



SHIZUKA NEW YORK DAY SPA

award-winning skin care with a japanese flair

Shizuka Bernstein, Owner and Lead Aesthetician

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About Shizuka New York Day Spa

Shizuka New York Day Spa has gained notoriety as one of Manhattan's premiere day spas. Located in the heart of the city near Rockefeller Center, Shizuka New York Day Spa evolved from the skin care practice of gifted facialist Shizuka Bernstein into a full service spa offering the finest in facials, massage, hair removal, nail spa, and medical cosmetic treatments in a tranquil, "Zen" environment that seems far removed from the bustle of the Big Apple.

At the core of Shizuka New York Day Spa is skin care, and owner Shizuka Bernstein has proven herself to be a leading expert in the field, having been twice-awarded "Best Facial" and named a "Skin Care Guru" by New York Magazine, and having been featured as a "Beauty Superstar" in Allure Magazine. Shizuka has also appeared as a beauty expert in Marie Claire, Shape, the New York Daily News, and on numerous television broadcasts including NBC's *The Today Show*, CBS's *The Early Show* and *The Doctors*, CNN, Fox News, and CNBC's *The Big Idea*, among others.



A true skin care innovator, Shizuka and her spa are perhaps best known for her Geisha Facial which captured international attention for its use of a unique Japanese ingredient: nightingale droppings. The story of the Geisha Facial at Shizuka New York Day Spa (fondly known as the "Bird Poop Facial") has been seen in print and television in Europe, South America and Asia.

In the U.S., the Geisha Facial has been featured in publications and programs such as People Magazine, PerezHilton.com, ABC's *The View*, an E! Channel Special titled "Radical Hollywood Remedies" as well as E!'s Red Carpet Countdown to the 2008 Primetime Emmy's. Shizuka New York Day Spa has also hosted numerous celebrities including a Victoria's Secret supermodel, stars of hit shows such as Saturday Night Live, 24, Lost, Desperate Housewives, local television personalities as well as Asian pop and film stars.

At Shizuka New York Day Spa, the best in Western dermatology is merged with time-honored Eastern holistic knowledge, and award-winning skin care treatment is combined with a soothing atmosphere, a warm and personal attention—and a Japanese flair.





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The Geisha Facial

At Manhattan's Shizuka New York Day Spa (7 W 51st Street), facialist Shizuka Bernstein has introduced her latest innovation, a facial treatment that unlocks the secrets of Geisha beauty. The Geisha Facial, a.k.a. Bird Poop Facial (\$180, 60 min.) uses traditional and natural Japanese ingredients to soften, brighten and nourish the complexion. The most crucial ingredient in this unique skin care treatment is *Uguisu no fun* (powdered nightingale droppings), once a secret known only to traditional *kabuki* actors and the Geisha themselves.

Beautiful, educated and skilled in the arts of music and dance, Geisha were the true renaissance women of ancient Japanese society. Refined in movement and appearance, Geisha were known for their iconic porcelain complexion-clear, unblemished and pale as a camellia blossom. However, their beautiful appearance came at a price as the lead in their face powder caused chronic skin care problems until the discovery of a unique remedy. Geishas found that nightingale droppings could be used not only to remove makeup but to brighten, heal and retexture the skin due to their natural enzymes and guanine, which imparts a pearly luster to the skin.

At Shizuka New York Day Spa this ancient and prized Geisha beauty secret is artfully revived. *Uguisu no fun* is perfectly safe to use on the skin, sanitized through exposure to ultraviolet light before being finely milled to powder. Shizuka mixes the nightingale droppings with delicate Japanese rice bran to enhance its inherent facial exfoliating and lightening properties.

Cleansing and light pore extraction using her all-natural skin care line (the Shizuka New York Skin Care System) further refines skin texture, and the treatment is completed with a hydrating camellia oil massage and a refreshing antioxidant Green Tea Collagen Facial Mask.

As with all facial treatments at Shizuka New York Day Spa, the Geisha Facial concludes with service of gourmet Japanese tea and cookies in the Tranquility Lounge. Shizuka's Geisha Facial modernizes the beauty rituals of the Geisha, making them accessible to everyone.





