

BEAUTY

BUILDING AN ALL NEW SPA EXPERIENCE

Panache, An Aveda Store, Salon & Spa, has been a St Augustine leader in high end salon and spa services for decades. It all started over 33 years ago in their original downtown location in the heart of St. Augustine. Since then they have relocated to the island and now employ over 40 dedicated service providers and team members, recently earning a spot in the highly regarded Top 200 Salons in the Nation list by *Salon Today* magazine. This year they will be celebrating their 34th anniversary in June.

Beyond the colorful energy of the salon is a tranquil environment where clients can relax and enjoy a complete sensory experience. Panache has always prided itself on offering spa services designed for the ultimate in beauty, relaxation, and body care and now, they are elevating that experience even more by expanding their footprint and embarking on their newest adventure, **The Spa at Panache.**

The Spa at Panache is an enhancement and expansion to their spa experience with an expanded menu of services that will now include couples massage, body treatments, and a more spacious nail salon. Their new spa space will include Aveda, Hydrafacial, Eminence Organics, and a partnership with Ponte Vedra Plastic Surgery. From the

products they use to the space they've designed, The Spa at Panache is the perfect place to relax, unwind, and escape.

With client's safety in mind, The Spa at Panache has been created to include HEPA Filtration, room to socially distance, and outdoor serenity spaces. "We believe that treating the whole person leads to greater balance and we always consider the effects our products have not only on hair and skin, but also on mind, body, and emotion," says Michelle Vijgen, Managing Partner at Panache, An Aveda Store, Salon & Spa. Staying true to their mission, their Aveda products are cruelty free, naturally derived, responsibly packaged, and manufactured using 100% wind power, and most recently, are now 100% vegan.

Owner Kristy Weeks says, "We are also proud to have partnered with Eminence Organics and Hydrafacial, and believe that these partnerships align us to further fulfill our mission of treating our guests from Scalp to Soul while being kind to the world we live in."

The Spa at Panache will specialize in creating a Hydrafacial experience that is not only clinical and results driven, but also a relaxing, elevated spa service when combined with Eminence Organics

skincare or Aveda Skincare, depending on the guests skincare needs. Each service is customized and designed to address the guests concerns while embracing the relaxation of the spa environment.

"Our deepest desire is to treat our guests from Scalp to Soul," says Michelle. "We hope that every person who walks through these doors know that they are beautiful from the inside out."

From their humble beginnings on Hypolita Street in 1987, Panache has developed deep roots in the community. They are looking forward to serving St. Augustine

and St. Johns County for many more decades to come. Their expanded spa space will allow Panache to better serve their guests needs by providing a luxurious space to disconnect, unwind and partake in some self care.

Looking towards the future – the Panache motto is – Don't just survive, THRIVE! Kristy says, "We will continue to provide exceptional service, grow our team, and further expand our apprenticeship program. Expect big things from us in the next few years."



Kristy Weeks & Michelle Vijgen

The Spa at Panache

1089 A1A Beach Blvd • (904) 461-9552
www.getpanache.com

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