

milk + honey

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ALISSA BAYER, FOUNDER AND HEAD SPA PARTISAN OPENS AUSTIN'S PREMIER DAY SPA, MILK + HONEY

AUSTIN, TX... What is a "Spa Partisan"? Alissa Bayer, founder and head Spa Partisan of downtown Austin's premier day spa, Milk + Honey, defines the term as (späh part-ti-zen) - *n.* 1. An enthusiastic supporter of all things spa 2. One who is prejudiced toward or always votes for the spa party 3. You.

Why "Spa Partisan"? A dedicated spa-goer, Bayer created this term to describe herself as a playful, tongue in cheek alternative to the typical "owner/manager" title taken by most in her position. The term has caught on as the term for her staff (They all wear shirts that say "I AM A SPA PARTISAN") has been fondly embraced by her clients as well.

Bayer moved to Austin in 2004 to attend graduate school at The University of Texas, where she earned her MBA, focusing on entrepreneurship. Bayer quickly fell in love with everything that sets the city apart - the culture, the Texas Hill Country and the people. After much soul searching and a lot of massages, it became clear to Bayer that she should combine her many years of professional experience and her creative and playful nature with her entrepreneurial passion. Thankfully, Milk + Honey is the result.

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"I love my job. It's really wonderful when you can make a living doing something that makes others feel great. The best part is you can see the transformation on the faces of our clients when they are checking out. It is clear the treatments and the Milk + Honey experience are working," says Bayer. "Austin was the perfect place for me to launch Milk + Honey. It is such a creative, healthy, vibrant, and growing city. I knew Austinites would be excited by my vision, as there are not any day spas like it town. Though it reminds me of some of the great spas I frequented when I lived in New York and San Francisco, Milk + Honey is most definitely an Austin spa."

Bayer describes Milk + Honey as a home-grown Austin business and a collaborative effort of a talented, dynamic team of individuals including friends and family. "Milk + Honey is a bootstrapped locally owned business. I could not have done this without all of the endless support of my friends, family, and the tight-knit community of Austin entrepreneurs and retailers," says Bayer.

With the most experienced and genuine staff of Spa Partisans, a "small by design" treatment menu and a modern environment fit for the cover of Dwell, it is clear why clients crave a visit to Austin's premier day spa, Milk + Honey. One visit and you will be calling yourself a Spa Partisan, too!

ABOUT MILK + HONEY

Milk + Honey, Austin's premier urban day spa, provides clients a pampered retreat from everyday life. Set in a modern tranquil space, Milk + Honey provides a simple menu of treatments that engage all senses, using natural and organic ingredients. Milk + Honey's staff of Spa Partisans are passionate about the relaxation and healing of every client. Located at 204 Colorado Street in Austin's new 2nd Street District, please call (512) 236-1115 to schedule an appointment.

**FOR MORE INFORMATION OR TO SCHEDULE AN INTERVIEW, PLEASE CALL
PAM BLANTON AT (512) 469-0702. VISIT MILK + HONEY'S WEBSITE:
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