



provide nutritional counseling as well as mind/body therapies such as biofeedback and craniosacral therapy. In addition, the spa offers an array of stress-reducing and beautifying body treatments and massage modalities. Cosmetic options include anti-aging and vitamin facials for men and women, extensive photo-rejuvenation services, and laser hair removal, among many others. Medical doctors perform all Botox® and Restylane injections.

In describing her ultimate vision for the still-evolving spa, Dr. Keenan stresses the importance of atmosphere. "We are currently spending several

thousand dollars to train our employees using the Ritz-Carlton customer service program. We want a warm, inviting atmosphere where patients feel comfortable," she explains. With its gender-neutral décor and men-only treatment options, Medical Spa at Nova has attracted the elusive male demographic. The spa is popular with both area businesspeople and mother-daughter pairs.

Looking back over her career so far, Dr. Keenan seems bemused by her own success. "I would never recommend that someone do what I did," she says. "If I had known better, I wouldn't have done it."

Spa finder®

*Medical Spa at Nova is located at 21785 Filigree Court, Suite 100, Ashburn, VA 20147. To learn more about Medical Spa at Nova, go to <http://www.novamedspa.com> or <http://www.spafinder.com>. To contact Medical Spa at Nova, call 703.554.1130. Benjamin Kessler is the medical editor for Spafinder.com, the world's largest spa information website and a bi-monthly contributing editor for Aesthetic Trends & Technologies. You may contact Ben at [ben.kessler@spafinder.com](mailto:ben.kessler@spafinder.com).*

## spotlight exCel Cosmeceuticals xlafa.com

The First Clay Peel for the Body has been launched by exCel Cosmeceuticals. The patented AFA Clay Peel is now available to physicians.

According to Dr. Joel Schlessinger, "The AFA Clay Peel for the Body is particularly effective in rejuvenating skin in areas not ideally addressed by IPLs or lasers, specifically, the chest and hand areas."

exCel's President, Martin Davidson, said that the success of their facial clay peel, and the demand for a product which would equal its results when used on the hands and chest, "prompted us to integrate our patented AFAs into a formula which specifically addressed these body areas." Photographs



documenting the efficacy of the product, submitted by the company's clinical investigators, confirm exCel has achieved this goal.

exCel Cosmeceuticals distributes, worldwide, their proprietary AFA products, which include: in-office, physician administered facial peels in graduating strengths: two-part facial Clay Peel, and the Clay Peel for the Body. At-home products include: topical gels in 3 strengths, clay masque, cleanser, moisturizers, eye cream, and mist.

For further information visit the company's Website at [www.xlafa.com](http://www.xlafa.com) or contact Martin Davidson at **800.453.5150**.