

LYRA MAG.

Fashion, Beauty, Accessories,
Performance Wear, Outdoor Gear,
Housewares, Gifts & Gadgets,
Travel, Sustainable/Eco, Charity/
Industry Events...Plus Editorial
Previews and Tradeshow's! J.
ECHOCHARD, EDITOR

sports optyx by gruen

sports performance eyewear line

OPTYX by gruen, a
premium retailer of
eyewear (and purveyor of
eye care too) founded by
namesake Jon Gruen,

...has once again pushed
the eyewear industry and
gets rid of another excuse
for a missed put...with the
new **Sports OPTYX by
gruen**. A collaborative
effort between
PrescripSun™ by Carl
Zeiss and Nike Vision Lens
Technology has spawned
crystal clear vision
ensconced in state-
of-the-art athletic
performance frames.

Available exclusively at
OPTYX by gruen (at 599
Lexington Avenue,
between 52nd and 53rd
streets, New York City),
the line NIKE MAX
OPTICS (patented design)
gives surround perfectly
precise vision at all angles.

PLUS: Nike Max Tints that

sunday, october 11, 2009

SUSAN CIMINELLI DAY SPA & SALON



AN OASIS IN MIDTOWN MANHATTAN: A DESTINATION FOR THE HEALING ARTS OF BEAUTY

Words, Judith Ecochard

Images courtesy of Susan Ciminelli and J. Ecochard

We believe in karma.

And not surprisingly, so too does the warm, arms always open...and
energetic--- **Susan Ciminelli**.

A **pioneer in holistic modalities** of skin care, world traveler/absorber
of cultures, and trained healer of all things that cherish and pamper the
body (and inner well being), Ciminelli suffered what some would call a
major setback when her **destination day spa** atop thi-chi department
store Bergdorf Goodman, was burnt to the bones, courtesy of an errant
dryer being used by the neighboring hair salon.

We vaguely remember going there years ago.

Well, once the elevator opened onto her new **spacious spa/ salon**

are specific, like:

Nike Max Golf Tint
“enhance critical visual
details” and “improve
visual clarity”

Nike Max Hi-Vis Tint that
cuts through the fog in a
matter of speaking...and is
great for cyclists

Nike Max Speed Tint that
goes the distance (for
runners) in reducing glare
that bounces off asphalt

Nike Max Polarized that
neutralizes the reflective
light waves, granting a
range of athletes that
includes skiers and rowers
the ability to see through
glare.

nike max adapt



With a photochromic lens that
lightens up or darkens
automatically, with an ability to
read light conditions.

top reads



located in a just off Park Avenue, easy to get to locale, we immediately
exhaled with relief.

And we thought, this upscale and welcoming environs is unforgettable!

The bright reception area scented with cleansing incense, is filled with
interesting objects acquired on far-lung journeys. It's an oasis of
calm...and beckons one to explore the inner sanctum that contain **11**
treatments rooms (including a wet treatment room the size of a NYC
studio- with an oversized private shower), a separate relaxation area, a
spotless women's lounge lockers and showers, an Infrared Sauna which
releases toxins from the body--- and a delightful outdoor deck---all on one
side...and a **state of the art, full service hair salon** on another.



There's even a studio set up for personal or small group Yoga / Pilates
lessons.

But we came for one of the signature facials...an "Aromatherapy" - deep
cleansing nourishing- stress busting -one hour of bliss.

Holistically designed custom "rituals" (in a matter of speaking), products
(**plant-based** with no artificial anything) and 'good for you' treatments



LEIFSDOTTIR SPRING 2010

g star raw new york



RTW SPRING/SUMMER 2010

fratelli rosetti fall 2009



Italian Luxury For Men's & Women's

visa launches free & fun video game



FINANCIAL EDUCATION
PLAYED BY SOCCER'S TOP
ATHLETES

norma kamali spring 2010



(like reiki, shiatsu, hot stone massages, waxing, and more techy touches like photofacials etc)---are hallmarks of any Ciminelli service, whether administered by her or anyone of her highly trained estheticians, who on average, have worked for this amazing woman---for twelve years!!!

And even though we are so not the touchy feely type...the MO of **"self empowerment"**...that "...strives to enable clients to break free of pre-conceived habits, making them realize that conscious nutritional changes and stress management choices can lead to greater vitality, beauty and connectivity."

Makes sense...kinda like- you are what you eat- to the tenth power.



For our facial, we were ensconced on a heated, cushiony treatment bed/ chair, buried under super soft towels---in a candle lit room decorated with crystals and other spiritually endowed objects. There was soothing New Age/ classic music in the background...but we never felt our eardrums imposed on. Any electronics causing outside noise (i.e. cellphones) ---are banished to the off position.

Naturally, we zoned out.

We can't remember how many soothing **essential oils**, or hydrating algae masks were expertly massaged into our skin...as a gentle steam opened our pores. And the shoulder/neck/scalp rubdown with a Marine Lotion (\$95) was glorious.

