



FOR IMMEDIATE RELEASE

Trade Media Contact: Lorrie Thomas
(805) 452-2615
lorrie@lorriethomas.com

WORKING MOM & BUSINESS OWNER SERVES SANTA BARBARA AND REMINDS MOMS THEY DESERVE TO BE PAMPERED

Roxanne Zbinden— celebrated Santa Barbara esthetician— establishes reputation for bestowing excellence in service

SANTA BARBARA, CALIF., April 7, 2008 — Third generation Santa Barbaran, Roxanne Zbinden, owns the quaint, cottage-style Cielo Spa Boutique located on upper State Street. As a Latina business owner, wife of a Santa Barbara police officer, and mother of three (ages 2, 3½, and 10), Roxanne remains a busy working mom. Although Roxanne is constantly on the go, she is dedicated to helping clients relax in the day spa's private setting and serene atmosphere.

"As a working mom myself, I go to Roxanne, because she relates to me, works with my busy schedule, and provides exceptional service. She reminds me that although I have a family and a job, I still need to take care of myself," states Anne Orfila, a loyal customer of Cielo Spa.

With Roxanne's years of experience as both a licensed Esthetician and Massage Therapist, her goal is to provide a calming and relaxing atmosphere. Offering a variety of facials, massages, body treatments, and spa packages, Roxanne uses premium organic products to ensure the highest quality results. "As the sole Santa Barbara spa provider of Talulah—a pure, organic skincare line, I present clients with products that are non-artificial, non-synthetic, non-toxic, and paraben free," said Roxanne.

In addition to carrying Talulah, Roxanne also offers Aromababy— an Australian-made skin care line, rich in certified organic, natural oils and gmo free pure vitamin e. Roxanne believes, "By selling Aromababy, I am encouraging moms to protect and pamper their growing baby's skin with the most exquisite, natural and organic-rich baby skin care products available."

Establishing a reputation for bestowing an excellence in service, Roxanne guarantees Cielo Spa Boutique to be a space of serenity and relaxation. The boutique's private setting and elegant décor combined with Roxanne's caring and calming demeanor make Cielo Spa Boutique the best kept secret in town.

About Cielo Spa Boutique

Cielo Spa Boutique opened in January 2006 with the goal to provide the ultimate service in facial and body treatments. By providing custom spa treatments and packages, clients will discover customized skin care with results and embark on a routine of balance and renewal.

For additional information about Roxanne and Cielo Spa Boutique, visit her website at www.cielospasb.com or call (805) 687-8979.

###