thailand



Preface

The objective of this standard is to develop an Association of South East Asian Nations (ASEAN) Spa Standard with a certification process which will increase the quality of human resources, services and facilities in the ASEAN spa industry, with a unified spa industry agreement across ASEAN members states. The standard will establish a professional level of spa; place, service, people, products, equipment, management and environment, which will enable spa operators and spa clients to benefit from a collective approach to operational professionalism and client well-being, while still being respectful of cultural nuances.

The development of ASEAN Spa Standard will also ensure the implementation of ASEAN Tourism Strategic Plan (ATSP) 2011-2015 which was adopted by ASEAN Tourism Ministers that chart out measure 2.1.4: "Develop an ASEAN Spa Standard with a certification process."

With the growth of the Spa industry around the world, the increasing demand for 'everything Asian', and the exploitation of Traditional Treatments, the introduction of an ASEAN Spa Standard that defines an ASEAN standard while being respectful of cultural diversity and traditional heritage has been drafted for ASEAN Standards.

The ten ASEAN Members States namely Brunei Darussalam, Cambodia, Indonesia, Lao Peoples Democratic Republic, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam.



Introduction

The spa industry has enjoyed rapid growth and development over the past 20 years, often growing as much as 20% annually in some countries, and has become an industry that is the hallmark of the tourism industry of many ASEAN member states, despite having its roots firmly in traditional healing and health care practises, which have been handed down from generation to generation.

It is estimated that there is some 25,000¹ or 1/3rd of the worlds spas, health or traditional and massage centres in the Asia Pacific region, of which there is almost 2,000² professional spa businesses in the ASEAN member states. However there is still no defining generally accepted standard of what a Spa is or what services it provides; something that is now limiting the potential for further industry growth and development.

Definition of *spa* and the establishment of an ASEAN Spa Standard is seen as the opportunity to standardise a base understanding of what a *Spa* is, as defined by the ASEAN Spa community and to establish a minimum standard across all member states.

Many of the world's nations are facing aging populations and ASEAN members states are facing the same problems, with the need to promote *well-being* becoming increasingly important, to minimise the burden on national health budgets. *Spa* is a cost-effective part of this promotion of overall *well-being*, and the establishment of an ASEAN standard is seen as a means to educate and protect consumers who seek the contemporary and traditional treatments in their desire for total well-being.

With many of the world's spas looking to Asia for their inspiration, much of the cultural and traditional treatments are now being abused or face the risk of being lost completely as they are performed out of context and/or in a disrespectful and, potentially, even harmful manner. This only serves to erode confidence in the culture and traditions on which nations have been built, and prevent the promotion of healthy practices which will help to promote overall well-being not only for the citizens of member states, but visitors to them also.

Member states shall be respectful of the culture and traditions of ASEAN traditional treatments; and in the deliverance, the place of deliverance, the people, the products and equipment utilised therein, and shall uphold the principles of fair trade.

¹ Global Spa Summit 2007

² Source: Intelligent Spas, Global Spa Benchmark Program 2011, Preliminary Findings

Scope

This Standard deals with the following essential elements of professional spa operations: the Place, the Service, the People, the Product, the Equipment, the Management, and the Environment. This standard does not cover decisions that correspond to the medical profession.

A *spa* as defined by this standard is an establishment for the promotion of well-being. Its main services consist of massage and water applications, but may include steam, sauna, exercise, nutritional and herbal therapy, dietary programmes, yoga, meditation or other professional services aimed at renewing the body, mind & spirit. Smoking is not permitted and alcoholic beverages are not served.



1. Terms and Definitions

For the purposes of this ASEAN Spa Standard, the following terms & definitions apply.

1.1 **Spa**

- An establishment that provides massage treatment(s) and at least two water applications as defined by this standard. May also include sauna, scrubs and wraps, energy treatments, exercise, nutritional programmes, dietary programmes, yoga, meditation, herbal treatment or other professional services provided for the well-being of the client.

1.2 **Types of Spas**

- 1.2.1 **Day Spa:** is a stand-alone spa business in a house, commercial building, mall, or airport terminal servicing guest in a short time, usually of 1 – 5 hours. Accommodation is not available at the spa.
- 1.2.2 **Club Spa:** provides services in a club environment, where a membership is payable. Tend to focus on exercise to strengthen the body, plus wet areas, but also including yoga or other treatment. Accommodation is not available.
- 1.2.3 **Hotel / Resort Spa:** is the spa in a hotel or resort with the major services of massage, exercise, steaming and sauna, mostly for hotel guests. Accommodation is not available at the spa.
- 1.2.4 **Mineral Spring Spa:** is the natural or man-made hot spring or mineral spring where one can benefit from the healing waters.
- 1.2.5 **Cruise Ship Spa:** is located on a cruise ship mainly provides pampering and beauty treatments, but may also offer exercise or other activities for well-being.
- 1.2.6 **Destination Spa:** is a spa to provide clients with customised lifestyle improvement and health enhancement through professional spa services, exercises, education programming and onsite accommodation where spa cuisine or healthy food is served. Only Destination Spa which do not provide medical services are covered by this standard.

1.3 **Aromatherapy**

- An external treatment for inner-wellness utilizing aroma as the main component to balance, rejuvenate and relax client's body and mind.

