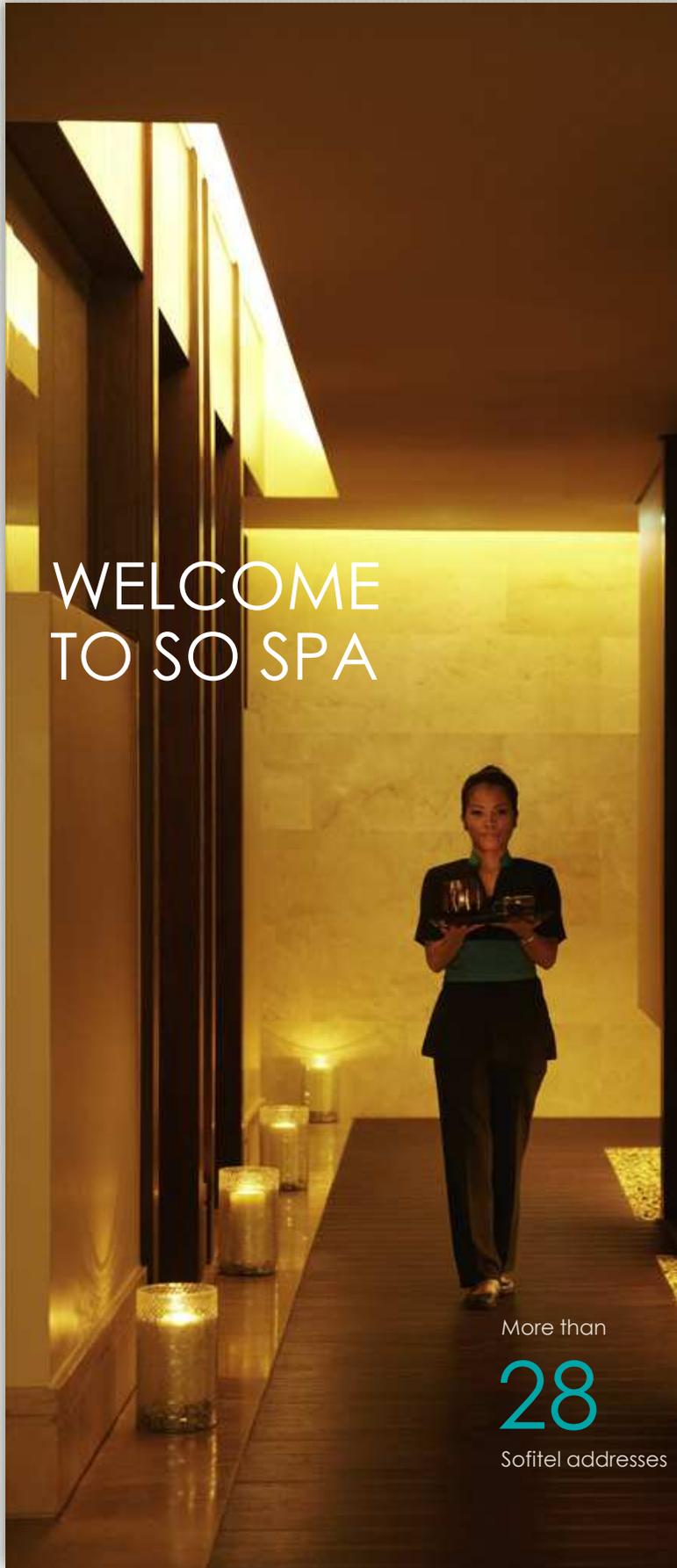




PRESS KIT

JANUARY 2014



WELCOME
TO SO SPA

More than
28
Sofitel addresses



Sofitel's unique So SPA concept is the ultimate spa experience for total wellbeing of the body and mind, harmoniously combining rejuvenating world traditions with therapies and treatments using the latest in French cosmetology.

So SPA is the perfect example of Sofitel Luxury Hotel's artful blending of French art de vivre with the best of local cultural refinement, at prestigious addresses around the world.

Featured at more than 28 Sofitel addresses around the world, with multiple new locations underway, So SPA is an oasis dedicated to tranquillity, a haven where guests come to replenish and refresh..

