

BEHIND THE BIZ - GINGIE SPA

Gingie Spa and Massage (Gingie Spa) won "Small Business of the Year 2022," awarded by the Beachwood Chamber of Commerce, nominated by Woodmere Mayor Ben Holbert, with a proclamation given by Beachwood Mayor Justin Berns. The award recognizes companies and organizations that demonstrate all-around excellence in business. Recipients are selected based on demonstrating competitive advantage in their operations, deploying specific strategies to drive business growth, and delivering positive economic impact in service to communities. Gingie Spa was also selected to be in Goldman Sachs 10K Small Business network.

Gingie Spa's founder and owner, Zhenni Jackson, defines Gingie Spa's mission as "Live Longer and Grow Younger!" The value of "Live Longer" is inspired by her upbringing in Chinese culture, while "Grow Younger" is illuminated by the American culture into which she is absorbed.

Born and raised in China, Zhenni learned holistic living wisdom and self-care daily practices originating in her childhood — eating fresh foods, especially an abundance of vegetables and fruits; opening windows to facilitate fresh air flow; and taking care of the human body through physical exercise and massage. In traditional Chinese culture, vitalized longevity is rigorously pursued; its attainment exemplifies success in one's life.

Coming to the U.S. in 2000, Zhenni's first job was working as a credit analyst in a British Bank in the World Trade Center. As she was on-site when 9/11 happened, she witnessed the unspeakable war-like horror of the second plane hitting the south tower. Zhenni moved with her family to Belgium in 2011, travelling around Europe to experience some of the finest cultural and artistic heritages on Earth. In 2015, Zhenni moved to Cleveland to support her daughter's violin studies at the Cleveland Institute of Music. Zhenni was recruited by Saks Fifth Avenue Beachwood (Saks) while purchasing a performance dress for her daughter. During her employment at Saks, Zhenni represented Clé de Peau, a luxury skin care line. She won the fastest growth account award two years in a row across Clé de Peau's North American accounts. It was while working at Saks that Zhenni met Lily, a VIP client. Not only did she encourage Zhenni to start her own business, Lily actual-

ly invested in launching the enterprise. Zhenni also obtained investment from her husband Kevin and from her close friend Peter. Garnering support from people that believe in her is what placed Zhenni on the path to creating her own brand, "Gingie."

Society has reached a point where people want the flexibility to work hard while also desiring more leisure time to relax. So a spa is the perfect business for today's age — allowing people to spend an hour away from it all to focus on themselves.

On June 1, 2018, Zhenni opened Gingie Spa to provide the local community with self-care services: facial, massage, and body care. Zhenni says that Eton Chagrin Boulevard is an ideal location for Gingie Spa, an area enjoying community safety, easy highway access, surrounding neighborhoods with high disposable income, and top-brand stores (Apple, Tiffany) as neighbors.

Gingie Spa focuses on the priceless importance of human touch — a very simple but effective remedy compared to modern drugs and medicine. One of Zhenni's clients was in Ukraine when Russia invaded his country on Feb. 24, 2022. He escaped to Poland. Before flying back to the U.S. on Feb. 26, 2022, he texted Zhenni, "Hi Zhenni, hope you are doing well. Do you have any openings for Sunday for me? I am on my way from Europe and would like to

have your healing touches. Let me know please." The moment she received the message, Zhenni realized no matter how advanced technology becomes it can't replace the magic of human touch.

From the moment customers enter Gingie spa, they feel a calm, positive energy. Zhenni has endeavored to create a culture of happiness, putting her soul into her business. Avoiding the trap of many day spas operating almost like factories, Gingie Spa stands out by placing a premium on human interaction. Zhenni is proud of the relationships she has established with her clients and cherishes the connection she's created with them. She operates with artistry, spirit, and heart — a trio of qualities that sets Gingie apart from other spas. No competitor can possibly replace such a unique personalized recipe.

For a period of only four years, two of which included the pandemic, Gingie Spa has been developing a solid impressive clientele. In Zhenni's words, her client list is full of inspiring people — top business professionals, doctors, surgeons, nurses, athletes, musicians, and many more. Most people who frequent Gingie Spa have high self-consciousness and understand that to perform in their high-demanding careers, they need to take care of their own mind, body and spirit. They simply need to feel right about themselves first in order to perform and achieve.

Gingie Spa offers facials and massages, but the

most unique offering is the Vichy Shower, a table shower hydra-massage experience.

For this service, clients lay down to receive therapists' body scrub and body mask treatment with lights turned low, soothing music playing in the background and warm water cascading over the entire body. Not only does the treatment exfoliate and nurture the skin, the hydra therapy helps heal the mind, while triggering the transference experience as well.

Zhenni has learned enormously by owning her own business. In today's economy, rising costs of goods has made being a business owner a lot harder. Nevertheless, she has maintained the same prices for her customers since 2018. She has also learned what it takes to build a clientele. She understands that she does not fit all clients: her style and services necessitate a mutual fit between the customer and provider. Mindset matters. Respect for the therapist giving treatment is as important as the respect of the client who receives it.

