



HOTELS OF DISTINCTION

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For Immediate Release

INTRODUCING THE SPA AT LUTON HOO

Operated by organic skincare experts 'Circaroma'

16 August 2007 – Elite Hotels is proud to announce its collaboration with skincare company, Circaroma, for the launch of The Spa at Luton Hoo, set to be unveiled in October 2007. Certified as a Soil Association manufacturer, the emphasis will be on organic products created by skilled aromatherapists.

Given Luton Hoo's justifiable image as a national treasure, the English skin care company Circaroma was chosen for their use of traditional ingredients; such as rose, peppermint and sage. In addition, The Organic Skin Care Company will be creating a bespoke organic range for the hotel at a later date. The resulting products will be inspired by the plants and herbs growing in Luton Hoo's gardens and parkland.

The Spa will be housed in the Robert Adam stable block, a short walk from the main mansion, surrounded by gardens & parkland designed by Capability Brown. There will be dedicated spa suites for in-room treatments, a stunning oak framed 18 metre pool, as well as a Saunarium, Sauna, Steam Room and state-of-the-art gym. Only forty minutes by train from London, The Spa will be open to hotel guests and those visiting for the day.

Opening in October 2007, this grade one listed Robert Adam mansion sits on the Hertfordshire / Bedfordshire border in 1,000 acres of gardens and parkland. Currently under a £60 million refurbishment, the house and gardens will emerge as a five star hotel.

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About Elite Hotels:

Elite Hotels is a small independent UK based hotel group. Headed by Managing Director, Graeme Bateman, they have been investing in some of the UK's most beautiful historic houses since 1986. The first of which was Tylney Hall in Hampshire, followed by Ashdown Park Hotel, East Sussex, The Grand Hotel, Eastbourne and finally Luton Hoo.

About Circaroma:

Circaroma was established in 2000 and specialises in developing and creating genuinely pure skincare, using natural and certified organic ingredients. Founded by classically trained aromatherapist Barbara Scott, Circaroma is passionate about offering clients the opportunity to care for their skin in a truly natural way, whilst achieving effective results and experiencing beautiful aromas.