

BUSINESS

Fiorio aims to provide ultimate spa experience

By **Stephanie Thiessen**
CANADIAN CHAMPION STAFF

Luxurious marble counter-tops, soft leather couches and even a soothing waterfall. These are the just a few of the details at the new Fiorio Salon and Spa that contribute to its luxurious atmosphere — perfect for a day of pampering.

Fiorio, located at 875 Main St. E. on the second floor, aims to provide a high-end salon where clients can not only receive a wide range of services, but also truly enjoy the experience.

The textured walls are a warm yellow, and sleek chandeliers hang from the ceiling. Marble countertops are in abundance.

"We want our clients to experience the ultimate spa experience so that they can feel pampered and relaxed," said operations manager Deyanira Benet.

Today, Fiorio will open its doors to the public. Miltonians are invited to visit and see for themselves what the salon and spa has to offer.

The 4,000-square-foot facility, which caters to both men and women, is divided into the spa portion and the salon area.

In the spa, clients can receive a variety of body and facial treatments. Some treatments are done in the unique European Vichy shower room, which Benet said has been created to provide the ultimate experience in body treatments.

A partial list of spa services includes facial care, manicures, pedicures, make-up application, hair removal, aromatherapy massage and body wraps.

The staff recognizes that some people are hesitant about disrobing in front of strangers, and so appropriate drapings are



GRAHAM PAINE/CANADIAN CHAMPION
Deyanira Benet, Fiorio Salon and Spa's operations manager, gets ready to greet people at the reception counter.

provided, particularly for treatments in the Vichy shower room.

Fiorio staff are dressed all in white to convey cleanliness and professionalism.

The esthetics line used is Phytomer, a marine-based cosmetic — which means it's made with seawater — that's used internationally at some of the top destination resort spas.

The company claims that Phytomer products work with the natural physiological make up of the body to achieve results in a gentle and natural way.

Fiorio is a franchise named after industry expert Maurice Fiorio, a well-known leader in the world of hair styling. He started cutting hair in his family home in rural France at the age of 14 and, 40 years later, is still doing what he loves.

Each franchise follows the

'Fiorio philosophy', which is about styling hair in a way that's both beautiful and realistic, so it's easy to manage and re-create.

"Our goal at Fiorio is to create successful haircuts that work for the individual," Benet said.

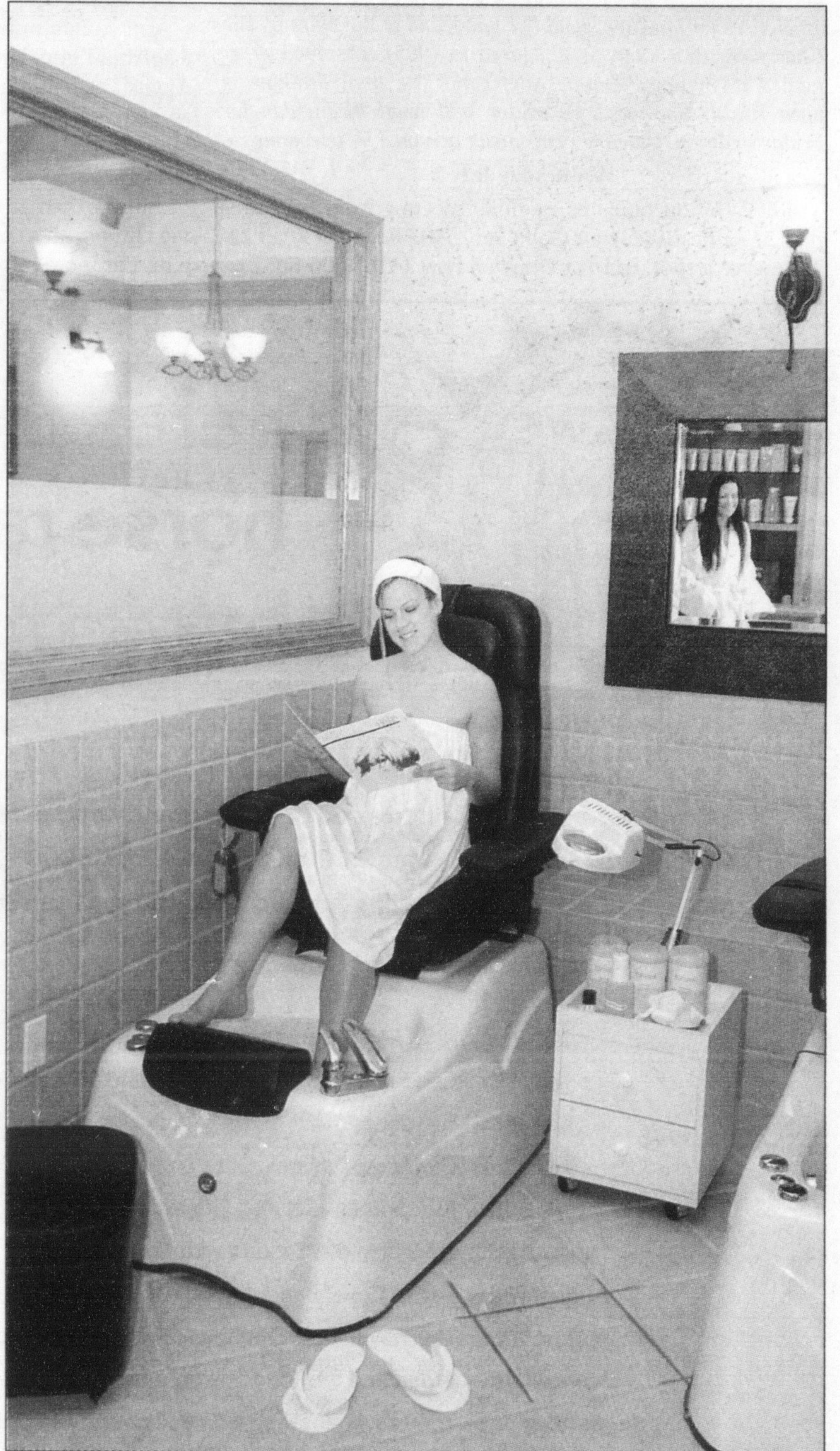
Fiorio offers a wide range of hair services, including hair cutting and styling, colour application, highlights, extensions and Japanese straightening.

Clients also have the option of having a master stylist work on their hair.

Free consultations are offered, with staff available to help clients choose the look that would best suit them.

For more information or to book an appointment, call (905) 864-8881 or visit www.fiorio.com.

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GRAHAM PAINE/CANADIAN CHAMPION
Jenn Mikoleit soaks her feet during a pedicure treatment at Fiorio Salon and Spa while fellow spa patron Sarah Samuelson is reflected in the mirror.

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Grand Opening

Tuesday, July 4th, 2006

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(2nd Floor, on top of St. Antonio Market Place)

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