



## MEDIA RELEASE

### Crown Spa Unveils a New Level of Unparalleled Luxury

**Melbourne, October 2012.....** Australia's leading hotel day spa has recently completed an \$AUD10 million enhancement to offer guests a spa experience unlike any other. Located within the luxurious Crown Towers hotel, Crown Spa boasts 19 sumptuous treatment rooms, two exclusive couples' suites and a dedicated hair and beauty salon.

Spa devotees will enjoy basking in the new Aqua Retreat facilities featuring a hammam steam room, deluge shower and expansive vitality pool. Guests also have access to the male and female relaxation lounges and the 25 metre indoor heated pool.

The unique circular shaped hair salon showcases a vibrant orange glass chandelier and custom-designed styling units while the adjoining nail salon is perfect for an indulgent manicure or pedicure with deep sunken chairs and privacy curtains.

Crown Spa is proud to exclusively partner with Swiss beauty company, La Prairie to deliver exceptional personalised service and results-driven treatments.

#### **Design**

Designed by Singapore-based architect and interior designer, Michael Fiebrich, Crown Spa features a soothing palette of pale blues, greens and neutral tones inspired by nature. The use of organic elements, natural materials and jewel tones combine to create a sense of peace and restoration. Exquisite richly coloured finishings, textures, artwork and handmade furniture feature throughout.

The "experience corridor" with customised carpet and hand-painted silk feature walls from UK based company Fromental, create a welcoming and comforting sense of arrival for guests.

A prominent highlight is the specially commissioned flock of abstract birds made from blown glass that feature in the stunning reception area while a number of walls are adorned with specially commissioned sepia photographs by renowned artist, John Austin and artwork by Chris Kenyan.

The new male area features a Turkish-bath inspired hammam with Italian Cicis mosaics, a vitality pool, a deluge shower and an experience shower with multiple body jets.

An entire wall of mosaics graduates in colour from a deep ocean blue to turquoise and Mother of Pearl. An unexpected element of the exclusive men's area is a waterproof relaxation area complete with television.

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The dedicated female area features a mosaic tiled hammam, a vitality pool, deluge shower and decorative hand-blown glass obelisk. Here, the pool's tiles cascade from a deep ruby colour to pink tourmaline and pale rose. This area also includes three private treatment rooms.

Two spacious couples' Indulgence Suites include a deep soak tub, relaxation area, massage beds as well as a steam room and shower with accents of amethyst, amber, emerald, citrine, turquoise and sapphire featuring throughout.

Like the butterfly that discards its cocoon to unveil its new self, guests visiting Crown Spa leave feeling rejuvenated and truly reinvigorated.

### **Crown Spa Treatment List**

Please find below details of Crown Spa's signature experiences and treatments.

#### **Aqua Retreat**

It's universally known that water is therapeutic and can not only rehydrate but refresh and soothe the body.

The hammam provides a dry heat to warm the body, eliminate toxins and open pores while the rain shower will stimulate the senses. Similarly, the spa's vitality pool is an ideal refuge in which to relax.

Crown Spa's Aqua Retreat can be enjoyed to enhance any of the spa's exclusive treatments or as an experience on its own.

The Aqua Retreat experience is available on a complimentary basis with all treatments of an hour or longer.

#### **Aqua Retreat Access**

Access to men's or women's hammam steam room, vitality pool and Swiss rain shower with body jets.

\$65.00

#### **Aqua Retreat Tasting Plate**

Includes access to wet areas and 6 La Prairie mini face and body products.

\$90.00

#### **Aqua Retreat and Pool Access**

Includes all day access to wet areas, Crown Spa's swimming pool and relaxation deck.

\$125.00



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### Treatments

All treatments that are one hour or longer include complimentary valet parking.

Innovative treatments with La Prairie products can be customised to achieve astounding results. La Prairie has an unwavering commitment to excellence, luxury and the science of skincare.

### Facials

#### **White Caviar Illuminating Facial – Exclusive to Crown Spa**

The White Caviar Illuminating Facial (\$275.00) is exclusively available at Crown Spa. This unique one and a half hour facial brightens and tightens the skin at the same time revealing a brighter, clearer complexion free of future age spots and pigmentation. This exclusive facial offers both a luxurious experience and visible results.

