



LUXURY AVEDA-CONCEPT KOREAN SPA OPENS IN THE BAY AREA

Immersion Spa blends traditional Korean spa treatments with luxury American spa amenities for an upscale, holistic approach to wellness

A current craze amongst A-list celebrities – often considered trendsetters when it comes to the spa world – Korean spas have grown in popularity for the experience, health and beauty benefits they offer. Now, Bay Area residents and visitors can experience all the benefits of traditional Korean spa treatments, but with modern, upscale amenities at the first Aveda-concept Korean spa in the Bay Area, Immersion Spa. To celebrate its grand opening earlier this month, Immersion Spa is offering 20 percent off services for first-time customers and 20 percent off all Aveda products at its brand new 6,000 square-foot facility in Palo Alto through Oct. 31, 2013. Click here for a video tour of the space.

“We see Immersion Spa as a lifestyle,” said June Kwon, co-owner, Immersion Spa. “Our spa utilizes the earth’s natural elements including salt, herbs and wood and combines them with heat allowing for relaxation and a release of toxins, which enhance the body’s self-healing capabilities.”

Amenity-centric Experience

Korean spas are known for being amenity-centric and Immersion Spa guests are encouraged to spend time before and after their treatment enjoying the various healing and detoxifying environments for maximum health and wellness benefits. Key differentiators of Immersion Spa include a Salt Room rimmed with coral and blush salt bricks sourced from the Himalayas. The room is heated to 120 degrees for a cleansing, ion and mineral-rich sauna experience that leaves the body refreshed and rejuvenated. “It’s a no-fail cure for jetlag or a hangover,” said Kwon.

There is also a dry sauna infused with Kwon’s custom blend of Korean herbs, which has been known to help insomnia and aid digestion, and a steam room steeped with Eucalyptus oil to remedy respiratory congestion and mental sluggishness. A large, high-pressure jet hot tub helps with muscle relaxation perfect for pre-massage treatments and a 40-degree ice pool helps with injury recovery, stimulates skin and tightens pores. “Many customers stay for hours rotating from environment to environment,” said Kwon. “Body perspiration and the temperature changes are beneficial for weight management and detoxification.”

The spa is naturally lit through a skylight dome and outfitted with an advanced water filtration system which provides pure, clean and soft water for even the most sensitive skin.

On the men’s side, a red clay room has been said to help build up strength and raise one’s spirit. When heated, the red clay helps the body quickly recover from fatigue and is also said to boost the metabolism.

Signature Treatments

The signature service at Immersion Spa is the Korean body scrub where exfoliating mittens are used to



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slough off dull and dead skin. Benefits of the scrub include lightening of pigmentation providing a healthy glow, improved circulation of blood and lymph, wrinkle prevention, reduction in water weight, and better absorption of lotions and oils.

Treatments range from \$70 - \$190 and include access to all the spa amenities and Aveda products. The spa’s signature treatment for women is the Pure Bliss, a combination of a Korean scrub, aroma oil massage, mini cucumber facial, scalp massage, and foot scrub. The 90-min experience is \$150. For men, the Black Tie is the deluxe experience including a Korean scrub, scalp massage, stress fix aroma oil massage, and a hydrating face mask – 120 minutes for \$190. Guests can also opt for a la carte treatments or a \$30 day pass for use of the spa amenities without a treatment.

“Much like Americans spend time with friends and family at a restaurant or bar, traditional Korean spas are a place for socialization where you spend time with loved ones,” said Kwon.

Immersion Spa is located at 3990 El Camino Real in Palo Alto and open daily from 9 a.m. to 10 p.m. To book an appointment, call (650) 855-9080 or visit www.immersionspa.com.



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Palo Alto Chamber of Commerce

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Gott’s Roadside Gotts.com Rodriguez Clean Services Maura897@yahoo.com

Pizzeria Delfina Pizzadelfina.com StarLight CareGivers starlightcaregivers.com

OCTOBER CALENDAR OF EVENTS

Ribbon Cutting at Gott’s Roadside
Friday, October 4 at Noon
Town & Country Shopping Center
855 El Camino Real
Palo Alto

Chamber Ambassadors Committee Meeting
Tuesday, October 8, 8:30 AM – 9:30 AM
Sheraton Hotel
Palo Alto
Open to all Members

Trick or Treat Halloween Carnival
Sunday, October 27, 10 AM – 3 PM
California Avenue, Palo Alto
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