

A glass of vibrant green juice sits on a white surface next to a bunch of fresh green chives with their roots. The background is a soft, light green gradient with a faint circular pattern.

# DETOX GUIDE

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As we enter the holiday season when overindulgence is the norm, prepping for detox is a **MUST!**

Want to **ADD DETOX** to your menu or **REVAMP EXISTING OFFERINGS?** LNE & Spa Detox Guide is your go to resource...

# DETOX 101

by Anna G. Wilhem

**IT'S A WORD** that people throw around on many occasions, after copious holiday meals, one too many drinks during a fun night in town, or simply when they feel sluggish and need to get their body and mind back in sync—detox.

In the spa world, detox encompasses many services to help the body get rid of toxins and improve one's well-being through a combination of treatments, diet and exercises.

Long before people entrusted their health to the hands of spa practitioners, detoxing belonged to the realm of physicians, who since ancient times have put forth the importance of purifying the body. We owe the concept of detoxing to ancient Egypt and their notion of auto-intoxication, the belief that toxins were absorbed through the intestine as feces putrefied.

Ancient Greeks developed the idea under their humoral theory, which claimed that bile, phlegm and blood—the four humors (bile being divided into yellow and black)—would not only bring diseases to the body, but affect one's mood and personality when out of balance. Western and Middle Eastern physicians adopted the concept for many centuries. Ayurveda, the system of Hindu traditional medicine followed along the same vein, with beliefs centered around three doshas—three humors—that need balance for health and well-being. The solution: purification of the body, a.k.a. detox.

In ancient times, physicians had recourse to a variety of treatments in order to detox the body, many of which have long lost their appeal. Bloodletting, which was done either

by cutting a vein or with the use of freshwater leeches, was meant to rid the body of "bad blood" and cure several conditions such as fever, headaches and other illnesses. Cupping was a variant of bloodletting, where a cup would be placed on opened skin to suction the "bad blood." That very same technique applied on intact skin, which when removed leaves circular red marks, is what is now understood with the term cupping.



Closest to bloodletting, counter-irritation was a technique that involved creating a blister on skin (with the help of a tepid hot agent). Enemas, cathartics (to facilitate bowel movements), and emetics (to bring about vomiting) are all evacuant that in some parts continue to be essential to detoxification. Perhaps the most extreme form of purification—although the practice has mainly been attached to providing relief from brain compression—was trephination (the perforation of the

skull with a surgical instrument). Finally, baths and massages of all types, as well as acupuncture, fasting and herbal supplements, are means that remain prominent in today's detox programs at spas.

While getting a rundown on the different detox treatments and their benefits is a must, it's essential for your clients to grasp how the body naturally purifies itself. The liver, kidneys, intestines, lungs, skin and lymphatic system are all involved in cleansing the body of toxins. A healthy liver will transform toxins into a water-soluble form to be expelled through urine or as bile through the colon. An overloaded liver will allow for toxins to get back into the bloodstream and settle into fatty tissues. Kidneys filter more than 100 quarts of blood each day and remove waste and extra fluid to be eliminated through the bladder. The intestines not only allow the body to absorb nutrients, balance good and bad bacteria, but also act as filters to excrete toxins. The lungs mainly expel carbon dioxide but may also secrete phlegm—microbes and toxins that were not properly eliminated through the kidneys, liver and intestinal tract.

Skin helps secrete toxins via the sweat glands, while the lymphatic system picks up toxins from the body's cells and sends them to the lymph nodes to be eliminated.

If specialty detox spas can offer an array of detox programs that will include all body organs involved in purification—including specialized diets and workouts—high end spas, day spas or salons also have a myriad of detox treatments to choose from to add to their menu for their health and wellness conscious clients. ■



# Cleanse and Restore with DETOX BODY WRAPS

by Amanda Clinton Winter

**TOXINS** find their way into our systems every day, through everything from the air we breathe to the food we eat. In modern society, we are hyper-aware of the toxins all around us, and there is a lot of buzz around the word “detox.” So it’s no wonder that detoxifying treatments have a solid presence and a strong client following in the spa industry. Body wrap treatments are among the most common spa services for detoxification, a category that also includes massage, hydrotherapy and Pancha Karma (see page 71), as well as cleansing programs that incorporate dietary overhauls and juice fasting.

