

Introducing ‘Microdose Byron’ at Crystalbrook Byron

Experience a mini break with maximum bliss

Byron Bay, Australia — 24 February 2025: This summer, Crystalbrook Byron invites you to take a tiny taste of paradise with a unique ‘trip’ to Byron Bay. Introducing the ‘Microdose Byron’ experience, an exclusive mini getaway designed to refresh, recharge, and immerse guests in the rich wellness culture of Australia’s most iconic beach town. Created for those seeking a short - but potent – escape that will refine the senses, the ‘Microdose Byron’ package allows guests a ‘holiday high’ and to indulge in the ultimate relaxation without needing a full-blown vacation.

Nestled in 45 acres of lush Byron Bay rainforest only a brief stroll from the beach, Crystalbrook Byron resort includes everything you need for a perfect mini retreat. With serene suites perched in treetops or nestled on the rainforest floor, an indulgent Eléme Day Spa, heated infinity pool, award-winning restaurant, and pockets of subtropical rainforest to explore.

The ‘Microdose Byron’ package allows guests to choose a curated itinerary, with forest walks, spa treatments, and wellness elixirs to suit every mood. Begin with a morning yoga flow in the rainforest shala, ease into nature with a forest walk, or savour a slow evening with Imbibe’s AM/PM beauty kit.

Known as both a modern wellness epicentre and hippie haven, Byron Bay offers a unique mix of alternative healing and progressive wellness trends. To capture this dual spirit which blends traditional natural botanicals with modern health insights, Crystalbrook Byron has collaborated with the B Corp certified Northern Rivers supplement brand Wanderlust, to give guests a curated selection of wellness essentials as part of their ‘Microdose Byron’ package. Guests will enjoy Wanderlust’s *Mushroom Multi+* drops used in Traditional Chinese Medicine to support vitality and relieve fatigue, as well as their *Sleep Botanicals* drops, traditionally used in Western Herbal Medicine, to assist mind relaxation and support a refreshing sleep for a restful stay.

“We’re offering guests a Byron Bay experience that’s high on relaxation and wellness but low on time commitment,” says Scott Ratcliffe, General Manager of Crystalbrook Byron. “Forget the full sabbatical— this is the ultimate way to ‘microdose’ the full essence of Byron, maxing out on relaxation with a short getaway that we hope will leave guests feeling like they’ve been on holiday for weeks.”

Across wellness communities worldwide, microdosing has shifted from an underground practice to a mainstream wellness trend. Today, individuals seek to “microdose” various aspects of their lifestyle—whether that’s a quick getaway, adaptogenic herbs, or mindful moments throughout the day—as a way to maintain mental and physical health without extensive commitment.

Experts highlight that even brief escapes can significantly reduce stress and anxiety, leading to improved mental health. A survey from the American Psychological Association noted that 60 per cent of respondents felt less stressed after a weekend getaway, while other research highlights that spending at least 120 minutes a week in natural environments, such as rainforest or beach, is associated with good health and well-being. [1] [2]

'Microdose Byron' package side effects include:

- A stay in a suite at Crystalbrook Byron resort of two nights or more
- **Wanderlust Mushroom Multi+ and Deep Sleep Botanicals Drops 50ml** – Naturally sourced ingredients for wellness, vitality, and rest.
- **Late checkout at 12:00 pm** – The perfect way to start your morning slow and relaxed.
- **Imbibe AM/PM Beauty Kit** – Indulge in AM and PM rituals with a beauty kit crafted to rejuvenate from the inside out.
- **One 30-minute Eléme Day Spa express treatments**– Choose from bespoke treatments to melt away stress and leave skin glowing (per person)
- **One 30-minute Eléme Day Spa infrared sauna session** – Refresh and detoxify with infrared warmth in Byron's serene setting (per person)
- **Complimentary access to the steam room and sauna** – Continue the wellness journey at your own pace.
- **Complimentary daily yoga** – Rise and stretch with the sun (or hit snooze, you pick the flow)
- **Complimentary parking** – Ease of arrival with complimentary parking for a seamless experience.

To learn more: crystalbrookcollection.com/byron/special-offers/microdose-byron-package

Disclaimer: This campaign uses the term "microdosing" purely as a playful metaphor to highlight the experience of a brief, revitalising escape to Crystalbrook Byron. We do not condone or promote the use of any illegal substances. Always read the product label and follow the directions for use.

Footnotes:

[1] American Psychological Association (2022). "Stress in America: The Impact of Stress on Health."

[2] White, M.P., Alcock, I., Grellier, J. *et al.* Spending at least 120 minutes a week in nature is associated with good health and wellbeing. *Sci Rep* **9**, 7730 (2019).

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About Crystalbrook Byron

Nestled in 45-acres of magical subtropical rainforest, Crystalbrook Byron 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 signature restaurant, Forest, Eléme Day Spa, daily yoga classes, tennis court and infinity pool, Crystalbrook Byron is proud to offer sustainable luxury loved by locals and travellers alike.

About Crystalbrook Collection Hotels & Resorts

Crystalbrook is one of Australia's leading sustainably considered 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's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, Sydney, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland
- Crystalbrook Sam, Adelaide, South Australia (opening 2026)
- Crystalbrook Canberra, Australian Capital Territory (opening 2027)

Affiliate Hotel

- Sydney Harbour Hotel - George St, The Rocks, Sydney, New South Wales

The Group also owns and operates a collection of seventeen restaurants and bars and three Eleme Day Spas.

Responsible Luxury

Responsible Luxury and sustainability are at the forefront of the way Crystalbrook thinks and operates. At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over four million plastic bottles from entering landfill)

- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sugarcane and corn starch.
- Working towards a target of sourcing 80% of fresh produce from within a three-hour drive of each hotel

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is part of Ghassan Aboud Group owned by international entrepreneur and philanthropist Ghassan Aboud. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, 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, Jordan and Turkey.