

NEW In-Room Wellbeing Experiences

Launching July 2020

Over lockdown, wellbeing has significantly grown in importance to consumers. Aromatherapy Associates own online business has seen a 480% increase in sales as consumers look to pure essential oils to support them, in April google saw the most searches for 'help to sleep' than ever before, with stress and anxiety not far behind. This has accelerated the upward trend for Aromatherapy that we have seen over the last 2 years. We know consumers will be looking to continue this journey as the spa and hotel industry starts to re-open, however there will be varying degrees of comfort regarding touch treatments.

As the World's Best Aromatherapy Brand*, we have listened to consumers and will lead the way with a set of new additions to the spa treatment menu, the 'In-Room Wellbeing Experiences'.

These next generation treatments have been expertly crafted to ensure that hotel guests who are still nervous about venturing into the spa are still able to experience the luxury of a professional wellbeing experience, whilst staying at our associate's properties.

"We know that our spas have done a magnificent job at ensuring their guests feel safe to return through their doors. But we also understand that there may be a few that are still reluctant to venture as far as the spa. So, these In-Room Experiences are a natural progression in our spa treatment portfolio"

Christina Salcedas, Global Director of Education and Wellbeing

The innovative and thoughtful collection of treatments is centred on the key needs consumers are facing today, comprising of;



A Moment of Restful Sleep – Preparing you for undisturbed, restorative sleep with the perfect bedtime routine.

A Moment of Calm & De-Stress to calm an overanxious mind and relax tense muscles.



A Moment of Recharge & Revive to recharge you mind and revive your skin with our total body self-care experience.

A Moment to Ground & Restore for when you are feeling overwhelmed by modern life, the Forest Therapy grounding and restorative experience will reconnect you with the healing powers of nature.



Each of the treatments are designed by our spa experts to bring the knowledge and expert advice you would get in the spa, into a truly luxurious wellbeing experience in your room. Containing up to five products, beautifully presented alongside a beverage and how-to guide (video or a single use print out), your consumer will feel wholly reset, mind, body and spirit. The products are theirs to keep in a beautiful Aromatherapy Associates gift box, which they can take home to continue their wellbeing journey with a new set of knowledge and memories.

To book your In-Room Wellbeing Experience, you will need to contact the spa team who will book in a time of delivery and clear guidelines to use the products. They will also show you the wellbeing techniques to enhance the use of the products, such as breathing exercises



and body scanning, all of which is also available on the video or print out. Your consumer can choose as much or as little contact as they desire.

We are thrilled to have partnered with a long-standing associate, Coworth Park, in the filming of the treatments and the launch of this wellbeing experience.

"Self-care is important for our mental, emotional and physical health and well-being. The In-Room spa experiences that we are proud to launch in partnership with Aromatherapy Associates allow our guests to unwind in the privacy of their hotel room within the tranquillity of the countryside estate"

Teresa O'Farrell, Coworth Park - Spa Director

"This takes the spa to the next level, bringing our knowledge and treatments into the digital arena offering significant added value to your consumers and also to the spas revenue stream."

Anna Teal, Chief Executive Officer at Aromatherapy Associates

Price: Range between £113 - £199 and €143 - €250

Stockists: Coworth Park, Mandarin Oriental London, Galgorm, Calcot Spa

Availability: From July 2020

For more information please contact: csalcedas@aromatherapyassociates.com

*As voted by the World Spa Awards 2019, 2018 & 2017.