

american spa



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an Airport Spa

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for Massage Therapists

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A Sacred Space
in Mexico

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Body Treatments
and Suncare Products

INNER SANCTUM

NEW YORK CITY'S OLIVE LEAF SPA



Before



Allen Edwards Serenity Spa

Customers receive the utmost in personal attention at this recently renovated spa. **WRITTEN BY JACLYN BERTNER**
PHOTOGRAPHY BY TRACY BRESHEARS

ALLEN EDWARDS AND CLAUDIO LAZO KNOW HOW to give their clients the star treatment. And it's no wonder. These two hairstylists have been catering to the stars for years—and have become famous in their own right. With spas in Brentwood, Woodland Hills, and Studio City, owner Edwards with partner and creative director Lazo have been providing Californians with high-quality service—celebrity-tested and approved—since the 1970s.

In February 2001, their latest 1,600-square-foot spa opened alongside their salon in Studio City, CA. Open seven days a week, with a staff of

what's typical in other spas. For example, massages are a full hour. "We do two or three fewer a day," says Lazo, "but we give the customer what should be given in an hour's time. [And] our facials are like a weekend in an hour." Even the spa's therapy rooms provide a pampering environment—each has a fountain, antique chandelier, and 1940s-style pedestal sink.

The retail area has proven to be just as alluring to clients. Recently, the spa's and salon's retail sections have merged, and now sales make up between 25 to 30 percent of the revenue each month. "We now have a very inviting retail

RETAIL REWARDS:
The Serenity Spa's best-selling product is Bioelements's Kerafole, an exfoliating mask (\$46, 2.5 oz.).

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20, the spa is dedicated to finding talented employees who excel in providing exceptional customer service. Weekly, the spa sees 250 to 300 clients—most of whom are successful working women. To achieve the level of service patrons have come to expect, treatments last longer than

space," says Lazo. The welcoming, friendly environment incorporates a flat-screen TV into its decor and features an enormous inventory (worth about \$50,000 to \$75,000). "You must make retail pleasing for the eye in order for them to buy," he says.

Average retail sales per month is approximately \$20,000.



**ALLEN EDWARDS
SALON & SERENITY SPA**
(Studio City, CA)
Owners: Allen Edwards
and Claudio Lazo
Spa Director: Cindy Nistal
Opened: February 2001

• CLIENT BASE

70% female
30% male
ages 20 to 50

• SPACE

1,600 square feet
(5,000 square feet for the
salon and spa combined),
6 treatment rooms

• COST OF SPA

\$400,000 (including
renovations)

• SERVICES

- airbrush spray tanning
- body treatments
- facials
- full-service salon
- laser hair removal
- makeup
- manicures and pedicures
- massage
- microdermabrasion
- waxing

• MOST POPULAR

The Serenity Spa Facial
(\$85, 75 minutes)

• PRICE RANGE

\$12 for lip wax to
\$400 for laser hair
removal on the back

• PRODUCT LINES

- Bioelements
- DDF
- Epicuren
- MOR

• EQUIPMENT

-Galaxy Manufacturing

• ARCHITECT

M/Arch (Santa Monica, CA)

ABOVE: The spa entrance leads to the spacious reception desk and inviting new retail area. RIGHT: Next up for renovation: the manicure and pedicure room, which will become the spa's waiting area.



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But, like every business, the spa faces its challenges. One area Lazo wants to improve is getting clients to prebook, which promises to generate more yearly revenue. "People don't really like to do that because they don't like to commit," he says. The spa is not slowing down,

however. Lazo hopes to expand even further and "create the most amazing environment where people feel good." With that goal in mind, it's no surprise that a stop at the Allen Edwards Serenity Spa is a ticket to discovering how the rich and famous live, even if only for an hour. ■