



Spa magazine  
*Power of Touch*  
By Shari Mycek

Reconnecting with your self at a spa comes from quiet moments, introspection and revival of the senses. Massage is an integral part of the spa experience, but the sensuality also extends to any number of therapeutic treatments. From hydrotherapy to hot stones, and facelifts to fertility, spas are wading into fresh waters.

With so many choices at spas today, the advent of **customized services** is a welcome respite from decision making while you're trying to relax. Increasingly, spas are booking appointments without designating specific treatments until just before or upon arrival. Personal counselors provide guidance to the most appropriate treatment or combination to give you the best results. It's an objective-based system that delivers optimal results. Among the most successful, the Surrender program at Montage Resort & Spa in Laguna Beach, California, and the Time Ritual concept offered at many U.S. Mandarin Oriental hotel spas allow open reservations for customized services.

The ultimate customization may lie in creating your own spa vacation – without even staying at a spa. On Kauai, where healers abound and the scenery is nearly spiritual, Pure Kauai customizes every inch of your spa holiday – from the chef who prepares all your meals, to private yoga on the beach, surfing lessons, lomi lomi massages, and sessions with island healers. All you need to do is arrive.

Pure Kauai, 866-457-PURE