GOODBYE, GOOD WIFE

PERSON OF INTEREST'S SARAH SHAHI SHARES HER STYLE SECRETS

SCORPION'S KATHARINE GRAHAM

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What's the Rub?

A hot trend in wellness massage

by Michele Shapiro

NOTING A TIDE, MASSAGES WERE
just for athletes and wealthy aristo
crats. Nowadays, full-body treatments
are more popular and readily available
than ever. According to the American
Massage Therapy Association, more
than 30 million American adults have
discovered the health benefits of a
good facial and massage— including
the Young and the Restless star
Melissa Claire Egan, who joined Watch for rejuvenating oxygen facial at Spa at the Four Seasons Hotel, Los Angeles at Beverly Hills in 2013 (pictured). Here, the latest trends on the table.

1. EXPRESS YOURSELF

To better accommodate busy schedules, some spas have extended their hours, while others offer mini sessions for those on the go. Many treatments can be completed in just 30 minutes—range while your wait for your flight at LAX. The Aria, Atlantic Chiropractic and Le, spa, every April offers a half-hour session for $25.

2. EASY-READY

Some doctors have begun to recommend monthly or even weekly massage as part of an overall wellness regimen. The American Society for Moisturizing, for instance, recommends a new type of treatment every week, but you get a discount—typically 10 to 25 percent—a limited-time benefit. You’ll also get a free fitness program, plus a complimentary gift with your next purchase of moisturizer or other product.

3. APPY DEALS

In New York and San Francisco, MessageMe is the place to go for a massage. You can book your appointment online, or call in and speak to a real person. The therapists are highly trained and knowledgeable, and they can recommend the right type of treatment for you.

4. LOCAL FLAVORS

As spas proliferate, more are offering signature treatments using ingredients specific to their particular locales, and many treatments sound good enough to eat and drink. For instance, the signature massage at the 66.9-square-foot Fern Tree Spa at Half Moon, a RockResorts property, in Montego Bay, Jamaica, is finished with a cooling splash of rum at Lumeria Mud, a retreat in Makawao, Hawaii, massage therapists use sacred cacao to ease muscle tension and exfoliate skin with an invigorating body polish made of chocolate, coffee and Hawaiian sandalwood oil.

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