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## ELEGANT ESCAPE

TRUTH + BEAUTY (ROSLYN, NY)





*truth*

## BE TOLD

A beauty junkie's dream comes true with the opening of a new day spa in Roslyn, NY, that separates fact from fiction.

WRITTEN BY HEATHER MIKESSELL

The sophisticated treatment rooms put guests in the lap of luxury. OPPOSITE: The spa features a comprehensive selection of cosmetics.



IT SHOULD COME AS NO SURPRISE THAT WITH MULTIPLE NEW BEAUTY PRODUCTS AND SERVICES launched daily, deciphering various claims can be overwhelming to even the most savvy spa-goers. Fortunately, **Truth + Beauty** (Roslyn, NY) seeks to demystify the process with a host of beauty solutions that deliver fast and visible results. The day spa is the brainchild of founder and creative director Cori Goldfarb, a self-confessed beauty junkie. After spending years trying various products and treatments, she saw a need for a reliable one-stop shop to address all of her beauty needs. “I wanted to give people a place where they can trust that everything on the menu truly works,” says Goldfarb. “We tell clients the truth about what products and equipment work and what doesn’t and what kind of results they can attain.”

*continued on page 98*



Beauty enthusiasts will want to linger in the well-stocked boutique.

*continued from page 97*

To ensure guests achieve their goals, each service requires a 45-minute consultation, also known as a Moment of Truth, with an in-house beauty coach. The session includes a one-on-one VISIA digital skin analysis and produces a recommended program to follow. Guests can then track their goals and progress in a personal Beauty Diary. “We believe that taking care of the skin is like taking care of the body,” says Goldfarb. “You can’t follow-up an exercise routine with a pizza and expect results. We take that same philosophy and apply it to the skin. Ninety percent of our services are sold in a package, and each package includes a homecare routine.”

Massages, wraps, and nailcare services are noticeably absent from the menu—skin is the focus. “I wanted to create a menu that made shopping for cosmetic services simpler and more accessible,” says spa consultant Alexis Ufland. “Most medical spas sell their treatments by the name of the equipment or laser. We sell by benefits or what the client is looking to accomplish.” For example, clients may choose from among the following Beauty Solutions: Erase my Wrinkles, Fade my Brown Spots, Tighten me Up, Renew my Skin Cells, Clear my Skin, Decrease my Dimples, Reduce my Redness, Rid my Unwanted Hair, Biology of my Beauty, and Maintain my Beauty. The menu lets clients self-diagnose and self-prescribe

their own treatment plans with recommendations and support from their on-site beauty coach.

For those looking to defy the aging process, the spa’s team has a host of tools at its disposal. “There isn’t anything gentle on our menu,” says Goldfarb. “We pick, peel, poke, and prod the skin—whatever it takes to turn back the clock.” From chemical peels to intense pulsed light, from radio frequency skin tightening to ultrasound, Truth + Beauty combines a high-tech, high-touch, and high-talent approach to achieve beautiful and healthy skin. According to Goldfarb, the Cell Renewal Fix with microneedling (price varies, 30 minutes) is a definite crowd pleaser. It creates microscopic breaks just below the surface of the skin, forming platelets that release a series of growth factors, which promotes the production of collagen and elastin. Tougher to sell are those services found on the menu under the section referred to as Biology of my Beauty. They include treatments that lighten, brighten, and tighten a woman’s intimate areas. “Every woman is curious, but not every woman is comfortable asking about it,” says Goldfarb.

Asking about the spa’s more than 40 product lines is another story, though. Beauty enthusiasts will be especially taken with the 1,500 square feet dedicated to retail. The boutique is stocked with products to meet virtually any beauty need. “Our selection process is easy: The product has to work,” says Goldfarb. “There needs to be scientific proof that every product on our shelves creates results.” Clients can offset the cost of

*continued on page 100*



*continued from page 98*

product purchases and spa services by signing up for Truth + Beauty's Trubu rewards program. Clients earn points by booking services, buying retail products, referring friends, and more. For every 1,000 Trubu Points earned, clients will receive \$1 to spend on skincare, services, and gifts. Best of all, enrollment is complimentary and automatic upon booking. Special Trubu pricing is also available to those who sign up for the Trubu Maintenance program, which allows them to enjoy monthly facials, hair removal, and brow shaping, as well as receive private invitations to sample sales and soirees. They will also be privy to a monthly sampling of select products before they're stocked on the shelves.

The first of 10 additional locations set to open over the next five years, Truth +

Beauty combines advanced skin solutions, such as injectables, laser therapy, and radio frequency; beauty biology, which includes customized vitamin supplements and hormone testing; and correct maintenance, as in facials and makeup applications, to give clients the skin they want. "Clients need to come to us prepared to make a commitment," says Goldfarb. "If they commit to us, we will commit to them, and they will achieve the results they want." ■



Catchy product displays (top), skin consultations incorporating the VISIA Complexion Analysis system (above), and an opulent décor appeal to savvy spa-goers.

## TRUTH + BEAUTY

(Roslyn, NY)

OWNER: Cori Goldfarb

SPA DIRECTOR: Hana Rukaj

MEDICAL DIRECTOR: Jennifer Levine, M.D.

OPENED: May 2013

## CLIENT BASE

90% female, 10% male

## SPACE

5,000 square feet;  
10 treatment rooms

## OFFERINGS

eyebrow shaping, facials, injectables, laser hair removal, laser therapy, lash extensions, light therapy, makeup application, micro-needling, sunless tanning, ultrasound treatments

## SIGNATURE SERVICE

Cell Renewal Fix (price varies, 30 minutes)

## MOST EXPENSIVE OFFERING

True Wrinkle Transformation (price varies, starting at 45 minutes), features a combination of fillers, ultrasound, and more.

## PRODUCT LINES

21 Drops, Acqua Colonia, B. Kamins, Beautyblender, Cane+Austin, Cellulare, Compagnie de Provence, Coola, Cori Goldfarb jewelry, Cosmetics 27, Dr.Jart+, Environ, Ervaviva, Fix Malibu, Giella, Goldfaden MD, Hampton Sun, iS Clinical, ISun, Kai, Kobo, Kuru, Lana, LiftLab, Litter, Mesoestetica, MiAmica, Minimergency Kits, Naturopathica, Obagi, One Delicious Life, Pamela Barsky, Paula Dorf, Paz Sintes, Perfekt, Rich Hippie, Rodial, Skeem, SkinMedica, Tanda, Tay, Zelens

## EQUIPMENT

HydraFacial, Liposonix, Lumenis, Millennium by Harms, SpaEquip, Ulthera, VISIA Complexion Analysis

## ARCHITECT

Axelrod & Cherveny Architects (Commack, NY)

## INTERIOR DESIGNER

Lisa Sternfeld, LSID (New York City)

## SPA CONSULTANT

Alexis Ufland, Lexidesign (New York City)