

# PULSE

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2017 ISPA CONFERENCE & EXPO

# IGNITE!

*Our Tribe*



JILL  
Jill Baxter-Smelley

### emergenC continued

milkweed seed bombs to create habitats for bees and other pollinators and coincides with their emergenCeeds program, which helps people plant organic vegetable gardens in their communities to promote sustainability. emergenC also partnered with Miraval to provide seed bombs to their guests on their first night stay to complement Miraval's beekeeping program.



Ian Lirenman planting

### Sanitas Skincare

LISA CRARY ■ OWNER & CEO

At Sanitas Skincare, they understand how a diversified philanthropic program can boost their employees' moral and sense of accomplishment, which is why Sanitas offers over 600 eligible hours per year of **paid volunteer time off** for individual team members who wish to support charities that fall outside the umbrella of Sanitas' Corporate Giving Program.



"Sanitas' Volunteer Time Off Program embodies a spirit of both corporate and individual giving that exemplifies the spa industry's passion for giving back and helping create global well-being," says Lisa Crary, owner and CEO of Sanitas Skincare.

This time can be taken during the regular work week and does not require any type of shift coverage to be approved. Employees at Sanitas are encouraged to follow their own philanthropic passions, so the program organically lends itself to building diversity within the company's philanthropic efforts and creates a multifaceted, highly conscious workforce able to support a wide variety of worthy organizations.

### ISPA INNOVATE AWARDS



Sanitas Team Chop

### Shankara

BHUSHAN DEODHAR ■ CEO

When a company's main intention is to create holistic products to enhance people lives on all levels, and then, to give away all net profits, it is truly a win/win for everyone. Shankara is committed to making the world a better place by **donating 100 percent of its net profits to humanitarian causes** throughout the world via the International Association of Human Values.



This mission of giving back whole-heartedly drives everything within the company from Shankara's consultants volunteering their time to employees accepting less pay to make greater contributions to important issues.

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