

# The Elemis Story

**Elemis**

*Aromapure*

PRO-COLLAGEN  
MARINE CREAM

ANTI-AGEING

It started with a tiny seed in 1990 and soon flourished into a premium brand of aromatherapy lifestyle products sold in professional environments throughout the United Kingdom. The philosophy was pure and simple: create a premium, lifestyle brand that would use the purest and most powerful ingredients from nature to help restore and heal the skin. With a dream to push the boundaries of the spa industry, Elemis began researching the philosophies and techniques from ten ancient cultures around the world. Enjoying the exotic touches that make the spa experience in Asia so utterly luxurious, the Elemis philosophy expanded and the dream was defined... to create a spa experience in which the six senses of sight, sound, smell, touch, taste and perception are lavished beyond belief. The Elemis Spa experience was to be like a journey to a Sensory Heaven. Noella Gabriel, UK Director of Treatment Development, spent three years researching and internalizing the different touches until she created a menu in which twenty four treatments are presented in ritual form. The Elemis vision was realized fully with the opening of the Elemis day-spa in Mayfair, London in 2001. A show case for the newly launched Elemis spa-therapy menu, the day-spa was to be a temple of touch and aroma which echoed of ten exotic cultures through sensuous interiors. The Elemis day-spa in Mayfair, London has been recognized for its innovative approach to spa-therapies and it is in this vein that we wish to continue with the Elemis Spa in Miami. Evolving the concept of touch and aroma even further, we present to you a spa which is unique in its flavor and promises to be an exotic and sumptuous experience. Indulgence heals. So indulge.



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