

NOVEMBER 2008

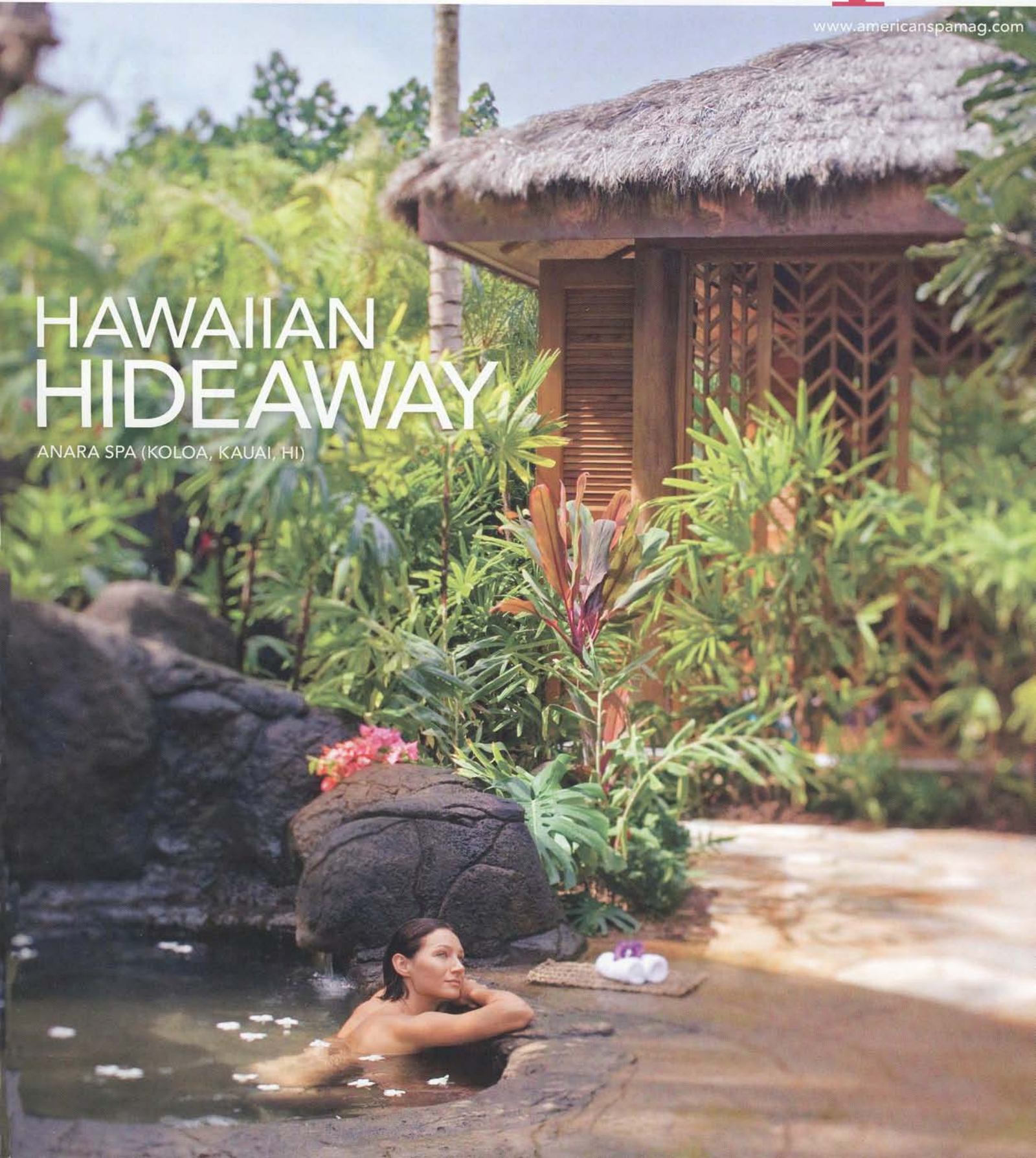
THE SPA PROFESSIONAL'S CHOICE

american spa

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HAWAIIAN HIDEAWAY

ANARA SPA (KOLOA, KAUAI, HI)



On the Road

Discover the spas and destinations we've visited to bring you the latest spa happenings here and abroad.

