

## **Desert Purification: an Earth-Friendly Spa Option**

*Guests enjoy an all-natural healing experience*

*at Willow Stream Spa at The Fairmont Scottsdale Princess*

**Scottsdale, Arizona, September 20, 2007** - Inspired by the time-honored traditions of Native American culture, the Desert Purification treatment at Willow Stream Spa at The Fairmont Scottsdale Princess offers an earth-friendly option for spa-goers seeking to relax and rejuvenate their body and spirit.

Created in partnership with one of the spa industry's leading green innovators, Tara Spa Therapy, the 90-minute treatment begins with an optional "smudging" or burning of a sage stick to purify the space for healing. It continues with the soothing application a body mask of Tara Spa Therapy's native grains including cornmeal, oats, bentonite and kaolin clays that contain no preservatives, artificial colorings or synthetic fragrances. The mask is then exfoliated with an Ayate cloth to reveal silky smooth skin. The natural fiber cloth is made from the Ayate cactus plant and contains no synthetic fibers and is completely biodegradable.

The Native Grains are then showered off and the healing is completed with a nourishing body massage featuring an aromatic blend of certified organic Juniper, Sage and Rosemary essential oils.

"So many of our guests are simply awestruck by the beautiful desert all around us," said Jill Eisenhut, director of Willow Stream Spa. "By using such great, eco-conscious products they are able to relax and rejuvenate in a way that is in harmony with the natural environment. They literally come away glowing from the inside out," she said.

The environment-focused treatment is one of many efforts at The Fairmont Scottsdale Princess contributing to Fairmont Hotels & Resorts' Green Partnership, the company's award-winning environmental program. As the first major hotel chain in North America to embrace environmental stewardship in its daily operations, Fairmont focuses on improvements in the areas of waste management, energy and water conservation, as well as a strong element of community outreach through local groups and partnerships.

In Scottsdale, "Green Team" colleagues have created an on-site eco tour called the Sonoran Trail; have adopted a rescued Desert Tortoise, which is a threatened species in the Sonoran Desert; have instituted a recycling program that generates more than 200 tons of recycled products each year; and have implemented paper reduction strategies; and have put in place various energy and water conservation measures among numerous other efforts.

The Desert Purification body experience is priced at \$279. For information or reservations, please call 1-800-908-9540 or visit [www.willowstream.com](http://www.willowstream.com).

From its distinctive design with sandstone interiors and waterfalls inspired by Havasupai Falls at the Grand Canyon to a diverse range of treatments, Willow Stream Spa at The Fairmont Scottsdale Princess is a luxurious retreat that strives to help guests rest, rejuvenate and build their own personal reserves of energy.

At 44,000 square feet, the spacious spa is situated on three levels and offers an open-air rooftop pool, waterfall therapy pool, patio treatment rooms, atrium and lush garden. Guests enjoy the state-of-the-art fitness center and a range of classes in the movement studio, quiet lounges, saunas, steam rooms, Swiss showers and unique Eucalyptus inhalation rooms. Gentlemen are offered use of the spa's MVP Room and a full range of innovative men's treatments.

A leader in the global hospitality industry, Fairmont Hotels & Resorts is an extraordinary collection of luxury hotels that truly reflect the essence of their destination. Featuring iconic landmarks like The Fairmont San Francisco, The Fairmont Banff Springs, and London's Savoy, Fairmont hotels are more than a place to stay; they are one-of-a-kind properties where sophisticated travelers can discover storied life experiences. Situated in some of the most exclusive and pristine areas in the world, Fairmont locations provide access to activities that are culturally rich and authentically local. From inviting beaches and tranquil spas to challenging golf courses and exhilarating ski hills, guests can fulfill their lifelong desires at Fairmont. With an enduring connection to the land and communities where we do business, Fairmont is also committed to responsible tourism and is an industry leader in sustainable hotel management with its award-winning Green Partnership program. With 51 distinctive hotels in 12 countries, and more than 20 properties currently in development, Fairmont is committed to growing its portfolio of world-class hotels and plans to add properties in coveted international destinations like Cairo, Shanghai, Dubai, and Beijing over the next few years.

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