

Press Release

MiraSpa introduces the *MDT5 Vita Fusion Facial* in collaboration with New York skincare sensation “Somme Institute”

For Immediate Release – The MiraSpa, a modern haven for rejuvenation, beauty, hair and fitness, located in one of Hong Kong’s trendiest contemporary designer hotels, welcomes the autumn season with a revolutionary, brightening facial in partnership with Somme Institute, a clinical research driven brand from New York.

The ***MDT5 Vita Fusion Facial*** is a 90-minute super-facial facilitating 5 highly engineered vitamins (A, B3, B5, C, E) which penetrate skin cells via a patented process of **Molecular Dispersion Technology**. Precious Jade stones are used to massage the skin and stimulate lymphatic drainage and a warming mask draws out impurities leaving the most luminous, clear complexion.

Somme’s advanced product line revolves around **MDT5**, a clinically tested proprietary technology that has laboratory proven efficacy. The solution combines five vitamins crucial for regaining skin’s youthfulness and radiance that are effectively absorbed by the inner skin layers via the patented delivery system incorporating purposefully engineered proteins built specifically to target the skin cell receptors.

The free radical fighting formula diminishes the appearance of fine lines, eliminates blemishes and promotes perfect clarity to the texture and tone of city stressed skin fatigued with environmental aggressions such as pollution.

The brightening results can be seen after just one treatment with pigmentation and blemishes being dramatically reduced after a series of just two treatments and use of their 5 step skincare regime at home over a five week period. The treatment addresses a multitude of skin conditions and is suitable for all skin types delivering unparalleled results that have been documented on women of all ages.

The ***MDT5 Vita Fusion Facial*** was launched on October 1st, all guests who book the treatment by the end of November will be treated to an add-on 30-minute Muscle Melt Back Massage (valued at HK\$400).

Somme Institute, the New York based research institute which specializes in pioneering results driven solutions, has received numerous awards including Best Anti-Aging Product from AsiaSpa Awards 2010.

Available from now until 30 November 2011

Treatment time | 1 hour, 30 minutes

HK\$1,300

MiraSpa is open from 9am to 11pm and advance bookings are highly recommended

Call MiraSpa on 2315 5500 for bookings.

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About MiraSpa

MiraSpa is an award-winning 21st century metropolitan spa combining contemporary, Western design, with stylish, warming touches that deliver a sense of wellbeing and subtle stimulation. The 18,000-square-foot retreat comprises of a spa zone, wellness, and beauty facilities featuring a stunning, 25-metre indoor infinity-edge pool and jacuzzi, immediately immersing guests in an environment of absolute tranquility and pampering that includes a wet zone with sauna, steam, whirlpool, experience showers, waterbed lounge and nine spacious treatment rooms: seven Spa Suites with private washroom and shower, and two VIP Spa Suites with private sunken whirlpool bath, relaxation area, steam shower and vanity area for the ultimate exclusive spa experience. The oval-shaped Aura Room with soothing coloured light feature induces restful sleep.

Treatments incorporate innovative technology to yield maximum results via exclusive product ranges that showcase a unique apothecary concept of blending ingredients to suit individual needs. Complete customization enables guests to set the mood for their MiraSpa experience in terms of style of music, lighting and treatment combinations. Packages allow guests to pick and choose a personalized combination of therapies.

Social elements meld with a lifestyle membership concept, full spa and fitness facility membership, the option to book the spa and Nail Bar for special events complemented with a Spa Lounge Bar. The Mira Private-i Salon is a partnership that brings the latest hairdressing techniques from this renowned Hong Kong salon to MiraSpa's clientele.

The MiraSpa opens from 9am to 11pm and can be accessed directly from street level by a dedicated elevator situated next to the hotel's G/F Kimberley Road entrance, or via convenient underground path from the car park located underneath the Miramar Shopping Centre Tower.

About The Mira Hong Kong

The Mira Hong Kong is a smoke-free hotel with a total of 492 guest rooms, including 56 suites and specialty suites, that is centrally located in Tsimshatsui, the heart of Hong Kong's commercial, shopping, dining and entertainment district. A close walk to the local underground, railway stations and the Star Ferry, the hotel connects easily to all parts of Hong Kong. Adjacent to the hotel are shopping malls, boutiques and eateries as well as the famous Kowloon Park.



MDT5 Product Line from Somme Institute
5-step product regimen can boost the MDT5 Vita Fusion Facial results



MiraSpa 25-metre indoor infinity-edge pool

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