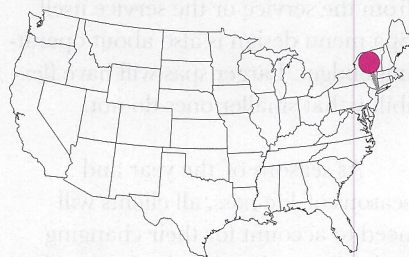




EXHALE SPA: NOMAD

Nestled in New York City's posh neighborhood just north of Madison Square Park, exhale spa's 5,000 square-foot location in NoMad features five spacious spa therapy rooms known for providing the ultimate pampering day spa experience, including luxurious facials, massages, and body scrubs. The lavish facility is equipped with a Zen room, changing rooms full of amenities, private showers, and lockers. In April 2022, exhale spa NoMad was the first location within the brand to launch a medical spa menu, featuring the latest, state-of-the-art treatments in injectables, intravenous therapies, body sculpting, and more.



Not only does the spa have high-quality service offerings, but the exceptional staff also helps cultivate the overall exhale experience. Voted Best Luxury Spa and Fitness Company of the Year in 2021 by New World Report in the North America Business Elite Awards, exhale spa's team is built of medical professionals, wellness consultants, and well-trained staff members who embody the high standards the brand is known for. The exhale team delivers remarkable luxury service within the spa and fitness industry to clients across North America, and the brand has made a name for itself through its award-winning treatments, proprietary classes, and world-class amenities. DERMASCOPE spoke with CEO, Marie O'Connor to get to know this Face Haven better.



What was your background before becoming the CEO of exhale spas?

Before my time at exhale, I had over 14 years of experience in the entrepreneurial and healthcare fields in senior management roles, including more than seven years serving as founder, CEO, and chief nursing officer at three different health and wellness companies.

What drew you to aesthetics?

My career in aesthetics has been extremely rewarding, as I get to help those who seek treatments to boost their confidence and self-esteem by providing them with healthier looking skin and an improved appearance.

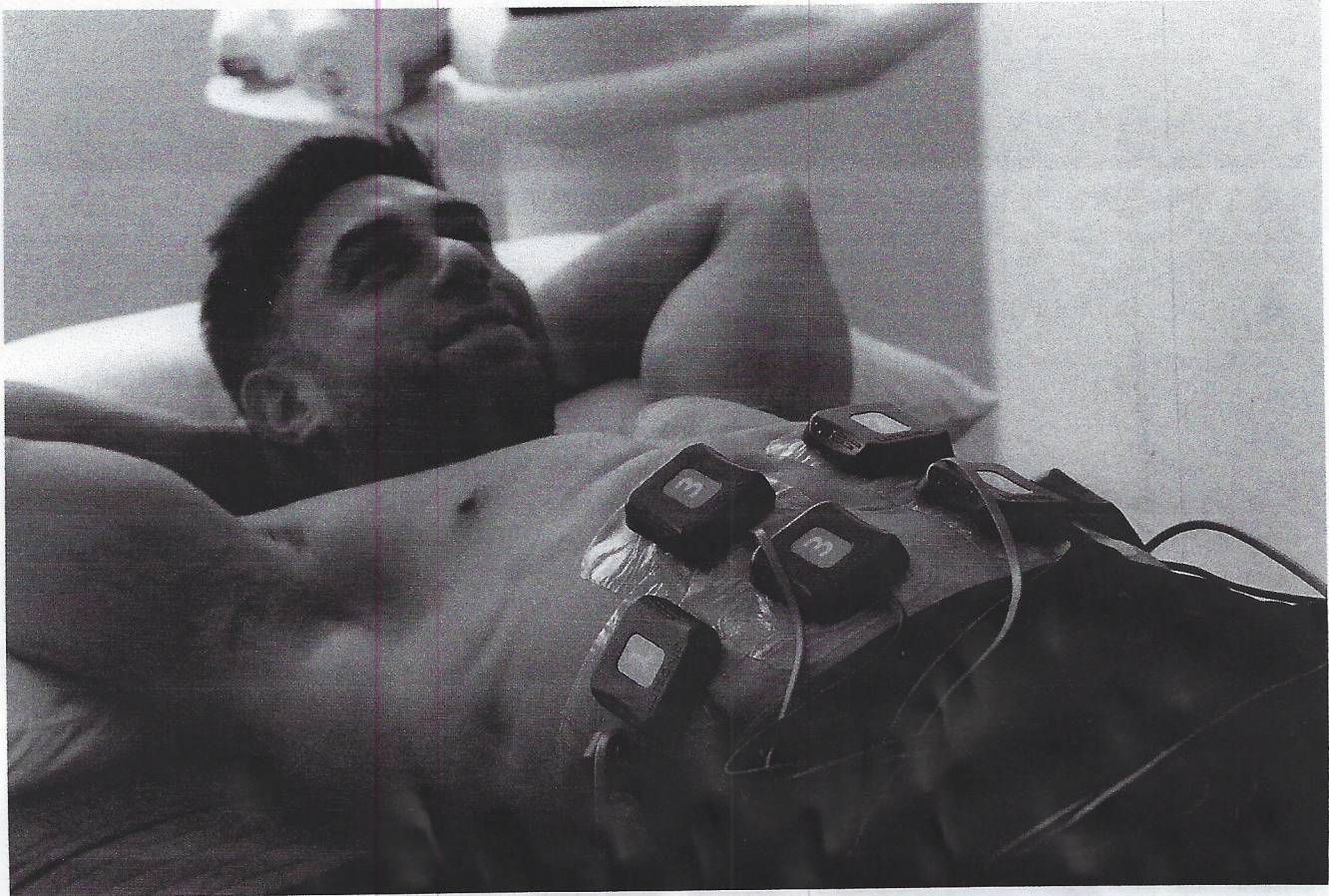
With the spa's NoMad location recently reopened, what are some of the recent renovations?

