

The Spa at Whiteface Lodge, the Adirondack Region's Most Luxurious Spa and Wellness Center, Debuts August 15

LAKE PLACID, N.Y. – August 16, 2007 –Introducing a new level of luxury, wellness and pampering to the Lake Placid region, **The Spa at Whiteface Lodge** made its debut August 15 and offers Lodge guests and members a distinctive array of massages, body treatments and facials that draw on the Adirondacks' rich history and culture. The intimate, 5,800-square-foot mountain spa hideaway blends the rustic beauty of its setting – from the almost mystical serenity of the forest to the purity of a mountain stream – with classic Zen details in an inspired design by noted interior designer **Shari B. Michael** and architect **Andrew Chary**, both of Chary and Associates.

“Our new Spa further enhances the authentic Adirondack experience for our guests and members,” noted **Olivier Bottois**, chief operating officer of **The Whiteface Lodge**.

Entering the Spa elicits the feeling of being drawn into a natural grotto, with pale yellow walls reflecting the gentle light at the edges of the day and rustic timbers evoking the forest beyond. In the reception area, water spills tranquilly from a basalt-stone formation into a stream. A stone crossing leads over the stream into the spa's pampering salon. Here, a gently undulating tile design continues the theme of flowing water, while reclining pedi-thrones offer up-to-the-minute luxury. The scents of maple, pine boughs and apple wood create the ambience of an old sugar house, and an aroma bar allows guests to customize their hand or foot treatment at the salon, which also offers a full array of hair, make-up and waxing services.

In the Spa's welcoming central lounge, guests are invited to refresh themselves with a an enticing selection from the tea bar, then settle into the comfort of oversized, Adirondack-style seating upholstered in subtle tones. Timbered ledges along the wall and polished concrete floors accented with strips of bronze in curving lines add to the rustic serenity of the room, which is softly lit by sconces and a dramatic antler chandelier.

Separate lounges for men and women lead to locker rooms stocked with the finest organic spa products and plush robes, as well as men's and women's steam and sauna rooms to aid in the renewal process. There are three treatment rooms on the lounge level, and an expansive stairway that leads down to three additional treatment rooms. Among these is a Couple's Duet Suite with a tub built for two and featuring the latest in color enhancement therapy, where couples can clear their minds and deepen their connection to water, earth and each other through an inspiring French Lavender Sea Bath and Massage Ritual. In addition, a spacious wet treatment room with Swiss shower provides an ideal finish to the Spa's signature Wanderlust body treatments, which range from a luxurious Maple Butter Body Wrap to a Sugaring Off Body Polish.

Products for the Spa at Whiteface Lodge have been carefully selected from **B Kamins'** signature line to showcase local botanicals with healing qualities and the restorative effects of bio-maple compounds. The Spa also uses **Red Flower's** signature line, which features hand-picked organic ingredients. These are incorporated into a distinctive menu of treatments that draw inspiration from the surrounding Adirondacks, which includes a selection of Adirondack Forest Facials, Granite Mountain Signatures, including the Whiteface Peak Facial, and Dreamcatchers' Massage

Rites featuring a Maple Butter Massage. Hydrotherapy soaks, classic massage techniques and anti-aging treatments round out the menu, along with treatments designed especially for men, teens and mothers-to-be.

The Whiteface Lodge Resort & Spa is a 94-suite luxury resort and private residence club located in scenic Lake Placid, N. Y. Since its 2005 opening, the resort has appeared on *Condé Nast Traveler's* "Hot List," *The Robb Report's* "Best of the Best" (one of only two in North America) and was awarded AAA's Four-Diamond Award in its first year of operation. A member of The Leading Hotels of the World and designated a Virtuoso Preferred Hotel, The Whiteface Lodge is distinguished by its full-service Adirondack-style Spa, the Canoe Club on the shores of Lake Placid, indoor fitness center, indoor/outdoor pools, outdoor ice skating rink, movie theatre, family game room, and more. For information on full or partial ownership or reservations, call 1 (800) 903-4045 or log on to www.TheWhitefaceLodge.com.