

NEW BUSINESS | BLUE WATERS HOLISTIC CENTER

Here's the rub, and it's SO relaxing

■ The Blue Waters Holistic Center recharges the mind, body and soul in a tranquil setting just right for those seeking total relaxation.

BY BETH FEINSTEIN-BARTL
Special to The Miami Herald

From the outside, the office building overlooking Pines Boulevard doesn't seem as if it houses an oasis designed to give people a respite from their daily grind.

But on the third floor, the Blue Waters Holistic Center is a tranquil getaway created by Josephine Pineda and Mercedes Morales.

The cousins decided to become business partners after working for five years as massage therapists at local physicians' offices and spas, said Pineda.

They picked the name Blue Waters because of its soothing sound. The name also combines Morales' favorite color with images of the beach, a favorite place of relaxation for the two transplanted New Yorkers.

It took the women three years to develop plans for the spa, which occupies a seven-room space measuring 1,964 square feet inside the ATRIA Professional Building at 18503 W. Pines Blvd.

Their five-member staff — along with Pineda and Morales — greets and treats clients.

Using their motto "Relax The Mind, Heal The Body and Renew The Sprit," the menu features treatments like massages, hydrotherapy, facials, waxing and traditional Chinese acupuncture.

"We concentrate on healing as well as beauty and relaxation," Morales said.

As part of their research, Morales and Pineda selected services designed to target specific needs. A client can detoxify in the sauna for \$20, or clear their inner senses with a Mind Melt hydrother-

IF YOU GO

- **What:** Blue Waters Holistic Center.
- **Where:** The ATRIA Professional Building, 18503 W. Pines Blvd., Pembroke Pines.
- **Hours:** 10 a.m. to 9 p.m. Monday and Wednesday, Thursday and Friday; 10 a.m. to 7 p.m. Saturday; closed Tuesdays and Sundays except by appointment.
- **Information:** Call 954-885-5279 or visit www.bluewatershc.com.

Two cousins became business partners after working as massage therapists.

apy bath costing \$40. Other services include a facial formulated to energize men's skin at \$80 and toning wraps for \$110 aimed at reducing stretch marks after pregnancies.

The center offers numerous massages, too, ranging from \$35 to \$140.

Natural products, tested by Morales and Pineda, are applied during the various sessions. Many of the same items, along with nutritional supplements and organic makeup, can be purchased to take home, Pineda said.

The skin and body care lines add a global touch to the services. Visitors can have rice wraps from China, massaging oil from India, sugar scrubs from Brazil or mineral facial clay mined by Native Americans in the Northwest, said Pineda, who was previously employed as an office manager at a doctor's practice.

She and Morales, a former data operations manager for the American Stock Exchange, became true

believers in the benefits of spa treatments by enrolling in school to become licensed massage therapists.

Adding the holistic component at Blue Waters ensures that natural therapies are used to better help bodies heal themselves, Pineda said.

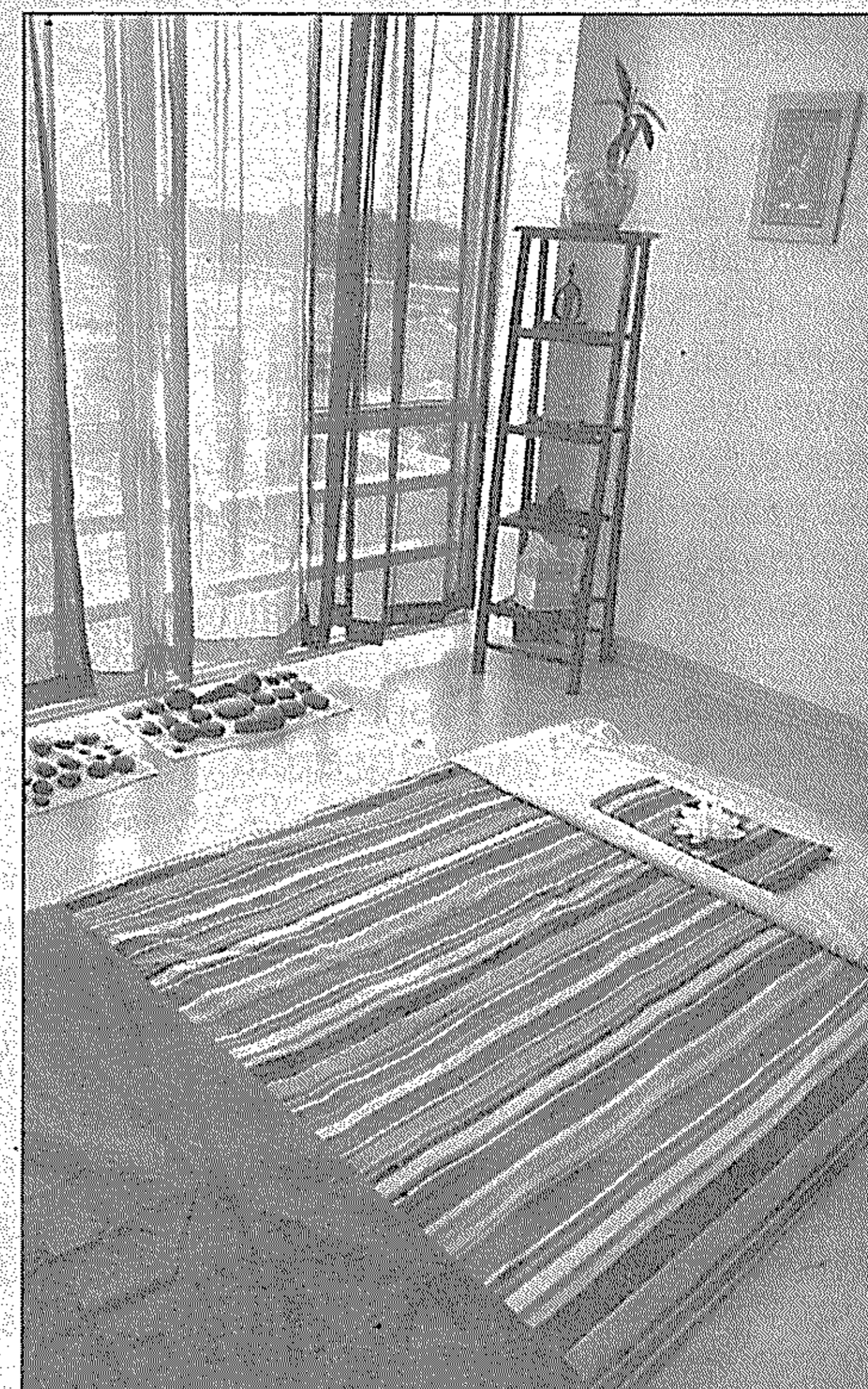
Their spa does more than rejuvenate, however. Treatments are combined with teaching, either by the employees or through videos.

The entire process is coupled with a welcoming decor of candles, silk flowers and framed photographs of the ocean. The only exception is the Asian-inspired Tranquility Room, used for meditation and providing clients with either Thai or Zen shiatsu massages.

"We're always helping people along, trying to introduce them to new things," Morales said.



PHOTOS BY EILEEN SOLER/FOR THE MIAMI HERALD



HEALTH OASIS: Acupuncture physician Kathleen Iannucci, above left, with Blue Waters Holistic Center owners Josephine Pineda and Mercedes Morales. At left, a 'tranquility room' at the spa on Pines Boulevard in Pembroke Pines.