

SHUIQI SPA AT ATLANTIS, THE PALM LAUNCHES NEW, PIONEERING ORGANIC TREATMENTS WITH PROFESSIONAL SKINCARE LINE, COMFORT ZONE

Committed to the latest innovations, technologies and sustainable beauty brands, ShuiQi Spa is now offering a CO2 neutral skincare brand whose mission is to promote a holistic, soulful, healthy and sustainable lifestyle.

The award-winning ShuiQi Spa at Atlantis, The Palm has partnered with [comfort zone], the skincare brand of the Italian Davines Group, which is dedicated to producing results-oriented formulas that address all skin and body concerns.

Founded in 1996 by Dr. Davide Bollati, pharmacist, cosmetologist and current Chairman of the group, Dr Davide's science-based holistic approach sees the skin as an expression of mind and body combined.

His integrated approach for [comfort zone] includes an array of spa treatments, homecare products and lifestyle advice, with formulas that are rich in natural-origin ingredients and high-tech molecules, and free from animal derivatives, parabens and silicones.

Starting from November 27th ShuiQi guests can enjoy an innovative wellness journey with the choice of 10 new treatments in one of the spa's 27 treatment rooms, to indulge both body and mind. In partnership with the Atlantis team, The Product House, has created integrated, bespoke offerings to showcase the powerful and unique elements of [comfort zone]. They have also developed a unique, modularized retail element, promoting signature treatments, journeys and products that bring the interactive elements of science and nature to life.

The collaboration with [comfort zone] is a perfect fit for ShuiQi Spa where the rituals have been based on water (Shui) and the flow of energy (Qi). Focused on creating rituals that help you to lose the world around you while finding the world within you with nature-based experiences, multi-tasking brand [comfort zone] will take spa-goers back to the natural world while acting as the perfect antidote to modern fatigue, pollution and aging.

With modern, plant chemistry at the forefront of the [comfort zone] brand, skincare formulas feature high concentrations of powerful botanicals with products enriched with Lon-gevity Complex™, a blend of

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organic wild indigo, spinach, maqui berry and carnosine for an antioxidant, anti-inflammatory action to help repair and protect the skin from stress. Free from animal derivatives, synthetic fragrance, silicones, artificial colourants, mineral oils and parabens, the brand come with a promise to promote healthy, glowing skin.

ShiQui Spa Director Rosemary Read-Larsen believes [comfort zone] has its foot firmly in the future: *“We are very excited to to launch Comfort Zone as a brand new concept for ShuiQi Spa. A CO2 neutral skincare brand with a mission to promote a holistic, soulful, healthy and sustainable lifestyle, [comfort zone] uses advanced science-based and conscious solutions to visibly improve skin, body and mind, and their constant research aims to understand how to best guarantee skin’s beauty and vitality. Clean, non-toxic, and free from artificial colours and animal derivatives [comfort zone] select the finest natural-origin ingredients to give skin the benefit of ‘real’ active beauty.”*

Dr Davide Bollati, Chairman and Creator of the Davines Group said: *“We are thrilled with our collaboration with Atlantis, The Palm; we are combining performance with sustainability to provide something truly unique to the region. Years of experience in product formulation has lead to the success of [comfort zone] and we are very excited that the brand has found its way to the Middle East. We look forward to this new chapter in our journey and to making more people aware of conscious skincare with a conscience.”*

Janette Watts, founder The Product House said: *“We are immensely proud to launch [comfort zone] in the spectacular retail area at ShuiQi Spa. Having worked along side both the Atlantis team and the [comfort zone] teams, we have created an exclusive signature concept which places the guest at the heart of it in order to enhance their spa experience on all levels. The retail area really ‘talks’ to the consumer, playing on their senses to address their needs and desires.”*

With its integrated approach [comfort zone] also takes stress management into account, with a balanced diet, exercise, ample sleep, dietary supplements, along with proper skincare all essential to optimal health. Their Skin Regimen Lifestyle Manual, which includes exercise tutorials, healthy recipes, and advice for treating the body and skin with care and respect, provides a thorough guide to looking and feeling your best – both inside and out.

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For a rejuvenating experience incorporating ground-breaking natural formulas for youthful radiance and soft, supple skin, [comfort zone] at ShuiQi Spa is leading the way. What's more, the journey continues long after you have left the spa.

ShuiQi Spa at Atlantis, The Palm is the ultimate relaxation haven with 27 treatment rooms, and separate male and female relaxation and changing areas. Guests can also enjoy a secluded Royal Spa Suite and spa wet facilities for down time.

The spa is open from daily 9:00am to 9:00pm. All treatments can be booked on the spa's online portal at <https://www.atlantis.com/dubai/shuiqi-spa-and-fitness> or by calling +971 4 42 61020.

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About Atlantis, The Palm, Dubai

Atlantis, The Palm is the first entertainment resort destination in the region and located at the centre of the crescent of The Palm in Dubai. Opened in September 2008, the unique ocean-themed resort features a variety of marine and entertainment attractions, as well as 17 hectares of waterscape amusement at Aquaventure Waterpark, all within a 46-hectare site. It is home to one of the largest open-air marine habitats in the world, with over 65,000 marine animals in lagoons and displays including The Lost Chambers Aquarium, a maze of underwater corridors and passageways providing a journey through ancient Atlantis. Aquaventure features 18 million litres of fresh water used to power thrilling waterslides, a 2.3-kilometer river ride with tidal waves and pools, water rapids and white water chargers. Dolphin Bay, the unparalleled dolphin conservation and education habitat, and Sea Lion Point were created

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to provide guests a once in a lifetime opportunity to learn more about one of nature's most friendly mammals. Atlantis, The Palm is also known as *the* culinary destination in the region with a collection of world-renowned restaurants including Bread Street Kitchen & Bar, Hakkasan, Nobu, Ronda Locatelli and Dubai's ultimate entertainment destination, Wavehouse. The resort boasts an impressive collection of luxury boutiques and shops as well as extensive meeting and convention facilities.