An oasis
dedicated
to tranquillity

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THE SO SPA TOUCH

A GOURMET MENU OF WELLBEING

So SPA treatments are presented like the menu of a French gourmet restaurant, drawing on the French gastronomic expertise that Sofitel is renowned for. Guests can choose from an “a la carte selection”:

30-minute ‘starters’ for busy city dwellers seeking respite from a busy day, or hour-long ‘main courses’ and ‘desserts,’ which include body massages, facials, hot stone treatments, and other worldwide or local traditional massages that nourish the body and soul.

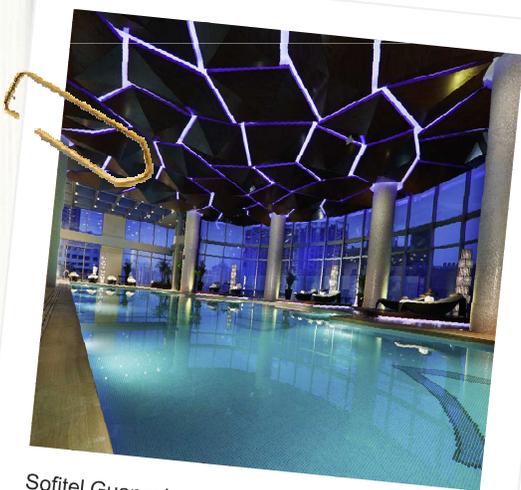
Sofitel designed the original menu concept to bring a touch of fantasy and an air of creativity to the typical spa list of treatments. Seeing similarities between spa vocabulary and that of a restaurant, Sofitel’s spa experts decided to offer beauty “recipes” to guests, breaking the traditional spa codes and offering a personalized, creative experience.

A DISTINCT APPROACH TO PERSONALIZED LUXURY

Sofitel brings its celebrated personalized luxury approach to So SPA, offering guests the finest experience. Sofitel teams propose treatments to complement guests’ plans for the day, or for the remainder of their stay. Business traveller looking to unwind? A couple taking a voyage à deux and looking for some relaxing treatments? An individual looking to energize? Whatever the guest’s plans, So SPA is there.

Another So SPA feature, guests’ treatments are planned according to “spa time”, or the amount of time the guest has available. From shorter “starters” to longer “main course” or “dessert” treatments, each guest can benefit from luxurious So SPA options, no matter how much or how little time they have available.

So SPA also uniquely presents a “spa butler” at each of its locations. On hand to ensure personalized and luxurious service throughout, the spa butler receives each guest and completes a check-in to evaluate his or her individual needs. Based on the information derived during the check-in, the spa butler tailors the guest’s experience with particulars including exclusively composed So SPA music to fit the mood and treatment, in-room aromatherapy oils and scents, to the room temperature and post-treatment teas, guiding guests the whole way in their spa journey.



Sofitel Guangzhou Sunrich - China

AN UNPARALLELED DEDICATION TO WELL-BEING

EXCLUSIVE SPACES FOR WELLBEING

Meeting and socializing is central to the So SPA experience, with spa-goers gathering pre- or post-treatment at communal spaces such as socializing patios, indoor and outdoor relaxation lounges, discovery cosmetic bars, nail and foot lounges, MyBed Spas, hammams and more. For those looking to achieve inner zen, these social areas are complemented by deep relaxation rooms, which exude an atmosphere of calm and tranquility.

SO SPA SIGNATURE TREATMENTS

So SPA has designed two of its own signature treatments, the **So Exhilarating body massage** and the **So Rejuvenating facial**. These treatments have been specially crafted with music and fragrances, and combined with a post-treatment tea service in the soothing surroundings of the relaxation lounge to enhance the experience for optimal comfort and perfect relaxation.

