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The Effects of Personal Care Services on Mental Health & Wellbeing



April 2021

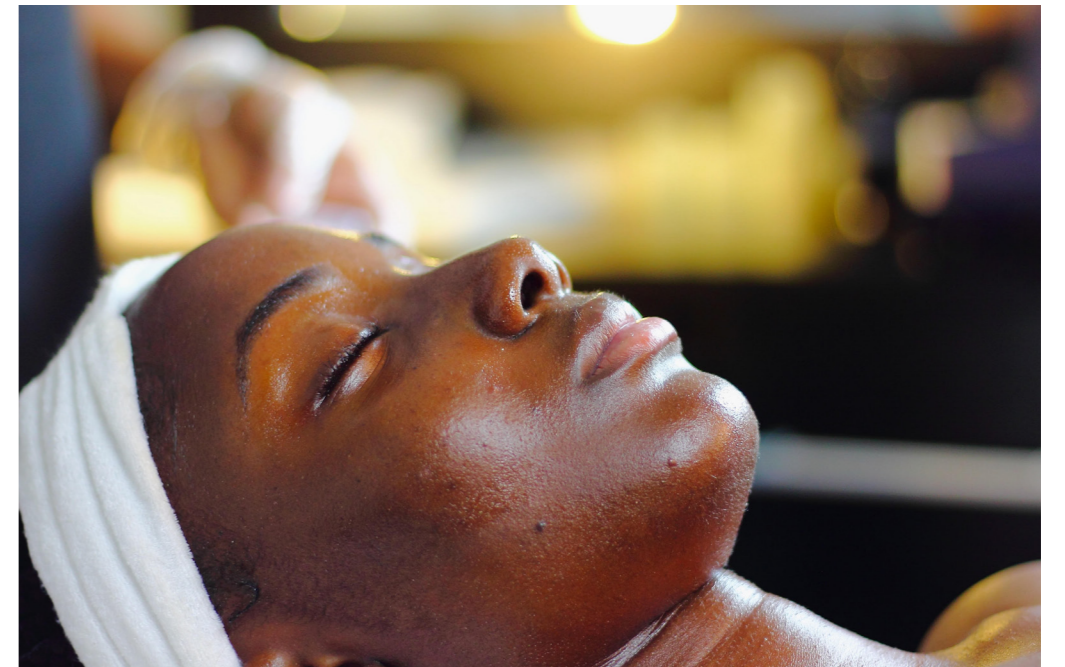


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Summary

Mental illness has been a growing health crisis for some time. Mental ill-health is the single largest cause of disability in the UK, contributing up to 22.8% of the total burden, compared to 15.9% for cancer and 16.2% for cardiovascular disease. The wider economic costs of mental illness in England have been estimated at £105.2 billion per annum. Mental Health problems have increased by 8% during the pandemic.

It has been estimated that optimal treatment for mental disorders will only avert 28% of the burden of mental illness.

There is now significant global evidence that touch therapy, as well as massage, can have a significant effect on reducing mental health problems. There is also evidence that it can address fatigue, compromised immune issues, pre and post-menopausal problems and improve cancer therapy.

As yet, NICE has not supported touch and massage as a therapies for mental health, citing potential flaws with the research methodologies carried out outside of the UK. This is not to say that the research did not show positive results.

Given the potential benefits directly from personal care services to the UK economy and health and wellbeing, the authors would recommend research be carried out in the UK to replicate the benefits seen elsewhere.

If the UK research supports the global findings, there is a potential benefit to UK plc. Even if the reductions in mental health problems are modest (10%), the savings to the UK would be in excess of £10 billion per annum, reducing lost sick days by 1.76 million and sick days related to menopause by 1.4 million.

The use of touch and massage therapy has a return on investment of 15:1 as well as increasing UK productivity by >0.5%.

The personal care sector is worth in excess of £30 billion and provides 600,000 jobs across the UK. 88% of the workplace is female. Within this sector, the spa industry is estimated to be worth £2.1 billion; and its qualified therapists carry out over 6 million treatments each year.

