

DIRECTORY

Body Treatments

The best scrubs, wraps, and rubs from D.C. to Dallas.

NEW YORK

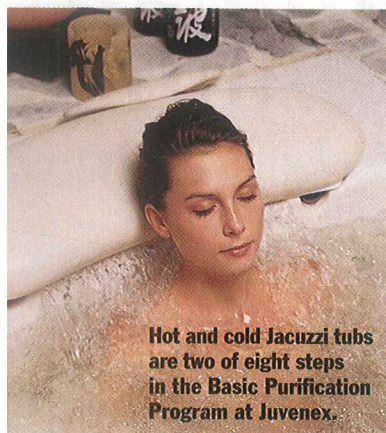
Basic Purification

Juvenex

25 W. 32nd St.

646-733-1330

This new 24-hour Korean spa was built with 20 tons of jade (revered in Eastern medicine for its healing powers), including an igloo-like sauna. One warning to the modest: Juvenex's treatments involve a lot of padding around naked. Our Basic Purification Program took us from shower to igloo to cool Jacuzzi to steam room to warm Jacuzzi to massage table (for exfoliation with a rough mitt) to heated bath spiked with milk, gin-



Hot and cold Jacuzzi tubs are two of eight steps in the Basic Purification Program at Juvenex.

seng, sake, or seaweed powder, and finally to a bamboo mat for a nap. We stumbled out two and a half hours later feeling intoxicated—from relaxation, not the sake. \$105.

Water Journey

Maximus SoHo

15 Mercer St.

212-431-3333

To our delight, the point of Maximus spa's Water Jour-

ney wasn't to mess with our chakras or lymph nodes—just to relax us. After aesthetician Dawn Wetherbee had slathered us in a sea-salt-and-shea-butter mash, we entered a circular stall where we sat for ten minutes under cascading warm water, then soaked in a tub as 150 water jets pummeled our weary muscles. And though Wetherbee pushed us to add a massage for another \$55, we were far too relaxed to mind. \$85.

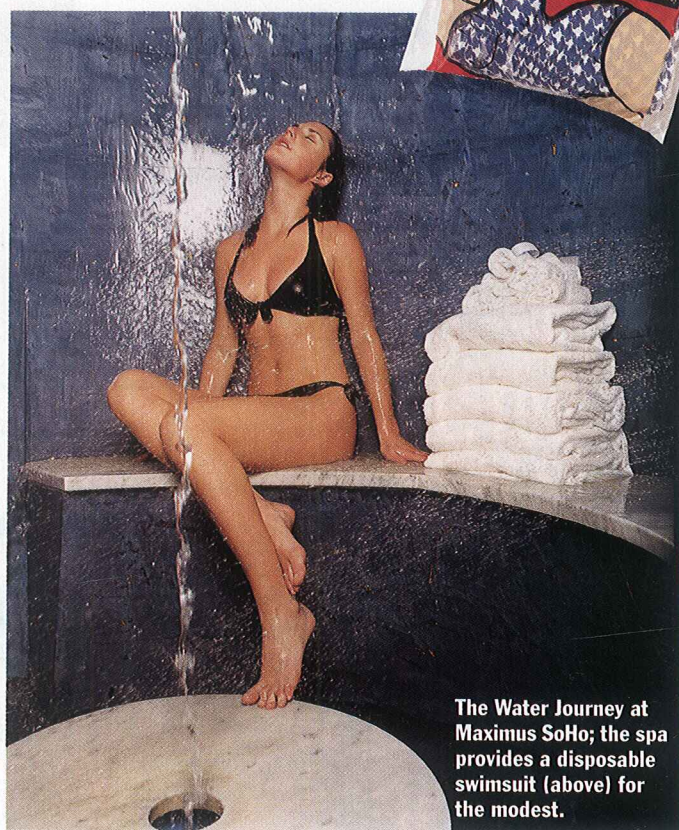
Total Experience

Qiora Spa

535 Madison Ave.

212-527-9933

Qiora's Total Experience is part aromatherapy, part reflexology, part facial—and part *Star Trek*. We reclined in an overstuffed chair while our aesthetician gave us a vibrating footbath, fitted us with headphones playing ocean sounds, and asked us to inhale scented serums to slow our whirring mind. While she applied three consecutive hydrating masks and massaged our legs and scalp, we held on to a warm cloth pad that vibrated to the rhythm of the music in our headphones (a sensation so strangely hypnotic that we actually nodded off). The two-hour treatment did seem to drag on after a while, but it left us with an almost otherworldly calm that lasted well into the workweek. \$130.



