



natural body
spa and shop

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Natural Body Spa and Shop Set to Debut at One Nineteen in Leawood This August

Premiere Eco-Friendly Spa Company Opens First Kansas City Location

KANSAS CITY, KS (June 01, 2008) – Atlanta-based **Natural Body Spa and Shop** is slated to open its first Kansas location this summer at the new **One Nineteen** lifestyle center in Leawood. As the 22nd location for the 19 year-old company, the full-service spa will bring a proven concept, focusing primarily on personal health and wellness through naturally oriented spa services and retail products, to the Kansas City community.

Scheduled to open in early July, Natural Body Spa offers an impressive array of services including massages, facials and body treatments as well as manicures and pedicures. Specializing in a holistic approach to relaxation and wellness, the highly-skilled team of therapists and estheticians is continuously educated in order to stay up-to-date on the company's time tested techniques. The 5,000 square foot spa will feature 15 massage and esthetic treatment rooms including a couples massage room, a manicure and pedicure area that has taken a note from the company's 10Ten Nail Bar concept and more than 1,000 square feet of relaxation areas where guests can unwind before and after services.

The expansive product selection in the retail shop also aligns with the Natural Body's eco-friendly philosophy. The spa offers a number of the most coveted natural and organic product lines available such as Naturopathica, Jurlique, red flower and the Natural Body proprietary lines – Spa Basic and Spa Advanced. A staple in each Natural Body retail area is the Blending Bar, where trained staff members assist guests in creating customized products such as lotions, shampoos and body washes with a variety of aromatherapy-based essential oils.

"With the highly anticipated opening of the first Natural Body location in the Midwest, we are excited to share what we consider to be an unrivaled spa experience with the Kansas City community," said Cici Coffee, founder and CEO of Natural Body Spa and Shop. "We look forward to introducing our approach to a new market, with a focus on providing exceptional customer service and quality treatments while educating customers on the importance of environmental responsibility."

A founding member of the Green Spa Network, an organization recognized as the premier resource for spa owners to learn more about implementing environmentally responsible programs, Natural Body is dedicated to environmental stewardship. This is always a key component in the planning, building, design and daily operations of each Natural Body Spa and Shop, as the company focuses on reducing the environmental impact of its operations while educating both its employees and guests.

As the largest Natural Body Spa designed to date, the company has incorporated LEED (Leadership in Energy and Environmental Design) standards into the construction of the Kansas City location. Several eco-friendly components are unique to this Natural Body Spa including the use of recycled Oceanside Glass tile, comprised of naturally abundant silica sand and post-industrial glass, as part of the exterior storefront detailing and the creation of an aesthetically-designed recycled reception desk. Layered scraps and materials from the interior cabinetry have been layered to create the reception area desk, eliminating excess usage waste.

Additional sustainable features of the Leawood spa include Veka windows that are 100 percent recyclable plastic and air tight, which helps cut down on energy usage. Reclaimed barnyard wood flooring will be used in the retail area, and eco-friendly Kirei panels in retail cabinetry are made with stalks of sorghum, a type of grass. High-energy efficiencies will also be used, such as LED lighting, energy rated HVAC system, Energy Star appliances and tank less water heaters.

When this new store opens in the summer, Natural Body will bring more than 10 new positions to the Kansas City community. The team will be led by Irene Brennan, spa director. The spa is located in the new One Nineteen lifestyle center at 4431 West 119th Street, Leawood, Kansas 66209.

About Natural Body:

A full service “green” day spa and retail shop, Natural Body takes seriously its all-natural approach to services. All services also incorporate water, taking to heart the very essence of spa: “sanitas per aqua.” In addition, natural skincare, available through retail and incorporated into spa services, includes Natural Body’s proprietary lines, Australian-based Jurlique, Red Flower organic products and the herbal Naturopathica line. Natural Body is the exclusive retailer of Naturopathica in Atlanta, Raleigh, Jacksonville and Memphis. Another staple of all Natural Body Spas is The Blending Bar, featuring essential oils to custom blend for the ultimate aromatherapy experience. Since its inception in Morningside in 1989, Natural Body Spa & Shoppe has expanded to 12 locations in Atlanta, and 18 in the Southeast. For more information, visit www.naturalbody.com.