



# PLANNING COMMISSION AGENDA

## May 13, 2021

**PURSUANT TO EXECUTIVE ORDER N-29-20 ISSUED BY GOVERNOR GAVIN NEWSOM ON MARCH 17, 2020, THE FOLLOWING MEETING WILL TAKE PLACE SOLELY BY TELECONFERENCE / VIDEOCONFERENCE.**

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### ***How Can Members of the Public Observe the Meeting?***

The meeting may be viewed via Spectrum Channel 3 and 22, AT&T U-verse Channel 99, and/or El Segundo TV at YouTube.com.

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### ***How Can Members of the Public Participate in the Meeting and/or Provide Public Comments?***

Join via Zoom from a PC, Mac, iPad, iPhone, or Android device, or by phone.

Please use this URL

<https://zoom.us/j/99469977066?pwd=cFF0ZWR6aWZyU3NFaExRRWxDQzISUT09>

If you do not wish for your name to appear on the screen, then use the drop down menu and click on "rename" to rename yourself to be anonymous.

OR

Join by phone: [1-669-900-9128 US](tel:1-669-900-9128)

Enter Meeting ID: [994 6997 7066](tel:994-6997-7066)

Passcode: [552674](tel:552674)

Your phone number is captured by the zoom software and is subject to the Public Records Act unless you first dial "\*67" before dialing the number as shown above to remain anonymous.

*The time limit for comments is five (5) minutes per person. Before speaking to the Commission, please state: your name and residence or the organization you represent. Please respect the time limits.*

Members of the public may also provide comments electronically by sending an email to the following address prior to the start of the meeting: [planning@elsegundo.org](mailto:planning@elsegundo.org). **Please include the meeting date and item number in the subject line.** If you would like to request that your emailed comment be read into the record, please include that request at the top of your email, limit your comments to 150 words or less, and email your comments at least 30 minutes prior to the start of the meeting. Depending on the volume of communications, the emails may be read to Commission at the appropriate time. Please note that all emailed comments are public records subject to disclosure under the Public Records Act.

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*Additional Information:*

**Unless otherwise noted in the agenda, the public can only comment on City-related business that is within the jurisdiction of the Planning Commission and/or items listed on the agenda during the public communications portions of the meeting. Additionally, the public can comment on any public hearing item on the agenda during the public hearing portion of such item. The time limit for comments is five (5) minutes per person. *Before speaking to the Planning Commission, please state your name and residence and the organization you represent, if desired. Please respect the time limits.***

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DATE: Thursday, May 13, 2021

TIME: 5:30 p.m.

PLACE: Teleconference/Videoconference

VIDEO: El Segundo Cable Channel 3 (Live).  
Replayed Friday following Thursday's meeting  
at 1:00 pm and 7:00 pm on Channel 3.  
(Schedule subject to change)

All files related to this agenda are available for public review by appointment in the Planning Division office, Monday through Thursday 7:00 am to 5:00 pm and on Fridays until 4:00 pm, beginning at 7:00 am on the Monday prior to the Planning Commission meeting.

The Planning Commission, with certain statutory exceptions, can only take action upon properly posted and listed agenda items.

Unless otherwise noted in the agenda, the public can only comment on City-related business that is within the subject-matter jurisdiction of the Planning Commission and items listed on the Agenda during the public communications portion of the meeting. Additionally, the public can comment on any public hearing item on the Agenda during the public hearing portion of such item. The time limit for comments is generally five minutes per person.

Playing of video tapes or use of visual aids may be permitted during meetings if they are submitted to the Planning and Building Safety Director a minimum of two working days before the meeting and they do not exceed five minutes in length. Written materials distributed to the Planning Commission within 72 hours of the Planning Commission meeting are available for public inspection immediately upon distribution in the City Clerk's office and on the City's website, [www.elsegundo.org](http://www.elsegundo.org).

**In compliance with the Americans with Disabilities Act, if you need assistance to participate in this meeting, please contact City Clerk, (310) 524-2307. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.**

- A. Call to Order**
- B. Pledge of Allegiance**
- C. Roll Call**
- D. Public Communications** (Related to City Business only and for which the Planning Commission is responsible—5 minutes per person; 30 minutes total).

