

american spa

www.americanspa.com



RETRO-CHIC REVIVAL

BLUE HARMONY SPA AT SHELBORNE
WYNDHAM GRAND SOUTH BEACH (FL)

Score One for Sustainability



EACH MONTH, AMERICAN SPA PROVIDES A plethora of business-building benefits, thanks to excellent articles and innovative ideas. This month, in honor of Earth Day and our annual Green Issue, I'm particularly proud of one new benefit we provide. We've teamed with the Green Spa Network (GSN) to offer you a sample of their incredibly useful Sustainability Assessment Tool. Generally, this is a tool reserved for members of the GSN, but they've generously provided our readers with a mini version in "An Eco Analysis," on page 60. But the advantages don't end there. In addition to this mini survey, as a reader of *American Spa*, you have invaluable access to the more in-depth and personalized Sustainability Status Report and a Greening Toolkit. So be sure to read our story, and visit www.greenspanetwork.com/americanspa to access the information, tools, and action plans to help green your spa.

And that's just the start of our eco-endeavors this month. Get the lowdown on the efforts that manufacturers are making to be more eco-friendly to benefit both their products and the environment in "Green Thumb," on page 66. Plus, learn what other spas are doing to green their menus in this month's environmentally focused Radar and Menu sections, starting on page 77, and take a look at some of the hottest natural products in Spotlight, starting on page 109. While it's not always easy—or affordable—to be as green as you might like when it comes to your spa, we hope that this issue will help you take some sustainable steps. Your clients, your staff, your community, and your planet will thank you!

Best Wishes,

Julie Keller Callaghan

Julie Keller Callaghan
Editor-in-Chief/Publisher
jkeller@questex.com



FUN FACTS

A snapshot of things I learned in this issue.—J.K.C.

Tea sure is tempting. More than **158 million Americans drink it** on any given day.

PAGE 28

Look out Facebook! Instagram has 300 million users, a total of 30 billion photos shared, and an average of 70 million photos shared per day.

PAGE 40

When he and his wife, Enid, founded **Canyon Ranch** (Tucson, AZ) in 1979, Mel Zuckerman liquidated every asset he had to get it off the ground. Talk about an excellent investment!

PAGE 54

EDITOR INSIGHT

I recently visited the **The Spa at Mandarin Oriental, New York** to experience its latest offering, The Jade Stone Facial. While I expected general skin rejuvenation with a side of relaxation, what I discovered was an insider's secret to healing acne. My esthetician explained how one portion of the carved jade stone was ideal for treating pimples and even clearing out stubborn congestion brewing below the skin's surface. By gently and repeatedly working one corner of the stone over trouble spots, she used the physical manipulation to get the toxins flowing to kick-start healing and clear my skin. Its effectiveness is catching on, as she sees spa-goers suffering from acne coming in and specifically asking for the facial to find relief. Do you believe a stone has the power to banish blemishes?—*Jennifer Nied*



The In-Room indulgences allow guests to receive services in the comfort of their rooms (pictured) and bathrooms (above).

Room Service

Relaxation seekers can feel at right home in their own accommodations, thanks to the new In-Room Indulgences at The Inn at Palmetto Bluff, a Montage Resort (Bluffton, SC). There, spa services are brought directly to guests, who can soak up serenity from the comfort of their own cottages, which come complete with lavish soaking tubs and relaxing steam showers. Along with an assortment of in-room massages, the new menu includes:

- Couples Elopement (\$500 per person, 2 hours 30 minutes), side-by-side body scrubs followed by a detoxifying steam shower, massages, and warm body cocoons with hair and scalp treatments and foot reflexology for two
- Intrinsic Restoration (\$550, 2 hours 30 minutes), a full-body exfoliation and a deep soak followed by a massage and body wrap with hair and scalp treatment and foot reflexology
- Butler Bath (\$95, 30 minutes), a relaxing or restorative soak drawn by a spa attendant and accompanied by music and Champagne—*J.K.C.*

Rock Star

Even the most jaded of spa-goers is seeing green with the Jade Stone Facial (starting at \$350, 80 minutes) at **The Spa at Mandarin Oriental, New York**. “We are excited to expand our spa’s one-of-a-kind offerings with the introduction of this new and exclusive treatment,” says spa director Heather Hannig. “The Jade Stone Facial is highly effective and gives guests immediate visible results using noninvasive, proven techniques from Eastern medicine practices and methodologies.” This anti-aging treatment developed by Ping Zhang, Ph.D., acupuncturist and certified herbalist, relies on products from Zhang’s natural, herbal-based Nefeli line and a patented palm-sized jade beauty stone. Following a thorough cleansing and exfoliation incorporating a freshwater pearl powder, the skin is manipulated with the jade stone, which has been custom cut to fit the contours of the face and neck and to treat specific concerns, including acne. These massage-like strokes are designed to exercise the face by stimulating muscle receptors and energy points beneath the surface of the skin to improve circulation and eliminate toxins. The experience is topped off with a nourishing face mask and a hand-and-foot massage with another jade stone. Says Zhang, “The overall result is a brighter, clearer, and healthier looking complexion along with the appearance of a more defined jawline, reduced pigmentation, and decreased telltale signs of aging typically found on the neck, forehead, and around the eye and mouth areas.” Clients are sure to feel like rock stars and not the least bit jaded after this facial. For Nefeli products: www.nefeli.com.—*Jennifer Nied*

White jade stones are carved to fit the contours of the face and neck.

