

Consumer Insight Study: Himalayan Salt Stone Massage

Highly preferred by guests at the 5-star Langham Chicago

- Preferred by 83 percent of spa-goers, in comparison to traditional massage.
- Leaves skin with improved feeling through 84 essential, skin-nourishing minerals and light exfoliation, in comparison to traditional massage.

In a four-month long research effort led by William Wesley Myers, North America regional director of spa, spa-goers at Chuan Spa at the Langham Chicago were surveyed regarding their satisfaction after receiving a Saltability Himalayan Salt Stone massage.

Number of respondents: 300. Surveyed between April 15 and Aug. 15, 2018.

Question 1: After receiving a Himalayan Salt Massage and you had the option during your next massage, would you schedule again or prefer to schedule a traditional massage?

83% Preferred Himalayan Salt Stone Massage over traditional massage.

Question 2: How do you feel in comparison to how you felt following a traditional massage?

56% Felt better overall, in comparison to a traditional massage.

Question 3: Immediately following Himalayan Salt Stone Massage, how does your skin feel?

62% Said their skin felt better after Himalayan Salt Stone Massage.

