



ST. GREGORY

THERAPY • FITNESS • AESTHETICS • ACTIVE-AGEING

## **St. Gregory and Elemis Rescue Modern Skin with Launch of New Facial**

*With a celebrity following including David and Victoria Beckham, Scarlett Johansson and Jude Law, luxury spa label Elemis brings cutting-edge anti-ageing therapies to 5-star establishments the world over.*

*Now, experience exclusively at St. Gregory the Elemis Modern Skin Facial, turbocharged with multi-minerals, botanicals and vitamins to rebalance skin's microflora and pH levels.*

**[Singapore, 31<sup>st</sup> March 2011]** Stress, an unhealthy diet and pollution are the three greatest causes of dull and sensitive skin conditions today. More and more women in their 20s are seeing premature ageing in the form of a lacklustre, sensitive and imbalanced skin caused by everyday lifestyle aggressions.

To address these "modern skin" concerns, St. Gregory is proud to introduce the Elemis Modern Skin Facial, the ideal facial for the 20-something woman who is finding skincare a challenge due to reactions to the modern lifestyle.

Elemis, a pioneering luxury British spa and skincare brand, treats over 5.7 million people each year, and successfully combines natural ingredients and high-tech science to create the most influential anti-ageing homecare products and professional spa therapies the beauty industry has ever seen.

With every new product and therapy created, Elemis addresses specific skin and body conditions using potent formulations backed by stringent processes and clinical studies. The Elemis expertise is well synergised with St. Gregory's integrated lifestyle management approach, using proven methods to help guests feel and look their best no matter their age.

### **How the Modern Skin Facial works:**

The Modern Skin Facial is designed with the young professional woman - who is experiencing combination or dull skin due to the effects of urban life – in mind. It focuses on rebalancing the microflora (every element of facial skin's matrix) and pH level with product layering. The layering of Elemis Visible Brilliance serum and Elemis Mineral Rich Peel-Off Mask create a powerhouse of antioxidants, minerals, vitamins and moisture to reveal a clearer, radiant, more balanced and glowing skin.

"The facial feeds the skin with protective antioxidants from start to finish, and the dual layering of minerals lets the skin effectively absorb important minerals like zinc, copper and magnesium," says Katie McCaffery, UK & International Trainer of Elemis. "All these help to promote and revive skin functions to keep it fresh and renewed with better balance and a healthy glow."

### **Key benefits:**

- Raises mineral levels
- Regenerates skin cells
- Rebalances sebum levels
- Reduce rosacea
- Boosts radiance



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### **New Products Launched with Facial:**



**Elemis Visible Brilliance (\$148)** – A double-action serum that actively brightens and re-energises dull, fatigued and stressed skin. The unique actives include minerals like Copper, Zinc and Magnesium, combined with Red Seaweed, Swiss Garden Cress, Blonde Pea Protein, Dew Bean and a complex of vitamins. On top of instant luminosity and exceptional brightening, facial features appear rested and smooth after use, revealing a fresh and youthful radiance.

**Elemis Pro-Radiance Cream Cleanser (\$99)** – A new generation anti-ageing cream cleanser which deeply moisturises to reveal a youthful complexion. Active fragrances of Sweet Brazilian Orange, Lavender, Ylang Ylang and Patchouli veil the face whilst essential plant extracts purify the skin. Skin-protecting Moringa Seed Peptide defends against daily pollutants. Great Burdock helps to balance the skin whilst Noni and Assai Fruit are known for their high levels of anti-oxidants.



***Elemis Modern Skin Facial (\$160 for 75 minutes) is exclusively available at the following St. Gregory outlets:***

***PARKROYAL on Beach Road  
7500 Beach Road, Level 4  
Tel: 6505 5755***

***Marina Mandarin Singapore  
6 Raffles Boulevard  
Marina Square Level 5  
Tel: 6845 1161***

**For more information and media interviews, please contact Touch Communications:**

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### **About St. Gregory**

Established in Singapore in 1997, St. Gregory is an integrated lifestyle management built on our unique four pillars of therapy, fitness, aesthetics and active ageing. A pioneer and market leader in the spa and wellness industry, St. Gregory continuously sets the trend for excellent expertise, offering specialised and traditional healing therapies ranging from Chinese Tui Na to Javanese massages and Ayurveda treatments, combined with advanced technologies and techniques from the United States and Europe. The outlets also have comprehensive fitness and wellness facilities to enhance your total well-being. St. Gregory is currently found in Singapore, Malaysia, Japan and China, and is part of the Pan Pacific Hotels Group, which also manages PARKROYAL Hotels and Resorts, Si Chuan Dou Hua Restaurants and PARKROYAL Residences.



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## **Bio-data**

### **Katie McCaffery Elemis UK & International Trainer**

Trained in beauty therapy, makeup and hair styling, Katie is a veteran in the beauty industry with nine years of experience under her belt.

As an Elemis trainer, she has worked throughout the UK and abroad in Africa, Istanbul, and New York, where she trains the beauty therapists from top spas and wellness establishments in areas including protocols, product knowledge, skincare education and more. Prior to being a trainer, Katie worked as a therapist in a five-star spa on the Elemis account.



### **Katie's top skincare tips:**

1. Have an effective and thorough cleansing routine in place, and do not use unnecessary harsh detergents or alcohols on the skin for cleansing or makeup removal.
2. Exfoliate only twice a week, and keep it gentle. Excessive exfoliation causes unnecessary trauma to the skin. Use a gentle or non-mechanical exfoliator such as the Papaya Enzyme Peel to remove dead skin cells on the surface.
3. Invest in a good-quality moisturiser. Choose something light and easily penetrable so as to increase and maintain important hydration levels. Well-hydrated skin will also help anti-age itself.