

SoulSpace Petite Spa

A holistic haven

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Shannin L. Washburn, Master Esthetician | Michelle A. Greenberg, Founder/Master Therapist | Kristin K. Washburn, Operations Manager

Looking for a unique boutique day spa that goes beyond the ordinary? Pineville's SoulSpace Petite Spa, with its intimate setting and family-oriented ethos, has become a sanctuary for those seeking a holistic approach to wellness and relaxation.

A LEGACY OF ENTREPRENEURSHIP

The driving force behind SoulSpace is Michelle Ann Greenberg, a woman with deep roots in entrepreneurship. Born and raised in Rome, NY, Michelle relocated to Charlotte in 1983, bringing with her the spirit of her ancestors who immigrated from Italy to the US to pursue their dreams. Michelle's family has a rich history of

successfully operating businesses, instilling in her the value of a strong work ethic while prioritizing family and keeping faith at the center of all endeavors. Her upbringing in a family business taught her invaluable lessons about the importance of learning every aspect of a trade and earning her place through hard work. This foundation paved the way for her own venture later in life.

"My family led by example in showing me how to be strong yet soft, how to lead yet stay teachable and how to be heart-centered and treat others with kindness," Michelle reflects. "As I look back on my life, I realize that although knowledge and schooling are important, they cannot replace the experience, lessons, understanding

and wisdom that were imparted by generations of those who went before me in our family business."

A SPIRITUAL CALLING

The story of SoulSpace's inception is the culmination of Michelle's spiritual journey, divine inspiration and fortuitous timing. In 2018, after 12 years working as a solo independent contractor, Michelle found herself at a crossroads when her office lease ended. Despite initial hesitations, a spiritual prompt urged her to move to the lower level and open a spa. Michelle embarked on this adventure with her daughters, Shannin and Kristin, creating a space that would soon grow beyond their expectations. "My daughters have benefited from witnessing the art of functioning in family business, and they are my greatest teachers," Michelle shares. "They each possess grace, understanding and wisdom while coming to the table with knowledge and schooling. Shannin has a degree in psychology/health and wellness with a NC license in esthetics and is our lead esthetician, trainer and buyer. Kristin, who has a degree in hospitality management and business law with certifications in yoga and personal training, is our operations manager."

The journey wasn't without challenges. In March 2020, Michelle faced personal loss with her mother's passing, compounded by the impact of the global pandemic. However, guided by faith and determination, SoulSpace persevered, eventually expanding into a larger space to accommodate a growing clientele and an exceptional team of holistic practitioners. As Michelle recalls, "As soon as I made the decision to listen to something much larger than my fear, all things fell seamlessly into place."

During the difficult times, Michelle focused on gratitude and giving back to the community. By the end of 2021, the business had increased its client base and revenue. In fact, SoulSpace recently expanded to accommodate more therapy rooms. After being short-staffed for close to 12 months due to their sudden growth, they now have an incredible team of holistic practitioners.

HOLISTIC HEALING IN A BOUTIQUE SETTING

What sets SoulSpace apart is its commitment to remaining as a boutique practice. Clients are drawn to the personalized, family-owned experience that distinguishes it from larger corporate spas. The team, well-rested and content, connects with clients on a deeper level, offering therapy sessions that flow intuitively. "Our clients feel the difference between our therapists and the underpaid, exhausted therapists in big box corporate spas," says Michelle. "We allow our staff to individually tailor sessions instead of having to adhere to strict protocol that can sometimes impede the intuitive flow of a healing session."

SoulSpace is more than a spa; it's a community of like-minded individuals who prioritize health and well-being. The spa's compassionate staff

believes in the transformative power of their work, generating an atmosphere of spirituality and peace.

Drawing on her expertise and the nature of her business, Michelle emphasizes the importance of listening to one's body, acknowledging that "mystery symptoms" often signal a need for care. Michelle states that "sometimes we do not realize the need for such care until we are touched and until we allow ourselves to receive the care that we give so freely to others."

MORE THAN A SPA: A FAMILY LEGACY

SoulSpace Petite Spa is more than a business; it's a labor of love. Michelle and her daughters pour their hearts into every detail of the client experience, treating each visitor as an extended family member. Their mission is clear: to make a heartfelt difference in the lives of others and within the community.

As you step into SoulSpace, you are not just a client; you are welcomed into a space of care, compassion and transformation. Visit soulspacespa.net or follow @soulspacespa on Instagram to start your journey toward holistic well-being.

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A hidden gem nestled in the heart of historic downtown Pineville, NC.

An oasis of serenity, this Healing Arts boutique spa is an exquisitely appointed, upscale, clean, family-owned business. **Masters of their craft**, the professional women, staff, and Holistic practitioners of SoulSpace Petite Spa are knowledgeable, **creative, compassionate, and intuitive**. The skills and techniques in **Therapeutic Massage, Chiropractic Care, Reiki, Reflexology, Customized Organic Facials, Body Wraps and Scrubs, and Wellness Classes: One-to-one Yoga and Foundation Training** are a seasoned culmination of years of education and experience. The staff of SoulSpace Petite Spa **offer outstanding service, flexibility, and care in listening to the client** while putting the client at ease with their unique understanding of what the human body needs. All sessions are specifically tailored to **invite corrective connection, stress relief, pain reduction, detoxification, and inner peace**. The lounge is cozy, the teas are interesting and of good quality, the products are organic, and **the positive, peaceful vibe is palatable**. Self-care is truly celebrated at SoulSpace Petite Spa as being a **necessary ritual for the evolution of self**. Escape to this cozy retreat and **find your Soul in Pineville**.



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