
spa | autumn rub

by Stephen J. Lucin



INSPIRED BY THE ONSET OF the crisp fall air, the fading colors of leaves from bright, vibrant greens to bold reds and browns, and the faint yet pervasive scent of cinnamon, face to face nyc day spa owner Enrique Ramirez has fashioned yet another chic and relaxing seasonal spa treatment. The Autumn Rub echoes the refreshing and cool feel of a brisk October morning. The face to face nyc day spa specializes in men's skin care.

The exfoliating fruit

While laying on a bed of freshly cut apples, clients experience a natural exfoliation that allows the juices of the fruit to sink deep into pores and to purify, cleanse and expel all of the unwanted elements from a summer season of chlorinated pools, excessive sun exposure and sea salt. A full body massage utilizing sage and fig oils that help to warm and hydrate the body is a relaxing 75 minute spa treatment.

Though apples are not common elements in spa treatments, apple juice or cider or even apples themselves are processed in other ways to be used as creams or balms, which can later be used during or after massage treatments as oils or with moisturizing formulations. But the use of apples themselves creates for a natural and unique spa experience, which instills in the guest a calming yet reinvigorating sensation that simultaneously exfoliates and soothes the body.

"Fall, of course, inspired my desire to create a spa treatment all around my favorite season of the year," describes Ramirez. "While walking around Manhattan last year and feeling the cool air on my skin and just feeling the vibrancy of the season, I decided to create a treatment that would appeal to many people. I do not know of any spa treatments that use real apples, and I think people will find that the fruit has many other natural and relaxing elements to it that can help their skin relax and rebalance itself."

Therapeutic aromatherapy

The Autumn Rub treatment includes apples that are purchased from the local "Urban Farm" in Manhattan's Union Square where local farmers bring their fresh daily harvests. There, Ramirez hand picks the finest-looking apples and returns to his spa to prepare the fruit for the treatments he will perform later. (Check out the local farmer's market in your own backyard!)

During the Autumn Rub spa treatment, which is available to both men and women, guests indulge in warm apple cider and an aromatherapy blend of fresh fall aromas, including cinnamon, eucalyptus, clove and sage—all of which have properties that are excellent for circulation.

Postsummer service

So, as the summer season gradually slips into autumn, many will be looking for ways to cleanse their skin from the effects of damaging summer habits while also looking for ways to keep their skin moisturized as the cooler air sets in. That is the reason that Ramirez created the Autumn Rub, which offers solutions to all of these skin dilemmas in one treatment. ■

The Autumn Rub will be introduced during Spa Week, which begins on October 12th and lasts until October 25, 2009.

Stephen Lucin is the cofounding vice president of grapeVine PR and an independent writer who has been published in magazines around the world.