

## Massage Envy, Murad embark on new spa network

**W** **Massage Envy** will partner with well-known skin care firm **W** **Murad** in a nationwide effort to create more than 200 Massage Envy Spas over the next year.

While there are currently no such facilities in the metro Phoenix region, about five to 10 of the facilities are expected to open here next year. There are 44 existing Massage Envy Spas located in 11 states, including California, Colorado, Florida, Texas and New Jersey.

The expansion includes the rebranding of existing Massage Envy locations into Massage Envy Spa properties, as well as the introduction of new stores, officials said.

In addition to a variety of massages, the spa concept will offer skin, facial and body treatments using Murad's skin care products and offer the products for retail sale. The treatments will be performed by licensed estheticians who will receive ongoing training and education from El Segundo, Calif.-based Murad.

"We're very pleased to be working with Murad in an effort to bring our members the most effective, highest quality treatments and products available," said David Humphrey, CEO of Scottsdale-based Massage Envy, in a statement.

"The relationship says a great deal about our organizations' mutual regard for our clients. We believe it allows Massage Envy to offer our 625,000 plus members the benefits of exceptional facials and skin care, alongside offering the wellness benefits of massage."

"We're excited to be partnering with Massage Envy. Their core beliefs in the physical and mental benefits of healing touch and achieving wellness through internal and external skin care are very much in line with Dr. Murad's Inclusive Health Philosophy," said Richard Murad, Murad's chief operating officer and general counsel in a statement. "Not only is this a great introduction to Murad for Massage Envy customers, it is our hope that customers who will be experiencing a facial for the first time will continue to seek professional treatments to compliment their existing at-home skincare regimens."

Massage Envy is a subsidiary of Natural Wellness, based in Arlington, Texas.

For more: [www.messageenvy.com](http://www.messageenvy.com), [www.murad.com](http://www.murad.com).



Photo courtesy of Massage Envy

Massage Envy is teaming with skin care specialist Murad to create a network of more than 200 Massage Envy Spas across the country next year, including five to 10 of them in the Phoenix area.

