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Spa Week on Long Island: 4 great deals

April 21, 2014 by RUTH BASHINSKY, Special to Newsday



Spa-hopping, anyone? You might be tempted this week, given that dozens of spas are offering \$50 treatments. Spa Week starts Monday (April 21) and runs through Sunday (April 27). The national event inspires salons, fitness centers and spas to slash prices on select services.

The one-week promotion "almost forces you to go to the spa," says Ellen Resnick-Tjimos, 55, of Bethpage. "The specials are so amazing. You are getting great value at a great price."

Deals on facials and massages abound -- for her or for him -- but some of Long Island's participating venues are also offering more unconventional treatments:

1. EYELASH AND EYEBROW TINT

REGULAR PRICE: \$100

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WHERE: The Medical Spa of Brian D. Cohen, M.D., 560 Northern Blvd., Suite 209, Great Neck

INFO: 516-773-4200, cohenplasticsurgery.com

THE PROCESS: A cleanser is applied around the eyes, which are then covered by pads. A fragrance- and paraben-free dye is placed on the eyelashes, where it sits for about 10 minutes before it's removed with a cold compress. The same process follows for the eyebrows. The dye is available in shades from light brown to deep black. The tint lasts up to one month.

THE BENEFIT: "Fuller, thicker, longer lashes without mascara," says spa manager Dana Whalen. With no glue or false lashes involved as with extensions, "You don't have to worry about your own lashes falling out or worry about glue getting into your eyes," she says.

2. MEN'S WHISKEY SOUR FACIAL

REGULAR PRICE: \$130

WHERE: Nu-Glo Medi Spa (within Dr. Zachary E. Gerut's Aesthetic Center), 1245 Colonial Rd., Hewlett

INFO: 516-374-8456, nuglo.com

THE PROCESS: The treatment starts with aromatherapy -- and a shot of bourbon (or a frosty glass of ale) to help aid "relaxation." Then comes a serum with bourbon extract, a granulated maple sugar scrub and an application of a puree of hops and prickly pear cactus. The facial continues with a steam and extractions, followed by a 25-minute massage of the neck, shoulders, arms, hands and scalp.

THE BENEFIT: Spa owner Rona Hummel promises men a "bright, clear and hydrated complexion" -- besides, she adds, "the more manly it sounds, the more likely they are to give it a try."

3. HEATED BAMBOO MASSAGE

REGULAR PRICE: \$95

WHERE: Women's Therapy Center, 54 Sunnyside Blvd., Plainview

INFO: 516-576-1118, womentc.com

THE PROCESS: Bamboo pieces in various sizes are heated and rubbed with rice-bran oil. The warm sticks roll over the skin, helping the technician work deeper into the muscle tissues. The treatment is given on a heated table, and there's a neck wrap and warm towels around the client's feet.

THE BENEFIT: "The wonderful part of the bamboo is that it never gets uncomfortably hot," says massage therapist Laura LaMontanaro -- and the sticks help break up adhesions without discomfort to the patient. For the record: Men are welcome here, too.

4. SUGAR PINK GRAPEFRUIT BODY SCRUB

REGULAR PRICE: \$75

WHERE: Skinfinity Spa, 570 Central Ave., Bethpage

INFO: 516-935-3605, skinfinity-spa.com

THE PROCESS: A full body scrub with a dry brush exfoliates the skin while a steam helps open up

the pores and hydrate. A sugar scrub with pink grapefruit essential oils is applied, then removed with hot steamed towels. A custom body butter is massaged into the skin with basalt stones.

THE BENEFIT: The spa makes its own fresh serums and lotions on-site, customized to clients' needs. "We also give our clients the leftover serum when they leave," owner Jennifer Lopez says.

5. PURIFYING BACK TREATMENT

REGULAR PRICE: \$75

WHERE: The Salon at Lord & Taylor, 1440 Northern Blvd., Manhasset

INFO: 516-627-1172, lordandtaylor.com

THE PROCESS: Consider it a facial for your back. After cleansing, pink Himalayan salt is massaged into the skin until it dissolves, followed by a hot towel treatment with exfoliation and extractions. A 10-minute marine collagen mask is next, then toner and moisturizer.

THE BENEFIT: Senior aesthetician Niki Stylianou says the back is an often-neglected area of the skin, given that it's hard for people to reach. It's a popular treatment this time of year, she adds (think prom and wedding seasons and open-back dresses).

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