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## DBusiness Daily News for June 20, 2014

4 messages

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Fri, Jun 20, 2014 at 12:22 PM

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### Friday, June 20, 2014

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#### Gibbs Expands Land-to-Water Lineup with Two-Seater Option

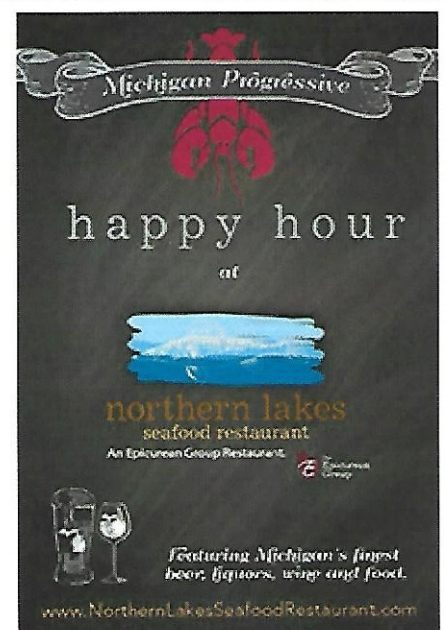
Auburn Hills-based Gibbs Sports Amphibians will release its 2014 Quadski, a vehicle that can traverse both land and water, to dealerships later this month. Joining it will be the Quadski XL, which — as the name suggests — is larger than the original. ... [\(read more\)](#)

#### Commerce Township's LaVida Massage Continues to Expand

Since opening its first location in 2007 in Michigan, Commerce Township-based LaVida Massage Corp. has grown to 53 centers in North America, with plans to accelerate its expansion in southeast Michigan and other states. ... [\(read more\)](#)

#### Tommy Bahama Co-Founder Brings American Fare to Bay Harbor

Lou Mettler — one of the founding partners of Tommy Bahama — will open Seventeen, a classic American restaurant, on July 1 at Bay Harbor, a luxury resort community in northern Michigan. ... [\(read more\)](#)



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# Commerce Township's LaVida Massage Continues to Expand

## DBUSINESS DAILY NEWS

Since opening its first location in 2007 in Michigan, Commerce Township-based LaVida Massage Corp. has grown to 53 centers in North America, with plans to accelerate its expansion in southeast Michigan and other states.

Nationally, the health service-based franchise model — which offers facials, massage, and waxing services — has opened nine new centers this year, with at least six more planned to open by September. Four of the newest locations are in Livonia, Rochester, Washington Township, and, most recently, Ferndale.

“Michigan is our home,” says Peggy Davis, CEO of LaVida Massage. “It is where we began and as such, it is only natural that as our network expands nationwide, we would expand here as well.”

There are currently 15 LaVida Centers in the state, and more openings are slated for later this year, Davis says. In addition to Michigan, the company is experiencing the most rapid growth in Alabama, Florida, Georgia, Illinois, South Carolina, Tennessee, Texas, and Virginia.

LaVida has tripled its membership sales and saw a 115 percent increase in new clients since 2009.

“Because of our steady business model and on-going franchisee support, we are seeing sizeable increases in membership sales across the country, meaning we’re actively building a strong and loyal clientele base,” Davis says.

In turn, the company's self-branded essential oils, used as an aromatherapy add-on to LaVida's facials and massages, were recently made available for purchase for at-home use. The company has also added a line of detox bath mixtures to its offerings.

The Ferndale location at 23153 Woodward Ave., which opened this week, will host its grand opening on July 9. For more information, visit [lavidamassageferndalemi.com](http://lavidamassageferndalemi.com) or call 248-556-2005.