Detoxifying body wraps work from the inside out, not only pulling harmful toxins from the body, but also delivering essential vitamins and minerals to the skin, the body’s largest organ. The base for detoxifying wrap treatments is generally made up of some type of mud. The high mineral content of mud provides a healing and detoxifying effect. Clay is a form of mud that serves as a great base for detoxifying treatments because it absorbs and draws toxins out from the skin. Bentonite, green, red and Dead Sea clay are all

used in detoxifying body wraps. The most common ingredients added to this base include sea salts, seaweed, aloe vera and various botanical oils and detoxifying herbs.

In a wet room, detoxifying wraps start with an exfoliating protocol, often beginning with a dry brushing and followed with a sea salt scrub (pumice, sugar or Epsom salts may also be used). This allows for the skin to more fully absorb the beneficial nutrients of the mud or clay body wrap that is applied next. The body is then wrapped with bandages or plastic for approximately 20 to 40 minutes before being rinsed off. At the end of the treatment, a moisturizing lotion with botanical ingredients is applied.

However, a wet room is not essential to offering a detoxifying body wrap. This treatment can easily be offered in a showerless facility as well (see “Get Results Without the Mess” in our November edition). In a showerless version of a detoxifying wrap, the protocol differs in that there is no shower or rinsing off following the application of the wrap solution; instead, the client is instructed not to shower

for 12 hours after the wrap solution is applied so as to allow for the skin to absorb the beneficial properties of the solution. Rather than mud or clay, a gel solution formulated from seaweed or algae is used.

Given the popularity of cleansing and detoxification protocols today, there is clearly a huge market out there for detoxifying body wraps in your spa! ■

## DETOXIFYING SPA BODY WRAPS

### WHITINSVILLE WELLNESS CENTER & DAY SPA

Whitinsville, Mass.

**Detoxifying Mud Wrap**  
(60 minutes, \$75)

### DTOX DAY SPA

Los Angeles, Calif.

**Dtox Body Wrap**  
(50 minutes, \$100)

### GT MASSAGE & SKIN CARE

Wheaton, Ill.

**Slimming Body Wrap**  
(60 minutes, \$95)

# ABOUT FACE

## DETOX FACIALS

by Caroline Canetti

photos: Shutterstock.com

## Whether it's indulging

in too much alcohol, eating an excessive amount of salty foods, staying up way past our beauty sleep bedtimes or having a crying fit over a breakup, every bad thing we do shows up on our faces. This is why, especially as we enter the holiday season when overindulgences are the norm, spas are offering up rehab for the face with a variety of detox facials.

The Lounge Spa in Culver City, Calif., has a cocktail lounge-inspired theme with an assortment of facials, wraps and massages focusing on "the morning after," including The Recovery facial (50 minutes, \$95) and the add-on, The Morning After Eye Treatment (\$20).

"The Recovery facial is geared toward clients who are suffering acne or minor breakouts, and as we all know, around the holidays we tend to break out more due to all of the festive foods, cheeses, chocolate and alcohol we take in. Our papaya and pineapple enzyme helps to dissolve the dead skin surrounding the pores, so we can achieve thorough extractions, says The Lounge

**Every bad thing we do shows up on our faces. This is why, especially as we enter the holiday season when overindulgences are the norm, spas are offering up rehab for the face with a variety of detox facials.**

Spa owner Alice Koskas.

"One of our main focus areas are the ones that are primarily on the forehead, the main region that represents your digestions and elimination, this is where most clients tend to break out during the holidays."



The Morning After Eye Treatment add-on contains caffeine, which topically helps stimulate the blood flow and circulation to soften, de-puff the eye area and reduce the appearance of dark circles. "We do a pressure point massage in the eye treatment with a pure essential oil that is calming and relaxing and helps drain the nasal area, but also helps with the swelling and puffiness. It's a very popular add-on for our facial for those late night parties," she says.

As its name suggests, Nitespa in Mar Vista, Calif., also runs with a late-night theme for their treatments, which includes their popular AfterParty Signature Detox Facial (60 minutes, \$109), explained on their menu with this clever description: "Jet lag? Stayed up past your bedtime? Your new favorite happy hour will replenish your skin, release toxins and soothe your aching head with dreamy steam, lavish hot towels, ritual scalp massage and all

the facial rejuvenation you require."

