

The NOW

A MASSAGE BOUTIQUE



WELCOME TO THE NOW

Check in to the boutique and meet your Experience Guide who will help you choose from a selection of three different massage modalities and eight bespoke enhancements.



Browse our retail lounge, featuring lines from our in-house collection Nourish, Scent and Room by The NOW.



THE TRANSITION ROOM

Custom crystal grids are displayed in each boutique to amplify healing energy and for setting your intention.



Take a selfie in the crystal grid mirror and share the love on social media #thenowmassage



Meet your Massage Therapist in our Transition Room and discuss your goals for your service.



THE JOURNEY ROOM

Escape as the sound of ocean waves on loop transport you to a vacation state of mind.



THE MASSAGE ROOM

Choose from 25, 50 or 80 minutes of restorative relaxation.



THE RITUAL MEMBERSHIP

Join our inner circle and save on massage packages with our Ritual Membership. Roll over massage credits or share them with friends and family, freeze or cancel anytime.



THE GIFT CARD

Gift cards featured in our keepsake NOW gift boxes.



WHY THE NOW?

- AFFORDABLE CUSTOMIZED MESSAGES
- BESPOKE ENHANCEMENTS
- HIGHLY TRAINED MASSAGE THERAPISTS
- SEAMLESS BOOKING
- FLEXIBLE MEMBERSHIP
- ALL NATURAL HEALING PRODUCTS
- CALMING SIGNATURE SCENT
- SOOTHING SOUNDS
- STYLISH AESTHETIC



FEELING THE LOVE NOW

Highlights from press and industry insiders.





The Menu

How We Heal

At The NOW, guests can choose between three signature massage styles and pair their service with a variety of custom, exclusive enhancements.

SWEDISH-INSPIRED MASSAGE STYLES

The NOW
Signature Relaxation Massage

The HEALER
Energy-Balancing Massage that Reduces Stress

The STRETCH
Sports-Inspired Recovery Massage

CUSTOM ENHANCEMENTS

Herbal Heat Therapy, Deep Tissue, Fresh Eyes, Calm Balm, Hemp Calm Balm, Prenatal Glow and Gua Sha

The Menu

THE NOW

Our signature

Swedish inspired massage

Benefits: Rejuvenating. Relieves stress. Reduces anxiety. Increases well being. Total relaxation.

THE HEALER

Body, mind and spirit

Energy balancing massage

Benefits: Calming. Deepens self awareness. Reduces emotional stress.

THE STRETCH

For the athlete

Sports inspired massage

Benefits: Stimulates lymphatic and circulatory systems. Improves range of motion. Reduces recovery time.

ENHANCEMENTS

+\$10

DEEP TISSUE

Therapeutic technique used to concentrate on specific areas of muscle tension

Benefits: Reduces muscle pain. Restores mobility. Increases vitality.

CALM BALM

Cooling peppermint mixed with warming capsicum and healing ashwagandha targets sore muscles

Benefits: Greater mobility. Reduces soreness. Amplifies therapeutic experience.

HEMP CALM BALM +\$15

The elevated Calm Balm formula, including cooling peppermint and warming capsicum, amplified with soothing hemp for deeper rest & relaxation

Benefits: Calming. Reduces tension and stress. Restores tired muscles.

PRENATAL GLOW

Prenatal massage for expecting mothers 12+ weeks

Benefits: Eases muscle tension. Improves circulation. Reduces swelling. Promotes restful sleep.

FRESH EYES

Soothing eye mask made with vitamins and antioxidants

Benefits: Hydrating and cooling. Reduces swelling. Anti-aging.

HERBAL HEAT THERAPY

Herbal heat packs used on neck and back during treatment

Benefits: Increases relaxation. Decreases muscle tension. Relief from stress and anxiety.

SCALP RENEWAL

Stimulates the scalp using organic coconut oil

Benefits: Hydrates the roots. Encourages circulation. Relaxes the mind.

GUA SHA

A traditional Chinese medicine technique targeting areas with smooth rose quartz tools

Benefits: Promotes circulation. Soothes stiff muscles. Reduces inflammation.