AN UNPARALLELED DEDICATION TO WELL-BEING

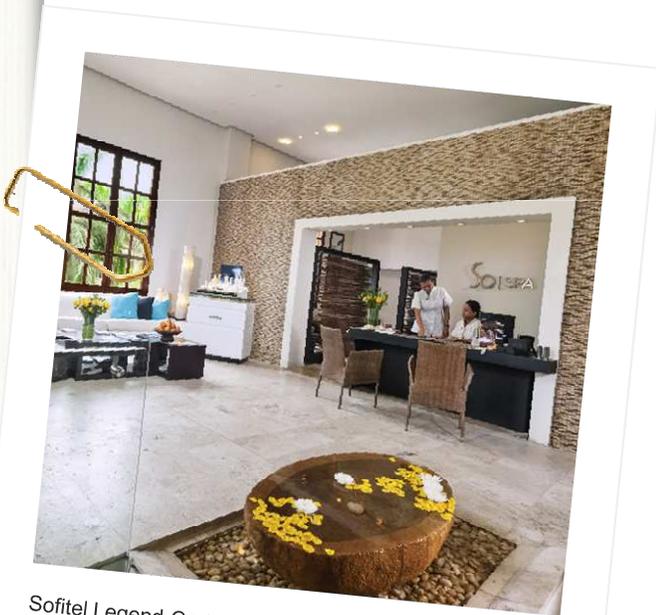
HARMONIOUSLY COMBINING FRENCH ELEGANCE AND LOCAL TRADITION

So SPA offers the ultimate French spa experience, blended with local well-being traditions.

For example **So SPA Montevideo** offers the perfect fusion of the most beautiful Latin America ancestral traditions with the inspiration, elegance and refinement of French savoir-faire. Treatments developed specially for Montevideo include the starter Energizing Amethyst Tradition (exfoliation and hydration with amethyst cream, featuring a neurosensory massage), main course Mate Tradition Pachamama Inspiration (a stimulation of the senses with lemon verbena and linden oil, finishing with a facial and body massage with yerba cream and Uruguayan mates), and dessert 1921 Ceremony Ritual (a relaxing foot massage in a wooden bowl, a body exfoliation with grape seeds and a hydration, featuring a bio-repairing facial mask).

So SPA Mauritius works with the prestigious brand THÉMAÉ. The THÉMAÉ name signifies in Japanese "tea ceremony" and reveals a wealth of sensations and pleasure, of mysteries and revelation of the four teas, as tea is a source of inspiration that creates delicate, refined beauty. Exclusive treatments include So Mauritius Signatures the 4 Teas Ceremony (an all-over treatment combining body massage with a hydrating facial treatment), and Original "Bois Chéri" (an intensive anti-aging facial treatment incorporating tea from Bois Chéri local teal plantation) or the natural lifting treatment by Céline Claret Coquet.

At **So SPA Cartagena**, guests explore a new kind of spa experience with a wide range of surprisingly poetic treatments. Exclusive treatments at this So SPA include the starter Colombian White Gold Scrub Experience (using the Manauere therapeutic salts, indulging skin with coconut milk and lemongrass essential oils), main dish Divine Warm Herbs Ritual (an exclusive face and body massage with warm herbal sachet pads to deeply relax the senses and unblock energy), and dessert Hot Chocolate or Colombian Coffee Body Wrap Massage (chocolate for a sensorial happy experience or coffee for an energizing and reinvigorating treatment to nourish, moisturize and hydrate the skin).



Sofitel Legend Cartagena Santa Clara - Colombia



So SPA offers the ultimate French spa experience, blended with local well-being traditions.

Sofitel Legend Old Cataract Aswan - Egypt

MARISA BERENSON, SO SPA MUSE

So SPA partners with actress and model Marisa Berenson, the So SPA muse. Enhancing So SPA's philosophy of wellbeing with her natural and holistic approach to beauty, Marisa has created a range of cosmetics and beauty treatments exclusively for Sofitel inspired by her own personal beauty rituals.

Nicknamed the "it girl" of the 70s by Yves Saint Laurent, the former model and actress is a natural ambassador for So SPA. Recognizing the importance of "beauty inside and out", Marisa Berenson is committed to a lifestyle combining meditation, yoga, healthy eating and natural beauty rituals, making her the perfect candidate for this role.