Creating an environment that is calming, stress-free, and relaxing was extremely important while we were renovating the NoMad location. All our new services are geared towards a healthier and more confident lifestyle, and the space was curated technologically and aesthetically to reflect that.

What gives the NoMad location its Zen-like spa environment?

The architecture of the space is designed to feel warm and inviting, allowing clients to feel relaxed as soon as they enter the spa. The staff also prioritizes each client's needs individually to provide them with the best experience as soon as they walk through our doors.





How was the new spa menu for the NoMad location created?

All the services were selectively chosen to complement one another, staying within our brand and offering the most innovative services on the market. We consulted experts in the area, performed market analysis, and used my past experience to curate the spa menu.

What is your personal favorite treatment to receive?

The Red-Carpet Facial using our Cryo T-Shock machine is my favorite treatment. It is comprised of a 60-minute full cleansing, exfoliation, and cryotherapy to reduce redness and inflammation while immediately lifting the face, toning skin, and reducing wrinkles. The treatment ends with another round of cleansing and an application of serums and creams.



How does the NoMad spa represent the overall exhale brand?

NoMad is the launching pad for our new treatments; however, that does not mean we are completely changing. Even though our menu has expanded, our brand's mission remains the same – wellbeing is not a maybe; it is a must. Think of this as exhale 2.0 with just a slight upgrade.



How do exhale spas differ from independently owned spas?

Our large footprint throughout the United States gives us the ability to deliver the consistency of the exhale experience nationwide. With many locations inside luxurious hotels, we provide convenience for our traveling clients as well as offer storefronts like NoMad for our community.

Where do you see the business in five years?

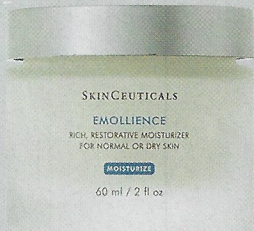
Over the next five years, the transition of offering our new services into our current locations will be completed, and we will develop more meaningful partnerships like that of AMEX Lounges. Adding more locations in major cities and potentially abroad is also in our future timeline.



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