

TODAY'S SPA *By Mary Berna*



Making Waves

Water themes and therapies are making a splash at spas nationwide.



This lobby waterfall is the strong focal point of The Coeur d'Alene Resort spa's recent renovation.

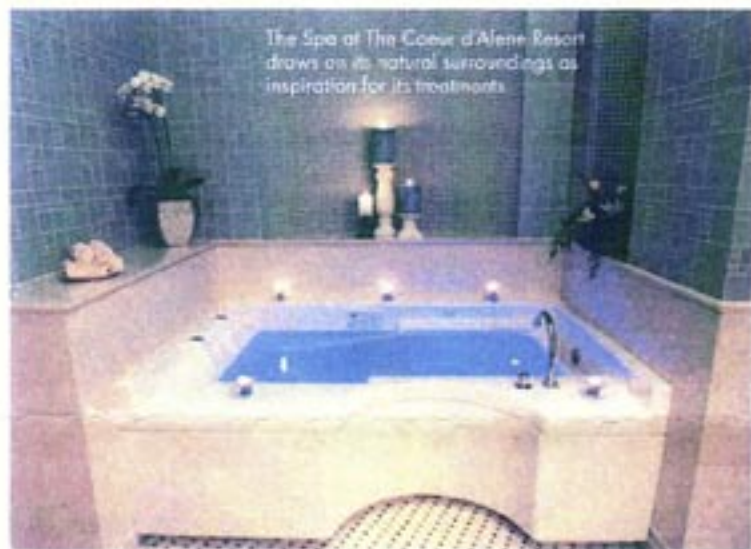
Photo courtesy of The Coeur d'Alene Resort

While water therapies are at the core of the spa experience, they've taken a back seat to other types of treatments at spas in the United States as the industry has grown and defined itself. There was a time, not so long ago, when spa-goers sliced away from hydrotherapies—but not any more. State-of-the-art hydrotherapy tubs and showers, along with water as a design element, are making waves in the spa industry. Elaborate water circuits are being built at resort spas as never before. Here are a few good examples of this trend.

The Spa at The Coeur d'Alene Resort

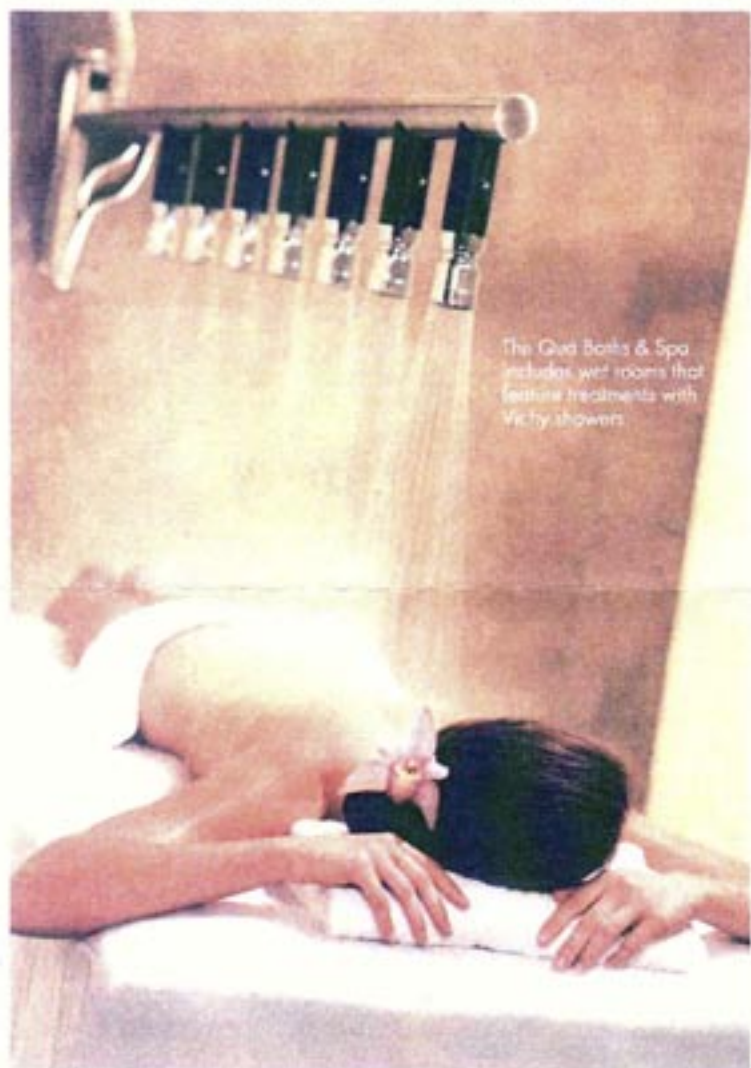
Duane Hagadone, owner of The Coeur d'Alene Resort in Idaho, doesn't do anything lightly. So it's no surprise that when he decided to build a new spa to celebrate his resort's 20th anniversary, he hired one of the industry's best: Tag Galvan of The TAG Studio in Lewisburg, West Virginia. Galvan is noted for his spa designs at The Greenbrier, The Hotel Hershey, The Boardman and Turnberry Isle Resort, among others. The Coeur d'Alene Resort's spa, which officially opened for business this past June, cost \$11 million and put Coeur d'Alene on the resort spa map.

