

## SCOTTSDALE-BASED MASSAGGIANO, THE MASSAGE SPA, SELLS NEW FRANCHISE TO OPEN IN GILBERT

Michelle Novak, founder and president of Massaggiano, The Massage Spa, an award-winning membership-based massage spa franchise based in Scottsdale, Ariz. has awarded her latest franchise to Gilbert, Ariz. resident Barbara Reed. The new location is scheduled to open in April, and will be located in Higley Park Commons on the northeast corner of Ray and Higley roads in Gilbert.

Reed, who was aspiring to become a physician, decided that her true passion could be better expressed through starting her own health-related business. Thus began her search for an opportunity to help people pursue wellness and balance in their lives through alternative therapies.

“Massaggiano is the perfect choice for me as a business owner,” said Reed. “Being a long time massage customer, I found the Massaggiano concept to be exactly aligned with my expectations of service; Michelle has perfected the massage spa experience.”

Novak began Massaggiano in 2004 as a solo entrepreneur, always with the vision of franchising the concept. National franchise opportunities are available. More information can be found at [www.massaggiano.com](http://www.massaggiano.com).

“The massage and spa industry is booming and continues to grow each year, making Massaggiano a perfect choice for anyone looking for a successful franchise opportunity,” said Novak. “The Massaggiano concept is particularly attractive to women entrepreneurs and unlike other industries, the spa industry is timeless and resilient to change – a great massage will never lose its touch.”

Novak is also an advisory board member of the Women’s Franchise and Distribution Forum, an international non-profit organization whose mission is to connect results-oriented female franchisees and prospective franchisees to essential tools, tactics and strategies designed to position them for personal and professional success. The group’s goal is to be the premier knowledge and networking resource for women in business regarding US and international franchising, licensing and distribution.

The Massaggiano concept provides guests with an exceptional experience by offering a consistently great massage in a beautiful, relaxing Tuscan-style setting, with award-winning customer service, at great membership prices. Massaggiano, winner of the Best Massage Award in 2006, is a member of the International Spa Association, the International Franchise Association and the Better Business Bureau. More information on Massaggiano’s franchise opportunities can be found at [www.massaggiano.com](http://www.massaggiano.com). More information about the Women’s Franchise & Distribution Forum can be found at [www.womensfranchiseforum.com](http://www.womensfranchiseforum.com).

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