



the Lane Spa

by Chris Hayes • Photography by Lynn Mozena

*M*arcia C. Lane, owner of The Lane Spa in Palm Beach Gardens, has had her fair share of obstacles. But then again, nothing worth having comes easy.

Back in 1995, Lane's massage therapy experience had her working for many of the area's resorts as well as with a chiropractor and through a house call business. She realized that it would be much easier to bring all of her clients to one location, so opening her own spa seemed like a natural transition.

Lane had the odds against her as a single mother and a recovering alcoholic with almost no assets. After being turned away by multiple banks, she managed to acquire an SBA loan that went toward purchasing a 1,000-square-foot space at 11382 Prosperity Farms Rd.

"I had no idea what I was doing, but I had the devotion, the dedication and the drive, and that's how I got started," she said.

As her clientele grew, Lane found she needed more space. With the help of one of her dedicated clients, she was able to extend The Lane Spa to 3,000 square feet. Her staff has grown from three employees to thirty-seven, which includes her daughter Crystal, 25, and her husband of three years, Jay, who handles much of the marketing and accounting.

The Lane Spa offers more than sixty specialized treatments, which include pure organic customized facials, one-hour classic spa pedicures, manual lymphatic drainage, oxygen steam therapy, hot stone massage, ashiatsu massage, a hair design studio and an infrared sauna. These can be found in one of thirteen elaborately decorated rooms, all of which Lane gives creative names like Cleopatra's Closet, Seventh Heaven, Ahhhh! and Poetry in Motion. But don't expect these rooms to stay the same for long.

"I reinvent the spa every six months to a year. I redecorate, I bring in new treatments – I have trainers come in every month and they train us for new treatments. I think of new ways to get people in here so that it's fun, healthy, wellness and a place to de-stress and to let go."

Lane also makes a substantial effort to give each client a personal and customized experience, which includes a consult, telephone call, and coupon to go toward their next visit. Lane also sends out a \$25 coupon for each client's birthday – she sends out over 500 every month.

It wasn't just about money though. Once Lane had started to make headway in her loan payments, she decided to give back by establishing a foundation for families in crisis. The Lane Spa is now an established 501(3)(c) and sets aside three charities day per year.

"Everything we make that day goes toward a children's charity," she said.

In November they made \$5,000 and donated it to three separate charities. Lane's dedication to constant improvement is made clear by the enthusiasm she exudes on a daily basis. "I happily choose to work seven days a week." On Sundays, Lane comes in to assess the spa, enjoy the quiet and "just revel in the creation."

"I birthed this place – this is my second home." **PBG**

For more information on The Lane Spa, visit their Web site at www.thelanespa.com or call (561) 691-0104.

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