

Elemis

PRESS INFORMATION

MARCH 2009



British Airways and **Elemis** continue their successful 5 year agreement, providing Club World on-board amenities and operating **Elemis Travel Spas** within British Airways arrivals and departure lounges at Heathrow's Terminal 5 and New York's JFK. Elemis are proud to announce that the Elemis Travel Spa treats an astounding **4000 passengers per month** and have received **96% passenger satisfaction** which is fantastic news. This proves passengers really do receive maximum benefits in minimum time.

NEW Elemis Amenities Collection is now on-board. The new bag designs are inspired by a 'Saville Row' theme with the first in the collection being navy blue 'suit-like' pin-stripe which is sophisticated and smart. Inside you will discover a new collection of professional skincare travel products including the Pro-Collagen Hand and Nail Cream and Lavender Facial Mist. Also, available to buy on-board is the **NEW Elemis Pro-Collagen Collection** anti-ageing kit within the **Highlife Shop Magazine** and online at www.highlifesshop.com from January 2009 containing Pro-Collagen Marine Cream 30ml, Pro-Collagen Quartz Lift Mask 15ml, Pro-Collagen Oxygenating Night Cream 15ml and Pro-Collagen Eye Renewal 5ml for just **£45.00** – affordable luxury at 35,000 ft

British Airways In-Flight Amenities

Since November 3rd 2008, passengers receive the new Elemis 4 step programme, utilising selected products from the range to ensure skin is **renewed, revived** and **rehydrated** during a long-haul flight.

NEW Elemis Lavender Facial Mist

Exclusively created, this facial mist instantly refreshes and rehydrates your skin without the use of alcohol. Lavender, known for its ability to help you relax, is perfect for a long-haul flight.

Elemis Pro-Collagen Marine Cream

Three years in development and clinically proven, this revolutionary anti-ageing cream uses Padina Pavonica extract to help improve hydration, suppleness, firmness and elasticity. For a smoother, more toned complexion.

Elemis Lip Revive

Keep lips soft and in perfect condition with this Peppermint lip balm formulated with nourishing Olive and Beeswax to re-moisturise dry lips when they are at their most dehydrated by the cabin environment.

NEW Elemis Pro-Collagen Hand & Nail Cream

This advanced anti-ageing hand and nail cream has been added to the amenities as hands are susceptible to dehydration. Smooth on this cream whenever you need it to keep hands moisturised and supple.



Elemis Operates British Airways Travel Spas in Heathrow T5 and JFK New York

Elemis offers complimentary spa treatments to British Airways First Class, Club World and Gold Executive Club members on long-haul flights flying from or to Heathrow's Terminal 5 and JFK New York.



Elemis Travel Spa, T5

Elemis Exclusive Travel Spa-Therapies

Industry expert, **Noella Gabriel, Elemis Director of Treatment and Product Development** has spent a year developing exclusively designed British Airways Travel spa-therapy treatments for men and women, creating a two tiered menu.

The departure offering aids sleep and relaxation, calming customers so that their on-board experience is enhanced, and on arrival, treatments will re-awaken, energise and uplift the passenger post flight.

Customers enjoy a 15-minute well-being treatment on a state-of-the-art Intelligent Massage Chair at the experienced hands of an Elemis therapist.

Elemis Operates British Airways travel Spas in the NEW Heathrow Terminal 5

In March 2008, three NEW luxury spa facilities launched at the British Airways Terminal 5 Lounges, Heathrow Airport. Designed by exclusive London consultants, Davies + Baron, in co-operation with British Airways and **Elemis Director of Marketing, Oriele Frank**, the spas opened their doors to reveal three state-of-the-art travel spa facilities in a pioneering spa destination environment. The T5 operation consists of a 1442sq ft Arrivals Spa, a 1410sq ft Departures Spa in Terminal A and an 871 sq ft Departures Spa in Terminal B.

Davies + Baron have designed a calming environment using controlled ever-changing coloured lighting, natural materials such as wood and slate, combined with a warm soothing colour palette to create a relaxing atmosphere that will appeal to both men and women alike. Layers of fabric create depth and privacy around the treatment areas, whilst permitting a discreet glimpse inside, in contrast to the other finishes and materials.

Cocooned within Elemis Travel SpaPod treatment rooms, already pioneered in selected Harvey Nichols, John Lewis and Debenhams stores, as well as Nordstrom stores across the USA and New York's Bergdorf Goodman, passengers can expect to receive **maximum results in minimum time**.



Séan Harrington, Managing Director of Elemis, comments:

"Elemis is very proud to be working with British Airways. The synergy of the two British brands is exceptional, providing high standards of product offering, service and customer care in a therapeutic environment, whether on-board or in the airport lounges. We are excited to have developed a totally unique spa travel offering that will ensure that, in the potentially stressful environment of international travel, there is still a little time to relax and de-stress."

Finola Lehane, British Airways' Brand and Service Development Manager, says:

"We're delighted to welcome Elemis as our spa provider. Our customers will benefit from Elemis' extensive experience in producing top-quality skincare, both through treatments in the British Airways lounges and on-board via the amenity kits. Our two brands are synonymous with quality and luxury, and we anticipate that our customers will be delighted with the new spa and amenity products."

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