Qualified therapists undertake in excess of 90 hours of training in anatomy physiology and pathologies as part of their nationally regulated qualification for entry into the workforce. They subsequently undertake additional continual professional development training in cancer touch therapy, stress management and other touch therapies. The sector is well placed to support the NHS and Public Health to relieve issues and symptoms relating to Functional neurological disorders (FND) and physical health and wellbeing through a range of therapies, improved selfcare and preventative healthcare.

Recommendations

There is significant evidence of the benefits to mental health from touch therapies. However, these therapies are not yet routinely used in the UK and Northern Ireland within the public and National Health Services (NHS), with access often triggered by the recipient rather than a medical professional.

It is therefore recommended that a number of trials are carried out which can demonstrate the benefits and value for money of these treatments versus those traditionally used in the UK.

It is recommended that integrated health improvements should be seen as part of the toolkit for solutions & social prescribing with existing medical services to support the NHS - with a clear strategy, policy and funding for Primary Care Trusts to access.

It is recommended that the industry accelerate the development of higher-level qualifications beyond English level 3 as well as creating higher qualifications (apprenticeship levels 4-7) to up-skill the workforce and improve the support of mental health and wellbeing (similar to the changes seen in nursing qualifications which changed from State registered to degree only in 2009 as the changes in skills and roles undertaken changed).

Whilst the industry is recognised for funding of up to £9,000 for the new level 3 apprenticeship, it is recommended that the industry be recognised by National education funding agencies for further and higher education across the UK and Northern Ireland with regard to apprenticeships 4 to level 7 (degree and master level), allowing SME employers to claim further funding for higher-level standards.

Introduction

Wellbeing has multiple definitions depending on the body involved. Globally, the wellbeing industry is growing at over 6% per annum and estimated to be worth over £3 trillion¹. The National Health Service (NHS) is clear that individual wellbeing has a significant impact on life expectancy, recovery from illness and is associated with positive health behaviours². Within the NHS, there is increasing recognition that when supporting people with mental health issues focusing on wellbeing avoids relying on more traditional measures of mental health, such as symptoms of illness. Indeed, many people who use mental health services consider using symptoms as being outdated and not in line with how they view their own wellbeing³.

Mental ill-health is the single largest cause of disability in the UK, contributing up to 22.8% of the total burden, compared to 15.9% for cancer and 16.2% for cardiovascular disease. The wider economic costs of mental illness in England have been estimated at £105.2 billion a year⁴. This includes direct costs of services, lost productivity at work and reduced quality of life.

In 2015, mental-health-related issues were found to lead to approximately 17.6 million days' sick leave or 12.7% of the total sick days taken in the UK⁵. It is estimated that the UK GDP in 2015 could have been over £25 billion (1.3%) higher if not for the economic consequences of mental health problems to both individuals and businesses. Government figures show that 43% of those on long-term benefits due to health issues have a primary mental health problem⁶.

Furthermore, poor mental health is associated with physical health problems. Of those with a long-term physical health condition, around 30% will also have a mental health problem, and of those with a mental health problem, around 45% will also have a long-term physical health condition⁷. This has an impact on the cost of providing care, as treating the physical health issues of patients with a mental health problem is more expensive (even after removing the cost of treating the mental health issue, such as for antidepressants or mental health services)⁸.

Early published research data on the consequences of the pandemic estimate that mental health had worsened by 8.1%⁹. This increase was seen particularly in both young adults and females who had mental health difficulties pre-pandemic. Overall, more than 50% of participants surveyed stated they were stressed or anxious¹⁰. More recent research by Anxiety UK revealed that almost 69% of survey respondents reported their anxiety had increased or become severe and/or difficult to manage following the extension of last years' lockdown¹¹.