"As a way to promote these services, we do try to come up with fun and clever ways to talk about them to make them a little different and interesting to get people's attention," says Nitespa owner Julia Lolita Martin.

At Dawn Day Spa in Dana Point, Calif., they take a "hair of the dog" attitude with their Apple Wine Detox Treatment (60 minutes, \$197 or a series of six for \$695). "Yes, we actually use wine in this treatment," says owner Dawn Collis. "It's very firming and toning, and has antioxidants that slow down the aging process and brightens the skin. It's very popular year round, but we do a \$69 special with an oxygen treatment around the holidays when people need to detox more. After a night of partying, you get dehydrated and the oxygen rehydrates the skin with collagen and hyaluronic acid. It puts moisture back in the cells," she says. ■



# DETOX WATERWORKS

by Carrie Ann Buckingham

There's nothing more relaxing than a nice, long soak in a hot tub, and when you add the benefits of detoxing the body to it, it's pure aquatic heaven for spa lovers.

Hydrotherapy—and even just the simple age-old act of taking a hot bath when one's not feeling well—has been around for ages, but today some spas are finding a variety of unique ways to use the healing power of water to detoxify and cleanse their clients.

Love Thyself Day Spa in Richardson, Texas, offers a wide assortment of therapeutic baths (30 minutes, \$65), including their popular detox clay bath. "This clay is highly absorptive and adsorptive against all sorts of pathogens. It increases blood and lymphatic flow, which allows for better circulation and removal of waste," says owner Lisa Weeks.

photos: Shutterstock.com

Weeks uses a one-of-a-kind world-class safe and sanitary pipe-less spa bath for these treatments. "This means there are no pipes containing residual water with the growth of bacteria and fungi. The water itself is also purified, and you may select the Jacuzzi spa bath enhancement of your choice—detoxifying, relaxing, energizing, cellulite or muscle ache relief," she explains.

To make the treatment extra special, a personal spa bath attendant helps clients customize their bath by choosing from a variety of healing herbs, essential oils, mineral salts, clays, muds, seaweeds, or vegan milks (coconut, soy, rice, almond) and flowers. And, depending upon the wishes of the client, the bath attendant may massage the scalp, neck and/or shoulders during the bath as one of his or her duties. "At the end, if the bath is the last or only service being received, we finish off by hydrating the skin with one of our all natural and organic body creams to protect," Weeks adds.

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Detox footbaths have grown in popularity as well, with more foot spas popping up all over the country and day spas adding the simple and easy treatment to their menus in growing numbers. At Revitalize Day Spa & Wellness Center in La Grange, Texas, their Aqua Foot Detox Foot Bath (30 minutes, \$55) helps detoxify, stimulate and balance the body's energy meridians and ATP (adenosine triphosphate) production. "We also include a nice hot towel and therapeutic foot massage after removing the feet from the bath. It's also a great add-on for our detoxing/contouring body wraps, massages and reflexology treatments," says owner Amy Newton.

Newton says the footbaths have been a huge success because they deliver instant results, which inspires repeat clients. "To receive the maximum benefit of our foot bath treatments, an initial six treatments are recommended during a four to six week period with a monthly maintenance treatment," she explains. However, depending on the client's needs, such as eliminating metal toxicity, more frequent treatments are needed for extended periods of time.

"The body will continue to release toxins up to 48 hours after the initial treatment so clients will need to wait the full 48 hours before having the next treatment," says Newton, who includes a monthly maintenance footbath in their Be Well membership program.

Another unique aquatic experience comes from licensed massage therapist Tomi Murphey, who offers water cupping sessions at Santa Rita Springs and serves as the medical office manager/wellness coordinator for Tula Wellness in Tucson, Ariz.

"This bodywork is performed in a heated pool (96-98 degrees) and is based in Chinese medicine principles. Movement Cupping, also described as decompression massage, can go four inches into the body and the effects are deeper than deep tissue massage, which is why one must have thorough training in these methods and often is performed by acupuncturists," says Murphey, who charges \$75 for a 60-minute cupping service in water.

Cupping activates the lymph system, increases local circulation by stimulating blood flow and decompression of local tissues, and promotes local oxygenation allowing the body's juices (fluids) to be drawn upward, where the toxins can be expelled through the skin via sweat and lymph. It stimulates chemical and cellular repair, thus assisting repair by immune system.

