

Interview with Annie Graham, owner of the XO Treatment Room



Last month the retail team interviewed Annie Graham, the owner of the XO Treatment Room. Our team acted on behalf of the Landlord that owns the building that houses the XO Treatment Room and we were lucky enough to get to know Annie during the lease negotiation process. The XO Treatment Room opened late last year and has already experienced immense success in the few months that it has been open. Just last week, Avenue Magazine named the spa one of its Editor's Picks for New and Noteworthy businesses in Calgary. Our team would like to formerly congratulate Annie and her employees on their recent success. The XO Treatment Room undeniably adds much value to the Beltline community and we wish it continued success in the future.

How did you choose this profession?

Annie explains that she has been in the medical profession for fifteen years now and so opening her own medical spa was really just the evolution of everything she has been working at for the past decade and a half. She has always been interested in beauty and science and so in the XO Treatment Room she was able combine her two passions.

What do you hope to achieve in opening the XO Treatment Room?

She explains that in this industry there are many technologies that make grand claims but do not follow through and this is exactly what she does not want to do. Annie wants to use the latest technology to ensure that her clients get results in the safest and most efficient way possible.

Why did you choose to open your spa in the Beltline?

Annie lived in the Beltline before she was married and since that time she has always had a fondness for the area. When she saw the Barclay Street "for lease" sign in the window of her Colours location she knew it was time to open her own skin care boutique. "First Street is a great location and is fast becoming a beauty destination in Calgary with XO, Blo, Lola Lash Bar and Anytime Fitness all here to keep us fit and pretty. It has a great energy" says Annie of the Beltline area.

Why do you think your service is especially important in fast-paced city like Calgary in which a lot of business-minded individuals reside?

Annie explains that no person's skin is perfect all year round and that sometimes we need a little help to keep our skin looking healthy. The goal of XO Treatment Room is zero downtime, meaning that a person can have a service performed and leave looking fabulous because there are no telltale signs that they have had any procedures done. Annie contends that Calgary is an extremely hard-working city and thus, people are unlikely to pursue invasive cosmetic procedures because they can simply not afford the downtime. Moreover, Calgarians are not vain in the sense that they want others to know what they've been up to. This is why XO Treatment Room is so popular – all rewind time and no downtime.

Who is your clientele?

The clientele at XO Treatment Room vary from teens with Acne to the young movers and shakers in downtown Calgary to the housewives of the suburbs. Annie says "it really varies, we have something for everyone. Skin care and Anti-aging include being preventative, corrective and maintaining. It's always good to prevent - but we are also very good at correcting!"

While most of XO Treatment Room's clients are women, they are developing a large following of men interested in skin care and hair removal.

XO Treatment Room has recently announce their partnership with Alberta Ballet. "We love beauty in all forms. It's such a perfect fit for us to support them" Annie says of the Ballet.

Keep your eyes open for a Ballerina in the spa!

What would you recommend as the “must have” treatment?

Annie insisted that Laser Glow is their most highly-regarded service. Everyone is a candidate for this procedure. "All ages and stages." Says Annie. The procedure is a series of six laser treatments in which the skilled Medical Aesthetician uses a micropulsed Nd:YAG laser to stimulate new collagen production and to plump fine lines. This treatment not only brightens complexion but will make people look noticeably younger.

What is something that Calgarians do not know about your business?

Annie acknowledges you will find lots of medical spas in Calgary, XO is a special combination of high end service, top technology in a very lux environment. The spa's beautiful décor makes it a special place for men and women to come and relax while getting some serious results. Unlike many medical spas, XO Treatment Room does not have that sterile feel of a medical office, but rather a fashionable blend of luxury and the latest scientific advancements to treat their client's skin issues.

What kind of special events does the XO Treatment Room put on?

The XO Treatment Room just had a VIP night where its clients enjoyed in depth skin assessments, laser demonstrations, hand and scalp massage and swag bags full of B. Kamins skin care products. In true XO style, guests indulged in some Champagne from its good neighbors Vine Arts and delicious nibbles from their friends at TASTE.

How would you rate your leasing experience with Barclay Street Real Estate?

10/10

She said she found the whole process easy and really enjoyed working with us. She describes us as a fun, yet knowledgeable team that always responded promptly to any question or concern that she had.

"Jonathan and Jamie were really great to work with. This was my first experience with Barclay and I would recommend them to anyone."