

HEAVEN ON EARTH

NEW YORK, Feb. 21 -- British Airways' premium passengers will be able to enjoy 15 minutes of 'heaven on earth' in Terminal 5 before they fly.

The airline's new spa partner Elemis has developed an exclusive range of treatments that will be available in British Airways' luxury new lounge complex in Terminal 5, which opens next month.

The treatments developed to revive or relax include facials, foot, head, shoulder and back massages and specialist therapies delivered on a state-of-the-art Intelligent Massage Chair.

The facials can be tailored to each individual's skin type from Flight Rehydrator, to S.O.S. Skin Saver, and Anti-Age Wrinkle Control. Each treatment has been devised to leave skin radiantly rejuvenated.

The Elemis Travel Spas have been designed to create calm, using controlled lighting and natural materials like wood and slate, together with layers of fabric to create depth and privacy around the treatment areas.

The £4.3 billion state of the art terminal opens on March 27, 2008 and BA's lounges complex, known as 'Galleries' is the largest and most luxurious in the world. It is for the exclusive use of up to 2,500 British Airways premium passengers and top tier members of the oneworld alliance's frequent flyer schemes.

The Galleries feature Swarovski chandeliers and furnishings by Osborne & Little, fabulous Elemis Travel Spas and an arrivals lounge with 94 Hansgrohe shower rooms. There are also private cabanas that can be pre-booked by First class passengers.

BA frequent flyers can also cool down with a glass of bubbly at the Gold bar featuring intricate gold leafing, and all BA passengers can enjoy the bespoke artwork on display or indulge in a lavish shopping experience in any one of the multiple designer boutiques. Every element of the terminal has been designed to evoke calm and relaxation.

Elemis MD Sean Harrington, said: "The Terminal 5 Elemis Travel Spas have been developed to offer customers a calming experience before or after their flight. The space is a haven for passengers to relax in and the bespoke 15 minute exclusive BA therapies have been devised for travel delivering maximum results in minimum time in a unique airport spa environment ."

Gary Ranns, British Airways' lounges manager, said: "Terminal 5 will be a fantastic experience for our customers and a stunning showcase for UK PLC. It is a truly modern, iconic building with facilities like our fabulous suite of lounges, which will make travelling a pleasure again and not a chore."

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Elemis' Travel Spa and Skin-Therapies, specially created for British Airways include:

Flying Facials - four types of customised flying facials to combat the dehydrating effects of flying:

Anti-Age Wrinkle Control

Pure Skin Clean

Skin Thirst Quencher or Flight Rehydrator

S.O.S. Skin Saver

Stress-Away Shoulder to Scalp

This flowing massage covers tense shoulders, the nape of the neck and the crown of the head. It is deeply relaxing, helping to open the shoulders and stretch the back of the neck, whilst softening the scalp.

Flying Feet

The treatment starts with a hot lime compress cleanse before a warming Musclease Active Body Concentrate is applied alongside Instant Refreshing Gel. Hot stones are used to massage the soles of the feet.

Exotic Hand and Arm Re-Energiser

This Thai massage sequence uses Elemis' 'cooling-hot stone therapy' with Exotic Frangipani Monoi Moisture Melt to stretch out the hands and arms, increasing hydration and nourishing the skin.

Elemis Spot-On Power Back Massage

This massage helps to stretch out and release the spine. Delivered as the customer kneels upright, fully clothed. A prescribed aroma lifts or calms the customer whilst a warm, soothing Lavender pillow moulds to the neck and shoulders.

A 'cooling hot stone' massage technique is used alongside a customised power back massage. The treatment is finished off with a cooling Instant Refreshing Gel in re-energising lime, stress-away lavender or mood balancing rosewood.