



By JoAnn Petaschnick

on a Serenity
Schedule



Spargo Salon & Day Spa, located in Pewaukee, is a full service salon and spa. "We are a more intimate salon and spa. When our clients walk in, we know who they are," said Leigh Liburdi, advertising and marketing director. Like other day spas, they offer amenities such as a wet room with the Vichy shower and steam canopy. But what sets them apart from others is the unique line of products developed in the country of Bali. "We use a product line called Dewi Sri, developed by the Javanese. They believe that 'health is beauty and to be beautiful is to be healthy.' Taking care of yourself is very important," she added. Among these services are herbal body wraps using a blend of essential oils. The pedicure goes beyond the norm, as feet are covered with a refreshing masque and wrapped in banana leaves.

"Our most popular services are massages and facials. Once you have had a massage, you just love it," Liburdi said. One very popular massage is called the hot rock massage in which warm smooth

stones are placed in specific areas of the body, but are also used to massage the muscles. "We get a lot of inquiries about this," she said.

Like the other spas, Spargo offers a la carte or packaged services. "Everyone has a problem area, whether it's their skin, their feet, stress or aches and pains. People are coming to the spa because they are beginning to realize it's time to take care of themselves, to feel good—and they keep coming back. Life can be too hectic and crazy. You need time to get away," said Liburdi.

Today, there is no "typical" spa customer. People of all ages are seeing the need to take care of themselves at an earlier age—and men are becoming spa patrons in greater numbers than ever. In addition to getting pedicures, manicures and facials, men are also seeing the virtues of shedding excess body hair and are taking advantage of body waxing. Both men and women are realizing that going to a spa is a chance to focus on yourself rather than your spouse, your family or your boss. ■