Barbados

A few years ago, an article in *National Geographic Adventure* inspired a friend and me to head down to El Salvador to check out the surf scene. We had both surfed a few times before and were looking forward to progressing beyond our beginner status. Unfortunately, we didn't really pay all that much attention to the surf conditions typical of that time of year. It wasn't long before we realized we were, quite literally, in way over our heads. Despite being battered and bruised by the experience, I couldn't wait to give it another go. When I received an invitation to visit Barbados on a surf, rum, and spa trip, I eagerly accepted. Finally, I'd be able to redeem myself. In addition to getting my confidence back on the waves, I also got to pay a visit to the popular **Sandy Lane Spa**. There, I recovered from an exhausting morning catching waves with an invigorating scrub and wrap. And if that wasn't enough to make the trip complete, I also had ample opportunity to sample the island's infamous Mount Gay Rum. For more on the Sandy Lane Spa, turn to page 132.—*Heather Mikesell*



Guanacaste, Costa Rica

As the "person" of two cats and a dog who live with me in my tiny New York City apartment, it's safe to say that I'm an animal lover. That's why when I was invited to check out Recreo, a luxury all-villa resort and spa in Costa Rica, I was thrilled. The country is a haven for wildlife, home to more than 850 bird species, 3,000 butterfly species, and 209 mammal species, and I knew I would see some amazing creatures on the trip. Upon my arrival, there was one thing I was desperate to see—monkeys. So during a picturesque horseback ride throughout the beaches and forests that are adjacent to the resort, my guide was quick to point them out in the trees above us. Realizing my thrill, he soon took me on a detour to his friend's horse farm, where I was introduced to a charming pet monkey who held my hand and shared some fresh fruit before resuming her duties as master of her domain. The detour, though wonderful, extended my two-hour ride by an additional hour (and I hadn't ridden a horse since I was 10), so when we returned to the resort, I was ready for a soothing rubdown. My therapist relieved my saddle-sore muscles with an alfresco massage outside my villa, where I could hear the songs of the birds, the hum of the insects, and, of course, the call of the monkeys. For more on the resort and spa, turn to page 91.—*Julie Keller*

Dallas

For as long as I can remember I've wanted to visit Texas, so when I was invited to check out **The Spa at The Stoneleigh**, I accepted without hesitation. After days of exploring the city, taking in sites like the Dallas Museum of Art and the Dallas Arboretum, eating delicious BBQ, and riding the free trolley up and down McKinney Avenue, I was more than ready to relax and spend some time at the spa. Here, I'm pictured in front of the sign leading to the spa, which is actually located in the hotel's basement. Just when I thought my trip couldn't get any better, as I waited to board the plane back home, I did a double take as Faith, the famous two-legged dog I had read about in *People* magazine, walked right past me to get to her first-class seat. Needless to say, this was one trip I'd remember forever. For more on the spa, turn to page 126.—*Nicole Palmieri*





The Stoneleigh

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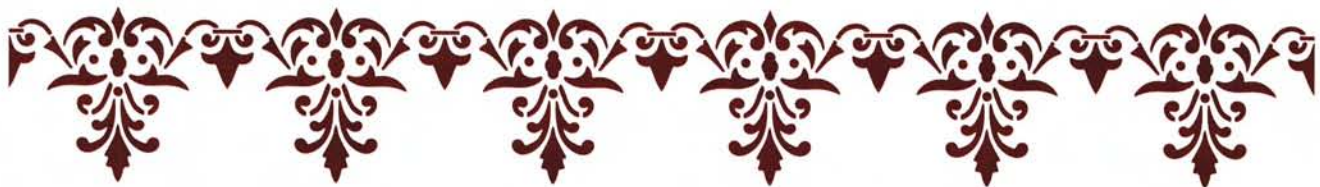
The hotel's retro entrance pays tribute to its original structure and history.



Star of Texas

Combining elegance with historic glamour, a legendary Art Deco hotel introduces a world-class spa.

BY NICOLE PALMIERI



The Stoneleigh Court Hotel, which first opened its doors in 1923, is located on quaint Maple Avenue in Uptown Dallas. Known as a gathering place for the city's elite, this luxurious boutique hotel once served as a hot spot for luminary guests, including Judy Garland, Katharine Hepburn, Elvis Presley and artist Andy Warhol. Reopened in March after a \$36 million renovation and restoration, the hotel now boasts a new name, The Stoneleigh Hotel & Spa, as well as **The Spa at The Stoneleigh**, a 5,200-square-foot haven for hotel guests and locals looking for a relaxing retreat. "The legacy of The Stoneleigh Hotel and the fact that there has never been a spa is really exciting," says spa director Terri Beckham. "The spa adds to the hotel's wonderful history with an entirely new and different venue for guests to enjoy."

In addition to making the spa an ideal place for pampering and relaxation, Beckham strives to ensure that it is also a place where guests can receive topnotch customer service and personal attention. One way she ensures this is by personally greeting guests as they enter and leave the spa. "Many large spas today have gone away from that personal connection that used to be evident at spas," says Beckham. "Here we've created a lovely upscale spa boutique that is not at all lacking in quality of services and options but stands out because we have amped up the high-touch nature of each guest's experience."

