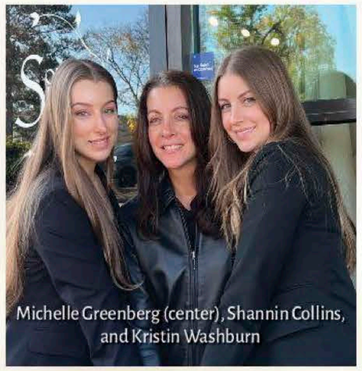

Michelle Greenberg (center), Shannin Collins, and Kristin Washburn

SoulSpace Petite Spa:

More than a Spa - A Boutique, Holistic Oasis

BY ELIZABETH ZAJAC • **PHOTOS COURTESY OF** SOULSPACE PETITE SPA

"Our compassion for others is our purpose."

This is the quote SoulSpace Petite Day Spa owner Michelle Ann Greenberg displays front and center in her spa's lounge, which she considers to be their modus operandi. "That is to say that sometimes we look outside of ourselves for big things to equal big purpose. I don't feel like that's where purpose lies. I feel like purpose comes from within, from a divine source."

A Holistic and Client-Centered Spa

Step into SoulSpace, a holistic boutique spa located in historic downtown Pineville, open since 2018, and you'll feel like you're transported to a soothing respite from the world where your senses are indulged and a sense of calm immediately washes over you. It's warm, dimly lit, and inviting. "We are surrounded by everything that represents nature—stones from around the world, crystals, shells we've collected at various rivers and oceans, quartz rocks, fountains, and twinkle lights. It's cozy," Michelle says.

SoulSpace offers an array of services, including therapeutic massage therapy, skin care, sound therapy, infrared medical saunas, nutritional IV therapy and more. What sets SoulSpace apart is the personalized and intentional level of care each client receives. "We're a family business, so we do our best to treat others how we would want our own family to be treated," Michelle explains.

When clients enter, they are greeted with "layer upon layer of, I want to say, holy vibes. Some clients who have been all over the world receiving massages have described it as a holy temple. Others say it feels like walking into the feeling of Christmas, the feeling of coming home and knowing that you're going to be cared for. We call it our little slice of heaven, and it was divinely inspired after me being out solo as an independent contractor for many years. I was spiritually inspired to do it."

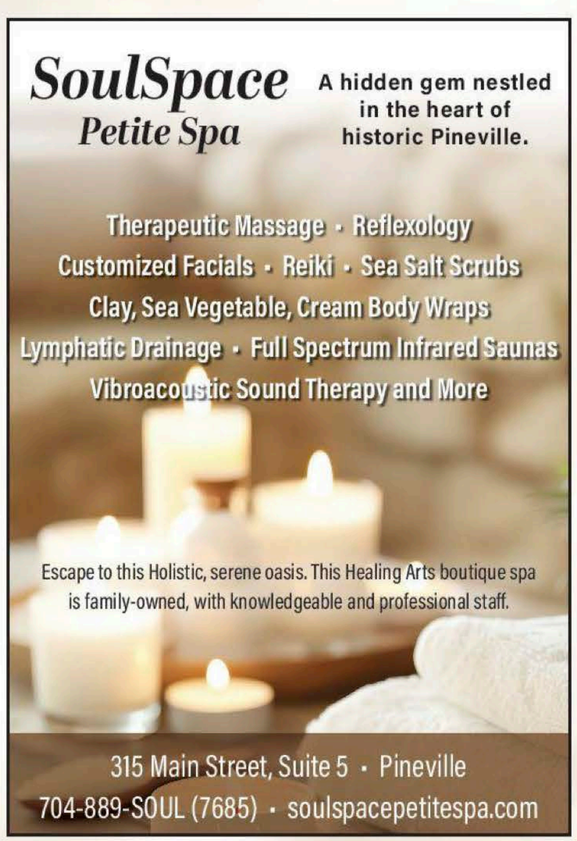
A Family Tradition of Entrepreneurial Excellence

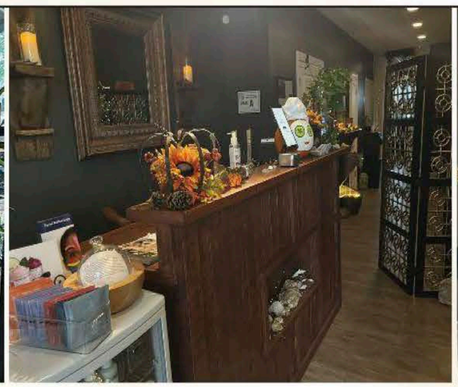
Michelle hails from Rome, New York, and moved to Charlotte in 1983. She comes from a long line of entrepreneurs in her Italian family, whom she credits for her own industrial spirit and strong work ethic. She is proud to operate SoulSpace as a family business alongside her two daughters, Shannin Collins, Master Esthetician, and Kristin K. Washburn, Operations Manager.