1.4 **Client**

- A person who needs or requests spa services.

- 1.5 Establishment**
- a place used for operating a Spa business, which cannot be considered falling under the category or laws of sanatorium and or medical service practises.
- 1.6 Hydrotherapy**
- An external treatment for inner-wellness utilizing water as a main component to balance, rejuvenate and relax the client's body.
- 1.7 Massage**
- An external treatment for inner-wellness utilizing hands and fingers or any part of arms and legs in the application of massage techniques whose main component is to balance, rejuvenate and relax the client's body. Tools and equipment may also be utilized.
- 1.8 Massage techniques**
- Techniques that have been passed down through the generations orally or by physical record and for which the intent is to balance, rejuvenate and relax the body; to improve health and well-being. Techniques include, but are not limited to effleurage, stroking, kneading, picking, shaking and cupping.
- 1.9 Natural Resources**
- Any form of liquid or paste transformed or produced from nature; plant, mineral and / or water to make use of beneficial properties for the provision of well-being promotional services.
- 1.10 Spa Cuisine**
- Wholesome foods & dishes that are low in fat, salt & sugar, for health conscious dining, or prepared for specialist dietary programmes. Spa cuisine may also include those that conform to the principles of *allergy cooking* (i.e. gluten or lactose free)
- 1.11 Spa Services**
- Services as provided for a client in a spa in the promotion of well-being; massage, water applications, steam, sauna, exercise, nutritional treatment and dietary programmes, yoga, meditation, herbal treatment or other professional services aimed at renewing the body, mind & spirit.
- 1.12 Spa Manager**
- A qualified and experienced individual in spa services industry with management skills. Trained and certified worker in the spa industry whose primary role is the day to day management of the spa business.

1.13 Spa Trainer

- The trainer of spa workers whose primary role it is to perform massage or other technical spa services. The trainer shall be qualified or certified to train such techniques or services. The trainer may also conduct training for other general service or business related skills whose standard shall be established by top management.

1.14 Therapist

- Trained and certified worker in the spa industry that performs spa treatments or spa services for clients.

1.15 Top Management

- The owner of the establishment or their managing representative (s) responsible for the entire business

1.16 Traditional Massage

- Massage treatments that have been inherited from previous generations. May be scientifically substantiated, but the belief of aboriginal or indigenous local populations support the health benefits of the massage. e.g. Thai Folk Massage.

1.17 Traditional and Cultural Treatments

- Treatments that do not encompass Traditional Massage as the main component. May be scientifically substantiated, but the belief of aboriginal or indigenous local populations support the health benefits of the treatment. Shall have been inherited from previous generations. e.g. Javanese Lulur, Filipino Suob, Malay Bertungku.

1.18 Treatment

- A professional action or service employed by a Therapist for the provision of well-being.

1.19 Wellness

- A state of well-being: a good or satisfactory condition of existence with a balanced body, mind and spirit.

2. ASEAN Spa Standards Major Criteria and Requirements: The Place

2.1 Location

- 2.1.1 The spa shall be located in a place that is convenient, safe, and will not endanger an individual's health.
- 2.1.2 In the case where the spa is located in the same building as another business enterprise, its boundaries shall be clearly delineated and other business's activities shall not interfere with the provision of spa services.
- 2.1.3 Services Area - In the case that the spa provides several different kinds of services in the same location, the service areas shall be clearly separated and the space for each service shall be appropriate for the type of service being provided.
- 2.1.4 The spa shall conform to all local building or industry regulations.

2.2 Reception

- 2.2.1 The reception area shall be clearly separated from service area.
- 2.2.2 The reception area shall have sufficient seats for clients to use at peak periods.

2.3 Treatment Areas

- Shall maintain an appropriate level of privacy for the client, but shall not be hidden or have doors which can be locked.

2.4 Cleanliness

- All areas of the spa, both inside and outside and whether staff or guest areas, shall be kept hygienically clean and orderly at all times.

2.5 Construction

- The building shall be constructed of sturdy, durable materials and shall not be in an unhygienic or dilapidated state.

2.6 Wet Areas

- In areas where water is used for the services, the floor should be made of a non-slippery, easy-to-clean material.

2.7 Safety

- The spa shall have clearly marked signage, floor plans, emergency exits, emergency lighting, smoke detectors, fire extinguishers, and fire alarms.

2.8 Lighting

- The lighting should be appropriate in each area of the spa.

2.9 Ventilation

- The spa area shall be well-ventilated.

2.10 Waste Management

- The spa shall have a waste management system installed, with waste and used water managed in a responsible and sanitary manner.

2.11 Client Facilities

- There shall be a sufficient number of clean and proper bathrooms, toilets, hand-washing basins, and separate changing rooms, if provided, for men and women.

2.12 Decoration

- The area shall be appropriately decorated in a way that does not cause offense or violate social customs, national culture and morals.

2.13 Music

- The volume of music if played shall be of a comfortable audible level appropriate to the function of the service area.

2.14 Furniture

- The professional furniture destined for client use shall be comfortable, practical and in good condition.

2.15 Accessibility

- The establishment shall be accessible by senior citizens, and those with physical disabilities.

2.16 Back Office Areas

- The establishment shall provide appropriate back of house areas to enable the professional deliverance of spa services. Such areas shall include but not be limited to: staff area, pantry, and management area.