A SO SPA COLLABORATION

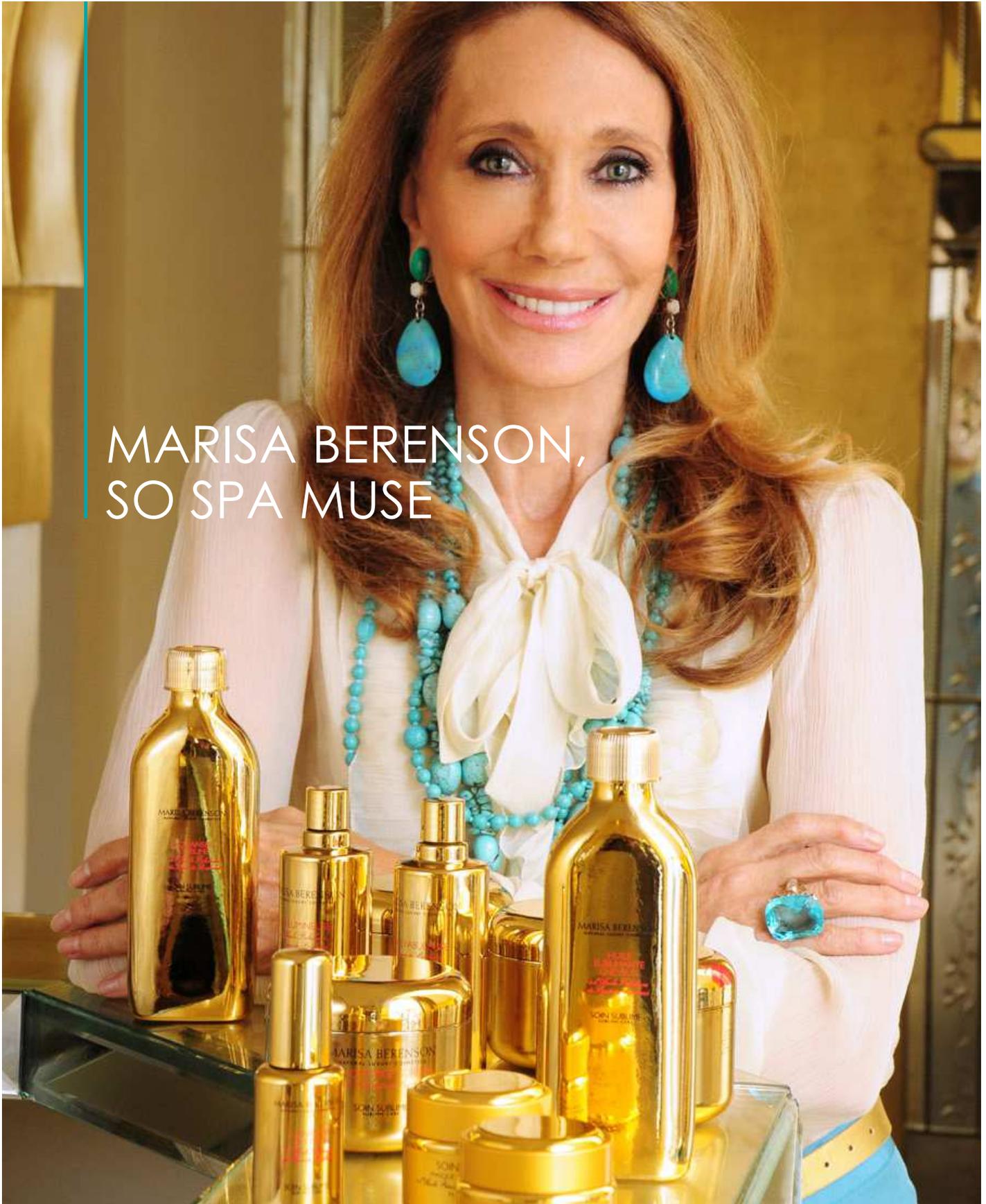
With a passion for beauty and wellness, Marisa developed a new range of products exclusively for Sofitel. Marisa's Natural Luxury Cosmetics are based on her signature 'Fabulous Oil', an oil based on the barberry fig, a cactus flower which blooms just once per year, also known as prickly pear. The oil's hydrating, protective and regenerative properties make it an excellent natural anti-ageing product. Rich in antioxidants, flavonoids and major oligoelements (selenium, zinc, copper, magnesium, calcium), it slows cell ageing and stimulates renewal, reducing wrinkle depth, sagging and bags under the eyes. The 100% natural, silicone and paraben free products include three serums for the hair, six for the face and six for the body and are sold in gold plated bottles.

