

Press Contact: Leemor Rhodes
leemorgrace@gmail.com
305.299.8301

EMENA SPA OPENS ECO-FRIENDLY DOORS IN THE MIAMI DESIGN DISTRICT IN APRIL

December 8, 2008 (Miami, FL)- emena, inspired by the word 'me' in Greek, opens the first luxury boutique spa in Miami's bustling Design District in April 2009. Located in the Buena Vista building at 180 NE 2nd Ave unit 223 and armed with six ultra-chic treatment rooms, **emena** combines modern, eco-friendly spa philosophies with the concepts of fitness, wellness, and nutrition. The spa will provide locals and visitors of Miami and Miami Beach an array of self-improvement **emena**-ties that can be infused into lifestyle routines that are concurrently hectic yet health-mindful.

emena will provide Power Plate training classes in combination with high-end therapeutic massage and aesthetician services in a comfortable yet sumptuous environment. Services range from massage in a variety of styles as well as an evolving seasonal menu of facial and body treatments. The spa utilizes the winning product line that Renee Zellweger and Jennifer Aniston are devoted fans of, Eminence Organics. Power Plate classes are 25 minutes long and allow clients to become cut and polished in a spa setting. Brad Pitt, Elle Macpherson, Heidi Klum, George Clooney and Madonna swear by these machines to achieve top fitness performance and increase the effectiveness of their workouts. NBA, MLB, NFL and PGA athletes use Power Plates to enhance the results of conventional training and explosive strength training, as well as speed recovery and regeneration time. The staff at **emena** have extensive backgrounds in the spa and health industries and are trained to formulate and tailor all of your workouts and treatments to your needs and senses. An added bonus after a Power Plate session: the trainer will massage those hard-worked limbs right into pure bliss.

"At **emena**, we want to start a revolution and wake people up to how important it is to clean yourself up on the inside as much as the outside. Since my teenage years I have always had to work very hard to maintain a decent figure with various cardio workouts combined with a healthy and nutritious diet. These workouts have given me good but never amazing results. Ever since I began training with Power plates, my body has transformed and has allowed me to get to that next level of "tight and fit", explains CEO Christina Kesaris.

Upon arrival, guests are offered a shot of fresh wheatgrass, fresh fruit-infused water, and a variety of organic teas. Each concierge seating area will include an iPod for complimentary client use while waiting or relaxing and will be equipped with weekly pre-downloaded podcasts featuring expert advice on fashion, nutrition and fitness. **emena's** environmentally-conscious approach is consistently applied throughout the spa and boutique, and will feature Eminence Organics and Ecoist retail items such as organic teas, creams, handbags and accessories.

Through **emena**'s first class service, guests will feel renewed, rejuvenated, and centered. The philosophy, services, and products were carefully considered to revitalize and nourish the body, mind and soul while doing the same for the environment.

ABOUT POWER PLATE®

Power Plate® machines are powering an exciting new dimension in wellness solutions for people of all ages, lifestyles and physical abilities. It is based on a new kind of fitness experience that will bring greater satisfaction to the body and a renewed health. In as few as three 25- minute sessions per week, people of all ages and fitness levels will achieve new benchmarks for health, beauty and performance. The Power Plate® experience transcends most expectations and is truly a paradigm shift in the fitness, beauty and health industry. www.powerplate.com

Miami Design District
180 NE 39th Street Suite 223
Miami, FL 33137
305-438-3777
www.emenaspa.com

The hours of operation will be Mon through Fri from 7am to 9pm, and Sat & Sun from 9am to 7pm.