3. ASEAN Spa Standards Major Criteria and Requirements: The Service

3.1 Operating Hours

- Spa services will only be provided during opening hours within the establishment and according to local business regulations.

3.2 Consultations

- A consultation shall be conducted prior to spa treatment, by top management of the spa or the spa manager or trained industry professional. A consultation may be waived for repeating clients having the same treatment. Clients shall be informed of the treatments and techniques and agree to such techniques prior to the services. A post treatment consultation is also recommended.

3.3 Menu

- A complete menu of services shall be clearly displayed in the spa. The menu shall include detailed pricing with any and all supplementary charges which may be chargeable, treatment duration, and spa cancellation policy.

3.4 Protocols

- All treatments and services shall be performed in accordance with the companies approved standards of protocol.

3.5 New Protocols

- Protocols for new services to be introduced to the establishment shall be designed and practiced to the required level of professionalism and in accordance with the documented protocol of the company. Top management shall give final approval before new treatments or services are performed on clients.

3.6 Spa Services

3.6.1 **Massage** – Massage services for relaxation of the body shall be provided. Additional massage services for body, face or feet which provide other benefits of well-being may also be provided.

3.6.2 **Water applications** – A spa shall provide a minimum of two water applications which provide benefits of well-being. Water applications are defined as applications of water, hot or cold, natural, mineral or thalasso in the form of:

3.6.2.1 **Baths** – immersion of the whole body or part thereof into a herbal, aroma, mineral, peloid or chromotherapeutic solution which shall provide benefits other than cleansing. The bath or soak may include air or water jets.

- 3.6.2.2 **Floatation** – standing body of water; chambers or tanks, in which the client floats for the purpose of rejuvenation. May or may not include sight and sound deprivation.
- 3.6.2.3 **Plunge Pools** – standing body of water large enough to immerse the entire body.
- 3.6.2.4 **Soak** – immersion of the whole body or part thereof into a herbal, aroma, mineral, peloid or chromotherapeutic solution
- 3.6.2.5 **Well-being Showers** – natural flow or pressurised sprays and/or jets of water applied to the body for experiential or therapeutic purposes and which provide tangible benefits of well-being.
- 3.6.2.6 **Showers** which are provided just for cleansing are not considered as a water application under this standard.
- 3.6.2.7 **Thermotherapy** – Manual or mechanically applied heat and/or cold, may be associated with traditional herbal product / treatment.
 - 3.6.2.7.1 **Sauna** – heated individual or shared chamber in which a client sits, lays or stands; for therapeutic purposes.
 - 3.6.2.7.2 **Steam** – individual or shared space filled with heated water vapors in which a client sits, lays or stands; for therapeutic purposes.
- 3.6.3 **Scrubs and Wraps** – application of natural resources e.g. herbs, foods, mineral or peloids for relaxation, beautification, detoxification or other well-being benefits may be provided.
- 3.6.4 **Exercises** – manual or mechanically performed movements which have a health supportive and promotional benefit.
- 3.6.5 **Energy Treatments** – the control or release of chi or energy flows of the body and mind which provide benefits of well-being. Such controls may be based on traditional acceptance and/or scientific validation.
- 3.6.6 **Nutritional Programmes** – ingestion of herbs or foods in solid, liquid or extracted form, raw or cooked, and which promote well-being.
- 3.6.7 **Dietary Programmes** – ingestion of herbs or foods in solid, liquid or extracted form, raw or cooked, which provide for weight management.
- 3.6.8 **Traditional Massage or Traditional Treatments** – Traditionally practised massage or treatments which may or may not be scientifically substantiated, but the belief of aboriginal or indigenous local populations support the health benefits of the treatment. Shall have been inherited from previous generations.
- 3.6.9 **Beauty Treatments**– any treatment that involves the application of product to the body or any part thereof, and which may or may not include massage techniques and which may or may not provide a

tangible benefit of well-being, but are complementary to other services provided in the spa.

- 3.6.10 **Other Treatments-** any treatment which may be suitable for spa services and which may or may not be scientifically proven but which are culturally accepted to have benefits of well-being but are not categorised elsewhere under this standard.

3.7 **Traditional and cultural services**

- Those traditional treatments listed below are for indication, and have been identified as traditional treatments by the spa community in the respective ASEAN country. Whether listed here or not, all traditional and cultural services shall be afforded the same level of respect and shall not be significantly changed or altered for introduction or implementation to an establishment without prior consultation with aboriginal or indigenous populations from where they have originated, except where such changes or alterations are required for health and safety, or by law.

