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BOTANICA



Dear

I had the pleasure of hearing Mr. Maciej Teslawski of Directus Marketing speak at the Spa & Beauty Profit 2006 conference recently. I was truly impressed with his vast marketing knowledge and expertise. His professionalism, lecture content and delivery style were informative, educational and entertaining!

All industry leaders know that innovative marketing strategies are the key factors for the success of all business enterprises. Mr. Teslawski successfully integrates his insightful and practical marketing strategies with the spa's existing space design and the spa's philosophy to achieve full operational potential.

The spa industry is in need of marketing professionals like Mr. Teslawski to assist resorts and all types of spas with increasing their spa traffic and profit margins. Mr. Teslawski's experience, essential in today's global economy, will provide the spa industry with the necessary tools to increase and retain their spa clientele, and the knowledge to maximize their spa's designated space to full advantage for efficient and smooth traffic flow.

Mr. Teslawski's professional contribution would be an invaluable asset to all companies striving to improve their overall operation to achieve maximum results and increased profits.

Sincerely,

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