

## Press Release

April 2018

# New Wellness Trends and Spa Treatments from the Hotels of Dorchester Collection



Whether your focus is on beauty, mindfulness, relaxation or fitness, the choices are wide-ranging at the luxury hotel spas of [Dorchester Collection](#). Here's a sampling of summer wellness trends as revealed by the spa directors from the hotel group's portfolio, as well as new offerings that will be available in the chicest cities of Europe and Southern California.

### Special Therapies and Spatisseries

Sally Pedder, spa director at Dorchester Collection's legendary address, [The Dorchester](#), located across from Hyde Park in the heart of London's Mayfair, believes there is a trend towards "therapists focusing on emotional intelligence and how they can be more in-tune with the needs and requirements of their guests." With its clients intrigued by special therapies and expertise, **The Dorchester Spa** is planning programs to satisfy their desires, such as an upcoming pop-up event with SHA Wellness Clinic of Alicante, Spain, renowned for integrating natural therapies, therapeutic nutrition and preventative medicine.

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Other new offerings will include a Sleep package with meditation, an aromatherapy massage, and luxury overnight accommodation; a Detox package including personal training sessions and nutrition advice, and a Wellness in the City Day Spa package including meditation, a 60-minute treatment and spa products to take home.

*For more information or reservations at The Dorchester, please call +44 (0) 207 317 6531.*

### **A New Kind of Wealthy**

“Health is the new wealth,” says Ann Costelloe, spa director of **The Spa at [Coworth Park](#)**, Dorchester Collection’s luxury country house hotel and spa nestled in the Berkshire countryside. “Everybody is looking for either a solution or escape from their stress and now there’s a ‘one-stop-spa-shop’ trend, which is evident given the increase in spa day memberships at The Spa at Coworth Park. Individuals are seeking gym exercise, swimming, bespoke personal training programs and healthy eating options all under the one roof. There’s also a drive to bring more awareness around mental health and spas are having to look at ways to incorporate tools for people to meditate.”

With this in mind, Costelloe is introducing a new Wellness Spa Day to the treatment menu, an Orange Blossom Sensory Experience, personal training session, and a Pick ‘n’ Mix Wellness Platter from The Spatisserie, with the choice of healthy-yet-appetizing dishes that cleanse, refresh and nourish.

*For more information or reservations at Coworth Park, please contact +44 (0) 1344 638 530.*

### **Beauty Secrets from Parisians**

**Spa Valmont** at [Le Meurice](#) on rue de Rivoli in the heart of Paris will soon exclusively launch a new anti-aging cosmetic line, focused on daily hydration and intensive anti-ageing action. Moisturizing Eye-C Gel will awaken the skin thanks to the “ice cube” effect for long-lasting hydration, while the easy to apply Eye Instant Stress Relieving Mask is an indispensable ally to smooth and re-invigorate the skin around the eyes in record time, thanks to a combination of high-energy ingredients.

In addition to experiencing these new products, Caroline Loison, spa manager at Spa Valmont, highly recommends for anti-aging purposes investing in 100% pure silk pillowcases as they keep skin hydrated and glowing, hair healthy and shiny, and can also improve sleep due to their calming texture. Spa Valmont offers pillowcases for sale [by Dariia Day](#), available in a range of colors from 69 Euros.

The Dorchester, London | 45 Park Lane, London | Coworth Park, Ascot | Le Meurice, Paris | Hôtel Plaza Athénée, Paris  
Hotel Principe di Savoia, Milan | Hotel Eden, Rome | The Beverly Hills Hotel, Beverly Hills | Hotel Bel-Air, Los Angeles | Dubai (opening 2020)

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Also on offer is the newly launched *Storie Veneziane*, a collection of five artfully bottled perfumes by Valmont inspired by the remarkable scents of Venice and the emotions they elicit. The collection's perfumes and their inspirational districts include *Verde Erba*; *Alessandrite*; *Rosso*; *Gaggia Medio*; and *Blu Cobalto*.

*For more information or reservations at Le Meurice, please contact +33 1 44 58 10 09.*

### French Pampering with Dior

The [Dior Institut](#) is the ultimate retreat when it comes to pampering. The haute couture spa experience at [Hôtel Plaza Athénée](#) on avenue Montaigne in Paris, forged from a 70-year illustrious relationship with French fashion house Dior, has unveiled Soin Instant 60, a new micro abrasion and drainage treatment incorporating La Micro Prestige Rose Oil. This treatment creates a vitamin cocktail designed to stimulate and restore radiance and freshness to the skin.

As summer is around the corner, the spa team shares its secrets to revitalizing skin, “we highly recommend a facial steam once a week at home and regularly using Dior’s One Essential Skin Boosting Super Serum to keep your complexion looking radiant. Another couture treatment perfect for glowing skin and relaxation is the Moisturizing and Energizing Treatment designed to make you shine and forget all about using foundation.”