The Water Journey at Maximus SoHo; the spa provides a disposable swimsuit (above) for the modest.

BOSTON

Cranberry Polish

Andrew Michaels Spa & Salon

47 Ocean Ave.

Salem, MA

978-741-4900

The lobby of the Andrew Michaels Spa & Salon is all

rich wood floors and Brahmin pedigree. The treatment room, though, could be a four-star dungeon with its stone floors and mysterious horizontal pipe suspended over a long, shallow tub. We stretched out in the empty tub as aesthetician Renee Gulino massaged our body with a cranberry-enzyme-and-cornmeal mixture. Gulino fiddled with the overhead contraption, which she explained was a Vichy shower, and left us to doze. The soothing effects of that shower lasted into the next day. Turns out the only torture that took place in that dungeon was leaving. \$90.



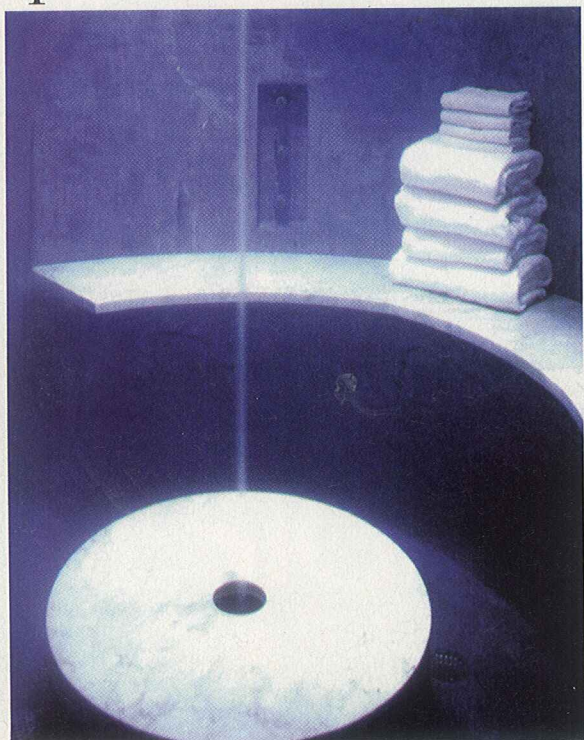
Best-sellers at Miami's The Spa at the Shore Club: Bath Bloomers Body Gels, Lathering Gel, and Exfoliator.

DSP; DAVID COOK (STILL LIVES)

april 2002

american spa

spa focus



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A STUDY IN DESIGN

EYE ON DESIGN

Fashioning itself after the neighborhood in which it's set, **Maximus on Mercer**, New York City, pays tribute to its industrial roots. **57**

Set high above the windy city, **The Peninsula Spa**, Chicago, gives new meaning to the phrase "for your viewing pleasure." **60**

New York City's **Paul Labrecque East** puts a stylish spin on its contemporary and spacious design. **62**

Luxuriousness defines the Mediterranean-inspired three-story **Rodolfo Valentin Salon, Spa & Hairpieces** in Cedarhurst, NY. **64**

DESIGN TRENDS When it comes to spa design, form and function take center stage. **65**

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THE RESTING PLACE: Guests discover indigenous treatments that capture the flavor of Punta Mita, Mexico, at The Apuane Spa at the Four Seasons Resort. **20**

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SPA STYLE: Architect Robert D. Henry talks about the design challenges spas present and how he overcomes them. **24**

classroom

THE POWER OF COLOR: Learn how hue can affect your clients—from the front door to the treatment rooms. **30**

workplace

SPA SOIREES: Scheduling groups can be a great source of income, if you do it right. Here, an experienced spa director shares her tips. **42**