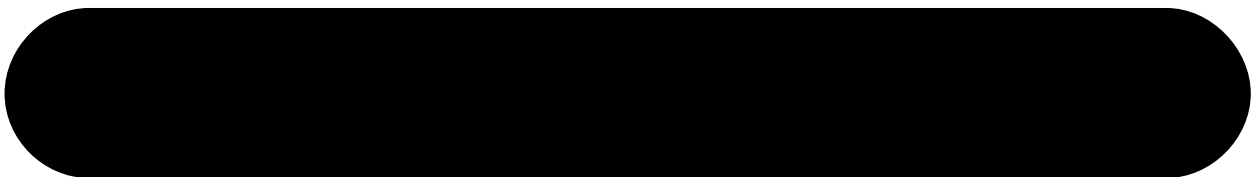


# Facial using bird faeces

## **Facial using bird faeces**

Manhattan's Shizuka New York Day Spa garnered a wave of publicity in 2008 when it announced its Geisha Facial, also known as "the bird poop facial." The spa claims that nightingale droppings have properties that "brighten, heal and retexturize the skin due to their natural enzymes and guanine, which imparts a pearly luster to the skin." The bird poop is powdered and sanitized with a UV light, so the experience shouldn't feel icky- this is a luxury spa.



The whole shebang lasts 50 minutes and costs \$180, which covers a facial cleansing, a pore extraction, a light massage, an antioxidant face mask and a slathering of bird droppings. This treatment, at first glance, may not appear to have anything to do with regional culture or customs. But look closer: Expensive, attention-grabbing marketing ploys just scream New York.

