



Spa Day

Created four years ago by Aid for AIDS (www.aidforaids.org) to raise funds for needy persons afflicted with AIDS, Spa

Day (www.spaday.org) has been so successful that in 2006, the November 16 event was sponsored by mineral cosmetics manufacturer Jane Iredale and involved honorary chair, actress Khandi Alexander of TV's *CSI: Miami*. More than 50 spas in the New York metropolitan area, Northern and Southern California, the Dallas Metroplex and South Florida participated, donating 20% or more of the day's sales, including gift certificates. "Our customers loved the idea and some even called to purchase gift certificates if they couldn't make it that day," says Christopher Watt, owner of Christopher Watt Esthetics (www.christopherwatt.com) in West Hollywood, California. "As one spa, we could never have reached as many people," adds Kim Cadra, spa director at Spa Esmeralda (www.spaesmeralda.com) in Indian Wells, California.

Christopher Watt (pictured left with esthetician Devon Zweig), owner of Christopher Watt Esthetics, was one of many spa owners to participate in Spa Day, an event to raise money and awareness in the fight against AIDS.