



The Journey

A journey is a great description of what a spa experience is.

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Perhaps one of the more interesting takes on the journey concept is at Seattle's Ummelina International Day Spa. In existence for 19 years, the spa took on a unique concept when owner Nina Ummel moved Ummelina International to its new location nine years ago. Ummel felt that with a larger space, she needed a business structure that matched her philosophy of honoring traditional herbalism from around the world.

"The corporate structure was creating a lot of stressed clients for us," she says. "And I was unwilling to become a part of that belief. So I thought about old traditional ways of working together, and the tribal concept came to mind because it is circular. Having always been a therapeutic-oriented spa with a focus on balancing the five senses, it was important to create an environment that truly has a mind-body-spirit experience. Thus, the concept of going on a journey was born. To ensure that clients really enjoy a journey that is exotic and new, they need a sure-footed guide. So Ummelina Guide Tribe was created."

All of Ummel's staff are guides—Skin Care Guides, Massage Guides, Nail Care Guides or Global Remedies Guides. All packages are called "Journeys," and individual services are called "Rituals." Journeys available include The Pacific Rim, which is inspired by the Far East and offers a tranquil temple garden experience; The Safari, designed especially for men; and The Journey to Eden.

Creating an experience

Ummelina®