3.7.1 **Traditional Treatments - Brunei Darussalam**

3.7.1.1 **Traditional Treatments**

- 3.7.1.1.1 **Lulut:** This treatment is done in two-steps; mask and exfoliation. Fragrant fine rice flour mixed with rose water or lime juice is mixed into a paste to mask the whole body. Without rinsing the mask, the coarser rice scrub is then applied on to the body in a circular massage movement to scrub off the mask. This treatment ritual is done for brides to be in Brunei until today, and the ceremony, which will be attended by close relatives, is called berlulut. Lulut treatment will get rid of rough, dead skin cells on the body, making the bride's skin smoother, fairer and looking more radiant.
- 3.7.1.1.2 **Mandi Berlangir:** is a traditional ritual of bridal shower. A bath is prepared using the bark of langir wood mixed with warm water to shower bride to be. Langir wood when peeled and crushed will give out a pleasant aroma. The smell will then linger on our skin after shower. This is also practiced as a cleansing ritual for women after their monthly period.
- 3.7.1.1.3 **Mandi Daun – Daun (Malay Herbal Bath):** A traditional bath with various herbal leaves which consist of daun ringan-ringang, daun kapas, daun lanjijwang, daun serimbangun, duan sambung, daun balik angina, daun pucuk kulimpapa, daun ribu-ribu dan serai wangi commonly

used after 3, 7 or 44 days after giving birth. Herbal leaves are boiled in water, once cooled it is poured onto the body after a shower. The purpose of the herbal bath is to leave the body feeling refreshed and invigorated.

NB: Scientific names of leaves are as follows: Daun ringan-ringan (leaves of *Flemingia strobilifera*); Daun kapas (leaves of *Gossypium herbaceum*); Daun serimbangun (leaves of *Gendarussa vulgaris*); Daun sambung (leaves of *Blumea balsamifera*); Daun balik angin (leaves of *Leucosyke capitata*); Daun pucuk kulimpapa (young leaves of *Vitex pinnata*); Daun ribu-ribu (Leaves of *Lygodium microphyllum*); and Serai wangi (*Cymbopogon nardus*)

3.7.1.2 **Heat Therapy:** For the past 200 years, Malays, including Bruneians, have been practicing the use of heat therapy to sweat out toxins to remove wind which cause aching in the body.

3.7.1.2.1 **Bertangas:** This is usually done for brides to be. The bride will sit on a special stool with a hole in the middle. Her body will be covered by a piece of cloth. Local wood, dried flowers and herbs called ratus, are smoked on top of burning charcoal placed under the stool to heat up the body and to stain the skin with the aroma from ratus. This helps to rid the body of all unpleasant odors. This treatment is also practiced by mothers after giving birth.

3.7.1.2.2 **Bertajul:** A form of body steaming by using the steam made of various herbal leaves mixed together in hot water. Used by both men and women to improve blood circulation, remove toxins, relive stress as well as increase immune system for the whole body.

3.7.1.2.3 **Bediang:** is a heat therapy used by mothers during their confinement period. Mother will lay down near the heat to warm up their body in order to get rid of wind in the body. It also speeds up the shrinking process of the uterus to its normal size, as well as assist in weight loss by burning the fats found in the body

3.7.1.3 **Jamu:** Jamu herbs are consumed to improved health and beauty.

3.7.1.3.1 **Marjum:** It is made of honey and other local herbs in paste form, to be consumed by men and women to firm up and warm up the body. It is usually consumed by mothers during their confinement period to get their body back in shape.

3.7.1.3.2 **Hirup-Hirupan:** is a tonic herbal coffee. A mixture of spices and herbs in powder form to be mixed with hot water,

consumed by men and women to strengthen body immunity.
Mostly consumed by mothers during confinement.

3.7.2 Traditional Treatments – Cambodia

- 3.7.2.1 **Chab Sor Shai:** (A traditional Khmer massage) is a traditional Khmer way of therapeutic. A vigorous, firm massage for effective pain relief; the touch technique are deep and reasonable forceful in continuous, elastic and rhythmic. The strength is vary from gently to moderately and intense pressure. It is an effective way of healing of Khmer people to relief stress from their body which it was hand down from one generation to the next generation solidly. It is a whole body massage without oil, and the therapist always use the finger for kneading, chopping, pumping, onto the whole body of the clients. This massage focus on muscle and all reflexology point of the body which starts from the toe to the head of the clients.
- 3.7.2.2 **Khmer J'pong:** J'pong using herbs it requires a bench and clay pot to boil the herbs and cover by the blanket. The best comfortable length of this treatment is around 15 minutes to 20 minutes. It's an effective way for rejuvenation, and it can effectively promote and stimulate the blood stream and circulation of the human being's body which is all the Khmer women always practice for rejuvenating their skin and rinsing out all the impurities things from their body, especially, help the new mother after giving birth.
- 3.7.2.3 **S'Ahm:** A traditional Khmer herbal hot compress help to induces deep relaxation, relieves stress and fatigue, boosts both emotional and physical well-being, improves circulation of blood and lymph, increase energy flow and stimulates the internal organs and nerves. All the Khmer herbal ingredient such as lemongrass, green ginger, fragrant wooden and khmer white wine are used to package with the hygiene cloth and steamed before being applied to the clients either directly on the skin or through the clothes on spot of the whole body to improves circulation of blood and lymph, increase energy flow, stimulates the internal organs and nerves and reduce swell of a sprain. All Khmer people still keep practice this method since it's considered as an effective healing way with low cost if they face the above problem in their everyday living.
- 3.7.2.4 **Khat Sbek:** A traditional scrub that introduced by Cambodian people. It is a natural way of rejuvenating formula passed down by Khmer forefather within Angkor Empire to the next Khmer generation. Khmer herbal ingredients such as Green ginger, Tamarind, Pineapple, turmeric and pure honey are blended together to be the liquid, which all the Khmer women always use it to rub the dead skin cell away, and purify the body and leave the skin smooth,

supple and hydrated. This traditional treatment is handed down from one generation to another generation and kept using until now; especially all Khmer women in the rural area always use it to cleansing their body for daily living in rejuvenation purpose. It is very popular for women after giving birth like the J'pong as well.

