

Marlene Katz

founder of *ISS, intelligent skin sense*

History and Fact Sheet

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1982



After working in the weight loss and exercise industry, Marlene Katz made a career turn to beauty. Marlene met photographer Francisco Scuvullo at a party in the Hampton's where



ORIGINAL FROCK — Homer Layne (inset), a native of Tracy City, designed the black silk taffeta cocktail dress worn by Marlene Katz, a New York model. The organza jacket is covered with 60 real gardenias at a cost of \$300. Price of the gown is anywhere from \$1,750 up, depending on cost of the chosen flowers. Layne was photographed by his twin brother, Robert, the model by Demar, International.

he referred to her as the “petite model”. Marlene took this literally and had fun with a short modeling stint for *I-Natural Cosmetics* and Homer Layne, a New York City designer.

1982-1983

Marlene graduated from an International School for Scientific Facial Treatment. She then traveled to France and visited a “Hamam”. A ten dollar entrance fee allowed women to enjoy the saunas, steam baths and cold water pools. Marlene witnessed how European women understood the benefits of hot and cold contrast therapy by dipping from cold water to hot steam, then exfoliating with loofah and body brushing. This eye-opening experience was the inspiration for her to open a holistic spa.

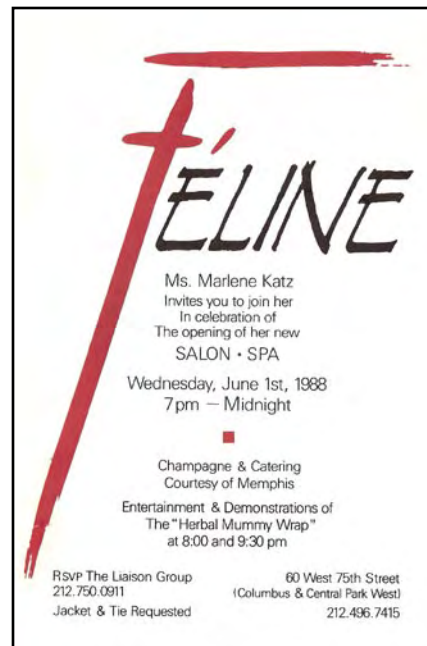
1983-1988

Marlene opened Féline, one of New York City’s first Day Spas across the street from the notorious Dakota. Attracting a celebrity clientele, Marlene quickly grew the business employing twenty-five beauty specialists from all over the world. *WWD* was the first beauty publication to feature Féline Salon Spa and the press followed the spa’s success.

1988

The spa outgrew the lovely space on West 72nd street and moved three blocks over to West 75th street. With CBS and Café Des Artist around the corner, the spa had a colorful clientele of artists, actors, musicians, news correspondents and people from all walks of life. **Carly Simon, Princess Aga Khan, Raquel Welch** and many more enjoyed the vast array of facial and body services

offered at the spa. Marlene continued her studies in esthetics and became a certified aromatherapist and herbologist.



1988-1992

Marlene, well received by the press, appeared on *Good Morning America* with Zsa Zsa Gabor where she demonstrated an at home spa treatment with natural foods. Following this, **Vaseline Intensive Care** shot a news spot with Marlene at her spa. Marlene’s beauty tips were featured in *Harpers Bazaar, Cosmopolitan, American Health Magazine* and many other publications.

1993-2002



Marlene sold Féline Salon Spa and went on to continue her studies in paramedical esthetics. She became an expert in Lymphatic and Electronic facial treatments and consulted with many spas nation wide both in grand openings and training of estheticians. On a



trip to Dallas Texas, Marlene visited a well know private label laboratory. Shortly thereafter, Marlene packed bags, moved from NYC to Dallas and worked with the laboratory in product development for the next seven years. Marlene helped formulate many branded spa lines in today's market place.

2002-2004

Marlene launched **Cellaction Body Series** as the first collection of her spa treatment line. Included in the line is a professional herbal wrap for overall wellness and detoxification, a cellulite contour gel, a stretch mark cream, a natural body wash and a spa tea. The line wholesaled to high end spas.



2005



Marlene opened **ISS, intelligent skin spa** in Westport CT. Local press supported her concept of holistic anti-aging and the customers embraced the products that Marlene used in the spa. **Day Spa Magazine** interviewed Marlene and wrote a five page article in their September 2005 issue about holistic skin care.



2006



Marlene was a key-note speaker at the Connecticut Scientific Seminar along with chemists from such companies as Estée Lauder. With a focus group right under her hands and a loyal wholesale spa following, Marlene decided



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to extend her body treatment line to encompass an entire skin care program. This brain-child of hers took two years to develop and the formulas were tested on Marlene's clients in the Westport spa. **Launch Pad** featured **ISS** as a new and upcoming anti-aging line.

2007

ISS, intelligent skin sense, H202 series is launched at Extracts in the Metropolitan Pavilion in NYC. The show generated tremendous enthusiasm and **WWD** highlighted **ISS** with three other lines out of the two hundred exhibiting at the show.

