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## spa luxury on a budget: simply face and body



During these frigid winter months where it feels like the cold is relentless, the month of February endless, the considerable layers mummifying, and the words 'creature comforts' have become the epitome of luxury, I'll be honest and say that it takes a lot of effort for me to leave the house. Much less venture to New Jersey to **Simply Face and Body**. However, the lure of a high-quality, eco-conscious spa experience at wallet-friendly prices got me in a car, over a bridge, and to a shopping center in the small, yet bustling community of Ramsey.

Red Door Spas, known for pampering the Fifth Avenue elite, has recently launched an innovative spa concept: offer everyday consumers a convenient and accessible walk-in spa option that will fit into their day as well as their budget. Gone are the gauche waterfalls,

newfangled services, Bacchanal lounges with endless banquets of exotic fruits and treats, and other signatures of excess and decadence, and instead you'll find refined luxury, a streamlined, yet elegant space, and knowledgeable, friendly staff. Simply Face and Body offers a list of three services - facial, massage, and waxing, performed by expertly trained estheticians and therapists utilizing organically-derived and sustainably-sourced products from Juice Beauty and Pangea Organics - at unbelievable, guilt-free prices. Because who can rationalize spending \$200 on a facial, when you can spend \$49.

What's unique about this concept is the fact that it mimics a gym membership. After your first \$49 service (facial/massage), you'll have the option to participate in a monthly plan (\$59), which offers terrific discounts and exclusive benefits. Your \$59 membership covers a complimentary spa service, plus unlimited services (waxing and subsequent facials/massages) at locked-in discounts. Sample the space for three months or twelve months, and the best thing: your services roll over. Traveling for one month? Next month you'll enjoy a free facial and massage. Walk-ins are easily accommodated, and it's rare that you'll find a space that offers this much in terms of quality and value.

Yesterday I had the opportunity to visit the spa and speak with Senior Vice President of Simply Face & Body, Chris Fields about the branding, services, and expansion plans. When you enter Simply Face, you're greeted with ebullient light and cheerful staff. The reception area is pristine, sparse, and elegantly, yet warmly, designed. After a sip of iced-water and a sampling of green tea, I was escorted down a long hallway, lit only by electric candles. My therapist Kimberly ensured that my comfort and relaxation was her highest priority. And after an hour of hot stones and expert hands, I nearly floated down the corridor.

Chris and I spoke at length about the importance of branding, how it's paramount that Simply Face differentiate itself from Red Door as a stand-alone concept. To me, the potential for success was obvious. A realistic price-point, a space and concept that can easily target a younger, eco-conscious consumer, and decor and services streamlined and simplified to attract a male clientele to busy moms - are all the elements to make Simply Face a great success story. Ramsey is the inaugural space, and the pilot will predicate expansion plans, which are definitely in the works. So until Simply Face finds itself on your bustling street, I definitely encourage you to visit their spa in Ramsey (on the way to Woodbury Commons!). For more information and directions, [visit their website](#).

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