

## **BAY HILL SPA CELEBRATES 10th ANNIVERSARY WITH NEW PRODUCT LAUNCH**

*Bay Hill's spa is now one of only a handful of places in Central Florida to sell Essensa products*

**ORLANDO, Fla. – Nov. 13, 2007** – Guests looking to wind down after challenging themselves on the championship links at Arnold Palmer's Bay Hill Club & Lodge flock to the Spa at Bay Hill, a luxurious full-service spa currently celebrating its 10-year anniversary.

Open only to lodge guests and club members, the Spa at Bay Hill features separate men's and women's whirlpools, saunas and steam rooms, in addition to a variety of services, including hydrotherapy, aromatherapy and massage therapy treatments.

"Scheduling treatments at the Spa at Bay Hill has really become a must-do for many of our guests and members over the past 10 years," said Amber Miller, spa and salon manager. "Because we have so many repeat visitors, we have a chance to really build relationships with our guests. We're extremely personalized in our approach, which guests respond to because we go above and beyond the typical 'destination-spa' assembly line."

In recognition of its 10-year anniversary, the Spa at Bay Hill introduced Essensa, a new organic and eco-friendly skin care line, into both its body treatment services and retail offerings. Guests can choose from a variety of body wraps which feature the Essensa products, such as the Organic Skin Smoothie Body Wrap, the Vitaslim Body Wrap or the ever-popular PMS Rescue Body Wrap. As one of the few places in Central Florida to offer the product line, Bay Hill once again establishes itself as a leader in the industry by utilizing this new product line as a means to better health and well-being.

"We are both thrilled and honored to be the product line of choice at Bay Hill," said Kristina Stanhope, regional sales manager for Essensa. "Because our actual products are used in all professional treatments, guests can continue to nourish their skin between visits with our toners, cleansers and more."

In addition, the spa offers personalized skin care and eye treatments, an Organic Skin Smoothie Facial, Mango Eye Treatment, Men's Rescue Facial, an Organic Mini-Peel and an Age Defense Facial. Guests can also pamper themselves in one of the spa's four treatment rooms with an aromatherapy massage treatment, a Thai massage or the Club's signature therapeutic Swedish massage, a 70-minute treatment with hot towels and hydrating cream.

Beyond the Spa, Bay Hill offers guests a variety of amenities, including four dining locations, a salon and fitness center, a junior Olympic-sized swimming pool, 27 holes of golf, the Arnold Palmer Golf Academy and more.

Over and above its top-of-the-line amenities and impeccable service, Bay Hill recently renovated all 70 of its lodge rooms and added the Bay Window, the property's newest dining location. For vacationers looking for relaxation combined with first class comfort in a beautiful location, Bay Hill is the number one choice on all levels.

### **About Arnold Palmer's Bay Hill Club & Lodge**

Located 20 minutes from downtown Orlando, Arnold Palmer's Bay Hill Club & Lodge is the site of the annual Arnold Palmer Invitational (formerly the Bay Hill Invitational) PGA golf tournament. The 70-room property features a full-service spa, salon, fitness and aquatic center, 27 holes of golf, the Arnold Palmer Golf Academy, four dining locations, three lounges and 9,000 square feet of meeting and banquet space. For reservations or membership information, call (888) 422-9445 or (407) 876-2429.

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