



2014 Crystal Apple Award Nominee: Bodhi tripled business, staff in 2013

Bodhi Holistic Spa & Yoga, 543 Warren St., Hudson, is one of the five 2014 nominees for the final Crystal Apple Award. The business, a sign of the city's changing direction in the new millennium, has taken some major steps and expanded in a big way in the past year. The awards will be presented March 28 at the Omi International Arts Center.

Since 2004, the Bodhi Massage Studio was located and thriving at 323 Warren St. But in 2011, Nick Koulos' building, that had housed the Fresh Farmer since the 1970s, became available. They spent about 18 months renovating the building, moved in Dec. 1, 2012, and opened in early 2013.

"We bought the building, doubled the size of our spa, and added the Yoga Studio," said co-owner Melinda Macchiaroli, a licensed massage therapist. She and husband and co-owner T.J. Macchiaroli are both yoga teachers. They also expanded their retail boutique, which includes natural skin care products, essential oils and yoga equipment. "We're expanding our boutique constantly," Melinda said. The spa provides healing services, massage, acupuncture, skin care, sauna, a steam room and a hair salon.

The move allowed the Macchiarolis to triple their business and revenues: They now employ 50 people, making Bodhi one of Warren Street's top employers. Among the massages offered are Swedish, deep tissue, shiatsu, prenatal, warm stone, aromatherapy and the aromatic hot towel massage. The Body Melt Back Therapy repairs neck and back and reflexology improves circulation, releases stress and increases relaxation. Ear candling helps to "create balance in the body." Also directed at wellness are acupuncture, cranio-sacral therapy and colon hydrotherapy.

"It was fabulous," said one woman leaving after a deep tissue massage Thursday afternoon. "I'm coming back." "We have a lot of happy customers," Melinda said. Bodhi is a destination in Hudson. "We have a lot of clients that plan their trips to come here," she said. "There are specific places they'll stay. Our prices are lower than Westchester's or the city's." People do "spa days," Melinda said, coming to Bodhi with their daughter, mother, or sister, for four hours of treatment, massage, facials, yoga.

Several kinds of yoga instruction are available, including Gentle Dharma Vinyasa, Yin Yoga, Prenatal Yoga and Shakti Yoga. A donation yoga class Monday nights offers a sliding scale, from \$5 to \$15, and a community yoga class, Tuesday afternoons, is just \$5. There will also be a Kids Yoga Teacher Training April 12-13.

The spa is open seven days a week. Yoga sessions are also offered seven days a week. “Bodhi,” Melinda said, is the Buddhist term for self-realization or enlightenment. “Our logo is the Bodhi leaf, from the Bodhi tree,” she said. “Buddha became enlightened sitting under the Bodhi tree.”

One focus for 2014 is weddings. They do hair and makeup for weddings, and private yoga classes. They’re also featuring light treatments for “aging gracefully,” using LEDs, microcurrents and plant stem cells. “You might as well feel the best you can while you’re here,” Melinda said. Their new building dates back to about 1900, T.J. said. Originally the Falk Building, it was a tie manufacturer, then became a shoe store in the 1950s and was taken over by Koulos in the mid-1970s.