"I call my daughters my greatest teachers," she says, noting their wisdom and grace. "They bring to me different levels of understanding," and in doing so, "we've created a safe haven for people to feel unjudged and able to rest in the comfort of our care."

"Shannin initially was the first one to start out with me. She's our lead esthetician. She has a psychology and health and wellness degree; she's worked for big spas in Asheville, and she brings a high level of understanding and education of how to work with clients."

"Kristin has yoga and personal training certification in addition to a business law degree and spa management degree. So, we've got overlapping understandings of keeping the good parts of a corporate spa and making them boutique sized. She's also writing policy, procedures and specialized protocols in addition to designing our website and handling all the technological aspects."




Michelle adds, "Shannin, Kristin and I collaborate with fresh ideas for featured services, holiday specials, memberships, and all things social media related. We believe in giving back to the community through various charities and ministries and we strive to show appreciation for our clients' referrals by incentive gifting to our referring client and new client."

An Elevated Level of Care and Compassion

The first question Michelle asks when a client enters is, "'how can I serve you?' Because we are servants to those who are following their healing journey," she says. "We believe that on a bigger scale that we're being found by those who need to find us. So, when people hit our door, they might not even know how much they need care, but they've come to the right place."

To set the meditative and calming tone, Michelle explains that they incorporate Indian Nag Champa (incense) in their opening rituals. They also burn South American (Ecuadorian) Palo Santo, a holy wood, in each room. Additionally, meditative prayers are happening throughout the day but especially at opening and closing.

"So, people are smelling a culmination of so many products. We use natural products—creams, lotions, oils, and mists." They use only the highest quality and therapeutic grade essential oils and aromatherapy products. Michelle does extensive research before introducing new products and personally tries them first.

SoulSpace prides itself on offering a more customized and personalized experience for their clients. To achieve this, Michelle explains, "we give our staff the space to bring their own magic to the therapy session" and infuse their own expertise into their treatments. "They are going to bring their intuitive sense to the session and listen to each client's needs and approach the session from a heartfelt space. It's different from other spas in how present the therapists are."

She adds, "we're all learning from each other all the time," she says. "We're always staying teachable."

Michelle offers her staff ample break time and more space to be creative. She is proud that her therapists can dedicate more time to their clients and have additional time for themselves between sessions.

"I find great contentment in connecting with others and being of service and imparting energetically that what we do is not an infrequent luxury but rather a continuous ritual and need that requires a commitment to oneself."

The biggest complement she can receive is when "people keep coming back, and they refer their family—their *children*, their loved ones to us," she says, emphatically.

Recently, after a therapeutic massage, one client—who has frequented luxurious spas and resorts all over the world—commented, "once you have experienced the view from Mount Everest it's hard to come back down."

A Growing Business That Remains Small in Focus

While SoulSpace is a growing business that has expanded to accommodate more therapy rooms, they are committed to remaining a boutique practice with individually tailored sessions—something that larger corporate spas cannot offer.

SoulSpace "is more than just a spa," Michelle says. "It's a spiritual journey that we're blessed and grateful to have been chosen to be a part of."

SoulSpace Petite Spa

315 Main Street, Suite 5, Pineville

704-889-SOUL (7685) • soulspacepetitespa.com

Instagram: @soulspacepetitespa

ABOUT:

- A holistic and client-focused oasis nestled in historic downtown Pineville
- Family-owned with knowledgeable and compassionate staff
- Therapeutic massage, reflexology, lymphatic drainage, infrared saunas, sound therapy and more
- Gift certificates available—give the gift of relaxation this holiday



SoulSpace Petite Spa

A holistic haven

BY CONTENT COORDINATOR DELIA MCMULLEN

Shannin L. Washburn, Master Esthetician | Michelle A. Greenberg, Founder/Master Therapist | Kristin K. Washburn, Operations Manager

Looking for a unique boutique day spa that goes beyond the ordinary? Pineville's SoulSpace Petite Spa, with its intimate setting and family-oriented ethos, has become a sanctuary for those seeking a holistic approach to wellness and relaxation.

