

BUSINESS IN THE BLUFF



Take a Moment to Breathe with WellBody Massage and Rox Skin and Brows

By Jill L. Ferguson

In February 2020, the space where Breathe did business for years (at 3321 E. Broadway) was taken over by [WellBody Massage](#) and [Rox Skin and Brows](#). Both businesses moved from their previous home in the Tudor building on Redondo and Third, where they had provided services for five years. Aesthetician Roxana Chitanu and massage therapist Allyson Asher were thrilled to open their new location...but only six weeks later, they, along with other similar businesses, were shut down for much of the rest of the year due to the pandemic.

We caught up with Asher as they reopened last month, albeit at only 25 percent capacity, per government guidelines. “I grew up on the peninsula,” she explained, “and have lived most of my life in Long Beach.” Chitanu has lived in Long Beach since 2000, so it was important to them to establish their business here. Asher calls her partnership with Rox Skin and Brows “a perfect match; one-stop shopping as it were” for massage, facials, waxing, and skin-care-related and locally made products that complement their business, such as essential oils, diffusers, and handcrafted jewelry.

Asher said that her form of massage is “more eastern than western,” as she believes in creating balances in the body, mind, and spirit. She tries to get to the “roots of people’s issues,” which means she specializes in intuitive massage. She gets to know her clients and their bodies, asks a lot of questions, and easily moves through deep tissue, stretching, hot stones to relax the muscles or hot salt stones to help with detox (which she defines as “moving stagnate cellular waste through the lymph system and out of the body”), aromatherapy, and CBD massage oil sessions. Asher also does fascia blasting with a special tool to help relieve the cause of pain or, as she said, “dis-ease.” She offers add-ons to massages



and packages that include time in an infrared sauna blanket, for example, which can help you sweat out impurities.

The WellBody website describes everything Asher offers, plus specially priced packages that combine treatment modalities and may be seasonally based (think pumpkin spice massage oil in the fall and a frangipani oil scrub to get your body swimsuit ready for summer). Because of the state’s restriction on how many clients she can see per day, online booking is not currently available. To make an appointment, call or text 562.786.1801.

Chitanu also offers a wide range of services and customization. She said via e-mail that she does “medical-grade peels targeting dehydrated skin, hyperpigmentation, acne or fine lines, aging, etc., and makes the world beautiful one client at a time, all custom with carefully curated products.” The Rox Skin and Brows website is currently taking reservations for appointments for custom or specialty facials for men, women, and teens (all using U.S.-made products), eyebrow tweezing and shaping, brow lamination and design, waxing, and brow and lash tinting. You can also call or text Chitanu at 562.881.5564 to check availability.

Asher, who also lives in Bluff Heights, said she loves all the friendly people and pooches. “And the best part is I can walk to work,” she said as she smiled.

Jill Ferguson is an artist, best-selling author, coach, consultant, entrepreneur, and founder of Women’s Wellness Weekends. She lives in Bluff Heights with her husband, Rick Heckt, and their dog Coconut.



The facia blaster is used to relieve pain.

