



**BodySmart** LAURA DAILY

## Ahhh, a \$39 massage

Massage is joining the gym circuit. Arizona's Massage Envy wants to open up membership-based clinics nationwide; 185 are to be open by next year.

How it works: For \$49 to \$59, members get a monthly massage; additional massages cost \$39. Walk-ins are welcome. "It's all about convenience and affordability," says CEO John Leonesio.

Texas-based Massage Heights has nearly a dozen similar outlets in and around San Antonio and Austin. And the Lamar in Scottsdale, Ariz., offers massage-a-month packages; comparable offerings, with volume discounts, also are attracting repeat business at hotels and other spas.