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## EXCEPTIONAL SERVICES

While European facials and Swedish massages are still the most requested services on most day spa menus, new and inventive services are always being introduced to pique the interest of consumers. Whether this means offering a novel twist on a standard service or introducing a totally new concept, the spa industry is proving to be a lush, fluid culture that's continually evolving in exciting ways.

On a recent quest to find out what's new in the world of spa, *DAYSPA* pinpointed 9 new services from day spas around the country. These exceptional treatments deliver results as promised while providing a new dimension in the spa experience.

By J. Elaine Spear



