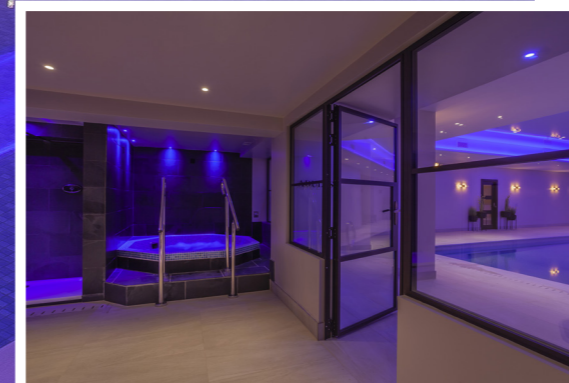
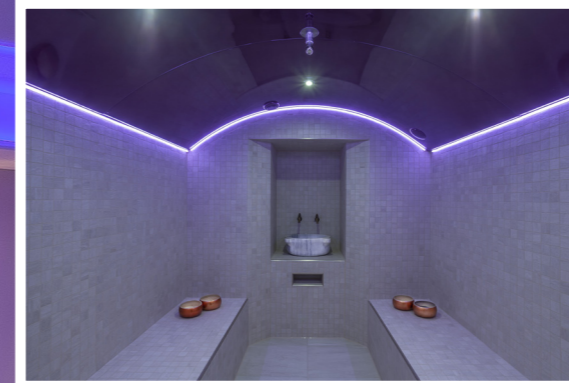


THE ALCHEMIST SPA

WOOLACOMBE
BAY HOTEL, DEVON

Following a £1.4 million refurbishment of the south wing of Woolacombe Bay Hotel, The Alchemist Spa is truly one of a kind



The Alchemist Spa is situated within Woolacombe Bay Hotel, next to one of Britain's top ten beaches and has a real focus on inclusivity, ensuring everyone can enjoy the spa and all it has to offer - something that Clare Palfreeman, spa manager, is extremely proud of. Palfreeman explained: "The Alchemist Spa offers a range of treatments for a range of ages from teenagers to the elderly.

"We have a lift to the treatment rooms and treatment couches that can be changed to make anyone comfortable for their treatments. With my therapists' experience we can tailor most treatments to suit anyone. We market the spa on social media and the internet but we also send out newsletters so as not to exclude the older generation who may not have social media."

The Alchemist Spa also proudly offers Jennifer Young specialised treatments with cancer in mind, a nod to the future of spa inclusivity. Palfreeman continued: "These treatments have been met with an overwhelming appreciation, with everyone expressing how lovely it is not to be turned away at a very difficult time in their lives - which as a spa, gives us massive satisfaction that we can do our little bit to help brighten a potentially very dark day."

Palfreeman is joined by an experienced team at the Alchemist Spa, consisting of six therapists including Melissa Boni, Claire Thomas, Angela Black, Charlene Kerswell, Emma Packer and Rosie Wood and Carolina Valente, who is the first port of call for clients on the spa's reception desk.

The Alchemist Spa relies on The Natural Spa Factory products, The Gel Bottle Inc and its sister brand Peacci Lacquer. "The Natural Spa Factory allows us to create our very own treatments, with naturally harvested ingredients free from MI, MCI, SLS, parabens and microbeads, therefore protecting the environment as well as protecting our skin," continued Palfreeman.

"The majority of products are also vegan friendly with gender neutral packaging that is minimal and recyclable where possible, using glass instead of plastic, which helps to keep our ocean as plastic free as possible which is very important to us. The Gel Bottle and Peacci are also vegan with all the nasties removed, which works perfectly alongside The Natural Spa Factory."

So, what is the secret to the successful running of the Alchemist Spa? "At the spa we are confident that we are offering the correct treatments for our clientele with seasonal treatments changing all year round, which gives us chance to add anything that may have been asked for," answered Palfreeman. "We are always researching to keep up with new ideas. Always be a season ahead, this gives you enough time to plan and get everything in place and available before the actual start dates.

"The secret is to keep your team in the know and to ensure everyone is happy in their job roles. Happy staff make a pleasant place to work and in our caring profession, this is very important as it follows through to our treatments and clients' care."