

Press Release

MiraSpa Launches The Refinery Treatment Line, Exclusively for Men

15 March 2013 – MiraSpa, a modern haven for rejuvenation and beauty of The Mira Hong Kong, becomes the first hotel spa to launch **new treatment line designed exclusively for men** utilizing a range of naturally active skincare products by The Refinery – London’s leading one stop shop for men’s grooming - and technology delivered by renowned UK spa brand Aromatherapy Associates.

Driving on an increasing demand among local day spa male clientele and hotel’s tech and style savvy male business and leisure travelers, MiraSpa launched 3 new treatments harnessing the power of **The Refinery Skincare Collection** which combines cutting edge technology with the force of the finest quality ingredients and highly concentrated essential oils and plant extracts. Among them **The Refinery Power Lift Facial** additionally synergizes electrical micro-currents from revolutionary ARL machines by Aromatherapy Associates, placing MiraSpa at the forefront of highly competitive market. New addition to MiraSpa’s innovative menu created with men in mind is poised to complete the spectrum of facial treatments delivering staggering results.

THE REFINERY ESSENTIAL FACIAL (60min)

When time is short and you need to look your best, this deep cleansing and brightening facial, will leave your skin looking clean and luminous. The results are a clear, clean and bright complexion, full of health and vitality.

Weekdays HK\$880 | Weekend HK\$920

THE REFINERY ULTIMATE FACE AND BODY TREATMENT (90min)

Achieve a heightened state of relaxation and well-being. Begin your experience with a back cleanse and exfoliation that refreshes the skin. Continue the journey with a stress relieving back massage and therapeutic Ayurvedic scalp massage to pinpoint areas of tension, bringing relief to tired or aching muscles. Then enjoy a deep cleansing facial using an exotic blend of the finest essential oils and effective natural botanicals unique to the Refinery range, whilst rebalancing your skin, leaving it bright, supple and refreshed.

Weekdays HK\$1,250 | Weekend HK\$1,350

THE REFINERY POWER LIFT FACIAL (90min)

A thorough and results-driven facial utilizing ARL machine’s ‘galvanic and micro-current’ to increase the power of the active products and stimulate the skin at the deepest level. Following a lymphatic drainage to detoxify facial muscles are lifted and toned and skin is boosted and hydrated, smoothing fine lines and wrinkles. A pressure point massage is carried out on the neck and shoulder area to aid relaxation.

Weekdays HK\$1,370 | Weekend HK\$1,470

To celebrate the launch of a new range MiraSpa designed exclusive “be the first to try” time-limited offer: book either **The Refinery Ultimate Face and Body Treatment** or **The Refinery Power Lift Facial** before 30 April and receive a **complimentary De-stress Back, Neck and Shoulder Massage** to be enjoyed anytime within one-month from your treatment.

MiraSpa is open from 9am to 11pm, advance bookings are highly recommended.
Contact MiraSpa on 2315 5500 or miraspa@themirahotel.com

About Aromatherapy Associates

In 1985, Aromatherapy Associates was established to share the benefits of aromatherapy through a range of therapeutic-grade products and treatments. The company has continued to develop and expand, and its products are now sold at exclusive hotels, spas and retail outlets in over 30 countries worldwide. With experience in spas, therapy, product development and retail, Aromatherapy Associates understands spa from every angle, and develops therapist-inspired natural products that are as effective as they are luxurious. In 2011, Aromatherapy Associates won three of the industry's leading awards: "Most Popular Spa Product Brand of the Year" at the SpaChina Summit 2011, Product Supplier of the Year at The Crystal Awards Asia Pacific 2011, and "Spa Product Line of the Year" at the AsiaSpa Awards 2011.

About MiraSpa

MiraSpa is an award-winning 21st century metropolitan spa combining contemporary, Western design, with stylish, warming touches that deliver a sense of wellbeing and subtle stimulation. The 18,000-square-foot retreat comprises of a spa zone, wellness, and beauty facilities featuring a stunning, 25-metre indoor infinity-edge pool and jacuzzi, immediately immersing guests in an environment of absolute tranquility and pampering that includes a wet zone with sauna, steam, whirlpool, experience showers, waterbed lounge and nine spacious treatment rooms: seven Spa Suites with private washroom and shower, and two VIP Spa Suites with private sunken whirlpool bath, relaxation area, steam shower and vanity area for the ultimate exclusive spa experience. The oval-shaped Aura Room with soothing coloured light feature induces restful sleep.

Treatments incorporate innovative technology to yield maximum results via exclusive product ranges that showcase a unique apothecary concept of blending ingredients to suit individual needs. Complete customization enables guests to set the mood for their MiraSpa experience in terms of style of music, lighting and treatment combinations. Packages allow guests to pick and choose a personalized combination of therapies.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free, design hotel with a total of 492 guest rooms, including a collection of 56 suites and specialty suites, which is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district. Overlooking the lush Kowloon Park and a close walk to the local underground, railway stations and the Star Ferry, the hotel easily connects to all parts of the vibrant metropolis.

The Mira Hong Kong is a member of Design Hotels™, HIP Hotels, Tablet Hotels, Kiwi Collection, Minimo Hotels and The Chic Collection.

www.themirahotel.com



Specifically formulated for men's skincare requirements, The Refinery Collection has been perfected to include nine re-formulated products with balancing and healing ingredients



Stimulating botanicals are further enhanced by revolutionary micro-currents assisting with lymphatic drainage and lifting



Using a sophisticated micro-current machine in combination with active products MiraSpa delivers “ultimate” in facial therapies

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For media enquiries or additional images, please contact:

Agnes Ma

Marketing Manager | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5574 (direct) | Fax +852 2369 0972
agnes.ma@miramar-group.com

Jakub Lewandowski

Assistant Public Relations Manager | The Mira Hong Kong
Tel +852 2368 1111 | Tel +852 2315 5181 (direct) | Fax +852 2369 0972
jakub@themirahotel.com