

Elemis

PRESS INFORMATION

2007



British Airways announces 5 year agreement with luxury British spa and skincare brand Elemis, to provide Club World onboard amenities and operate Elemis Travel Spas within British Airways arrivals and departure lounges at Heathrow and New York's JFK.

British Airways and Elemis are delighted to announce an exciting new 5 year agreement between the two UK brands.

Elemis has over 17 years of experience within the professional spa environment and a renowned reputation for delivering serious spa-therapies and skincare products to over 5.7 million people a year.

Located in over 45 countries and 1200 luxury spa locations worldwide, including the award winning Elemis day-spas in London, Miami and Hong Kong, Elemis is a product with true integrity and vision. Dynamic, results-driven professional treatments and products are developed and formulated with powerful natural actives, combined with dedicated research and clinical efficacy trials.



British Airways In-Flight Amenities

The first phase of activity will commence in October 2007 with the worldwide launch of in-flight amenity kits produced by **Elemis** which are complimentary on-board all **British Airways'** Club World cabins.

Elemis has devised a simple 4 step programme, utilising selected products from the range to ensure skin is **renewed, revived** and **rehydrated** during the flight.



Elemis Rehydrating Ginseng Skin Tonic

Freshen and cleanse the skin with this revitalising facial wipe. Formulated with extracts of Korean Ginseng, Quillaja Wood and Sweet Betty Flower to tone, rebalance and nourish, leaving skin rehydrated and radiant.

Elemis Pro-Collagen Marine Cream

Taking three years to develop, this revolutionary anti-ageing cream uses Padina Pavonica extract to help improve hydration, suppleness, firmness and elasticity.

Elemis Lip Revive

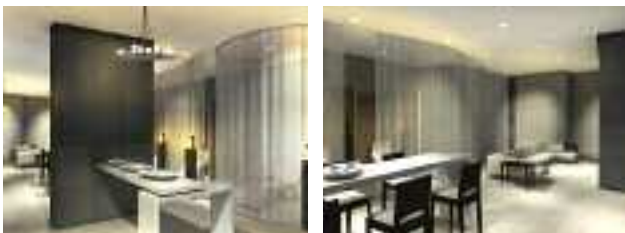
Keep lips soft and in perfect condition with this lip balm formulated with nourishing Olive, Beeswax and Peppermint to remoisturise dry lips.

Elemis Eyes-Awake Recovery Gel

This recovery gel has been formulated with aromatic water of Cornflower and soothing extracts of Chamomile and Mallow to revive tired eyes and provide relief from dehydrating air travel.

Elemis operated British Airways Travel Spas in Terminal 1, Terminal 4 Heathrow and JFK New York

During October 2007, Elemis will launch into five of the existing British Airways Travel Spas at Heathrow T1 (arrivals and departures), T4 (arrivals and departures) and John F Kennedy, New York, USA T7 (departures) offering complimentary spa treatments to British Airways First Class, Club World and Gold Executive Club members on long haul flights.



Artist impression - subject to change

Elemis operated British Airways Travel Spas in the NEW Heathrow Terminal 5

In March 2008, three NEW luxury spa facilities will launch at the British Airways Terminal 5 Lounges, Heathrow Airport. Exclusively designed by London consultants Davies + Baron in co-operation with British Airways and **Elemis Marketing Director Oriole Frank**, the spas will open their doors to reveal three state-of-the-art travel spa facilities in a pioneering spa destination environment. The T5 operation will consist of a 1442 sq ft Arrivals Spa, a 1410 sq 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 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 will 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 SpaPods, 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.

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 will aid 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 will be able to enjoy a 15-minute well-being treatment on a state-of-the-art Intelligent Massage Chair at the experienced hands of an Elemis therapist.



Harvey Nichols SpaPod

Séan Harrington, Managing Director of Elemis, comments:

"Elemis is exceptionally 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 onboard, 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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