Individuals who received value of \$50 or more to communicate to the Planning Commission on another's behalf, and employees speaking on their employer's behalf, must so identify themselves before addressing the Commission. Failure to do so is a misdemeanor. While all comments are welcome, the Brown Act does not allow the Commission to take action on any item not on the agenda. The Commission may respond to comments after public communications is closed.

- E. Consent Calendar**  
All items are to be adopted by one motion without discussion. If a request for discussion of an item is made, the items should be considered individually under the next Agenda heading.

- F. Call items from Consent Calendar – N/A**

- G. Written Communications** (other than what is included in Agenda packets)

- H. New Business – Public Hearing**

- 1. EA-1303 and CUP 21-01 – Conditional Use Permit for a massage boutique at Plaza El Segundo. (MB)**

**Project Address:** 710-A S. Allied Way, El Segundo, CA 90245  
**Applicant:** Lisa A. Caldwell-Meeks

**Project Description:** A request to allow a massage boutique in the Commercial Center (C-4) zone within an existing tenant space at Plaza El Segundo.

**RECOMMENDED ACTION:** (1) Find the project categorically exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines sections 15301 (Existing Facilities); (2) Adopt Resolution No. 2895, conditionally approving Conditional Use Permit No. CUP 21-01 for a new massage boutique at 710-A S. Allied Way (Plaza El Segundo).

- I. Continued Business – Public Hearing**
- J. Report from Director of Development Services or designee**
- K. Other Business**
- L. Report from the City Attorney's office**
- M. Planning Commissioners' Comments**

**N. Adjournment**—next meeting scheduled for May 27, 2021, 4:30 pm.

POSTED: Venus Wesson  
(Signature)

May 7, 2021  
(Date and time)



## Planning Commission Agenda Statement

Meeting Date: May 13, 2021

Agenda Heading: New Business

### TITLE:

A request to allow a massage boutique within an existing tenant space at Plaza El Segundo. (Environmental Assessment No. EA-1303 and Conditional Use Permit No. CUP 21-01)

Applicant: Lisa A. Caldwell-Meeks

### RECOMMENDATION:

Adopt Resolution No. 2895, conditionally approving Conditional Use Permit No. CUP 21-01 for a new massage boutique at 710-A S. Allied Way (Plaza El Segundo).

### BACKGROUND:

On March 10, 2021, applications for Environmental Assessment No. EA-1303 and Conditional Use Permit No. CUP 21-01 were submitted to the Development Services Department for processing. The project applications and plans were circulated to all City departments for comments and feedback, and no objections to the proposed project were received.

### SITE DESCRIPTION:

The site is located in the Commercial Center (C-4) zone. The proposed use will be located in that portion of Plaza El Segundo known as The Works, located east of Allied Way/Park Place. The Works is made up of four separate buildings totaling 54,082 in square feet. (See Figures 1 and 2 below)

Figure 1: Aerial view of site



**Figure 2: Site Plan**



Other businesses in The Works include fitness uses (Barry's Boot Camp and Legacy Dance Academy), dining (California Fish Grill, Duffs Cake Mix, and Veggie Grill), Services (Hammer & Nails Grooming Shop, Snip-its, One Medical, StretchLab and OrangeTwist) and Retail (Tempress Cosmetics, and YAYA's).

