

Thanos Hotels introduces ila to the Thalassa Spa at Anassa and the Almyraspa at Almyra



15 April 2014 – Thanos Hotels has introduced ila, the 'Beyond Organic' luxury skincare and spa brand to the Thalassa Spa at Anassa and the Almyraspa at Almyra in Cyprus. The philosophy of the spas reflect the restorative powers of the island with a holistic, healing approach, which goes hand in hand with the ila mantra.

Taking its name from the Sanskrit word for earth, ila delves deeper than 'chemical-free' principles. Founder Denise Leicester seeks the highest levels of natural and ethical purity in every ingredient, process and blend. She works directly with growers and farmers to reintroduce and sustain ancient knowledge, combining it with a contemporary approach to ensure that the ila philosophy remains true to the company's ethics and authenticity.

For ila's launch at Thanos Hotels, Denise has developed signature treatments for the spas' holistic, wellbeing and treatment menus including:

- The 'Anassa Bespoke Cellular Rejuvenation Facial with Rose and Rose Stem Cells'. This 90 minute facial combines exquisite rose damascene with the advanced science of rejuvenating stem cells. The results? Improved circulation, removal of tension and stress in the face, improvement of skin tone and glowing skin.
- The 'Anassa Bougainvillea Stem Cell Slimming and Anti-Ageing Treatment' uses essential oils of rosemary and eucalyptus to stimulate lymphatic circulation followed by a stem cell serum wrap with compression to reduce fluid retention and cellulite whilst ensuring skin is firmer, finer and smoother.

PRCo

- The 'Almyra Retreat by ila', is a two-hour neroli immersion designed to rejuvenate the mind and body. Orange blossom combined with jasmine, poppy seeds and tuberose milk culminate in a therapy, which restores the whole nervous system.
- The 'Almyra ila Chakra Well-being' is tailored to suit each guest's need based around the seven chakras and their corresponding essential oils. This treatment provides deep relaxation and soothes the third eye through reflexology, body scrub, healing massage and facial.

Speaking about the launch of ila at the spas, Natasha Michaelidou, owner of Thanos Hotels, said "We are thrilled to partner with the ila brand across our spas and working with ila to create bespoke, signature treatments has enabled us to take inspiration from the natural flora of Cyprus to address specific needs that are exclusive to Thanos Hotels."

ila is now available at both Anassa and Almyra. For more information, please visit www.thanoshotels.com.

-Ends-

Notes to Editors:

Thanos Hotels

Thanos Hotels is a family run hotel group in Cyprus, comprising three properties: Annabelle, the group's deluxe resort Anassa and her hip younger sister Almyra. Designed for pure pleasure, each hotel offers a different experience and a wide array of activities and cultural experiences that take guests into the unspoilt heart of Cyprus. All three hotels boast extensive recreational and leisure facilities, and specialise in family holidays with the Explorers programme for children aged from four months.

www.thanoshotels.com

For media enquiries please contact PRCo: Anna Dickinson (adickinson@prco.com), Katherine Black (kblack@prco.com), Grace McCahery (gmccahery@prco.com) and Katerina Panayotopoulos (kpanayotopoulos@prco.com).

Tel: 0207 259 1100