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SIT BACK, RELAX AND SAY SPAAHH: NEW SPA CONCEPT TO LAUNCH IN ARIZONA

*Fuchsia Spa Opens Doors Early November in East Valley;
Offers Brand New Twist on Luxury—Affordability*

Mesa, Ariz. (October 31, 2006)—Say goodbye to the age-old days of high-priced, once-a-year spa treatments because Fuchsia, (www.fuchsiaspa.com) a fresh spa concept for the everyday gal, is opening its doors early November 2006. Fuchsia, the brainchild of co-founders Erin Owens and Lisa Vukonich, is taking a leap from the traditional, tranquil day spa arena and pioneering into a brand new realm of the industry—therapeutic massages and revitalizing facials at an affordable monthly membership of \$59, all set in a quirky, yet contemporary atmosphere.

Designed with the hip, beauty- and health-conscious woman in mind, Fuchsia offers high-quality services performed by professionally trained estheticians and massage therapists; using quality products from Eminence and Jan Marini for each treatment. Through its club membership program, Fuchsia offers its clients true affordability with treatments that are at least 50% lower than other spas, without ever compromising on quality.

Each Fuchsia treatment room, while tranquil and comforting, underscores a unique experience. Each room is equipped with a personal iPod for each Fuchsia member's use during their treatment. Club members can rock out to the beats of the Rolling Stones, groove with Madonna or wind down with Norah Jones.

"The Fuchsia concept is about allowing women on-the-go a place to come once a month and rejuvenate in a comfortable and fun setting," say Owens, co-founder of Fuchsia. "We offer a team of experts that are really exceptional at delivering skincare results for clients and that is what will keep members coming back."

The tension-releasing spa features a retail beauty bar boutique stocked with the latest in cosmetics, home fragrances and girly sleepwear that A-list celebrities are smitten with. From Lindsay Lohan's favorite lip gloss by Dianne Brill to Sarah Jessica Parker's beloved fuchsia-colored intimates by Eberjey to Oprah's favorite Lollia line of candles and bath products. Fuchsia carries a deep selection of must-have products, including Ed Hardy lip plump, Deep Steep cosmetics and Sara Happ lip scrub.

"Fuchsia speaks to the needs of modern women, accommodating hectic lifestyles and price conscious sensibilities," explains Vukonich, co-founder of Fuchsia. "We know how important those sacred moments of alone time are. The Fuchsia girl deserves to have the luxury of spa treatments fused into her everyday lifestyle."

The company is offering a special introductory \$39 facial or massage for first-time clients.

Fuchsia club members receive additional massages, facials, peels or hair removal treatments throughout the month at an even lower rate of \$45. Clients are guaranteed that there are no "sneaky add-ons"—all services are priced the same. If a hydrating facial for parched skin or lavender aromatherapy oil for aching muscles is desired during treatment, Fuchsia girls are encouraged to take advantage of the all-inclusive sessions. Upon completion of the service, a complimentary make-up application and refreshing Fuchsia Fabulous beverage await.

To celebrate the company's launch, Fuchsia will be hosting "Pretty in Pink" on Friday, November 17, from 11:00 am-3:00pm. The event is free to the public and will feature spa tours, skin consultations, chair massages, professional makeup application and a bevy of beauty giveaway products. The first 100 to sign up for memberships during the opening weekend, November 17 through November 19, will receive additional service upgrades to their monthly packages. Those interested in attending the "Pretty in Pink" launch event should RSVP at rsvp@fuchsiaspa.com.

**Both co-founders are available for interviews.

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.fuchsiaspa.com.

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