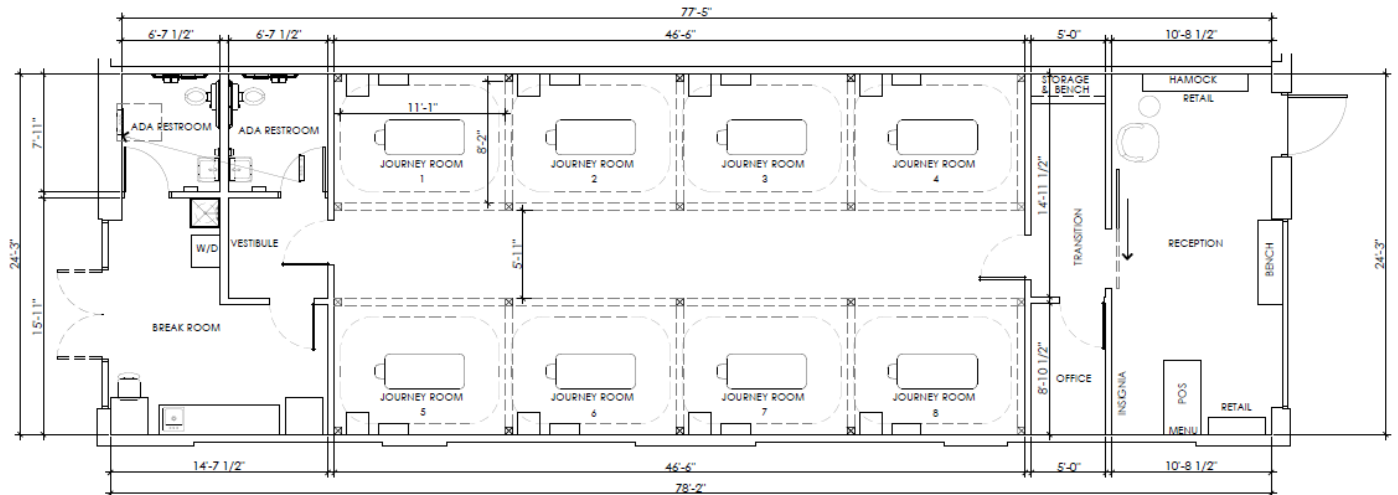
## **PROJECT DESCRIPTION**

The applicant proposes a massage boutique in the Commercial Center (C-4) zone. Massage establishments that meet the requirements listed in ESMC Tile 4, Chapter 10 are conditionally permitted in the C-4 zone, pursuant to ESMC § 15-5G-5(A). The applicant proposes to open a franchise of "The NOW," which is a massage boutique, based in Los Angeles with more than 50 locations nationwide. The NOW offers a variety of massage services with enhancements to improve the experience. The Now's goal is to offer high-quality, affordable massage services in a peaceful setting. The Now franchises are required to meet minimum financial requirements of \$150,000 liquidity and net worth of \$500,00 which ensures that these are solid businesses and not fly-by-night operations. The franchise owners are provided support and training for their staff.

The design of the massage boutique, including furnishings are regulated by the franchise, and are thus included as part of this proposal. A total of 8 massage rooms are proposed, each measuring minimum dimensions of 7'-6" by 11'-6". Materials and colors are a neutral palate with light tone wooden benches, woven rattan baskets, and white linen throw pillows. There is a sliding barn door between the lobby reception area and the massage rooms. The massage rooms are separated from each other by canvas sheet panels tied with jute rope to both wood column supports and wood beams above. The floor layout contains a breakroom/utility area equipped with a clothes washer/dryer, mop sink, water heater, work counter, and storage shelving. No physical changes will

be made to the outside of the building, but the existing brick façade will be whitewashed to better match the interior color palette. (See Figure 3 and 4 below)

**Figure 3: Floor Plan**



**Figure 4: Area Dimensions**

<u>AREAS</u>	<u>DIMENSIONS</u>	<u>DIMENSIONS</u>
TOTAL	1,991 SQUARE FEET	24'-3" X 77'-5"
LOBBY	272 SQUARE FEET	24'-3" X 10'-9"
TRANSITION ROOM	75 SQUARE FEET	5'-0" X 15'-0"
JOURNEY ROOMS	95 SQUARE FEET	8'-2" X 11'-1"
BREAK ROOM	170 SQUARE FEET	16'-0" X 14'-8"
OFFICE	44 SQUARE FEET	5'-0" X 8'-11"
<u>DESCRIPTION</u>	<u>NOTES</u>	
MASSAGE TABLES	8	
CEILING	16'-0" TO BOTTOM OF ROOF DECK AND 15'-0" TO BOTTOM OF TRUSS.	
MISC.	ELECTRIC PANEL RELOCATED DOWN STREAM TO MINIMIZE CONSTRUCTION COST.	
RESTROOM	2 ADA RESTROOMS	
COLUMNS	NA	

The proposed hours of operation are: 10:00 a.m. – 10:00 p.m. seven days a week, consistent with the corporate owned stores in West Hollywood, Santa Monica, Silverlake, and Studio City.



