



Retail Design Guide for World-Class Medical Spas

General Design Considerations for MedSpa Retail Areas





We inspire
and transform through
intentional medical interior design.



We Simplify. We Elevate. We Add Soul.



The Retail Space must be part of your overall medspa experience.

The retail space must be easily seen and accessible from the lounge. The display should always present a positive image - organized and visually clean.

Ideally, place your retail space on the right. Studies show that 90% of the customers turn right unconsciously upon entering.

The retail area must always be well-lit, with appropriate use of ambient, accent, and high-impact lighting to entice your clients.



Maximize visual appeal through lighting.

Ambient Lights

Ambient or general lighting ensures that you have sufficient light to keep customers and staff comfortable in the space.



Accent Lights

Accent lights are essential for highlighting/drawing attention to certain products. Adding accent or spotlights even in your retail display helps in drawing attention and making it stand out.

Keep in mind of these types of lighting used in medical spa retail.





Maximize visual appeal through lighting.

High-Activity Lights

To avoid dark corners and shadowy spots, we use high-activity lights. This type of light helps in covering the entire retail space to keep your products well-lit and equally visible to your clients.

This reduces the possibility of customers missing out on any of your displayed products.





Merchandising Considerations

As a general rule, place your best-selling and newest products at eye level to draw attention.

For a more premium feel, we use the "Showcasing Method", which means strategically curating and displaying a few samples than putting everything on display. This helps keep your retail shelves feel less cluttered and inviting.

Additionally, always put complementary products together. For example, cleansers, toners, and moisturizers can be kept together. This encourages customers to buy more.





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