



CONTACT:  
Robin Whitney  
Whitney Advertising & Design, Inc.  
435-647-2918 (Digital artwork available.)

Nylene O'Neal  
Mountain Body, Inc.  
435-655-9342 or 800-682-6178

**MOUNTAIN BODY COSMETIC DELI & SPA - Fresh spa-within-a-bath-shop concept still thriving on Park City's Main Street**

When husband-wife entrepreneurs Jeff and Nylene O'Neal were preparing to open Mountain Body Cosmetic Deli & Spa on Main Street in 1996, they set themselves a lofty goal: create a retail bath shop like no one had ever seen before, with a spa inside of it like no one had ever seen before. They happily succeeded, and now six years later, though many imitators across the country have "borrowed" some of their unique ideas, their Main Street shop and spa remains a national leader in fresh, natural skin and body care.

**A Fresh Beginning:**

Park City locals and visitors may still recall the delightful surprise they felt the first time they noticed one of Mountain Body's eye-catching window displays. Imagine luscious-looking hand-made soaps made in the shape of huge wheels of cheese, cut with a butcher knife into slices, and wrapped in deli paper. "Gee, I guess that soap is fresh!" It sure is!

In fact, *fresh* is the whole idea behind Mountain Body Cosmetic Deli & Spa: a bath shop selling only fresh and natural skin care products made with few or no preservatives and no harsh sulfates, and a day spa offering massage therapies and body treatments using only the freshest, most natural products (with some masks freshly made just prior to your facial).

**Mountain Body Products, Inc.**

Mailing: 1367 Pinion Lane, Kamas, UT 84036 • Shipping: 1367 Pinion Lane, Oakley, UT 84055  
Phone: 800-682-6178 Fax: 435-783-5890

## MOUNTAIN BODY COSMETIC DELI & SPA -

Fresh spa-within-a-bath-shop concept still thriving on Park City's Main Street

2 - 2 - 2 - 2 - 2 - 2 - 2 - 2

Jeff and Nylene zeroed in on fun retail concept that immediately says "fresh" to every customer that enters the store: to treat the store like a "Cosmetic Deli" instead of a traditional bath shop. After all, what's fresher and more natural than the fruits and botanicals used to make the products being sold in the store?

So today when you visit Mountain Body, you see their innovations: The Massage and Body Bars are molded in different perfect little shapes (like chocolates or pats of butter) and displayed in the refridgerator case used in grocery stores for butter or cream cheese. The round, multicolored Bath Bombs are displayed in produce bins. The Tub Teas and Milk Baths are displayed and dispensed in a row of "pour-your-own" beverage cannisters. And there's a salad bar in back -- no wait, that's not a salad bar, though it all looks good enough to eat. It's a "take-out" Beauty Bar, with bowls of luscious masks and treatments all on ice, and handy "to-go" containers you can fill yourself. (Mountain Body calls their take-out bar the "Utah Mud Bar," because all the items are made from local mineral muds and clays, which are some of the best cosmetic clays in the world and have been used by residents of the area for healing and other uses since the days of the ancient native Americans.)

At Mountain Body, there's none of that clinical, white lab coat feeling so common in typical day spas. Just like a trip to the supermarket, you can touch and smell everything at Mountain Body before you buy it. The woman giving you a facial is wearing an apron, of course--we're dealing with fresh ingredients here! There's a happy, friendly "flower-child" feeling to the store, versus the aloof "cooler-than-thou" attitude of many beauty and skin care establishments. Just like the products for sale are hand-made, most of the signage in the store is hand-drawn (in colored chalk, naturally).

**Mountain Body Products, Inc.**

Mailing: 1367 Pinion Lane, Kamas, UT 84036 • Shipping: 1367 Pinion Lane, Oakley, UT 84055  
Phone: 800-682-6178 Fax: 435-783-5890

## MOUNTAIN BODY COSMETIC DELI & SPA -

Fresh spa-within-a-bath-shop concept still thriving on Park City's Main Street

3 - 3 - 3 - 3 - 3 - 3 - 3 - 3

### **Can't Find Fresh, Natural Skin Care Products to Sell? "Let's Make Them Ourselves!"**

It was quickly apparent that Jeff and Nylene's concept was a hit! The problem was sourcing a variety and steady supply of fresh, all-natural skin care products to keep the Cosmetic Deli stocked. Jeff and Nylene turned their problem into a major business opportunity by starting to manufacture all-natural body care products themselves under the Mountain Body brand name, with all products hand-made in small batches to assure highest quality, of course. Today Mountain Body Products, Inc. is owned and operated by Nylene and her mother, Diane Fisher. In their rural Utah factory, this growing company manufactures all the many Mountain Body-brand products sold in the Main Street store, and wholesaled to fine salons and spas around the world.

### **New for 2002 at Mountain Body.**

Always striving to stay on the cutting-edge of unique spa treatments, for 2002 Mountain Body has added Ancient Hot Stone Therapy to their list of spa services. Native Americans used rocks which were either heated or cooled to relieve the body's pressure points for deep penetrating therapy. This ancient stone treatment melts away muscle tension and soreness while enabling the body and mind to achieve total balance and harmony. Several Hot Stone Therapy treatments are available for the whole body or just the feet, from 30 minutes to 90 minutes.

**Mountain Body Products, Inc.**

Mailing: 1367 Pinion Lane, Kamas, UT 84036 • Shipping: 1367 Pinion Lane, Oakley, UT 84055  
Phone: 800-682-6178 Fax: 435-783-5890

MOUNTAIN BODY COSMETIC DELI & SPA -

Fresh spa-within-a-bath-shop concept still thriving on Park City's Main Street

4 - 4 - 4 - 4 - 4 - 4 - 4 - 4

**Location/Hours:**

608 Main Street, Park City, Utah

435-655-9342

Open Daily 10 - 6

**Spa Services:**

Massage Therapies:

Mountain Body Massage (30 min, 60 min, 90 min.)

Shiatsu

Sports Massage

Cranial Sacral

Reflexology

Deep Tissue

Hot Stone Therapy

Seated Massage (\$1 per minute)

Specialty Body Treatments:

Ultimate Salt Glow and Honey Treatment

Volcanic Lava Mud Treatment

Margarita Body Glow

Seaweed Wrap

Dry Skin Body Butter Treatment

Pregnancy Massage

Infant/Youth Massage

Ultimate Foot Treatment

Facial and Makeup Makeover

Zodiac Heavenly Body Skin Therapy

Packages:

Apres Ski

Mountain Body Retreat

Garden of Delights

**Mountain Body Products, Inc.**

Mailing: 1367 Pinion Lane, Kamas, UT 84036 • Shipping: 1367 Pinion Lane, Oakley, UT 84055  
Phone: 800-682-6178 Fax: 435-783-5890