Every massage therapist of Gingie's Spa is highly skilled and is licensed by the Ohio Medical Board. They love what they do, are passionate about massage, and are respectful to clients. They are all eager learners and constantly take a variety of seminars and courses to advance their skills. Zhenni herself holds an Ohio Advanced Esthetician License and a Medical Board Massage Therapist License. She also participates in ongoing Craniosacral Therapy, Visceral Manual Therapy, and Sport Massage trainings.

The future of Gingie's Spa looks bright. Zhenni's dream is to build to last: developing the "Gingie" Brand while propagating many Gingie Spa locations. She would also love to expand into a product line of body care, skin care and gifts. She will continue to recruit the best therapists in the community.

Zhenni and her team see clients of every age for every occasion. Whether it's a young teen that needs massage therapy for high school sports, or senior citizens looking for pain relief, or people between 30-50 that are looking to take care of their mind, body and spirit after work. Ultimately all of her clients are looking to invest in themselves.

To learn more about Gingie's Spa and book an appointment, visit gingiespa.com or call (216) 245-6858.

At Gingie Spa & Massage, our team of sought-after and skilled practitioners is committed to providing our guests with the utmost level of care and comfort. Our devotion to your well-being guides our work and ensures that you luxuriate in complete relaxation.



Zhenni Jackson
Founder and Owner of
Gingie Spa
Winner of Small Business
of the Year 2022
awarded by Ohio Beach-
wood Chamber of Com-
merce
Ohio Licensed Advanced
Esthetician
Ohio Licensed Massage
Therapist

Through her entrepreneurial, esthetician and massage work, Zhenni Jackson has dedicated herself to helping people "live longer and grow younger." Zhenni earned her International MBA degree from Fordham University in 2000 and graduated from Goldman Sachs 10K Small Business Training Program in 2022. She completed esthetic training from Raphael's School of Beauty Culture in 2018 and massage therapy training from Cuyahoga Community College in 2021. Her facial practice is certified with HydraFacial, Dermalogica, and Repechage. Currently, Zhenni is engaged in professional continuing education with Upledger Institute in Craniosacral Therapy, and with Barral Institute in Visceral Manual Therapy. Prior to opening Gingie Spa, Zhenni worked as Brand Ambassador and Counter Manager at Saks Fifth Avenue for Clé de Peau Beaute, Japan's #1 Luxury Brand. For two years (2016 and 2017) in a row, she achieved the fastest sales growth across North American Clé de Peau accounts. Zhenni specializes in anti-aging facial, acne facial, Hydrafacial, relaxation massage, and Vichy Shower Body Care. What clients love about Zhenni the most is her optimistic attitude, youthful energy, coupled with client-oriented care and service, a broad-spectrum skill set, and value-based business acumen.



Dana Kingston
Ohio Licensed Massage
Therapist
Colorado Licensed Massage
Therapist

Boasting over 25 years' experience, Dana Kingston is a seasoned, well-rounded massage therapist. She completed her 900-hour certification program, graduating with honors from Seattle Massage School in Washington state. Currently Dana is licensed in both Colorado (since 2001) and Ohio (from March 2022). Dana's massage specialties include Swedish/Relaxation, Deep Tissue, Sports, Trigger Point, Prenatal and Chronic Pain Management.

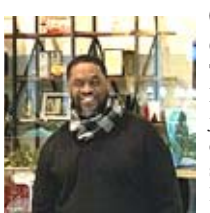
Dana has practiced massage in a variety of settings including both clinics and spas as well as private practice. She is passionate about assisting individuals in achieving their goals to optimize performance, eliminate chronic pain and improve quality of life. Fortunately for Gingie Spa's broad portfolio of professional and amateur athlete clients, Dana herself is an accom-

plished marathon/ultra-runner with extensive experience working with athletes. Even given such impressive, longstanding accomplishments, perhaps what impresses Gingie Spa's clients the most is Dana's curiosity, passion and freshness towards her clients and massage work.



David Smith
Head Massage Therapist
at Gingie Spa
Ohio Licensed Massage
Therapist
Ohio Licensed Nurse

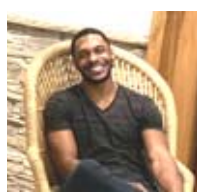
After graduating from the rigorous University School, David Smith undertook pre-med study at Dartmouth College and earned his B.A. in Psychology from Cleveland State University. Since college graduation, David has attained over 20 years' experience in the healthcare industry. Currently, David holds two licenses — as a registered nurse and as a massage therapist. He works over 80 hours per week at seven job positions: Director of Nursing for Cuyahoga County Division of Senior and Adult Services; Emergency room nurse for Cleveland Clinic Euclid Hospital; Nurse supervisor for MetroHealth Behavioral Health Division; adjunct faculty for Tri-C massage therapist program; instructor for Tri-C Health Industry Solutions STNA program; head massage therapist for Gingie Spa; and pastor for a Christian church. Through his leadership, teaching and hands-on positions, David is driven by his passion to help people in healing and in developing mind, body and spirit. As a massage therapist, David specializes in deep tissue and muscle energy techniques to relieve people from chronic pain and to promote muscle injury recovery.



