



April 12, 2007

FOR IMMEDIATE RELEASE:

Contact: Lynn Strauss
Phone: (505) 412-0319
Email: lynn.strauss@browndogs.org
Website: www.bishopslodge.com

Men's Spa Night Launches in Santa Fe June 2007

Santa Fe, NM – Nationally, spas are seeing an increase in the number of men that visit them as they become more educated about spa treatments and the importance of stress relief, according to an article in Day Spa magazine (June 2006).

The SháNah Spa and Wellness Center at Bishop's Lodge Ranch Resort and Spa in Santa Fe, NM, is also experiencing an increase in male clientele. "More and more men are becoming spa-goers," says Spa Director Antonieta Matter. "At first men were reluctant to come to our spa, thinking it was a women's thing. Now many of our hotel guests choose Bishop's Lodge for accommodations because of the spa."

Matter estimates that when the SháNah Spa opened four years ago the percentage of male clients was around 5 percent. Now she estimates it is about 10 or 15 percent.

"Spa treatments used to be a luxury," she says. "Now people realize it is a necessity because stress in the work environment lowers productivity."

In June of 2007, SháNah Spa will host launch a monthly Men's Spa Night program where the **second Tuesday of the month** will be Men's Night. Hotel guests and local clientele can enjoy a facial, cranial sacral massage, Native Stone massage, meditation or any of the other treatments from the spa menu of 27 treatments. Appointments are recommended.

"Another trend in spas is towards the more holistic treatments that include both the body and mind," says Matter. "Our spa is very spiritual because of the Native American influences."

The Spa is well known for its sweat lodge and use of Native American traditions, incorporating natural healing remedies, herbs, baths, and teas. SháNah Spa has six indoor treatment rooms, two outdoor private treatment gardens, a Native American Teepee, and a Watsu pool. Other services include massage, body and Ayurvedic treatments, yoga, Pilates, aerobics, facials, and nail and hair care services.

The spa takes its name from the Navajo word for "vitality and energy," but the Native American traditions incorporated here derive from many American Indian tribes as well as eastern Indian massage techniques.

The SháNah Spa and Wellness Center has been honored with **Condé Nast Johansens' "Most Outstanding Spa Award** in North America and Caribbean." The SháNah Spa and Wellness Center was also included in **Spa Magazine's Annual Worldwide Guide 2007** and **Spa Magazine's Top Spas in the USA 2007**.

Bishop's Lodge Ranch Resort & Spa is managed by Prism Hotels whose clients also include Marriott, Hilton, Radisson, Embassy Suites, and Holiday Inn. To make a resort or spa reservation, call 505-983-6377 or visit www.bishopslodge.com.

###