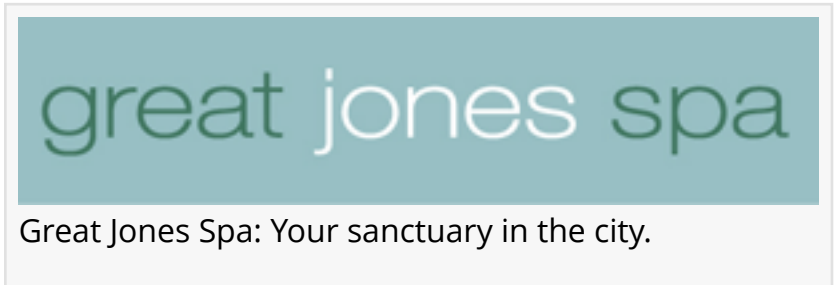


Great Jones Spa Taps into Rising Trend of Self-Care this Valentine's Day

Great Jones Spa embraces self-love this Valentine's Day with special treatments for individuals & couples.

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This Valentine's Day, the focus is shifting from traditional romance to a broader definition of love that includes self-care. [Great Jones Spa](#), a renowned wellness sanctuary in the heart of NoHo, is embracing this trend by offering unique experiences designed for couples seeking connection and individuals prioritizing personal well-being.



“

We're seeing a significant shift in how people choose to celebrate Valentine's Day”
Karen Terranova

As cultural conversations increasingly emphasize the importance of mental and physical health, Valentine's Day is evolving beyond simply celebrating romantic love. Individuals recognize the value of self-love and seek experiences promoting relaxation and rejuvenation. Great Jones Spa is at the forefront of this movement, providing a haven for those looking to nurture themselves, solo or

with a partner.

"We're seeing a significant shift in how people choose to celebrate Valentine's Day," says Karen Terranova, General Manager. While couples massages remain popular, we're also experiencing increased demand for individual treatments for Valentine's, as people prioritize self-care as a vital component of overall well-being."

Share the Love or Prioritize Self-Love: Great Jones Spa offers a range of treatments perfectly aligned with this evolving Valentine's Day landscape.

- For Couples: The Signature [Couples Massage](#) provides a deeply relaxing, intimate escape for partners looking to reconnect and unwind together.

- For Individuals: The Jurlique Rose Hydrating [Facial](#) delivers a luxurious, restorative experience. Featuring the renowned Jurlique skincare line, this facial combats winter stressors, leaving skin

revitalized and radiant. As a Valentine's Day special, guests who book this facial will receive a complimentary 1 oz Jurlique Rare Rose Serum, a potent antioxidant-rich formula designed to enhance skin hydration and renewal.

Book Your Experience Today:

Whether you are looking for the perfect gift for a loved one or a special treat for yourself, Great Jones Spa has you covered. Visit www.gjspa.com or call us at 212-505-3185 to reserve your appointment.

More Than Just a Spa:

Great Jones Spa's commitment to holistic wellness extends beyond its treatment menu. The serene atmosphere, featuring a signature water lounge with a sauna, steam room, cold plunge, and hot tub, provides a tranquil escape from the city's hustle and bustle. This dedication to creating a sanctuary for self-care makes Great Jones Spa the ideal destination for those seeking to prioritize their well-being this Valentine's Day.

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