

BUSINESS

**DAY SPAS ACROSS THE NATION FIND BUSINESS IS BOOMING THE LATEST BABY BOOMER CRAZE IS SPA-TACULAR**

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Why spend \$5,000 for a week at a posh resort when \$350 will get you all the amenities plus a long champagne lunch?

Barbara Downing Weaver treated herself for her 48th birthday, paying \$105 to be bathed in sea mud, wrapped in plastic and put under three sun lamps.

"It's supposed to take the toxins away, but I tell you, it made me feel like a million bucks," the real estate agent said.

Baby boomers who previously embraced Nautilus and step aerobics are now spending millions for new ways to feel like a million. And they're turning to day spas, which offer the amenities of an Arizona resort but the convenience of a long lunch.

Clients have graduated from pedicures and hot waxes to professional massages, seaweed skin treatments and herbal body wraps.

"The baby boomers - they started the health club trend a few years back, and now they're getting older and they don't want to get older," said Stephanie Matolyak, who specializes in one-day sojourns for Spa-Finders magazine in New York.

A decade ago, the nation had about 30 day spas in a \$50 million-a-year industry, Matolyak said. Today, the figures are 600 and \$250 million. Most of the growth has come in the past five years, she said.

People frequent spas to revitalize their skin and temperament as well as ease tired muscles.

Donna Buczynski, a 42-year-old secretary, started getting facials 10 years ago. She said they are worth the \$30 to \$50 they cost.

"I'm getting older, and I like to have them done around my birthday," she said. "I feel better and very relaxed when I do it."

Those willing to pay \$350 can truly relax at The Grand salon in downtown Chicago.

The full-day session starts with a limousine ride to the posh spot, and includes hair cut and style, manicure, pedicure, facial, massages and a champagne lunch, as well as herbal body wrap and body polishing to exfoliate rough skin and make it gleam.

Compare that with the Greenhouse, a spa in Arlington, Texas, where a seven-night stay goes for \$4,095.

"Women themselves are making more money, and they feel they deserve it," Grand owner Kathy Fanslow said.

Fanslow said men constitute about one-third of her clients, which is typical for the industry. But women remain the driving force.

The Pierre & Carlo European Spa-Salon in Philadelphia has a Roman theme replete with wall murals, candles in each treatment room and whirlpool to soothe tight muscles. Owner Richel D'Ambra said she caters to women who try to do it all.

"They have a family, they're the mom, they do the career. Before, the term was 'supermom,'" she said. "Well, supermom needs a rest."

PHOTO: ASSOCIATED PRESS. Barbara Rider (left) reads a magazine while nail technician Ella Moiseyeva polishes her toenails at Michael Anthony Salon in Chicago. Baby boomers are flocking in droves to day spas, which offer the amenities of luxury spas in the span of a lunch hour. color.