

edamame

the maternity spa

Marketing Challenges

Spa treatments should help pregnant women stay in touch with their bodies. Also available through Destination Maternity's learning studio are free classes such as prenatal yoga, Pilates, belly dancing, meditation, Lamaze and nutrition classes for additional experiences and support. Products used during their spa treatments can also be purchased within Destination Maternity.

What does the future hold for Destination Maternity's happy little addition? Time will tell. "The first three spas are really tests," Matthias says of the initial Edamames. "We hope they're going to be a huge success and after a very strong opening, we believe they will be." Future Edamame sites will be determined based on Destination Maternity store openings, which in themselves stem from the simultaneous expiration of lease agreements for the three retail fashion units. Billboards and radio and print ads will bolster

notable publicity placements and a website in the marketing plan for the new spas and superstores. The best marketing tools, however, may very well be the mothers themselves, who see Destination Maternity as a one-stop shop about which to tell their other pregnant friends.

"Edamame recognizes that the pregnant woman will eventually return to her regular spa," says Keaveney. With that in mind, the spa's only formulated after-birth treatments are for mothers who are under two months postpartum.

"Maternity is what we do," says Matthias. "We're kind of the maternity authority and that's how we want to proceed." As each Edamame opens its doors in 2005 and goes through its growth phase, Matthias looks on like a proud parent. "It's pretty exciting," she says. ♦

Bekah Wright is a Los Angeles-based freelance writer.

Edamame spa areas are modest in size, which works well for its targeted demographic.

"Edamame recognizes that the pregnant woman will eventually return to her regular spa."



Fresh skincare just got even fresher

Looking for a fresh-from-the-fridge facial without the mess of mayonaisse, yogurt, or egg whites? Fresh Body Market, an extensive skincare line with more than thirty different products, uses only real fresh fruit and vegetables in each product. The packaging further captures this "fresh" feel with a Foaming Milk Bath in a mini-gallon milk carton and a Coco Banana Soft Soap in a small peanut butter-style container. Each product has a "made by" stamp as well as a "best used by" date and is packaged in recyclable packaging. The milk bath, enriched with coconut milk, is one of the most luxurious baths I've ever enjoyed. For more information visit www.freshbodymarket.com

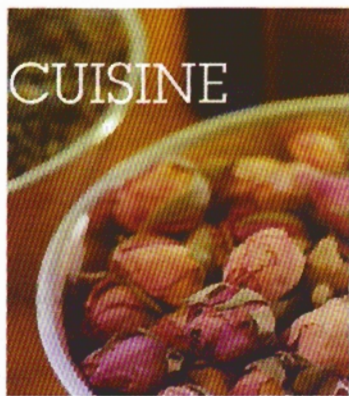
—M.B.W.

SCENTSATIONAL CUISINE

Aromatherapy has long been touted for alleviating health issues and improving one's state of mind. At the Ritz-Carlton, Lake Las Vegas, guests get a double dose when they partake in an aromatherapy massage at Spa Vita di Lago, followed by "Aromatherapy Cuisine" prepared by executive chef Stephen Marshall at the Medici Café & Terrace. "Edible aromatherapy oils are not a replacement for fresh herbs and spices," says Marshall. "They're an enhancer." Combining both packs a serious sensory punch. "Fresh herbs hit you directly on the tongue," he says. "Essential oils hit the roof of your mouth." Cooking with aromatherapy oils can be tricky as they dissipate with heat. Marshall mixes 100% organic edible essential oils with a carrier oil like canola or safflower, then sprays or drizzles the mixture on dishes such as tuna carpaccio. His spring vegetable salad is misted with a coriander and rosemary oil infusion. Marshall also adds essential oils to other fat—ice cream, butters, and salad dressings—for flavorful creations. One you'll find on the menu—sautéed organic strawberries with pistachio ice cream and lavender essential oil. Dishes like these give mouth-watering aroma a whole new meaning.

For more information call (702) 567-4700 or visit www.ritzcarlton.com.

—Bekah Wright



Dear Tanya,
I'd like to treat my husband (a spa novice) to a couple of treatments for his birthday. What treatments would you recommend for men?