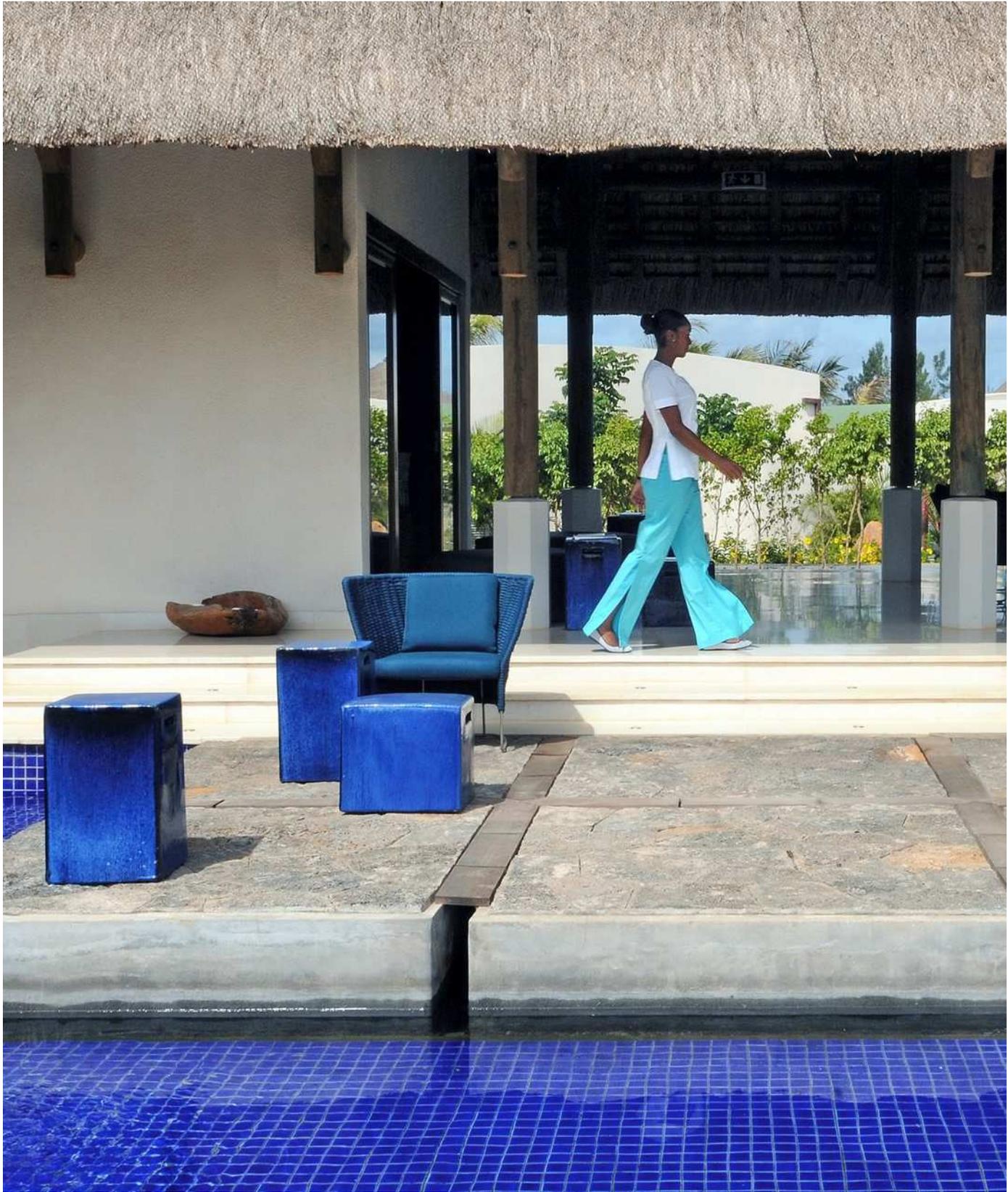
Marisa's signature treatment, 'Soin Sublime' is based on 'Fabulous Oil' and is available at several So SPAs in Morocco, Marseilles, Dubai, London and more.



