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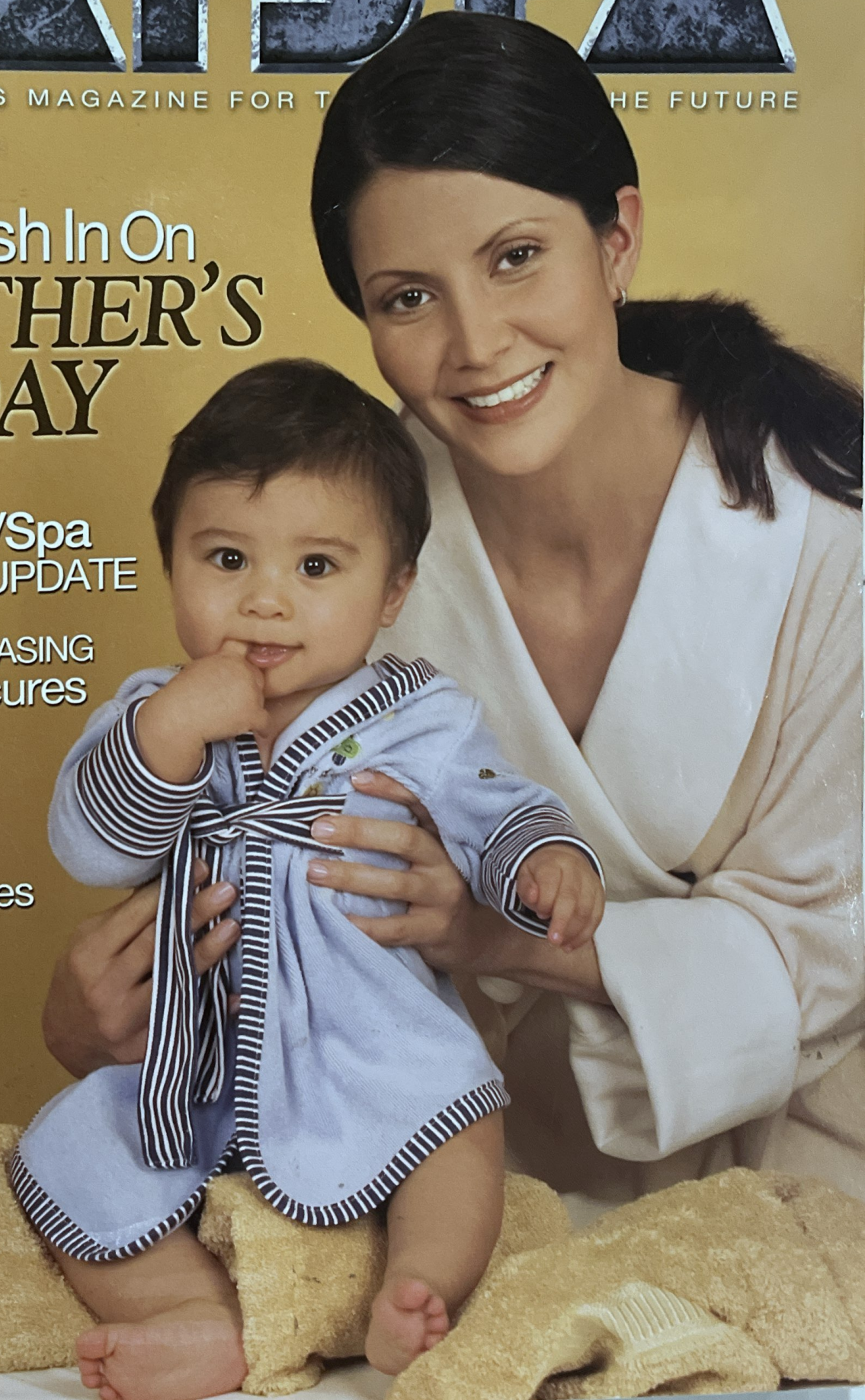
## Spas Cash In On **MOTHER'S DAY**

**2005 Salon/Spa  
SOFTWARE UPDATE**

**9 CROWD-PLEASING  
Spa Pedicures**

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Paula Rissling is the most recent mom to win the Makeover Contest sponsored by Pennsylvania-based BeautyWorx Salon Day Spas.

Courtesy, Aetheria Relaxation Spa



### *Expecting Rejuvenation Aetheria Relaxation Spa, New Canaan, CT*

An affordable mother-to-be package that includes a dry brush exfoliation, 60-minute prenatal massage, 30-minute body polish, 30-minute facial and a take-home gift. \$240

Gift certificates give mothers control over their choice of treatments.



teenagers—which will also differ from the needs of the typical grandmother.

Certainly, empty-nester moms and grandmothers have more freedom to be pampered and have come to the conclusion that they've earned it! Heather Armstrong, owner of Sacred Waters Day Spa in Sun City West, Arizona, has a good deal of experience serving these age groups. She notes that they are most comfortable with gift certificates, which give them control over the choice of treatments. Armstrong also recommends including gratuities in the price of their gifts because this population truly appreciates the idea of getting something totally for free.

Makeovers have become a national obsession thanks to today's reality TV programs, and they're perfect for moms in their 30s and 40s. Day spas that promote makeovers for Mother's Day are bound to attract a lot of attention. Vito Mazza, a spa in Woodbridge, New Jersey, has done makeovers for a number of television shows, most recently as part of a "desperate housewives" segment of *The Tony Danza Show*. "The series producers chose a candidate for the makeover, and the camera crew came right into the Vito Mazza suites as the woman received her facial," explains spa director Barbara Daniels.

But you don't have to get national TV exposure to make it big with Mother's Day makeovers. BeautyWorx Salon Day Spas, with two locations in Philadelphia and Huntingdon Valley, Pennsylvania, sponsors quarterly Makeover Contests in conjunction with *Philadelphia Style* magazine. The first time the contest coincided with Mother's Day in 2002, owner Lois Burak knew she was on to something. "We had been doing makeovers in our full-service spa for years," she says, "but joining with the magazine at Mother's Day really boosted our business."