

SPA LUCE

SPA LUCE AT RENAISSANCE HOLLYWOOD HOTEL ANNOUNCES PRODUCT LINES FOR GRAND OPENING IN MARCH, 2008

*Available this spring: products from Sonya Dakar Skincare,
the Somme Institute, and Red Flower*

Hollywood, CA – The Renaissance Hollywood Hotel is pleased to announce the three exciting product lines that will be available when the new Spa Luce opens this spring. Among the industry's elite, Sonya Dakar Skincare, the Somme Institute, and Red Flower all represent the spa's complete commitment to all-around natural beauty.

With over thirty years of experience in the business, Sonya Dakar believes all people deserve the chance to achieve great skin. Available at the world's best day spas and resorts, all Sonya Dakar treatments live up to this collective spirit, producing balance and tone in all types of skin, while protecting against a variety of conditions. Sonya Dakar is known the world over for her legendary facials. Her products, such as the new UltraLuxe age-control line and Triple Action Organic Scrubs, will be incorporated into treatments at Spa Luce. The end result: healthier, happier skin for everyone.

The Somme Institute is the choice of the world's top modeling agencies, including Ford, Wilhelmina, and Elite with its commitment to skin perfection. Why Somme? The Institute brings a rigorous scientific approach to the skincare process, incorporating years of research and testing into its line of beauty products. Using its patented Molecular Dispersion Technology 5 (MDT5), a synergistic blend of top vitamins in high concentration, Somme products treat moderate to severe acne, reduce lines and wrinkles, reverse sun damage, and dramatically improve skin texture, radiance, and overall appearance. The three central products of the Somme treatment – Transport, Serum, and A-Bomb – will all be available at Spa Luce, bringing cutting edge beauty treatment to the rest of us.

Red Flower will be the primary body treatment line available at Spa Luce. Founded by Yael Alkalay to create a beauty that cannot be easily bottled or described, Red Flower embraces healthy skin and body through the purity and freshness of flowers, using natural ingredients and pure scents in all its treatments. Visitors to the spa will find themselves overwhelmed by the spiritual peace that inhabits all of Red Flower's products, from the Yuzu Mimosa Sea Algae wash to the Rose Camellia Plum Soft-Water Mist.

Spa Luce will also introduce its own line of Signature Products. More information on this line of products will be forthcoming. Each product line will be available in conjunction with a spa treatment or facial, or simply as a take-home solution, because healthy skin doesn't begin and end at the door; it follows us home and out into the world.

The Renaissance Hollywood Hotel is in the final stages of production on Spa Luce. Once completed, the spa will be a haven from the Hollywood hype, transporting guests to a place of peace and serenity. Infused with the healing energy of light combined with the power of aromatherapy, guests will be taken on a journey of harmony, restoration and inner balance. Natural sunlight will stream into the spa, creating an environment where light and warmth are embraced for their regenerative, healing properties. The spa will feature seven distinct treatment rooms including a couple's massage room with a hydrotherapy tub, two manicure, and two pedicure stations.

The Renaissance Hollywood Hotel, located at Hollywood & Highland Center, a shopping and entertainment mecca and home to the Academy Awards® ceremonies, offers 637 distinctive guest rooms, 33 suites, and the unforgettable 3,500 square foot Panorama Suite. A favorite of major production companies and business travelers alike, the Renaissance Hollywood Hotel embodies modern luxury accented by classic Hollywood charm, featuring the distinctive restaurant *Twist*, an outdoor pool overlooking the Hollywood Sign, world-class fitness center, and outstanding service savvy travelers have come to expect from the Renaissance brand name. Renaissance Hollywood Hotel, 1755 N. Highland Ave, Hollywood, CA 90028, (323) 856-1200, www.renaissancehollywood.com.

CONTACT: Alpha Dog PR
Susan Hartzler
(818) 998-6299
susan@alphadogpr.com