3.7.3 Traditional Treatments – Indonesia

3.7.3.1 LULUR

3.7.3.1.1 **Javanese Lulur:** - The word “Lulur” means coating the skin and “mandi” means bath. The Mandi Lulur is a process of whole body exfoliation and polishing during bath. This method has been practiced in the palaces of Central Java since the 17th century. Javanese Lulur contain turmeric that give an effect of sanitizing the skin and yellowing the skin become a golden color. Since Javanese people have an origin of dark brown skin color so the love so much the yellowing effect from lulur and its become a daily ritual beauty process to leave the skin soft, supple, and golden shining. The treatment could be continued with herbal bath or traditional Javanese Massage or Milk Bath.

3.7.3.1.2 **Balinese Boreh:** - A traditional Scrub that was and is introduced by BALIAN – Balinese Medicinal Man to Cure Fever, tiredness, influenza by applying Boreh on the body and wrap with Banana leaves. This warming traditional scrub, is made from roots, herbs and spices, rice, ginger, turmeric, clove, cardamom, cinnamon, coriander, nutmeg, star anise, and a bit of salt, this body exfoliating scrub will not only cleanse, but also increase the vitality of your body. Legend says that Balinese women are very hard working that they invented this wonderful treatment to balance their busy life while maintaining their natural beauty with the finest herbs on the land. This warming treatment helps blood circulation and relieve sore muscles.

3.7.3.1.3 **Black Borneo Lulur:** - Originated from the island of Borneo, this body exfoliating scrub will cleanse, nourish, moist, and keep your skin healthy and bright. The wonderful black rice, clove and rose petals in the ingredients will invigorate your senses and help you get back on your feet with refreshed body and mind.

3.7.3.2 Indonesian Traditional Massage

3.7.3.2.1 **Balinese Massage** - A unique treatment combining stretching, long strokes, skin rolling and palm, and thumb

pressure techniques to relieve tension, improve blood flow, and ease stress and calm mind. Start from the back area of the body with palm press and along the spine then follow by apply Indonesian traditional massage oil.

- 3.7.3.2.2 **Javanese Massage:** - Digital pressure movement to all parts of the body, combined with deep strokes application, which relaxes the muscles, releasing stress and tension. Using special blended of Indonesian natural oil such as coconut oil blend with extract of *cannanga odorata* or sandalwood or even vertivet.

3.7.3.3 Herbal Treatments

- 3.7.3.3.1 **Herbal Bath and steam:** Indonesian uniquely designed dried natural herbs blended , usually using 32 kind herbs from the seed, leave, roots, stem, wood, flower that dried before. Dried herbal should be boiled before using then strain water into the bath up and using for 15 minutes soaking. Or boiled the herbs at the kettle the extend to the steam box. It is extremely useful for invigorating, relaxing, and deodorizes.

- 3.7.3.3.2 **Herbal Compress** - This is an ancient exotic method to compress and give stimulating/undulating massage through a herbal compress on the entire face and body. As a completion for face and body Spa ritual journey.

- 3.7.3.3.3 Traditional herbal compress for body to relax the muscle, relieve the tired & stiff muscle and improve the blood circulation, warm the body and suitable for fatigued body.

3.7.3.4 Natural Treatments

- 3.7.3.4.1 **Milk Mask & Bath with Honey** - This is one of the most popular treatments in Indonesia offered at the Spa. The richness of milk combined with pure honey gives your skin maximum moisture, rejuvenation, protect your skin and gives the best nourishment for the best result. The wonderful scent will also help as buffer to enhance maximum result from this mask. This product is highly recommended for after sun activities to give skin its balance back with calming & soothing effect.

- 3.7.3.4.2 **Jamu (formerly Djamu):** is Indonesian traditional medicine, mainly of herbal medicine made from plants, roots, leaves, bark and fruit, but may also include animal products. In many large cities jamu herbal medicine is sold on the street by hawkers carry a refreshing drink, usually

bitter but sweetened with honey. Herbal medicine is also produced in factories by large companies.

3.7.4 Traditional Treatments – Malaysia

3.7.4.1 **Post-natal treatments:** In Malay/Indigenous tradition, new mothers follow a strict 6 weeks confinement period using herbs, spices and oils to enable them to heal and adjust to the latest addition to the family. Postnatal treatments help new mothers strengthen and fortify their bodies, soothe and calms their inner spirit and most importantly help them recover in the shortest time possible.

3.7.4.1.1 **Bertungku:** Bertungku with heated river stone and various fresh leaves (e.g. betel leaves, pandan, turmeric leaves, melastoma (Daun senduduk), Wild pepper leaves (Daun kaduk), Noni leaves or banana leaves). During confinement, the midwives may warm the new mother's abdomen by applying a smooth, heated stone (bertungku). This is specifically reputed to "cleanse the womb" to prevent illness, speed the shrinking of the uterus and return a pre-pregnancy figure.

