



## PRESS RELEASE

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### **L'AUBERGE DE SEDONA DEBUTS L'APOTHECARY SPA, DRAWING ON THE DESTINATION'S HEALING BOTANICALS**

*Sedona's Luxury Retreat Expands Spa Space with New Beauty and Wellness Element in Celebration of 30<sup>th</sup> Anniversary*

**SEDONA, Ariz. (May XX, 2014)** – This month, [L'Auberge de Sedona](#) will be debuting L'Apothecary Spa, a newly designed space for hotel guests and Arizona visitors to blend their own custom body care products and experience spa treatments that draw upon the destination's rich bounty of healing botanicals, fragrant herbs and flowers. L'Apothecary is L'Auberge de Sedona's version of an apothecary where guests can select ingredients and supplies to concoct and design their own bath soaks and body scrubs with an abundant offering of powerful elements found in Sedona, including rosemary, piñon pine, juniper, and more.

At the new L'Apothecary Spa, guests will be able to experience an expansive blending station, spa treatments and an impressive new retail selection of spa products including the new, signature L'Apothecary body care line. The blending station allows guests to mix their own organic herbal bath soaks and body scrubs with salts or sugars combined with a variety of oils and ingredients the guests can select from, including lavender flowers, roasted cacao, rose hips, cardamom, and rosemary, among others. L'Apothecary has designed a wonderful selection of recipes that guests can follow along that focus on feelings of relaxation, romance, stimulation and rejuvenation. Visitors are also encouraged to create their own design individually or with the guidance of L'Apothecary's seasoned team who are extremely knowledgeable in the healing benefits of the different ingredients the spa offers to blend with.

"The vision behind creating a new spa concept was inspired by our natural surroundings and the connection our guests make with the creek during their visit," said Greg Hanss, L'Auberge de Sedona's Managing Director. "The concept took shape and we are so pleased to open the doors to L'Apothecary Spa this month. The new space is now a wellness haven to experiment with nature's remedies and aromatherapy blends to provide effective, mindful body care solutions. The signature L'Apothecary blend that was created by Lotus Wei is such an important part of our new offerings. We wanted to create a way for guests to take a piece of Sedona and their visit home by infusing the essence of the creek

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with local flower and plant botanicals, and through Lotus Wei we were able to achieve our goal."

L'Auberge de Sedona partnered with Katie Hess, Lotus Wei founder and flower alchemist, to hand-collect and extract flower, plant and an Oak Creek essence to create a powerful signature blend representative of the property. Lotus Wei is a renowned organization that is acclaimed for hand collecting exotic flower essences worldwide and infusing them into transformative elixirs, mists, skin serums and natural perfumes.

This special, organic blend is the focus of the new L'Apothecary line of body care products, including a mist, oil, scrub and soak. Potent flower essences were combined with the essence of Oak Creek to create the signature L'Apothecary blend, including rose, lemon blossom and rosemary, with the following benefits:

- Rose: Sweetness, attentiveness, feeling cared for, caring for yourself, protection
- Rosemary: Psychic awareness, ancient wisdom, mental sharpness, clarity, perception
- Lemon Blossom: Pure, childlike perspective, playfulness, fresh awareness

"I am honored to have the opportunity to not only be instrumental in the development of the L'Apothecary Spa concept, but to also create a signature blend that embodies and truly represents L'Auberge de Sedona," said Hess. "The natural elements found in L'Apothecary Spa are reminiscent of a guest's experience at the creekside resort and are designed to blend together to evoke the feeling guests have when visiting this inspirational property and beautiful destination."

In addition to the mixing station, signature blend and body care line; the L'Apothecary experience extends into the spa menu with two new treatments that incorporate the same principles and botanical ingredients to promote healing of the mind and body through nature. The following spa treatments have been designed to relax, balance, connect and awaken the senses: Feet in the Creek and Quiet Mind.

- Feet in the Creek is a playful spa treatment that allows you to reconnect with the earth, nature and yourself. Guests will be guided to step into the ankle-deep water of Oak Creek, a spring-fed clear-water creek that runs through the property, to enjoy wading in the water, breathing fresh Sedona air followed by lounging creekside with bare feet resting on the earth. Earthing is an emerging science that promotes direct, conductive contact with the earth to balance mind and body. While seated creekside, guests will receive a head, neck and shoulder massage followed by a foot reflexology treatment with the new signature L'Apothecary flower essence serum. This serum includes a blend of rose, rosemary and lemon blossoms, which are designed to support guests in feeling cared for, having clarity and in allowing a pure childlike perspective.
- Quiet Mind is inspired by the Quiet Mind flower essence blend from Lotus Wei. This treatment is designed to assist guests in learning to turn off their mind and fully experience their massage. The flower essences include Geranium, Bird of Paradise and Passion Flower, to support the guest in letting go of distraction and dissolving muscle tension. Guests will learn simple guided breathing techniques while the therapist attunes facial acupressure points. As the mind calms the guest will experience a deeply relaxing massage, without their mind interrupting.

By capturing the essence of Sedona's surroundings, L'Apothecary products will be available for guests to blend and bring home as a reminder of their L'Auberge de Sedona experience, starting from \$30 per session. The new retail product line contains the specially formulated L'Apothecary signature blend and pricing ranges from \$30 to \$50 per item or \$230 for the complete set.

For more information please visit the L'Auberge de Sedona website, [www.lauberge.com](http://www.lauberge.com) or call (855) 832-9890. For regular updates, please follow on social media:

Twitter: <http://twitter.com/laubergesedona>

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*Editor's Note: New photography is available, for high-resolution images, please contact [lauberge@jpublicrelations.com](mailto:lauberge@jpublicrelations.com).*

**About L'Auberge de Sedona:**

L'Auberge de Sedona is an intimate creekside luxury hotel surrounded by the stunning Red Rocks of central Arizona. The hotel's 11 acres of lush forested grounds offer 88 luxurious accommodations: 26 lodge style guest rooms, 62 private cottages including 12 Spa Cottages and Suites and 18 Vista Cottages and Suites. Recently, readers of *Condé Nast Traveler* named L'Auberge de Sedona among the Top 50 hotels in United States. The property was also listed on *Condé Nast Traveler's* Gold List as one of the "World's Best Places to Stay" and as a Top 500 hotel by *Travel + Leisure*. The AAA Four-Diamond Restaurant on Oak Creek features the culinary artistry of Executive Chef Rochelle Daniel with breakfast, lunch and dinner services along with a popular Sunday brunch. Guests of L'Auberge enjoy a variety of onsite activities from guided astronomy sessions and yoga classes to photography tips from local experts and morning jogs through Sedona's Red Rocks.