

# Peak Day Spa Core Values

## **Health**

- Our ultimate goal is to provide the Salt Lake City community with a safe and judgment-free refuge that respects and supports an individual's health and healing, wherever they are on their wellness journey.

## **Freedom**

- For the team at Peak Day Spa, freedom means we have the physical, mental & emotional ability to live our best lives. We see first-hand the power our services have to help others move more easily, live pain-free and how nurturing the self-esteem and confidence of our guests have changed the level of freedom our guest experience in their lives.

## **Confidence**

- At its core, Peak Day Spa is a place for our community to nurture and develop their self-confidence. We've seen the transformative effects our spa treatments have had on our guests; whether they've been dealing with physical pain, stress, weight issues or troubling skin conditions. What we know for sure? When we feel whole, we feel more connected, accepted and loved.

## **In Service to Others**

- The team at Peak Day Spa has been hand-selected for their overwhelming desire to be of service and impact to the Salt Lake City community. We believe that contribution beyond oneself is how we create meaning and fulfillment in our personal and professional lives.

## **Education**

- We understand the sheer volume of skin and wellness information available online can cause uncertainty around which treatment modalities and products are safe and effective choices. Peak Day Spa service providers are committed to their yearly advanced education to ensure our guests feel confident, secure and excited about their skin and wellness results.

## **Company Culture Statement**

Above all, the team at Peak Day Spa prioritizes being in service to our community by providing a safe and judgment-free refuge that respects and supports an individual's health and healing to ensure guests can achieve the physical, mental and emotional freedom to bravely and fully live their best lives. Our team commitment to aligned values and ongoing education means our staff feels supported in their careers and guests receive the highest level of spa services and treatment outcomes.

- Less pain - freedom to move easily
- Freedom from things that hold you back/down - releasing
- Judgement free
- Focused on individualized results
  
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- Team and client comfort, safety and experience come first above all else
- Physically and emotionally
- Preventative rather than reactive
- Owners - volunteering for non-profit
  - Could see how impactful the spa industry is for communities

### **Confidence**

- We want to be part of your path to a better you
- Clearer skin, less wrinkles, fuller lashes and
- Nurturing self worth of your community

### **Education**

- A place for the team to continue to learn and grow their craft and expertise
- Learning culture for clients beyond the scope of service

Team Empowered, Client Focused, Results Driven