Gary Peroune
Ohio Licensed Massage
Therapist

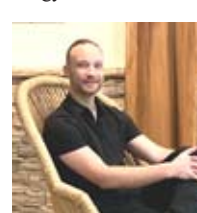
Embracing his zealous life journey, Gary has charted a course for himself from a passionate college football league player to a compassionate massage therapist. He

studied physical therapy at Nassau Community College (1996 -1998) and massage therapy at Cleveland Institute of Medical Massage (2019 - 2020). Before joining Gingie Spa's professional therapist team, Gary had experience working in both leisure (high-end day spa) and clinic (chiropractic office) environments. His education and work experiences equip him to be versatile in relaxation massage (Swedish, Hot Stone, Deep Tissue) and therapeutic massages (Neuromuscular Trigger Point), assisting clients to better their life quality and overall health. Having played in a college football league, Gary has an intuitive understanding of the psychology and physiology of athletes. Through his sports massage therapy sessions, Gary has successfully helped athletes in recovery, rehabilitation and performance. In his spare time, Gary enthusiastically volunteers at Josiah's House to help young adults with autism.



Kevin Parker
Ohio Licensed Massage
Therapist
Ph.D. Candidate in Physi-
cal Therapy

Kevin Parker has been practicing massage since 2018. With a background as a professional modern dancer, he saw firsthand how overuse and injuries can impact the body, leading to chronic functioning at a suboptimal level. This was the catalyst for Kevin to pursue massage therapy and he has not looked back since. Kevin offers a wide range of services, including relaxation, medical, and deep tissue massage, as well as CranioSacral Therapy. Kevin is also working toward his Doctorate for Physical Therapy. What Gingie Spa's clients love Kevin the most are his warm healing hands, positive energy and solid skills!



Nathan Rehmer
Ohio Licensed Massage
Therapist

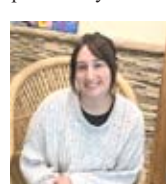
Nathan's strong academic background and unique life journey lead him to become a passionate talented massage therapist. Nathan holds a B.A. in history

(2007) and M.A. in teaching (2011) from Columbia College in Missouri. He also has ten years research experience working as laboratory technician with a promotion to laboratory manager at the University of Missouri. His laboratory research focused on pharmacological interventions in the areas of diabetes and heart disease with multiple NIH funded research grants. After the birth of his first child, Nathan made a choice to be a stay-at-home parent, and then for their four children. After all four children reached schooling age, Nathan followed a voice in his heart to study massage therapy at Cuyahoga Community College (2021-2022) and became a Licensed Massage Therapist. With his solid medical knowledge, Nathan can efficiently use multiple massage techniques — Myofascial Release, Trigger Point Positional Release, Muscle Energy Techniques and Percussion Therapy (using Theragun) — often in a single session to help a client return their body to natural postures in order to relieve pain. Nathan is also a certified prenatal massage therapist who specializes in alleviating the tension and strains unique to pregnancy.



Ra'Shawn Brown
Ohio Licensed Massage
Therapist

Ra'Shawn Brown has always believed that massage is not just a luxury, but a necessity. Massage therapists should be a part of a client's overall wellness plan, and Ra'Shawn strives to build that bridge with everyone he works with by tailoring massage to specific needs to create a unique experience for clients. Some of Ra'Shawn's massage specialties include Swedish, Deep Tissue, Therapeutic Stretching and Trigger Point Therapy. After graduating from the Cuyahoga Community College massage therapy program in 2021, Ra'Shawn has furthered his education by completing two programs to become a certified prenatal massage and infant massage therapist. When Ra'Shawn isn't working, he enjoys spending quality time with his fiancé and 1 year old daughter, playing video games, and practicing martial arts. What impresses Gingie Spa's clients the most is Ra'Shawn's neat, focused and precise massage practice style!



Sarah
Ohio Licensed Massage
Therapist

Sarah is a well-rounded massage therapist, who has a soothing, comforting and calming aura, balanced with her solid bodywork skills and inner spiritual endeavor. She obtained her Bachelor of Arts in Political Science from the University of Toledo in 2010 and started teaching yoga in 2018. Sarah currently owns her own yoga studio on the West Side of Cleveland. Her passion for helping people through bodywork shortly evolved into becoming a licensed massage therapist. Sarah considers herself to be deeply intuitive in massage practice, seamlessly blending relaxation techniques, deep tissue and trigger point work, muscle energy techniques, and facilitated stretching and elongation methods on the table. After Sarah's massage, clients feel restored, invigorated, and more comfortable and confident in their own bodies.

Gingie SPA & MASSAGE
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BODY CARE • MASSAGE
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