"The physical action of 'sucking' the tissues upwards into the cup breaks up adhesions and obstructions in the muscle tissue, and also frees up energy blockages (the Chinese would say 'moves stagnate Chi') so the energy can flow through and toxins can be drawn out of the body," adds Murphey. ■



# DETOXING THE RUSSIAN WAY

BEATING THE TOXINS OUT!

by Carrie Ann Buckingham

**Russians** certainly have a funny way of detoxing. They soak oak, eucalyptus or birch branches in hot water, put you in a sauna heated to 190-220 degrees, and beat you (okay, it's more of a light rhythmic tapping than a beating) up and down your body until you say, "uncle." Then they have you plunge yourself into a cold plunge pool of 35-37 degrees for up to a minute, and voilà, 10 minutes later, toxins are flushed out and circulation is improved.

Sounds like torture? It's actually exhilarating and refreshing. "It's a more unique experience and from talking to thousands of people who have done it, it's the most effective and fastest. The

concept of sweating out the toxins is the same, but with platzas you get to a higher temperature faster and detox from the core out, not just on the surface of the skin. There is other detox wrap, massage, or treatment that can do that. And because you feel the benefits immediately and sleep very well that night, people come back for more," explains Ukraine-born Leon Shparaga, owner of the Russian day spa Voda Spa in West Hollywood, Calif., who has been doing platzas for 20 years. An added bonus is that clients don't have to lay wrapped up for 30-60 minutes. With a platza, depending on how long they can handle the heat, the treatment lasts only up

to a maximum of 10 minutes. Here's how Voda's platza goes: The client is asked to sit in the hot sauna (banya) for two to four minutes to warm up and then rinse off under the cold shower to cool down.

This should be repeated a few times for the body to be ready for the platza. While in the hot sauna, the client lays face-down as the platza technician first waves the oak branches soaked in hot water—which is called venik—over the body to create a warm wind before tapping the body from head to toe with the branches for several passes. The heat of the sauna and rhythm of the tree branches are what release the natural oils into the pores, and the extreme hot/cold temperatures get your blood flowing at a faster rate.

Voda offers its platza treatment at a cost of \$25 after a \$50 admission fee for the use of their facilities, with the occasional super-deals such as platzas for \$7 to celebrate the spa's seven-year anniversary this September. "Approximately 40 percent of people who get a platza end up coming in weekly for them. We have several clients who come in a few times a week. It's our fastest growing treatment since we opened and our No. 1 treatment. It's very addictive because you feel great instantly," says Shparaga.

Not many spas offer this treatment, as it requires a sauna hotter than the typical day spa sauna with a heat of at least 200 degrees, ideally 225-250 degrees. Russian Turkish Baths in New York City, N.Y., is one spa that has it. Their Platza Oak Leaf for \$40 also uses oak leaves (oak is softer than the other options, eucalyptus or birch).

"Some described the platza as 'Jewish acupuncture,'" says Russian & Turkish Baths general manager Dmitry Shapiro. "It is by far our most popular treatment. Since the treatment is performed in the sauna, customers can't come just for a platza. They have to pay for admission as well. We don't require appointments for the platza, so it is usually an impulse buy. And yes, it's profitable." ■

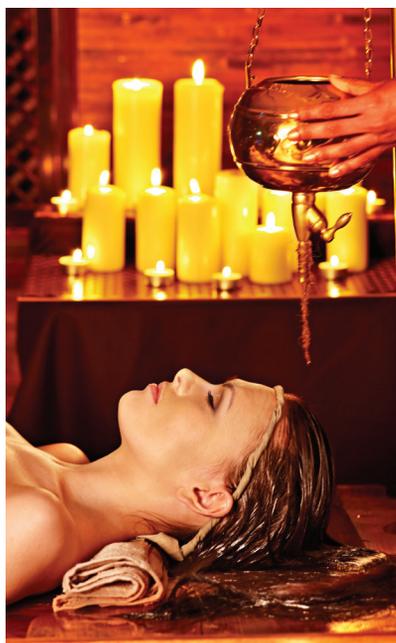
# AYURVEDIC DETOX

by Robert Sachs

In holistic health terms, detoxification can be at every level of our being; cleansing the body of poor diet and lifestyle choices, cleansing the mind of toxic emotions, and cleansing the spirit of what leads to low self esteem and diminished appreciation for life.

