

# FOR IMMEDIATE RELEASE

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# The Breakers' Spa – A Stunning Destination of Quiet Elegance

PALM BEACH, FL –As a coveted destination for personal renewal, the indoor-outdoor <u>Spa at The</u> <u>Breakers</u> nurtures guests with heightened comfort and care, embracing them with a relaxed, modern style that evokes the resort's casual, seaside sophistication and Italian influence.

Its stunning, contemporary design and décor features modern clean lines, artisan elements and a soothing canvas of elegant shades of white, a setting that celebrates The Breakers' Italian Renaissancedesign roots, history and alluring oceanfront in a very fresh, modern way. "The Spa connects the past to the future honoring traditions that are already deeply held, and welcoming those yet to be established," said the facility's internationally renowned designer Sylvia Sepielli, (the Spa Village Bath at Gainsborough Bath Spa – UK, and the Dolder Spa in Zurich)." She envisioned the concept, "held in our hands," as the essence of The Spa's commitment to nurturing and healing, and seized on the four elements of ocean, touch, botanicals and tradition as her inspirations for this thoughtfully developed project.

During treatments and throughout the facility, guests are pampered by an expertly-trained, intuitive staff who extend warm, genuine service. The Spa experience engages all the senses, with touch given special emphasis to soothe, energize or provide relief. "Our highly-skilled team ensures that each guest feels restored and personally renewed, and that the benefits resonate long after departure," said Tricia Taylor, senior vice president & general manager of The Breakers. "We are dedicated to helping guests maximize the rewards of self-investment during their time with us, because we know their need to nurture themselves is a necessity, not a matter of indulgence."

The curated **menu of spa services** focuses on efficacy and quality. Treatments feature the finest skin and body care, primarily organic and natural:

- **Tammy Fender** Palm Beach-based line of custom-blended 100% natural formulations and holistic skin care for face and body
- **OSEA** powerful marine-based formulations with pure essential oils
- **Guerlain** innovative skin care that unites cutting-edge innovation with nature's natural wonders

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An array of distinctive **spa amenities** include:

- A therapeutic heated sand-quartz bed for massages
- A Spa Suite with steam shower, chromatherapy tub and private garden terrace
- A private co-ed outdoor courtyard with soothing water feature; a contemporary interpretation of the classic Medici concept a secluded area for relaxing and congregating
- Three dedicated lounges artfully designed for women, men and co-ed use
- Premium spa retail that features authentic Italian, local and hand-crafted products
- Salon area for nail and hair services

For the Spa's transformation in 2015, Sepielli worked in tandem with Peacock + Lewis Architects and award-wining landscape architect Gregory Lombardi Design. The project was funded by The Breakers' annual capital improvements budget, which allocates an investment of more than \$30 million each year. This unrivaled, long-term financial commitment ensures that this independent resort stays on a path of continuous enhancement and evolves to meet its guests' ever-growing expectations.

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## About The Breakers Palm Beach

One of America's legendary resort destinations, this 538-room, Italian Renaissance-style hotel was founded in 1896, and resides on 140 acres of oceanfront property in the heart of Palm Beach. Renowned for its gracious service and unforgettable seaside glamour, The Breakers indulges its clientele, whether couples on a romantic getaway, multi-generational travelers on a family vacation or large gatherings in celebration. The resorts' timeless atmosphere – from its magnificent interiors to its artfully designed landscape -- has been renewed in a style of relaxed elegance. Thanks to the dedication of its longstanding family ownership (heirs of founder Henry Flagler), the iconic destination continues to thrive independent of chain affiliation, re-investing over \$30 million each year in capital improvements and ongoing revitalization. This unrivaled commitment balances preservation and modernization, continuously introducing and transforming amenities to bolster its contemporary appeal, such as the debut of Flagler Club, an ultra-luxury boutique hotel nestled atop the resort and the renovation of the Seafood Bar, reopened in December 2016 following a complete transformation.

The Breakers features a world-class oceanfront experience with private beach, four pools, poolside bungalows for daytime rental, five whirlpool spas, and a variety of on-site watersports. Additional amenities include 36 holes of championship golf, including Ocean Course and The Breakers Rees Jones® Course; 10 Har-Tru tennis courts; a luxury spa and indoor-outdoor oceanfront fitness center; a Family Entertainment Center; and an extensive program of family and children's activities. Nine restaurants, with settings ranging from casual beachfront to stylishly sophisticated, include HMF, the resort's destination for social drinking and eating; as well as 12 on-site boutiques, all owned and managed by the resort. The Breakers is recognized as a AAA Five Diamond property and has earned numerous accolades for its extraordinary social impact on the environment, the community and its team member quality of life and satisfaction. For reservations or more information, contact the resort toll-free at 1-888-BREAKERS (273-2537), (561) 655-6611, visit www.thebreakers.com, or contact your travel professional.

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