

# WATCH!

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## GOODBYE, GOOD WIFE

A TRIBUTE

## PERSON OF INTEREST'S SARAH SHAHI SHARES HER STYLE SECRETS

## SCORPION'S KATHARINE

Bliss • BODY & SOUL

### What's the Rub?

4 hot trends in wellness massage

by MICHELE SHAPIRO

ONCE UPON A TIME, MESSAGES WERE just for athletes and wealthy aristocrats. Nowadays, full-body rubdowns are more popular and readily available than ever. According to the American Massage Therapy Association, more than 39 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 a 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.



The Young and the Restless' Melissa Claire Egan gets pampered with a massage and facial.



#### 1 EXPRESS YOURSELF

To better accommodate busy schedules, some spas have extended their hours, so clients can potentially squeeze in a service before or after work. Many treatments can be completed in just 30 minutes—even while you wait for your flight! At the Virgin Atlantic Clubhouse spas C/FK, Heathrow and Gatwick, guests can enjoy complimentary, express preflight services like head massages, hand treatments and facials, or choose prolonged pampering for a small fee. Or take a hot stone massage?

#### 2 EASY-PEASY

More doctors have begun to recommend monthly or even weekly massage as part of an overall wellness regimen. As a result, spa franchises such as Massage Envy that offer convenient, affordable massage treatments are popping up everywhere.



#### 3 APPY DEALS

In New York and San Francisco, *MassageNow* is the *priceless.com* of the massage market. You can't pick the venue or even necessarily the type of massage you want, but you'll get a discount—typically 10 to 25 percent—on a last-minute booking. There's also *MyTime*, an app that instantly lets you book an appointment in most major cities if picking up the phone is too old-school 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 68,000-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 Maui*, 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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