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Locally Grown Spa Treatments The Latest Luxury Trend

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Traditionally in the world of **spa** and **beauty** treatments the most exotic treatments have been the most luxurious, but recently the local **food** craze has spread to the spa world and the **demand for treatments using locally grown fruits and herbs has increased** dramatically. The Ojai Valley Inn in California is a good example, it offers a Pixie Tangerine & Pomegranate Scrub for \$145 that involves using locally grown tangerine halves to scrub the body with a sugar-based exfoliant mixture. "When they put this stuff on, I can smell fresh juice," said one guest.

It's that freshness, along with feelings of social responsibility and a love for unique experiences that's driving the trend.

"People don't necessarily want to have the same experience in Florida as they have in New York as they have in California as they have in Dubai," says spa consultant Mark Wuttke. And because locally sourced **spa treatments** support nearby farmers and reduce the carbon footprints of transported goods there's even more warm fuzzies to be had from what is often considered a guilty indulgence. The only downside? In many parts of the country 'local' also means 'seasonal' so you're favorite Elderberry Facial (\$190, Osthoff Resort in Elkhart Lake) probably isn't available year round.

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