While a spa setting is considered a place where the focus is on cleansing the body, in the East, mind always precedes body. Thus, when you cleanse the body, there will be a shift in emotions and an opportunity to have the space to assess deeper yearnings. This is why even the simplest detoxification can have a very powerful effect. In Ayurveda, there are cleansing practices that people are encouraged to try for a greater sense of wellness such as nasal cleansing with a neti pot, or cleansing the oral cavity by oil pulling (Sanskrit: *gandusha*), which consists of swishing pure oil in the mouth. Many oral and sinus problems can be eliminated with these two cleansing procedures.

And then there's the deeper cleansing therapy known as Pancha Karma (in Sanskrit) and Len Nga Therapy (in Tibetan). "Pancha" (or Len) means five. "Karma" (Nga) means action. So there are five cleansing procedures: enemas (to cleanse the large intestine, the "seat" of Vata dosha), purgatives (to cleanse the small intestine, the "seat" of Pitta dosha), emetics (or therapeutic vomiting, to cleanse the stomach, the "seat" of Kapha dosha), nasal treatments (known as *nasya*, to clear the sinuses and move excess winds of Vata from the head region), and blood cleansing (done by blood letting, but also through the use of herbal formulas to cleanse the blood).



While many spas dub the Ayurvedic massages, herbal baths or steams they offer as Pancha Karma, these massage and hydrotherapies create what in Ayurveda is known as Purva (or preparatory) Karma—that is, what comes prior to the five therapies.

Indeed these do have detoxifying benefits as they drive toxins into the alimentary canal where they can be eliminated with the above "karmas," thus deepening the result. In addition, other Ayurvedic treatments such as *shirodhara* (the pouring of a fine stream of oil onto the middle of the forehead) and *netra basti* (bathing the eyes in clarified butter) are offered to deepen the detoxification.

As holism grows within spas, having Pancha Karma, or adaptations of it, available as a detox option may be yet another way for Ayurveda to bring wisdom and possibilities to the spa and beauty industry. ■

## AYURVEDIC DETOX TREATMENTS

### THE RAJ AYURVEDA HEALTH SPA FAIRFIELD, IOWA

- Deluxe package (*Abhyanga* and *Shirodhara*): Combines the rejuvenating, two therapist oil massage (*Abhyanga*) with the deep relaxation of *Shirodhara* to create an hour and a half of pure luxury (90 minutes, \$295).

### AYURVEDA INTEGRATIVE WELLNESS INSTITUTE ROBINSON TOWNSHIP, PA.

- *Nasya Therapy*: A sinus therapy with herbal oil (30 minutes, \$65).

### SPA ON THE BOULEVARD ABINGDON, MD.

- Ayurvedic Rejuvenating Face Massage: A combination of face, neck, scalp and ear massage focusing on marma points (45 minutes, \$75).

### STOWEFLAKE MOUNTAIN RESORT & SPA STOWE, VT.

- *Netra Vasti*: Warm ghee bathes and soothes as reservoirs are placed around the eyes (50 minutes/80 minutes, \$145/\$195).



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# SPA REHAB

## How Spas Are Curing Hangovers

by Caroline Canetti

**We all know that the spa is the place to relax,** be pampered, get glowing skin and ease tired muscles. But going to a spa to cure a hangover? You bet! Rehab

hangover treatments for the body, face, and even the heart and soul are perfect additions to your menu as you head into this holiday season.

Nitespa in Mar Vista, Calif., is one such spa which has come up with bevy of beauty cures for hangovers, jet lag, holiday indulgences and even emotional drama. "I've always been a party girl at heart, and I've had my share of hangovers. The first time someone took me to a spa after a night of drinking, I hit the steam room and had a great massage and I thought, 'Wow. This changed my life and I can go on with my day now.' So, when I started Nitespa

I wanted to create treatments that I would like and I wanted to come up with some fun ways to package various detox treatments that cater to the effects of hangovers, but also jetlag, which is similar to a hangover," says Nitespa owner Julia Lolita Martin.

