



Michelle Greenberg (center), Shannin Collins, and Kristin Washburn

SoulSpace Petite Spa: More than a Spa - A Boutique, Holistic Oasis

BY ELIZABETH ZAJAC • PHOTOS COURTESY OF SOULSPACE PETITE SPA

"Our compassion for others is our purpose."

This is the quote SoulSpace Petite Day Spa owner Michelle Ann Greenberg displays front and center in her spa's lounge, which she considers to be their *modus operandi*. "That is to say that sometimes we look outside of ourselves for big things to equal big purpose. I don't feel like that's where purpose lies. I feel like purpose comes from within, from a divine source."

A Holistic and Client-Centered Spa

Step into SoulSpace, a holistic boutique spa located in historic downtown Pineville, open since 2018, and you'll feel like you're transported to a soothing respite from the world where your senses are indulged and a sense of calm immediately washes over you. It's warm, dimly lit, and inviting. "We are surrounded by everything that represents nature—stones from around the

world, crystals, shells we've collected at various rivers and oceans, quartz rocks, fountains, and twinkle lights. It's cozy," Michelle says.

SoulSpace offers an array of services, including therapeutic massage therapy, skin care, sound therapy, infrared medical saunas, nutritional IV therapy and more. What sets SoulSpace apart is the personalized and intentional level of care each client receives. "We're a family business, so we do our best to treat others how we would want our own family to be treated," Michelle explains.

When clients enter, they are greeted with "layer upon layer of, I want to say, holy vibes. Some clients who have been all over the world receiving massages have described it as a holy temple. Others say it feels like walking into the feeling of Christmas, the feeling of coming home and knowing that you're going to be cared for. We call it our little slice of heaven, and it was divinely inspired after me being out solo as an independent contractor for many years. I was spiritually inspired to do it."

A Family Tradition of Entrepreneurial Excellence

Michelle hails from Rome, New York, and moved to Charlotte in 1983. She comes from a long line of entrepreneurs in her Italian family, whom she credits for her own industrial spirit and strong work ethic. She is proud to operate SoulSpace as a family business alongside her two daughters, Shannin Collins, Master Esthetician, and Kristin K. Washburn, Operations Manager.

"I call my daughters my greatest teachers," she says, noting their wisdom and grace. "They bring to me different levels of understanding," and in doing so, "we've created a safe haven for people to feel unjudged and able to rest in the comfort of our care."

"Shannin initially was the first one to start out with me. She's our lead esthetician. She has a psychology and health and wellness degree; she's worked for big spas in Asheville, and she brings a high level of understanding and education of how to work with clients."

"Kristin has yoga and personal training certification in addition to a business law degree and spa management degree. So, we've got overlapping understandings of keeping the good parts of a corporate spa and making them boutique sized. She's also writing policy, procedures and specialized protocols in addition to designing our website and handling all the technological aspects."



Michelle adds, "Shannin, Kristin and I collaborate with fresh ideas for featured services, holiday specials, memberships, and all things social media related. We believe in giving back to the community through various charities and ministries and we strive to show appreciation for our clients' referrals by incentive gifting to our referring client and new client."

An Elevated Level of Care and Compassion

The first question Michelle asks when a client enters is, "how can I serve you?" Because we are servants to those who are following their healing journey," she says. "We believe that on a bigger scale that we're being found by those who need to find us. So, when people hit our door, they might not even know how much they need care, but they've come to the right place."

To set the meditative and calming tone, Michelle explains that they incorporate Indian Nag Champa (incense) in their opening rituals. They also burn South American (Ecuadorian) Palo Santo, a holy wood, in each room. Additionally, meditative prayers are happening throughout the day but especially at opening and closing.

"So, people are smelling a culmination of so many products. We use natural products—creams, lotions, oils, and mists." They use only the highest quality and therapeutic grade essential oils and aromatherapy products. Michelle does extensive research before introducing new products and personally tries them first.

SoulSpace prides itself on offering a more customized and personalized experience for their clients. To achieve this, Michelle explains, "we give our staff the space to bring their own magic to the therapy session" and infuse their own expertise into their treatments. "They are going to bring their intuitive sense to the session and listen to each client's needs and approach the session from a heartfelt space. It's different from other spas in how present the therapists are."

She adds, "we're all learning from each other all the time," she says. "We're always staying teachable."

Michelle offers her staff ample break time and more space to be creative. She is proud that her therapists can dedicate more time to their clients and have additional time for themselves between sessions.

"I find great contentment in connecting with others and being of service and imparting energetically that what we do is not an infrequent luxury but rather a continuous ritual and need that requires a commitment to oneself."

The biggest complement she can receive is when "people keep coming back, and they refer their family—their *children*, their loved ones to us," she says, emphatically.

Recently, after a therapeutic massage, one client—who has frequented luxurious spas and resorts all over the world—commented, "once you have experienced the view from Mount Everest it's hard to come back down."

A Growing Business That Remains Small in Focus

While SoulSpace is a growing business that has expanded to accommodate more therapy rooms, they are committed to remaining a boutique practice with individually tailored sessions—something that larger corporate spas cannot offer.

SoulSpace "is more than just a spa," Michelle says. "It's a spiritual journey that we're blessed and grateful to have been chosen to be a part of."

SoulSpace Petite Spa

A hidden gem nestled
in the heart of
historic Pineville.

Therapeutic Massage • Reflexology
Customized Facials • Reiki • Sea Salt Scrubs
Clay, Sea Vegetable, Cream Body Wraps
Lymphatic Drainage • Full Spectrum Infrared Saunas
Vibroacoustic Sound Therapy and More

Escape to this Holistic, serene oasis. This Healing Arts boutique spa
is family-owned, with knowledgeable and professional staff.

315 Main Street, Suite 5 • Pineville
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Instagram: @soulspacespetitespa

ABOUT:

- A holistic and client-focused oasis nestled in historic downtown Pineville
- Family-owned with knowledgeable and compassionate staff
- Therapeutic massage, reflexology, lymphatic drainage, infrared saunas, sound therapy and more
- Gift certificates available—give the gift of relaxation this holiday