



Lori Traub

MySpa2Go

Brings Pampering Home to Men and Women in New York, London and Los Angeles

BY LORI SIMMONS ZELENKO

It's been said that beauty is only skin deep but that adage doesn't hold true for Lori Traub whose in-home beauty service MySpa2Go delves deeper into our psyche, genuinely understanding what makes us feel beautiful. Setting New York, London and L.A. abuzz with its flair and loving spirit, MySpa2Go reflects Lori's commitment to making others feel better about themselves through just the right amount of pampering.

Herself the mother of two young children, she barely has time to enjoy a spa day for herself yet she never fails to look pulled together, sophisticated and naturally beautiful. Clad in a tailored white shirt topping skinny jeans, a ready smile and considered manner complete the effect on meeting her of warmth, kindness and a hint of effervescence sparkling in her eyes.

No need to ask who's the fairest of them all when you're experiencing the exceptional work of MySpa2Go's staff: consummate professionals skilled at intuiting your every need, leave you feeling confident, relaxed and ready to face whatever the world has in store for you. Whether experienced at a pop-up spa lounge or conveniently in home or during a group event like a bachelorette party, MySpa2Go is not a ladies, only indulgence; men are accommodated too with spot-on services. A MySpa2Go beauty/wellness treatment is fulfilling, self-rewarding and for some in challenged situations, remarkably revitalizing. Lori Traub and her team have brought a renewed sense of vitality to the residents of Ronald McDonald House on more than one occasion. "I love to help people. The idea we can make someone's day, month or year just by sending a simple service to a home or hospital room is the most gratifying for us."



MySpa2Go event

Celebrity clientele is in the mix for MySpa2Go but Lori Traub prefers to allow these high-profile personalities their privacy, although she does share that a certain globally renowned singer (a favorite of Britain's younger royals) called for a bikini wax before a recent NYC performance. Chart-topping pop-R&B artist Usher has taken advantage of their guy-friendly services, as have a number of NBA All Stars.

No wonder then, that companies like Adidas return time and again to work with Lori

Traub and her team at promotional events where MySpa2Go offers customized services ranging from mani-pedi and facials to chair massage, a hot shave and shoe-shine (for men). Corporate wellness is an important trend today and MySpa2Go is a first choice for many Fortune 500 companies when it comes to booking these morale-boosting services. The entertainment community also avails themselves of MySpa2Go's service. A recent event featured exclusive nail art created along the theme of Alice Through the Looking Glass to promote the movie premiere. *continued next page*

MySpa2Go *continued*

MySpa2Go massage



MySpa2Go makeup



Mani station at Adidas

MySpa2Go
Coppertone set up

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ever-expanding. As Lori explains, "I do business as I would want to be treated in life, which is with honesty and respect towards everyone. And most important to me is knowing that true beauty always starts on the inside."

MySpa2Go is a one-stop shop for all your beauty and wellness spa services. LA and London are launching now. Miami is in the works.

To book an appointment or a corporate event, go to www.myspa2go.com or email info@myspa2go.com

About the Author

Lori Simmons Zelenko is the founder of LSZ COMMUNICATIONS a lifestyle brand-building firm skilled at creating award-winning image marketing programs. Lori can be reached at 917-693-8602.

Lori Traub started MySpa2Go out of her own need; as a fashion industry executive she found her schedule was too crowded to allow the downtime for a massage and the stress of work was such that a lunch hour mani-pedi became impossible. She Googled and found "zero" when it came to what's now known as beauty on demand services. And so an idea and a business was born in 2006.

The tipping point came when then "hot" newsletter/website Daily Candy touted MySpa2Go; from that point on, the rest

is history. Immediately discovered by brands ranging from Clarisonic and Covergirl to J.P. Morgan Chase and a number of premiere overseas banks, MySpa2Go took off to become a category leader. A favorite of the most precious beauty brands as well as the roughest, toughest sports brands, Lori Traub is proud to look at a roster of repeat customers.

What sets MySpa2Go apart is not just their professionalism but their integrity. Never compromising on service and quality their fan base, both corporate and personal, is