One hour, 30 minutes

\$275.00

#### **Platinum Rare Facial**

This indulgent facial is the ultimate beauty treatment. Two therapists perform this treatment that pampers from head to toe. Pure platinum is used to restore balance and a sense of wellbeing. Using the high performance Platinum Collection by La Prairie, the facial also includes cellular cream, serum and Platinum Rare eye cream. The result is skin that is re-energised, hydrated and glowing.

One hour, 30 minutes

\$450.00

#### **Caviar Lift Facial**

This lifting facial instantly firms the skin, giving it a youthful, radiant tone and texture. A face and eye massage enhanced with caviar pearls, along with a Cellular Hydralift firming mask transforms every complexion.

One hour, 30 minutes

\$265.00

#### **Pure Gold Radiance Facial**

A golden drop of La Prairie's Cellular Radiance Concentrate Pure Gold visibly lifts, firms and brightens the skin. Gentle heat and specially selected masks help to enhance the penetration of precious Pure Gold serum, leaving the skin vibrant and smooth.

One hour, 30 minutes

\$305.00



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### **Cellular Anti-Ageing Facial**

This luxurious treatment refines and renews the skin by addressing the signs of premature ageing. Using La Prairie's breakthrough technology, anti-ageing products work to reduce pore size and appearance and smooth lines and wrinkles.

One hour, 30 minutes

\$255.00

### **Cellular Hydrating Facial**

To achieve dramatic results with stressed and fatigued skin, a hydrating treatment works best. This intensive facial treatment combines energising masks and massages along with the added cell-revitalising benefits of La Prairie's uniquely empowering Cellular Power Infusion.

One hour

\$190.00

### **Massage**

All massages aim to restore, reinvigorate and enliven.

#### **Relaxation**

A soothing massage helps both the body and mind unwind, resulting in a deep sense of calm.

30 minutes

\$95.00

One hour

\$155.00

One hour, 30 minutes

\$215.00

#### **Deep Tissue**

A highly skilled therapist applies pressure to loosen tight muscles and focus on areas of high tension.

One hour

\$180.00

#### **Therapeutic**

A firm but relaxing massage to ease stress, improve circulation and release toxins from the body.

One hour

\$180.00

#### **Pregnancy**

Mothers-to-be will enjoy a revitalising and strengthening massage that addresses tired feet and aching back and legs.

One hour

\$180.00



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### **Reflexology**

Reflexology uses a specialised trigger point massage to stimulate the body and mind.

One hour

\$155.00

### **Hot Stone**

Smooth, volcanic stones allow a deeper level of relaxation.

One hour, 30 minutes

\$280.00

### **Indulgent Suite Celebration Packages**

For the ultimate Crown Spa experience, the spa's two indulgence suites offer celebration packages. Customised packages can also be tailored for special occasions.

#### **The Crown Spa Ultimate Celebration Package**

This package may be enjoyed by one or two guests and includes a Pure Gold Radiance facial, a massage, spa cuisine, manicure and pedicure as well as hair wash and blow wave. This ultimate treatment includes complimentary access to the Aqua Retreat.

6 hours

\$850.00 per person

#### **The Celebration Package**

This package includes a one hour relaxation massage and Cellular Hydrating facial. Renowned for its most dramatic results for stressed and fatigued skin, the Celebration package induces a feeling of deep calm, relaxation and balance. This experience includes complimentary access to the Aqua Retreat.

Two hours, 30 minutes.

\$395.00 per person

#### **Salon Styling Package**

This three hours of pampering includes access to the Aqua Retreat, a manicure and pedicure as well as hair wash and blow wave.

Three hours

\$350.00



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Guests may choose to upgrade or add any of the following experiences or services to their visit to Crown Spa.

Deluxe Suite	\$50.00
Indulgence Suite	\$100.00
Wash and dry off	\$60.00
Blow wave	from \$75.00
Spa cuisine	\$65.00

Crown Spa's salon offers hairstyling for women, men (including beard trim) and children (blow wave, hair up, creative styling and colour from \$75.00) and hair treatment services as well as nail care, waxing, tinting and make up application.

Bookings may be made by contacting Crown Spa on +61 3 9292 6182, by visiting [crownspa.com.au](http://crownspa.com.au) or by emailing [crownspa@crowntowers.com.au](mailto:crownspa@crowntowers.com.au).

In summary, Crown Spa is the ultimate tranquil oasis in which to re-charge, relax and unwind.

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