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This business employs about 12 employees and also offers custom facials, waxing, spray tanning and designer peels. (Staten Island Advance/Bill Lyons)

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STATEN ISLAND, N.Y. -- Darren and Michele Carbone wanted to be the first to bring a popular massage business franchise to the New York City area.

The brother and sister team felt the perfect location for such a business was the bustling Charleston retail plaza, South Shore Commons.

Formerly in the restaurant industry, the sibling business partners wanted to make the leap into the spa business due to their love for therapeutic massages.

"Our children are in the field and we heard great things about this business, so we decided to venture into it," said Carbone.

"Even though it's a franchise, it's not a corporate monster like some other stores. We have a gender neutral atmosphere that is family-friendly."

With nine massage rooms -- including one "couples room" -- and one aesthetic room for other services, you automatically get a feeling of tranquility when entering the seating area decorated in chic, contemporary styling.

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Soft lighting in massage rooms creates the relaxing environment for patrons who are eager to unwind.

Products/services offered

La Vida Massage offers a menu of therapeutic massages, including deep tissue, Swedish, reflexology, sports, hotstone and prenatal massages, by licenses male or female massage therapists.

This business employs about 12 employees and also offers custom facials, waxing, spray tanning and designer peels.

An array of GlyMed products, from facial to anti aging creams, are used and sold at the salon

La Vida Massage offers an introductory rate of \$49 for a massage or a facial for new clients, as well as specials each month.

Growth strategy

The Carbones hope to grow their clientele through advertising and word of mouth.

Five-year goals

The Carbones would like to expand the franchise by opening another store on the North Shore.

"We own the rights for Staten Island with the franchise, so we'd like to open at least one more store on Staten Island, and maybe even a third location," Carbone said.

Have a new business you'd like to publicize? Contact Tracey Porpora at porpora@siadvance.com (mailto:porpora@siadvance.com).

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La Vida Massage

Address

2955 Veterans Rd. West Suite 2I Staten Island, N.Y. 10303

Established

November, 2012

Contact

718-317-6800

StatenIsland.NY.LaVidaMassage.com (http://statenisland.ny.lavidamassage.com/)

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