## CONDITIONAL USE PERMIT

Pursuant to ESMC Section 15-5G-5(A), massage establishments that comply with the requirements of Title 4, chapter 10 and any other requirements imposed by law are allowed subject to obtaining a conditional use permit. ESMC Section 15-23-6(A) sets forth the findings (in **boldface**, followed by Staff's analysis in normal type) required in order for the Planning Commission to approve a conditional use permit application:

1. **The proposed location of the conditional use permit is in accord with the objectives of the Title and the purposes of the zone in which the Property is located.**

The zoning designation of the property is Commercial Center (C-4), which is designed to provide developing commercial establishments serving the City and surrounding area. The C-4 zone was amended in 2019 to allow massage uses in this zone, subject to a CUP. Further, the amendment was intended to help provide a stable tax base by promoting a mixed-use environment. Thus, Staff believes the application is consistent with the objectives of the City's Zoning Code, and this finding can be made.

2. **The proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.**

The proposed use will be located within an existing shopping center that is developed with a variety of retail and service uses. Staff believes the proposed massage use will be compatible with other existing and potential uses within the general area. Further, The NOW will comply with all requirements of Title 4, Chapter 10 relating to Massage Establishments. All massage technicians will have certificates by the California Massage Therapy Council and the owner of the business will be required to obtain a massage establishment permit from the City before operations may commence. Thus, Staff believes the use will provide the desired synergy with the other business at The Works shopping center and appropriate conditions have been included to ensure the proposed use will not be detrimental. As such, this finding can be made.

3. **The proposed conditional use will comply with each of the applicable provisions of this Chapter.**

The proposed use is specifically allowed by conditional use permit in the C-4 zone. The use will be located in a tenant space that is part of the larger shopping center, which complies with all site development standards, landscaping, and parking requirements of the City's Zoning Code. Lastly, compliance with the City's massage regulations will ensure the business will not be detrimental to the public health, safety or welfare, or injurious to properties in the vicinity. As such, Staff believes this finding can be made.



For the reasons indicated above, Staff believes that the required Conditional Use Permit findings can be made and recommends approval to allow the massage boutique, subject to the conditions of approval listed in "Exhibit A" in attached Resolution No. 2895. The application and project description were circulated to all City Departments and comments have been incorporated as conditions of approval in the draft Resolution. The Planning Commission may consider and impose additional conditions which it deems necessary, if it demonstrates a reasonable relationship between the condition it desires to impose and the project's impact.

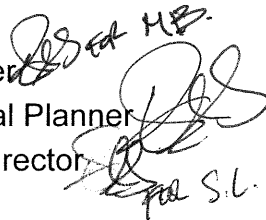
### **ENVIRONMENTAL REVIEW**

The proposed project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) article 19, Section 15301 (Class 1, Existing Facilities) of the California Guidelines for Implementation of CEQA. Specifically, the project involves remodeling and tenant improvements to an existing tenant space within an existing shopping center.

**PREPARED BY:** Maria Baldenegro, Assistant Planner

**REVIEWED BY:** Eduardo Schonborn, AICP, Principal Planner

**APPROVED BY:** Sam Lee, Development Services Director



Handwritten signatures and initials: "Eduardo Schonborn" (top), "Maria Baldenegro" (middle), and "Sam Lee" (bottom right).

### **ATTACHED SUPPORTING DOCUMENTS:**

1. Draft Planning Commission Resolution No. 2895
2. Exhibit A – Conditions of Approval
3. Plans and Exhibits

## RESOLUTION NO. 2895

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF ELSEGUNDO APPROVING ENVIRONMENTAL ASSESSMENT NO. EA-1303, AND CONDITIONAL USE PERMIT NO. CUP 21-01 TO LOCATE A MASSAGE BOUTIQUE AT 710-A SOUTH ALLIED WAY**

The Planning Commission of the City of El Segundo does resolve as follows:

