

## New business offers fitness, nutrition and spa services under one roof

By Bob Tremblay/Daily News staff  
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Here's one scenario for a woman who wants to look and feel good.

She gets in her car and drives to a fitness center where she takes an aerobics class.

She then showers, gets back in her car and drives to a nutrition center where she participates in a weight-loss program.

Next, she gets back in her car and drives to a spa for a manicure.

Here's another scenario. She gets in her car and drives to Ten Spa, a new facility in Natick that houses a fitness center, nutrition center and spa under one roof.

"We wanted to create a place where people could get their fitness and beauty needs met all in one place," says Courtney Nappa, who owns and operates the facility with her husband, Corey.

The convenience of having all these offerings in one location translates into time efficiency, Corey points out, and time is one commodity that many people don't have an abundance of these days.

"If you truly want to get people in shape, you have to take training and nutrition and bring them together," he says. "Going to these different places - the gym, the weight-loss center - that's a lot of work to do when it's already a lot of work to do to try to get conditioned."

The Nappas note that Ten Spa is the only facility in New England where fitness, nutrition and spa services are offered in house in one locale. Some fitness centers offer spa services, but they're outsourced, says Courtney.

The company's official name includes the roman numeral "X" in the middle, to indicate it's a place where beauty and fitness cross.

As for the number 10 in the title, Courtney explains, "Each person has their own perfect 10. We're trying to help people look and feel their best."

Located near the Framingham border at 1400 Worcester Road (Rte. 9 east) in the plaza that houses Skipjack's Seafood Emporium and Fresh City, Ten Spa opened its fitness center in the former Fitness Etcetera in December and plans to have its spa operating in March.

The 8,000-square-foot facility has undergone a major facelift with space reconfigured, equip-

ment and locker rooms upgraded and hardwood floors, plasma televisions, a Bose surround-sound system and Internet access added, not to mention the creation of the nutrition center and spa.

"We're basically taking it from 1980 and moving it to 2007," says Courtney, who estimates the facility's renovation will cost around \$1 million. A private investor is funding the enterprise. "We were looking to do it from scratch in Chestnut Hill or Boston, but then this opportunity came up at a place that already had a customer base."

Almost of all Fitness Etcetera's members signed on with Ten Spa and about new members 100 have come board, bringing membership to around 600, says Courtney. Ten Spa intends to eventually cap membership for the fitness center. "We want to keep our membership to a point where people are comfortable," says Courtney. Adds Corey, "We want to focus on customer service and results. We don't have a pack-them-in mentality."

Fitness center offerings include cardiovascular exercises on ellipticals, bikes and treadmills, personal training, Nautilus equipment, more than 30 weekly classes such as step aerobics, Pilates and kickboxing, trainer supervised circuits and free weights.

Corey says every member of the center's staff is an experienced fitness professional. Prices range from \$45 to \$55 a month. The longer the membership the lower the fee. Student and senior citizen rates are also available. The price includes unlimited classes.

While the fitness center is for women only, the spa is open for men and women, and no membership is required. Prices are at competitive market rates, according to Courtney. Members do receive a 10 percent discount at the spa.

Offerings here will include hair services such as cuts, styles, shampoos and a color bar as well as manicures, pedicures, massage, skin care, oxygen therapy and cosmetics. Beauty products will also be sold. In addition, all the spa's accoutrements will be custom-built with a state-of-the-art ventilating system and soundproofing installed for air and sound quality, respectively. In the pampering department, the spa will offer a complementary selection of wines, champagnes and gourmet chocolates.

Before launching Ten Spa, the Nappas had worked together at Body Y'z, a Franklin-based

nutritional supplement business founded four years ago by Corey Nappa and Michael Rutman. It's still operational.

The Nappas, who reside in Franklin, met at Bentley College in Waltham. The former Courtney McDonald had graduated from Holliston High School in 1996. At Bentley, she received a degree in accounting, information systems and business management. Corey, a 1995 graduate of Needham High School, received his degree in marketing and English.

After graduating from Bentley, Courtney worked as a business operations consultant. "But I got tired of the corporate world," she says. "So I went to cosmetology school to learn the spa business because my passion, my dream has always been to open a spa." At cosmetology school, she learned the how-to's of hair, nails and management.

Corey says his passion has always been fitness. A licensed personal trainer for almost 10 years, he has written a weight-loss book, "The Weight Loss Race."

In opening Ten Spa, the couple can "merge our two backgrounds together," says Courtney.

They refer to Ten Spa as the marriage of beauty and fitness in one location. "It's a type of a resort in a suburban market," says Courtney.

Adds Corey, "When you consider people's chaotic, stressful lives, it's like a day vacation."

In fact, Ten Spa's motto is "Come vacation with us for the day" where the goal is to help visitors leave their worries and anxieties outside while nurturing the mind and body inside. That can be a beautiful and invigorating combination.

(Bob Tremblay can be reached at [btremblay@cnc.com](mailto:btremblay@cnc.com) or 508-626-4409.)



Ten Spa owners Courtney and Corey Nappa  
(Ken McGagh/Daily News staff)