

The Dorchester

*London*

Dorchester *Collection*

## Press Release

April 2017

# British Beauty Brand Carol Joy London Officially Launch Body Treatments at The Dorchester Spa

(London) – British beauty brand Carol Joy London announced it will launch pioneering body treatments for the first time, at Britain’s most iconic hotel, The Dorchester.

The new, carefully crafted, innovative body treatments contain precious, coveted ingredients within a range of opulent massages and divine full body therapies;

**Caviar and Algae Detox** – contains Caviar Algae and Pink Himalayan Salts to detoxify the body and relax the mind by drawing on aromatherapy and meridian therapy techniques. The advanced version of this treatment includes the addition of Cellular Vacuum Massage to aid the detoxification of the body further.

**Caviar and Collagen Cocoon** – contains medically-derived Pure Collagen and precious Caviar Algae to leave skin glowing and smooth, and the mind refreshed and relaxed. The advanced Caviar and Collagen Cocoon introduces luxurious Diamond Microdermabrasion for the face to refine the skin and give a radiant glow.

**Myofascial Body Work** – uses the effective Myofascial Massage technique and aromatherapy body oil to banish tensions and rebalance the body and mind.

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

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**Body Exfoliation** – contains Pink Himalayan Salt and bespoke aromatherapy body oil to detoxify, exfoliate and restore a radiant glow to the skin

With Dorchester Collection's glamorous central London hotel on Park Lane setting the global benchmark for luxury, Carol Joy London's new, comprehensive body treatment menu draws clear parallels with the brand's results-driven facials, already available at The Dorchester Spa. Providing all-encompassing spa and salon services that cater to the needs of the skin, hair and soul, a sense of synergy prevails right at the heart of Carol Joy London and can all be enjoyed at The Dorchester Spa.

The brand's advanced facial techniques have been used and attentively adapted for the new body treatments. The Myofascial Massage techniques used to ease fine lines and plump the skin in the facials are adapted for the body in order to alleviate strains and diminish pains through stretching and balancing movements, while cellular vacuum massage aids in the detoxifying process in the advanced Caviar and Algae Detox.

The launch of the treatments coincides with the launch of the Carol Joy London Senses Collection; a range of body oils developed with Refined Golden Millet Oil at its heart. The oils allow for a bespoke tailoring of treatments to suit the needs and desires of each individual client.

- Sense of Happiness – feel uplifted and energised with refreshing coriander and spearmint
- Sense of Calm – feel relaxed and calm with soothing lavender and comforting ylang-ylang
- Sense of Purity – detoxifies with peppermint, rosehip and juniper berry
- Sense of Balance – restores strength to tired muscles with revitalising black pepper and cleansing eucalyptus

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Sally Pedder from The Dorchester Spa said; "Here at The Dorchester Spa we pride ourselves on offering a unique menu of world-leading, expert beauty brands. As a pampering destination, we are thrilled to offer Carol Joy London's new body treatments at our spa. The expanded treatment portfolio will provide an indulgent yet holistic experience for our spa visitors".

The British born brand leads the way in the spa industry with their pioneering use of Pure Collagen in their iconic facials and in the bestselling Pure Collagen Spray, a world first. The Pure Collagen Spray has quickly become a favourite of many, providing instant hydration and skin rejuvenation through the use of soluble collagen, peptides and Swiss apple stem cells. This facial in a can forms a key part in the line of face and body treatments as well as heading up the luxurious range of skincare products available for retail.

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#### **Notes to Editors:**

Prices and duration of treatments are as follows:

Caviar & Algae Detox, 60 mins - £120

Caviar & Algae Detox Advanced, 90 mins - £180 (includes cellular vacuum massage)

Caviar & Collagen Cocoon, 90 mins - £160

Caviar & Collagen Cocoon Advanced, 120 mins - £220 (includes a diamond microdermabrasion)

Myofascial Back Work, 60 mins - £90

Body Scrub, 30 mins - £60

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### **The Dorchester**

An iconic British hotel, The Dorchester has been at the heart of London's Mayfair overlooking Hyde Park since 1931. A room and suite refurbishment programme began in 2012 with a fresh look by interior designer Alexandra Champalimaud that stays true to the hotels classic English residential style, fusing contemporary comfort with the timeless glamour and heritage of the property. Exceptional dining is available to guests in The Promenade, China Tang and three Michelin star Alain Ducasse at The Dorchester, and The Grill at The Dorchester which reopened in 2014 after a full redesign. The Dorchester Spa offers indulgent pampering in a glamorous art deco setting. The Dorchester's ten event rooms offer a wide selection for flexible and creative event planning from intimate dinners to cocktail receptions of up to 1,000 guests.

High resolution images can be downloaded from: [leonardo.com/dorchestercollection](http://leonardo.com/dorchestercollection)

### **Dorchester Collection**

Dorchester Collection is a portfolio of the world's foremost luxury hotels in Europe and the USA, 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 (in order of them joining the group): **The Dorchester**, London; **The Beverly Hills Hotel**, Beverly Hills; **Le Meurice**, Paris; **Hôtel Plaza Athénée**, Paris; **Hotel Principe di Savoia**, Milan; **Hotel Bel-Air**, Los Angeles; **Coworth Park**, Ascot, UK; **45 Park Lane**, London; **Le Richemond**, Geneva; and **Hotel Eden**, Rome.

[dorchestercollection.com](http://dorchestercollection.com)