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Help Unwanted
Dodging Baruch
Beauty Advice

Maine's Northeast Harbor
The Bluebloods' Last Resort

Ann Getty's New Life

Drop-Dead Fred

A new spa in cult Los Angeles store Fred Segal promises to make the beautiful people even more so.

PHOTOS BY DAVID TSAI

With day spas now as prevalent as 7-Elevens (and, in some cases, with service just as hasty), it's a meager menu that extends only to microdermabrasion and a Swedish massage. Nowhere is this trend more obvious than in Los Angeles,

where "Extreme Makeover" may just be a way of life. So it was only a matter of time before the city got a one-stop shop for every aesthetic urge: the newly renovated Fred Segal Beauty complex in Santa Monica. Offering a program that includes doctor-supervised scar laser and epidermal peels, along with private Pilates training, herbology, hairstyling and even wardrobe consulting by a Hollywood stylist, Fred Segal is an all-out, full-service beauty clearinghouse, equipped to

offer shiny new additions—the glass-enclosed Kerastase Institute, the first of its kind for L'Oréal's luxe salon hair care line. For a pretreatment product bingle, there's the expanded 1,000-square-foot shop, which offers makeup artist services, along with the cult niche brands Fred Segal is known for: Smashbox Cosmetics, Ayu-Medic, Pout and Mario Badescu, among others.

The forward-thinking company also now boasts an educational division and artist representation. Its roster includes hair guru Kristoff (who colors the 'dos of Pink, Kirsten Dunst and Gwen Stefani) and fashion stylist Evet Sanchez (Leonardo DiCaprio, Jada Pinkett Smith and Gisele Bündchen's Victoria's Secret campaign).

In these parts, even the house nutritionist is a celebrity: Larry Krug, who has monitored the munchies of Donatella Versace, Jeanne



Make me over, clockwise from left: A sunburst vinyl curtain separates the shampoo row from the cutting floor; the peaceful spa lounge; a row of rolling stylist tables in the salon and the graffiti pillar; a covered Vichy shower in the spa.



Tripplehorn and Monet Mazar, keeps tabs in person and online. "What I do is not a diet," says Krug, an herbologist who uses supplements culled from rainforests to boost the metabolism. "It's a lifestyle eating plan."

Even though the spa is high-tech, there are still old-school comforts, like the Barber Shop, complete with ochre-washed walls and antique barber

chairs, which offers a vast range of treatments for men, including a straight razor shave and facial combo.

"If I have good service professionals and top-of-the-line product," says Baruch, "the clients are going to keep coming back." Baruch and DeArmas are already breaking ground on a second address, near their namesake's other campus on Melrose Avenue. After all, once you've had a Hollywood makeover, you don't want to have to travel too far for the upkeep. —ROSE APONACA JONES

change your look from head to pedicured toe.

The result is surprisingly user-friendly and unpretentious. "We're not about rose petal manicures and caviar facials," says Michael Baruch, a warm character with a sharp business vision, who in 1992 founded the salon-spa-shop with creative director Paul DeArmas. Retail pioneer Fred Segal serves as the pair's partner and mentor. "We didn't need a Taj Mahal," Baruch adds. "We're a spa for everyday life."

DeArmas, a lithe Cuban expat who leaves the salon only to style hair for the European runway shows, designed the interiors with Craig Rizzo and Todd Erlandson of (M)AaCh. Bigger—at 7,000 square feet—and better, Fred Segal Beauty reopened this summer with a red-carpet bash filled with the faithful, including Mena Suvari, Rachael Leigh Cook and Estelle Warren.

Thankfully, the spa itself is infinitely calmer, complete with walnut lockers and custom Fila and Steve Madden slippers. Guests can pad through a common waiting area to the revamped, futuristic salon, which houses—among