Nitespa's Hangover Cures menu includes the Hangover Helper (45 minutes, \$75) featuring pressure point detox for the feet and scalp, a neck and shoulder rub, and a detoxifying elixir. "The scalp massage is the No. 1 hangover treatment. In just 20 minutes, you feel so much better," she says. The Hangover Makeover (45 minutes, \$85) takes it one step further by including a makeup application after a facial designed to target the morning-after problem areas of baggy eyes, dark circles, red patches,



and/or dry skin. "The Hangover Makeover is our most popular one. We see clients come in for it when they have back-to-back parties around the holidays," she says.

One of Nitespa's most unique offerings on their Hangover Menu is the one for an emotional hangover—the Tea and Sympathy treatment (60 minutes, \$125). It features a cooling mask for the puffy eyes, a mini-facial, a basic manicure and a relaxing foot soak and foot massage accompanied by a cup of calming tea, and as they cutely describe on their website, "an understanding attendant to listen to your sob story." "This is great for someone who just went through a breakup or is going through a rough time. We had one client who came in after a breakup and bonded with the therapist here that seven years later they are still friends," says Martin.

Since these treatments are such a staple of the spa, Martin has a separate drop down tab for Hangover Cures, which bodes well for coming up high in Google searches. "I think having [the tab on the website] does help [with SEO]. We were recently in a Japanese magazine about hangover cures and they found us through the tab," she notes.

The Lounge Spa in Culver City, Calif., also caters to their clients in need of some rescue detox with their Rehab Wrap (50 minutes, \$70). The treatment starts with a stimulating full body dry brush exfoliation followed by a heated full body seaweed wrap application with green tea, iodine, horsetail and marine extracts to stimulate circulation and eliminate toxins. A peppermint scalp massage and a cup of detox tea are included, and clients get to take home the dry body brush used on them. "We actually have them leave the spa with the seaweed gel product still on their skin because the longer you leave it on, the better it works to detox the body," says The Lounge Spa owner Alice Koskas.

Koskas says The Rehab Wrap is one of the spa's most popular treatments, especially as clients think of New Year's resolutions. "It's great to do after any holiday weekend where food and alcohol is involved, where you overindulged and really need to detox your system. While it's not a weight loss treatment, it is a great way to prep your body for that New Year's resolution diet," she says.

In New York, face to face nyc's most popular service is its Betty Ford Treatment (135 minutes, \$300), described as: "One too many cocktails? Bloated? Pooped out at parties? This 12-step program is designed to energize and detoxify your body. Treatment begins with a 45-minute lymphatic drainage to recharge the immune system. Your enjoyment continues with a 15-minute scalp and hair treatment. While you're detoxifying under the wraps, our Freshman Facial is applied."

"The Betty Ford Treatment is the most sought out after a big celebration including wed-

dings or big birthday marks which is when folks tent to overdo it with alcohol beyond tasting. It's very common in June during wedding season, Valentine's Day, and for sure, December. I start promoting it as early as mid-November as that is when people start to get excited about the upcoming holiday season and once the season starts, I promote it at its strongest on social media, in-house posters, and to our newsletter subscribers—no sugar or red wine is left behind," says face to face owner Enrique Ramirez.

It's easy for spas to take their existing detox treatments and turn them into "hangover" treatments to package up nicely for the holiday season. "A clever title and description that focuses on the effects of hangovers or jet lag (especially since everyone travels around the holidays) is a fun way to promote these types of treatments," adds Martin. ■

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# DETOX QUICKLY

## Create a Speedy Detox Package

by Alex Koo Murray

Some people might approach detox with a bit of apprehension; not knowing how to go about it and where to do it can even put a halt to this common New Year resolution. Yet the idea of ridding their body of toxins at a spa makes it that much more reassuring to those who associate the location with some well deserved pampering. While a single detox treat is always an option, adding some detox packages can turn your business into the go-to place for wellness, indulgence and purification. Find out why detox is a spa must today, what are the essential elements of a detox program and get some tips to get your own packages ready to go.

### Caring For Clients' Health

If spa and salon practitioners are caretakers at heart, the incorporation and creation of treatments and packages that cater to their clients' health then becomes a natural segue. At a time when pollution and diseases that are associated with toxins are a big concern, purifying the body and eliminating "poisonous" substances becomes a sensible and urgent matter for which spas and salons can provide assistance.

