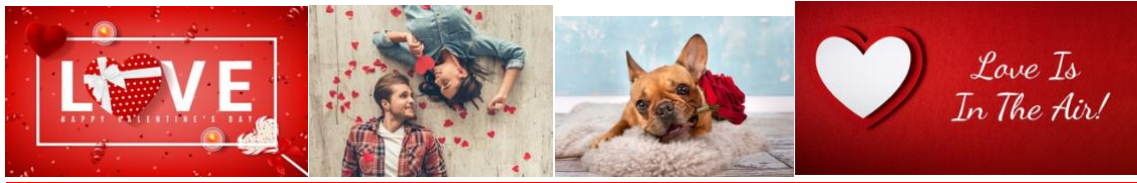


FEBRUARY 2018 DAY SPA



A Note From _____

Love is in the air! Special gifts, flowers and candlelit dinners are the hallmarks of romance. Before you're struck with Cupid's arrow, get prepared by taking advantage of the specials we're offering this month!

This is the perfect time for you to fall in love – with your skin and your body! **(Insert spa name)** has luxurious spa packages that will cleanse, beautify and restore your body, mind and spirit.

In the first week of February, we observe **Groundhog Day** and gather around the flat screen to watch **Super Bowl LII**. Of course, lovers and couples celebrate the most romantic day of the year, **Valentine's Day!**

We acknowledge **President's Day** on the 19th as well as recognizing that February is **American Heart Month, Black History Month** and **National Wedding Month**.

You're going to love the awesome promotions we have for you in this month's e-zine! Happy February from **(insert spa name)!**

PROMOTIONS

Recommended promotions to get you started ...

Not just for Valentine's Day ...

Share loving moments with these exciting treatments ALL MONTH LONG!

Those Who Spa Together ...

Spend some time together reconnecting!



Purchase a side-by-side massage and receive a complimentary **(enter treatment)**. What better way to start off the perfect date and perhaps a new tradition?!

Price: \$_____

Embrace The Single Life

There's no need to put a ring on it, yet!



The month of romance doesn't have to be all about couples! Enjoy a massage, facial treatment and **(enter treatment)** with your closest girlfriends! Sip on champagne, snack on mouthwatering chocolates and celebrate a much-needed Galentine's Day!

Reserve your experience today, and you and your guests will receive a **complimentary (enter at-home product)!**

Price: \$_____

Love Me From Head To Toe

Enjoy well-deserved YOU time!



Select your choice of a **(enter facial)** or **(enter massage)**, and **receive a complimentary mini makeup application.** Imagine all the glamorous new selfies coming your way!

You'll be served **(enter champagne or wine selection)** and **(enter hors d'oeuvres)** in between treatments. Space is limited! Reserve now!

Price: \$_____

Need To Cast A Love Spell?

Fall in love ... with your nails!



Nails are the easiest way to spice up your look for Valentine's Day. Nail art is a not-so-complicated way to show that you've been struck by Cupid's arrow.

And while red nails emphasize light skin tone, look very nice, and are colorful and bright, there are many other colors to choose from.

Reserve a manicure treatment now and receive **(a complimentary gift)**.

Price: \$_____

PRODUCT OF THE MONTH



Do you have a product you would like to promote in February? Kindly let us know. If the picture doesn't apply, please attach a high-resolution/size photo of the product.

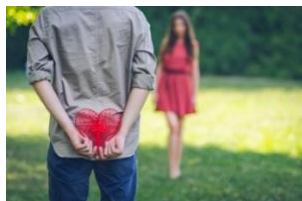
SUCCESS STORIES

Do you have a recent success story from a patient? Please let us know, and remember to attach a high-resolution/size photo of the person.

ARTICLES

Day Article #1

The Month Of Love & Romance



Valentine's Day has been designated as the day for us to celebrate our love and adoration to the special people in our lives. But, it is important to note that the entire month of February is dedicated to love and romance!

The usual tradition of enjoying a special dinner, a favorite bottle of wine and bestowing heart-shaped confections along with a long-stemmed rose to your beloved has been practiced by many couples in love. A heart-stopping marriage proposal by a lovestruck Romeo on bended knee is also a common occurrence during the most romantic day of the year.

If, by chance, you miss the opportunity to do any of the above on Valentine's Day, take heart - you'll have the rest of the month to shine your beacon of love upon your sweetheart!

