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american spa

OCTOBER 2017

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THE NOW
(STUDIO CITY, CA)

www.americanspa.com

FROM THE FIELD

Get tips for honoring Breast Cancer Awareness Month by learning how these spas will be celebrating. **COMPILED BY HEATHER MIKESSELL**



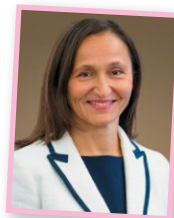
"**The Spa at Pinehurst** has redefined our Breast Cancer event this year, and in doing so, we have made October Cancer month. We believe that cancer awareness should be made for all types of cancer. With that said, our programming has changed to be able to provide education to the public while giving back. From 4 to 6 p.m. every Monday during October, we will feature local speakers and vendors at the spa with the hope of sharing inspiring stories and defining moments. We will offer a variety of complimentary services, and at the end of the month, the spa will donate 1 percent of its total revenue from the month to the Cancer Care Fund."

—Branden Fein, spa director, *The Spa at Pinehurst (Village of Pinehurst, NC)*

"We are hosting a Spa Open House on Oct. 19 to benefit breast cancer research and awareness. There, we will be offering discounted mini oncology massages, complimentary wiggery and head shavings, and makeup demos and applications. We'll also have vendors there with products and demos that will cater to cancer patients and survivors. In addition, we're also teaming up with Kendra Scott, a jewelry partner, who will donate a portion of the proceeds to the National Breast Cancer Research Foundation."—Amanda Vassar, director of spa, *Spa Minerale at Lansdowne Resort and Spa (Leesburg, VA)*



"ESPA has worked closely with Wellness for Cancer to develop a collection of face and body rituals called Nurture & Support specifically designed for those who are undergoing or have recently undergone treatment for cancer. This advanced collection of rituals helps nurture, soothe, and nourish their bodies. We are proud to offer these all year round at **ESPA Life at Corinthia** to offer relaxation and support to guests at a time when they need it most."—Aysun Mut, spa director, *ESPA Life at Corinthia (London)*



"For Breast Cancer Awareness Month, **The Spa at Ferrington** is highlighting our Organic Skin Therapy Facial. It utilizes organic products from De La Terre Skincare, which is local to North Carolina, created especially for guests who have experienced or are currently experiencing oncology treatments. For the month of October, we will donate 5 percent of each organic facial to a local breast cancer research organization."—Angela Avellino, spa manager, *The Spa at Ferrington (Pittsboro, NC)*



"We focus on delivering highly personalized services year-round. When we have a guest who is currently undergoing oncology treatment or has traveled that road in the past, each step of the treatment is meticulously adapted per their specific history. Breast Cancer Awareness Month for the spa is an opportunity to communicate to our guests that we welcome the opportunity to treat the person and not the disease. We strive to be an inviting and calming presence in a world that has been turned upside down."—Rebecca Johnston, spa director, *The Spa at Garden of the Gods Collection (Colorado Springs, CO)*

"At **SiSpa**, it's a priority to offer spa services specifically designed for guests being treated for or recovering from cancer. Our entire staff has undergone training from the organization Wellness for Cancer, which consisted of lectures, videos, testing, and a five-hour practicum on the processes and protocols for conducting treatments on oncology guests. This year, in honor of Breast Cancer Awareness Month, 10 percent of the proceeds from our Comfort Care Classic services will be donated to the American Cancer Society. This includes a Comfort Care Classic Massage, a Facial, a Body Wrap, and nail treatments."—Rosemary Davila, spa director, *SiSpa at the Palm Beach Marriott Singer Island Beach Resort & Spa*

