

# Newsletter 2008

ISSUE no. ONE

## HUGE EXCITING ANNOUNCEMENT

To all our lovely LaStone therapists,

2008 is the start of a fantastic new year and many great changes are happening and we want you to be the first to know!

We are creating a channel to promote a boutique of creative therapies which you will begin to see unfold over the coming months.

As always, we are sourcing experts in their field to support us, in our research to create some of the most unique treatments and education available in the health and spa industry today. It is our commitment to YOU, our loyal therapists, to keep you at the leading edge of this industry.

We're doing the same, but bigger and better.....

# JANE SCRIVNER **STONE**

## JANE SCRIVNER **DETOX**

 stoneforest  
exclusive spa products

**PHYSICMINERAL**  
hungarian wellness mud

Up until now, we have represented one main brand and kept the others in the shade.

The UK Founders, Jane Scrivner and Debbie Thomas have come to a mutual and positive parting with LaStone Inc. "We had been focussed on developing the worldwide brand of LaStone but have found that many of our ideas didn't sit with the USA way of doing things and moving forward".

So, after 10 years of association with LaStone Inc USA, the time has come to stand tall, step out of the shadows and bathe in our own sunshine.

### **Can we do that?**

Yes, we have Mary Nelson's full blessing and encouragement to continue with our stone work.

Jane began her stone journey co-authoring the LaStone manual and writing the LaStone book. She went on to create some of the training courses that have been the foundation of the growth of LaStone in the UK whilst Debbie developed the global brand and the business model for the LaStone companies internationally. Together we established credibility as leading experts in our field, and we feel and know our past experiences will inform our future creativity.

**We promise to deliver** a wide variety of more prescriptive and personalised boutique treatments in the Spa, Health and Medicare Industry, by incorporating some of the philosophies from around the successful spa world - the classic Eastern and European models of 'active engagement in your own Wellness', the Asian and American 'luxury with results' and the UK 'intelligent treatment', all to drive our new programme of training and products by working on a totally integrated approach...

In the last five years or so we have all seen a diffusion of the boundaries between Orthodox Medical Practice and Complementary Therapy. We see many large Medical Practices offer complementary therapies for everyday ailments, whilst the Complementary Therapy Practices offer the services of Doctors and Medical Practitioners.

We see the need for treatments, products and training to deliver results, not just promises. We see the different needs of Independent therapists, Spa therapists, beauty therapists and specialists...and we intend to tailor products, treatments and training to suit these different markets.

We are hugely proud and just a little bit excited to bring you

**JANE SCRIVNER STONE**

### **Why JANE SCRIVNER STONE?**

It's the bridge across to a new era where we can continue to evolve our current ideas in hot and cold stone therapy and to continue our excellent service and training in your journey as Thermotherapists.

We welcome all therapists trained in LaStone to become **JSS** members. During this transition we want to give you our continued support whilst maintaining and improving the highest level of quality and service.

### **So what's different?**

Essentially little has changed from a support and training perspective however the sweeter things available to you are ever growing. We are giving you a new and updated menu of courses using many of the Instructors you know and trust – the difference comes in where you can develop your skills!

**What do we offer?** Membership & Support - a forum to keep you updated with our developments and what's happening in the Industry. As before, we will continue to send you regular newsletters and we invite you to benefit from our promotional website via the "Find a Therapist/ Spa" section. We would like to offer you one years' free basic subscription to the **JSS** webpage so that potential customers can find you, as we actively promote **JSS** in consumer/ trade shows, websites and magazines in 2008/ 2009. Anyone currently advertising under Lastonetherapy.co.uk will automatically be transferred over.

### **It's your future**

As the industry has grown, and with many more companies delivering other forms of stone therapy, we have felt for some time that we, as leaders in this field, have been misunderstood in our classification. To support you as Thermo-therapists, we will be driving forward the need to re-educate the trade and consumer to understand better what we do, working prescriptively with temperature and utilising our valuable stones as our tools, we now offer a Complete Therapy System in its own right.

### **Who's supporting us commercially?**

We have over the years developed unique partnerships with international brands such as Estee Lauder, The Virgin Group and International Dermal Institute. These companies and many others have decided to show their support in the best way possible... by coming on board and working with **JANE SCRIVNER STONE** as their chosen training partner for Thermo-Therapy.

