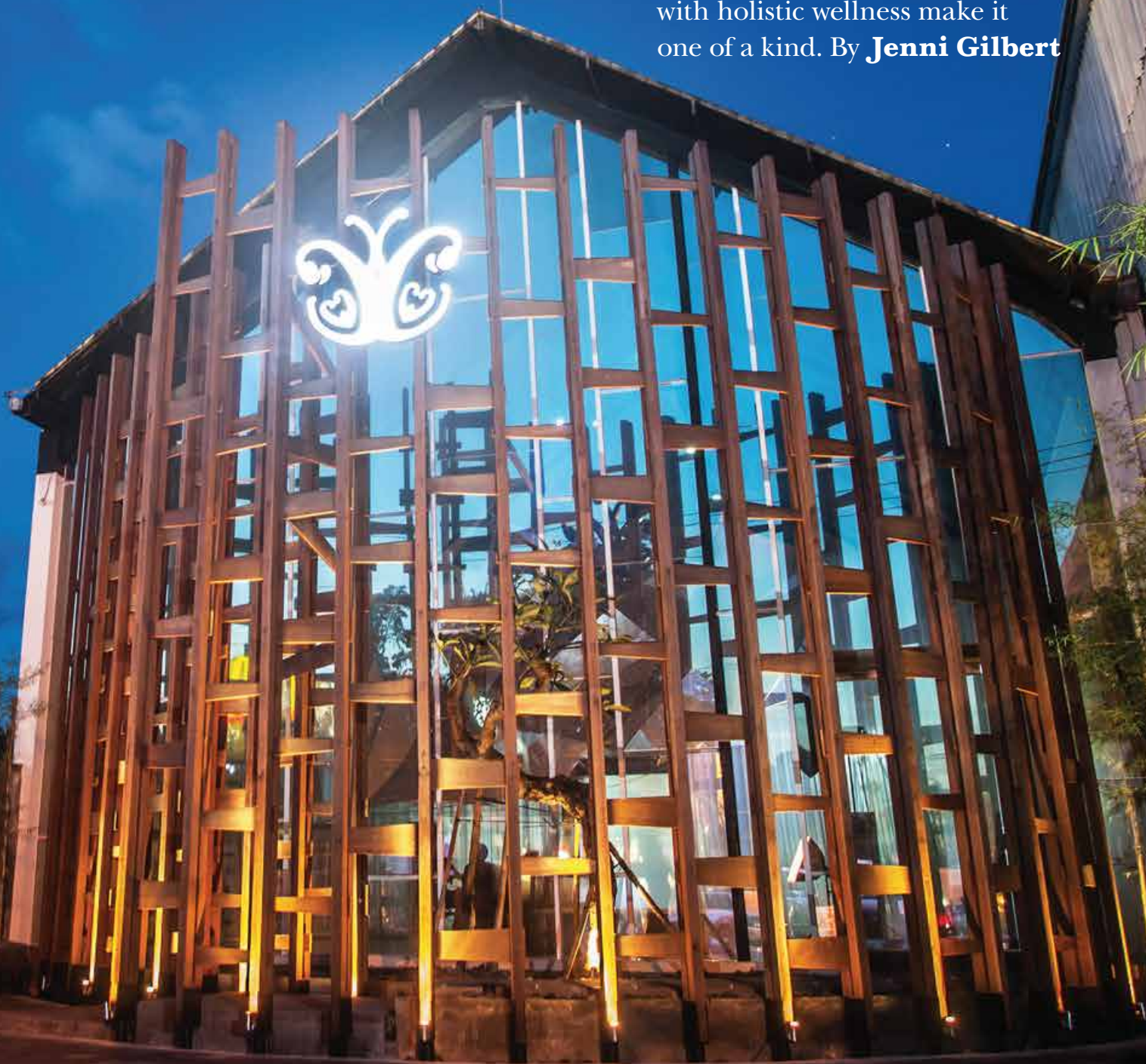


A prize PACKAGE

Within just a year of opening, Bali's Cocoon Medical Spa, founded by Australian **Louise Cogan** had won a prestigious international award. Its magnificent premises, high standards of medical training, world-class technology combined with holistic wellness make it one of a kind. By **Jenni Gilbert**



Cocoon Medical Spa offers world class cosmedical and holistic wellness treatments in a serene Balinese setting.

A study presented at the first Global Wellness Tourism Congress in October 2013 estimated that “wellness vacations” accounted for a half-trillion dollar market and 14 percent of all tourism revenues. The odds are those statistics are significantly higher in less than two years.

The Baby Boomer generation in particular is looking to use precious holiday time to unplug, de-stress, enhance health and wellbeing, perhaps also lose weight and get in better shape, at the same time as experiencing new horizons.

