**Site Title:** BUTTERED SOUL

1409 Love Lane

Fayetteville, NC 29204

**Developer**: Mary Ann Lucas

312 April Lane

Red Springs, NC 31204

***Rationale/Focus:*** Client requested services to increase exposure of their business, generate new and repeat business, as well as viral marketing verses other means of advertisement.

***Target Audience:*** Buttered Soul is a salon and spa geared toward adult men of all ages that are interested in improving their continued health and to concentrate on their inner being. Most men think that getting pampered is only for women; however, you have many men that work hard, whether it is in construction, behind a desk, going to college, retirees or just an ordinary guy searching for employment that needs a Calgon moment. Men need to understand the importance of having good health and living a stress-free life. To achieve this goal, they should take some time for themselves just like a woman does and get those necessary massages, manicures, pedicures, facial, and just learn how to relax.

**SITE OUTLINE:**

***Shop Spa Packages***

* **Professional Massage Services** – One of the most frequently requested services after a hard day’s work is a relaxing massage. We employ professional massage therapists that offer 30 minutes and 1-hour massages that are trained in a variety of techniques.
* **Facial Beauty Treatments** – We know that many men are professionals that want to always look their best. We offer a variety of facial treatments to enhance the skin, which includes lotions, exfoliates, masks, peels and stream treatments. We also offer personalized hair removal, haircuts, and shaves with hot towels.
* **Manicures and Pedicures** – Men often want to show off their trimmed bodies, our manicure and pedicure services offer the finishing polish for a great appearance.

With the combined treatments provided by our Spa will ensure that every man who visits the facility will leave feeling and looking their very best.

**ABOUT COMPANY**

When you need a massage therapist who understands your body, the physical and psychological benefits of various types of massages, treat yourself to the best relaxation at its best with a massage and pampering from Buttered Soul.

We do not do quick fixes, as a matter of fact, we give you the care, attention and professionalism that you deserve. Also, when it comes to our products, we do not settle for less that the very best the world has to offer. We are quick and efficient, but we never rush. We are not satisfied unless we make our clients feel and look jaw dropping handsome.

We specialize in all types of massages, manicures, pedicures and facials at great prices. The quality of our massages is what sets us apart from any other Day Spa’s in the area. Whether you’re seeking relaxation, stress relief, or pain relief, our highly skilled and specially trained masseuses and nail technicians are here to help!

Even on your busiest day you can take a moment to put up your feet and drift into a beautiful, soothing, tranquil state. And treat your body and mind to a deeply relaxing, reviving, world-class treatment. It is these precious moments we seek to create.

Our dedication to providing the best massages and pampering, paired with our belief that our customer’s needs are of the utmost importance, makes us simply the best Day Spa studio around! Treat yourself to a fantastic Day Spa at Buttered Soul!