### **New courses/ treatments available**

Please find attached our new course menu and date schedule for 2008. We are proud to bring some new courses to you in May 08; our **Detox/ Cellulite Release** and **Positive Woman, Menopause in Balance**. Furthermore, in September 08 we will be ready to launch our **Pregnancy and Labour course/ treatment** and in early 09 our **Manual Lymph Drainage course/ treatment** – all using the principles of Thermo-therapy of course!

Our friends are still supporting us, as we them. We are still promoting the **Crystal Light Therapy** Courses and Patricia Edge-Hoff, along with Jenny Ray's **Stone Medicine** and Rain Bath treatments.

We would like to extend our appreciation to all of you for your trust and support over the years by enclosing a £20 voucher to use against any of our courses.

### **Course Validations & Accreditations**

All LaStone certificates will be acknowledged for access to our courses. All accreditation and association links are currently being reviewed and transferred over to **JANE SCRIVNER STONE** and we will shortly have updated information.

### **Where to find us**

**www.jss.com**

You will see us at [www.jss.com](http://www.jss.com). Our new site offers consumer and trade information pages. This site is a 'work in progress' and we want to hear your comments – all feedback welcome so that can better promote and help you.

It will be up and running in the next couple of weeks. There is a link for you to email us so we can add/ update your contact details to our "find a therapist/ spa". If you want more than a standard listing we also offer box ads for £35.00 per year inc. vat with direct links to your own sites.

### **General News...**

#### **We have moved**

Please make sure that you have our new contact details as we have recently moved.  
Head Office: 14 Taylor's Lane, London, SE26 6QL

The new office telephone number is **0845 617 0 617 or 07970 695928**

The new email address is **info@jss.com**

UK Training Centre: The Attic, Stratford upon Avon.

**New Baby...** For all of you who know Mariette, our office manager, we are pleased to announce she has had a baby girl weighing in at 8lb, 4 oz on in early January. Both are doing really well and we wish her all our best and we miss her dearly!

**We will be able to offer you shortly ... for "Jane Scrivner Stone" a new product range for therapists to buy at Professional and Retail rates and Merchandising and Point of Sale Material** – all information will be on the web so watch this space!

#### **International Links...**

We are growing across the globe and are testing a new model in Australia and under negotiation with companies in India, Iceland and Scandinavia.

We will have more news for you in our next newsletter...

**JANE SCRIVNER** **STONE**  
**£20 GIFT VOUCHER**

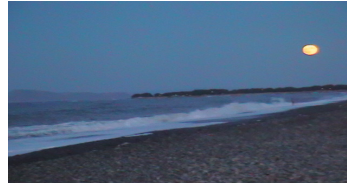
To use towards any course of your choice

Call now to book your course on  
**0845 617 0 617**

Booking Expiry Date 30<sup>th</sup> May 08

## Oh, and another little treat ....

### Harvesting Holiday with us in Crete, April 08



Last but not least, we have an **incredible opportunity** for those of you wishing to **harvest your own stones!** We have put together a trip to Crete, to stay at New Kydonia, a fabulous resort in a small village near Chania. Please visit [www.newkydonia.com](http://www.newkydonia.com) for resort details. We have places for 8 interested people to join us for one week of bliss. Based on two people sharing, we are offering 7 night's accommodation, breakfast and evening meal (with wine included!), airport transfers plus organised trips to Paleohora, Tavronitis and the Therisso Gorge/ Agia Lake.

We must confirm this trip by the end of March so register your interest and save a place asap please.

Price excluding flight is       £650.00  
Dates available:

**Tuesday 15<sup>th</sup> – 22<sup>nd</sup> April 2008** or October Date TBC (check website)

**NB; All stones harvested will be either sent back to you and we can quote for shipping whilst you are there so watch how many you harvest!, alternatively you can decide to wear a bikini or trunks back to the UK and carry your luggage allowance in basalt....**

From here on in it's business as usual. All of our courses are busy and booking well into 2008. Please feel free to email us any comments on [debbie@stone-forest.co.uk](mailto:debbie@stone-forest.co.uk) and I will be happy to help.

Thank you for taking time out to read this letter and we look forward to you joining us in this exciting new adventure.

Debbie.Thomas

Jane Scrivner

*Debbie Thomas*

*Jane Scrivner*