

FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Kathy Sacks
Sacks PR
o-602-258-0888
c-602-619-444
kathy@sackspr.com

SPRING INTO THE SEASON WITH FOUR WAYS TO GET GLOWING SKIN

Fuchsia Spa Gives Expert Advice on Shedding the Winter Flakes, What's Hot for Spring

Mesa, Ariz. (March 20, 2007)- From conditioning the eyelashes to giving the whole body a scrub, Fuchsia (www.fuchsiaspa.com), a new kind of spa and beauty boutique offering high quality treatments at affordable prices, announces the four big trends for the spa and beauty industry this spring season. Back from their trip to Las Vegas MAGIC the biggest beauty trend and fashion market in the U.S., co-founders, Erin Owens and Lisa Vukonich, have expert pointers for flawless spring skin through professional and at-home treatments.

"Our clients look to us to always know what is hot now and coming up in the way of skincare treatments and new beauty products this season," explained Owens. "What you'll be seeing this spring is all about beautiful skin and accenting exotic facial features."

The experts at Fuchsia recommend watching these four areas:

1. **Body Scrub:** As brand new service offered at Fuchsia, the Body Scrub will
2. **Self Tanning:** Add a beautiful bronze color to your skin this spring without having to step outside or in a tanning booth. After a body scrub treatment is complete and dead skin has been exfoliated, highlight color tones with a self-tanner.
3. **Eye Lashes:** Gone are the days where conditioner was just meant for the hair. The highly-anticipated Age Intervention Eye Lash Conditioner from Jan Marini is out for spring and ready to increase flexibility, prevent breakage and produce dramatic improvement in the appearance of volume, texture and density of the eyelashes. The conditioner is applied before bedtime and is FDA approved to help thicken and grow eyelashes.
4. **Organic Makeup:** Everyone is 'going green' and fueling the environmental movement for natural products. Fuchsia offers makeup consultations, as well as treatment products, that are completely free of harmful and hazardous ingredients. In addition to the organic features, most of the facial products offer SPF coverage—a crucial component when there is sun exposure.

"It's finally time to shed those winter clothes and let your skin breathe," said Vukonich. "We want all of our clients to feel comfortable revealing their skin to the spring weather—that can be achieved through continual professional and at-home care. The changing temperatures can dramatically affect your skin if you don't take the proper precautions and care."

For any of these items and services, or for more hot spring and summer trends, visit Fuchsia at their retail storefront at 1854 South Val Vista Drive, St. 100, Mesa, Arizona, 85204, 480-813-PINK or on their website www.fuchsiaspa.com.

Both Owens and Vukonich are available for interviews and hi-res shots are available.

About Fuchsia

Fuchsia is a new kind of spa and beauty bar boutique, dedicated to providing tantalizingly high quality facial treatments and therapeutic massage services to women of all ages at affordable prices. Fuchsia also offers a deep selection of the latest and must-have beauty products, cosmetics, skincare and home fragrance. Set in a fun, playful yet contemporary atmosphere, Fuchsia's comprehensive service and product offering fits consumers' stylishly savvy but busy lifestyles—and pocketbooks. The growing company aims to change the face of spa services by creating the ultimate source for consumers' beauty needs where affordability comes

with stunning skin deep results. Fuchsia is headquartered in Mesa, Ariz. For more information, visit www.fuchspaspa.com.