3.7.4.1.2 **Tangas:** Tangas using herbs with astringent properties (requires a special single bench and earthen pot to boil the herbs) is traditionally used by young women at the end of their period to help reduce excessive white discharge, fungal infections and unpleasant odour. Used as part and parcel of postnatal treatment, the tangas is also believed to firm up vaginal muscles and reduce inflammations.

3.7.4.2 **Urutan Melayu (Traditional Malay/Indigenous Massage):** Combines stretching, stepping, long kneading strokes and pressure applied to various part of the body. Traditionally done on the floor, the traditional Malay/Indigenous massage is a therapeutic massage from head to toe, normally carried out with the unique Malay/Indigenous massage oils that are painstakingly prepared by boiling palm oil with various herbs and spices with warming and detoxifying properties.

Malay/Indigenous Herbal Bath: A traditional herbal bath with herbs rich in essential oils. Herbs normally used in the herbal bath are lemongrass, citronella, guava leaves, kaffir lime leaves and fruit.

3.7.5 Traditional Treatments – Philippines

3.7.5.1 **Hilot:** is an eclectic mix of indigenous traditional massage techniques from seven major ethno-linguistic cultural areas of the Philippines bringing forth the best in each practice ensuring a joyful yet serene total body experience. A distinct feature is the use of strips

of warm banana leaves applied to the different parts of the body at various stages of the massage treatment. It is a form of therapeutic massage or physical manipulation that touches the veins, arteries, bones and muscles. It is used to relieve pain, fever, sprains, immobility, arthritis, re-orientation of the uterus of the female, etc. Hilot practitioners, known as manghihilot employ various methods to diagnose illnesses and to cure them.

3.7.5.2 **Dagdagay**: is an authentic Filipino indigenous foot massage using bamboo sticks. This deep tissue massage which was developed by the Igorots, a mountain tribe, to stimulate nerve endings of the feet.

3.7.5.3 **Bentosa**, or cupping, came to the Philippines from both Spain and China, though the application is different. A coin is wrapped in gauze and placed on the specific pressure point (back, legs, etc.). A glass cup is prepared, and a match struck, allowing to die out inside the glass, which is then placed on the pressure point. The smoke and heat draw out the imbalancing toxins from the body. The procedure is repeated until the pain subsides.

3.7.5.4 **Tapal** - Tuba-tuba (*Jatropha gossypifolia*) leaves are lathered with virgin coconut oil, heated by fire, then applied on the back to treat muscle pains.

3.7.6 **Traditional Treatments – Thailand**

3.7.6.1 **Nuad Rachasamnak** (Royal style Massage, Royal Thai Massage): Traditionally performed for The Royal Court, by professional and knowledgeable persons having good demeanor, who maintain a straight face with eyes down cast. Therapist shall only use straightened arms in the manipulation of the body using hands, thumbs and fingertips only.

3.7.6.2 **Nuad Chalueysak (Folk style Massage, Thai Massage)**: Relies on the pressing of the body and does not require the same level of anatomical knowledge as for Nuad Rachasamnak, while respect is not an issue of the practise. Hands, fingers, forearms, elbows, knees and feet may be used to manipulate, stretch or flex the body.

3.7.6.3 **Thai Herbal Compress** : Typically contain at least nine to ten herbs with antifungal, antibacterial, antiparasitic and anti-inflammatory features, which are bound into a cloth and steamed before being applied to the client either directly on the skin or through the clothes.

3.7.6.4 **Regional massages and treatments**

3.8 **Staffing Levels**

- The number of staff appropriate to and in keeping with the commonly accepted business practices shall be employed.

4. ASEAN Spa Standards Major Criteria and Requirements: The People

4.1 Age

- No person under the age of 18 years or as stipulated by local labour laws, (and which ever is highest) shall be employed in the spa.

4.2 Health

- Staff working in spa shall be in good general health, with no communicable diseases.

4.3 Language

- All staff shall communicate effectively with their colleagues and their clients.

4.4 Grooming

- All staff shall be suitably groomed and attired in accordance with the professionally accepted level of hygiene and the company's Operational Standards.

4.5 Servicing etiquette and demeanor

- Staff and management shall maintain a level of professional service etiquette and demeanor at all times.

4.6 Qualifications and Training

- 4.6.1 The staff working in an establishment shall have participated in and successfully completed in a related qualification with valid certificate.
- 4.6.2 All staff shall have completed a company and premises orientation program upon commencement of employment.
- 4.6.3 All staff shall have participated in and completed training in product and services appropriate to their position, before contact with clients.
- 4.6.4 All staff shall participate in an on-going periodic assessable in-house training program to ensure maintenance and development of knowledge and standards.
- 4.6.5 Top management shall provide staff with the opportunity for professional development.
- 4.6.6 Top management shall ensure that all staff are knowledgeable in procedures to be taken when dealing with guest misconduct.

4.7 Working Practices

- 4.7.1 Staff shall work in a clean and safe manner at all times.
- 4.7.2 Staff shall work in a professional and ethical manner at all times.

5. ASEAN Spa Standards Major Criteria and Requirements: The Products

5.1 Products

- 5.1.1 Products used in the provision of spa treatments shall be organic and/or natural.
- 5.1.2 Products used in the provision of spa treatments shall be biodegradable in nature
- 5.1.3 Products used shall be ethically sourced and manufactured, without exploitation of people or the environment.

