

HOTEL EDEN

ROMA

DORCHESTER COLLECTION

PRESS RELEASE

HOTEL EDEN ROME WELCOMES VALMONT



NEW PARTNERSHIP WITH DORCHESTER COLLECTION'S HOTEL EDEN, ROME AND SWISS CELLULAR COSMETICS EXPERT VALMONT.

Rome, April 13, 2023 - Hotel Eden, a five-star luxury hotel part of Dorchester Collection, has announced that Valmont treatments will be available exclusively at The Eden Spa from April 13.

Dorchester Collection has a long-standing relationship with Valmont, and Hotel Eden is the latest hotel from the Collection to offer its guests treatments from the famed Swiss brand. Valmont harness the most advanced Swiss cellular technology for immediate and visible anti-aging effects, whilst providing pure relaxation.

The signature 120-minute 'La Grande Bellezza' face and body treatment is offered by Valmont exclusively at The Eden Spa, as a tribute to the city of Rome. It includes the renowned butterfly motion – a distinctive Valmont trademark for over 35 years - which involves a unique rejuvenating massage technique that re-energizes, harmonizes, and relaxes both body and mind in nine steps. The treatment includes a gentle exfoliation of the body to eliminate toxins, followed by a stimulating massage to restore softness to the skin,

as well as a facial using the Prime Renewing Pack and the Regenerating Mask Treatment. The treatment ends with a final personalised touch, based on guests' requirements including skin type and desired effect.

Another signature treatment at The Eden Spa will be The Majestic using Elixir des Glaciers products. This treatment is highly nutritious, combining ingredients from three natural worlds: plants for a lifting effect, royal jelly from bees for nutrition and anti-aging, and finally gold sturgeon DNA from the marine world for a highly regenerative and illuminating effect. The massage technique involves two cleanses, three massages, and four masks for the face, décolletage, and hands. It starts with an energizing massage followed by a lifting treatment and finishes with a Kobido - a facial massage technique practiced by the Samurai in Japan - targeting the facial muscles with absolute precision. Finally, the iconic Regenerating Mask Treatment is applied to the face and neck; a mask containing natural collagen and hyaluronic acid for cellular rejuvenation.

Other facial treatments will include:

Luminosity Ritual – Luminosity of Ice: a recommended treatment to refine skin texture and impart a healthy glow. This ritual is based on the Swiss Phyto-Complex - the best of Swiss Alpine nature - containing white mulberry and seven other plants that grow at different altitudes, resulting in perfectly light-reflecting skin for a smooth and even complexion.

Hydration Ritual – Hydration of the Bisses: the key concept of this treatment is hydration. It focuses on increasing the supply of moisture to the skin with a slow, gentle, relaxing massage that targets the lymphatic system to improve the flow of liquids and drain the lymph nodes. To ensure long-lasting results, the collagen sheet mask is then applied, which delivers long-term hydration.

Firmness Ritual – Firmness of the Hills: the aim of this ritual is to restore density, thickness, and compactness to the skin for a visibly younger face with defined, well-toned contours. It is a deep tissue massage using targeted circular movements. The overall effect is enhanced with a collagen mask to ensure long-term results.

Purification Ritual – Purity of the Alps: the skin is cleansed and the balance is restored using probiotics and prebiotics to promote a balance of the skin flora. This ritual is particularly recommended for uneven complexions and for skin types that have a tendency to blemish.

Rates start from €180.

The Eden Spa is an urban retreat that offers holistic beauty and wellness treatments. Designed by Jouin Manku, the spa has a warm welcoming interior, featuring three spa suites with vaulted ceilings to reflect the typical architecture of Roman baths, and soft lighting for a relaxing ambiance. There is also a blow-dry service by Roberto D'Antonio and a spa suite for manicures and pedicures.

Valmont treatments are available at The Dorchester and 45 Park Lane hotels in London, Coworth Park in Ascot, The Beverly Hills Hotel and Hotel Bel-Air in Los Angeles, and Le Meurice in Paris - which also hosts flagship boutique 'La Maison Valmont pour Le Meurice'.

For further information, please visit: <https://www.dorchestercollection.com/en/rome/hotel-eden/spa/#spa-treatments>

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NOTES TO THE EDITORS

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HOTEL EDEN

Feel at home in our Roman palazzo. Laidback yet lively, reflecting the modern spirit of the city. A home from home, where your stories fuse with ours.

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DORCHESTER COLLECTION

Dorchester Collection is a portfolio of the world's foremost luxury hotels and residences. The unique properties are all legendary in their own right, with rich heritages and worldwide reputations as places offering the most sought-after experiences of good living, charm, elegance, and unparalleled standards of service.

The current portfolio includes the following hotels:

**THE DORCHESTER LONDON, 45 PARK LANE LONDON, COWORTH PARK ASCOT
LE MEURICE PARIS, HÔTEL PLAZA ATHÉNÉE PARIS, HOTEL PRINCIPE DI SAVOIA MILAN, HOTEL EDEN ROME
THE BEVERLY HILLS HOTEL BEVERLY HILLS, HOTEL BEL-AIR LOS ANGELES, THE LANA DUBAI (opening 2023),
TOKYO (opening 2028)**

Luxury residences include:

**MAYFAIR PARK RESIDENCES LONDON, ONE AT PALM JUMEIRAH DUBAI
THE LANA RESIDENCES DUBAI, AVA AT PALM JUMEIRAH DUBAI, ORLA DUBAI, VELA DUBAI**

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