

FANFAIR



Extra Fresh

SCENTED T.L.C. FOR SKIN REPAIR

Fourteen years ago, **Lev Glazman** and wife **Alina Roytberg** opened Fresh, a skin- and body-care boutique that won over customers with its natural and fragrant products, such as Milk & Rose Shampoo, Orange Chocolate Shea Butter, Soy Face Cream, and grenadine-scented candles. Now, with 12 stores in various cities around the globe, they've taken the next step in offering high-end

personal spa services with Espace, Fresh's new sleek and serene in-store face-and-body treatment rooms.

While pampering customers, aestheticians combine product knowledge with technique, teaching proper application of creams, scrubs, and lotions. "It's about the smell and the effectiveness of the products. We're educating our customers so they can do this at home," says Glazman.

Brown-sugar exfoliation, sake-and-rice foot soaks, and Umbrian-clay treatments are among the best services offered on the spa menu, with prices ranging from \$75 to \$185. As an added perk, products are complimentary as long as price points are commensurate with treatment cost.

Fresh has opened Espace in cities such as London, Paris, and Los Angeles, with its store on Boston's Newbury Street set to unveil another this spring. —MELISSA CERIA