

Crystalbrook Collection

Eléme Day Spa has arrived at Byron at Byron, a Crystalbrook Collection Resort

Byron Bay, 12 December 2020 – Byron at Byron, a Crystalbrook Collection Resort, will unveil a new Eléme Day Spa on Wednesday 16 December following the Resort's \$6 million refresh.

With a philosophy immersed in nature, Eléme Day Spa, Crystalbrook Collection's signature spa brand, offers bespoke facial and body therapies using the internationally renowned Sodashi skincare range. For massage therapies, Eléme has partnered with Byron Bay's Cura Co. Lab to develop custom-made eco-conscious therapeutic oils.

Inspired by the healing properties of the Byron Bay region, the menu offers personalised treatments developed in consultation with leading spa expert Naomi Gregory. These range from facial therapies to private yoga and chakra healing to the ultimate Signature Rainforest Retreat, a three-hour series of treatments conducted in the heart of the Resort's private rainforest.

Boasting seven luxurious treatment rooms, including two couples' rooms, the Spa will welcome both day and Resort guests. Interiors have a timeless feel with crisp white walls and subtle mood lighting that creates an instantly relaxed ambience. The furnishings are natural and clean, consisting of wicker and wood materials, warm tones and gentle bursts of teal reflective of the brand philosophy.

The new spa opens as the Resort completes a \$6 million refresh, which also included an update of the suites and restaurant, Forest. The updates were made to ensure an ongoing commitment to sustainability and seamless integration with the surrounding environment, in line with Crystalbrook Collection's approach to Responsible Luxury and sustainable travel including making use of upcycled, recycled and locally sourced materials.

Eléme Day Spa opens Wednesday 16 December and will welcome guests from 10:00am-6:00pm seven days a week. To celebrate the opening guests will receive a complimentary mimosa with every treatment booked until Sunday 20 December. The first 15 guests to book treatments 90-minutes or longer will receive a Beauty Chef gift pack valued at over \$50.

Whether you're in need of a facial, super-circulation stimulation, mammoth detoxification, skin firming, smoothing, tightening, lifting, fixing or the ultimate muscle-melting rubdown, Eléme Day Spa at Byron has got you covered.

For more information please visit: crystalbrookcollection.com/eleme-spa/byron

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About Eléme Day Spa

Eléme Day Spa is Crystalbrook's signature spa brand, developed in consultation with leading spa expert Naomi Gregory. With a philosophy immersed in nature, Eléme features bespoke facial and body therapies using the internationally-renowned Sodashi skincare range featuring ethically sourced natural ingredients. For massage therapies, Eléme has partnered with Byron Bay's Cura Co. Lab to develop custom-made eco-conscious therapeutic oils.

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About Byron at Byron, a Crystalbrook Collection Resort

Nestled in 45-acres of magical subtropical rainforest, Byron at Byron, a Crystalbrook Collection Resort, is a celebration of nature, responsible luxury and the local environment. Offering 92 guest suites, each with its own front and rear verandah, the resort works with its surrounding landscape to offer guests an immersive experience in nature. Featuring new signature restaurant, Forest, Eléme Day Spa (opening December 2020), daily yoga classes, tennis court and infinity pool, Byron at Byron is proud to offer sustainable luxury loved by locals and travellers alike. In line with Crystalbrook Collection's commitment to Responsible Luxury, the resort makes use of environmentally friendly, upcycled, recycled and locally sourced materials wherever possible. The resort has a plastic free policy (no plastic water bottles or straws) and, through the use of technology, has removed 90% of paper used by a typical five-star hotel.

About Crystalbrook Collection

Crystalbrook Collection is one of Australia's leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook Collection is an Australian tourism and hospitality group. Its portfolio includes:

- Riley, a Crystalbrook Collection Resort, Cairns, Queensland
- Little Albion, a Crystalbrook Collection Boutique Hotel, Sydney, New South Wales
- Byron at Byron, a Crystalbrook Collection Resort, Byron Bay, New South Wales
- Bailey, a Crystalbrook Collection Hotel and Residence, Cairns, Queensland
- Flynn, a Crystalbrook Collection Hotel, Cairns, Queensland
- Kingsley, a Crystalbrook Collection Hotel, Newcastle, New South Wales – opening Q2 2021
- The Fantauzzo, Brisbane, Queensland – joining 2021

The Group also owns and operates Crystalbrook Station and its subsidiary pastoral businesses.

Mindfully Safe

Mindfully Safe was launched by Crystalbrook Collection in response to Covid-19. The programme focuses on reducing travel anxiety by providing mindfulness and meditation tools developed in partnership with mental-wellbeing group The Indigo Project. Crystalbrook will also donate \$5 to mental support service Beyond Blue for every stay booked directly until the end of 2020. Mindfully Safe also incorporates cash free transactions and heightened deep-cleaning hygiene measures.

Learn more: crystalbrookcollection.com/mindfully-safe

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is owned by accomplished entrepreneur and philanthropist Ghassan Aboud. Ghassan Aboud Group is a multi-business conglomerate engaged in automobiles, real estate, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, China, Jordan and Turkey.

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