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Thanks to Gas Prices, ‘Stay-cations’ Are the New Trend
*And Spa Sydell’s Atlanta Boutiques are Summer Destinations Not to Miss:
Tour the Annual August Sale and Find Gifts for Everyone ‘Back Home’*

Atlanta, GA (July 24, 2008) – Spa Sydell, Atlanta’s first full-service day spa, has been known for 26 years for its oh-so-relaxing deep tissue massages, heavenly hydrating signature facials and delicately detoxing body wraps, but Atlanta’s only ‘true spa, real spa’ is a secret haven for top-of-the-line skin products and fabulous gifts that might be the city’s best-kept ‘tourist trap’ secret. With gas prices toppling past the four-dollar mark, many families are staying off the road and enjoying ‘stay-cations,’ many rediscovering enjoyable destinations in their own backyards. Vacations are all about relaxation and treating the family to extras, making Spa Sydell an ideal ‘stay-cation destination.’

August is a great time to pay a visit to Spa Sydell’s gift boutiques, available at all seven locations. Each August, Spa Sydell invites Atlantans to come in out of the heat and take advantage of specials on products and services that will carry clients through the remainder of the year and into the winter months. “If you’ve never tried our wonderful Flo products, you’ve been deprived,” says Karen Harris, Vice President and co-founder of Spa Sydell. “Our signature Flo line includes body gels, scrubs, body lotions, massage creams, massage oils and bath salts in fragrances that will excite your senses and take you away. The Agean Sea formulation contains fresh marine and flower scents, which are balancing and soothing, and the Soy Comfort provides a clean, fresh scent, joyous and sensual. We also have Citrus Ginger and an old favorite, Lavender,” explains Harris. “Hey, if you can’t take your usual summer vacation, pay us a visit, and we’ll provide a mini-getaway – at least in body, mind and spirit!”

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Spa Sydell also carries a variety of other products that allow clients to bring the spa lifestyle home, especially during a stay-cation. Exfoliants, facial cleaners, masks, moisturizers, serums and toners are other skin care items that visitors will find. They even carry soft and yummy robes that you’ll never want to take off.

If you’re home for the summer and looking for something out of the ordinary to satisfy the tourist in you, the annual Spa Sydell August Sale is happening right now, and it won’t take a tank of gas to get there. You can get discounts off all Spa Sydell products, Series Packages and selected Spa boutique items. Specifically:

- Buy 5 get 1 free (services \$85 or more)
- Buy 8 get 1 free (services under \$85)
- Up to 25% off Sydell and Flo’ Products*
- Up to 50% off Boutique products*

*On selected products while supplies last, no rain checks

Spa Sydell is open seven days a week and evenings, too, until 9 p.m., and Sundays until 7 p.m. To learn more about boutique products and spa services, please call (404) 255-7727 or visit www.spasydell.com. The Spa Sydell locations across Atlanta include: Alpharetta, Buckhead Plaza, Cumberland Mall, Forum at Peachtree Parkway, Gwinnett Place, Midtown at Brookwood Plaza and Park Place at Perimeter.

About Spa Sydell

Founded in 1982 by Sydell and Arthur Harris, and their children, Karen Harris and Richard Harris, Spa Sydell was launched as Atlanta’s first true full-service day spa with a single location in Buckhead, GA. Today, the successful family-owned day spa business has seven locations and more than 500 employees. Services offered by Spa Sydell range from a full complement of specialty athletic performance, deep tissue and prenatal massages, along with the latest in unique body treatments that include fruit medley and signature facials, manicures/pedicures; waxing and hand-sprayed organic tanning services. Spa Sydell locations include Alpharetta, Buckhead Plaza, Cumberland Mall, Forum at Peachtree Parkway, Gwinnett Place, Midtown at Brookwood Plaza and Park Place at Perimeter. For more information, visit www.spasydell.com or call (404) 255-7727.

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