Spa-goers feel right at home from the time they step foot into the spa to when they leave. Because the spa is located in the hotel's basement, clients automatically feel relaxed and secluded from everyday stresses. "It doesn't matter what is going on outside, when clients step foot down here they enter an imaginary place of sorts," says Beckham.

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Female clients are encouraged to sit back and relax before and after treatments in the women's relaxation lounge.

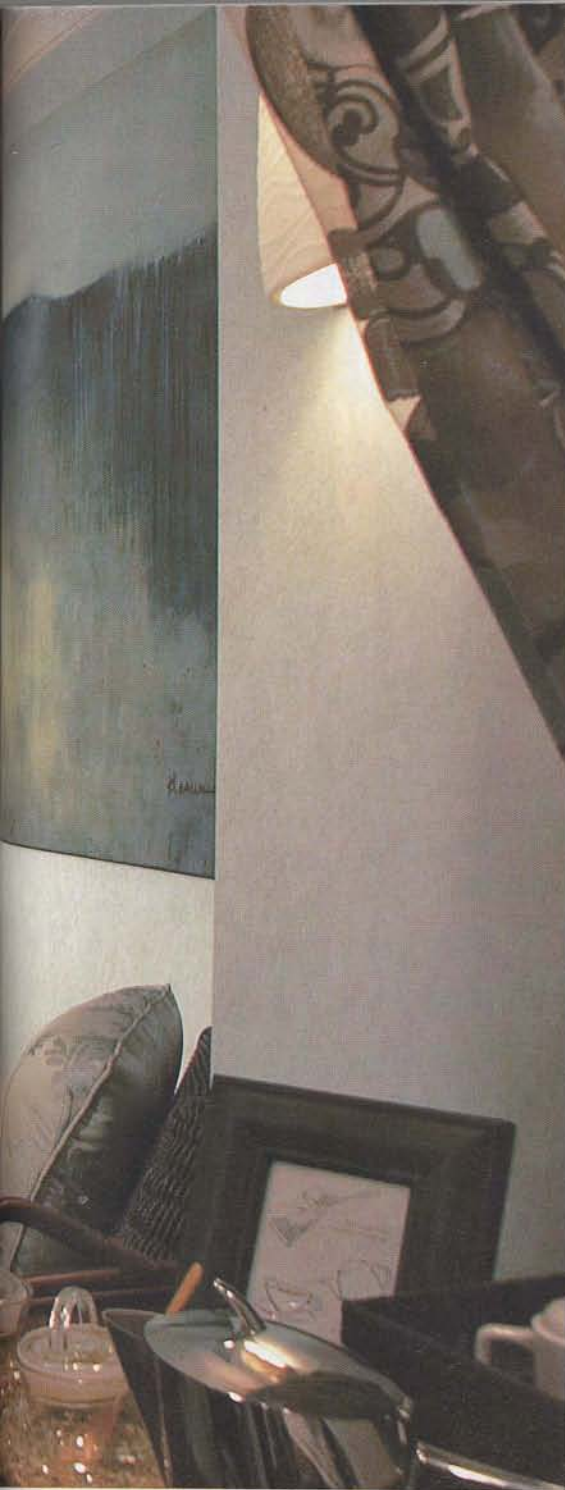
RIGHT: Flowers provide decorations to the lounge and complement the designs on the curtains.



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Because the hotel's renovation conserved many aspects of its original space, the spa was created with this history in mind. Designed by ForrestPerkins, a Dallas-based interior design firm, the spa features subtle lighting throughout, bamboo flooring, and a muted and subdued jewel-tone color palette of soft aquamarine, taupe, and rose. Six private treatment rooms, including a Duet Suite and wet room with hydrotherapy tubs and a dry sauna, make up the spa. The Duet Suite is ideal for oft-requested side-by-side treatments. "We call it the Duet Suite because even though we do couples' massages, we also see a lot of girlfriends and mothers and daughters who request treatments together," says Beckham. "To me, the term 'couples' room' is a misnomer."

The relaxation rooms are another luxe relaxation location. These separate men's and women's rooms feature decor that is intended to cater to the different needs of men and women. While the women's relaxation room features plush chairs and dim lighting, the men's area features flat-screen televisions and wireless headphones in a more masculine decor. "We noticed that men get fidgety in traditional relaxation rooms," says Beckham. "We made this relaxation room so that men could kick back and relax while watching the news and weather."



The menu is equally accommodating to the needs of all spa-goers. Says Beckham, "I really wanted to make sure that when we designed the spa and developed the menu, they would both be ageless." Traditional and holistic spa services that use high-quality, organic ingredients can be found on the menu. Highlights include the Stoneleigh Luxe Deep Tissue Massage (\$115, 50 minutes; \$150, 80 minutes) and Therapeutic Hot Stone Treatment (\$110, 50 minutes; \$145, 80 minutes), two popular services. A new concept to the area is Ayurveda, which Beckham decided to introduce to the menu by incorporating it into several specialty therapies, including the Dosha Balancing Massage (\$135, 50 minutes).