**SECTION 1:** The Commission finds and declares that:

- A. On March 10, 2021, Lisa A. Caldwell-Meeks, representing Eight Eighteen Enterprises, filed an application for Environmental Assessment No. EA-1303 and Conditional Use Permit No. 21-01, requesting approval for a new massage boutique at 710-A South Allied Way;
- B. The project applications were reviewed by the City's Development Services Department for, in part, consistency with the General Plan and conformity with the ESMC;
- C. In addition, the City reviewed the project's environmental impacts under the California Environmental Quality Act (Public Resources Code §§ 21000, *et seq.*, "CEQA"), and the regulations promulgated thereunder (14 Cal. Code of Regulations §§15000, *et seq.*, the "CEQA Guidelines");
- D. On May 13, 2021, the Planning Commission held a noticed public hearing to review and consider the applications, and receive public testimony and other evidence regarding the application including information provided to the Commission by "The Now" on behalf of Eight Eighteen Enterprises; and,
- E. This resolution, and its findings, are made, in part, based upon the evidence presented to the Planning Commission at its April 22, 2021 public hearing, including the staff report submitted by the Development Services Department.

**SECTION 2:** *Factual Findings and Conclusions.* The Commission finds that the following facts exist:

- A. The subject site is located in the Commercial Center (C-4) zone, at 710-A S. Allied Way.
- B. The property is owned by Street Retail, Inc. and is currently developed with a commercial shopping center that contains four separate buildings in the portion of Plaza El Segundo known as The Works.
- C. The proposed massage boutique is a total of 1,991 square feet and will contain eight massage rooms, a lobby and service area.

- D. The proposed project includes minor modifications to the exterior brick façade of the building and interior improvements for a massage boutique tenant.

SECTION 3: *Environmental Assessment.* The proposed project is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to 14 California Code of Regulations § 15301 as a Class 1 categorical exemption (Existing Facilities) because the project involves remodeling and tenant improvements to an existing tenant space within an existing shopping center.

SECTION 4: *Conditional Use Permit Findings for a Massage Establishment.* After considering the above facts, the Planning Commission finds as follows:

- A. The proposed location of the conditional use is in accord with the objectives of this Title and the purposes of the zone in which the site is located.

The zoning designation of the property is Commercial Center (C-4). The Commercial Center zone is designed to provide developing commercial establishments serving the City and surrounding area. The C-4 zone was amended in 2019 to allow massage uses in this zone, subject to a CUP. The findings specifically noted that the amendment to the C-4 would help provide a stable tax base by promoting a mixed-use environment.

- B. That the proposed location of the conditional use and the conditions under which it would be operated or maintained will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

The proposed project is consistent with Chapter 15-5G of the Zoning Code, which requires a massage establishment to obtain approval of a conditional use permit. The proposed use is compatible to other existing and potential uses within the general area in which the use is proposed to be located. The NOW will comply with all requirements of Title 4, Chapter 10 relating to Massage Establishments. All massage technicians will have certificates by the California Massage Therapy Council and the owner of the business will be required to obtain a massage establishment permit from the City before operations may commence. The use will provide the desired synergy with the other business with The Works, and appropriate conditions have been included to ensure the proposed use will not be detrimental

- C. That the proposed conditional use will comply with each of the applicable provisions of Chapter 15-5G of the Zoning Code.

As set forth immediately above, the proposed use is specifically allowed by conditional use permit in the C-4 zone. Further, the use will be located in a tenant space that is part of the larger shopping center, which complies with all site development standards, landscaping and parking requirements of the City's Zoning Code. Lastly, compliance with the City's massage regulations

will ensure that the business will not be detrimental to the public health, safety or welfare, or injurious to properties in the vicinity.

SECTION 5: *Approval.* Subject to the conditions listed on the attached Exhibit A, which are incorporated into this Resolution by reference, the Planning Commission approves Environmental Assessment No. EA-1303 and Conditional Use Permit No. CUP 21-01.

SECTION 6: This Resolution will remain effective unless superseded by a subsequent resolution.

SECTION 7: The Commission Secretary is directed to mail a copy of this Resolution to Lisa A. Caldwell-Meeks and to any other person requesting a copy.

SECTION 8: This Resolution may be appealed within 10 calendar days after its adoption. All appeals must be in writing and filed with the City Clerk within this time period. Failure to file a timely written appeal will constitute a waiver of any right of appeal.

SECTION 9: Except as provided in Section 8, this Resolution is the Commission's final decision and will become effective immediately upon adoption.

PASSED AND ADOPTED this 13th day of May, 2021.