A natural progression from this – and, indeed, growing trend – is for wellness holidaymakers to simultaneously embark on a program of anti-ageing and self-enhancement aesthetic treatments.

Australian Louise Cogan identified this market back in 2011-12 and, after a year of development and training, opened the doors of Cocoon Medical Spa in Legian, Bali, in May 2013. It is now Bali’s largest cosmetic and wellness centre.

This past May, exactly 12 months later, it won a prestigious honour from the World Luxury Spa Awards as the Best Medical Spa in Asia.

Cocoon Medical Spa is a combination of stunning architecture, internationally trained doctors, the latest medical equipment and technologies and Australian management.

“Our whole focus is on creating the best visible results for the client in a serene Balinese setting” says Louise Cogan, from Melbourne. It is a calm, relaxing 1000sqm space with “pods in a cocoon” concept.

“I wanted Cocoon to be much more than a skin clinic with cosmetic treatments. With my prior experience in cosmetic treatments, I came to believe that even though there is the quick fix of the cosmetic injectables and treatments, the real results for anti-ageing is through an holistic approach: a combination of treatments of both wellness, detox and cosmetic.”

Prior to building Cocoon, which Louise financed, she was the founder of Gorgeous

Getaways, the pioneer of cosmetic medical tourism to Thailand and Malaysia.

“I started Cocoon for two reasons,” she says. “I saw that Indonesia, especially Bali, had growth opportunities for medical tourism as it was improving in quality healthcare.

“Secondly, there were no excellent



Louise Cogan

Stunning architecture and design, inside and out, was integral to Louise Cogan's vision.



Procedures and treatments are conducted in a "pods within a cocoon" environment.



SHOWCASE

international quality skin centres in Bali for the demand of millions of tourists every year.

“Today our clients are from Australia, New Zealand, Indonesia, Singapore, Hong Kong, the UK, US, Russia and France.

“We get about 80 percent women and they are normally in Bali around five to seven days on holiday with family or friends.”

There is no accommodation at Cocoon but they recommend luxury, yet competitively priced villas and suites in Legian or Seminyak.

“One of the key benefits of coming to Cocoon is that the client can have a lot of treatments to achieve a much better overall result that lasts longer,” Louise says.

“Treatments are up to 80 percent less than if a client had them in their home country. They are the same quality but much more affordable.

“We do mostly packages – for instance, the Naked Skin Package, the 3D Rejuvenation or Fat Blasting. We specifically design our packages so they can be done in the short tourist timeframe of five to seven days. And because our treatments are so cost-effective clients will have more treatments.

The added touches to customer service include free pick-ups and drop-offs from the client’s hotel, complimentary facial masks and free healthy snacks while they are waiting.

Louise’s business strategy was to start with high investment in training. All registered doctors and nurses have been trained by Australian and British doctors to bring the level of their skills, techniques and communication to international standards.

“We also chose superior technology that



Cosmedical treatments at Cocoon cost up to 80 percent less than on a client’s home turf.

is safe, has low-to-no downtime and proven scientific results” she says.

“But the key point of difference from any other cosmetic clinic is the holistic approach – combining wellness treatments with the cosmetic.”

Anti-wrinkle injections, dermal fillers, chemical peels, laser, permanent hair reduction, slimming, fat and cellulite reduction, no-needle mesotherapy, diamond microdermabrasion, PRP, PDT and other skin rejuvenation treatments are combined with detox, colon hydrotherapy, infrared sauna, salt room and vitamin IVs to cleanse and balance the inner body.

“This makes cosmetic results more effective and last longer,” says Louise. “True anti-ageing is about looking after the body and mind, ridding the toxic waste and aligning the hormones and health through vitamins.”

Massage is available at Cocoon (free to those having cosmetic treatments) but not

beauty treatments. These are outsourced to salons with whom Cocoon has strategic relationships.

“Cocoon Medical Spa is a new spa concept but in a relatively short time we have had an amazing response, with more than 80 percent of clients returning or referring their friends,” Louise says.

Louise decided to finance and manage Cocoon herself as she had “very specific, very different ways of doing this business” and didn’t want to bring in partners and investors to dilute her ideas and concepts.

The gamble has paid handsomely: “Now it is going well I am getting a lot of enquiries from investors to expand the business to new countries, but I haven’t made a decision yet as to how I want to proceed. I want to make sure always that the holistic concept of the treatments is preserved and the excellent customer service.” 🍷

WWW.COCOONMEDICALSPA.COM



Only technology that is superior, has scientifically proven results and is safe is used .



Founder Louise Cogan's strategy was to start with a high investment in training of staff.