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Detox in Dubai

The familiar catalogue of over-indulgence during the festive season means that many people begin their New Year with a pledge to take better care of themselves.

Dubai is the ultimate destination to get away from it all and detox this New Year. Only a seven hour direct flight from the UK or Ireland, the emirate boasts a plethora of spas and treatments to help you cleanse and de-stress your body from the outside in. Dubai has earned a reputation for being one of the world's leading spa destinations – whether you're staying in the city, beach or desert, there are spas to suit everyone's tastes and pampering needs.

Visitors are spoilt for choice with the variety of luxurious spas in Dubai and their unique themes, styles and concept treatments. Influences are drawn from East and West and this international feel is evident with themes ranging from Egyptian and Thai to contemporary. Treatments are equally global with specialists practicing techniques from Bali, Sweden, Thailand, China and beyond.

As awareness of health and wellbeing becomes a growing trend, Dubai's hotels are leading the demand by automatically creating spas as a key element of their offering. Most offer well-known treatments with international brands such as Givenchy, La Prairie, Elemis and ESPA. Meanwhile others focus on traditional Arabian ingredients alongside the Middle Eastern spa technique, Rasul - a detoxifying mud treatment which purifies and relaxes the body as it is cleansed – for example at the Habtoor Grand Resort & Spa.

The emirate also offers spas aimed at men as well as women. Approximately 25 per cent of spa visitors to Dubai are now men, leading to a new trend of men-only spas. For example, Jumeirah recently launched the emirate's first spa dedicated to men - H2O The Male Spa - at the Jumeirah Emirates Towers Hotel. And, in addition to this, the Grosvenor House West Marina Beach by Le Meridien offers '1847' for male spa seekers.

Dubai's spas continue to satisfy and impress visitors offering exceptionally high standards of excellence and comfort. If you're staying in the desert, then the Jamilah Spa at the Emirates Al Maha Desert Resort and Spa is a must. The eco-friendly resort's spa is set among date palms and has spectacular views across the dunes. This Arabian-style spa has its own 'Timeless' signature products using local products such as frankincense, apricots and dates.

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For those staying in the city, Willow Stream Spa at The Fairmont has an entire floor of relaxation designed in a Romanesque style. A unique feature of the spa is that it boasts two pools – one to catch the morning sun and the other to capture the afternoon rays.

Or near the beach, visitors can sample Caracalla at Le Royal Meridien Beach Resort & Spa which has devoted three floors to its baths, taking inspiration from Rome's Antonine Baths with five plunge pools in addition to a plethora of treatments.

With over 120 spas, health clubs and clinics offering wellness services in Dubai there truly is something for everyone. So, it's time to pamper and makeover the mind, body and soul - detox and revitalise for the New Year in Dubai.

For further information about Dubai, contact the Dubai Department of Tourism and Commerce Marketing on +44 (0) 20 7839 0580, email: dcm_uk@dubaitourism.ae or visit www.dubaitourism.ae

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***For further press information / photography / interviews please contact:
Natasha Behrouz or Nicki Glancey at The Communication Group plc
T: +44 (0) 20 7630 1411
E: nbehrouz@thecommunicationgroup.co.uk;
nglancey@thecommunicationgroup.co.uk***