5.2 Benefits

- The beneficial effects or efficacy claims of products used or sold shall not be exaggerated.

5.3 Certification

- Products shall conform to the ASEAN Harmonization Act or any amendments thereof; have a Certificate of Manufacturer, Certificate of Free Sale or Good Manufacturing Practices (GMP) certificate as is appropriate. Any products used which are not required by law to have such certificates shall conform to local Food & Drug (FDA) regulations or similar and not be deemed detrimental to clients well-being.

5.4 Quality Control

- Products produced by the spa shall have a quality control process.

5.5 Inventory Control

- Products used in the spa shall be subject to an inventory control system in accordance with good business practises and specified product use-by-dates.

5.6 Usage

- Products shall be used in accordance with standard hygiene practises, and any unused portion shall not be returned to the bulk container.

5.7 Storage

- All products shall be stored under the appropriate conditions and temperature as recommended by the product manufacturer.

5.8 Hygiene

- 5.8.1 All tools and equipment used to apply, transfer or use product shall be maintained in a clean and hygienic condition at all times.
- 5.8.2 All cleaning products used in the spa shall be safe and not harmful to staff or clients.

6. ASEAN Spa Standards Major Criteria and Requirements: The Equipment

6.1 Suitability

- Each area of the spa shall be equipped with the suitable and appropriate tools and operational equipment necessary for the efficient and professional deliverance of services.

6.2 Maintenance

- All specialised equipment shall be maintained in accordance with supplier manual and kept in good repair.

6.3 Safety

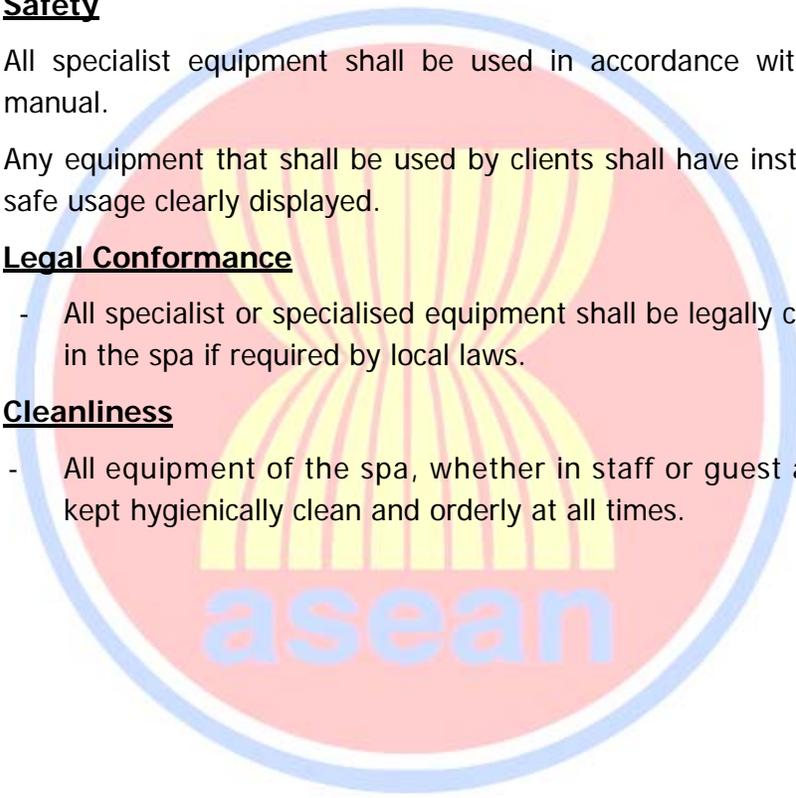
- 6.3.1 All specialist equipment shall be used in accordance with the supplier manual.
- 6.3.2 Any equipment that shall be used by clients shall have instructions for its safe usage clearly displayed.

6.4 Legal Conformance

- All specialist or specialised equipment shall be legally certified for use in the spa if required by local laws.

6.5 Cleanliness

- All equipment of the spa, whether in staff or guest areas, shall be kept hygienically clean and orderly at all times.



7. ASEAN Spa Standards Major Criteria and Requirements: **Management**

7.1 **Management**

- 7.1.1 Top management of the establishment shall appoint a Spa Manager, to ensure that the services fulfil the agreed quality levels described in this standard.
- 7.1.2 Top management shall have and shall adhere to a professional code of conduct in keeping standard practices.

7.2 **Quality system documentation**

- 7.2.1 A quality system document shall detail service standards and shall be used in the training of staff. Such document shall include but not be limited to;
- 7.2.2 Arrival procedures
- 7.2.3 Reservations procedures
- 7.2.4 Guest handling procedures
- 7.2.5 Billing & Payment procedures
- 7.2.6 Retail & Merchandising protocols & procedures
- 7.2.7 An example of all forms used in the spas operation
- 7.2.8 Guest feedback procedures
- 7.2.9 The quality system document shall be stored at the spa and be accessible by all staff at all times.

7.3 **Services Protocol Manual**

- a quality service protocol manual shall detail service protocols, techniques, products and equipment used in the deliverance of services and shall be used in the training of spa staff. The manual shall also detail any indications or contra-indications as may be applicable. The document shall be stored at the spa and accessible by all staff at all times.

