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Spa'ing For The Third Estate

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With the recession still looming large, inflated spa prices make the idea of getting monthly facials and massage treatments not just unlikely but slightly ludicrous. Add to this the hassle of making appointments (and showing up on time), and it's not a shock that the persistent tension in your back has gone unattended, your pores unextracted, for quite some time. But if these luxuries were more affordable and easier to procure, you'd get an impromptu rubdown après work without thinking about it twice, right? That's what Red Door Spa Holdings is banking on with its new Simply Face & Body spa boutique concept. Like Facelogic and Massage Envy before it, the idea is to provide guests with reasonably priced, walk-in spa options and a tranquil environment—without the uppity attitude typically associated with such frivolities. Initial treatments are a mere \$49, and unlike its predecessors, waxing, facials, and massages are on the menu at Simply Face & Body. There is also a membership option so that you can factor “me time” into your schedule—and your budget—on the regular (\$59 a month gets you one free service that rolls over if it goes unused, plus unlimited additional services at the introductory \$49 price). Add to this a roster of only organic products from Juice Beauty and Pangea Organics and we're guessing your interest is piqued. The one downside is that while additional nationwide venues are reportedly in the works, the premiere location is in Ramsey, New Jersey, which is 45 minutes north of Manhattan and about 29 miles too far to lure the city crowd. But we gather that's somewhat intentional. For more information or to book an appointment, call (877) 57-SIMPLY.