



**LUXURY AVEDA-CONCEPT KOREAN SPA OPENS IN THE BAY AREA**

*Immersion Spa blends traditional Korean spa treatments with luxury American spa amenities for an upscale, holistic approach to wellness*

A current craze amongst A-list celebrities – often considered trendsetters when it comes to the spa world – Korean spas have grown in popularity for the experience, health and beauty benefits they offer. Now, Bay Area residents and visitors can experience all the benefits of traditional Korean spa treatments, but with modern, upscale amenities at the first Aveda-concept Korean spa in the Bay Area, Immersion Spa. To celebrate its grand opening earlier this month, Immersion Spa is offering 20 percent off services for first-time customers and 20 percent off all Aveda products at its brand new 6,000 square-foot facility in Palo Alto through Oct. 31, 2013. Click here for a video tour of the space.

“We see Immersion Spa as a lifestyle,” said June Kwon, co-owner, Immersion Spa. “Our spa utilizes the earth’s natural elements including salt, herbs and wood and combines them with heat allowing for relaxation and a release of toxins, which enhance the body’s self-healing capabilities.”

**Amenity-centric Experience**

Korean spas are known for being amenity-centric and Immersion Spa guests are encouraged to spend time before and after their treatment enjoying the various healing and detoxifying environments for maximum health and wellness benefits. Key differentiators of Immersion Spa include a Salt Room rimmed with coral and blush salt bricks sourced from the Himalayas. The room is heated to 120 degrees for a cleansing, ion and mineral-rich sauna experience that leaves the body refreshed and rejuvenated. “It’s a no-fail cure for jetlag or a hangover,” said Kwon.

There is also a dry sauna infused with Kwon’s custom blend of Korean herbs, which has been known to help insomnia and aid digestion, and a steam room steeped with Eucalyptus oil to remedy respiratory congestion and mental sluggishness. A large, high-pressure jet hot tub helps with muscle relaxation perfect for pre-massage treatments and a 40-degree ice pool helps with injury recovery, stimulates skin and tightens pores. “Many customers stay for hours rotating from environment to environment,” said Kwon. “Body perspiration and the temperature changes are beneficial for weight management and detoxification.”

The spa is naturally lit through a skylight dome and outfitted with an advanced water filtration system which provides pure, clean and soft water for even the most sensitive skin.

On the men’s side, a red clay room has been said to help build up strength and raise one’s spirit. When heated, the red clay helps the body quickly recover from fatigue and is also said to boost the metabolism.

**Signature Treatments**

The signature service at Immersion Spa is the Korean body scrub where exfoliating mittens are used to



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slough off dull and dead skin. Benefits of the scrub include lightening of pigmentation providing a healthy glow, improved circulation of blood and lymph, wrinkle prevention, reduction in water weight, and better absorption of lotions and oils.

Treatments range from \$70 - \$190 and include access to all the spa amenities and Aveda products. The spa’s signature treatment for women is the Pure Bliss, a combination of a Korean scrub, aroma oil massage, mini cucumber facial, scalp massage, and foot scrub. The 90-min experience is \$150. For men, the Black Tie is the deluxe experience including a Korean scrub, scalp massage, stress fix aroma oil massage, and a hydrating face mask – 120 minutes for \$190. Guests can also opt for a la carte treatments or a \$30 day pass for use of the spa amenities without a treatment.

“Much like Americans spend time with friends and family at a restaurant or bar, traditional Korean spas are a place for socialization where you spend time with loved ones,” said Kwon.

Immersion Spa is located at 3990 El Camino Real in Palo Alto and open daily from 9 a.m. to 10 p.m. To book an appointment, call (650) 855-9080 or visit www.immersionspa.com.



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So you don’t have enough to buy a Nikkor 800mm AF-S lens for \$18,000 but you could always rent one. Borrowlenses.com allows you to pick out the lens you want and have it shipped to your location with a prepaid return label. It doesn’t stop with just lenses. You could rent lighting, audio recorders and the camera to go with that fancy lens. It can be tough to really know which lens to buy just from looking on the web so why not take one out for a weekend with your own camera. You could get a wide angle lens from Canon for about \$33 for a weekend. Cameras can come and go but the lenses often travel with you from camera to camera. Why not make sure it is the right lens for you and if it is not just drop it in the mail box.

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Check out the Half Moon Bay Brewing Company. They started with some hops and a dream. Now after a decade of service the Half Moon Bay Brewing Company has become a community place for great food, beer, and conversation from their award winning restaurant. This is a place to meet locals and a destination spot for world travelers all seeking to celebrate food, friends, and the beautiful California coastline. We suggest you try one of their signature Mavericks Beers and Ale or ask the wait staff what would pair with your meal. The Mavericks line is available all year round but keep a lookout for the seasonal drinks created by their onsite brewmasters. For more information check out HALF MOON BAY BREWING COMPANY | 390 Capistrano Rd. Half Moon Bay, CA 94019 | (650) 728-BREW “2739” www.hmbbrewingco.com

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**Palo Alto Chamber of Commerce**

**Palo Alto Chamber of Commerce Welcomes the Following New Members**

**The Children’s School of Art & Science** schoolofartandscience.org  
**Corner Bakery Café** cornerbakerycafe.com

**Gott’s Roadside** Gotts.com  
**Rodriguez Clean Services** Maura897@yahoo.com

**Pizzeria Delfina** Pizzadelfina.com  
**StarLight CareGivers** Starlightcaregivers.com

**OCTOBER CALENDAR OF EVENTS**

**Ribbon Cutting at Gott’s Roadside**  
Friday, October 4 at Noon  
Town & Country Shopping Center  
855 El Camino Real  
Palo Alto

**Chamber Ambassadors Committee Meeting**  
Tuesday, October 8, 8:30 AM – 9:30 AM  
Sheraton Hotel  
Palo Alto  
Open to all Members

**Trick or Treat Halloween Carnival**  
Sunday, October 27, 10 AM – 3 PM  
California Avenue, Palo Alto  
paloaltochamber.com



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