

ELEMIS SPA LAUNCHES AT LOEWS MIAMI BEACH HOTEL SPA FEATURES EMERIL'S "ENLIGHTENED EATING" MENU

MIAMI BEACH, Fla. – Poised on the pulse of South Beach, **Loews Miami Beach Hotel** celebrates the debut of its **\$12 million, 18,550 sq. ft. Elemis Spa**. Visitors of the Art Deco design-inspired spa sample culinary creations from **Emeril's Enlightened Eating**, experience treatments in one of 16 rooms, most with views of the posh pool and relax like celebrities on a third floor spa sun deck overlooking the glittering Atlantic Ocean.

Available only at Emeril's Miami Beach and Elemis Spa within Loews Miami Beach Hotel, Emeril's Enlightened Eating is a reduced calorie menu which preserves the style and depth-of-flavor Chef Emeril Lagasse is known for, yet applies choices of product and cooking techniques that are naturally lower in calorie content. The precise creation of Emeril's Enlightened Eating allows the customer to enjoy an intensely flavorful yet lighter meal. Emeril Lagasse created and tested the cuisine especially for the newly opened spa. Samplings include the Charred Tomato and Roasted Red Pepper Soup with Cucumber-Mint Raita and Grilled Yellow Fin Tuna with a Sweet Corn Salad, Herb Roasted Tomatoes and Eggplant Caviar. Spa guests have the opportunity to enjoy Emeril's cuisine atop the secluded third floor spa relaxation terrace.

With a fan base that includes Sienna Miller and Victoria Beckham, Elemis Spa treatments and products make every guest feel like an "A-lister." From celebrity desired treatments including Ionithermie Cellulite Reduction to Cupping – made famous by Gwyneth Paltrow – guests prepare to be seen at the hip club vibe or hot beach scene of South Beach. Additional treatments range from the Tri-Enzyme Resurfacing Facial and Urban Cleanse Facial for Men to the Aroma Stone Therapy and facial mapping with the exclusive SkinLab system. Skin-conscious spa hounds are recommended a facial or take-home skin treatment after Elemis experts analyze personalized SkinLab results and determine the amount of skin pollution and bacteria present on the skin.

A variety of Acupuncture treatments, still a rarity in resort spas, is also present on the Elemis Spa treatment menu. One of the fastest growing alternative therapies in the West, the traditional Chinese medicinal therapy of acupuncture has been used to treat a range of ailments ranging from stress, anxiety and weight loss to chronic diseases including as diabetes, high blood pressure, acne and other skin problems.

The 16 treatment rooms feature names such as "Serenity," "Peace," and "Radiance" and most have views of the posh pool. A couples suite, aptly named "Love," offers a sprawling view of the Atlantic and a shower big enough for two, and the changing areas are equipped with steam rooms and Jacuzzi tubs. The spa also houses a fitness facility to get bodies South Beach ready, featuring Life Fitness cardio equipment with individual television screens, a "Motion Room" that plays host to pilates, yoga and spin classes and floor to ceiling windows overlooking sunbathers at the pool—an added incentive to those working out.

Elemis Spa, located adjacent to the historic St. Moritz Tower, showcases a fresh, crisp,

Art Deco-inspired color palette and design elements of sea foam blues and greens, chrome accents and geometric patterns, sprinkled with sepia-toned historic photographs depicting scenes of Miami Beach during the Art Deco era.

Loews Miami Beach Hotel flaunts a “SoBe style” fusion of cosmopolitan and Art Deco influences creating beachfront elegance for the “authentic hip.” The hotel showcases 790 stylish rooms and suites, its own Emeril’s Restaurant, a palm tree-lined promenade and ultra-private beach cabanas. For additional information on the Elemis Spa at Loews Miami Beach Hotel, call 800-23-LOEWS, 305.695.3400 or visit www.loewshotels.com

For specific information on Emeril’s Enlightened Eating or the Elemis Spa at Loews Miami Beach Hotel spa treatment service menu, please contact Jamie Foley at The Zimmerman Agency at 850.668.2222. For information about Emeril’s Miami Beach, please contact Mimi Rice at Emeril’s Homebase, 504-524-4241.

About Loews Hotels

Headquartered in New York City, Loews Hotels owns and/or operates 17 hotels and resorts in the U.S. and Canada. Located in major city centers and resort destinations from coast to coast, the Loews portfolio features one-of-a-kind properties that go beyond Four Diamond standards to delight guests with a supremely comfortable, uniquely local and vibrant travel experience. Loews boasts some of the industry’s most innovative and successful travel programs, including Loews Loves Kids for families and Loews Loves Pets for discerning animals on the road. For additional information on Loews Hotels, call 1.800.23.Loews or visit www.loewshotels.com

About Elemis

Born in 1990, award winning British Brand Elemis has grown into one of the most successful professional spa and skincare range available in the world today. Elemis is the creator of the most exotic and indulgent spa-therapies for face and body, and the company has gained a reputation for creating results-driven facials and anti-ageing skincare. Addressing specific skin and body conditions, the unique and potent formulations dynamically treat the skin with powerful results while awakening the senses. www.elemis.com