



LOEWS

SANTA MONICA BEACH
HOTEL

HOLLYWOOD'S BEST KEPT SECRET TO GORGEOUS SKIN DEBUTS AT OCEAN SPA & FITNESS

Ocean Spa becomes Santa Monica's only spa to offer exclusive Oxygen-Infused Spa Treatments

LOS ANGELES (June 23, 2010) – Recently named one of the “Best Hotel Spas” by readers of *Conde Nast Traveler*, Ocean Spa & Fitness proudly introduces **oxygen-infused spa treatments**. Favored by Madonna, Eva Longoria and Justin Timberlake, oxygen spa services are the only treatments in the world to produce immediate, medical-grade results without invasive injections or chemicals.

Offered through **Intracutaneous Oxygen Infusion** skincare treatments, the services use pressurized oxygen to deliver a unique moisture binding serum to deeper layers of the skin. With just one treatment, skin is visibly and undeniably younger, wrinkles are dramatically reduced and lines are lifted without injections.

Ocean Spa & Fitness will offer the full range of treatments and take-home products, including:

- **Rejuvenate Oxygen Infusion:** Deeply hydrates skin with a noticeable reduction in fine lines and wrinkles plus a visible lift. Results are instant but will continue to improve. 50m \$195
- **Opulence Oxygen Infusion:** Treats the cause of uneven skin tone through super concentrated vitamin C and natural plant extracts. 50m \$195
- **Atoxylene Infusion:** A “must-have” addition before any event, Atoxylene serum refines the forehead, softens eye contour and immediately plumps and smoothes lips. 15m \$85
- **Age-Defying Infusion:** Features choice of Rejuvenate or Opulence Infusion plus Atoxylene serum to refine the eye contour area while lips are plumped and hydrated... naturally. 80m \$275
- **Ultimate Radiance Infusion:** All the benefits of the Rejuvenate Infusion and Atoxylene plus a radiance revealing combination of botanical skin brighteners and super concentrated vitamin C. 110m \$450
- **Oxygen Inhalation:** An a la carte oxygen inhalation boost added to any spa service. \$30

Designed and managed by Plus One Health Management, **Ocean Spa & Fitness** underwent a complete transformation in 2009. Eco-friendly design elements include Ecoresin panels made from 40-percent post-industrial recycled resin, Armstrong sustainable ceiling tiles, reclaimed-wood furniture pieces, Mondo recycled rubber floors and Shaw carpet with Cradle to Cradle Certification. An expansive fitness center features state-of-the-art cardio equipment with iPod docking stations and personal televisions. A group fitness studio offers a variety of classes, including yoga, spinning, dance, mat Pilates and body sculpting.

Additional spa amenities include spa manicures and pedicures, full-service hair salon with Blow's self-titled hair care line and proprietary “blow out” services, expansive retail boutique, comfortable men's and women's lounges with dry saunas and eucalyptus steam rooms, personalized fitness programs, nutritional

coaching and educational seminars. For more information, please call Ocean Spa at 310-899-4040 or visit www.loewshotels.com/santamonica.

About Loews Santa Monica Beach Hotel:

Loews Santa Monica Beach Hotel recently completed a multi-million dollar renovation and remodeling venture. The top-to-bottom makeover brings exquisitely-restored marble floors, a beautifully reconceived lobby and a transformed oceanfront pool deck with oversized loungers and sleek cabanas that can be enjoyed while soaking up a magnificent sunset. Additional hotel features include 342 spacious guestrooms and suites, two restaurants and lounges and immediate proximity to Santa Monica's premier attractions. For reservations or more information, call 310-458-6700 or check www.loewshotels.com.

About Intraceuticals Infusions:

The Intraceuticals Infusions cutting-edge technology sprung from extensive scientific research at leading universities in Australia. Used worldwide in medical offices to treat and visibly improve common skin problems such as acne, rosacea, premature aging and severely dry skin, Intraceuticals Infusion technology is used as an adjunct and catalyst of cosmetic lasers, surgical procedures and professional treatments such as micro-dermabrasion.

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