

Strawberry Ice Cream Pedicure

WHERE: Beach Plum Spa at the Cape Code Resort in Hyannis, MA (capecodderesort.com)

OWNER: Catania Debra

DESCRIPTION ON MENU: Sip fruit juice while receiving a strawberry ice cream fizz ball soak followed by strawberry exfoliation and topped off with strawberry-kiwi lotion. Toes are polished in your favorite shade and enhanced with a sparkling jeweled toe ring.

WHY IT'S A WINNER: "I only work with the highest quality products. I don't believe in any synthetics," says Debra. "We have a lot of families that come to our hotel and I wanted something that mothers and daughters could do together. It's a good treatment for bonding time."

LENGTH OF SERVICE: 45 minutes

PRODUCTS USED: MayBath and SpaRitual

WHO PERFORMS IT: Nail technician

HOW IT'S MARKETED: Spa's website and brochure

UPSELL OPP: Massages and facials.

PRICE: \$45

AVERAGE SOLD PER MONTH: 100

Minx Nails

WHERE: Bella Toccare de Spa & Salon in Brecksville, OH (bellatoccare.com)

OWNER: Jeanne McCarthy-Caparro

DESCRIPTION ON MENU: Nails shaped and buffed, cuticles treated, hand and arm massage, and Minx Nail Coverings applied.

WHY IT'S A WINNER: "This is like wallpaper for your nails and works for both manicures and pedicures. It's cured with a heat lamp and provides a different finish from paint. Choices include: leopard print, plaids and other patterns. Clients can do just one nail, just their toes or all their nails," explains McCarthy-Caparro. "A bridal party or prom girl might match a pattern to her dress, and we can do a custom design by uploading an image on the computer. Silver chrome is popular, because it looks like a foil which is an effect you can't achieve with polish."

LENGTH OF SERVICE: 1 hour

PRODUCTS USED: Minx Nails

WHO PERFORMS IT: Nail technician

HOW IT'S MARKETED: E-mail blasts, spa's website and word of mouth.

UPSELL OPP: Spa manicure or pedicure prior to the Minx application.

PRICE: \$35 for hands, \$65 for feet

AVERAGE SOLD PER MONTH: 25. "But it's brand new and we haven't had a summer month yet," she says.

The Green Lake Rare Earth Pedicure

WHERE: Even Song Spa in Green Lake, WI (evensongspa.com)

OWNER: The Heidlehouse Resort & Spa (Fiore Companies)

DESCRIPTION ON MENU: A super-hydrating, aroma therapeutic pedicure. Your unique pedicure begins with a fizzing mineral soak, followed by a toasty warm sugar scrub to gently exfoliate and smooth the skin. Continue with a moisturizing volcanic clay foot mask wrapped in heated towels that deeply hydrates the skin, followed by a heated stone calf and foot massage. Finish with a lotion application and your choice of color or buffed to a shine.

WHY IT'S A WINNER: This is total foot care. It's everything your feet could ever want: exfoliating, volcanic hydrating masque, stone massage and moisturizing. Aching feet get relief whether you've been ice skating in the wintertime or on the golf course in the summer. The heated stones between the toes during the polish feel especially good.

LENGTH OF SERVICE: 75 minutes

PRODUCTS USED: Creative and OPI soaks, scrubs, lotions; OPI and Essie polish; Spa Ritual products.

WHO PERFORMS IT: Nail technician

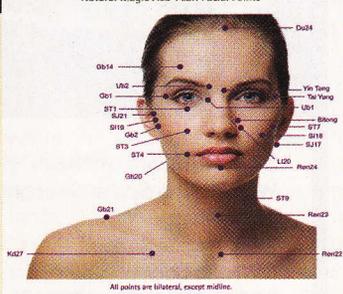
HOW IT'S MARKETED: Spa's website, newsletter, included in a package with the hotel.

UPSELL OPP: Reflexology treatment or manicure.

PRICE: \$90

AVERAGE SOLD PER MONTH: 30-40 in the summer.

Natural Magic Acu-Pearl Facial Points



All points are bilateral, except midline.

Acu-Pearl Facial

WHERE: Sage Wellness Center in San Mateo, CA (sagewellnesscenter.org)

OWNER: Yvette Dellanini Ward

DESCRIPTION ON MENU: Natural Alternative for face-lift. Incorporates eco-friendly, organic skin care based on herbal traditions of Chinese Medicine as well as Facial Acupuncture or Acupressure.

WHY IT'S A WINNER: "Acupuncture and Acupressure have been shown to increase blood flow, circulation and cell regeneration as well as improve muscle-tone and definition. It can make a profound shift in health and appearance of the skin with just one treatment," says Ward.

PRODUCTS USED: Natural Magic Eco-Herbal Skin Care

WHO PERFORMS IT: Acupuncturist, esthetician or massage therapist

HOW IT'S MARKETED: "For best results this service is done in a series of 10 to 12 visits weekly. It's best for a client to purchase a series along with the home care kit."

UPSELL OPP: Massage Therapy, Body Acupressure, Herbal or Supplement Sales, Acu-Facial Home Care Kit

PRICE: \$115 to \$150 for an individual session

AVERAGE SOLD PER MONTH: 10-20 (on part-time schedule)

Fire and Ice

WHERE: Sam Wanna Salon & Day Spa in Medina, OH (samwanna.com)

OWNER: Andrea and Sam Wanna

DESCRIPTION ON MENU: Using fresh apple and grape pulp to infuse natural fruit acids into the skin and paprika to stimulate circulation and detoxify the skin, a fantastic exfoliation is achieved. This is finished with a cooling application of chilled organic masques and creams lightly whipped to suit your skin type. Our absolute best anti-aging facial. >>