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FOR IMMEDIATE RELEASE

First “green” medical spa opens its doors

A first in its kind will be here in Fresno! Body del Sol, the first “green” medical spa is set to open its doors on Friday, April 16, 2010. A grand opening celebration will take place from 6 p.m. to 8 p.m. at the spa located at 1648 E. Herndon Ave. #106 in Fresno. The grand opening celebration will feature the services offered as well as door prizes, music, appetizers and more.

Body del Sol Medical Spa is the Central Valley’s first “green” medical spa, bringing nature and science together for a more naturally beautiful you. The spa will provide the most advanced medical treatments available including; skin rejuvenation services and organic skin care in a luxurious and sustainable environment.

“The current environment has always bothered me and I truly believe if each person did their part it can make a difference. We are a proud member of the Green Spa Network, there are only 143 green spas worldwide and only 22 in California. Hopefully we will inspire other salons, spas and businesses to become green too,” said Ayde about her decision to become a “green” medical spa and the first here in the valley.

Celebrating the grand opening of Body del Sol marks the realization of a dream for owner Ayde Mendables. She demonstrates that entrepreneurship is still alive despite the difficult economy. Small businesses like hers are vital to the economic development of the Central Valley. Ayde received a \$50,000 Enterprise Development Fund loan from the Fresno Community Development Financial Institution (CDFI) to help jumpstart her business. Through this loan program CDFI targets locally-owned innovative businesses, job-generating manufacturers, natural resource based companies, and other quality employers to help them obtain the funding needed to launch their business. She also received support from another agency, SCORE where she received business consultation services at no-cost.

“The Fresno CDFI is a group of wonderful and hard working people. They are so passionate in helping the underdog. They offered me a microloan where all other doors were closed. I wouldn’t be in business right now if it wasn’t for their organization and the great people that work there,” said Ayde regarding CDFI. She encourages individuals seeking to launch their own business to take advantage of the community resources available through these agencies. “SCORE is a wealth of information! They are very experienced and guide you through each step of the business process. They really want to see you succeed.”

The experience Body del Sol promises to create for its clients are like no other. In her experience Ayde felt that most medical spa's still have a clinical feel without pampering, so at Body del Sol she wanted to offer a place where you could receive optimal visible results in a luxurious setting and still be pampered in the process. Ayde understands clients time is precious therefore Body del Sol offers all services under one roof, hair, nails, facials, and massages. Body del Sol is also the first spa to offer a Spa Stimulus Rewards Card where clients can accumulate points for every dollar spent and exchange them for services.

Media and the general public are invited to attend the grand opening on April 16, 2010.

For more information about Body del Sol's grand opening celebration, services offered and to book an appointment visit www.bodydelsol.com or call (559) 432-7222

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