

[editor's note]

In the Mood For Love

LOVE IS IN THE AIR THIS MONTH ON the pages of *American Spa*. In honor of Valentine's Day, we've included a number of stories we hope will provide inspiration for your spa's offerings on and around February 14.

First, discover how chocolate has become a sweet proposition for skincare in "Crazy for Cocoa." This delectable In the Mix column provides you with a look at creative spa offerings that are inspired by and include this indulgent ingredient. It also breaks down some of the full-body benefits chocolate can provide during the month of love and all year long. In the story, Jennifer DiFrancesco, spa director at **The Well Spa** at Miramonte Resort and Spa (Indian Wells, CA), says the scrump-

tious Like Water For Chocolate (\$195, 90 minutes) treatment has become a favorite of guests with a penchant for the delicious treat. "Chocolate is something that all of us run to for ultimate release and soothing in times of stress and challenge," she says. "Our guests love the idea that this treatment is comforting, yet not so high in calories." Think offering chocolate-inspired services can benefit your spa? Sample our story on page 48 and find out.

For more romantic ideas, check out this month's Radar and In Touch Menu sections. From inspired proposals that include an element of spa to a selection of his-and-her treatments designed to promote romance, we've provided a selection of tips, treatments, and more that can get your clients in the spa-going mood.

What are you doing this month to celebrate (and reap the benefits of) Valentine's Day? I'd love to share your success with our readers.

Best Wishes,



Julie Keller
Editor-in-Chief
jkeller@americanspamag.com



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