



SPA

**THE PLEASURE OF INDULGING IN A HAVEN
OF PURE MEDITERRANEAN WELLBEING**

**Acqua di Parma opens the new Blu Mediterraneo SPA season
in the unique setting of the Costa Smeralda Yacht Club,
celebrating its 50th anniversary this year.
Open from mid-April to end of September 2017.**

Milan, February 21, 2017 – A unique setting, the Costa Smeralda Yacht Club, celebrating its 50th anniversary this year. Inside, the magnificent Blu Mediterraneo SPA, which will open for the new season in mid-April. In this haven of delight, hosted within one of the world's most inspiring regions, Acqua di Parma treats a sophisticated and demanding customer base with the renewed pleasure to indulge in the luxury wellbeing rituals inspired by the purest energy of the Italian Mediterranean Sea.

Soft lighting, the colours of the sea, natural materials, and top-level Italian craftsmanship make Blu Mediterraneo SPA an intimate and relaxing venue to enjoy a rewarding sensory experience. A cosy and relaxing ambiance offering pleasant treatments, designed according to individual needs.

The revitalizing rituals ensure an effective anti-ageing action based on the Mediterranean Re-Activating Complex™. This advanced beauty complex releases the unlimited revitalizing power of the bark of Sicilian Maritime Pine, one of the strongest and most long-lived trees of the whole Mediterranean basin. A mix of active ingredients with strong revitalizing properties, acting in-depth and effectively regenerating the skin, which is restored to its youth and splendour.

The purifying, brightening rituals bring new luminosity to the face and body and restore the natural beauty of the skin through the revitalizing power of the Mediterranean Re-Activating Complex™.

One of the most exclusive treatments, "Benessere Assoluto" (Utmost Wellbeing) is a slow and encompassing massage aimed at releasing all tension from the back and legs, combined with a precious anti-ageing face and neck treatment.



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Thorough renewal is ensured by the “Blu Mediterraneo SPA” massage, a unique combination of lymphatic drainage, digital pressure, soft stretching, and brushing, with a detoxifying and strongly revitalizing effect.

Alongside wellbeing rituals, in the elegant barber’s area featuring tones of wood and metal and fitted with an original, historical barber’s chair, Acqua di Parma offers an impeccable shaving service to gentlemen, according to the purest Italian style.

www.acquadiparma.com/en/spa/
www.spaportocervo.it

Blu Mediterraneo SPA
Yacht Club Costa Smeralda
Via Della Marina
07020 Porto Cervo
Ph. +39 0789.97.34.25
E-mail: spa@yccs.it

Acqua di Parma has been a leading player on the luxury market for 100 years, producing a series of true masterpieces of traditional Italian craftsmanship. The brand was established in 1916 with the classic COLONIA, an authentic and iconic fragrance that has inspired the Acqua di Parma world and its values based on the best of the Italian lifestyle, a passion for beauty, an eye for detail, and the contemporary interpretation of luxury. Over the years the brand has expanded its product range, introducing new colonias, Collezione Barbiere (shaving products and accessories), Le Nobili (feminine fragrances inspired by the “noblest” flowers of Italian gardens), the Blu Mediterraneo and Blu Mediterraneo Italian Resort lines (fragrances and cosmetics inspired by the most natural and exclusive locations on the Italian Mediterranean); in addition to these fragrance and cosmetic lines, Acqua di Parma has created a “lifestyle” universe made by the Home Fragrance (scented candles and room sprays for the home), the Home Collection (terrycloth products) and the Tournée Collection - Business and Weekend - (leather accessories). Acqua di Parma supplies the suites of the most beautiful and exclusive hotels in the world with its luxury Hotel Line, which embodies the inimitable Italian style of Colonia. Since May 2008 Acqua di Parma has entered the world of luxury spas with Blu Mediterraneo SPA, opened in the exclusive setting of the Yacht Club Costa Smeralda in Porto Cervo and of the Gritti Palace in Venice. In 2016 Acqua di Parma inaugurates the first Blu Mediterraneo Regeneration Lounge at Villa Feltrinelli, an aristocratic and sophisticated residence located on the shores of Lake Garda. Acqua di Parma Headquarters are in Milan. All of its ranges are produced exclusively in Italy and distributed across Europe, Asia and the U.S. Since 2001 Acqua di Parma has been part of the LVMH Group.