## Help Unwante Dodging Ba Beauty Advice Maine's Northeast Harbo The Bluebloods' Last Reso

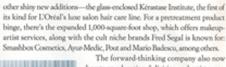
## **Drop-Dead Fred**

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

PHOTOS BY DAVID TSAY

ith 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 micro-dermabeasion 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 renowated Fied Segal Beauty complex in Santa Monica. Offering a program that includes doctor-supervised scar lasering and epidermal peels, along with private Pilanes training, herbology, haintyling and even wardrobe consulting by a Hollywood stylist, Fred Segal is an all-out, full-service beauty clearinghouse, equipped to



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 Sunchez (Leonardo DiCaprio, Jada Pinkett Smith and Giode Bündchen's Victoria's Secret cameaion).

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 sumburst vinyl curtain separates the shampeo rew from the cutting floor; the peaceful sap lounge; a row of rolling stylist tables in the salon and the graffiti pillar; a covered Vichy shower in the spa.

change your look from head to pedicured toe.

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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 salen-spashop with creative director Paul DèArmas. Retail pioneer Fived 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."

DéArmas, 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)Arch, 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 Estella 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

Tripplehom and Monet Mazur, 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 hightech, 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 nazor 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 DéArmas 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 fat for the upkeep. —ROSE APODACA JONES