\_\_\_\_\_  
Ryan Baldino, Chair  
City of El Segundo Planning Commission

ATTEST:

\_\_\_\_\_  
Eduardo Schonborn, AICP, Secretary

Baldino -  
Newman -  
Hoeschler -  
Keldorf -  
Maggay -

APPROVED AS TO FORM:

Mark D. Hensley, City Attorney

By: \_\_\_\_\_  
David King, Assistant City Attorney

## PLANNING COMMISSION RESOLUTION NO. 2895

### Exhibit A

#### CONDITIONS OF APPROVAL

In addition to all applicable provisions of the El Segundo Municipal Code, The Now Massage agrees to comply with the following provisions as conditions for the City of El Segundo's approval of Environmental Assessment No. EA-1303 and Conditional Use Permit No. CUP 21-01:

##### Zoning Conditions

1. This approval is for the project as shown on the plans reviewed and approved by the Planning Commission on May 13, 2021, and on file with the Planning and Building Safety Department. Before the City issues a building permit for the tenant improvements and new signs, the applicant must submit plans, showing that the project substantially complies with the plans and conditions of approval on file with the Development Services Department. The Development Services Director is authorized to approve minor modifications to the approved plans or any of the conditions if such modifications achieve substantially the same results as would strict compliance with said plans and conditions. Any subsequent modification must be referred to the Development Services Director for a determination regarding the need for Planning Commission review and approval of the proposed modification.
2. The massage establishment shall be limited to a maximum of 8 massage beds/rooms.
3. The massage establishment shall obtain the appropriate permits and must adhere to the requirements contained in ESMC Title 4, Chapter 10, including background clearance.
4. New Signage plans shall comply with the existing Master Sign Program (MSP) for the Commercial Shopping Center and must contain a signature from the landlord or the property owner, before the application request for a sign permit is submitted to the City's Building and Safety Division.
5. The facility shall be maintained in good condition at all times, to the satisfaction of the Development Services Director.
6. Hours of operation shall be limited to 10 am to 10 pm, seven days a week.

##### Building Safety Conditions

7. All construction, tenant improvements, remodeling, upgrades and associated occupancies shall comply with the 2019 California Building Standards Code (Cal. Code Regs., Title 24), including but not limited to the Building Code, Green Code and Energy Code.

8. Prior to the issuance of any permit, the applicant shall submit the appropriate plans into plan check for verification that said plans comply with all codes.
9. The applicant will need to check the El Segundo building code, where the “Journey Room” is located to determine if the proposed 8 massage beds/rooms are permitted.
10. The plans must include all applicable calculations, which may include wind and seismic anchorage requirement for all equipment and must be designed and approved by a licensed Engineer.

