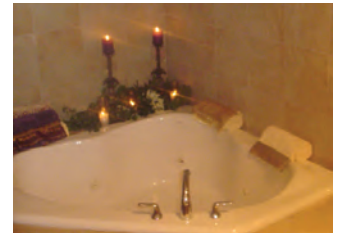


La Dolce Vita Spa

Relaxation, Rejuvenation ... And No Limitations



In a world filled with hectic work schedules and hour-long traffic jams, the entire idea of spending a day at the spa is to relax and rejuvenate. It's impossible to unwind when you have to wrangle through a packed parking lot to find a spot at strip-mall spa.

But at La Dolce Vita Spa in Rochester, the environment is completely different. "Everything is possible here," says proprietor Gina Rewold. "We're located in a charming 1863 Victorian home, and we make guests feel like this is a retreat created just for them."

La Dolce Vita is situated on a lovely, tree-lined street, its elegant exterior just the first of many amenities that guests will encounter. Inside, fantasy conjoins with reality as the luxurious atmosphere is reminiscent of a Tuscan villa. Murals embellish the walls, ornate chandeliers adorn the ceilings, and only the finest products are offered to guests.

One of the only true day-spas that offer a separation between salon and spa, La Dolce Vita features full nail service with all types of MMA-free artificial nail enhancements, plus pedicure services customized to each client's needs. The spa also features customized facials, massages, hair styling and more.

Gina personally picks each and every item the spa carries — from homemade soaps to extra-

velvety towels, all of which make La Dolce Vita the perfect setting for a romantic event. "Guests can come and enjoy a romantic couples' package in a completely beautiful setting," Gina says. "When the candles are lit up and down the spiral stairway, it just glows here."

Couples aren't the only guests who enjoy La Dolce Vita's hospitality together. Bridal packages are especially popular, beginning with the bachelorette party and continuing through the week with full bridal services, including mother and daughter days, as well as the bride's services the day of the event. Many brides often give their bridesmaids spa packages to reward them for their hard work.

Each of these events is anything but ordinary at La Dolce Vita. Guests can choose from a variety of party packages, including Asian, Italian, Mexican, and New York-inspired themes, each featuring the respective cuisine and premium party decorations.

Upon booking a spa party, customers are assigned an event coordinator to help plan the event from beginning to end. This talented liaison coordinates everything from custom invitations to fabulous food selections from one of seven different caterers.

La Dolce Vita also caters to men who want the

relaxation as well as the health and wellness benefits of a spa every bit as much as the women. And all visitors receive the finest treatments available from 23 licensed and certified professionals.

The hair department is on the cutting edge of fashion and is chosen by many high-end hair-product distributors to host their continuing education classes and to launch new product lines. La Dolce Vita also carries an extensive line of exclusive hairstyling products and a customized line of makeup.

Like everything else at La Dolce Vita, the signature services are also truly amazing. "The Resplendid Fruit of Eden Package includes a white-chocolate truffle-sugar glow, a dark-chocolate truffle body wrap, fresh fruit, a chocolate fountain and a Jacuzzi," Gina says.

Health, wellness, relaxation, recreation, and beauty all are essential elements to a happy lifestyle. In today's busy society, it's important to take time to relax, and La Dolce Vita is the perfect place to do just that.

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