The NHS was estimated to have spent £12.2 billion on mental health services in 2018-19 or about 10% of its total budget. The NHS Five Year Forward View pointed out that one in four of the population will experience mental health problems, and that mental illness is the single

1 <https://globalwellnessinstitute.org/press-room/statistics-and-facts/>

2 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/277566/Narrative_January_2014_.pdf

3 <https://www.mentalhealth.org.uk/blog/what-wellbeing-how-can-we-measure-it-and-how-can-we-support-people-improve-it>

4 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/215808/dh_123993.pdf

5 <https://www.mentalhealth.org.uk/statistics/mental-health-statistics-economic-and-social-costs>

6 https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/213761/dh_124058.pdf

7 https://www.kingsfund.org.uk/sites/default/files/field_publication_file/long-term-conditions-mental-health-cost-comorbidities-naylor-feb12.pdf

8 Welch C A et al, Depression and costs of health care. Psychosomatics, 2009 Jul-Aug; 50(4): 392-401

9 <https://www.understandingsociety.ac.uk/research/publications/526124>

10 <https://www.understandingsociety.ac.uk/research/publications/526124>

11 <https://www.anxietyuk.org.uk/blog/anxiety-uk-survey-reveals-increase-in-anxiety-levels-following-lockdown-extension/>

largest cause of disability. Yet mental health services have, for several decades, been the ‘poor relation’ compared to acute hospital services for physical conditions¹². It has been estimated that optimal treatment for mental disorders will only avert 28% of the burden of mental illness¹³, highlighting the need for prevention and public health services.

The Role of the Personal Care Sector

The Office of National Statistics (ONS) estimated the total size of the UK Personal Care sector to be £31.9 billion in 2019¹⁴ growing in excess of 12% per annum. Furthermore an industry report by Oxford Economics in 2018, research funded by the British Beauty Council found the sector contributes £28.4 billion annually to the UK economy and provides 600,000 jobs. There are more than 75,000 Personal Care businesses in the UK, 45,000 of these are premises-based such as salons and spas with the Spa industry itself being worth an estimated £2.1 billion.

The industry operates with an 88% female workforce. It should also be noted that nearly 30 percent of hair and beauty enterprises are based in local authorities that fall into the ninth and tenth deciles on the index of multiple deprivation. According to the NHS, there is compelling evidence that people living in our most deprived areas face the worst health inequalities in relation to health access, experiences and outcomes.

This document outlines the benefits of key therapy areas within personal care and how they can improve the wellbeing of individuals with the associated benefits to mental health, productivity and life expectancy. It also describes how they can be used to support public health and the NHS to relieve the pressures linked to mental ill-health and the return on investment that could be seen to UK plc.

Therapists holding a nationally recognised, regulated qualification currently undertake in excess of 90 hours of training in anatomy, physiology and pathologies as part of their regulated educational pathways for entry to the workforce, in addition to the technical skills development. They subsequently undertake additional continual professional development training in cancer touch therapy, stress management and other touch therapies. Recognising the increased technical knowledge and skills needed within the sector, and, as part of the support for wellbeing, the sector has been working towards standardisation of the wellbeing therapy treatments for some time.

The 2021 National occupational standards review, undertaken by the standard setting authority for the sector that set the standards for the job function, form the basis of some vocational competency qualifications and are recognised as the National practice standard have included a suite of wellbeing and holistic standards including MT and touch therapies, due to be published in April 2021.

