

## Dress Code: Terry Cloth

Pour me a cosmo and hand me a robe — the spa party is here to stay

As is the case with most modern health-oriented trends, you can blame this one on the west coast: It seems the de rigueur entertainment at parties and bridal showers from LA to Miami these days is not a deejay or a stripper, but a masseuse. Just think about the invitations: "Join us for cocktails, chit-chat and shiatsu." Also popular with the spa theme: anniversaries, graduation and promotion celebrations. Even young kids are bypassing Sponge-Bob birthday parties for facials and manicures.

"It's better than going to a nightclub or a bar," says Kristina Schuff, co-founder of Puur Spa in San Diego, a company that organizes these types of parties in California, Texas, New York and Florida. "People are very much into preventive medicine these days and this is a nice way to have a great time while doing something good for you."

When organizing group spa parties, experts suggest keeping it short and simple. Manicures, pedicures and simple massages lasting one to two hours per person are usually the way to. Prices can run anywhere from \$90 to \$155 per package. So with makeover sleepovers a thing of the past and Botox fetes nearly passé, what could possibly be next? Liposuction pity parties?

For more information on at-home spa parties: Puur Spa: 888/267-1858; [www.mobilehomespa.com](http://www.mobilehomespa.com). Spa On The Run, Palm Beach: 561/835-8288. SPARTies, Delray Beach: 954/421-6655. Herb Time, St. Augustine: 904/669-0655; [www.herbtime.com](http://www.herbtime.com). Mobile Spa (nationwide): 800/321-4012; [www.partyop.com](http://www.partyop.com). Mobile Spa Parties (nationwide): 888/267-1857; [www.mobilespaparties.com](http://www.mobilespaparties.com). For general information: [www.spafinder.com](http://www.spafinder.com). □

