

## South Florida's Beauty Boom



Tammy Fender in her new Delray spa.

### Tammy Fender Holistic Spa

Holistic **wellness** pioneer Tammy Fender's approach to growth follows the same philosophy as her product formulas: organic. While others race for world domination, the Palm Beach-based Fender has taken a steady approach to building her business. But even this slow **beauty** believer couldn't resist the opportunity to expand when the Opal Grand Oceanfront Resort & Spa in nearby Delray Beach offered its 8,000-square-foot spa with Atlantic views.

"I realized that I could offer so much more in this space and expand my **wellness** message," said Fender, whose second spa and retail location opened in October. "The original in West Palm Beach is an intimate jewel box, whereas Delray has room for energy modalities like meditation and other workshops in addition to our signature treatments."

The spa and wellness center's separate entrance with valet parking is as inviting to her large local following as to hotel guests. Inside, they're greeted by a concierge, as well as a full-service hair and nail salon and large retail area. Her niche magic happens upstairs, however, where eight treatment rooms dedicated to various services like facials and scrubs also feature amenities such as salt walls, an infrared sauna and a crystal light therapy bed. The second level also houses a coed relaxation lounge and a spacious outdoor terrace, both overlooking the ocean.

“We offer early morning meditation in the relaxation lounge and use the terrace to host guest speakers and other programs in the holistic realm,” said Fender, of the growing demand for education. “The last year and a half have been extraordinary for wellness. So many people have realized the importance of health.”

Design emulates her original spa’s calm, simple aesthetic through blond wood, oodles of natural light and white uniforms, which she describes as humble in the ashram sense. Fender is a huge nature lover, too, so elements favor fresh botanicals and healing stones from a quartz crystal meditation room to honoring the resort’s opal theme.

“We worked with the vibration of the plants’ essence, healing stones throughout and the call to the ocean to bring that energy into the space.”

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