



CONTACT: Donna Scherner/LeJane Carson  
(847) 884-0000

**EXCEPTIONAL STANDARDS, INDIVIDUALIZED SERVICE,  
RESORT AND SPA MANAGEMENT ACUMEN SET BREATHE SPA APART**

Breathe deeply... eyes closed... a slow, deep breath that draws in the surrounding serenity.

Designed to be relaxing and non-intimidating, Breathe Spa offers the most personalized approach to the spa experience, with services ranging from body treatments and massages to facials, hydrotherapy and specialty hand and foot treatments, among others.

Breathe Spa is a branded, full-service destination spa with day spa components, set apart from other mega resort spas or day spas by the impeccable service and individualized treatment programs offered at its locations in Daufuskie Island, S.C., and Sedona, Ariz.

The term *Breathe* reflects the Breathe Spa's philosophy of taking in (or *breathing*) one's surroundings, embracing balanced health to create optimum wellbeing. "A visit to a Breathe Spa forever changes peoples' expectations of the spa experience," says Gayle Bulls Dixon, \_\_\_\_\_. "We set the highest level of service you'll find in any spa, starting from the minute you arrive and are greeted by your own personal spa coordinator, who will stay with you through the duration of your visit."

By accompanying the guest throughout the spa visit, the spa coordinator can ensure that the guest is benefiting from the treatment, taking note of any allergies or issues, customizing the treatment as necessary, and eliminating the often intimidating ambience of typical spa environments. Not only is each spa coordinator well-versed in the products and ingredients used in every treatment, but they also know the benefits of each treatment and, if necessary, will tailor a treatment based on their guest's skin type or an allergy.

Breathe Spa provides special treatment options for people of color, using enriching, revitalizing products formulated specifically for their distinct hair types. Other thoughtful

considerations, like oversized robes and treatment tables, ensure that every guest is not just comfortable, but completely pampered.

Breathe Spa's signature treatments include a facial that combines a customized masque with an aromatherapy treatment using warm and cool river stones and a reflexology treatment. The signature herbal bath is an aromatic bath derived from Native American healing customs that includes the scents of sage, sea fennel and other herbs known for their cleansing properties.

Breathe Spa is Dixon's brainchild, and also the focus of Breathe Spa Management Company (BSMC), which currently manages two Breathe Spas: Daufuskie Island Resort & Breathe Spa on Daufuskie Island, off the coast of South Carolina, and the Breathe Spa at Hyatt Piñon Pointe, in Sedona, Ariz.

According to Dixon, spas once were considered an expense that hoteliers grudgingly maintained for the benefit of guests; now, as more executives are taking their families on business trips with them, a spa has become a critical business driver, as well as a profit center.

"There is a hole in the marketplace, with resort owners realizing they need a spa but having no idea how to build or run one," says Dixon. "The beauty of Breathe Spa is that we handle every aspect of the spa's development, staffing and training to our very rigid standards, as well as the spa's complete operation."

"Breathe Spa management takes the term 'turnkey' very seriously," she adds. "We bring a unique perspective to spa development and management -- the perspective of a resort owner and a spa owner. Those qualifications, along with the incredibly high standards that have been set for Breathe Spa, separate us from all other competition." Actively seeking opportunities for Breathe Spa expansion, Dixon anticipates exceptional growth for BSMC in the next two years.

Breathe Spa Management Company is owned and operated by Dixon Entities, a real estate investment company that focuses on distressed properties or properties from distressed owners and transforms them into highly profitable ventures.

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