

## Greetings from *“The Hub”*

Find Beauty, Well-Being and More  
at Boston’s Premier Day Spa

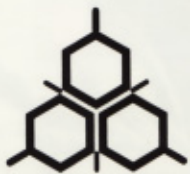
By Drew Pizzini

From its revolutionary roots to its modern, cosmopolitan charm, Boston frequently tops New England’s list of cultural and historical destinations. Boasting an exhaustive array of museums, theaters and premier boutiques, it’s no wonder the city is nicknamed “the Hub of the Universe.” For the casual traveler, however, the sheer number of attractions can be more than a little overwhelming. At the end of a busy day of shopping and sightseeing, where is a weary out-of-towner to go to relax and recover? To Newbury Street, of course.

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Boston's unofficial spa district, Newbury Street straddles the city's upscale Back Bay neighborhood from Massachusetts Avenue to the Boston Public Garden. A tapestry of beautifully restored nineteenth-century brownstones and modern Frank Gehry masterpieces, Newbury Street is home to such high-end boutiques as Chanel, Cartier and Kate Spade. The posh promenade is also home to Bella Santé, the Hub's premier day spa.

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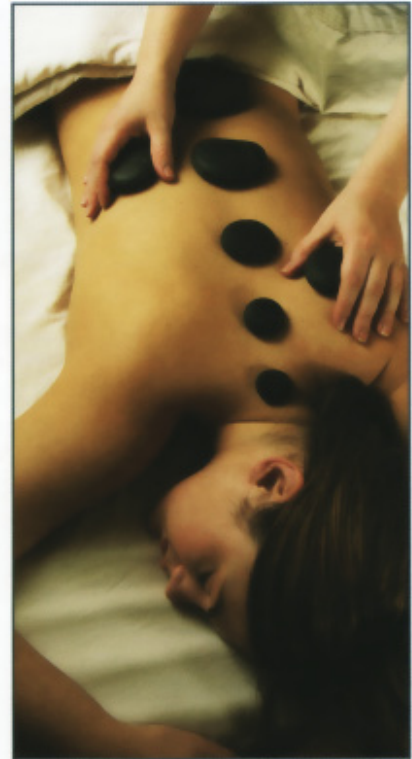
Founded in 1996, Bella Santé (literally, "beautiful health") can safely lay claim to the title of "Boston's Best Spa"—between its Newbury, Lexington and Wellesley locations, it has won the award seven out of the past nine years. And with a menu of critically acclaimed treatments, including award-winning manicures and chirally correct facials by CosMedix, word is getting out in a big way. From plugs in *Allure*, *Lucky* and *InStyle* to celebrity patrons like Jennifer Garner, it's become clear that Bella Santé isn't just another pretty face on the spa scene.

Upon entering the spa, it's easy to see what all the buzz is about. Guests in downy-soft robes and slippers lounge in chic, contemporary chairs and chaises, sipping herbal teas and flavored spring water. Soft, ambient music and the delicate scent of lavender instantly soothe over-stimulated senses. Within minutes, the last traces of personal stress and anxiety surrender to the overwhelming sensation of peace and relaxation. And that's just the beginning.

According to Bella Santé co-owner Tiffany Amorosino, while a calming atmosphere is a vital part of the spa experience, "wowing guests is what we strive to do."

Echoing its beautiful health appellation, Bella Santé's skin care philosophy is simple: use the best natural products to achieve the best possible results while engaging all the senses. "Natural ingredients and efficacy are extremely important to us. We also try to give guests a sensory experience prior to our treatments," Amorosino explains, referring to the spa's signature lavender aromatherapy.

This natural, results-oriented ethos is what first drew the spa to the CosMedix skin care line several years ago. "Our aesthetics staff tried the products and was unanimously impressed," Amorosino recounts. "That's never happened before."



Encouraged by the team's resoundingly favorable response, the spa decided to add the line to its menu, where it quickly became one of the retreat's most requested services. "Blueberry Smoothie Peels are among our most popular treatments," Amorosino explains. "We do almost five thousand a year."

Answering to a more financially prudent clientele than ever, Bella Santé has fine-tuned its rave-worthy customer service and expanded its list of offerings. "Now, more than ever, we're focused on giving customers more options," Amorosino says, adding that today's turbulent times accentuate the need for tranquility and escape. "You are investing in a couple hours to get your head right a couple times a year."

And with the pervading anxiety of the day, that could be just the prescription for truly beautiful health.

For anyone planning a visit to the greater Boston area, consider a relaxing retreat at the city's foremost day spa. Located in the heart of fashionable Newbury Street, it is a haven from both the urban bustle outside and the private pressures within. ☘