



September - October  
Newsletter  
2008



Relaxation & Retreat Massages  
of York, LLC  
924 A Colonial Ave.  
York, PA 17403  
717-495-2802

*Located at the intersection  
of Richland Avenue and  
Country Club Road*

## Prices Are Going Up! By Kevin Bruck

As I sit down to write this article, I am confronted by the reality that these are no longer "the good old days." Just this week alone, Lehman Brothers reluctantly filed bankruptcy, Merrill Lynch yielded to a buyout by Bank of America, AIG sought a bailout by the Fed, and we are only now beginning to hear about the aftermath of Hurricane Ike. Everywhere we look, the signs of a tightening economy flash like neon lights before us. You drive past a gas station on your way to work and glance at the price sign; later that day, as you drive past it again, the price has risen another 10 cents. You walk into a grocery store with \$100; you walk out with one bag of groceries and very little pocket change. Even in the sanctuary of your own home, you cannot escape the impact of this looming menace. Those bills keep coming in with a rate hike here, a rate hike there, here a hike, there a hike, everywhere a hike, hike. Sorry, just trying to make light of a depressing situation.

Needless-to-say, every aspect of the economy has been affected by this financial upheaval. Unfortunately, R&R Massages of York has not been immune to these changes in our economy. We, too, have felt the impact of higher water bills, electric bills, natural gas bills, etc. If you are a business owner in a commercial location, than you know that commercial rates have climbed higher and faster than residential rates. Like everyone else, we tremble with fear every time the mail courier walks through the door. She may have a pretty smile but the bills in her hand put a frown on my face.

Well, I guess I have stalled long enough. You are all intelligent people and you have probably figured out by now that the purpose of this article is to discuss the prices here at R&R.

Two years ago, when we moved into our Brockie Medical Center location, we were forced to tack on our \$5 Administration fee to help cover the additional overhead expenses. This was the first price increase in 3½ years.

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For an hour massage, that new \$5 fee equaled approximately an 8% increase. Since then, our prices have remained unchanged. Even when our competitor's prices increased, ours did not.

In light of the economy, the time has come to re-evaluate our price structure. I know that many of you have expressed your deep appreciation for the reasonable prices we have offered up until now, and the bonus savings you get when you purchase one of our package deals. With our Package Deal #3, you are paying the equivalent of \$53.34 for an hour session. Based on the knowledge, skills, and talents of our various therapists, that is a steal!

When reviewing our price structure, we assessed both the revenue coming in and the expenses going out. We evaluated time schedules, retail sales, advertising expenses, utility bills, etc. At one point, we should have probably given ourselves massages due to the stress we were under.

Finally, after much thought and contemplation, it was decided that, for the sake of our loyal customers and our potential customers, we will be keeping our price structure as is. In other words, R&R's prices are NOT going up, in spite of the economy. Instead, we are going to do exactly what each one of us is doing in our own households; we are going to tighten our belts, curb our expenses, and reduce needless waste where possible.

This may mean a slightly cooler waiting room, maybe a few less bulbs in the fluorescent lights, randomly mixing in dirty sheets with the clean sheets.....NO, NO, NO, just joking! You will ALWAYS receive clean sheets each and every time you visit. Most of the money saving methods we will use will occur behind the scenes such as buying supplies in bulk, waiting for sales, reducing our miscellaneous expenses, and watching our pennies.

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## Thanksgiving Give-A-Way!

During the months of October and November, Relaxation & Retreat Massages of York, LLC will be hosting a drawing for 2 \$25.00 Sheetz Gas Gift Cards! Simply enter your name during your scheduled visit for your chance to win! One card will be given away per month! So if you do not win in October, you still have a chance in November! One entry per visit.



## Need A Break? By Amanda Cooper

When was the last time you treated yourself to some YOU time? Having to deal with the stressors of work and family can take its toll after a while. School events such as sports, dances, or plays have you running back and forth? Is your job getting to stressful lately? Do you need a break? Why not take some time to unwind and revive yourself between all the commotion. After all, it is important for you to take care of your needs as well.

