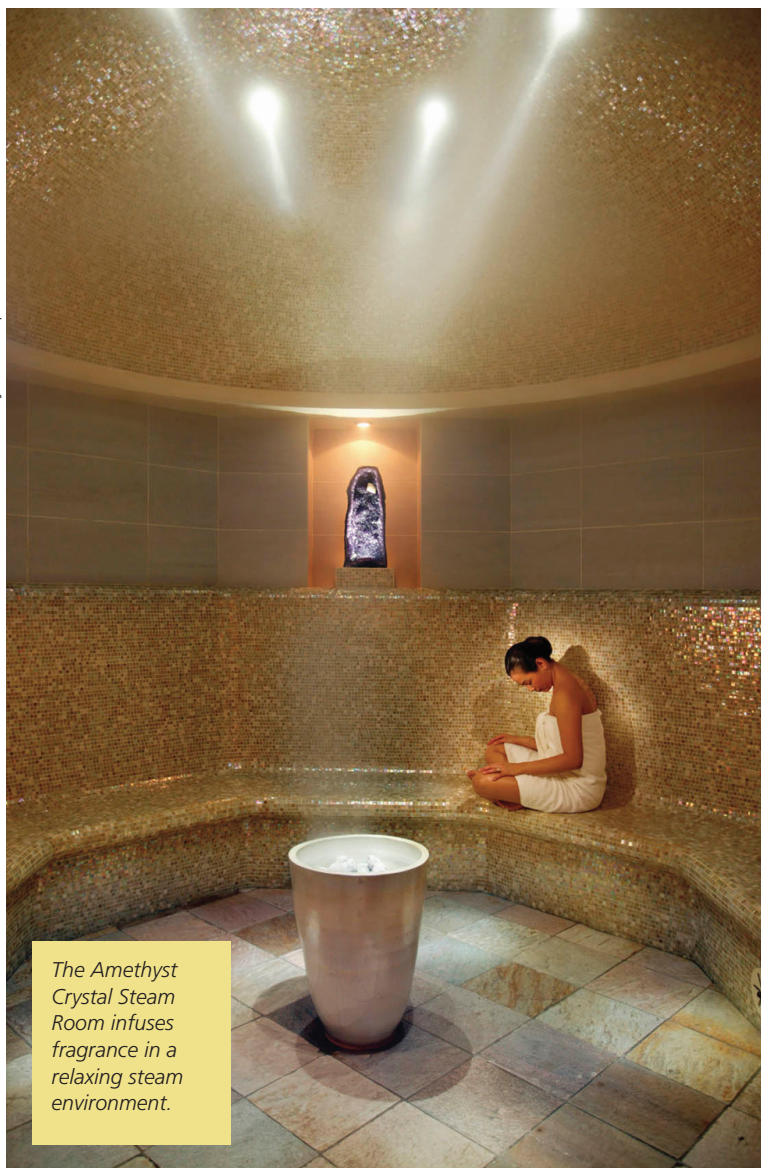


THE SPA AT MANDARIN

Photo courtesy of The Spa at Mandarin Oriental New York, NY.



The Amethyst Crystal Steam Room infuses fragrance in a relaxing steam environment.

In New York City, a holistic oasis lies in the midst of the hustle and bustle. Nestled on the 35th and 36th floors of the Mandarin Oriental Hotel, The Spa at Mandarin Oriental New York offers a welcome respite from daily stress. Treatments unite Mandarin Oriental's Eastern culture and heritage with Western modalities that treat clients inside and out. "In line with our philosophy, we're a holistic spa focused on relaxation and well-being," says Denise Vitiello, spa director.

Creating a positive experience for clients from the moment they walk in the door was essential during the design process. Feng shui and the natural elements were incorporated in every aspect to maintain a balanced equilibrium and a holistic environment. Bamboo and natural stone flooring represent the earth, while water features and plants bring nature indoors. Aromatherapy fills the air as carefully placed lighting fixtures produce a comfortable, relaxed atmosphere. Each element works in harmony, balancing clients as they move through the spa.

