



## A Perfect Ten

Courtney (McDonald) and Corey Nappa are one of those couples you would love to hate: smart, energetic, impeccably toned. But they are also unfailingly like-

able, with a perfect excuse for their enviable lot in life.

The Class of 2000 grads own and operate Ten Spa, a salon, spa and fitness center located in Natick, Mass.

When they married several years after graduation, Courtney and Corey were on different career tracks. She, an accountancy major, started out as a risk officer and consultant in the auditing sector. He, an English major, became a personal trainer, nutrition adviser, and creator of a nutritional supplement line. Something was missing, though.

"I always knew I wanted to run my own business," says Courtney. "One with beauty and fitness in one place."

The two began planning. Courtney left her accounting job and enrolled in cosmetology school, determined to learn the business from the ground up. They spent about two years developing a business plan, securing a private investor, and renovating a former health club.

Today, approaching its one-year anniversary, Ten Spa is one-stop-shopping for fitness, health and beauty services. The company creed — "Come vacation with us for the day" — reflects the couple's goal to bring a pampered experience to everyday life.

"We've tried to create Newbury Street in the 'new' Natick," Corey says, referring to the area's rebirth as a haven for upscale shopping. The Natick Collection of boutiques, restaurants and more opened this fall, just across the street from Ten Spa.

The Nappas' place feels distinctly European. There are sleek black manicure booths that evoke seating in a high-end restaurant; hair-cutting stations with hair dryers suspended overhead; and a "color bar," where customers can enjoy a flat-screen TV and complimentary wine while their tresses are treated.

If the salon is Courtney's domain, the fitness center belongs to Corey. With 600 members, the women-only gym offers the latest workout equipment, personal training, and more than 30 types of fitness classes.

The couple's complementary business strengths are a real plus for the venture. Courtney handles the finances and operations, while Corey focuses on marketing and brand-building. Applying the concept of vertical integration, they are developing a line of beauty products, which will join their nutritional supplements and a weight-loss book, written by Corey.

So far, the roles of business partner and spouse have been a good fit for these college sweethearts. As Corey puts it: "Doing this business together has only made us stronger as a couple." ♦ Tracey Palmer