

THE RITZ-CARLTON SPA, NAPLES INTRODUCES NEW NATURAL, ECO-FRIENDLY ELEMENTS FOR 2008!

****New Treatments Lead Guests Down Path of Increased Wellness for the New Year****

Naples, FL. (January 2008)-In today's world, it is becoming increasingly important to be surrounded by pure products and connected to routines that are beneficial to our own bodies as well as the environment. The Ritz-Carlton Spa, Naples, is making this connection possible for guests without sacrificing any luxury in the process. For 2008, The Spa is introducing several unique treatments: Elements, a Chinese astrology-based treatment and the Eco-Luxe Facial and Eco-Luxe Cocoon by Osea. In addition, The Spa will continue to offer its signature Drift to Sleep treatment and Mama Mio products and services.

Elements is a new treatment customized to the individual client using information gathered in a ten thousand-year old astrological calendar, to identify the element that forms one's character and destiny at birth. Once your element is determined a balancing treatment is created depending on your energy level using specific products according to color, organ, meridian, mood, emotion and temperament. "The elements such as wood, metal, water, fire or earth are assigned to each guest and serve as tools explaining the body's way of managing a number of strengths and weaknesses," said Spa Director Michelle Kelthy. "The muds, seaweeds, clays and sea salts used are the purest available and have been hand-selected from around the world."

Each Element treatment begins with a colorful fragrant bath. A clay mask suited to your element is placed on the face as the body is brushed with an essential oil blend that corresponds to specific organs and meridians. Next, the entire body is massaged with one of five element blends as well as the incorporation of specific massage techniques using bamboo, mind relaxing, deep tissue, Thai or hot stones. Each treatment includes a scalp massage. Lastly, the body is anointed with specific oil that focuses on enhancing one's mood. (90 minutes, \$275)

"We all come into contact with harmful materials every day, which results in contamination of our mind and body," explained Kelthy. "However, refuge from these toxins awaits with our new Eco-Luxe Treatments by Osea." The Eco-Luxe Facial and Eco-Luxe Cocoon utilize organic, fragrance-free, non-toxic Osea products that are perfect for those interested in a pure and sustainable lifestyle.

The Eco-Luxe Facial employs the use of gentle contact points and an extended cranial hold to induce a deep state of rest that strengthens the immune system. It uses numerous strokes and very few products, all of which are vegan, biodegradable and chemical free. (50 minutes, \$145)

The Eco-Luxe Cocoon is a rejuvenating calcium-rich treatment for sensitive skin. After dry brushing, organic algae oil is applied as the base for a white algae wrap. The guest will then shower or dry off with environmentally-friendly towels. To complete the treatment, a pure lotion is gently massaged over the body. (50 minutes, \$165)

All Eco-Luxe treatments are experienced in the specially designated Eco-Room, in which soft materials are made from organic cotton or bamboo and washed in a separate machine using only

fragrance-free and sulfate-free cleansers. The Eco-Room includes a bamboo floor and chair along with a massage table made of completely sustainable materials.

In 2007, The Ritz-Carlton Spa, Naples was one of the first resort spas to highlight the importance of sleep therapy. This year, The Spa will continue to offer the signature Drift to Sleep treatment designed to promote sleep at a deep state of sub-consciousness by taking guests through a specialized ritual. (120 minutes, \$300)

The Spa will also continue to offer Mama Mio products and services for moms and moms-to-be, including the Mellow Mama complete body massage, a series of pre-natal techniques increasing circulation and alleviating tired muscles. (50 minutes, \$145)

For reservations and more information, visit www.ritzcarlton.com or call (239) 514-6100.

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Located on the pristine white sands of Southwest Florida's Gulf Coast, the newly designed interior of this Five-Star, Five-Diamond resort appeals to today's sophisticated traveler with updated decor featuring 32-inch LCD flat panel televisions and wireless internet access. The resort was named one of Travel + Leisure's Top 500 hotels in 2008 and was ranked in the 2008 Conde Nast Traveler Gold List. The 51,000 square-foot Ritz-Carlton Spa features services combining relaxation, body therapies, nutrition, and fitness as well as a Spa Concierge to plan your customized spa experience.

Only three miles away, accessible by convenient hotel shuttle, the 295-room Ritz-Carlton Golf Resort is ranked as the #1 resort in Florida by Conde Nast Traveler magazine and as one of the 15 best luxury golf resorts in North America by Golf Digest. The golf resort is home to a pair of 18-hole signature Greg Norman golf courses at Tiburon and hosts the annual PGA TOUR Merrill Lynch Shootout. The Tiburon Golf Course complex is complete with the Rick Smith Golf Academy where guests can receive one-on-one instruction from the world-renowned teaching pro.

Together, The Ritz-Carlton Resorts of Naples offer 11 distinctive dining experiences, from the classic Artisans, offering an exceptional selection of seafood, to Gumbo Limbo, a casual Caribbean restaurant sitting on the shoreline of the Gulf of Mexico. Executive Chef Derin Moore oversees the culinary vision of all the restaurants, assuring that each dining experience is memorable.

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