HEATED EXPERIENCE

Clients are encouraged to arrive 40 minutes prior to their scheduled appointment to immerse themselves in the total experience. After dressing in a comfortable robe, they are given a choice of enjoying the steam room, Vitality Pool or showers. The Amethyst Crystal Steam Room surrounds clients with subdued colored lighting and an infusion of fragrances in a relaxing steam environment. Designed to stimulate mental clarity, tranquility, inspiration and meditation, an amethyst crystal serves as the centerpiece of the room.

The Vitality Pool provides relaxation for tired and aching joints with air beds recessed into the pool.

ORIENTAL NEW YORK

by kate hamilton

Hydrotherapy body jets gently massage the entire body with tiny air bubbles. The soothing underwater massage combines heat and water to warm and soothe clients. Similarly, the Color Therapy Heat Shower merges the benefits of water with color therapy, further enhancing the spa experience. To begin their spa journey, clients can choose from Tropical Rain, Cool Blue or Land Rain—enjoying different color lighting—depending on their mood.

ALL A MATTER OF TIME

The Spa at Mandarin Oriental's signature treatment is a five-step journey of the senses called the Time Ritual. Designed to detoxify and restore the natural state of equilibrium, clients are taken through the Welcome, Purify, Nurture, Balance and Bliss stages, each phase complementing the others.

Upon arrival, clients receive a foot bath during the Welcome, while the esthetician familiarizes herself with their needs and treatment expectations. Next, the Purify stage strips the body of impurities with a scrub, polish or exfoliation treatment. Nurture pampers and treats the body with a massage using specially selected aromatherapy oils. Massages offered include lomi lomi,

ayurvedic or deep body massage that target specific client needs, such as joint pain, jet lag or stress relief. Clients continue through the Balance phase, experiencing a body wrap of marine algae, marine mud

or oshadi clay. Finally, after arriving at the Bliss stage, tea is served as clients enjoy a heat experience.

This signature treatment is one of the most popular at the spa and is highly customized for each client. "The esthetician is involved in the details for the individual—from the products, ambiance and specific modalities—making this a great treatment," says Vitiello.

BALANCE IN THE ELEMENTS

In addition to the Time Ritual, clients can choose from a variety of treatments that have been inspired by the elements and ancient modalities—all created to balance and restore the natural state. Providing an experience that goes beyond pampering, the spa features a diverse menu with multiple offerings that are focused on long-term benefits and lifestyle enhancement. "Clients are more apt to change their lifestyle and are taking care of their bodies on a regular basis," says Vitiello.

Unique treatments target every need—from massage and ayurvedic, to chakra balancing and specialized facials. The Life Dance Massage is a beautiful therapy that resembles a dance of the body in the air. While the esthetician moves the client's body, muscles are

MANDARIN ORIENTAL NEW YORK

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Established: December 3, 2004

Spa director: Denise Vitiello

Size: 14,500 square feet

Spa details: 7 multipurpose treatment rooms, VIP spa suite, couple's suite, color therapy showers, underwater air bed lounge, vitality pool, amethyst crystal steam room, 75-foot lap pool, tea lounge, men's and women's relaxation lounges

Staff: 25 therapists, 4 estheticians, 2 nail technicians, 10 spa concierges, 10 facilitators, 3 lifeguards, 4 spa management

Signature treatment: Time Ritual

Hours: Monday–Saturday, 9 AM–9 PM; Sunday 9 AM–7 PM

Skin care product lines: ESPA, MO Spa

Nail line: Essie, OPI



MAKING IT MANDARIN

A selection of menu offerings that apply the holistic philosophy of the spa to revitalize and balance.

CHAKRA BALANCING WITH HOT STONES

Time & Cost: 110 minutes, \$380

Chakra balancing begins with a massage using volcanic hot stones and aromatherapy oils. Stones are placed on each chakra, or vital energy point, while the esthetician gently stretches around the neck and shoulders for the release of tension.

THE AGE DEFIER

Time & Cost: 80 minutes, \$285

Specially created to combat the signs of aging and soothe sun-damaged skin, the face, neck and décolleté are cleansed and massaged with a cleansing balm of grape-seed oil, beeswax and olive fruit oil. A facial massage ensues followed by a moisturizer application to hydrate and protect.

