

Economic Realities Bring Luxury Day Spa Services to Local Residents' Doorsteps

As the recession takes hold, local residents are feeling the pinch and are looking for ways to trim expenses. Luxury services such as facials, massage, and skin care treatments, typically available only at day spas, are one of the first things to go when the budget gets tight. A new mobile day spa service, Beach Beauty Mobile Day Spa, owned by local beauty expert Jennifer Devlin, delivers luxury spa treatments and services to local residents in their homes at a fraction of the cost of the same services performed inside a day spa.

Indian Rocks Beach, FL, July 2, 2009 – A new mobile beauty service has opened delivering popular day spa services, now out of economic range of many local residents, to local doorsteps for a fraction of the cost of visiting a day spa. Beach Beauty Mobile Day Spa of Indian Rocks beach, (www.BeachBeautyMobileDaySpa.com) now serves residents of the entire Pinellas County area.

As the recession takes hold locally, individual and family budgets are tightening. As a result, “luxury” services such as facials, skin care, and massage are one of the first items to be trimmed. Day spas all over the region are feeling the impact with sharp declines in client visits, and many are going out of business. But one enterprising beauty guru is making these services affordable once again by offering day spa services from the comfort of clients’ homes.

“It is understandable, but unfortunate, that people set aside these services during a recession” says Jennifer Devlin, local proprietor of Beach Beauty Mobile Day Spa. “The reality is that economic stress, and job loss in particular, leads to behaviors such as increasing in alcohol consumption, cigarette smoking, and sun exposure, all of which have an immediate impact on our health, and particularly on our skin.”

“Beauty treatments such as exfoliating facials, salt scrubs, and Micro Current Non-Surgical Face Lifts® help the body purge toxins by restoring our ability to eliminating the toxins through the skin. And when the body is more heavily loaded with toxins than usual, these treatments become more important than ever.”

Ms. Devlin continues, “Economic realities also increase stress, and there is no better way to relieve stress than with facials, scrubs, and massage, which are typically offered by expensive day spas. The problem is that typically 50% or more of the fees for day spa services goes directly to cover overhead expenses of the facility.

By eliminating that overhead by having a mobile day spa, I can bring these services to the people who need them most at significantly reduced prices, and you don’t even have to leave the comfort of your home.”

Floridians are particularly vulnerable to sun damage during the summer months, especially if reduced employment means they spend a greater amount of time outdoors. The harmful effects of the sun on our skin can be reduced to a minimum with proper skin care. This includes regularly using high quality sun block, using natural cosmetics with sun protection properties, and regular skin care treatments for areas most exposed to the sun.



To help residents care for their skin, Ms. Devlin, a licensed esthetician and long-time consultant to day spas, medical spas, and the cosmetics industry, has authored a free special report titled “Seven Keys to Reverse the Signs of Aging on Your Skin” which she has made available on www.BeachBeautyMobileDaySpa.com where you may also learn more about how specific mobile day spa services can reduce the effects of sun exposure, stress, and unbalanced diets on our skin and overall health. You may also call 727-692-3365 for further information or to schedule your in-home luxury spa services.

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