

With its nine year anniversary just last month, Amanda's Massage & Bodycare is changing its name to Napa Massage & Bodycare. "What's in a name?" quips long-time business owner Amanda Escobio Lewis.

The change is a reflection of the shift in downtown Napa as well as the business itself. Just as downtown Napa is finally thinking bigger, Escobio Lewis is positioning her business to do the same. "After starting as just one therapist massaging in one room so many years ago, it is time for the business name to recognize the hard work of everybody involved with our seven-day-a-week operation," says Escobio Lewis. She intends to maintain the small-town feel of an owner operated business while embracing the new growth of downtown Napa.

Close friends, many day spa clients, staff and others know that Escobio Lewis has been successfully managing the business remotely about 2/3 of the time for nearly two years. "Even with Amanda in Florida part of the time, this place is still very much owner-operated," explains Kris Cole, on-site manager and lead massage therapist." Cole and Escobio Lewis met four years ago at a Pregnancy Massage Course in San Francisco. Soon after, Cole, a native Napan who worked 10 plus years at Silverado Animal Hospital before training in massage therapy, joined the team. She now functions as "my left-hand person," Escobio Lewis says, only half-joking. She and Cole work closely together on day-to-day business operations. Each credits the other's left-handedness for the unique blend of genius and insanity that makes a small business tick.

If Cole is her left-hand, then the bubbly and world-traveled Babs Bornemann is her right. "She's actually more like an octopus, since she does top-notch massage, skin and nails, plus contributes on the admin side," teases Cole of her right-handed counterpart.

World-travelers, beach bums and dog whispers are only a small part of the Napa Massage & Bodycare team. You can learn more about the highly diverse, nurturing and experienced professionals on the company website www.napamassage.com, where individual bios are posted. "It is such a privilege to work with these people. If I'm not the perfect massage therapist for you, then I know somebody else here will be. We want you to find the perfect fit." says Cole. You can even do a trial run; Jennifer Heminger offers chair massage regularly at Pharmaca and Carol Villas does so at the Tuesday Farmers Market. Both of these therapists are available several days a week at Napa Massage & Bodycare. Or take advantage of the new "Try Us For \$25" campaign featured at right. If you are one of the many locals who is already a loyal supporter, a special gift is yours for the asking when you call to book your next appointment.

"We're actually more like a family, than regular co-workers," says Kim Himes Aronsen who had one of the groups 4 babies in the past two years. "Since we're open everyday, early till late, we work together to create a schedule that supports our busy clients as well as our own home-lives." Carlos Uribe, one of the team's three male massage therapists, will add baby number 5 later this year. "We recently added a special discount, just for pregnant women, to our menu. After working with my sisters, co-workers and now my wife during pregnancy, I know first-hand that there is no better time to receive massage," he says.

Another new discount developed for locals is massage packages. Since studies show that the benefits of massage therapy are greater and longer lasting when received on a regular basis,

Napa Massage & Bodycare offers revised packages good for a year in quantities of 5, 10 and 20. You can even buy packages now with a credit card and earn bonus air miles.

At one time, the business's clients were 100% local Napers. Today the day spa enjoys a nearly even split of wine country visitors and a dedicated local following. Escobio Lewis adds, "Our goal is to remain the locals' favorite with the ideal visitors' location."

Yesterday's "mom-and-pop" businesses are today's sophisticated boutique establishments. Lewis and her team of a dozen massage therapists, manicurists and estheticians blend personalized attention and premium services in a unique historic location. Like the valley's boutique wineries, Napa Massage & Bodycare will see discerning guests, just a few at a time, for something special that can't be had just anywhere.

In fact, Napa Massage & Bodycare believes that its massages provide something others don't. "We've been doing things differently here for a long time. Now we put a name on it," says Diane Barbosa the massage therapist who coined the new term "Wolti Wellness Massage" which debuted with the business name change this summer. The new name for the day spa's signature service pays homage to its unique location within the historic Wolti Wellness House. Dr. Wolti, a prominent local physician nearly 100 years ago, built the craftsman-style house in downtown Napa. Today, healing work continues.

Located at 1834 First Street, one block west of Jefferson, the day spa is in walking distance to a handful of upscale inns and downtown hotels, yet offers easy street parking for locals. Call 252-7079 to schedule and be sure to check napamassage.com for more information including special offers.

What's A Wolti Wellness Massage?

An integrated hands-on approach combining a Swedish foundation with elements of Deep Tissue, Trigger Point, Sports, Reflexology, Energy balancing and more.

Plus, these *extras* are included FREE.

- Any pressure from light to deep
- Aromatherapy oil or unscented lotion
- Pain-relieving liniment for target area
- Peppermint-chamomile foot creme
- Therapeutic moist heat or cold pack
- Integrated bodywork combining advanced techniques
- Full clock time