



Yet another industry first!

The Product House unites with The Professional Beauty Show GGC 2021 to launch the first ever FEE FREE Spa & Salon Management LEVEL 4 CIBTAC Diploma in the Middle East



Leading the spa industry in this current challenging environment

"The challenges we now face in could not have been envisaged in the last decade: this offering allows us to give back to the industry, with the support of our partners, experts and educators, at a time it is most needed"

Janette Watts: Founder, The Product House

The Product House in conjunction with Professional Beauty, announces the continuation of its support for the spa industry in the Middle East with yet another FEE FREE offering with their Spa & Salon Management Course LEVEL 4 CIBTAC Diploma.

The objective of this diploma is to once more provide additional tools to enhance spa industry and provide spa managers in the region, who have had limited opportunities thus far, to build on their initial foundation of management skills and/or to further develop their expertise and proficiency with respect to Spa Management, Sales, Marketing, Public Relations and Health, Safety & Security

The course will be initiated at the Professional Beauty Show GCC in February 2021 and take approximately 6 months to complete with over 200 hours of online lectures and over 200 hours of self study.

This initiative has been developed to raise the bar on wider industry standards and allow more spa colleagues to benefit from learning opportunities at a time when many are feeling the stress and pressure from the effects of the Coronavirus pandemic.

Why do we feel this is so important at this time?

"Professional Beauty is all about raising industry standards within the world of hair, beauty and spa - and for this reason alone it was without a doubt that we would partner with The Product House and support them with this initiative to raise skills amongst spas and salons within the Middle East. It is more important now than ever to encourage education amongst our industry and to give opportunities to those who need it the most, we are thrilled that we are able to support and spread the word!"

- Emma Baron, Deputy General Manager, Professional Beauty GCC

"Personally, the development of a spa management program is something that has always been missing from our industry. Colleagues are asked to step up and into spa management roles too diverse with no background foundation to support long and rich career growth plans. Partnering with TPH, a strong supportive and erudite based business key with key spa professionals at the helm, is a genius move. I support the initiative as I was never given an opportunity in my career and I believe all young spa professionals should acquire these abilities in their arsenal of skill sets."

- Rosemary Read-Larsen, Wellness Director, ShuiQi Spa, Atlantis The Palm.

The Product House initially launched the Therapist Learning Community and Spa Learning Community to support the needs of the spa industry during these difficult times. Thanks to our many sponsors we are now on the road to certifying over 200 therapists in the GCC region.

As part of its Learning Community, The Product House is now launching in conjunction with Professional Beauty GCC, this FEE FREE Spa & Salon Management LEVEL 4 CIBTAC Diploma, in order to allow two leading spa entities to bring this offering to all of our long term colleagues and partners.

With such uncertainty and overwhelmingly challenges this environment currently experiences, it is crucial that we all rally together and ensure the industry in the region, with the support of experts, educators and the true backbone of the spa world, builds on its strong foundations to remain a leading entity in the hotel and leisure business.

Putting aside the financial aspect of the course will give a much wider audience the chance to participate and become part of our Learning Community. It gives those who would ordinarily not be able to afford the time nor money to invest in such an offering, to take part, improve their skills and gain a diploma while continuing to work. Our 'earn while you learn' resourcefulness has now become a fundamental tool in improving the confidence, status and long term ambitions plus the wellbeing of our spa colleagues.

The Product House, along side Professional Beauty GCC, our sponsors, experts, brand supporters and educators are proud to be able to commit to this phenomenal resource from CIBTAC.

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