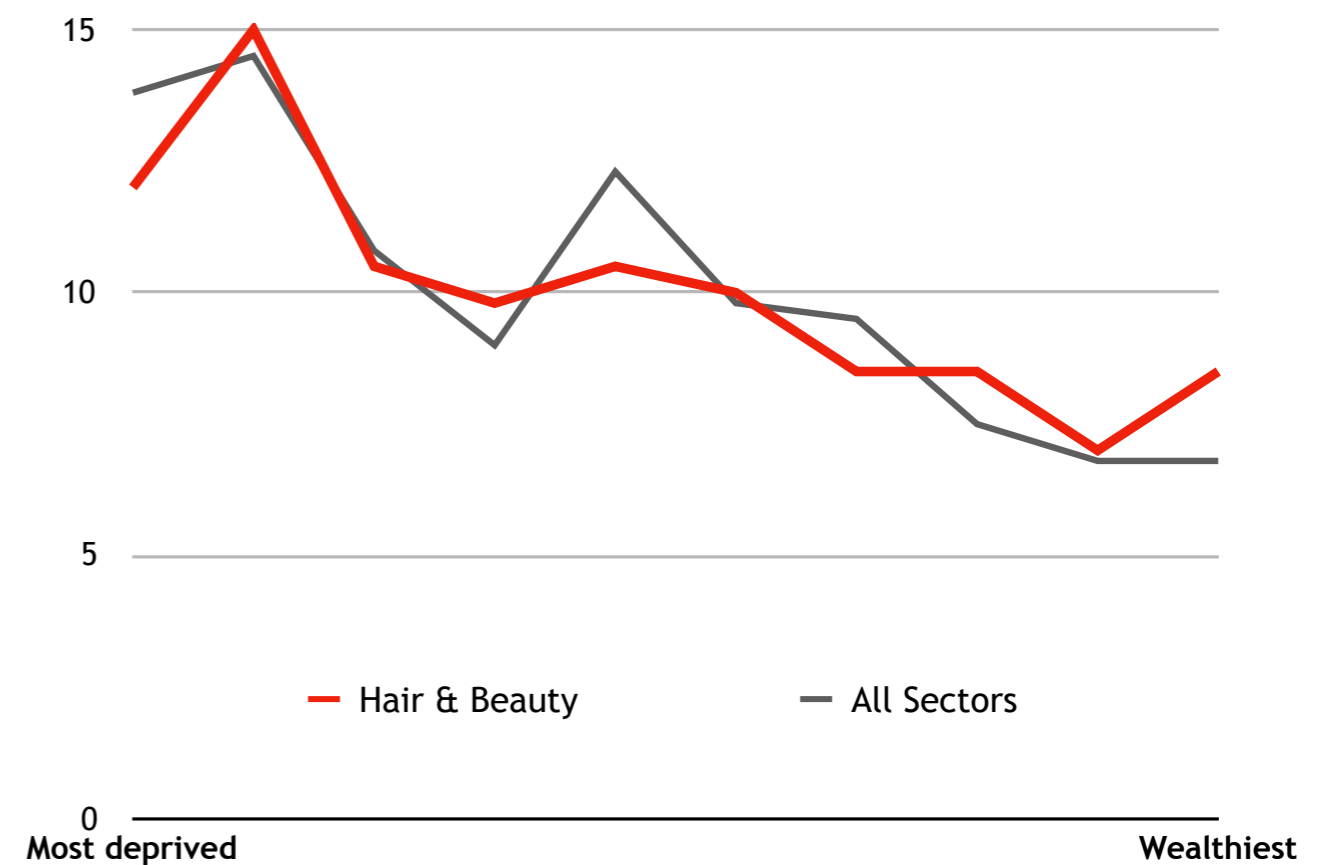
In February 2021, the Institute for Apprenticeships and Technical Education published the wellbeing and holistic therapist standard, approved to apprenticeship level 3 for use in England. It has been specifically developed to support the increased professional standards the industry is moving to, and desired by clients, as well as being able to support the delivery of referrals from medical professionals. The apprenticeship standard is Government funded via the Education and Skills Funding Agency (ESFA) at a maximum funding cap of £9,000. Apprenticeship incentive payments of £3,000 are available to employers until 30 September 2021 and can be utilised by both levy and non-levy paying employers.

The broad purpose of the wellbeing and holistic therapist role is to create, implement and adapt tailored holistic and wellbeing experiences, in a variety of environments, meeting and managing treatment and experience outcomes in private, secure and safe environments. Wellbeing and holistic therapists complete treatments and wellbeing experiences via holistic therapy principles, theories and applications to calm or stimulate the sensory perceptions of the body and mind in pursuit of optimal functioning and balance of the physical, emotional and mental aspects of daily life. This results in a dynamic state of equilibrium and wellbeing for the client.

