

THE SPA & WELLNESS AUTHORITY

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JUNE 2018

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THE SPA AT CLIFF HOUSE
(CAPE NEDDICK, ME)

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Embracing the wild and free elements of Maine's south coast, a luxury resort spa takes seaside soothing to a new level with its seductive cliff-side setting and locally inspired offerings. **BY HEATHER MIKESELL**

Situated atop a 90-foot bluff overlooking the Northern Atlantic Ocean, Cliff House Maine (Cape Neddick) boasts panoramic ocean and coastal views that have captivated visitors for more than a century. The original Cliff House opened in 1872 and flourished during the Roaring Twenties and even into the tenuous '30s. Although the iconic hotel was closed to guests during World War II and throughout the years for various renovations, it was reopened in August 2016 with newly designed guest rooms and suites, more than 25,000-square-feet of new meeting and event space, a new cliff-side ballroom, and a new oceanfront spa and wellness center. **The Spa at Cliff House** pays homage to the elements of wind, fire, earth, metal, and water. "Here, you witness a very powerful convergence of wind, water, earth, and sky, which is extremely cleansing and renewing to one's spirit," says spa director Dawn Page.

To set the stage, each guest is invited to take part in a ritual to honor the five elements. The idea is for guests to begin their spa experience clear and open so as to be better prepared to receive the benefits of the treatment. "We use an abalone shell to represent our connection to the water, a bundle of indigenous herbs to represent our connection to the earth, a feather to honor the air, and when we light the herbs, the element of fire is represented," says Page. "The aromatic smoke becomes the connection to them all. When all of the elements are working together, the guest experiences balance and peace." This summer, the spa will also introduce Signature Ritual Kits, a beautiful box that includes the feather, shell, herbs, and instructions, so guests can purchase the kit to be used at home.

According to Page, the spa is a haven for seasoned spa-goers seeking healing and balance. The

PHOTOGRAPHY: PETER URBANSKI

FROM LEFT TO RIGHT:
The resort's stunning
oceanside setting
provides epic views from
the Seaside Sanctuary.



spa's clientele is made up of those who love nature and are conscious about what they're putting into and onto their bodies. "Spa-goers are looking for true Maine experiences that are inspired by the elements of this beautiful state," says Page. "Our guests come to treat themselves to experiences that incorporate these Maine-abundant gifts from nature."

Because the dramatic setting is such a highlight, the spa capitalizes on the sensational views with its Seaside Sanctuary, which features floor-to-ceiling windows, comfortable chaise lounges, bouquets of indigenous flowers, and loads of natural light. Considered the jewel of the resort and spa, the soothing sun-drenched sanctuary provides a tranquil place for guests to reconnect with nature while enjoying the front-row view of the untamed crashing waves. "When you look out the window from our Seaside Sanctuary, you can't help but notice the wild and free feeling that surrounds you," says Page. "We carefully selected products for the spa that harness the 'Wild + Free' mantra of our spa. We only consider products created with the highest quality ingredients, organic or wildcrafted, and free of harmful chemicals and preservatives." Naturopathica, Jurlique, Organic Male OM4, and

Isun are just some of the product partners that share a similar passion for holistic products.

In creating the treatment menu, the idea was to incorporate a sense of the destination, as well. "We know our guests are looking for unique spa experiences, not just treatments," says Page. "We aimed to capture the elements of the surrounding nature and bring it indoors for guests to indulge." In designing the menu, each treatment has a complementary pairing. For example, the signature Seacoast Rose Massage Experience (\$165, 50 minutes; \$230, 80 minutes; \$320, 1 hour 50 minutes, includes a wrap) can be combined with the signature Seacoast Rose Facial (\$165, 50 minutes; \$230, 80 minutes) or the Seacoast Rose Manicure and Pedicure (\$120, 75 minutes). For each ingredient theme, such as Matcha Green Tea, Local Honey, Rose, Sea Salt, Gem Stone, and Sea + Tea, the spa offers an Experience Card card that shares the story of the ingredient, its benefits, wellness tips, and recommendations for homecare products. Guests also enjoy an Herbal Facial Steam with each facial and a steamed aromatherapy towel and complimentary herbal tincture after each service.

One of the spa's most popular treatments is the
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MANAGED BY
Two Roads Hospitality
(multiple locations)

SPA DIRECTOR
Dawn Page

OPENED
October 2016

CLIENT BASE
76% female
24% male

SPACE
9,000 square feet;
8 treatment rooms

PRODUCTS &
EQUIPMENT
Beauty Chef, Chella
Brow Bar, Dazzle
Dry, Dr. Dennis
Gross, Isun, Jurlique,
Living Earth Crafts,
Naturopathica, Oka-B,
Organic Male OM4,
Red Flower, Saltability,
SpaSoft, Wrap Up,
Waxing Kara, Zents

INTERIOR DESIGNER
TruexCullins
(Burlington, VT)

SPA CONSULTANT
Blu Spas (Whitefish, MT)



Guests receive a warm
welcome in the reception
area and are encouraged to
browse the nearby retail.

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Salt of the Sea Massage (\$165, 50 minutes; \$230, 80 minutes), which relies on Saltability's salt stones. With protocols that vary according to the seasons, the treatment provides a different experience throughout the year. "This is a year-round, non-traditional seasonal treatment that begins and ends the respective moon cycles using season-specific botanical oils and techniques pertaining to specific meridian lines to help each guest balance in that season," says Page. Tibetan bowls are played to bring the service to an end and leave guests in a state of harmony.

With approximately 35 employees on staff, the spa is able to accommodate approximately 105 appointments on peak days. According to Page, staffing the spa can be a challenge, as Maine isn't a highly populated state. As a result, she is

always on the hunt for providers with natural and unique ability and who love what they do. As for the future, Page and her staff are working to connect with guests on other levels by creating a wellness community with ongoing education. The spa is hosting its first wellness weekend June 15-17 with Naturopathica and Organic Male OM4. They are also working with Organic Male OM4 to expand the spa's men's offerings and become one of OM4's green sites. The spa also has plans to roll out a women's locker room beauty bar, where guests will have the opportunity to sample high-quality facial products as part of their locker room experience. Says Page, "The Spa at Cliff House is a very special place, with each treatment being thoughtfully planned to invite our guests to ground, uplift, inspire, and discover through natural processes and movement of nature." ●

SPA TALK *with* Dawn Page



Meet Dawn Page, spa director of **The Spa at Cliff House (Cape Neddick, ME)** and a 25-year veteran in the hospitality industry.

What was the path that led you into the spa industry? I sold residential real estate for seven years in Las Vegas. After the market crashed in '07, I decided to change careers. My now-husband (and a massage therapist) encouraged me to go to massage school. He helped me find an amazing school, and we packed up all

my belongings and moved to Austin, TX. While attending school full time, I got a position working at **Lake Austin Resort Spa**. I started working as a spa concierge and then on to many positions there. I loved it, and working in a luxury spa was a natural fit. My mother was the owner of a beauty salon, so I guess you could say that I grew up around health and beauty.

What are the most challenging and rewarding parts of working in the spa industry? The most challenging and rewarding is leading free-spirited people and delivering to corporate bottom lines. It's like herding butterflies.

What is your personal philosophy? Make it a priority in your life to amaze yourself. Seek to learn about things you never knew existed, communicate with people who are different, and do things you never imagined you could do. You will be rewarded with courage, lifelong friends, and endless possibilities.

What's the best advice you've received? Don't be fooled by the Golden Rule and assume that others want to be treated the same way you do.

For the full interview, go to www.americanspa.com.