



blue sand
MARKETING

July 2007

Marketing service



Katherine Arbuthnott, formerly head of marketing at Aromatherapy Associates, has launched Blue

Sand Marketing – a marketing consultancy for the spa and beauty industry, which offers a flexible approach for the short or longer term. Services offered cover four key areas: branding and brand development; new product development; communication; and training and education.

Katherine, who has 11 years' experience in developing and managing global brands, said: "Marketing is often viewed as less of a priority for a business while day-to-day operational and staffing issues take hold, but it forms a vital part of any business plan, and, when used effectively, makes a noticeable contribution towards continued growth and increased profitability.

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