



We do a BEAUTIFUL job keeping senior communities HEALTHY



FALL 2015

Expressions

IN THIS ISSUE

New Headquarters:

Rejuvenate moves to historic Tarpon Springs

National Director of Customer Experience:

Evelyn Mekosh promoted into an exciting new role

John Knox Village:

Renovating the existing Pompano Beach salon while helping create a dazzling new spa

Working Together:

We partner with other departments to create community-wide wellness experiences for residents

Spa Services:

Why foot doctors recommend spa services to patients

DO YOU FEEL THE FRESH ENERGY OF FALL? Even if you're in a climate where the change in season isn't marked by leaves turning brilliant colors, there's still plenty of excitement in the air. Fall always seems to bring a burst of energy that makes me want to refocus on health, try fresh things and start something new. Well, this fall, Rejuvenate Salon & Spa is making the most of this energy!

We've moved to our beautiful new Tarpon Springs headquarters.

We've created a new position—National Director of Customer Experience—that supports our vision of making the extraordinary experience we offer your residents *even better*. We're even exploring new ways of collaborating with all the different departments in our communities to create experiences that engage residents in living a healthy life—*in style!*

As we enter into this new season, we are honored to have the opportunity to use our experience and flexibility to give more than 100 active- and assisted-living communities a salon-spa experience that is utterly first class *and* that is created for each unique location, brand and resident profile. Thank you!

Warm Regards,

Abby



ABBY GERMAIN
President
Rejuvenate Salon & Spa

Rejuvenating an existing salon while a dazzling new spa is being built



While consulting with architects on the large new salon-spa being designed for John Knox Village of Pompano Beach, Rejuvenate gave the current salon (above) a glamorous makeover (right) and far wider menu of services—all at no cost to the community.



WHAT A REJUVENATE SALON-SPA “MAKEOVER” INCLUDES:

- Fresh décor designed for each unique community
- Elegant reception desk
- Nail polish display and table
- Enhanced waiting area
- Spa-quality products specifically for seniors
- Contemporary salon and spa services
- Spa ambiance (refreshments, music, etc.)
- Full management and marketing responsibility
- Hiring existing salon staff as Rejuvenate employees



John Knox Village of Pompano Beach has brought in architects to design a dazzlingly spacious new spa. The community has also brought in Rejuvenate Salon & Spa to manage the new spa and—until it opens—to update its existing salon. Rejuvenate’s Abby Germain has been consulting with the architects. She says the new spa will feature everything found in today’s top-tier spas, including environmentally sustainable materials, leading-edge fixtures and high-end design concepts that create luxuriously private areas for facials and massage, with even a separate “mini salon” for manicures and pedicures.

While the new spa is being completed, Rejuvenate has taken over management of the community’s existing salon. All of the salon staff have been retained as Rejuvenate employees. From new services to the new sound system, the salon has been updated so dramatically that residents say they can’t believe the difference in the look, the products, the services and most especially the feeling that they’re coming to a very “posh” salon—even though the staff remains so warm and welcoming and the prices remain so affordable.



Working Together for Wellness

At Rejuvenate Salon & Spa, we believe services like massages and skin and body treatments do more than “pamper” — they promote health and well-being. That’s why we are so active in creating wellness offerings that promote a healthier lifestyle. We join in health fairs and offer exciting awareness-building experiences in our salon-spas as well.

At one of our Senior Living Communities, we partnered in a community-wide Passport to Wellness program. We offered free chair massages and soothing paraffin hand treatments. The dining hall created a smoothie bar and the wellness center offered yoga and tai-chi. Other departments participated as well. Residents had their passports stamped at each location, building up enough stamps to win prizes. It was a wonderful social event *and* a great opportunity to keep residents healthy!

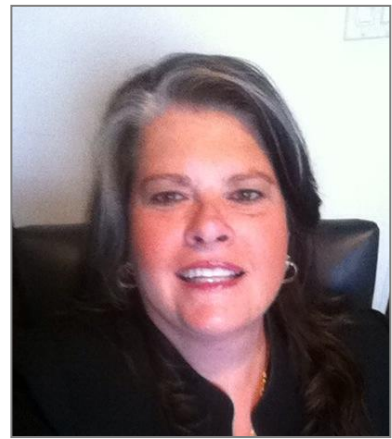
Why Podiatrists Recommend Spa Services

Stiffness, balance issues and poor eyesight can make it hard to keep feet well groomed. Yet, podiatrists say, footcare is essential for seniors.



Poor circulation is a major issue for people over 50. Massage promotes circulation. Pedicures remove calluses and keep feet healthy, which is important for everyone and *essential* for those with foot conditions or diabetes. At Rejuvenate, we find it’s not only women who value these services—men love them, too. Here’s a quote from one of our male clients at our Deerfield Rejuvenate Salon & Spa:

“The spa is one of the best things to happen since I moved here. I have a monthly massage and pedicure that are worth every penny. Let’s face it folks, the older we get, the harder it becomes to clip those toenails.”



EVELYN MEKOSH becomes Rejuvenate’s National Director of Customer Experience

Rejuvenate has promoted regional manager Evelyn Mekosh into the newly created position of National Director of Customer Experience. Rejuvenate salon-spas are known for providing an exceptional customer experience. Now, drawing on years of experience with Rejuvenate (and previously as regional salon-spa manager for Marriott’s premiere Florida communities), Evelyn will be using the best and brightest ideas from each Rejuvenate location to keep prices affordable while creating even grander product and service offerings, and even more personal attention and engagement.

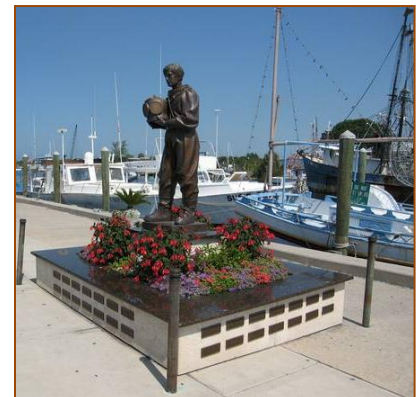


We're in love with our new Tarpon Springs headquarters



Tarpon Springs is a perfect fit for Rejuvenate. This Gulf-front Florida town provides a warm, welcoming experience for all, combining a deep respect for heritage with a rich appreciation for how its close-community culture can continue to promote robust business growth.

At age eight, Rejuvenate founder Abby Germain fell in love with the historic Arcade Hotel in the heart of Tarpon Springs. Recently, a rarely available suite of offices was offered and Abby decided to relocate the Rejuvenate headquarters to this iconic building. Since September 1st, Abby and her entire staff have been enjoying Tarpon Springs' gorgeous waterfront location *and* its vibrant Greek heritage —both of which make lunchtime shopping and dining a delight.



Founded in 1996 by Abby and Tim Germain, Rejuvenate Salon & Spa manages over 100 salon-spas in senior communities in eight states. In both independent and assisted living settings, Rejuvenate provides luxurious salons and valued spa wellness solutions (massage, skincare and many other services) customized for the needs and preferences of seniors and provided by experienced and caring staff.



OUR **NEW** ADDRESS:

Rejuvenate Salon & Spa
210 South Pinellas Avenue, Suite 205
Tarpon Springs, FL 34689

TOLL-FREE: 877-792-1366

IN FLORIDA: 813-792-1366

EMAIL: SalonServices@TampaBay.rr.com

WEB: RejuvenateSalonandSpas.com