

LUXURY SPA LEADS WAY IN MALE TREATMENTS

Eden Hall Reports 300% increase in Male Spa-Goers

A few years ago, the words "men" and "spa" were rarely heard together in the same sentence. But the times have changed. Recent statistics show that men account for 35% of day spa-goers and slightly under half of all resort spa customers – a massive increase of 300 % in less than 10 years. Renowned spa, Eden Day Spa at Hoar Cross Hall whose celebrity clients include **Robbie Williams, Clive Owen, Westlife, Duran Duran** is no stranger to pampering men and to meet growing demand has developed a range of services '**For Men**'.

Men's spa services are one of the fastest growing services in spa communities. Eden Day Spa recognises both men's need for spa services as well as many men's hesitation to walk into a salon full of women. Grooming, health and fitness have become hot topics for men in recent years men are now becoming aware of the need to look after their appearance health and well being and it's important the spa's reflect this.

Steve Joynes, Managing Director, of Eden Day Spa commented;

"At both Hoar Cross and Eden Day Spa we are seeing men of all ages visit us for treatments. No longer is the health spa a purely female retreat, men have been come more and more dedicated to personal health, grooming and their overall well-being. Every-one needs to de-stress and have time out !"

Gentle relaxation and beauty treatment are unfamiliar territory for the average male, but men need special care and attention too. More and more men are choosing to go to a spa to help take care of their skin once they realize that better face care can mean less ingrown hairs, blackheads and other blemishes. Eden Day Spa is careful to only use products with masculine fragrances or those that are fragrance-free.

It's extensive fitness facilities and Golf Academy with a PGA Professional 9 Hole course, driving range and practice areas makes Eden a male friendly spa. In addition, Eden Day Spa has developed a range of therapies for men which include; Elemis Deep Tissue Back Massage, Elemis Deep Tissue Muscle Massage, Elemis Ocean Wrap, Indian head massage, Reflexology, Executive hand and foot treatments.

FACIALS

Enjoy deep cleansing and exfoliation to soothe and invigorate your skin. Helpful in reducing shaving bumps and other skin irritations as well as creating an overall smoother shave. Towel wraps and pore cleansing are common.

Skin IQ Facial

Elemis Skin IQ Facial – Anti-ageing and super boosting tired, stressed skin. The ultimate skin overhaul for male skin. Active professional products with breakthrough technology recharge and energise tired skin, helping to calm irritation and minimise the signs of ageing. Protecting against the harsh, ageing effects of shaving and environmental damage, moisturisation levels are proven to increase by 38%* and elasticity by 28%* after just 1 hour.

Elemis Skin Specific Facial

The Elemis Skin Specific facials are the perfect skin maintenance facial, combining exceptional skin conditioning plant actives with unique eastern massage techniques to deeply cleanse the face, whilst renewing radiance and treating the skin.

FACIALS

Thalgo Ocean for Men

A hi-tech professional Thalgo treatment specially designed for men's needs, is based upon relaxing massage movements and the application of a purifying mask. This diffuses all the goodness of the highly energising Algue Bleue Vitale extract directly to the heart of the skin for a de-stress effect. Relaxed and recharged, your skin regains all its energy and balance.

Thalgo Re-balancing Facial

Combining pure seaweed, rich in minerals and vitamins. This treatment stabilizes and cleanses. It's anti-bacterial effect is ideal for combination and oily skin types.

BODY TREATMENTS

Relax and soothe muscles that have taken a pounding from sports and exercise. This deep massage will help injuries heal as well as prevent additional ones.

Elemis Deep Tissue Muscle Massage

Focusing to relieve specific stress and muscle tension, this deep rhythmic pressure massage gives the whole body a vigorous workout. Combined with specially blended massage oils, this treatment can be tailor made to suit the individual needs of the client:

- **Stress-a-Way:** soothe and relax with a 'de-stress' blend of Lavender, Chamomile, Melissa, Geranium and Bergamot Essential Oils
- **Spirit Reviver:** uplift, detoxify and renew your zest for life with the 'Cellutox' blend of Lemon, Lime, Peppermint & Grapefruit Essential Oils
- **Muscle Melt:** ease away tired, aching muscles with the 'Musclease' blend of warming Rosemary, Juniper, Thyme, Birch & Chamomile Essential Oils. Excellent for rheumatic or sport related pain.
- **Chakra Balancing:** bring your body and emotions into total equilibrium with the Chakra balancing blend of Ylang Ylang and Geranium, or the exotic essence of Frangipani to seal in moisture.

BODY TREATMENTS

Elemis Deep Tissue Back Massage

Focusing primarily on the back, shoulders and neck area, this mini-massage will help begin to relieve tension, stress and aching muscles. Can be combined with Elemis facials as a pre-facial relaxer!

Thalgo Aromatic Back Treatment

Rich in natural active marine algae, this treatment cleanses and purifies to leave the skin radiant. Incorporates a relaxing back massage to ease away tension.

For a residential bookings call Hoar Cross Hall on 01283 575 671 for reservations and 01283 575 747 for details of treatments. For day spa treatments call Eden Day Spa on 01283 575 678.

