

# suburbanlife

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# good karma

Led by owner Cheryl Vitow, **Karma Hair Design and Wellness Spa** offers a soothing atmosphere and exceptional experience designed to make each client feel special.

by **DEBRA WALLACE** photos by **ALISON DUNLAP**

**Cheryl Vitow has a goal for every person** who comes to her Yardley-based enterprise, Karma Hair Design and Wellness Spa: When someone walks through the door, she wants them to feel genuinely welcome; and by the time they leave, she wants them to feel revitalized, renewed, and well cared for. Based on feedback from existing clients, she seems to be achieving that goal.

Vitow has spent the past year growing and reinventing her business, formerly known as Yardley Day Spa. With its new identity comes a new vision, with Vitow as the sole owner. She has carefully curated every aspect of the experience, from the products offered, to the level of service delivered, to the aesthetics and culture.

To begin with, clients will notice enhancements to the physical space, thanks in large part to the professional artistry of the

husband-and-wife team behind Arte Amici; Tami Amici is a regular client. Clients can also peruse a small gallery of artwork from members of the community, including Lance Amici. Vitow plans to add the works of more local artists who want to showcase their creativity.

“My vision is a luxurious space that makes you feel special,” Vitow explains. “Upstairs is the spa—our Zen space, an oasis away from home—and downstairs is the salon. We want everyone to feel welcome, and we work to make that happen. Many of our regular clients have young children at home and other stressors of daily life. Here they take the time to sit back and let us pamper them.”

Changes to the physical surroundings are just the beginning. As part of her new vision, Vitow has also ramped up the quality

of the spa’s products and services, as well as her exceptional staff, and worked to strengthen connections to the surrounding community.

Vitow’s background as a trained biochemist who worked for pharmaceutical companies for many years has given her a unique perspective. The products she adopts must be at least 90 percent botanically based, and she has a goal of reaching 99 percent. When she adds a signature product line, she and her staff test it extensively before offering it to clients. For example, she used Yon-Ka Paris’ new vitamin C serum and documented her results with two months of photos showing the gradual improvements to the health and appearance of her skin.

“When a client comes in and wants to know about a product that we offer, we can say not only does it work, but we can provide proof,” she adds. “As a wellness spa, everything we do is geared toward quality, wellness, and good health. This means that your skin should look radiant and healthy when you leave. We constantly look for and vet new products that make our services even healthier and provide that natural glow.”



Vitow's experience in corporate America has helped guide the spa's evolution. She has planned extensively, created a clear vision for the business going forward, and built a team designed to bring that vision to life. As of now, the team consists of 12 employees, though Vitow intends to have as many as 16 on staff by the end of the year.

"You need goals to make all that happen," she says. "As such, I sit down with my team and ensure they have the education and training that they need to be current with the industry and keep their skills strong."



We want [a client's] experience to be exceptional, and we want them to feel special when they leave here."

—**CHERYL VITOW, OWNER OF KARMA HAIR DESIGN AND WELLNESS SPA**

Vitow insists her staff sets Karma Hair Design and Wellness Spa apart from other area spas that offer similar treatments and services. Her team of seasoned technicians take pride in their work, and each is committed to continual improvement to deliver results and excellent customer service. "The care that they take with each client is truly reflected in their work," Vitow adds.

The spa's offerings have expanded to include new forms of massage and Reiki sessions, among others, all to promote holistic wellness and stress reduction. Other wellness treatments include anti-aging modalities and hydrating treatments such as hydro-dermabrasion facials, as well as those that cater to teens and individuals with sensitive skin. The spa also offers manicures, pedicures, spray tans, lash extensions, permanent make-up, and the services of a full hair salon.

Vitow prioritizes philanthropy and community involvement. For example, she proudly participates in SalonCycle, a program designed to recycle used products and packaging that would otherwise wind up in a landfill. She also forged a close partnership with the Kin Wellness and Support Center,

a local nonprofit that provides a comforting, nonmedical retreat to help Bucks County residents who are battling cancer.

"We want to help make a difference in the lives of cancer patients and their caregivers," explains Vitow, whose mother had ovarian cancer. "We are talking to Kin about providing free haircuts for people starting chemo, and other help for their caregivers, who work so hard and don't often get a lot of downtime. ... I want to make these connections to hopefully ease a little bit of the burden."

simply offering a place like Karma Hair Design and Wellness Spa, where clients can unwind and rejuvenate, is a form of giving back. When asked about how she feels when a client gushes about the experience provided by her salon and spa, Vitow talks about the pride she has for the team she has put in place.

"They are constantly refining their skill set so our clients get the experience that they came here for," she says. "When you walk out of here feeling good, I am over the moon with happiness and pride. We



Formerly known as Yardley Day Spa, Karma Hair Design and Wellness Spa has upgraded its physical space, enhanced the quality of its products and services, and fostered a culture of continual improvement among its staff.



Her community involvement comes from a place of genuine compassion. She wants to share her appreciation of the many things that make Bucks County special, including the people who live there.

"I am very concerned about all of the things that go on around us and our environment," she adds. "We are not just a local business; we want to be a major part of the community, which means that we are committed to giving back."

One might suggest that

care about our clients. We want their experience to be exceptional, and we want them to feel special when they leave here. We know people have a lot of choices, so we give that extra touch, use high-quality products, and do everything with tender loving care." ■

➔ **Karma Hair Design and Wellness Spa**  
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