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## WELLNESS SPA

Deb Adams <sup>31</sup> owner & manager of Wellness Spa  
open in Aug. 1994

ample age 19 - jazz & modern dancer

worked at chiropractor in town

Previously was therapist for Ken Paterea  
all-star wrestler - & spa in Minneapolis  
area

Started with mom & herself - trial or  
experiment - more than 3,000 clients

goals are to expand or double in size  
hydrotherapy - larger setting.

day spa - not spend a weekend -  
couple hours or day

massage therapy  
skin care - aesthetics  
body treatments - wraps

at least come back - most come once  
a month -

clientel 60% women 40% men  
30-60 average age - but have all  
ages - people come together

gift certificates - big part of business



(2)

Packages - Roman retreat - Steamtub, herbal wrap, 1 hr. massage, wrap, facial, hand dip

50% people just for message once see the place - try other things  
X-mas & mothers day  
wedding party - before wedding  
w/ alcohol or smoke  
tea & muffins - never close to public

\* fill out history sheet - medical conditions  
what they want - lets them know  
what they want

\* locker room - robe, slippers & key  
to their comfort level - discrete -  
people need to feel comfortable

\* go to each station - specialist  
100% relax - pamper - person in front  
takes them around

always welcome cup of tea

do follow-up checks - had a good  
experience here



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a lot of people out of state -  
good recommendations - Wellness  
Conventions - visiting relatives  
small isn't so bad.

may suggest medical or chiropractor  
treatment - TMT - good working relation  
- hair salons

try to do a lot of public lecturing  
acceptable touch & safe touch

fibromyalgia - arthritis groups

no other place in town does this  
completely - skin & body care

major in wellness at UW-SF - was  
professional dancer Minnesota  
massage therapy school -

specialize in recovery after an injury  
trigger-point therapy -  
lot of experience -  
good base - attitude -



(4)

herbal wrap - detoxify system -  
lymph - brings to fiber state -  
muscle relaxation & hot towels

massage - improve circulation - immune  
system - neuromuscular treatment -  
well versed in a lot of areas

customized facial - each one specifically  
for their needs

seaweed - drawing agent - nutrients  
back into skin - fresher, younger  
look - detoxify

people come in when have flu  
always things can do at home

We don't fix anyone, we are facilitators  
to help bodies help themselves

3 - mental, physical, spiritual

mission statement - relax and enjoy life



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worked in basement for chiropractor  
started 2 rooms + reception

in spring of 1995 - 2 more rooms

97 spring added more area

Piece by piece adding - growing  
16 hr days

stay here 1-2 yrs going to larger  
an experiment that worked

If can't be dancer, want to help others  
that are in that situation

peppermint, herbal, grapefruit  
wintergreen

Wed. 9am -