All 22 part-time employees, including the receptionists, are required to understand and be knowledgeable about available treatments. "We need to be competent on what we are recommending to people," says Beckham. "We aren't doctors, but we are definitely spiritual guidance counselors." While most clients are open to recommendations by the spa's staff, the most popular service on the menu is the Jet Setter Recovery RX (\$110, 50 minutes; \$145, 80 minutes), a massage that helps combat fatigue, dryness, and imbalance from traveling and a favorite among the hotel's business travelers. "We combined some of the hot stone principles with

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Clients seeking side-by-side treatments are led to the Duet Suite, complete with a hydrotherapy tub.

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traditional massage,” says Beckham. Large warm stones are placed under the clavicle, while the guest receives a light- to medium-pressure massage. “Because neither a deep tissue or a hot stone massage were quite enough relief after traveling, I mixed the two together, and guests seem to love it,” says Beckham.

The personal attention continues in the treatment room, where guests can customize their therapies and even change them if they are not comfortable. After clients are led back to the relaxation room following their treatments, they experience the spa’s Honey Ritual, which consists of a warm glass of water with drops of honey instead of the traditional glass of cold water. “Spa-goers are often very disoriented after treatments, so we felt it was good to get some sugar back in their bodies,” says Beckham.

Beckham was equally thoughtful in choosing the spa’s product lines. She selected B. Kamins Chemist, Davi, Éminence Organic Skin Care, Sonya Dakar, SpaRitual, and Tara Spa Therapy based on their effectiveness and their natural ingredients. “I made sure to look at every single ingredient found in the products we use during treatments and for retail,” she adds. “The skin is an organ that absorbs everything that is put on it, so I believe we are responsible for what we choose to put on our clients. We take that very seriously.”

Beckham also only chose lines that have owners who are actively involved in backing them. “I want to be able to personally talk to the owner of the company,” says Beckham. “I want our clients to know we have a personal relationship with all the product lines available here.” To further demonstrate the spa’s commitment to quality, she plans to host spa dinners called the “Art of Spa-ing,” during which select spa aficionados can meet with spa visionaries to talk and give their opinions on treatments and products. Clients appreciate the care taken in choosing these lines, as well as the quality of the products, which is reflected in the large percentage of retail sales. “Clients know we are putting products on their skin that are good for them,” says Beckham.

Client satisfaction is important to Beckham, because it means a greater rate of return clients and helps attract new guests via word-of-mouth. While enticing hotel guests and locals has been the biggest challenge because of the spa’s newness and interior location, Beckham is satisfied with the success of the spa to date and plans to continue tweaking the service menu, partnering with new product lines, and most of all listening to guests. “We have a book that guests can comment in, and we’ve noticed that most comments are about how special we made them feel here,” says Beckham. “To me, I think those personal touches are intangible and cannot be written in a business plan. It is that very subtle nurturing and genuineness that we aim to give each and every guest.” ■



Even guests without spa appointments can enjoy the spa’s sauna for a small fee.

THE SPA AT THE STONELEIGH (Dallas)

OWNER: Apollo Realty and Prescott Realty Group
SPA DIRECTOR: Terri Beckham
OPENED: March 2008

CLIENT BASE

80% female, 20% male

SPACE

5,200 square feet;
7 treatment rooms

COST OF SPA

\$1 million

OFFERINGS

aromatherapy, Ayurveda, body treatments, couples’ treatments, eyelash and brow tinting, facials, fitness, hand and foot treatments, makeup application, massage, nailcare, prenatal services, salon services, waxing

SIGNATURE SERVICE

Stoneleigh Indulgence Head-to-Toe Body Facial (\$350, 1 hour 45 minutes)

MOST EXPENSIVE OFFERING

Dorothy Draper Sweet Escape (\$625, 6 hours), which includes a Jet Set Recovery RX massage, a Stoneleigh Ultra Luxe Facial, a Maple Avenue Body Butter Wrap, a Maple Avenue Body Sugar Scrub, and a Stoneleigh Luxe Stone Paraffin Spa Pedicure and Manicure

PRODUCT LINES

- B. Kamins Chemist
- Billy Jealousy
- Davi
- Éminence Organic Skin Care
- Sonya Dakar
- SpaRitual
- Tara Spa Therapy
- Whish

EQUIPMENT

- Kashwére
- Life Fitness
- Maestro Software
- Oakworks
- Yeah Baby

ARCHITECT

Gromatzky Dupree and Associates (Dallas)

INTERIOR DESIGNER

ForrestPerkins (Dallas)

SPA CONSULTANT

Spa Resources (Houston)