



PRESS RELEASE



THE ALILA SPA BRAND GOES GLOBAL

Alila Hotels & Resorts has launched Shop Alila making the Balinese inspired, community driven Alila Living Spa product range available for purchase online for the first time.



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WHETHER IN LONDON, NYC, OR MILAN, THE ALILA LIVING SPA RANGE IS NOW AVAILABLE TO ALL VIA SHOPALILA.COM

A devotee of Spa Alila? There is now another solution to hauling back products from a stay at one of the resorts. Thanks to a growing demand from their guests, Alila Hotels & Resorts has launched shopalila.com making the Balinese inspired, community driven Alila Living Spa product range available for purchase online for the first time.

Conceived in Bali, the Alila Living brand is a signature feature across the Alila Hotels & Resorts' portfolio in Indonesia and India, where each Spa Alila offers treatments blending ancient Asian healing and beauty knowledge with Alila Living products.

The natural, organic range includes therapeutic skin care products for both 'him and her', from massage oils and body scrubs to body milk and facial toners all available to continue the Alila experience at home and evoke fond holiday memories.

Steve Jeisman, the Director of Spa and Development of Alila Hotels & Resorts, commented, 'With the Alila portfolio as a whole expanding into new destinations, it's an exciting time for the online store to launch, allowing customers worldwide to purchase products from the Alila Living range for the first time.'

When it comes to 'green' beauty, it is now a matter of what shouldn't be in products, not what is in products, and tying in with this ever increasing trend, Alila Living products are free from parabens, sodium laurel sulphate, petrochemicals,

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synthetic substances, and artificial colour or fragrance.

Signature products include, the Indian Fig Finishing Cream, with the star ingredient being Tamarind or 'Indian fig', which has antiseptic, anti-allergy and skin tightening properties. Pure vanilla extract adds an element of gentle stimulation, whilst the addition of rare brown lavender gives the cream its natural, floral scent.

The Avocado & Coconut Hair Smoothie – first created for Alila Villas Soori's Hair Spa – is an earthy concoction designed to restore shine to dry and damaged hair. Brimming with aloe vera juice and avocado oil, legundi extract and wild honey, as well as shea butter, this product is designed to detoxify, balance, and hydrate the scalp.

Alila Hotels & Resorts is one of the most exciting and dynamic hotel groups currently in Asia, recognised for innovative design, incredible destinations and its strong and authentic eco-credentials. The group currently has five properties in Indonesia and two in India, all of which have their own outpost of Spa Alila. Alila's newly launched Phinisi sailing ship Alila Purnama, also features a spa therapist on board.

Each Spa Alila offers treatments using the Alila Living essential oils, scrubs and products. Guests at Alila Villas Uluwatu and Alila Villas Soori in Bali can also enjoy a huge range of complimentary products in their villas, ranging from lip balms to suntan lotion and refreshing facial spritzers.

Alila Living products cost from £1.50 for a handmade soap. Facial Cleansers cost from £18. Orders can be shipped worldwide.

FOR MORE INFORMATION VISIT:

More information on Alila Hotels
www.alilahotels.com

Shop Alila
www.shopalila.com