



FOR IMMEDIATE RELEASE

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**SPA CONSULTING FIRM OPENS NEW DOORS FOR AMBITIOUS STUDENTS**  
Innovative Spa Management will sponsor two scholarships to Privai Academy Esthetic Institute.

Two scholarships in the amount of \$2,375.00 will be awarded for the January 2009 Esthetic Institute at Privai Academy. Ilana Craig and Christina Stratton, founders of Innovative Spa Management, a spa design, consulting, and education firm located in Asheville, NC announce their plans to sponsor two students in the Asheville area to the inaugural class of Privai Academy Esthetic Institute. The esthetic's program begins January 2009 and will be held at the new state of the art Privai Academy being built in front of the Fun Depot at Exit 51 on Interstate 40. The program, designed by a board of Advisors will be the Western North Carolina's first state of the art training program for estheticians. The program will prepare graduates for entry into the spa industry.

Innovative Spa Management consults for clients throughout North America. One of the largest challenges for spas is finding employees that are capable of providing acceptable service. Privai seeks to accommodate this need and is slated to become the premier training facility for spa professionals in the Southeast. Innovative Spa Management will assist graduates of Privai in job placement and recruit graduates from the program for their clients throughout the country.

Applicants must prepare a demonstration of their passion for the skin care industry. This demonstration can be a written essay, in person presentation, or visual representation. Application for the scholarships must be submitted by December 20<sup>th</sup>. Interested applicants may receive more information by emailing [ilana@ismspa.com](mailto:ilana@ismspa.com).

For additional information, please contact Ilana Craig, founding partner of Innovative Spa Management at 520 Hendersonville Road, Asheville, NC 28704, [www.ismspa.com](http://www.ismspa.com), [ilana@ismspa.com](mailto:ilana@ismspa.com).

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