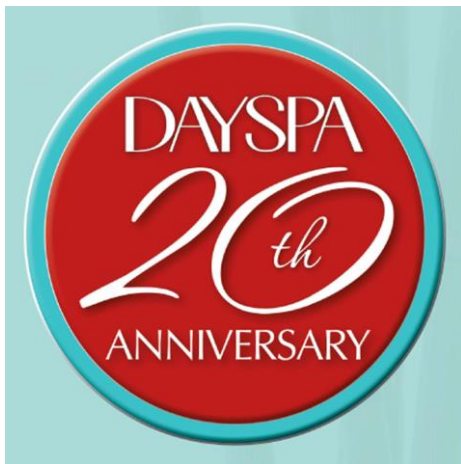


DAYSPA

A TIME TO REFLECT: DAYSPA CELEBRATES AN ANNIVERSARY



In 1996, Oprah started her book club, Americans were busy learning the Macarena, and DAYSPA emerged as a magazine designed to serve a blossoming industry. Pop culture trends may have come and gone—see our anniversary feature for some memorable ones from over the past two decades—but *DAYSPA* is still here, serving a bigger (and better) arena. To commemorate our big birthday, we checked in with seasoned folk to learn how spa, wellness and technology have evolved. Behold, their insights into how exactly we got to where we are—and what role *DAYSPA* played in that transformation.

“There’s a growing trend among individuals to indulge themselves with spa treatments and/or wellness retreats. Wellness is about making healthy lifestyle choices and maintaining one’s well-being physically, mentally or spiritually. Spas used to be seen as places only the privileged could go to be pampered. Now with the growing trend among individuals to indulge themselves, spas have become increasingly popular among all age groups. The most significant change is that more people around the world have started to recognize the importance of wellness, which can be achieved through a variety of treatments that spas offer. Treatment providers are more compassionate and caring.” — ***Kelly Roberts, chief operating officer, The Mission Inn Hotel & Spa, Riverside, CA***