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SPA ACADEMY OPENS TODAY IN ASHEVILLE, NORTH CAROLINA

Privai Academy offers state of the art education to prepare future professionals for a rewarding career in the Spa Industry.

“This is a school? It looks like a spa!” proclaimed a student upon entering her classroom today at Privai Academy, located at Exit 51 on I40 in front of the Fun Depot.

Ilana Craig and Christina Stratton, spa development experts launch Privai Academy, a spa management, massage therapy, and esthetic training academy which will incorporate college level training for spa professionals. Craig and Stratton have developed a comprehensive training curriculum that emphasize the four pillars in which the company was founded. The four pillars of Privai are: **Connection to Nature** – all products at Privai are paraben free and natural, **Connection to Beauty** – all training at Privai emphasizes inner and outer beauty, **Connection to Community** – Privai offers a community room available to groups, and **Connection to Oneself** – Privai, named after the lemon verbena species, Priva, the founders added an “I” to the end as a reminder to accountability and responsibility that each person has in taking care of themselves and life-long learning.

Privai Academy is now enrolling students for massage therapy advanced training and spa management training. www.privaiacademy.com

According to the International Spa Association, a major challenge for spa employers is finding highly qualified spa professionals. There are over 14,000 spas in the United States and the spa industry generates over nine billion dollars per year and has grown substantially over the past five years.

For additional information, please contact Ilana Craig, founding partner of PRIVAI at 6 Roberts Road, Asheville, NC 28803, www.privai.com, ilana@ismspa.com.