



## Dorit Baxter

Manhattan-based skin care specialist for three decades, Dorit Baxter in 1980 opened a skin care salon in midtown Manhattan and in 1989 expanded to launch one of America's first day spas, featured in *Time Magazine* (July 22, 1991) as the prototype for an establishment catering to the convenience of busy urbanites seeking beautifying and wellness-promoting treatments

in proximity to home and office. Subsequent to the *Time Magazine* coverage, the Dorit Baxter Day Spa began receiving frequent accolades in all the beauty-and-fashion magazines from *Allure* to *W*. Positive press for Dorit Baxter Day Spa continues right up to this day with a recommendation of Bamboo Bodywork for Massage Enhancement from *Time Out*, March 18, 2010.

### Dorit Baxter New York Day Spa

45-47 West 57 Street, 3rd Floor  
(between 5th and 6th Avenues)  
New York, NY 10019

Email: [info@newyorkdayspa.com](mailto:info@newyorkdayspa.com)  
Tel: (212) 371-4542

### OPEN 7 DAYS A WEEK

Monday - Saturday 9 a.m. - 8 p.m.  
Sunday 10 a.m. - 6 p.m.

### Pampering New York Since 1980

"On December 24, 2009 The *New York Times* dedicated a full page story about Dorit Baxter and quoted the director of the Day Spa Association, Hannelore Leavy, 'Dorit was a day spa pioneer.' Journalist Michael Winerip, who writes the popular weekly column Generation B in the 'Fashion & Style Section,' tells a compelling story of how Dorit Baxter managed to survive business crises and recessions by providing her clients with a comfortable environment and competitive prices while constantly developing new business strategies"

"Dorit Baxter Day Spa receives a write up in the March 18, 2010 issue of Time Out New York for introducing the newest in massage techniques, healing bamboo implements handcrafted from Asian grass plants to enhance the variety of massages offered at the spa."

"The spa is proud of its 2009 awards: 'The Best of NYC 2009' for the 'Best Emergency Backrub- Dorit Baxter New York Day Spa' by 'The Village Voice' and the '2009 New York Award for Day Spas' by the United States Commerce Association."

"Dorit Baxter New York Day Spa has invented its own recession-buster on Twitter where 'Catch of the Day' posts are made on a daily basis, offering treatments at a greatly reduced price for Twitter fans to *catch* on the spot."