A healing haven for stressful times

BY DANI DANA

Aqquis An Indulgent Retreat, the staff moderate their voices, walk softly and gently touch your back. This group of women running a business know what women want. They take their clients to the back, a room where the client is left alone in a heated blanket and is soon berated with hot salves, scrubbed with scented oils, heated in a steam tent and massaged head to toe. It's not over.

Most is ever been?

Eye was tightly into their sockets via over-sensitivity, are touched softly, then pressed with for sealed pads. Fingers were blamed by tension get the fingertips treatment. Calm hands smooth out pucker mouths. Even hands become workaholic.

Aqquis

- Owner: Megan Klein
- What we do: Provide comprehensive spa services
- Location: 1386 KJ Hwy St
- 501-223-7997

Klein developed an interest in alternative skin care when she received first and second degree burns while mountain climbing. The UCSF clinic used also to treat her face. Then they recommended she buy a product called CamoCare Skin Therapy. "My face improved dramatically," Klein said. At the same time, her career interest drastically shifted to alternative skin care treatments.

Klein enrolled in a San Francisco cosmetology school. Then she entered a program at the International Dermatology Institute for advanced studies.

When her friends were all relocating to Portland for its beauty Klein and her family did the same. By this time, she'd run into other local women who benefit from the Aqquis membership. Klein wanted to offer memberships. A number of her services would be purchased as a package deal. Her members could then simply drop by for pre-paid services at their convenience—or call for emergency treatments when whacked-out by stress.

Klein protected, or “marked” her membership concept. Then she hired women from around the country specializing in a variety of massage techniques. "Our primary advice is to get the head off," she said. "Everyone on the staff meets with an applicant and we all say yes or no."

"But once they’re in,” Klein said, "I’m very protective of my staff. If they aren’t 100 percent happy I’m doing something wrong.”

Doing things right involves educating the Aqquis staff. Next month Klein will send them to the Uplander Institute to study GuidedSculpt therapy. "We’re going to incorporate that into every one of our treatments," she said. Paul Greenbaum, a local expert in Thai massage, will come in-house to train her staff.

"He’s the expert. The only person to teach that in the West." Initially the Aqquis membership concept was a slow pick up. "I opened the spa to anyone who tried to sell individual treatments," Klein said. "That took away the commitment risk. Membership purchased keeps. Then we decided to assess if that you don’t need to be members to come here … but members get additional discounts.” Membership increased another 10 percent.

Cardiac control growth, Klein worries that increased she could ruin her concept. "We have to be really careful," she said, "especially in the spa business which is really hard. I think we have to stay with what we’re good at.” Large companies have called, for instance, to bring key employees in to bond together and relax.

Men purchase expensive memberships for themselves. But the spa really targets individual women, offering a place where they can have their to-do lists behind and ease into the task of taking a break. 0