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## **Total “Mansformation” Offered at Jannae Beauty Institute in Newport Beach**

### ***As More Men Turn to Day Spas to Look and Feel Younger, Newport Beach Transformation and Rejuvenation Treatment Center Offers Treatment Package at 50 Percent Discount***

**NEWPORT BEACH, Calif. (Aug. 19, 2010)** – According to a 2010 study by the Day Spa Association and the International Medical Spa Association, men are spending more than their female counterparts at day spas across the country. The report, “The Marketing Demographics of a Day Spa Goer,” also notes that while men are still in the minority of day spa clients, they tend to be more loyal clients than women, and the industry is responding with new treatments that are formulated to address the unique needs of men.

Locally, Jannae Beauty Institute of Newport Beach, Calif., which has enjoyed a loyal following of male clients for several years, has responded to the uptick in male spa goers by offering a 50% discount on its “Total J Transformation” package for men. The Institute, which is more a transformation and rejuvenation center, has offered the industry’s most advanced, non-invasive, non-surgical treatment options since opening its doors. The therapies for men are similar to those offered to women and are centered on treating the whole being rather than just a physical change.

Jannae Nichols, a 25-year industry veteran, has seen dramatic results from this three-week, total “mansformation” package. “Many of our male clients have lost 15-20 pounds after completing treatment, but what’s more important is that they tell us they feel 15-20 years younger.”

Studies also conclude that men are turning to day spas now more than ever as a way to compete in a depressed job market. More mature career changers and job-seekers are now competing with younger men for fewer positions. “Looking younger and feeling better about themselves can make or break a job interview. Much like our female clients, men leave here feeling renewed and ready to face today’s career and economic challenges.”

The “Total J Transformation” package for men will be offered during the month of September and includes:

- Nine, natural Lipo sessions featuring the new, non-invasive and non-surgical Zerona laser being touted on “Oprah” and “The Doctors” – combined with Endermologie which reduces cellulite while also contouring and firming the skin.
- Six, natural face lift treatments, which combine three state-of-the-art, non-surgical treatments -- Lumilift, Lumiphoto, and Cosmecanique -- to reduce wrinkles, expression lines, and sagginess while adding noticeable firmness.
- One, wellness check up with Dr. Bob Heron, a Chiropractic Kinesiologist, who has practiced in Southern California and Las Vegas since 1995 and has extensive training in endocrine, metabolic, digestive, and fat storing issues.

The package is normally priced at \$7,500 but will be offered at \$3,900 during September. Appointments and consultations can be made by calling (888) 308-2504.

#### About Jannae Beauty Institute

Established by 25-year industry veteran, Jannae Nichols, the Jannae Beauty Institute is one of Orange County’s leading day spas. Jannae Beauty Institute focuses on total body and mind transformation and rejuvenation by offering a broad spectrum of wellness treatments that address many of the challenging physical and emotional issues that impact men and women today.

Unlike many other day or medical spas, treatments are often combined to provide life-transforming results. The Institute offers the latest in cutting-edge treatments that range from non-surgical laser liposuction with the new Zerona laser, and Endermologie for weight loss, cellulite reduction and skin firming, to non-surgical face lifts, facial resurfacing, and full body detox sessions. Clients also benefit from the use of Proelixe Power Plate, which aids in body slimming and contouring, and Intraceuticals Oxygen Infusion for a more youthful appearance. The Institute’s signature treatment, the Total J Transformation, is a package developed specifically for each client, addressing their own individual needs during a two-week period.

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