

## ALVADORA SPA AT ROYAL PALMS RESORT IS ONLY U.S. SPA TO OFFER LUXURIOUS HUNGARIAN OMOROVICZA FACIAL

(Hi res image available upon request)



PHOENIX – (January 2009) – The Alvadora Spa at the Royal Palms Resort and Spa has introduced a new facial, **custom-designed as an experience for couples** but available to single spa goers as well. The Omorovicza (pronounced “Amour-ovizza”) Facial from Hungary is available only at the Omorovicza Spa, the Four Seasons Budapest, Harrods in London, and the Royal Palms Resort and Spa.

The **Omorovicza Facial** was developed by Hungarian Stephen de Heinrich de Omorovicza and his American wife, Margaret. They launched their skincare line in 2006 with the intent of bringing the benefits of the ages old Hungarian thermal baths into the 21<sup>st</sup> Century. Their line combines the mineralized waters from an ancient source next to the Danube with natural ingredients like ruby crystals and Lake Hévíz mud. All of their products are paraben- and petrochemical-free. The couple worked closely with scientists to harness the curative powers of the thermal water which is naturally brimming with calcium, magnesium, zinc, copper and manganese – minerals which are said to boost collagen and elasticity, smooth and soften the skin, and improve eczema and extreme dryness.

According to Michelle Kinney, spa director at Alvadora, “We’re seeing amazing results for a variety of skin conditions from acne to extreme sensitivity. It’s especially good for mature skin but really everyone has been thrilled with their skin after the Omorovicza Facial. The products are the most effective, luxurious and exclusive we’ve seen in our spa. The power of the minerals is obvious and they are natural and chemical free.”

The first thing that makes these facials so relaxing is that they’re done on **heated water beds**, just as they’re done at the Omorovicza Spa in Budapest, giving the sensation of the Hungarian baths themselves. All facials at Alvadora are done European style where everything is done by hand rather than by machine, i.e. warm towels for steam rather than noisy steamers that interrupt an experience designed for relaxation.

The Omorovicza Facial is a “remineralizing” treatment and starts with either the Cleansing Milk or Thermal Cleansing Balm, followed by the Gentle Buffing Cleanser to exfoliate the face and décolleté. A Deep Cleansing Mask follows to draw out impurities and Reviving Eye Cream is added to contour the eye. A hand exfoliating massage is provided while the mask sets.

Next is a **unique facial massage** using Hungarian techniques that stimulate microcirculation and lymph drainage. Lastly, a Complexion Enhancer with SPF 15 and a spray of the Queen of Hungary Mist are applied. Each facial is customized to the client’s skin needs by the combination of products used.

The **60-minute Omorovicza Facial** is \$160 per person, Monday through Thursday, and \$170 Friday through Sunday.

The facial is also available in a **90-minute treatment** and includes a second mask and more massage for \$215 per person Monday through Thursday, and \$225 Friday through Sunday.

The 15 **Omorovicza skin care products** are available for purchase at Alvadora, and range from \$75 to \$300. The only other U.S. retail venues are Neiman Marcus in Houston and Bergdorf Goodman in New York.

**Contact the Alvadora Spa at Royal Palms at 602-977-6400 or 800-672-6011.**

A member of Historic Hotels of America, Royal Palms Resort and Spa is a AAA Four Diamond resort located at the foot of majestic Camelback Mountain. Combining the graciousness and sophistication of a Mediterranean villa with the intimacy and privacy of a secluded retreat, Royal Palms offers: 119 custom-appointed guest rooms, suites, intimate clusters of casitas and grand villas; regal Spanish Colonial architecture; over 20,000 square feet of estate-like meeting space; Tuscan-style gardens; exquisite tapestries, antiques and stone fireplaces throughout, a Mother-of-Pearl-tiled swimming pool with private cabanas; and a croquet lawn. Designed around the original historic private mansion built in 1929, Royal Palms is home to the award-winning T. Cook’s restaurant and the Mobil Four Star Alvadora Spa. Just minutes from Scottsdale’s shopping, galleries, golf, Phoenix Sky Harbor International Airport and the Camelback financial corridor, Royal Palms is an ideal retreat for business, pleasure and special occasions, offering luxury, privacy, romance and convenience.

Royal Palms Resort and Spa is one of more than 30 independent, upscale and luxury hotels, resorts and golf clubs in the United States managed by Destination Hotels & Resorts, the

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