

## DAY SPAS

Only a century ago, the average life expectancy was 42 years. Today, it has almost doubled. This is largely due to advances in medicine and technology, as well as anti-aging therapies and preventive medicine.

As baby boomers we want to not only look good, we also want to feel good. An effective anti-aging program can defer aging. In order to accomplish this, we must take effective and proactive measures to maintain beauty and wellness.

How many of us dream of a spa visit as our ideal pampering? Although spas are becoming much more accessible and affordable; the public must learn to differentiate between a true Spa and that of an imitator purporting to be a day spa. If one cares about trustworthiness and true professionalism, Spa Services must be administered in a quality manner. This encompasses the level of expertise of the operators and Owners/Spa Director, as well as the quality of the Spa facility.

One of the most effective means by which to differentiate between excellence and mediocrity is the menu and diversity of Spa Services. The public must be educated as to how they may benefit from their spa experience, as well as what they can expect from a true Day Spa. What we mean by a true Day Spa is one that offers the following:

***Massage & Body Wellness Therapies by Licensed Therapists***

***Body Treatments Including Medical Body Treatments***

***Pre and Post Surgical Therapies for Face & Body***

***Cosmetic Medical Treatments – Including the Administration of Cosmetic Fillers by a licensed MD.***

***Facial Treatments Administered by Licensed Clinical Estheticians***

***Spa Manicures***

***Spa Pedicures***

***Spa Waxing – Full-Body & Facial Full Menu of Available Waxes Used***

***Professional Make-Up Instruction and Application***

***Full Studio and Bridal Services***

***Skin Care, Make-up and Products Available for Retail Purchase***

Yes...fluffy scented towels...aromatic candles, beautiful robes, perfect Spa Etiquette...all are wonderful. But, please know that in the end it is the QUALITY of the operators and the QUALITY of products used that determine beauty and wellness.