Wellbeing and holistic therapists can deliver specific MT and touch therapies to meet client needs, based on an extensive lifestyle profiling consultation.

A copy of the standard and the assessment plan can be found on the Institute for apprenticeship website www.instituteforapprenticeships.org within the hair and beauty suite of apprenticeship standards. The external quality assurance provider is Ofqual.

Share of hair & beauty industry employment by IMD decile



¹² <https://www.england.nhs.uk/five-year-forward-view/next-steps-on-the-nhs-five-year-forward-view/mental-health/>
¹³ Andrews G, et al. Utilising survey data to inform public policy: comparison of the cost-effectiveness of treatment of ten mental disorders. *British Journal of Psychiatry* 2004; 184:526-533.
¹⁴ <https://www.ons.gov.uk/economy/nationalaccounts/satelliteaccounts/timeseries/adjij/bb>

Touch Therapy

Touch therapy refers to a type of therapeutic treatment in which the therapist physically touches the subject in a specific way and plays an important role within the services offered in the personal care sector.

There is an increasing understanding that social touch plays a powerful role in human life, with important physical and mental health benefits in development and adulthood¹⁵.

The understanding of the link between mental health with physical and biochemical changes within the body has also developed in recent years. Levels of four key chemicals within the body have been shown to change significantly with physical/social touch:

- ▶ Oxytocin, a key hormone, is released by touch. Many of the positive effects caused during interaction, such as wellbeing, stress reduction and even health promotion, are linked to oxytocin released in response to activation of various types of sensory nerves¹⁶
- ▶ Cortisol levels can also be significantly reduced through a simple hug or massage¹⁷. High levels of cortisol are linked to type 2 diabetes, obesity, cholesterol and blood pressure and heart disease.¹⁸ Conversely, the reduction in cortisol from touch has been shown to lower blood pressure and heart rate
- ▶ Serotonin and dopamine levels, key hormones associated with mental health and pain relief, are also stimulated by touch^{19,20}. Research on increasing serotonin levels without drug intervention to address depression and other mental health symptoms has also proved successful²¹
- ▶ Recent research repeated by the BBC working with Prof Fulvio D'Acquisto, an immunologist from the University of Roehampton and the Bodyology Massage School, demonstrated a 70% boost in white blood cell count from massage²²

Massage Therapy

Massage Therapy (MT) is a service offered by a significant section of the Personal Care sector. It is broadly defined as the manual manipulation of muscles and certain other soft tissues in the body, including connective tissue, ligaments, and tendons, with the purpose of improving a person's health and wellbeing. MT can be a part of physical therapy or practiced on its own²³.

The history of massage therapy dates back to 3000 BCE (or earlier) in India, where it was considered a sacred system of natural healing. "Life health" medicine, massage therapy was a practice passed down through generations to heal injuries, relieve pain, and prevent and cure illnesses. In the early 1800s, Swedish doctor and gymnast, Per Henrik Ling created a massage method to help relieve chronic pain. Since then, the health service has focused more on drug (chemical) therapy for the management of pain and other ailments. It has only been since 1970's that massage moved out of the medical realm into being seen as part of a healthy lifestyle in the UK and US²⁴. MT is now considered an alternative or complementary therapy rather than a medical discipline although it is still taught in physiotherapy courses.



Whilst massage therapy has been seen as an important part of healthcare in mainland Europe and Asia, it has been less well supported in the UK. The National Institute for Health and Care Excellence (NICE) reference a number of uses for MT including:

- ▶ back, neck and shoulder pain²⁵
- ▶ osteoarthritis²⁶
- ▶ cancer symptoms and treatment side effects
- ▶ fibromyalgia
- ▶ HIV/AIDs
- ▶ premature infant care

As research has developed globally, the benefits of MT to mental health have become clearer. With the advent of improved technologies such as Magnetic Resonance Imaging (MRI), Electroencephalography (EEG) and chemical analysis, it has been possible to demonstrate not only the medical benefits of MT but the emotional and mental benefits²⁷. This includes stimulation of the vagus nerve including the parasympathetic system²⁸.

