

THE SPA & WELLNESS AUTHORITY

american spa

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THE NOW
(STUDIO CITY, CA)

www.americanspa.com

INNOVATOR

This award honors an inventor, formulator, or out-of-the-box thinker who has introduced a new method, technology, or product.



Annbeth Eschbach

FOUNDER AND CEO, EXHALE ENTERPRISES (www.exhalespa.com)

IN 2003, ANNBETH ESCHBACH FOREVER CHANGED THE SPA AND fitness industry with the introduction of a unique wellbeing brand and business model that addresses both mind and body through spa and fitness. Widely recognized as a pioneer in mind-body transformation, she brought the Exhale brand to life. Prior to founding Exhale, Eschbach spent 12 years at Wellbridge, then the third-largest national spa and club operator, where she directed the company's spa division and was responsible for the 50-property portfolio's branding and marketing efforts. Today, with 26 locations in the U.S. and Caribbean, 17 hospitality partners, dozens of proprietary boutique fitness class programs and award-winning spa and healing programs, a large and engaged guest base, 1,500 associates, and most recently a partnership with Hyatt, Exhale has established itself as a wellbeing lifestyle brand, thanks to Eschbach's guidance and innovative vision.

"It is hugely validating to learn that the work we do and the emphasis we place on innovation is recognized," says Eschbach. "From day one, we have stayed true to our belief that every improvement, new class, or program must originate from consumer demand. And we are dedicated to constantly evolving and embracing change. The one thing that never changes is that we operate in a constantly changing marketplace." ●

Tammy Fender

FOUNDER, TAMMY FENDER HOLISTIC SKIN CARE (www.tammyfender.com)

FOR MORE THAN 25 YEARS, TAMMY FENDER

has served as a pioneer in the field of holistic wellness. As a renowned esthetician in Palm Beach, she is known for her legendary facials, which incorporate all-botanical formulas that she custom blends for clients. Working with sacred botanical remedies to restore vibrancy and wellness on every level—from the cellular to the spiritual—she is an authority on skin health and holistic living, and her unprecedented approach taps into ancient herbal medicinal traditions and a vast knowledge of aromatherapy, botany, chemistry, medicinal science, and sacred healing modalities. She founded her eponymous skincare collection to enrich, purify, and protect the skin. Her philosophy revolves around the idea that "all cells have a consciousness, and being that we are all made of energy and purity, so must we put the same into our body and onto our skin." ●



PHOTOGRAPH BY BEHAMMI BETT (TAMMY FENDER)