



## Making It Fun

**LISA JOHNSON**

(CO-OWNER, EUPHORIA PAMPERING LOUNGE, SOUTHFIELD, MI)

BY JEFF EDELSTEIN

**I**t would be easy to dismiss Lisa Johnson's "Sweet Cheeks Derriere Facial" as cheap exploitation. But actually, it's reasonably priced *exfoliation* — and the latest brilliant idea to come from the mind of this spa owner of four years. "We were just brainstorming, trying to come up with something different," she says. "Honestly, it was a joke. But we use our techs as guinea pigs, and they loved it. So we put on our menu as a feature, and customers loved it." And so did FOX News and various other media outlets, which descended on Johnson for the story. You can't beat that kind of advertising.

**About that "Sweet Cheeks" facial ...** Well, it's certainly one area of the body that's been neglected in the spa industry. But it's very relaxing, and it's — and this can't be stressed enough — *non-invasive*.

**On the titles of some other massages, like the "Ouch! My Body Hurts! Therapeutic Massage" ...** We simply got bored with the way massages are titled on menus. People who have never been to a spa before have no idea what a deep tissue massage is. So we just decided to make it something people would get. I don't want to call it "Massage for Dummies," but it's something like that. You know, sometimes people will be going through a tough time, and their friend will be like, "Why don't you go get a massage?" Then they'll call a spa, and be hit with "What kind of massage?" And then [you have to ask about] Thai, and deep tissue, and without even trying to, you've stressed them out. Everyone can understand our language here.

**On advertising on a tight budget ...** We're a smaller business, and weren't prepared to be spending \$2,000 to \$3,000 on advertising each month. Instead we did a lot of street promotion, going business-to-business and door-to-door with flyers. We did some mass mailings, and I personally called all area newspaper writers in the entertainment and home sections and told them if they ever did a story on spas, or if they needed a quote, to come to me. That worked well, and we got a lot of articles out of it.

**On the easy-going nature of her spa ...** We go out of our way to be warm to our customers. We're not uptight, ever. We want people to be comfortable here, to be themselves, not feel like they have to act a certain way just because they're in a spa.

**On specials ...** We send out a mass e-mail twice a month, and we'll always have a massage or pedicure or something discounted. We also run seasonal specials, like Mother's Day, we had strawberries and cream. But then for Father's Day, we had beer and chips. Again, just trying to make everyone comfortable.

**On the economy ...** Things are tighter than they were, but we're more than happy to work with our customers. For instance, one gentleman called wanting a gift certificate for his girlfriend, and after he found out how much it was, he said he didn't have enough. Then he said he'd stop by once a week for three weeks with the money, if that would be all right. I told him it would be, and we saw him three Saturdays in a row until he paid it off.



**REAR REPORT.** Images of Euphoria's "Sweet Cheeks Derriere Facial," which was covered by FOX News in a story entitled "Top 7 Weird Spa Treatments." Said Johnson to the network — "It's an area that never gets the treatment it deserves." Below, Johnson with her sister.



WE SIMPLY GOT BORED WITH THE WAY MESSAGES ARE TITLED IN THE MENU.