



HALEKULANI DEBUTS NEW LA`IKŪ SERVICES AT SPAHALEKULANI
A New Treatment Series Harnessing the Energy Healing Powers of Natural Shells

NEWS RELEASE

WAIKIKI, HI – March 27, 2012 – SpaHalekulani, an innovative oasis that has long been celebrated for transporting guests through a cultural journey to uncover the mystical cultures of Asia, Hawaii and the South Pacific, unveils the La`ikū Facial and Pedicure. The 105-minute ode to Hawaii's indigenous beautifying ingredients and healing rituals brings a sense of peace and wellbeing to the mind, face and body. The facial is offered as part of a package with the La`ikū Waterless Pedicure to offer guests a Hawaiian beauty experience from head to toe.

"La`ikū means *great calm* in Hawaiian. We wanted to create a treatment that allowed each client to smell, touch and feel the beauty, energy and healing power of the islands," says Spa Operations Manager Kayla Emblom. "This new signature facial brings a sense of peace and well-being from beginning to end and is an exemplification of Halekulani's best."

Exclusive to the La`ikū treatments, the new signature facial features energy healing with handpicked cone- and fan-shaped shells to "pick" and "scoop" the energy blockage along the spine. Warm shells are placed on Chakra points to release energy blockage along the spine, décolleté, neck and face.

The facial continues with a steam, thorough cleaning, application of masks and other complexion rejuvenating skincare from Hawaii's own *Pure & True Organic Beauty* skincare collection. Indigenous ingredients such as deep-sea water, blue-green algae extract, hibiscus and papaya are applied while tension-relieving massage is delivered to the arms, legs, hands, neck and shoulders.

As with all facial treatments offered at SpaHalekulani, the La`ikū experiences begin on the serene spa terrace with the *SpaHalekulani's Signature Foot Pounding Ritual* and concludes with an offering of the spa's coconut rooibos tea and sweet snack served in the tranquil outdoor terrace.

Guests may also choose to add the new *La`ikū Waterless Pedicure* as an a la carte service to enhance their facial experience. The first of its kind, the eco-friendly Waterless Pedicure is offered in the spa's new Zero-Gravity chairs by Human Touch. Designed to place the body in a virtually weightless position, the Zero-Gravity chairs help relieve back pain and sore muscles. The pedicure includes the La`ikū natural shell healing, massage, exfoliation and a rejuvenating mask to pamper tired feet.

The La`ikū facial is available as an a la carte experience for \$230 / 105min or can be paired with the La`ikū Waterless Pedicure as part of a special Mother's Day offer (\$330 / 180min total). All guests who experience the La`ikū Facial or the complete La`ikū facial and waterless pedicure package will take home a mini at-home facial kit from Pure & True.

To schedule the La`ikū Facial or Waterless Pedicure directly, please call (808) 931-5322 or visit www.halekulani.com/spa_halekulani/spa_reservations_request/ with 24-hour confirmations available, or e-mail at spa.halekulani@halekulani.com.

About SpaHalekulani

SpaHalekulani opened its doors in April 2003, and has since been consistently been recognized for its luxurious spa services. Since 2004, SpaHalekulani has received four-star ranking from *Forbes Travel Guide*. *Condé Nast Traveler* rated SpaHalekulani as being the #2 Best Spa in North America in 2006. Since 2005, SpaHalekulani has been a member of Accredited Leading Spas.

About Pure & True

Pure & True was founded on the principle that an inspirational and indulgent beauty experience – while caring for the health and beauty of the Earth and its people – is not only possible, but essential. We believe that true luxury is a sense of peace and well-being – indulging oneself while giving back and treading lightly on the Earth. As a company, we truly care about the way we conduct business, the choices we make, and how these choices impact our health and environment. We are dedicated to creating luxurious organic products that make a difference for everyone.

About Halekulani

Since its inception in 1984, Halekulani has received more than five hundred accolades, awards and honoraria, and is consistently ranked among the world's finest hotels. *SpaHalekulani*, amongst many others, earned the coveted *Forbes Travel Guide Four Star Rating*, the highest bestowed upon any spa by the *Forbes Travel Guide*, and was ranked the #2 Best Resort Spa in North America by *Conde Nast Traveler*. Halekulani's fine dining restaurant, La Mer, is Hawaii's longest ranked AAA-Five Diamond restaurant. Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages newly redesigned Waikiki Parc Hotel. Halekulani is a member of The Leading Hotels of the World and is aligned with Tokyo's legendary Imperial Hotel. For reservations and information, please contact a travel planner, call Halekulani at (800) 367-2343 / (808) 923-2311 or visit the Halekulani website (www.halekulani.com).

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