"Fabulous Oil"

MARISA BERENSON,
SO SPA MUSE





Sofitel So Mauritius - Bel Ombre - Mauritius

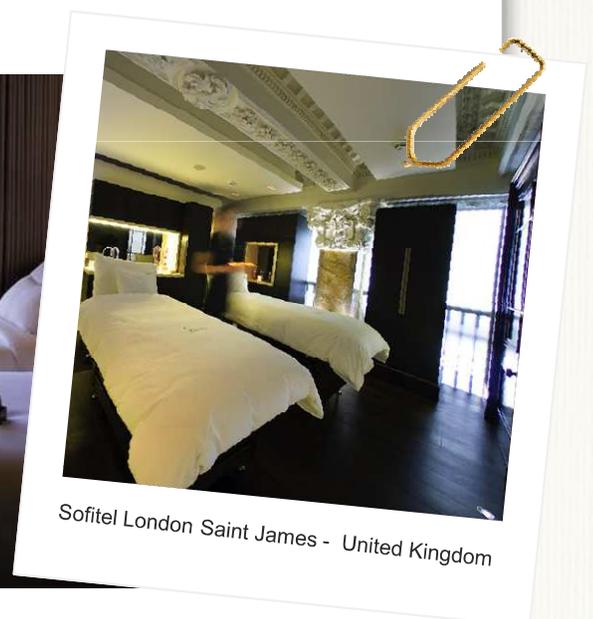
COLLABORATING WITH THE WORLD'S MOST PRESTIGIOUS BRANDS

So SPA represents an experience where different therapies from around the world meet French expertise in cosmetology through working with some of the most prestigious brands.

Sofitel has selected a portfolio of the world's most sophisticated French beauty expert brands, depending on each So SPA's individual needs and opportunities around the globe. For example, So SPA Montevideo and Colombia work with **Sisley Paris**, and So SPA Mauritius with **THÉMAÉ**. Elsewhere in the world So SPA works with **Carita** in Europe and Brazil, **Cinq Mondes** in Europe, Africa & Indian Ocean, Brazil and Thailand, **Clarins** in Morocco and Vietnam, **Gemology** in Morocco and India, and **L'Occitane** in China, Thailand and Cambodia



Sofitel So Bangkok - Thailand



Sofitel London Saint James - United Kingdom

ALL AROUND THE WORLD....



IN AMERICAS

- So SPA at Sofitel Guaruja Jequitimar, Brazil
- So SPA at Sofitel Legend Cartagena Santa Clara, Colombia
- So SPA at Sofitel Montevideo Carrasco, Uruguay

IN EUROPE...

- So SPA at Sofitel London St James, UK
- So SPA at Sofitel Marseille Vieux Port, France
- So SPA at Sofitel Munich Bayerpost, Germany
- So SPA at Sofitel Legend The Grand Amsterdam, The Netherlands
- So SPA at Sofitel Vienna Stephansdom, Austria

IN AFRICA & MIDDLE EAST...

- So SPA at Sofitel Ashgabat Oguzkent, Turkmenistan
- So SPA at Sofitel Rabat Jardin des Roses, Morocco
- So SPA at Sofitel Casablanca Tour Blanche, Morocco
- So SPA at Sofitel Marrakech Lounge & Spa, Morocco
- So SPA at Sofitel Essaouira Mogador Golf & Spa, Morocco
- So SPA at Sofitel Impérial, Mauritius
- So SPA at Sofitel So Mauritius Bel Ombre, Mauritius
- So SPA at Sofitel El Gezirah Cairo, Egypt
- So SPA at Sofitel Legend Old Cataract Aswan, Egypt
- So SPA at Sofitel Abu Dhabi Corniche, United Arab Emirates
- So SPA at Sofitel The Palm, Dubai, United Arab Emirates

IN ASIA PACIFIC...

- So SPA at Sofitel Auckland, New Zealand
- So SPA at Sofitel Macau at Ponte 16, China
- So SPA at Sofitel Guangzhou Sunrich, China
- So SPA at Sofitel Phnom Penh Phokeethra, Cambodia
- So SPA at Sofitel Angkor Phokeethra, Cambodia
- So SPA at Sofitel Mumbai, India
- So SPA at Sofitel So Bangkok, Thailand
- So SPA at Sofitel Krabi Phokeethra Golf & Spa Resort, Thailand

So | SPA
SOFITEL