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Television Screen Captures



Dhani Jones On Extreme Spa Adventures



Shizuka and our popular Geisha "bird poop" Facial with Ben Aaron of LXTV NBC!



Good Morning America featured the Geisha "Bird Poop" Facial in a segment about extreme facials used to reduce pore size



CNN's Headline News gets the inside scoop on the bird poop facial trend



Shizuka Gives Kathie Lee Gifford and Hoda Kotb Bird Poop Facials on NBC's The Today Show



"Shizuka Bernstein is making her dreams come true and she's doing it—get this—with bird poop!" —Donny Deutsch



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Television Screen Captures(Continued)



Shizuka visits the set of CBS's *The Early Show* to demonstrate her Geisha Facial in an "Extreme Beauty" segment



E! Channel Special: "Radical Hollywood Remedies" features the Geisha Facial, a rumored favorite of Victoria Beckham



"Mmph...See, this is what happens when you're the newest person on the block." – Sherri Shepherd, ABC's *The View*



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Selected Print Features

EXCLUSIVE CHRIS BROWN™ VERY ASHAMED
SEPTEMBER 14, 2009

Great Ideas TRAVEL

CELEBRATE SPA WEEK
From the Sept. 14 to 20, 2009, People Magazine is celebrating Spa Week. These are the top 10 spa treatments that you should try.

RECESS NAIL SPA, LOS ANGELES
Celebrate recess by getting your nails done. This is a relaxing and pampering treatment that includes a hot stone massage. \$30 (Locally \$35) from Sept. 14 to 20. Info: recessnailspa.com

SHIZUKA NEW YORK DAY SPA, NEW YORK CITY
Celebrate Spa Week by getting your skin done. The Geisha Facial, which includes a facial, a massage, and a hair treatment, is a new trend. It's especially suitable for women who are celebrating Spa Week. \$150 (Locally \$180) from Sept. 14 to 20. Info: shizukanewyork.com

STONELEIGH HOTEL & SPA, DALLAS
Celebrate Spa Week by getting your hair done. The Stoneleigh Facial, which includes a facial, a massage, and a hair treatment, is a new trend. It's especially suitable for women who are celebrating Spa Week. \$150 (Locally \$180) from Sept. 14 to 20. Info: shizukanewyork.com

JAYCEE DUGAR
HER

Jaycee Dugar's kidnapping, captivity and her heartbreaking reunion with her family. How she and her two daughters will rebuild their lives.

PEOPLE.COM

People Magazine features celebrity spa treatments, including the Geisha Facial, available during Spa Week

★ BIGGEST ISSUE EVER!

allure
THE BEAUTY EXPERT

DIRECTORY
The Best of the Best
Beauty reports from New York City to Los Angeles. A to Z.

The Most Flattering Haircut
Simple, Side-Swept Bangs

Jessica Simpson
Her Most Flattering Haircut

A collagen mask pumps tired skin at Shizuka New York.

SHIZUKA NEW YORK, Shizuka Bernstein. Her Microfacial leaves skin radiant. **Price: \$192. Address: 7 W. 51st St. Phone: 212-644-7400.**

Shizuka is featured in Allure's "Beauty Superstars" directory. "[Shizuka's] Microfacial leaves skin radiant."

40,000 BEAUTY PRODUCTS—FREE!

marie claire JUNE 2004

BEAUTY AT-HOME SPA
18 TOP SPA TREATMENTS Translated into do-it-yourself remedies

REVIVE A DULL COMPLEXION
How to revive a dull complexion by giving yourself an at-home facial

Shizuka instructs Marie Claire readers on how to revive a dull complexion by giving yourself an at-home facial

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SHIPE July 2006

10 natural beauty boosters
Get gorgeous skin and hair fast with these at-home tricks from top spa experts nationwide.
BY LIZ KOPPELMAN

7. Slough dry, rough skin with sesame seeds. We have them on milk, in molasses and in hummus. And as a beauty booster, crushed sesame seeds are rich in hydrating fatty acids. Shizuka Bernstein, owner of Shizuka Spa in New York City, mixes them with olive oil in her Sakura Pedicure (\$15, shizuka.com). "The hard outer parts of the seed scrub away rough skin and the oils soften it," she explains. At home, mix 2 teaspoons of sesame seeds with 2 tablespoons of olive oil for your favorite body wash and use the same way. Another way to snag the benefits: Massage in Neomassage Body Oil (\$15, shizuka.com), made with pure sesame oil, to damp skin.

