

Anantara Spa Reformulates Luxury Skincare Range Using 100% Natural Ingredients and Chemical Free Products



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Bangkok, 18 November 2019: Comprising an indulgent and luxurious body and skincare collection, Anantara Spa's signature products have been reformulated using 100% natural ingredients.

Named the World's Best Hotel Spa Brand at the last three consecutive World Spa Awards, Anantara Spa draws upon Thailand's wellness traditions, cultural inspirations and therapeutic ingredients to offer unique signature journeys deeply rooted in authentic luxury, holistic practices and indigenous experiences. All treatments and rituals are inspired by the Thai origins of Anantara, while innovative modern therapies and natural products promise the highest definition of relaxation and personalization.

The entire Anantara Spa branded skincare collection is now free from parabens, sulphates, mineral oils, synthetic colours and animal testing. Sourced throughout Asia and beyond, the therapeutic, authentic and natural ingredients in the chemical-free skincare line are perfectly blended for total wellbeing ensuring that that products are as good for the environment as they are for the skin.

Created with conscientious spa-goers in mind, three products have been reformulated so that the complete collection of 9 chemical-free creams, scrubs, oils, gels and lotions have been entirely re-

developed using natural ingredients. All oil massages and body scrubs will be available at Anantara Spa's located at all Anantara Hotels and Resorts throughout Thailand.

As part of the skincare range relaunch, a brand new product, Hydrating Organic Coconut Oil, has been added to the collection, while the existing Anantara Spa favourites that have been reformulated and are now chemical-free include: Silk Caress Jasmine Blossom Shampoo and Conditioner, Devine Delight Jasmine Blossom Shower Gel, Simply Heavenly Jasmine Blossom Body Lotion, Smooth Essence White Coconut Mint Scrub, Smooth Glow Detoxifying Green Tea Scrub, Devine Peace Detoxifying Massage Oil, and Inner Harmony Body Balance Massage Oil

All items in the skincare collection have been expertly selected for individual needs and will also be available for guests to purchase to take Anantara Spa's award-winning expertise home.

Commenting on the initiative, Minor Hotels' Group Director of Spa - Asia for MSpa International Limited, Zoe Wall said, "Gone are the days when people would blindly apply items to their skin without turning the label to scrutinize its contents and ingredients. Recognizing that consumers and spa goers are now making more informed and conscientious decisions, Anantara Spa now offers a complete skincare range free from parabens, sulphates, mineral oils, synthetic colours and animal testing. We are pleased to support our guests in making more informed decisions when experiencing face and body treatments using our own brand of Anantara Spa products."

The chemical-free collection will be used professionally for treatments and also available on retail at all Anantara Spa's in Thailand from 1 December, 2019.

All treatments are performed by highly trained and specialised therapists. Expert therapists at Anantara Spas, across Asia and beyond, tailor perfect experiences from comprehensive menus of massages, body and facial treatments, bringing together exclusive ingredients and aromas, and time-honoured techniques to promote long-term health and wellbeing.

Anantara Spas are a haven of peace and tranquillity - an utterly relaxing and rejuvenating experience in unique settings. Currently, Anantara Spa operates over 40 spas in 16 countries across Asia, the Indian Ocean, the Middle East, Africa, South America and Europe.