



The Mira Hong Kong Unveils MiraSpa

(Hong Kong, January 7, 2010) – The MiraSpa, a modern haven for rejuvenation, beauty, hair and fitness, opens in January 2010 at The Mira Hong Kong, one of Hong Kong's most upscale, seamlessly advanced hotels.

The 18,000 square-foot retreat features a stunning, 25-metre indoor infinity-edge pool, immediately immersing guests in an environment of absolute tranquility and pampering.

MiraSpa introduces some of the world's most glamorous treatments and products, including **Elemental Herbology**, available nowhere else in Hong Kong for treatments, which is a nutrient-rich skin care brand combining Traditional Chinese Medicine and botanical remedies to balance body elements and skin responses to seasonal changes; **Dr Murad**, a visionary pioneer of anti-ageing, acne and cellulite skin care science; and luxury Parisian cosmetologist **Anne Semonin**.

Treatment areas include **Seven Spa Suites**, complete with private washroom and shower, and two **VIP Spa Suites** with private sunken whirlpool bath, relaxation area, steam shower and vanity area.

Unique features include a **'Heat Experience'** with sauna, steam, whirlpool, experience showers and waterbed lounges, warmed by stunning EcoSmart Fires.

For the ultimate in relaxation, there is an oval shaped **Aura Room** with soothing colours which induces restful sleep while enjoying a therapeutic MiraSpa ritual, and male and female **'Floatation Lounges'** that house state-of-the-art heated waterbeds to relax in either before or after spa treatment.

MiraSpa has catered for every beauty need, partnering with renowned Hong Kong hair stylists **Private-i** for leading edge hair design at The Mira Private-i Salon, as well as bringing in OPI nail products for the manicure and pedicure stations at the **Nail Bar**.

The state-of-the-art gymnasium features latest touch-screen cardio and resistance equipment from Life Fitness, and a **Bar Lounge** serves delicious juices, smoothies and healthy snacks throughout the day. Membership packages provide a host of benefits for spa and fitness devotees.

The chic indoor 25-metre pool and infinity edged jacuzzi are surrounded by stylish circular chill-out daybeds – while fibre-optic ceiling lights create spectacular, ambient day to night effects, creating the perfect atmosphere for special events and parties.

A **Spa Boutique** offers products from the treatment ranges, unique gift items, apparel including Kashwre bathrobes, books, CDs and gift certificates.

Signature treatments include a 'fire and water' body balancing ritual called 'Inner Sanctum' which helps restore inner harmony. It starts with a luxurious mother of pearl exfoliation to help shed dead skin cells and promote cellular renewal, before a massage that combines reiki, deep-tissue massage and acupressure to re-balance body and mind. The ritual concludes with a bespoke Elemental Facial, leaving the skin invigorated and harmonised. Another signature treatment, the 'Mira Journey,' is a modern twist on the traditional apothecary concept of customised ingredients to suit core needs, incorporating a salt and oil body scrub and hot oil wrap, before a heavenly 'four hands' massage to soothe tension, target stress zones and leave you uplifted and yet totally zoned out. Spa Director is British wellness specialist Tracy Lord, who has worked in some of the most luxurious hotel spas in Asia, Europe and the Middle East.

She studied beauty therapy at world-renowned Champney's College of Health and Beauty in Hertfordshire, England where, following graduation, she remained for over three years as a beauty therapist and senior spa trainer.

Most recent accomplishments included the opening of the spa at Four Seasons Hotel, Macao Cotai Strip, prior to which she spent over three years with InterContinental, steering the opening of the new project in Dubai Festival City and the establishment of I-Spa at InterContinental Hong Kong. Other management projects include Amrita Spa, Raffles City in Singapore and Cleopatra's Day Spa in Dubai.

The MiraSpa opens from 8am-10pm and can be accessed directly from street level by a dedicated lift situated next to the hotel's G/F Kimberley Road entrance.

About The Mira Hong Kong

Centrally located on Nathan Road in Tsim Sha Tsui, The Mira Hong Kong is situated in the heart of Hong Kong's commercial, shopping, dining and entertainment district. Located close to the local Mass Transit Railway (MTR), railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong.

Adjacent to The Mira Hong Kong are a retail promenade of branded boutiques, large-scale shopping malls, bargain outlets and upscale eateries.

www.themirahotel.com

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MiraSpa 25-metre Indoor Infinity-edge Pool



MiraSpa Nail Bar