

FEBRUARY 2005

THE SPA PROFESSIONAL'S CHOICE

american spa

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INSIDE STORY

The Man's Golden Path

BUSINESS BUILDERS

Determining Profitability,
Controlling Costs, and More

ASK THE EXPERTS

Your Management
Questions Answered

U.S.: Passport to Jordan



ARCHITECTURAL
AMBIENCE

THE BATHHOUSE AT THE HOTEL, LAS VEGAS

Sinus Relief

Now that cold and flu season has arrived, it is time to offer clients all-natural aromatherapy products to help alleviate sinus congestion. The popular Clear My Head Herbal Inhalation and Clear My Head To Go Roll-On Inhalation from A Muse Sings was developed as a natural alternative to petroleum-based menthol rubs. Its blend of pure oils and herbs helps open sinus passages and inhibits airborne pathogens. Founded by aromatherapist Brenda Stansfield, LMT, CA, A Muse Sings was created to promote healing through aromatherapy, massage, and the use of natural oils. The company recently launched its Clear My Head products nationwide. (937) 293-2222; www.clearmyhead.com.—H.M.



MobileSpa brings the party to the people. Clients can choose from a list of packages or customize their own house parties.



Day Spa To-Go

Boston-based MobileSpa has made it possible to schedule a deep-tissue massage and a DJ with just one phone call. Positioning itself as "the day spa at your doorstep," MobileSpa offers a menu to rival any traditional spa. With the added bonus of party planning capabilities, offerings include body services such as the Full Body Glow (\$55); skincare such as the Signature Facial (\$50); and nailcare such as the Spa Manicure (\$35) and the Spa Pedicure (\$45). (Prices vary per market.)

"You get to transform any room in your house into a paradise of relaxation and still have the warmth of home," says MobileSpa spokesperson Melinda Dunham. Since its inception in 2002, MobileSpa has opened distributorships in 15 states, giving patrons across the U.S. the opportunity to enjoy the comforts of a spa experience in their homes.—C.D.

GREEN AND LEAN

TheGreenHouse spa (Arlington, TX) is helping guests lose weight in a new way. The spa's Residential Fat Flush Weight Loss Program, which is supervised by director of nutrition Julia Trick, N.D., and includes Dragonfly-distributed Ionithermie as an optional way to maximize cellulite reduction, provides the opportunity for detoxification and body reshaping. The program also helps improve skin texture, increase energy, and combat depression. "TheGreenHouse has always had a weight-loss program," says marketing coordinator Aja Horwitz. "We worked with Ann Louise Gittleman, Ph.D., C.N.S., author of *The Fat Flush Plan* (McGraw-Hill, 2001), to bring some aspects of her program to ours." In addition to a series of Ionithermie treatments, guests are served lean protein, organic fruits and vegetables, and flaxseed. Cranberries, thermogenic herbs and spices, and the natural sweetener Stevia are also part of the cleansing process. Beauty treatments, facials, massage, and fitness classes help complete the transformation.—Julia Bertner