

# DAYSPA *Diamond*

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## Skin Deep-The Body Spa

Huntington Beach, CA

[www.eskindeep.com](http://www.eskindeep.com)



Deborah Woods

DURING THE PAST 18 YEARS, A SERIES OF STEADY EXPANSIONS HAS transformed Skin Deep-The Body Spa. What was originally a 980-square-foot skincare boutique has become a 7,800-square-foot, state-of-the-art facility. The successful spa now offers an extensive selection of treatments, accommodated by 10 universal treatment rooms, two colon hydrotherapy rooms and a medical laser room. "It's always been my job to educate people about why they need us," says founder Deborah Woods.

As part of the spa's latest \$1 million expansion, Woods and her husband, David, also designed the signature treatment—the Zen Water Experience. She spent several years studying the benefits of hydrotherapy and the skin's ability to absorb minerals. As clients tour the 1,500-square-foot, cave-like sanctuary, they experience five distinct water therapies, including a mineral bath soak and cascading rain showers.

Woods also designed the treatment with profits in mind. "I knew that I needed to work smarter, not just harder, as I was growing the business," she says. "It's a cost-effective treatment to run staff-wise, because it's largely a do-it-yourself experience."

PHOTOS BY RUSSELL MIMS



Skin Deep's Asian-inspired Zen Garden (left) is a peace-provoking multifunctional room. It serves as a relaxation area, and nontraditional meeting and party space. The zen theme encompasses the retail area (below) as well.

Woods' vast knowledge of clinical skin care is also evident in the medspa, which has been a vital part of Skin Deep's success since the mid-'90s. She credits the spa's client loyalty largely to the philosophy she developed when she was its sole esthetician. She didn't just prescribe products and send clients on their way; she taught them how to take care of their skin.

Today, her results-oriented approach to skin care combines laser and injectable treatments, including Restylane, Radiesse, Botox Cosmetic and Juvaderm. To keep abreast of the latest trends, Woods regularly attends conferences and cross-trains her staff to address clients' specific needs. "What treats crow's feet isn't necessarily best for lip lines," she explains. "We get to know clients to determine their desired results."

Establishing Skin Deep as a leading skincare clinic and a rejuvenating oasis has required a well-trained, diverse staff. Woods' thinking is that she works for her 40 employees, not the other way around. She bases her employees' pay on productivity, arms them with extensive training, and offers continual support to help them meet and exceed personal goals.

"I can teach them the skill if they have the passion," Woods says. —S. Colombo

