

A "FEEL GOOD PLACE"

by Dionne
CODGRINGTON

Outside, the wind has turned frosty and Montrealers are hunkering down for the deep freeze. But high above the daily stress and fast pace, a visit to LISA ANELLA Advanced Esthetics can whisk you away from it all.

For close to 30 years, Lisa Anella has provided advanced skin care and beauty treatment in

a soothing atmosphere. And she continues to succeed by building on the skills that she first learned in Milano, Italy.

She stays ahead of the game by being innovative and catching new trends.

In keeping with the most up-to-date treatments, she recently introduced Montrealers to Choco Therapy and Red Wine Therapy.

Choco therapy is a 90-minute, luxuriously rich chocolate facial.

No secret to most of us, cocoa has remineralizing and hydrating powers. The delicate application and tantalizing smell are mentally and physically therapeutic.

"Choco therapy leaves the skin clean, clear and bright. Cocoa is high in minerals like zinc and B12. It is high in nutrients and we use Italian products that are not only designed for results, but the ultimate experience," Anella said.

We have been hearing about the benefits of drinking red wine, and it is now a part of the beauty regime. The wine has antioxidant, anti-aging and hydrating properties. Lisa Anella offers the Red Wine Express, a 45-minute facial or the Red Wine Experience for 90 minutes.

When Anella arrived in Montreal in the dead of winter 1975, she dared to approach one of the top salons in Westmount for employment. She has since come full circle with her own spa in the Westmount Square towers.

"I had an open ticket and stopped over in Montreal. I didn't live here so a refusal meant nothing. I have always believed that you should shoot for the top and work your way down," she said.

And it is that positive attitude and commitment to maintaining a high level of professionalism that has helped Anella to garner a loyal clientele.



Her philosophy is basic: good quality at every level. So whether it is using the finest products, innovative techniques or simply being punctual, she is steadfast in her adherence to the standards she has set.

Anella has never tried to be the best Black anything, just the best in the business.

"The bottom line is quality work. That's it. I don't tolerate lateness because it's not in line with quality," she said.

When she started out, there were established health spas, but no one had heard of a beauty spa. She opened her business on Victoria across from the old Steinberg's, but when she moved to Monkland Avenue "all hell broke loose."

"We called it Spa en Ville and it just took off," she said.

The women of Montreal had

spoken. A beauty spa was needed, welcomed and worth the wait. In fact, there was a waiting list for Anella's services.

Few businesses have matched her staying power. And like the hair styling industry, there is a high turnover, but Anella says that she has found her niche.

But no business can survive without growth so Anella stays ahead of the game by incorporating innovative techniques. As with all the services, customers are assured one-on-one service and privacy in a calm environment and, above all else, luxury and relaxation.

LISA ANELLA Advanced Esthetics is located at 1 Westmount Square, Suite 1730. Call (514) 931-9997 or visit www.lisaanella.com