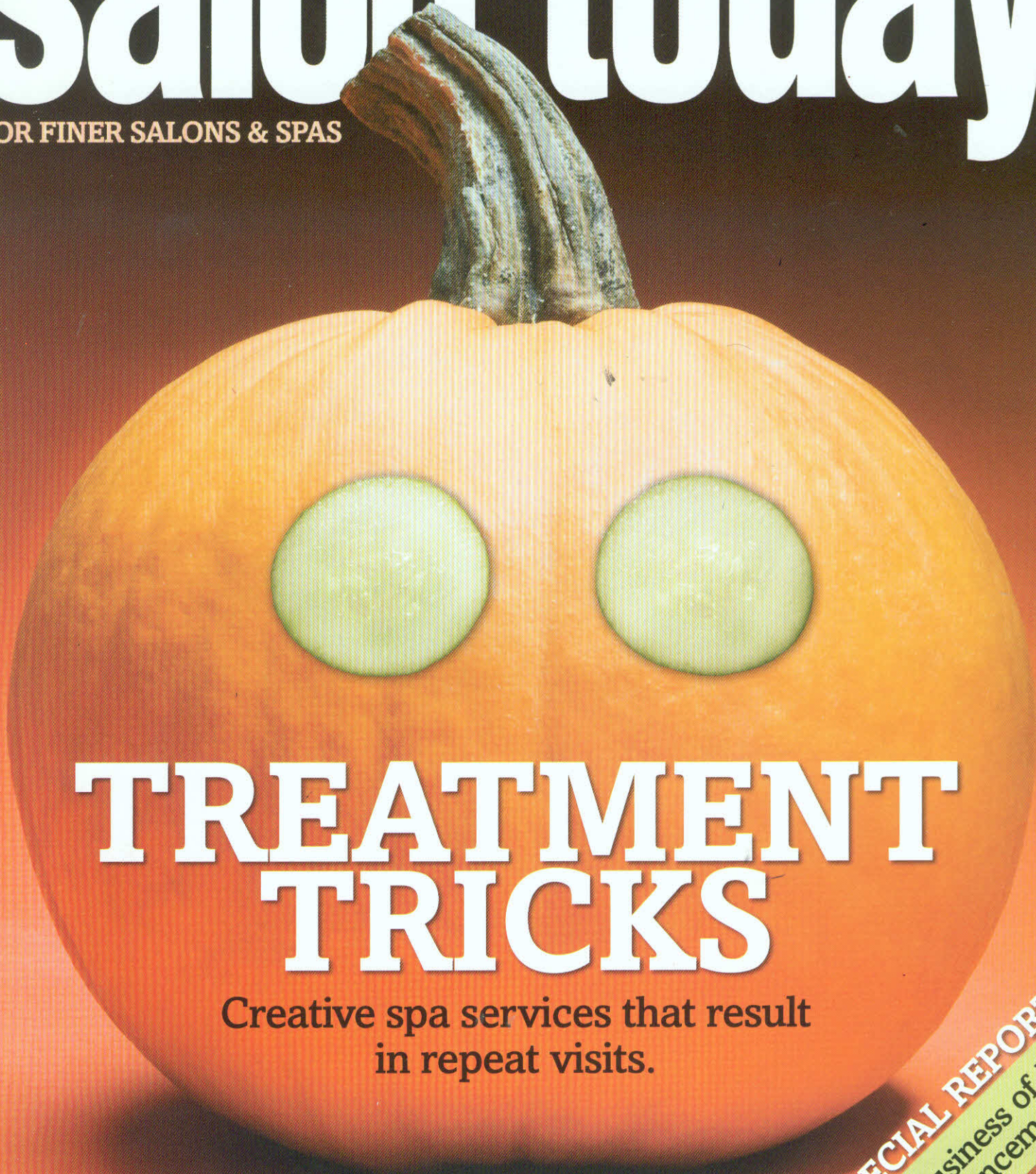


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The Sole Experience

Spa: Urbána CitySpa and TeaBar in Charlotte, North Carolina

What's needed: shea butter, hot stones

Product cost: minimal

Who performs: massage therapist

Rebook: depends on individual needs of the client

Price: \$60 for 30 minutes; \$95 for 60 minutes

Description: “A treat for feet: Kick back for 30 minutes while shea butter is slathered onto your feet and the healing energy of hot stones creates a tension-melting massage. Also available as a treatment for feet, hands, and head ... just ask for the 60-minute soul+experience.”

How they market it: “We have a large billboard on the side of our building with a huge graphic of a woman getting a stone massage—we use stones as our signature,” says **Nancy Goodwin**. “We’re a massage-only spa and frequently have had temporary special massages that have become part of our permanent menu. We feature a book in our reception area that educates clients on the benefits of our massages and our website brings in many clients.”

Expert tip: “For us, the TeaBar creates a unique experience,” says Goodwin. “We offer clients a cup of tea before the service for relaxation and after the service, inviting them to stay as long as they’d like. We serve more than 100 teas, from varieties that calm to those that have more kick than coffee.” ■