After it all, we felt relaxed, of course...but better yet, our skin had that "juicy" hydrated glow instead of the up all night drained funereal pallor we



RTW and a Conversation with Apple!

where we go before we go



GOZAIC-A NEW TRAVEL SITE FOR THE 411 ON CULTURAL DESTINATIONS

Plan life-enriching travel and join a community that shares a passion for experiencing culture and heritage. With over 100 affiliates, custom itineraries are super easy to plan. Plus, guided tours to destinations, rich in culture and adventure are reviewed. Most importantly, user feedback and photos on what's really there when you get there is just a click away. www.gozaic.com

blog archive/ click to enlarge images

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▼ October (23)

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[SPRING 2010](#)

walked in with.

Ciminelli gave us a rundown on the products used in our multi-step facial...when we emerged.

Not surprising, sea sourced ingredients and essential oils figured prominently in our sensitive skin regimen, that included a gets it done, gentle **Cleansing Milk** (\$60) ---bumped up with an Algae Deep Cleanse (\$65), dabs of Toning Formula (\$105) and a splash of Seawater (\$55)...that sunk right in.

We were warned to lay off the Retinoids---as it thins our skin (YIKES!!!!!!!!!!!!!!).

Continuing the spa experience at home, is a popular concept...rightfully so. Susan Ciminelli's book "**The Ciminelli Solution: A 7 Day Plan For Radiant Skin**"---that's an easy read that talks up, not down to oneself...is full of practical, affordable options for eating (yummy recipes), exercise (no special equipment required) and make it yourself, no brainer masks, scrubs etc- that somewhat mimic the effectiveness actual visits to this NYC sanctuary.



For sure...the number one Susan Ciminelli product "...that puts back the Unbroken energy" is the firming **Bamboo Ginger Scrub** (\$75) that gently cleans, gets rid of the scaly stuff ---reducing those pores we hate to look at while stimulating collagen to grow---

All Good Things.

We liked how the scrub is packed with the sine qua non of ingredients like Aloe Vera, Ginger (of course), sugar cane, maple, Vitamin E, and essential oils from Oranges, Carrot Seed etc...and

SMELLS DIVINE!

SPRING 2010

THUY DIEP: SPRING 2010

BACKSTAGE AT

BRYANT ^{00 00}_{1F 1F} PARK...

LUCA LUCA SPRING 2010
COLLECTION

SUSAN CIMINELLI DAY
SPA & SALON

SHANGHAI TANG's
IMPERIAL TAILORING

SACHIN & BABI For
ANKASA
SPRING/SUMMER 2010

GASPAR GLOVES by
Dorothy Gaspar

NORMAN AMBROSE
SPRING 2010
COLLECTION

MADISON HARDING
KICKERS FOR FALL

JOHN LOBB:
SPRING/SUMMER 2010

LACOSTE THINKS PINK

GRIDLOCK DENIM:
SPRING 2010 with
INTERCHANGEABLE P...

ROCK & REPUBLIC
COSMETICS-MAKEUP
COLLECTION

KIMBERLY OVITZ:
SPRING 2010

CoSTUME NATIONAL
HOMME EAU DE
PARFUM

G STAR RAW - NY
SPRING/SUMMER 2010

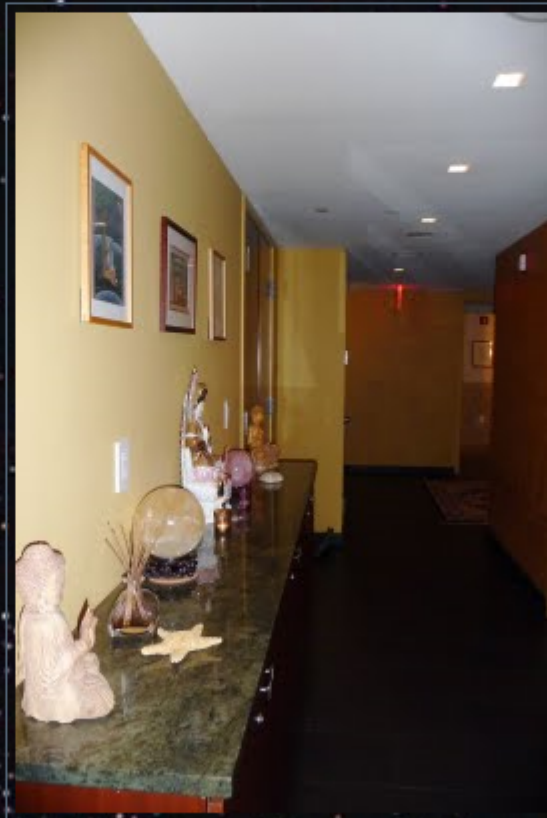
RICKY'S NYC HALLOWEEN
PARTY: A PREVIEW OF
LOOKS TH...

BTW: There's a 'by appointment' left coast branch in Montecito (805 695-8448) and one at the Four Seasons Biltmore in Santa Barbara. Susan Ciminelli herself is VERY in demand by Hollywood types that are part of the family of loyal clientele.

ADDRESS: 120 East 56th Street, 2nd Floor, 212 750-4492

HOURS: M-F 9:00AM → 7:00PM, Sat. 9AM – 6:30 PM, Sun. 12:00 PM-6:00PM

INFO: - Including Product /Service Specials, Events, and Packages SUSAN CIMINELLI



Posted by J Ecochard at 2:22 PM ([Permalink](#))

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