



by Margaret Wolf

spa | spa trends

Breathe easy

Sun, sand and, ahhcoo! ... allergies! While the best treatments can make clients' bodies feel good, many seasonal allergy sufferers would relish a chance to experience a treatment that can help them enjoy the summer, sans tissues.

Allure Day Spa in New York, NY, offers a sinus relief facial. The spa says its Minus Sinus Facial features soothing scents of peppermint and chamomile that will help drain the face and have clients breathing freely in no time flat.

The younger the better

Forget about the so-called "teen" treatments. Spas like The Biltmore Spa in Coral Gables, FL, have taken the youth-oriented trend further, targeting the youngest possible clientele, who happen to still wear diapers.

The spa says it offers the skin care line, Green Mama Bebe aTop Nature, a "pure and natural" skin care range, complete with baby bath oil, shampoo and shower gel, massage oil, lotion, and diaper-changing cream-all, of course, designed specifically for the little ones. Talk about "getting off to an early start!"

Home improvement

According to many skin care and spa professionals, the best way to keep clients is to "train" them on proper home care. Some, if not all, clients could use a proper "education" on their skin. A well-educated client is bound to see

results from his or her skin care regimen. For this reason, California-based Cal-A-Vie has started its own, one-of-a-kind Beauty Week for its spa guests. This week-long educational event consists of intensive treatments, expert advice, and practical instructions.

Beauty and the blog

Mailers, newsletters, phone calls ... we're all thinking of new methods to reach out to clients. Instead of constantly reaching out, how about

Clients won't feel embarrassed in a thong after the Fanny Facial, at Smooth Synergy Cosmedical Spa, which leaves skin smooth, tan and ready for the beach.

giving back and offering something to clients? Innovative spas like Dorit Baxter New York Day Spa do just that. The spa recently launched a cosmopolitan blog; clients can log on 24/7 at their convenience for anything and everything skin care- and spa-related.

The spa says the blog serves as a source of information and platform of discussion on spas and features of interest for the spa-going demographic. From tips on makeup to eating well and shopping smart, the blog "will be piquing the interest and addressing the concerns of discerning women from their 20s into their 60s."

Summer's Hot Spots

'Bootylicious' bum

With many women answering the call of summer and breaking out the mini-skirts and barely there swimsuits, they'll appreciate a treatment that will leave their backside toned and buff.

So, how about a fanny facial? It's no joke. Smooth Synergy Cosmedical Spa in New York, NY, offers the next big thing with its Fanny Facial, designed to buff up one's beach bum in three steps-exfoliation, microcurrent to finishing

touch for that bronze, bomb-shell look that will make Beyonce jealous. Who says you can't make a good first and last impression? ■

Margaret Wolf is the editorial associate at Les Nouvelles Esthetiques. With a bachelor's degree in mass communication specializing in print journalism from Florida International University, Wolf also has experience editing and writing for newspapers, and business-to-business and young adult publications. E-mail her at margarett@lneonline.com

Visit Smooth Synergy's website at: www.smoothsynergy.com