A randomised controlled trial in Australia carried out by Most & Wallis, demonstrated the effectiveness of a 15-minute weekly massage in reducing physical and psychological stress in nurses²⁹. Research by Moyer et al³⁰, supported by the National Institute for Health Research (NIHR), cites that a course of massage therapy treatment provides similar benefits in magnitude to those of psychotherapy, with MT's greatest efforts being in reducing trait anxiety and depression. Further work by Moyer claimed cortisol levels were not significantly reduced by MT

15 <https://pubmed.ncbi.nlm.nih.gov/26365257/>

16 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4290532/>

17 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3805974/>

18 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1993964/>

19 <https://www.sciencedirect.com/science/article/abs/pii/S0273229711000025>

20 <https://pubmed.ncbi.nlm.nih.gov/16162447/>

21 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2077351/>

22 <https://www.bbc.co.uk/programmes/articles/5J0WJKFqPT3VCN9KwzbQCFd/could-massage-boost-your-immune-system>

23 <https://blog.nuhs.edu/the-future-of-integrative-health/4-mental-benefits-of-massage-therapy>

24 <https://florida-academy.edu/history-of-massage-therapy/>

25 <https://link.springer.com/article/10.1111/j.1525-1497.2005.0247.x>

26 <https://pubmed.ncbi.nlm.nih.gov/15478147/>

27 https://www.researchgate.net/publication/7601376_Cortisol_decreases_and_serotonin_increases_following_massage_therapy

28 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5467308/>

29 <https://pubmed.ncbi.nlm.nih.gov/16800217/>

30 <https://pubmed.ncbi.nlm.nih.gov/14717648/>

and as such, it cannot be the cause of MT's well-established and statistically larger beneficial effects on anxiety, depression, and pain. They conclude that other causal mechanisms, which are still to be identified, must be responsible for MT's clinical benefits³¹.

Despite the global evidence, NICE is yet to be satisfied that massage therapy can be used to address mental health issues. They have cited that their position is formed on the basis of further, more robust research being needed rather than because existing research has not shown evidence.

Fatigue

MacSween et al³² carried out research involving twenty participants receiving MT (either Swedish or Thai) once weekly during the trial. Qualitative data was collected through semi-structured interviews and participants' diary entries.

Their findings showed massage therapy can relieve symptoms of fatigue or low energy by:

- ▶ releasing stress
- ▶ promoting relaxation
- ▶ relieving muscular aches and pains
- ▶ improving energy

Swedish massage resulted in a larger effect in relaxation and improved sleep whereas Thai massage resulted in a larger effect in energising, rejuvenating and mentally stimulating effects.

Other research by Backus et al³³ demonstrated that in people with Multiple Sclerosis (MS) MT may be a strategy for reducing fatigue and pain, and improving perception of health and quality of life.

Pre and Post-Menopausal symptoms

Almost a third of working women in the core 'menopause age' (aged between 50 and 64) are having to reluctantly take time out of the working week to alleviate menopausal symptoms. Across the year this mounts up to over 24 hours which has a potential productivity loss, across the UK female workforce of 14 million working days³⁴.

Recently published work by Epsi-Lopez et al³⁵ using a single blind trial, carried out on 50 participants aged between 45-65 years, has demonstrated that therapeutic craniofacial (head and face) massage constitutes a complementary and valid therapy-based therapeutic option for clinicians in the treatment of different symptoms that occur in the climacteric period.

There is also significant evidence of the benefits of MT for premenstrual women, including a reduction in dysmenorrhea (period pain) including those with endometriosis³⁶, which is believed to affect 11% of women.

Cancer Therapy

The review by Collings et al³⁷ demonstrated that there is now significant recognition of the potential contributions of massage in supportive care, as well as a greater understanding of the modifications needed in offering massage to cancer patients. Massage offers significant



potential for benefiting the quality of life when applied with a proper understanding of the adaptations needed to accommodate the needs and vulnerabilities of cancer patients.

