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THE SPA PROFESSIONAL'S CHOICE

american spa

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MAKING HEADLINES

INKSPA AT INK48 (NEW YORK CITY)





PALM BEACH PARADISE

A ONCE BELOVED NEW YORK
CITY SPA LIVES ON IN A NEW
INCARNATION IN SOUTH FLORIDA,
WHERE ONE-STOP SHOPPING
IS TAKEN TO ANOTHER LEVEL.

WRITTEN BY HEATHER MIKESELL

CLOCKWISE FROM TOP LEFT:
Anushka's contemporary
design features stainless
steel vessel sinks in
the treatment rooms;
modern furnishings in
the reception area; a
comfortable pedicure
area; and an eclectic
display of artwork.

Starting an ultra-modern design, **Anushka Cosmedical Centre Spa & Salon** (West Palm Beach, FL) invites spa-goers to taste the good life. The 12,000-square-foot spa, designed by New York City designer Rose Aiello, features 14 treatment rooms, a chic nail lounge that was inspired by a hip London nightclub, a hair loft and color café, a L'Oréal Homme Center, a lash lounge and makeup bar, and a cosmedical wing with a full laser division and plastic surgery practice. At the helm of this beauty mecca is namesake Anushka, who founded the brand in 1973 while living in New York City. There, she operated Anushka Spa, Salon and Cellulite Clinic for 28 years before deciding to head to a warmer climate in 2001 and launch a Florida location. She finally closed the New York City facility in 2004. "After being at the center of the beauty world in New York for decades, I felt that Palm Beach was truly another epicenter

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of sophistication, culture, and philanthropy," says Anushka. "At this stage of my life, I am as interested in pursuing my mission of beautifying the world as I am in giving back, and Palm Beach provided the perfect environment."

Catering to A-list celebs, models, and socialites, Anushka has recaptured the essence of her New York City facility with a discreet and elegant Palm Beach retreat that offers head-to-toe beauty and pampering treatments. In creating the menu, she and her team started by choosing products that offer tangible results. "We have selected the most elite collection of skincare products available today under any one roof," says Anushka. "They are the most researched, tested, and highest quality products, all with clinically demonstrated benefits, in the industry."

While the Spa Sanctuary provides guests with an extensive menu of facial and body treatments from which to choose, those looking for more medical-oriented services won't be disappointed thanks to a lengthy menu of fillers, laser treatments, peels, sclerotherapy, and more available in the cosmedical wing. And because Anushka is known as the "contouring queen," the spa offers a host of cellulite treatments, including the Cellulite Free Lifestyle Therapy (\$4,000, 4 weeks). It features eight sessions with the SmoothShapes Laser; four Thermo-Jet treatments, which use heat waves to increase cellular energy; and eight Press-Jet treatments, which apply pneumatic pressure to massage and stimulate lymphatic drainage; a nutrition

session with Anushka; and homecare recommendations, such as special shoes to increase muscle activity, a micro-massage shapewear body garment, Anushka cellulite creams, and targeted fitness exercises.

As Anushka unleashes her formula for winning the war on cellulite on South Florida, she's not alone in building the Anushka brand. With 60 full-time and 20 part-time staffers, the spa can accommodate up to 500 clients each day, although it typically treats between 280 and 320. "Everyone in the building is a star in their profession, or they would not belong here," says Anushka. "We have built a creative haven that attracts world-class international talent. Unparalleled skill and a commitment to education, in which they are constantly learning about the newest, most cutting-edge products and services available, make them top experts in the industry."

In addition to a savvy staff, retail also plays a key role in the operation of the spa. "We have terrific partnerships with our retail vendors, often consulting with them in the development stages," says Anushka. "This often earns us the privilege and advantage of being first out of the gate with something, giving our clients the impression of authority in the industry."

Looking forward to the future, Anushka has no intentions of resting on her laurels or her reputation. "We plan to re-brand Anushka as the cellulite authority nationally," says co-owner and long-time business partner Janice Worth. "We have made so many strides in this area that it is time to take it to a much larger audience." ■

ANUSHKA COSMEDICAL CENTRE SPA & SALON

(West Palm Beach, FL)

OWNERS: Anushka, Ford Malmin, and Janice Worth

SPA, SALON, AND MEDICAL FACILITY
DIRECTOR: Ann Messina

MEDICAL DIRECTOR: Daniel C. Morello, M.D., F.A.C.S.

OPENED: September 2007

CLIENT BASE

85% female, 15% male

SPACE

12,000 square feet;
14 treatment rooms

OFFERINGS

aromatherapy, body treatments, color therapy, couples' treatments, eyelash and brow tinting, eyelash extensions, facials, fitness, guided meditation, hand and foot treatments, hydrotherapy, injectables, laser hair removal, laser therapy, makeup application, massage, microdermabrasion, nailcare, nutrition consultation, outdoor treatments, plastic surgery, prenatal services, reflexology, salon services, scalp treatments, sunless tanning, waxing, yoga

SIGNATURE SERVICE

Cellulite Free Lifestyle Therapy (\$4,000, 4 weeks)

MOST EXPENSIVE OFFERING

Cellulite Free Lifestyle Therapy (\$4,000, 4 weeks)

PRODUCT LINES

Anushka, Clinique Medical, CND, Dr. Dennis Gross Skincare, Essie, Glytone, iS Clinical, Kérastase, Latisse, L'Oréal, Obagi, OPI, PreVage, Procyte, Revaléskin, SkinMedica, St. Tropez, Tri-Luma, Vivité

EQUIPMENT

Candela, Cutera, Eleme Medical, Gamma & Bross, Gyrotonic, Kohler, Lacava, Living Earth Crafts, Takara Belmont

ARCHITECT & INTERIOR DESIGNER

Rose Aiello (New York City)

SPA CONSULTANT

Wendy Lewis
(New York City)