*For more information or reservations at Hôtel Plaza Athénée, please call +33 1 53 67 65 36.*

### If the Beauty Fits...

The biggest wellness trend coming out of Italy this summer is a new professional treatment that is a true alternative to a work-out at the gym. Mafalda Sirolla, spa manager at [Hotel Principe di Savoia](#), overlooking Piazza della Repubblica in the city centre of Milan, believes that one of the most significant and current spa trends is using cosmetic products capable of promoting the activation of circulatory and metabolic processes. With this in mind, the hotel’s **Club 10 Fitness & Beauty Center** has launched a new Body Active Treatment (60 minutes, €130) including a Body Active Massage Mask created with plankton-enriched yellow clay from Brazil to stimulate the metabolism, and an exclusive energizing and remodelling massage employing a wooden massage roller to eliminate toxins and enhance muscle tone and balance.

“Physical activity in the daily routine is important: 30 minutes, two/three times a week, is enough to generate beneficial effects on our health and fitness. However, results can be even more visible

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in a shorter time by combining the use of home care products with in-spa treatments and nutritional, lifestyle and fitness tips. You'll be visibly more toned and fit in less time," says Sirolla.

*For more information or reservations at Hotel Principe di Savoia, please call +39 02 6230 2026.*

### **Rise and Shine – It's Spring Time!**

Throughout spring, this hidden oasis for experiencing customized relaxation, **The Eden Spa** at [Hotel Eden](#) in the heart of Rome, will assist guests in getting a jump on beach season with the new Morning Start package. This includes a signature Sonya Dakar bespoke facial, personalized with the choice of an oxygen, LED or microdermabrasion technique, for a refreshed and rejuvenated complexion, as well as an Express Manicure and a luxury travel kit to take home (120 minutes, €499). Guests can also enjoy pampering from head-to-toe with the Spa's new Spring Spa Time package, including steam bath in a private spa suite, signature olive oil treatment with a gentle olive pit powder scrub, and a soothing full-body massage delivered by a skilled therapist (90 minutes, €299).

*For more information or reservations at Hotel Eden, please call +39 06 478121.*

### **Peace and Solitude in a World Gone Wild**

With the world now spinning with "wild energy and information," Kristy Whitford, spa director at [The Beverly Hills Hotel](#) in Los Angeles, believes that spa-goers will embrace a more mindful approach to wellness and begin searching for an escape into silence with "experiences that focus more on internal peace and solitude. The spa industry will transform back from being a space for beauty and return to being the oasis for the mind, body and spirit."

Of course, there's no turning away from beauty entirely. The new Inhibit Face-Lift from Natura Bissé, recently introduced at **The Beverly Hills Hotel Spa**, is an intensely unique facial that immediately lifts and firms, correcting expression lines and renewing, filling and deeply hydrating over the course of a single 60-minute session (\$250).

*For more information or reservations at The Beverly Hills Hotel, please call +1 310 276 2777.*

## Wine Down Wednesdays and Beauty with Bees

For an indulgent and fun mid-week pick-me-up, [Hotel Bel-Air Spa](#) in Los Angeles is offering guests Wine Down Wednesdays, available on the first Wednesday of each month, including nail services accompanied with a wine pairing (30-60 minutes, from \$65).

Nichole Hester, spa director at [Hotel Bel-Air](#), is also offering a new Elixir Des Glaciers Majestic treatment, a sculpting facial employing the new Essence of Bees range from the Swiss skincare experts Valmont. To celebrate the launch, Valmont is donating \$5 from the sale of each treatment to Pollinator, a non-profit organization that looks after bees.

Hester believes the latest innovation in healing may already be in your spice cabinet. “The treatment ingredient that is really going to be the big thing this summer is turmeric for its anti-inflammatory and healing properties.” Hester also believes that more spas will use alternative products such as cannabidiol hemp oil in therapies such as oncology massage.

*For more information or reservations at Hotel Bel-Air, please call +1 310 909 1644.*

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### **Dorchester Collection**

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the US, each of which reflects the distinctive culture of its destination. By applying its unrivalled experience and capability in owning and operating some of the greatest individual hotels, the company's mission is to develop an impeccable group of the finest landmark hotels through acquisition as well as management of wholly-owned and part-owned hotels, and to enter into management agreements.

The current portfolio includes the following hotels: **The Dorchester**, London; **45 Park Lane**, London; **Coworth Park**, Ascot, UK; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Hotel Principe di Savoia**, Milan; **Hotel Eden**, Rome; **The Beverly Hills Hotel**, Beverly Hills; and **Hotel Bel-Air**, Los Angeles.

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