Shizuka tells Shape readers how to exfoliate naturally with Japanese black sesame seeds

Shizuka tells Shape readers how to exfoliate naturally with Japanese black sesame seeds

Race to the altar - who's next...
WEEKLY **OK!** SPECIAL PRICE \$1.99

Nick & V
REA TO V
Friends say, "It's their parents give their Nick's taking it to..."

Shizuka New York Foaming Cleanser (\$60, shizukany.com)
"My facialist used this during a treatment, and I've been addicted ever since!" said an OK! staffer.

"My facialist used this during a treatment and I've been addicted ever since," says OK! Magazine about Shizuka's original Foaming Cleanser

"My facialist used this during a treatment and I've been addicted ever since," says OK! Magazine about Shizuka's original Foaming Cleanser

Women's Wear Daily • The Retailer's Daily Newspaper • October 14, 2005 • \$2.00

WWD FRIDAY Beauty

The HIBA Report

Facialist Finds Inspiration at Mt. Fuji
NEW YORK — Japanese facialist Shizuka Bernstein's eye-opening skin care line may capture the Zen of Eastern philosophy, but Shizuka New York's laboratory is designed to deliver results, too. Bernstein, who developed the line with her husband, cosmetic dermatologist Robert M. Bernstein, sought to meld her Eastern holistic knowledge with Western dermatology. The result is a line that offers anti-aging skin care collection based on ingredients native to Japan, such as sake, mushroom extract, tea green tea, and green protein. The line includes Foaming Cleanser for Normal to Dry Skin and Clay Cleanser for Oily Skin, for \$90 each, and Skin Freshener and Moisturizer, for \$80 each. She is currently seeking over line extensions, such as an eye cream and vitamin C serum, for mid-2006.

Bernstein acknowledged that the beauty industry is barreling at the masses with new offerings, but said her insistence on manufacturing these products in Japan and using Mt. Fuji water as the principal ingredient sets her collection apart.

The products launched in Bernstein's Midtown spa, Shizuka New York, located at 7 West 51st Street, in July. The plan is to eventually roll them out to specialty stores, high-end department stores, as well. Industry sources expect the collection could reap more than \$300,000 in first-year retail sales.

Treated as a medical professional, Bernstein brushed up against the pharmaceutical industry while working at her husband's practice and later while meeting with a fellow Manhattan dermatologist's office.

"I began thinking that natural botanicals could deliver results similar to those achieved with pharmaceuticals, and be less irritating to the skin," revealed Bernstein.

"Natural products work more slowly," she added. "But are worth waiting for."

Bernstein, who began getting regular facials at age 20, opened a medical spa in Midtown six years ago. Her husband grew and soon received a large space in June, Shizuka New York moved to its current location, a 3,000-square-foot spa with six treatment rooms and a staff of seven aestheticians. Bernstein recruited Japanese architect Punyo Yabuta to design the interior, which, like the products, blends Eastern hospitality with Western practicality. Each treatment is followed by a cup of green tea and two traditional Japanese biscuits.

She also seeks to distinguish her spa from dermatologists' offices by making treatments more pleasant. For instance, after microdermabrasion, she places a collagen mask on skin to soothe redness.

Bernstein also has studied the intricacies of the Japanese tea ceremony, and said it has influenced how she treats her clients, right down to the movement for massage. She said, "I wanted to bring a bit of Japanese influence to the spa."

—M.P.

Women's Wear Daily profiles the release of Shizuka's original skin care line that is created using pure Mt. Fuji spring water

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Selected Print Features (Continued)





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Website



A complete list of press features is available at ShizukaNY.com