A LEGACY OF ENTREPRENEURSHIP

The driving force behind SoulSpace is Michelle Ann Greenberg, a woman with deep roots in entrepreneurship. Born and raised in Rome, NY, Michelle relocated to Charlotte in 1983, bringing with her the spirit of her ancestors who immigrated from Italy to the US to pursue their dreams. Michelle's family has a rich history of successfully operating businesses, instilling in her the value of a strong work ethic while prioritizing family and keeping faith at the center of all endeavors. Her upbringing in a family business taught her invaluable lessons about the importance of learning every aspect of a trade and earning her place through hard work. This foundation paved the way for her own venture later in life.

"My family led by example in showing me how to be strong yet soft, how to lead yet stay teachable and how to be heart-centered and treat others with kindness," Michelle reflects. "As I look back on my life, I realize that although knowledge and schooling are important, they cannot replace the experience, lessons, understanding and wisdom that were imparted by generations of those who went before me in our family business."

A SPIRITUAL CALLING

The story of SoulSpace's inception is the culmination of Michelle's spiritual journey, divine inspiration and fortuitous timing. In 2018, after 12 years working as a solo independent contractor, Michelle found herself at a crossroads when her office lease ended. Despite initial hesitations, a spiritual prompt urged her to move to the lower level and open a spa. Michelle embarked on this adventure with her daughters, Shannin and Kristin, creating a space that would soon grow beyond their expectations. "My daughters have benefited from witnessing the art of functioning in family business, and they are my greatest teachers," Michelle shares. "They each possess grace, understanding and wisdom while coming to the table with knowledge and schooling. Shannin has a degree in psychology/health and wellness with a NC license in esthetics and is our lead esthetician, trainer and buyer. Kristin, who has a degree in hospitality management and business law with certifications in yoga and personal training, is our operations manager."

The journey wasn't without challenges. In March 2020, Michelle faced personal loss with her mother's passing, compounded by the impact of the global pandemic. However, guided by faith and determination, SoulSpace persevered, eventually expanding into a larger space to accommodate a growing clientele and an exceptional team of holistic practitioners. As Michelle recalls, "As soon as I made the decision to listen to something much larger than my fear, all things fell seamlessly into place."

During the difficult times, Michelle focused on gratitude and giving back to the community. By the end of 2021, the business had increased its client base and revenue. In fact, SoulSpace recently expanded to accommodate more therapy rooms. After being short-staffed for close to 12 months due to their sudden growth, they now have an incredible team of holistic practitioners.

HOLISTIC HEALING IN A BOUTIQUE SETTING

What sets SoulSpace apart is its commitment to remaining as a boutique practice. Clients are drawn to the personalized, family-owned experience that distinguishes it from larger corporate spas. The team, well-rested and content, connects with clients on a deeper level, offering therapy sessions that flow intuitively. "Our clients feel the difference between our therapists and the underpaid, exhausted therapists in big box corporate spas," says Michelle. "We allow our staff to individually tailor sessions instead of having to adhere to strict protocol that can sometimes impede the intuitive flow of a healing session."

SoulSpace is more than a spa; it's a community of like-minded individuals who prioritize health and well-being. The spa's compassionate staff believes in the transformative power of their work, generating an atmosphere of spirituality and peace.

Drawing on her expertise and the nature of her business, Michelle emphasizes the importance of listening to one's body, acknowledging that "mystery symptoms" often signal a need for care. Michelle states that "sometimes we do not realize the need for such care until we are touched and until we allow ourselves to receive the care that we give so freely to others."

MORE THAN A SPA: A FAMILY LEGACY

SoulSpace Petite Spa is more than a business; it's a labor of love. Michelle and her daughters pour their hearts into every detail of the client experience, treating each visitor as an extended family member. Their mission is clear: to make a heartfelt difference in the lives of others and within the community.

As you step into SoulSpace, you are not just a client; you are welcomed into a space of care, compassion and transformation. Visit soulspacespa.net or follow @soulspacespa on Instagram to start your journey toward holistic well-being.

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