Here are some romantic gestures you can do for that special someone on Valentine's Day and throughout this month:

Prepare an elegant, romantic meal at home to celebrate the love you feel for your significant other. There are a variety of Valentine's dinner recipes you can choose from, such as the one we have in this month's e-zine!

Nourish your relationship with your beloved by spending time together engaging in a specially planned activity that is centered around love, togetherness and romance! This could be a day spent at **(insert spa name)** relaxing together as a couple while enjoying luxurious spa treatments. It can also consist of embarking on an exhilarating outing that captures both of your interests.

Reserve a romantic retreat at a charming bed & breakfast inn and pull out all the stops to express the love and appreciation you feel toward your partner! This is also a great way to rekindle the romance in your relationship if it has grown stale over time.

Clean the house, prepare dinner, wash all the dishes and send the kids over to Grandma's for the evening. This is a thoughtful way to show the one you love that you care about their comfort and happiness! And, what couple doesn't crave one-on-one time together without any distractions?

Transform your bedroom into a lover's sanctuary. Light several aromatic candles, sprinkle rose petals on a perfectly made bed with satin sheets, cue up a playlist of romantic music and have a chilled bottle of their favorite champagne on the nightstand. Nothing says romance like sharing an inviting, cozy hideaway made just for two!

Make your loved one breakfast in bed! Adorn a tray with a delicious homecooked breakfast on your best china, a piping hot cup of coffee or tea, and a mini bouquet of flowers in a tiny vase. They will appreciate this sweet, loving gesture and it'll be a happy way for them to start their day!

Design a creative coupon book that offers back massages, free chores, personal favors, nights out on the town, etc. that can be redeemed without an expiration date! It's something fun that they will look forward to.

These are just a few suggestions on how you can make Valentine's Day and the month of February an exceptionally wonderful experience for the one you love and adore. Consult with **(insert spa name)** and let us suggest even more ideas on how you can plan the perfect romantic day or evening with your special valentine!

Day Article #2

Mindfulness Meditation



Before this mind-calming practice had entered into a wider public consciousness, there have been people who have been practicing meditation for thousands of years.

“Breathing in, I calm my body. Breathing out, I smile. Dwelling in the present moment, I know this is a wonderful moment.” - Thich Nhat Hanh, Zen Buddhist monk

Many people engage in the ancient practice of meditation to ease stress and alleviate health problems relating to stress. Mindfulness meditation has become more popular in recent years, due to its ability to help ease psychological stresses such as anxiety, depression and emotional pain.

Meditation involves sitting in a comfortable position and focusing on your breathing while directing your mind's attention to the present moment you're currently in without allowing your mind to drift into thinking about problems or other concerns of the past or the future.

As an alternative form of therapy, more members of the medical community as well as individual practitioners are recognizing meditation's effectiveness in supporting mental well-being and maintaining physical health.

A mindfulness-based stress reduction program can help to reduce (or eliminate) specific symptoms of those who experience excessive worrying, insomnia, mood swings and certain forms of anxiety.

People who commit to this type of program are taught meditation skills along with general stress management techniques. Some people may find that practicing meditation within a group setting initially can be an effective way for them to learn how to continue the meditative process at home on their own.

Everyone suffers from stress at certain times in their lives; the key is to recognize it for what it is, to manage it and not allow it to escalate to the point that it begins to affect your health and overall well-being. Mindfulness Meditation is a healthy and beneficial way to achieve this as it can aid in maintaining a proper balance between your mind and body while allowing you to experience a type of inner peace during stressful moments.

RECIPE

Valentine's Day Recipe

Surprise your beloved with this elegant and delicious meal this Valentine's Day. It's the perfect romantic dinner for two!

Fondue with vegetables



Fondue is a popular appetizer. Add vegetables to it and you're good to go!

Ingredients:

- 3 cups low-fat or reduced-fat grated cheddar cheese
- 1 cup low-fat or reduced-fat grated Swiss cheese
- 1/2 cup fat-free milk
- 1/4 cup white wine
- assorted vegetables for dipping

Directions:

- 1.) Turn the slow cooker or fondue pot on low to begin warming it.
- 2.) Combine cheeses, milk and wine in a sauce pot over low heat on the stove. Warm until completely melted and combined, stirring occasionally to prevent burning.
- 3.) Pour into the slow cooker or fondue pot.
- 4.) Serve with assorted vegetables.
- 5.) Enjoy!