"People want to look and feel better but they don't really know where to search, so their first line of defense is to go to a spa," says Lisa Jendza, owner of The New You Body Wraps & Wellness Spa, Utica, Mich. "It's the responsibility of the spa owner to become very educated at what is happening with what the thousands of registered chemicals [in the United States] are doing to our body."

Melissa Stone Santangelo, owner of Balance Studio Spa, Felton, Calif., concurs. "A spa can be a place to go get pampered but can also be a healing place," she says. "When you cater to both, you're going to have a bigger clientele that you can serve better."

### Detox Essentials

Nutrition, detox experts agree, is an essential component of detox, as 70 percent of the body's immune system is located in the gut. As such, intestinal health is imperative on the road to "recovery," or rather removing toxins from the body. The majority of spas that are dedicated to detox or are renowned for their solid detox programs and packages devote a great portion of their services to dieting, juice fasting and healthy cooking.

The Body in Balance Retreat—a seven-day detox package—at the Red Mountain Resort in Ivins, Utah, includes three daily anti-inflammatory meals, detoxifying smoothies and cooking presentations. During the Three Month Maintenance Program at The New You Body Wraps & Wellness Spa, customers go through a 10-day raw juice fast, receive cooking classes and recipes.

Balance Studio Spa's detox programs put customers on a seven-day juice cleanse and solid raw fruits and vegetables. As far as treatments, detox favorites include lymphatic drainage per Myrna Beardshear, spa director at the Red Mountain Resort, as well as wraps, saunas and massages, according to Jendza and Santangelo. Their reasoning: these treatments remove waste products from the body and sweat toxins out.

## Detox packaging

In order to create her packages, Jendza chose to focus on heat wraps with lymphatic drainage, mineral body wraps and sauna visits, treatments she says she chose after doing extensive readings on detox. Her 10 Day Detox, which also includes support, recipes and the use of fitness equipment, runs \$495, a price she says she came to by calculating the cost for treatments and adding about \$100-\$150.

Santangelo created her six week Balance Basic Program—which includes weekly hypnotherapy, an aloe body wrap and motivational calls, twice weekly infrared sauna visits, a seven day juicing plan and recipes—after working as a massage therapist and yoga instructor at a drug rehabilitation facility where she came to embrace the notion of mind and body detox. It was, she says, after reading an article on Edgar Cayce (an American mysticist who has been dubbed by some the father of holistic medicine) that Santangelo was sold on wrap treatments. "I also thought I should add sweating and my search for infrared sauna began," she says, adding, "my yoga classes consisted of a guided meditation and this is where the hypnotherapy came into play. I actually use it for my own sugar cravings." For her six week package priced at \$1,300, Santangelo says she added total treatment costs and divided it by two.

The detox program at the Red Mountain Resort is an all-inclusive package where food, fitness, treatments and other activities are scheduled for guests throughout their stay. Treatments include one lymphatic drainage, one acupuncture session, yoga and water workshops (package starts at \$290 per person, per night).



## Tips

While detox packages that span a few days may allow for more thorough cleansing, a half day program might be just what clients new to the idea of detox, or those looking for a quick fix might be looking for. "For those new to the process, a half-day or full day at the spa may be a good warm up to a more thorough detoxification," says Beardshear. "Two of the recommended services would be: lymphatic drainage, boosts immunity and helps move cellular debris and waste products toward elimination; and warm marine mud or seaweed wrap, the natural nutrients in both seaweed and mineral-rich clays stimulate circulation and help draw out cellular impurities, replacing them with important vitamins and minerals such as potassium and iodine."

Santangelo advises day spas to combine a facial, body treatment and infrared sauna. "The sweating and body treatments combined make a great high end package," she says. She recommends going for a body wrap, adding, "it feels more like a spa treatment, people think of detox as harsh, but body wraps are gentle, you feel pampered."

Jendza suggests enrolling the help of a health coach who would guide clients in ridding their kitchens of "bad" foods before preparing a healthy lunch with them. Add to that a wrap that would include a facial and you have a good few hours booked. Detox juices à la carte can also be added as healthy refreshments in between treatments.

Jendza, Santangelo and Beardshear note that detox packages can double as weight loss packages, which are sure to spike the interest of more people.

**Happy packaging! ■**