"I wanted to have one of the top resort spas in the country," Hagadone says. "Tag's name kept resurfacing, so I called him. We've been in the top 10 with two of the leading golf magazines for our golf course, and I wanted to parallel that with our spa."



The Spa at The Coeur d'Alene Resort draws on its natural surroundings as inspiration for its treatments.

Photo courtesy of The Coeur d'Alene Resort.



The Quiet Baths & Spa includes wet rooms that feature treatments with Vichy showers.

Photo courtesy of Quiet Baths & Spa

"WATER is timeless and has been used to renew through the centuries."

—Jennifer Lynn, *Quiet Baths & Spa*

The original spa, which opened 10 years ago, was small but successful—it was turning away 20 to 40 guests per day, according to Hagadore. "The Northwest is growing very rapidly," he notes. "Coeur d'Alene is one of the fastest-growing communities in the country. People have discovered fresh water lakes, and we have 120 miles of shoreline. That ties into our resort and spa experience." It all goes back to the lake.

Galvean took his design cues from Lake Coeur d'Alene and the surrounding wilderness and played upon the water and nature themes throughout the two-level, 30,000-square-foot spa. River rock pebbles, cut stone and fresh Western red cedar planks are welcoming, natural surfaces. The planks line the walls of the spa's entrance and are replaced regularly so that the fresh-cut scent of cedar always wafts through the air, greeting guests. Glass, copper and dare are evident throughout, as well.

The spa's focal point is a dramatic waterfall that falls from the second story down to the first-floor reception area. It may be loud, but it makes a statement. There are abundant lake views, especially in the Quiet Room, a glass conservatory-style space with a fireplace, glass roof and floor-to-ceiling lake views, and state-of-the-art hydrotherapy equipment. The spa invested in two of Galvean's computer-controlled \$100,000 SilverTAG showers. Each features varying water temperatures, up to 30 shower frequencies and 18 showerheads that work simultaneously on six zones of the body to address stress reduction, contouring and more. The result? A very precise and personalized hydrotherapy program. There are also four TAG Signature FlowThruTubs that Galvean designed in partnership with Sunjet. Guests are encouraged to precede massages with one of these experiences, and there are some creative packages that include sessions in each.

Indigenous spa treatments are tagged "Oh" on the spa menu, meaning "only here." One of the stand-outs is the relaxing Cedar Waters journey, a three-part experience, beginning with a Pure Essence Shower in the aforementioned computer-controlled shower, followed by a Nourishing Waters Bath in one of the hydrotherapy tubs, and ending with a Waterfalls massage, a most unique massage. This is part Swedish, part lymphatic drainage and takes place under the warm Vichy. The therapist uses a hand-held cool shower, while warm water rains down, as well. Kerstin Florian massage oil is used, which beads nicely on the skin. There's also a menu section dedicated to "Water Wellness Therapy," including five TAG Signature bathing experiences, each based upon ancient traditions where mineral water from springs and the sea provided properties of healing.

On the Menu

A sampling of the hydrotherapy treatments at the new water-themed spas.

SPRUCE & CEDAR VITALITY BATH

Location: The Spa at The Coeur d'Alene Resort, Coeur d'Alene, Idaho

Time & Cost: 10 minutes, \$25

One of five signature baths in the state-of-the-art TAG Signature FlowThru Tubs, this one relies on the fragrant scents of spruce and cedar, indigenous to the area and used through the centuries for their antiseptic and soothing qualities.

THE DANCING WATERS

Location: Qua Baths & Spa at Caesars Palace, Las Vegas

Time & Cost: 30 minutes, \$90

This exfoliating treatment is performed under the Vichy. First, a light salt scrub is applied, and then "we've orchestrated a water dance, using the Vichy," says spa director Jennifer Lynn, who adds, "This treatment is more about the water dance and less about the product." It ends with the application of a light moisturizer.

SAND & FOAM VICHY TREATMENT

Location: Qua Baths & Spa at Caesars Palace, Las Vegas

Time & Cost: 50 minutes, \$155

A creamy scrub is used to exfoliate the body in this traditional Vichy treatment, which also includes a scalp treatment using fragrant frangipani oil and a massage.

THE PAMPERING WILD ROSE CURE

Location: Allegria Spa at The Park Hyatt Beaver Creek Resort, Beaver Creek, Colorado

Time & Cost: 135 minutes, \$325

One of the most luxurious treatments on the menu, lavender compresses are used to soothe the nervous system before custom rose oil and a herbal wildflower body scrub is used to exfoliate the skin. It also includes a chamomile bath with fresh flower petals, followed by a full-body massage with a geranium-rose body butter. The experience ends with a calming wrap and a foot and scalp massage.