

## ECCOTIQUE AVEDA SPA CELEBRATES THEIR 10TH ANNIVERSARY ... They have been 'spa-ing it' since 1996!

**In celebration of Eccotique's 10<sup>th</sup> Anniversary and the expansion of the "West Coast Moments" Spa Menu, the 2<sup>nd</sup> Annual West Coast Woman Contest began October 15<sup>th</sup>. Inspired by the unique lifestyle and attitude of West Coasters, Eccotique Aveda Spa, created this menu to cater to all: from weekend warriors, to Yaletown chic, to the couch-surfing hockey fans.**

**Milajne Soligo**, the Vice President of The Megahair Family Inc. and the creator of the Eccotique Spa concept, is the youngest Vice President in the salon and spa industry in Canada. Her drive and sincere desire to be the very best in the business for The Megahair Family's guests and staff won her and founder Mark Banicevic a Global Award for the Mega Salon Division last June.

Milajne is the daughter of The Megahair Family's founder, Mark Banicevic. She has been a valuable part of her family's beauty business since she was a young girl. Milajne's genuine caring and real love of people makes her a natural for this service-oriented industry. Milajne started out as a shampoo person at Mega's Cut Stop Station Square (Burnaby) in 1988. It was then that she committed herself to contribute to her family's business with energy, dedication, enthusiasm and willingness to learn.

Aveda's spiritual teachings along with human values mirrored Milajne's philosophy towards her business and everyday practices. She chose Aveda to be the exclusive product line for her next initiative, Eccotique Spas. Milajne predicted the growth in popularity of spa services among the general public and launched Eccotique Spa in Metrotown in 1996. Currently, there are 6 Eccotique Spas and 2 Eccotique Salon locations across the Lower Mainland.

### Another "West Coast" Distinction...

Wanting to ensure Eccotique Spas' distinction in the

marketplace and connect the Eccotique brand directly with its guests and the West Coast lifestyle, Milajne, along with The Megahair Family's Zdenka Hecimovic, the Director of Spa Education, created a unique concept - **'The West Coast Moments' Menu**. The 'West Coast Moments' menu, a first-of-its-kind spa menu honoring all that is West Coast and exclusive to Eccotique Spa was introduced thus creating a modern yet luxurious design of services that speak to the sophistication of today's spa-goer. The spa appeals to both men and women in a space where relaxation and individuality flourishes. Think Yoga, Coffee and Chocolate, Hockey, Hiking or Running, Mountains, Oceans and Pets. Catering to all: from the active West Coasters, to the Yaletown Chic, to couch surfing hockey fans. Using ingredients, products and aromas indigenous to the West Coast, the Moments menu offers a variety of inspired services. Services such as, the de-stressing aromas of Cedar and Lemon essential oils in the Grouse Grind Glory Scrub or soothing tired toes and enjoying a warm beach rock foot massage while having the Marathon S.O.S. Pedicure.

Every West Coast Moment that Milajne envisioned was designed to therapeutically relieve and stimulate the mind and transport the guest to their favorite West Coast spot. Reminiscent of a breeze sweeping over the alpine meadows, the Whistler Fusion combines an exfoliating back treatment with a purifying mint and chocolate mud mask and a refreshing rosemary mint hand massage finished with a warm paraffin cocoon. After the creation of this unique menu, Eccotique was

transformed into more than a spa - it became a true West Coast Experience! Eccotique's 'West Coast Moments' debuted October 1, 2005 at their Kitsilano location at 1838 West 1st Avenue and due to its overwhelming success expanded into their other 5 Spa locations in September 2006.

From October 15, 2006 to November 15, 2006, Eccotique is searching for the ultimate West Coast Woman who was born on the West Coast, is involved in her community and enjoys an active lifestyle. The winner of the "West Coast Woman" contest will enjoy a \$2500 prize package. Watch for the ad in the November Issue of Fashion Magazine, or log onto the Eccotique website to enter [www.eccotique.com](http://www.eccotique.com).

**Join the 10 year celebration and have some fun...come to the Gala...enter to win a trip to New York City! On November 15th from 6 to 9pm come and receive some pampering at the Eccotique Spa location nearest you. Tons of prizes, Aveda giveaways and special pricing...only for that evening...tickets are \$20.00 and can be purchased at Spa or Salon locations or by calling 604-599-6800 extension 30. For the nearest location log onto [www.eccotique.com](http://www.eccotique.com)**

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