

TREND WATCH | Great Gems

Diamonds may be a girl's best friend, but precious gems can be a spa owner's secret weapon.



Beth Ann Fischberg, founder and owner of **reVive Skin Therapy** (reviveyou.com) in Stoneham, Massachusetts, uses diamonds, emeralds, rubies and other gemstones in her Acugems Facial Rejuve (90 min./\$270). She calls the treatment a "natural face-lift."

The stones are placed in microcurrent light wands, which she uses to target and tone specific facial muscles. "There are energy pathways in the body, and they all connect at points in the face," Fischberg says. "I'm working on those points to re-educate the facial muscles."

Fischberg recommends that her clients receive a series of 10 treatments (\$2,500) to achieve optimum results. "It's like when you exercise—you get toned, but the results become permanent the more you do it," she says.

Even though spa-goers are growing more fickle (and being careful with their money), Fischberg insists that the investment has paid off. "It's not just this 'woo-woo' thing; it's energy medicine," she says. "Practitioners are using this treatment instead of acupuncture or Botox [Cosmetic]. It's an alternative to invasive procedures or plastic surgery." And clients are willing to splurge if it means avoiding the knife. Fischberg says she recouped her initial investment quickly, and she's ordered more gems to increase the treatment options.

"I'm going to attract a certain kind of client, but when you feature a treatment that visibly changes the skin, you're going to create loyalty—even if it's a high-end treatment," she says. "If it works, people will invest."



Are you a trend spotter? Email feedback and ideas to hwrudolph@creativeage.com.



In Dubai, United Arab Emirates (the 90210 of the Middle East), opulent hotels, spas and resorts are plentiful. That's where Bonnie Kyle, spa director of the **Peninsula Spa** (peninsula.com) in Beverly Hills, California, found Shiffa (shiffa.com). The organic luxury line features precious gem oils that contain microfine particles of diamond, emerald, ruby and sapphire—just the thing for the Peninsula's swanky spa menu.

Kyle developed the Shiffa Precious Gem Treatments (60 min.-120 min./\$195-\$385), which utilize the oils for massage. They also incorporate reflexology, body wraps and dry-brushing. "It's a more sophisticated spa-goer who would even inquire about this type of service," Kyle says. "People who go to spas all the time are looking for new and exciting things, something fun and interesting."

Word-of-mouth and special-occasion advertising have made these exotic treatments among the most popular on the spa's menu. "They're luxurious and healing," Kyle says. The gems are thought to improve concentration, treat insomnia, and reduce stress and pain.

As if the sheer presence of all that bling weren't enough to soothe the soul.



At **The Brass Rose Spa and Salon** (brassrose.com) in Blairstown, New Jersey, clients have become addicted to the Japanese Warm Gemstone Lifting & Toning Facial (90 min./\$135) for its euphoric side effects.

The treatment begins with a head, neck and shoulder massage, followed by deep-pore cleansing and extractions. Then, a specially trained therapist performs Japanese Ko Bi Do massage, a technique that tones and lifts facial muscles and decongests the eye area. The technique increases circulation and boosts immunity.

After a mask, aloe treatment and foot massage, the therapist works on facial muscles with warm, handcrafted gemstones called heaven discs (they're shaped like Cheerios). The energy from the stones promotes cell repair, encourages natural detoxification and can be manipulated in various movements to smooth wrinkles. The experience wraps up with a head, scalp and facial massage.

—H. W. Rudolph

