

Urbàna brews up a blend of massage, tea

Urbàna Cityspa & Teabar recently opened in Carmel Village, marketing a blend of specialized massage services and a full-service hot- and cold-tea bar.

The 3,500-square-foot business is on N.C. Highway 51 at Carmel Road. It features eight treatment rooms and has 20 employees.



“We are focusing on massage and tea, something different and relaxing,” says Cassie Scofield, Urbàna spokeswoman. “We wanted to be able to perfect one service and give people something totally different than they are used to.”

Scofield declines to say how much it cost to open the business.

Nancy Goodwin, founder and president of Urbàna, coined the term “cityspa” to describe its massage-only environment.

Urbàna’s tea bar sells wine and 60 loose-leaf teas, including Teany teas — a variety of chilled teas named for Moby’s Teany café in New York. Urbàna is open daily from 10 a.m. to 10 p.m.

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