A: Most spa treatments are appropriate for either sex, but in my experience men opt for massage, facials, and pedicures most frequently. If your guy is active or athletic, a deep tissue or hot stone massage is a good fit. For those who simply need to de-stress, a classic Swedish is best. For skincare, many spas offer a gentleman's facial geared for the special needs of a man's skin, sans the frou-frou, flowery scents of many women's varieties. And finally, though he may be sheepish at first, a pedicure is almost always a hit. After all, what man doesn't enjoy having his feet rubbed, soaked, and softened?

If you're still unsure, seek out one of the many day spas for men that have emerged from coast to coast and check out their options, or simply get a gift certificate for a certain dollar amount and let him choose. Who knows, he may just want the seaweed body wrap after all!

Here are a few men's skin care lines to try:

Issimo International Guy Gear,
www.greathairandskin.com
Jack Black, www.getjackblack.com
Mania by Pure Fiji,
www.purefiji.com

Questions about spa etiquette?

Email Tanya at:
editorial@healinglifestyles.com.

Answers will appear in each issue throughout 2005.

Inspiration for your home yoga practice

With the most recent releases in at-home yoga DVDs you can practice with two of the nation's most premier teachers without having to leave the comforts of your home. *Om Yoga Class* with Cyndi Lee is a beginner-intermediate class that offers both a 45 and 80-minute practice as Lee guides five students through a traditional OM yoga class. The classes include energetic and meditative postures and are accented by a soundtrack composed by Dharma Moon and 5 Points Records. www.omyoga.com

Yoga Shakti with Shiva Rea offers intermediate students a unique and easy way to create their own customized vinyasa yoga practice. From the "yoga matrix menu" students are able to choose practices appropriate for their needs, or they can opt to take one of her extended 90-minute immersions. Meditation, pranayama, solar and lunar flow classes, and preparatory postures are also featured. www.soundstrue.com



MAYAN RETREAT

The draws of Mexico's Riviera Maya are obvious: glamour, grand hotels, sugar-fine sand beaches, and an endless parade of tanned bodies. Although these features are dazzling, they may not be rejuvenating.

That's why a recent makeover at Ceiba del Mar, a favorite escape among travelers looking for sun and sand in an intimate and affordable setting, brings a previously absent style of retreat to the Cancun scene.

In 2004, the diminutive resort (126 rooms and suites), added the Aromatherapy and Holistic Spa with treatments based on a unique combination of Mayan ritual and "PAT," (Personalized Aromatherapy Treatment). Using Bach Flower principles, each treatment is personalized by a custom blend of oils and native ingredients like achiote, beeswax, and chaya. Treatment rooms boast private garden views but there are also beachfront and jungle palapas available for outdoor massage.

The resort's rejuvenation amenities also include oceanfront yoga, guided meditation, and an Aztec temezcal. Twenty miles south of the Cancun airport, Ceiba offers shuttle transfers and complimentary bicycles for auto-free vacationing. For more information call (877) 545-6221 or visit www.ceibadelmar.com

—Amy Reiley

move of the month

THE HUNDRED

Benefits: Warms the body by increasing circulation, and prepares the body for exercise. Strengthens abdominal muscles and increases spinal flexibility.

Set-Up: Lie on your back, with your hips and knees bent to ninety degrees in a tabletop position. Reach your arms out from your shoulders with fingers toward the ceiling.

Movement: Curl your shoulders and head off the floor and extend your legs at an angle at which you can maintain a level pelvis. Reach your arms past your thighs, drawing your shoulders down your back. Move your arms up and down slowly, initiating from the shoulder joint as if you were slapping water. Reach out of the crown of your head keeping your neck long as you curl up.

Breathing: Once curled up, inhale for a count of five and exhale for a count of five. Take long full breaths, making sure that the inhale and exhale are equal in length.



Modifications:

1. If your lower back feels strain, allow the legs to remain on the floor with hips and knees bent or place them in the tabletop position.
2. If you feel strain in your neck, perform the slapping motion while your head and shoulders remain on the floor.

Precautions: This exercise may be dangerous for those with osteoporosis of the spine.

Repetitions: 20 to 100 (2 sets of 10, to 10 sets of 10).

Adopted from *The Pilates Mat Manual* by Marci Clark and Christine Romani-Ruby.