

Spa marks year of working out kinks



By Bill Ackerman

Brennan Massage & Spa marks its first anniversary in Brookfield. Abby Brennan sits on a massage table with fresh sheets and a blanket on Monday, Jan. 12, 2009 (the only day of the week they're closed).

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Working out people's stress has been Abby Brennan's specialty for the past year.

Since opening Brennan Massage & Spa in Brookfield last year, the business has grown from two massage therapists to nine, introduced more massages and is being renovated to allow for more space.

"We are so thankful to the support we have gotten from Brookfield and the surrounding suburbs," Brennan said. "We have felt so welcomed and (patrons) utilize us for services, to use as gifts at Christmas, that makes me really happy."

Deanna Guzzi has been a customer since opening day.

"It is a godsend to have something local," she said. "I think it is really good and she does everything organic."

Guzzi told her friends and her husband to try the spa and now they have all become regulars.

Brennan agrees the clientele keeps growing faster than expected.

With this being her first business endeavor, she said she has not felt the impact of a poor economy.

"This will grow and get better; we will grow and utilize the whole house as a full spa," Brennan said.

The spa is focused on people's overall health and the benefits of massage, which is very therapeutic, according to Brennan. She emphasized that in her spa, no one is rushed through, the main focus is the body and the atmosphere makes everyone feel they fit whether this is their first or fourth massage.

Up next for Brennan Massage & Spa will be a Bridal Expo in March. Brennan said she is looking for new ways to draw people into the spa for a fun day.

"It is a great way for people to come in and meet the therapists and to be comfortable with the person may work on them," she said. "It is a way to get a discount on a session scheduled for a later time. It is a way to become familiar with the business without having the commitment of having a full (session)."

Upcoming events also will include a teachers night, a mother-daughter night and a possible date night.

Notable

Brennan Massage & Spa started out in a single-family home. It was then transformed into three apartments until Brennan came and rehabbed the building, gutting the interior, to provide a more relaxing atmosphere.

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"People really feel comfortable with slowing down and finding what it means to really have body work." Brennan said.

Philosophy

Brennan Massage & Spa is focused on peoples' overall health and the benefits a massage can bring to a person

Leaving a person in a state of harmony with better health, stress reduction, muscle tension or injuries is the main focus