



**Paul Gabriel Nuñez**  
Spa Director

Paul Gabriel Nuñez is the Spa Director of Aveda's first luxury beach resort spa in the U.S., The Palms Spa. Nuñez is responsible for all day-to-day activities that take place in the 5,000-square foot facility, which features holistic treatments and rituals designed to deliver a highly personalized experience. He oversees every aspect of operations, management, and marketing of the spa and is very involved in the education and training development of The Palms Spa's staff and therapists. Nuñez's most important duty is to make The Palms Spa experience a unique sensorial masterpiece that wakes the senses and rejuvenates the soul. He is committed to creating and maintaining a spa that is exceptional in quality.

Nuñez has worked with the best and brightest minds in the spa industry for the last 10 years. He began his career as a massage therapist at Modern Salon and Spa, day spa located in his hometown of Charlotte, North Carolina. In 1999, Nuñez transitioned into education for Aveda as a Global Educator where he assisted in technique education, product testing, treatment and spa practices consulting. Later, he moved into the role of "Purefessional" for Aveda providing massage therapy and spa training throughout the U.S. and Canada.

In 2005, Nuñez moved to Saint Petersburg, FL and began his work as an education consultant and operations manager at the Aveda Institute, which offers a unique spa training program focusing on the skills needed to succeed as a spa therapist, including esthetics, Skincare analysis, Anatomy, Physiology, specialized spa therapy and body work. In his role as a "Purefessional", Nuñez worked with the Head of Spa Education for Aveda, Marc Bollicoffer, to create the Aveda Fusion Stone Massage, a treatment that uses opposing sensations of warm and cool stones fused with massage techniques and aromatic plant essence to balance, soothe, and invigorate the body.

Nuñez graduated from the Therapeutic Massage Training Institute in Charlotte, North Carolina as a nationally certified massage therapist in 1994 and later completed the Aveda Institute Purefessional Program and became a certified Spa Educator. He specializes in Neonatal Massage Therapy, Reflexology, and Hydrotherm Massage.



Nuñez was born and raised in North Carolina and is an avid writer currently working on his first novel. During his free time, he enjoys playing soccer, snowboarding and spending time with his dog Amelie.

### **About the Palms Hotel & Spa**

Since 2001, the naturally refined Palms Hotel has been offering guests a unique mix of the ambience and service of a boutique hotel with the capacity and amenities necessary for large groups and functions. Offering close proximity to South Beach's nightlife and a tranquil escape at the hotel's private pool and beach, guests enjoy the best of both worlds. The Palms Hotel & Spa is owned by the Krause family, who also owns the 100-room Circa 39 Hotel and is recognized for the revitalization of the renowned National Hotel. The Palms is a member of Summit Hotels & Resorts, a collection of the finest independent luxury hotels and resorts around the world. Set in the heart of Miami Beach, The Palms Hotel & Spa sits on its own stretch of beach just 12 miles from Miami International Airport and 15 blocks from Ocean Drive. For reservations or further information, please call 800.550.0505 or visit [www.thepalmshotel.com](http://www.thepalmshotel.com).

###