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NEW YORK

A perfect weekend of shopping,
food and culture.

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JW MARRIOTT 

WELL-BEING

THE PAMPERED TRAVELER

Whether you're traveling to see the sites or seal the deal, spa treatments offer pampering, rejuvenation—and even a bit of local culture.

BY KATHY SENA

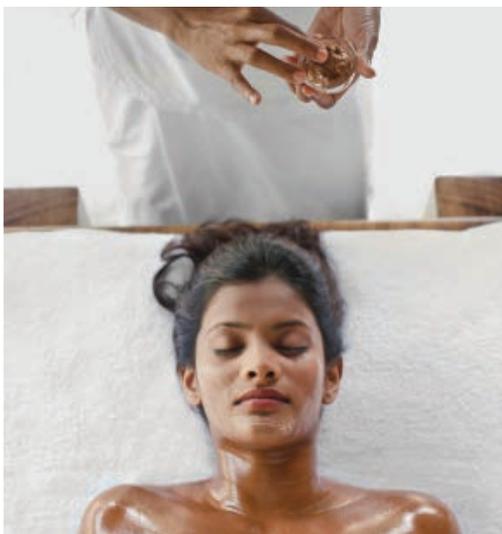
When you're on the road, whether for business or pleasure, you need a little downtime. Time to unwind, whether you've spent a lovely day (and lots of time on your feet) meandering through museums or you've been visiting clients and making presentations. You're looking to calm mind and body, indulge a bit, feel invigorated and come away... renewed.

These days, for many travelers, a spa visit is just the ticket. And while two particular treatments — massage and pedicure — remain perennial favorites, the trend these days is to inject a bit of local culture into the spa

experience in unique ways that are sure to delight and soothe even the most on-the-go traveler.

RENEWAL FOR TRAVELING FEET

“In my book, there's really no bad time for a pedicure,” says Jessalyn Pinneo, a Seattle, Washington–based professional translator, frequent international traveler and runner. “Between running, yoga and walking an average of two to three miles a day, my feet tend to get a little ragged-looking fairly quickly,” she says. Add to that the time she spends in heels when traveling for business and a little foot pampering shoots to the top of Pinneo's travel to-do list.



So Many Paths to Find Your Bliss: Personalize Your Spa Treatment

When you travel, there are a million reasons you might need to unwind. Whether you've had a busy day sightseeing or a meeting-filled agenda, a little pampering can go a long way toward keeping you at your best. That's why **Spa by JW** was designed to make it simple. It tailors its superb menu of spa treatments to the benefits that you want to experience. Choose your path by what you're looking for—calm, indulge, invigorate or renew—then all you have to do is enjoy the clarity that comes with total relaxation.

The extensive menu includes the option of Express Treatments, which are designed to fit even the most whirlwind schedules. A spare moment used to clear your mind with a Tension Release Massage before a business presentation can make all the difference (12, 25, or 40 minutes). Return your feet to their freshest state between activities to get the most out of everywhere you walk with an Aching Feet Massage (12 or 25 minutes).

When first impressions are all-important, a facial or nail shine is a relaxing way to make sure you look your brightest. Those who are tossed about by time zones can ease their transition in luxury with the 90-minute Jet Lag Cure Massage. A Clear Your Mind Massage can offer your brain a 90- or 120-minute vacation all its own, enhanced by aromatherapy.

Spa by JW is currently open at the **JW Marriott Bengaluru** and the **JW Marriott Hanoi**, and travelers will soon be able to enjoy this experience in the U.S. for the first time at the elegant new **JW Marriott Houston Downtown**, which will also be home to the first worldwide full concept **Spa by JW**.

The opportunity for a unique mind-body balance will be even closer before long, when 20 more **Spa by JW** locations debut around the world.

"If I have an especially long trip scheduled, I might take an hour or two midway through to get a pedicure and relax, since I tend to jam-pack my schedule otherwise," says Pinneo. Her favorite part of a pedicure: "Having hot towels wrapped tightly around my feet and ankles for a few minutes before the polish goes on. It feels SO good."

MANY CULTURES, MANY OPTIONS

While a pedicure may be your first thought after a busy travel day, you won't want to stop there. These days, spas are tempting travelers with many different experiences, says Manish Jaswal, spa director at Spa by JW at JW Marriott Bengaluru in Karnataka, India. "Corporate customers who travel for work generally opt for relaxing therapies, including massages or grooming sessions such as body scrubs or facial treatments," Jaswal notes. Those traveling far from home on vacation are interested in the area's culture and how that translates into their spa experience, he adds. "Guests who visit the spa at leisure like to explore our different therapies that are derived from the ancient Indian culture," says Jaswal.

The newest service offered at Spa by JW at the JW Marriott Bengaluru is the Signature Spa Experience. "This treatment is derived from the natural Indian environment, which uses subtle scents of sandalwood," says Jaswal. "Sandalwood oil has been used in cultural and spiritual ceremonies for centuries," he adds, noting that it is used in the Indian Ayurvedic system for its healing and energizing properties.

"The Signature Spa Experience begins with a unique balancing ritual that helps calm the mind," says Jaswal. "This is followed by mild exfoliation using a combination of sandalwood and saffron to render the entire body skin smooth and radiant. Moving forward, a

deeply relaxing Indian massage with rhythmic movements helps rejuvenate, clears dormant energy and retrieves the flow of 'prana,' the life force, to balance your body and mind."

As with the JW Marriott Bengaluru, hotels in other countries offer spa experiences that embrace the culture of their particular region. At Mandara Spa at JW Marriott Phuket Resort & Spa, in Thailand, Thai massage is offered in five massage "salas," beautiful outdoor areas designed to bring the tranquil local environment into the massage experience. The Desert Rain Loofah Treatment and an adobe-clay purification wrap are two popular Arizona-inspired treatments at The Spa at Camelback Inn at JW Marriott Scottsdale Camelback Inn® Resort & Spa. And the spa at the JW Marriott Guanacaste Resort & Spa in Costa Rica features a rice, corn and tamarind scrub and a rice, corn, turmeric and cuculmeca wrap. (Cuculmeca is a medicinal plant that grows in Costa Rica's humid forests.)

MASSAGE: ALWAYS IN STYLE

Stress takes a toll on business travelers. And in any culture, massage is king when it comes to spa services for those traveling for work, Jaswal notes. "Although spas these days offer an array of carefully crafted treatments, a relaxing massage still stands as the most popular option that business travelers look for," he says. Of course, for those traveling for pleasure, a massage is one of the best ways to truly "get away" in both mind and body, Jaswal adds.

And when you can treat yourself to a classic massage or pedicure and then add a regionally inspired spa treatment featuring local ingredients? That, fellow traveler, may just be spa heaven. □

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