THE JET LAG ELIMINATOR

Time & Cost: 110 minutes, \$380

Perfect for travelers, the treatment begins with a skin brushing and body scrub,

followed by a body massage with specially selected oils, depending on the time of day—daytime will re-energize and stimulate; night will calm and soothe. Next a body wrap and Oriental head massage will ensue.

ADVANCED AYURVEDIC BODY WRAPS—DOSHA SPECIFIC

Time & Cost: 80 minutes, \$285

Commencing with a foot cleansing ritual and hot tri-doshic tea, the treatment includes a salt and oil body exfoliation to enhance circulation and cleanse the skin. Warm oils blended with ayurvedic herbal concentrates are poured over the body while the body is massaged with hot and cold stones, followed by a body wrap of marine algae, mud or oshadi clay and natural linens. The treatment ends with an Indian head massage.

HOLISTIC HAND AND NAIL TREATMENT WITH HOT STONES

Time & Cost: 50 minutes, \$75

The treatment includes a gentle skin refiner and therapeutic massage with hot stone therapy. Aromatherapy oils for the massage are chosen for the client's

individual needs. Hands and nails are dipped in paraffin wax to nourish and condition.

HONEY, SESAME AND GREEN TEA SCRUB

Time & Cost: 20 minutes, \$95

A mixture of freshly ground sesame, green tea and honey is massaged gently over the body, leaving the skin silky soft. The ingredients of the scrub contain beneficial enzymes and vitamins known for their antioxidant and healing properties.



stretched and relaxed, joints mobilized and energy balanced. Each treatment is designed to relieve tension, as well as cleanse and tone the outside and inside of the body.

*“In line with our philosophy, the spa is a **HOLISTIC** spa focused on relaxation and well-being.”*

TREATMENT FOR ONE

Creating a personalized treatment experience enables the spa team to balance and rejuvenate each client according to their individual needs and desires effectively. A trained esthetician accompanies the client throughout her treatment, identifying the appropriate products, offering treatment options and ensuring an enjoyable experience.

Each esthetician goes through a 12-week education program to learn the spa philosophy, product knowledge and energy work, including ayurvedic techniques. Refresher training is conducted each year to maintain the team's skill level, as well. “We pride ourselves on our highly advanced technical education program,” says Vitiello. “People love working here because they continually learn new things.”



Clients are encouraged to relax in the tea lounge.

BRINGING THE SPA HOME

Educating clients about their treatment is as important as the overall experience. At the spa, estheticians are encouraged to educate clients on how to take the spa experience home with them. “We can teach the client how to carry this out at home to continue enjoying the journey,” comments Vitiello.

After the treatment has come to an end, clients can visit The Spa at Mandarin Oriental’s large boutique and retail area and select any of the products used during their experience. The estheticians explain the value of each product and help create a regimen for the individual client.

SUCCESSFUL APPROACH

Since it opened its doors, The Spa at Mandarin Oriental has experienced tremendous success. During the past year, appointment booking has grown to a month in advance, especially for weekends. Same-day booking is limited and dependent on cancellations. The spa’s clientele consists of 60% locals and 40% hotel guests. This drawing in of more clients from the surrounding area demonstrates the great appeal of the spa.

With the combination of word-of-mouth recommendations, and an elaborate marketing and public relations campaign, the spa has become well known in the area. However, it’s the unique holistic approach of personalized consultations and individualized treatments that ensures future success. Enhancing a healthy, balanced lifestyle and educating clients remains the spa’s ultimate purpose and goal. “We want them to walk away with education and take it with them in their own lives,” adds Vitiello. ■

Creating a personalized treatment experience ENABLES the spa staff to balance and rejuvenate each client effectively.





Left: The VIP suite allows for personalized treatments in a private sanctuary. **Right:** Chakra balancing with hot stones is one of many treatments available at the spa. **Bottom left:** The spa encourages clients to arrive 40 minutes prior to their appointment to relax in lounge areas. **Bottom middle:** Treatment rooms are multipurpose, creating a private retreat for the client and esthetician. **Bottom right:** Hydrotherapy body jets soothe tired and aching joints.