A review in 2020 by Carpenter and Sharples for the Made for Life Trust entitled "Assessment of the current evidence on the effects of massage on cancer patients" demonstrated that studies have shown that massage is safe and can be effective in reducing the prevalence and/or severity of many of the symptoms experienced by a range of cancer sufferers, especially pain and anxiety. However, MT is currently underused in oncological settings in the UK compared to countries like the USA and Germany who are pioneering an integrative oncology (IO) approach to cancer treatment.

Research carried out by Cassileth and Vickers showed that cancer patients experience symptoms as a result of cancer itself, due to treatments and during cancer remission. There is an abundance of evidence demonstrating that MT can alleviate symptoms of both cancer and its associated treatments and produce measurable positive effects on both physical and mental health. An observational study of 1,290 patients revealed that scores for all surveyed symptoms improved by more than 40% after massage³⁸. There are a number of factors involved in maximising the symptom relief that MT can provide. The personal aspect of MT appears to be important, as symptoms improved to a greater extent in patients treated by the same therapist compared to patients treated differently by therapists during the intervention period. In addition, significant improvements in scores are observed with subsequent treatments, suggesting therapy should be continued over numerous sessions.

With regard to mood, of all the symptoms experienced by cancer sufferers, anxiety is the symptom that is most frequently rated the highest pre-massage, followed by pain and fatigue. However, anxiety saw the greatest improvement post-massage, with a 52% improvement in pre-massage

31 [https://www.bodyworkmovementtherapies.com/article/S1360-8592\(10\)00089-6/fulltext](https://www.bodyworkmovementtherapies.com/article/S1360-8592(10)00089-6/fulltext)

32 [https://www.bodyworkmovementtherapies.com/article/S1360-8592\(17\)30238-3/fulltext](https://www.bodyworkmovementtherapies.com/article/S1360-8592(17)30238-3/fulltext)

33 [https://www.archives-pmr.org/article/S0003-9993\(16\)30865-6/fulltext](https://www.archives-pmr.org/article/S0003-9993(16)30865-6/fulltext)

34 <https://www.hrreview.co.uk/hr-news/menopause-costs-uk-economy-14-million-working-days-per-year/115754>

35 <https://www.sciencedirect.com/science/article/abs/pii/S0965229920304982?via%253Dihub>

36 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3093183/>

37 https://www.researchgate.net/publication/221781160_Massage_in_Supportive_Cancer_Care

38 <https://pubmed.ncbi.nlm.nih.gov/15336336/>



anxiety scores. This suggests that symptoms with the highest baseline score have the greatest potential to be alleviated with MT.

Meta-analysis by Kim et al³⁹ across a range of cancer types, stages and treatment settings have found statistically significant improvements in pain with massage therapy in both, within-subject and inter-subject tests. Indeed, a meta-analysis concluded that MT significantly reduced cancer pain compared with no massage treatment or conventional medical care.

Advanced cancer is associated with a high prevalence of symptoms. A study in over 700 people with stage 3 cancer or above showed that 77% suffered from pain and over 90% suffered from tiredness, disturbed sleep, feelings of sadness and worry. Kutner et al⁴⁰ demonstrated that significant improvements in pain and mood are seen in patients with advanced cancer with massage and simple touch therapies, respectively, immediately after the treatments. Crucially, both therapies were associated with significant improvements in the quality of life of patients. Massage produced a significantly greater improvement in both pain and mood than simple touch.

Return on investment

There are an estimated **14.1 million** people in the UK classed as disabled. Of which, 3.2million are classed as having mental illness.

Mental health causes **17.6 million** days' sick leave or 12.7% of the total sick days.

Mental health is currently estimated to cost **£105 billion**.

Furthermore, UK female workforce loses around 14 million working days to menopause problems.

