
THE PLATINUM HOTEL AND SPA CELEBRATES THE GRAND OPENING OF THE WELL SPA

Tranquil spa retreat offers the ultimate in relaxation and rejuvenation

Las Vegas, NV (January 16, 2007)—The WELL Spa at the upscale Platinum Hotel and Spa has officially opened its doors, inviting guests to enjoy the serene atmosphere and completely relaxing treatments. The “All About You” service of The WELL begins the moment guests step through the door of this restful sanctuary.

The WELL Spa is a peaceful and elegant haven dedicated to guests’ sense of well-being and rejuvenation. The intimate, 4,000-square-foot space, located on the hotel’s fourth floor, features six treatment rooms, a state-of-the-art fitness studio, a peaceful serenity room, and a manicure/pedicure room—all in a décor of soft blue and green hues, creating a soothing and comforting environment.

“The spa was designed to offer an intimate, relaxing feeling, and the innovative treatments guests crave when visiting a spa,” says Spa Director Courtney McGovern. “My hope is that The WELL will become an escape for our local residents and a destination for out-of-town guests.”

The relaxing, beautifying list of treatments on The WELL Spa menu includes choices for people who are seeking the ultimate indulgence and those who have only minimal time to spare. The WELL Spa Signature Massage (\$175 for 80 minutes) begins with a calming foot-bathing ritual, followed by an exfoliation, a tranquil body cocoon, and a custom massage. The WELL Spa Signature Facial (\$185 for 80 minutes) is a deluxe treatment of exfoliating enzymes, therapeutic aromatherapy, and acupressure facial massage. The Quick Fix is a combination of popular treatments designed to pamper those on the go from head to toe, and includes a 25-minute Swedish massage followed by an express version of the essential facial and a spa manicure (\$130 for 80 minutes).

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The WELL Spa’s menu also caters to couples with fun and enticing treatments such as Pittura Festa (\$475 for 125 minutes), which gives couples a chance to paint one another with colorful mud, relax in a private, hammam-style room, and enjoy a Swiss shower before melting into side-by-side Swedish massages.

A menu of treatment options for expectant mothers and male spa goers are also available. Some favorites include the Mom-to-be-Wrap (\$115 for 50 minutes), designed to relieve stress in key pregnancy areas, and the Men’s Facial (\$110 for 50 minutes).

A special treatment, the WELL Spa Cure (\$120 for 50 minutes), includes a body scrub, shower, and scalp massage utilizing pomegranate and offers guests the chance to give something back to the community: a portion of the treatment price is donated to the Nevada Cancer Institute.

In-room treatments, waxing, and makeup application are also available, along with many other revitalizing and restorative services. All of The WELL Spa's luxurious custom treatments incorporate some of the world's finest beauty and skin care products, including Comfort Zone, Aromafloria, and TRUE. The full spa services menu and price list is available on the Platinum Hotel and Spa Web site at www.theplatinumhotel.com. The site also includes information on how to get the most from your spa experience.

A mere block away block away from Bellagio, Caesars Palace, Paris and a multitude of attractions and shows, guests can simply walk out The Platinum's front doors and be anywhere on the Las Vegas Strip in a matter of minutes. For those who love coming to Las Vegas, but desire a change of pace and a small fashionable hotel to retreat to at the end of busy days and exciting nights, The Platinum is a welcome addition to this ever-growing, dynamic city. Please call 702.365.5000 or visit www.theplatinumhotel.com for more information. For reservations, please call 877.211.9211. Reservations at The WELL can be made by calling 702.636.2424.