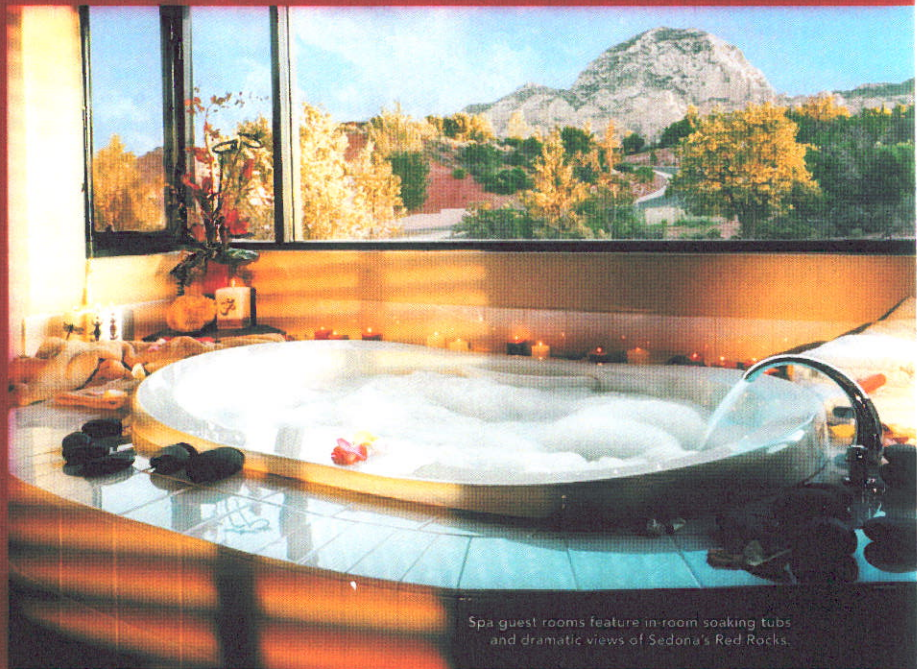


american spa

in focus

RED ROCK REVIVAL

A new resort spa in Sedona is poised to become a bastion of relaxation with its simple and straightforward menu. **WRITTEN BY HEATHER MIKESELL**
PHOTOGRAPHY BY DENNIS ANDERSON



Spa guest rooms feature in-room soaking tubs and dramatic views of Sedona's Red Rocks.

KNOWN AS A SPIRITUAL MECCA AND THE SITE OF SEVERAL POWERFUL VORTEXES, SEDONA, AZ, recently became home to the new Sedona Rouge Hotel & Spa. Offering up an oasis of comfort in the famed Red Rock region, The Spa at Sedona Rouge eschews the traditional Southwestern decor so prevalent in the area in favor of Andalusian and North African influences.

Focused on providing spa-goers with a completely customized experience, spa coordinators get involved from the first point of contact when guests call to schedule an appointment. They not only explain the various treatments available but also help guests determine which might be right for them. Come treatment time, therapists customize the experience based on how the guest is feeling at that particular moment. According to spa director Toni Nurnberg, many guests are interested in

continued on page 98