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Personal attention and five-star service abound at this resort.

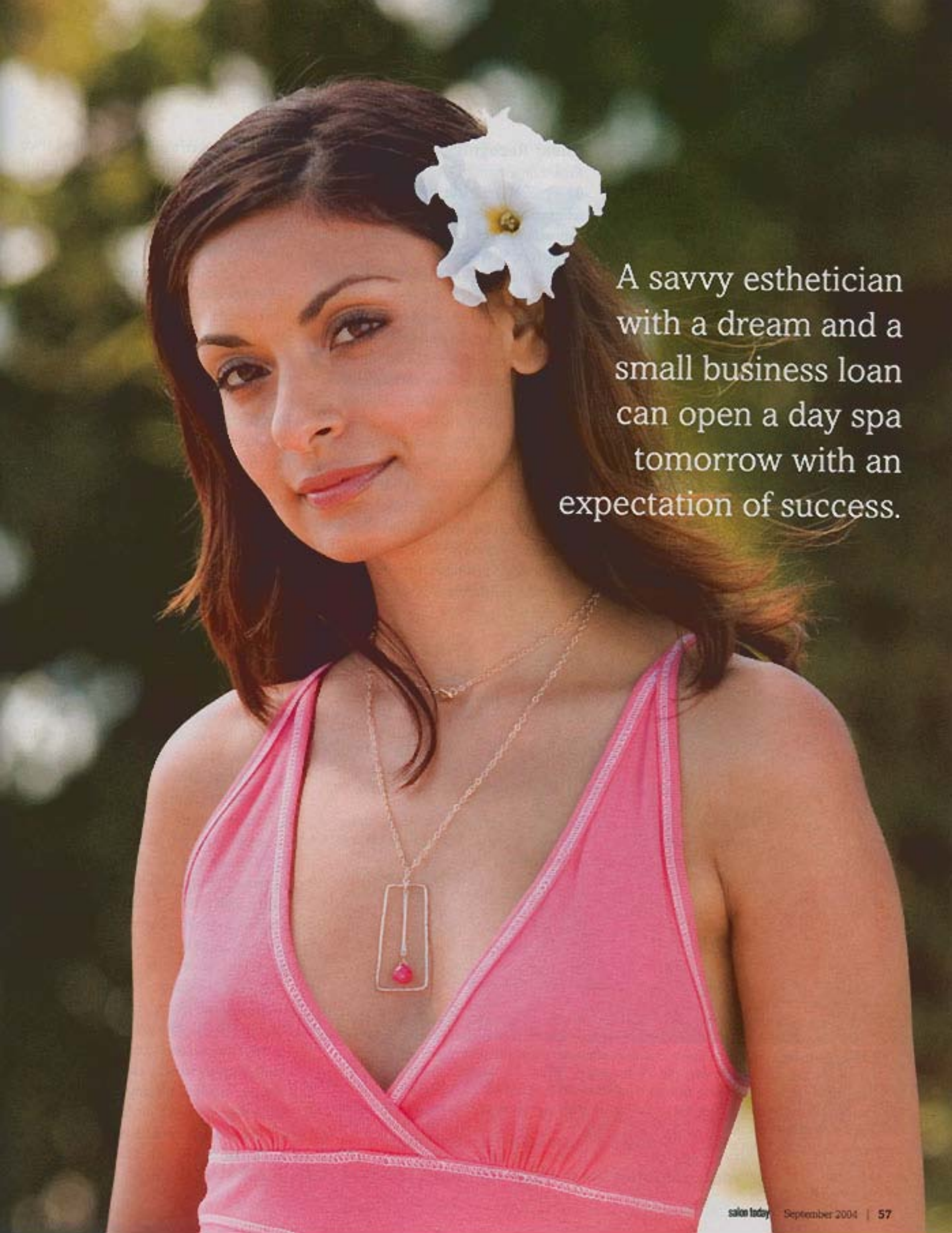
Features

56 Destination: Day Spa
In a market saturated with spas, how do you make yours stand out from the crowd? Find out how to exceed client expectations, improve customer service and pump up ho-hum treatments.

60 A Matter of State
Technology is moving fast, and advances in spa equipment and procedures are forcing owners to take on more responsibility as state cosmetology boards struggle with regulation. Are you up to code?

72 Fredric's Family Reunion
The 12th annual Aveda/Fredric's Mid-America Tour celebrated success this summer with speakers, platform artists and hands-on workshops at a three-day event.



A woman with long, dark brown hair is shown from the chest up. She is wearing a bright pink halter-neck top with a white decorative trim along the neckline and waistband. A large white flower is tucked into her hair on the right side. She is also wearing a gold chain necklace with a rectangular pendant that holds a red gemstone. The background is a soft-focus outdoor setting with green foliage.

A savvy esthetician
with a dream and a
small business loan
can open a day spa
tomorrow with an
expectation of success.