#### Miscellaneous Conditions

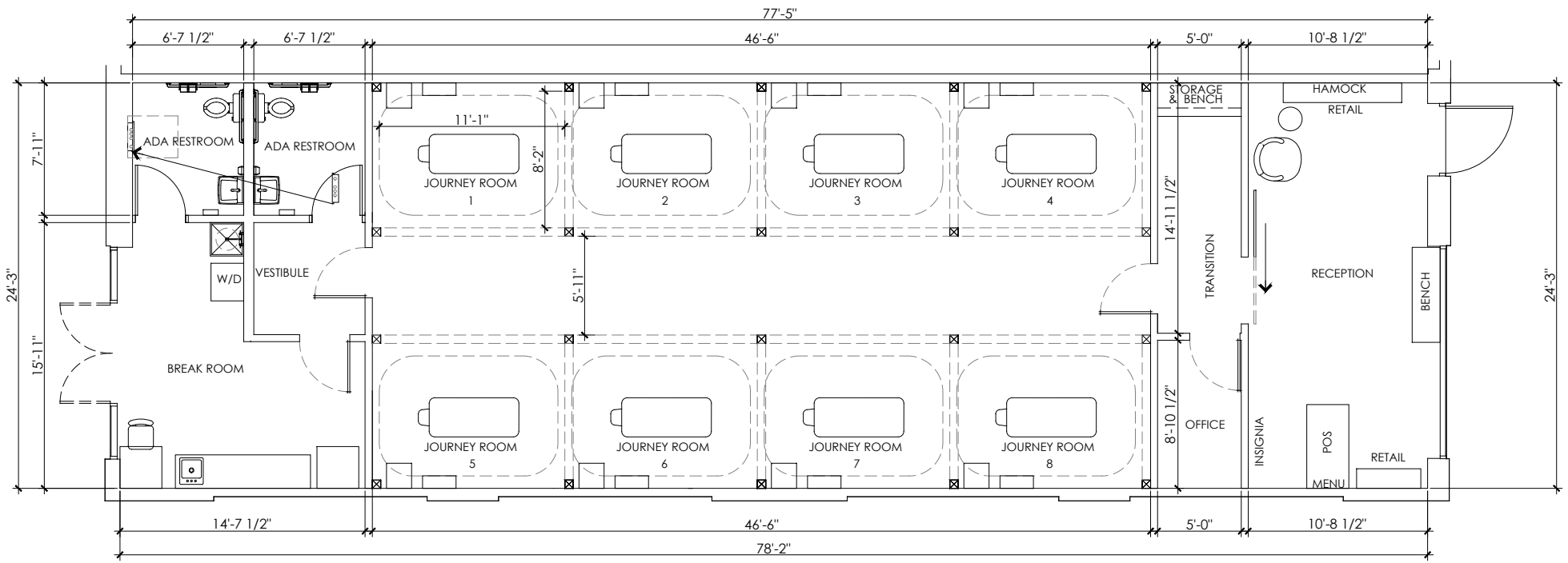
11. The facility shall be maintained in compliance with ESMC § 4-10 and all applicable laws, regulations and requirements of the building code, and every other code and regulation imposed or enforced by the City, the County and the State. The applicant must obtain all applicable building and construction permits that may be required prior to erecting or installing the facility.
12. Approval of this permit shall not be construed as a waiver of applicable and appropriate zoning regulations, or any Federal, State, County and/or City laws and regulations. Unless otherwise expressly specified, all other requirements of the El Segundo Municipal Code shall apply.
13. Failure to comply with and adhere to all of these conditions of approval may be cause to revoke the approval of the project by the Planning Commission, pursuant to the provisions of the El Segundo Municipal Code.
14. In the event that any of these conditions conflict with the recommendations or requirements of another permitting agency or City Department, the stricter standard shall apply.
15. The applicant agrees to indemnify and hold the City harmless from and against any claim, action, damages, costs (including, without limitation, attorney’s fees), injuries, or liability, arising from the City’s approval of Environmental Assessment No. EA-1303 and Conditional Use Permit No. 21-01. Should the City be named in any suit, or should any claim be brought against it by suit or otherwise, whether the same be groundless or not, arising out of the City approval of Environmental Assessment No. EA-1303 and Conditional Use Permit No. 21-01, the Applicant agrees to defend the City (at the City’s request and with counsel satisfactory to the City) and will indemnify the City for any judgment rendered against it or any sums paid out in settlement or otherwise. For purposes of this section “the City” includes the City of El Segundo’s elected officials, appointed officials, officers, and employees.

By signing this document, Lisa A. Caldwell-Meeks, on behalf of Eight Eighteen Enterprises, certifies that it has read, understood, and agree to the Project Conditions listed in this document.

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Lisa A. Caldwell-Meeks





**NOTE:**  
 THIS FLOOR PLAN HAS NOT BEEN FIELD VERIFIED. FRANCHISEE IS RESPONSIBLE TO GET PLAN FIELD VERIFIED BY A LICENSED PROFESSIONAL PRIOR TO LEASE EXECUTION

# 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.



# THE COLLECTION

## Nourish, Scent & Room by The NOW

Create a self-care ritual in between visits with The NOW product line designed to help you stay relaxed and recharged at home or on the go. Perfect for extending that post massage feeling.



Available online or in boutiques for purchase.



# 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.





# FEELING THE LOVE NOW

Highlights from press and industry insiders.



# FRIENDS OF THE NOW

Celebrities, influencers and brand ambassadors.