Depending on the research and based on the findings of the global research, the introduction of touch and massage therapy could:

- ▶ **Reduce mental health problems by >10%**
- ▶ **Reduce the number of people classed as disabled in the UK by 1.4 million by improving levels of mental health by 10%**
- ▶ **Save the UK £10.5 billion**
- ▶ **Reduce sick days by 1.76 million**
- ▶ **Reduce sick days related to menopause by 1.4 million**

This is based on the following modelling scenario:

- ▶ Taking the average cost of touch or massage therapy at £50 per hour
- ▶ Assuming 10 sessions per individual helped costs per person is circa £500
- ▶ Assuming 1.4 million people were helped it would cost around £700 million with a saving of £10.5 billion

Return on investment is therefore calculated as 15:1.

39 <https://pubmed.ncbi.nlm.nih.gov/25784669/>

40 <https://pubmed.ncbi.nlm.nih.gov/18794556/>

About the Authors

Dr Neil Carpenter D Phil, MBA, BSc Hons

As a chemistry undergraduate at Bath University Neil spent a year working at Beecham's Pharmaceuticals developing drugs to combat Alzheimer's disease before going on to complete his Doctorate at Oxford University. His research used natural products from Kew Gardens to develop drugs that successfully combatted cancer and AIDS. Neil joined ICI's novel products team creating, testing and registering new products in Europe, US and Asia. He went on to lead the Innovation team in Uniqema. He left ICI to take up a Directorate at Avon Rubber Division responsible for Pharma, defence, dairy, rail and other global markets.

Neil now leads his own consultancy. He has been supporting the Wellbeing industry with its technical response to COVID-19 and the future structure of the industry post COVID-19 and providing evidence based research including a report on the benefits of touch therapy for cancer care. He has also developed new formulations, including an award winning an essential oil based sanitiser.

Neil is Deputy Chairman of a medical charity supplying drugs to Africa and Chair of a community charity aimed at improving social inclusion, health and wellbeing and access for all.

Yvonne Ebdon MSc

Yvonne is the General Manager of the UK Spa Association and prior to this has spent 5 years on the board working on key initiatives such as Work for Wellness, where she has provided the team with initial research support and guidance and has presented this initiative to industry to drive forward the recruitment crisis which we so often see within our industry. With over 20 years' experience within the spa and wellness sector, Yvonne has spent her most recent years as Senior Lecturer at the University of Derby. During this time, she furthered her academic qualifications with a Masters (MSc) in International Spa Management alongside her Post Graduate Certificate in Higher Education. There she remained working closely with brands in all sectors, employers, and the students to provide work ready graduates, placement students and management projects for 8 years prior to returning to the industry.

Yvonne's background and knowledge within education has led her to speaking at conferences such as Professional Beauty, Spa Life, The Teaching and Learning Conference and Professional Beauty's education forum as well at many other events to assist in joining the link between education and industry. Yvonne continues her interest in education, research and the Work for Wellness initiative is just one of the avenues that this has created.

Helena Grzesk

Helena is the Chief Operating Officer at the British Beauty Council as well as holding the role of the Public Affairs and Policy consultant, previously General Manager for the UK Spa Association. Helena has an extensive career history within the spa and wellness sector spanning over 20 years securing her position as an industry leader. Formerly as pre-opening Director of Spa, at The Spa at The Midland in Manchester, she developed the multi-award winning spa over 4 years celebrating many accolades.

With a keen interest in wellness and a desire to make spa's inclusive from a health perspective, Helena led many initiatives during her time at The Midland, partnering with Wellness for Cancer to become Manchester's first cancer aware spa, launching a sleep focused signature treatment, Serene Sleep in partnership with ESPA in 2016 and the introduction of guided meditation in the relaxation areas and treatment rooms in 2018.

Helena works closely with various government departments and business leaders to champion the economic and social value of the personal care sector and its key role in the UK's creative and cultural character; representing the voices, opinions and needs of the industry.

Images supplied by Amanda Winwood, Made For Life Organics; Adetayo Adefala and Conscious Design

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