Treat yourself to a relaxing therapeutic massage today! Have someone else be there for you to meet your needs. Escape into your own world for just one hour. No worries, no hassles, no stress; just you. Your own little get-away where you can just relax and have that time devoted to you!

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## Therapeutic Facial Massage 101

*By Patti Staub*

Therapeutic Facial Massage is not just for relaxation and pampering purposes anymore! It has many positive effects on the skin, muscles, and nerves of the face. The muscle fibers will be stimulated and strengthened, and your blood circulation is increased. The facial nerves are soothed and rested and muscle tone is maintained. Therapeutic Facial Massage can also reduce puffy eyes and decrease muscle pain.

Your session will consist of warm hydrotherapy towels laid over the face. These towels can even be infused with your favorite essential oil! Your therapist will massage the muscles of your face, neck, and shoulders. A light massage oil or cream will be used. You will have cucumber slices laid over your eyes to reduce any swelling or redness.

You even have the choice of going “**GREEN**” and eco-friendly by having all natural products applied to your face during the Facial Massage. Some products include potato slices; which act as a natural toner, plain yogurt; which is nature’s moisturizer, or even oatmeal; this will not only exfoliate the skin, but moisturize the face as well.

Therapeutic facial's are very relaxing and can have many positive benefits on your skin for both men and women! They also make a great gift for birthdays, anniversaries, or just to say “Thank You” to someone special! Schedule your appointment today!



*\*Therapeutic Facial Massages are only available with either Patti or Amanda.\**

# New Therapists Added to Our Team!

R&R Massages would like to welcome two new members to our therapy staff. The first is Patti Staub. Patti is currently a student at the Pennsylvania Myotherapy Institute in Abbottstown, where she will graduate in November of 2008. Presently, she is the day-time receptionist as well as a massage therapist at Relaxation & Retreat Massages of York, LLC. Her training to date includes Swedish Massage, Deep Tissue Massage, Reflexology, Hot Stone Therapy, and Therapeutic Facial Massage, with more to come as her schooling continues. She is also an active member of ABMP. Patti is very enthusiastic about her career and is always anxious to meet new clients!



**Patti Staub**



**Amanda Cooper**

Our second new therapist is Amanda Cooper. Amanda is a fellow classmate of Patti's at Pennsylvania Myotherapy Institute. She too will graduate in November. Amanda's training to date includes Swedish, Deep Tissue, Sports Massage, and Hot Stone Therapy. She plans to continue her education after graduation by becoming trained in Lymphedema Massage Therapy. Amanda is very excited to start her new profession and aims to save the world one therapeutic massage at a time!



Visit us at our booth in the 2008 Women's Show located at the York Expo Center! **Free tickets** available in our office while supplies last!

Saturday, October 4<sup>th</sup>, 2008  
9 a.m. to 5 p.m.

Sunday, October 5<sup>th</sup>, 2008  
11 a.m. – 5 p.m.

## Prices Are Going Up! *Continued from page 1.*

We will do everything in our power to keep prices the same for as long as feasibly possible.

In addition to keeping our prices the same, we have a special incentive for you during the months of October and November. Each time you come in for a session, you can enter our drawing for a \$25 gas card from Sheetz. One will be given away at the end of each month. It is our way of trying to help at least two of you to cover the cost of your gas to come see us. Let's just call it our Thanksgiving Give-a-way.

Once again, thank you for your patronage and we look forward to seeing all of you this fall.

Sincerely,

*Kevin*

*Need A Break?* Continued from page 2.

From the moment you walk in the door at R & R, you can feel how relaxed and tranquil this environment is; from the soft, gentle music playing in the reception area, to the calming sound of the trickling water fountain, you automatically feel unperturbed.

If you are stressed and need some YOU time, schedule your appointment for a relaxing, therapeutic massage today! Know someone who is stressed beyond belief? How about a gift certificate! They make the perfect gifts for any occasion!



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Relaxation & Retreat Massages of York will be putting together a **DVD video** of client testimonials to be handed out to various individuals for further information about the business; they will also be played at different trade shows, such as the Women's Show. If you are interested in being part of the video and talking about your personal experience with R & R Massages of York, please contact our office at **(717) 495-2802**.