@jenakirher 2.5M FOLLOWERS



@tatehlep 1M FOLLOWERS



@tshaoakky 1.5M FOLLOWERS



@ashleytdale 5.6M FOLLOWERS



@dennibugman 1.5M FOLLOWERS



@sincerelyjules 4.5M FOLLOWERS



@songofstyle 4.5M FOLLOWERS



@laurenlabeth 1.5M FOLLOWERS



@theabright 1.5M FOLLOWERS



@jakeywalleyto 1.5M FOLLOWERS



@whomevevoort 1.5M FOLLOWERS



@hianferagni 5.5M FOLLOWERS



@rocky.james 1.2M FOLLOWERS



@leanichale 5M FOLLOWERS

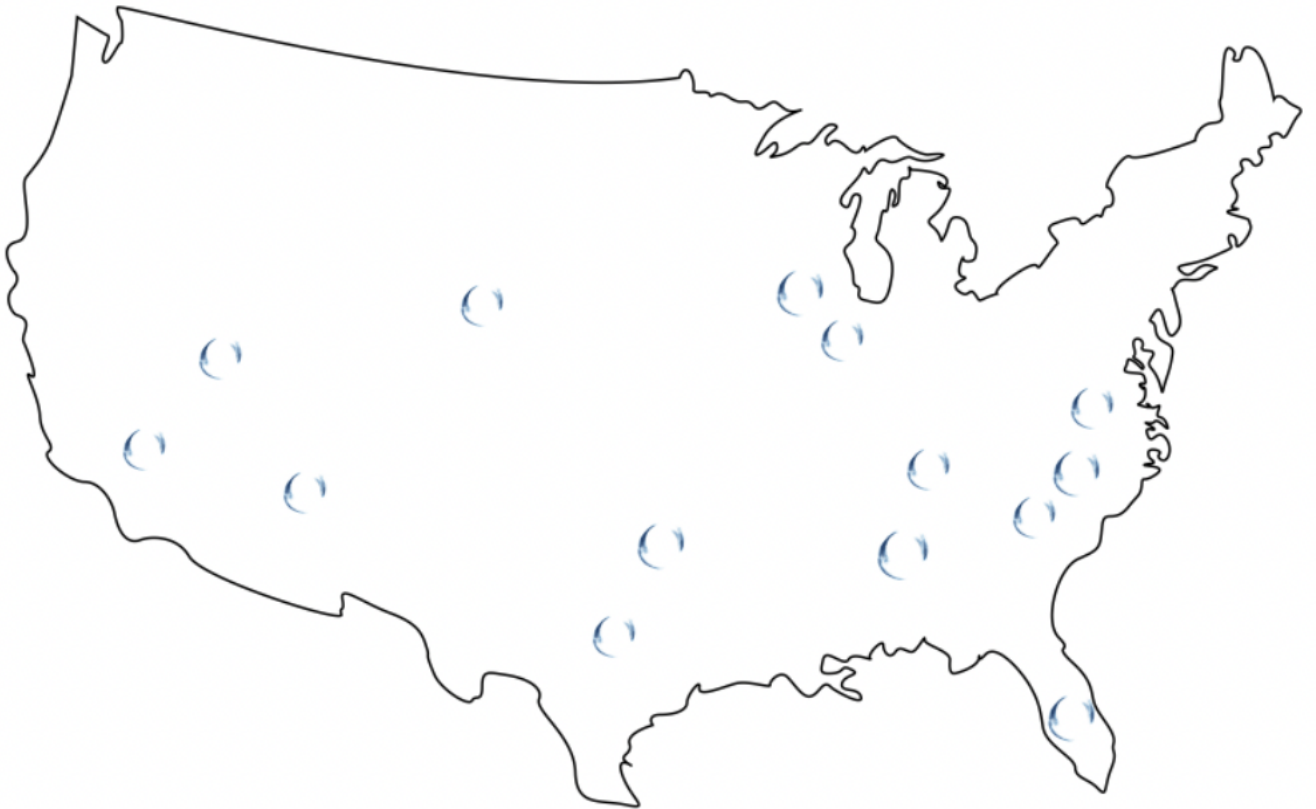


@nikkiewed 2.4M FOLLOWERS



# GET EXCITED

The NOW Massage is coming to your city soon!



Follow us @thenowmassage and sign up for our newsletter at [thenowmassage.com](http://thenowmassage.com) for the latest on all things NOW.

