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Fashion & Beauty

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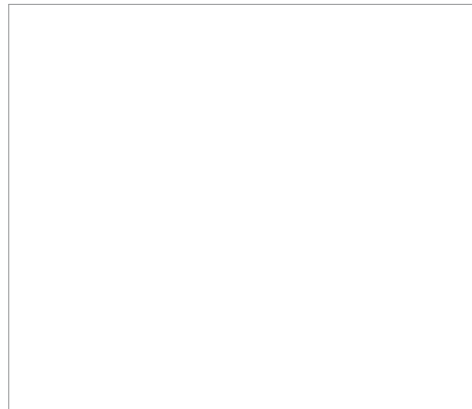
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SPA SCENE

Brownes Beauty Lounge



The Miami Herald takes a look at a different day spa every week. Send nominations to: spa@MiamiHerald.com.

841 Lincoln Rd.,
Miami Beach
305 538-7544,
brownesbeauty.com

Lowdown: If you've been on Lincoln Road, you've probably noticed the storefront of this aromatic, homey, overflowing beauty supply boutique, the sort of place that fairly pulsates as compared to anemic Sephora stores.

You might not have realized, however, that there's an extensive salon and also a day spa upstairs. Up here, too, there's something of a scene, with a wide, open space for hair styling and nail care, and a lovely yoga studio down the hall.

But the spa area is tucked away. The eight treatment rooms are named after and decorated like exotic locales, including Shanghai, Marrakesh, Mumbai and Mykonos. The relaxation lounge is called Kyoto, and has a skylight from the building's original 1925 stairwell.

The boutique is something of a Lincoln Road pioneer, first opened in 1995, with spa services that began two years later. But the spa wasn't expanded to its present form until 2002, and it seems to have gotten busier with every passing year.

Owners Gary Feinberg and wife Nikki Mallon have tailored the menu to appeal to repeat, local customers, Feinberg said, with prices lower than those at South Beach hotels. The couple also focuses on wellness, shunning the spa race to acquire the apparatus of the day.

"What we're not about is machines -- any sort of microderm- or invasive or intrusive treatment," Feinberg said. "We're really about touch and high-quality products . . . and I also like to think we're doing some healing as well. It's not just about beauty."

Yet, if beauty is your thing, you'll find plenty to do here.

Note: Desperate holiday shoppers can buy last-minute holiday gift certificates online.

Neighborhood: Lively Lincoln Road. Park in public lots scattered on north and south sides of Lincoln.

Vibe: Worldly, authentic, paradoxically happening yet serene.

Highlights: **Yonka Aroma Facial** is the most requested facial here, and includes a deep cleansing with extractions and suitable mask (\$90 for 60 minutes), but the **MD Skincare Facial and Alpha Beta Peel** sounds extra promising (\$115 for 60 minutes). There's a **Black Pepper Slim & Detox** treatment designed to help those cellulite patches (\$120 for 60 minutes). The **Dr. Hauschka Rosemary Footbath** is meant to relieve sole fatigue (\$40 for 45 minutes).

Discounts for Miami Herald readers: Ask for a "Tiptoe to the Yoga Room," and get a complimentary

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yoga class (\$18 value) before or after any mani-pedi combo (prices start at \$53). When you buy a **Darphin facial**, with ylang ylang and orange, meant to repair wrinkles (\$145 for 75 minutes), get a free makeup consultation (\$50 value) or a free eyebrow shaping (\$19). Offers good until Jan. 17.

-- KATHRYN WEXLER

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