7.4 **Human Resource Management**

- 7.4.1 **Employee Manual** – Top management shall prepare and maintain an employee manual detailing all employee benefits and expectations of employee conduct or the ramifications of non conformance.
- 7.4.2 **Recruitment / Hiring**- Top management of the establishment shall define the job description for staffs according to the position and in keeping with standard business practice and local labour laws.

- 7.4.3 **Remuneration** - Top management shall remunerate all employees in a fair and equitable manner abiding by local labour laws which may be in force or generally accepted.

7.5 Security management

- 7.5.1 Top management shall take all reasonable measures to ensure the security of clients and their possessions during their time at the spa.
- 7.5.2 Top management shall take all reasonable measures to secure the privacy of clients before, during or after their time at the spa.
- 7.5.3 The establishment shall have a documented emergency plan defined in accordance with legal requirements and clearly displayed in the staff area.
- 7.5.4 Emergency Exits shall be clearly marked and kept free of obstacles of any kind.
- 7.5.5 All staff shall wear name badges or similar identification devices.
- 7.5.6 Top management shall take all reasonable measures to prevent any form of sexual harassment of staff.

7.6 Communications

- 7.6.1 Top management shall establish an effective internal communication system, so that all staff members are always informed of the result of the services and the degree of client satisfaction.
- 7.6.2 The system shall ensure that all suggestions and comments from staff members are analysed and responded by top management.

7.7 Marketing Plan

- 7.7.1 The establishment shall have a documented marketing plan, detailing all planned marketing activities and the budget and anticipated return of such activities.
- 7.7.2 The Marketing Plan shall be regularly reviewed and updated in accordance with changes in circumstances, staffing or business levels.

7.8 Emergency Plan

- All the staff shall be aware of the action plan in the case of clinical emergencies. Among others, telephone numbers for the closest ambulance services, welfare centres and hospitals shall be easy to access.

7.9 First-Aid

- A first-aid kit containing appropriate supplies shall be maintained at Reception and in the Staff waiting area. Larger spas may have additional kits.

7.10 Liability Insurance

- The establishment shall maintain an appropriate level of business insurance including public liability and third party property insurance, or as may be legally required. If it is not compulsory, it is also recommended that the spa shall carry professional indemnity insurance for all spa service staff where available.

7.11 System review

- Top management shall implement a management system review, including an internal audit, evaluation and other processes for staff, client, product, equipment and business practises as may be deemed appropriate to ensure professional and effective business management.



8. ASEAN Spa Standards Major Criteria and Requirements: **Environmental Practices**

8.1 **Environmental Policy**

- The spa shall have a responsible and implementable environmental policy which is known to and understood by all staff.

8.2 **Products**

- The spa shall not add to the water, soil or air any product, pollutants or substances which could be considered harmful to the environment.

8.3 **Cleaning**

- It is recommended all cleaning products used in the establishment shall be natural, organic and bio-degradable.

8.4 **Linens**

- It is recommended all new towelling and linens used shall be made from organic, sustainable or renewable materials and shall have been manufactured using non-toxic means.

8.5 **Manuals and Brochures**

- All manuals and brochures shall be on paper made from farmed trees or have been recycled.

8.6 **Packaging**

- All packaging materials, professional or retail, shall be minimal and bio-degradable or able to be reused or recycled.

8.7 **Gardens**

8.7.1 The gardens if existing, shall be designed using only those plants or materials which are naturally grown locally.

8.7.2 The spa shall utilise only natural, organic or non-toxic fertilizers in the gardens.

8.8 **Electricity**

8.8.1 Subject to location and wherever practical, consideration has been given for the implementation of the use of alternative electrical savings via solar, wind or other environmentally sensitive means.

8.8.2 All light bulbs are recommended to be the compact energy saving style.

8.8.3 Light switches shall all be on dimmers except where deemed necessary for safety or safe working practices.

8.8.4 The spa shall install timer switches, motion sensitive or solar lighting for all exterior lighting and shall not operate external lighting of any kind

when the establishment is not operational except that which is deemed necessary for reasons of safety.

8.9 Water

- 8.9.1 Water features if utilised shall be placed such that any evaporation shall be minimal, and or shall assist with the natural cooling of the establishment.
- 8.9.2 Spa managers and staff shall have full knowledge of the volume of water used in each spa service, and shall minimize this where practical.
- 8.9.3 It is recommended aerators or flow restricted faucets and showers shall be installed.
- 8.9.4 It is recommended dual flush toilets and or other water utilization minimization technology shall be installed.
- 8.9.5 Subject to location, local government health regulations and wherever practical, consideration shall be given to the recycling of water that is used in the spa.

8.10 Garbage

- The establishments shall sort all garbage and dispose of or recycle it in an appropriate manner.

8.11 Community

- The establishment shall remain sensitive to the existing local culture and shall continue to add value to the lives of the local communities where practical.

8.12 Remote, Isolated or Wilderness Location

For spas that are established after the implementation of this standard and are located in a defined remote, isolated or wilderness location, shall also confirm to this additional standard:

- 8.12.1 To promote, develop and/or pioneer new and innovative ecological initiatives which protect and sustain the environment of the spa establishment.