



## MEDIA FACT SHEET

**LI'TYA** (pronounced 'lideeya') literally means "of the earth" and represents our connection to the essence and energy locked within our land.

### **PHILOSOPHY**

According to ancient Aboriginal wisdom, we must establish a precious connection with the earth on all levels – the physical, spiritual and social – in order to preserve vitality, create balance and renew a sense of harmony.

**LI'TYA** seeks to integrate this ancient Aboriginal philosophy within the practice of holistic health by creating a range of spa products using the properties of Australian indigenous ingredients in their raw form to nurture, purify and support wellbeing.

### **SCIENCE**

The ability of indigenous plants to withstand the drought-stricken landscape enriches them with active ingredients, creating a nutrient-dense base for **LI'TYA**'s potent formulations. The variety of these ingredients - grown organically in Australia - provides a bountiful range of nutritional, healing and regenerative properties for skin.

For example, scientific research has shown that Kakadu Plum contains 60 times the vitamin C of oranges, along with an abundance of vitamin E, folate, magnesium, zinc and calcium, while Quandong and Lillypilly are both also rich in vitamins, boasting healing and regenerating properties. Other scientifically tested ingredients include the incredible healing properties of the aromatic Old Man's Weed, the regenerative and protein-rich Wild Rosella and the collagen-building and strengthening Hematite Extract.

## **POTENCY**

**LI'TYA**'s unique spa products harness the naturally powerful qualities of the Australian earth, combined with the latest global advancements in skincare technology. Applying raw earth materials onto the body - within a nurturing environment - offers a special opportunity to provide essential nutrients, healing and hormonal balance. The therapeutic properties found in other **LI'TYA** formulations, such as Australian peat, earth clays and salts, also enhance the healing experience of a **LI'TYA** spa treatment. These potent ingredients ensure that **LI'TYA** is the most significant spa product range available today.

## **SPA RITUALS**

Our unique range of bespoke Hilton SPA Journeys will allow the individual to profoundly connect with their own innate healing powers. The life force energy that is within the **LI'TYA** spa product range - combined with our holistic spa therapies - create the unique experience that is a **LI'TYA** Spa Ritual. **LI'TYA** Spa Rituals incorporate the Ancient Indigenous Smoking Ceremony to cleanse mind, body and spirit, followed by a Jiga Jina footprint and a **Wulima Yulu** Sensory Journey.

With pressure-point, colour and energy therapy, each treatment has been designed to create balance and harmony. **LI'TYA** is the only spa care range that unlocks these ancient Aboriginal healing traditions while offering a unique spa experience for guests. This is an experience unlike any other spa treatment – a journey into the Australian Dreamtime.

## **SUSTAINABILITY**

**LI'TYA** is founded on a Tread Lightly™ environmental approach, ensuring that the range is produced with minimal environmental impact. The formulations are organic where possible and cruelty free. All packaging is environmentally sensitive and will degrade in landfill. A percentage of profits is donated to the indigenous people through the **LI'TYA foundation**.

Media contact: Karina Reyne

0414 66 77 12 or [karina@krcommunications.com.au](mailto:karina@krcommunications.com.au)

# KERSTIN FLORIAN

## KERSTIN FLORIAN INTERNATIONAL

Featured worldwide in luxury resorts and spas Kerstin Florian International is one of the most distinguished skin care brands in the spa industry. A family owned and run business; the company was founded in 1978 by Swedish born skin care specialist Kerstin Florian. The key to her success is using pure natural resources of the highest quality, innovative technologies and research, and a philosophy from both East and West. "It's all part of good health and preventive health measures. None of us can maintain the look of a twenty-year-old forever", says Kerstin. "Following the traditional European spa concept that stresses healthy nutrition, a good fitness program, psychological well-being, and proper care of the face and body, we can grow older being in balance and reflecting a true beauty that comes from within."

The Kerstin Florian skincare range includes comprehensive facial and body lines for both professional and retail use. Kerstin, along with her daughter Charlene are in constant pursuit of the most powerful breakthrough skin care ingredients. With their objective for achieving the highest efficacy rate, every product in the line is built around mineral-rich water and plant extracts, vitamins, antioxidants or natural resources, all essential ingredients because they contain nature's life force.

Kerstin and Charlene have recently taken their ageless approach to beauty to new heights using cutting edge technology and cosmeceutical-based ingredients demonstrated by the new results-oriented, solution focused Correcting Skincare products. The advanced solution-focused cosmeceutical skincare formulas make use of active botanicals, antioxidants, vitamins and a completely new exclusive multi-acid complex complete with acids derived from natural sources. Targeted for all skin types, the Correcting line provides immediate, visible results for a complete approach to beauty.

Kerstin Florian products have become the world's greatest healing resources. Kerstin Florian's range of treatments and products are specifically designed for teenagers to elders and can treat skin specific issues such as aging, hyperpigmentation, rosacea and problematic skin or simply maintain healthy skin's radiance. With distribution offices in Europe, Canada, Asia, India, Australia and the Middle East, Kerstin Florian has partnered with the finest resorts and spas around the world.

"While premium skincare products are the starting point to begin a face and body care healing program," says Florian. "We emphasize that this should be a continuous process that requires professional treatments followed by simple-to-follow, home programs."

Kerstin Florian products are continually featured in *Spa, Luxury Spa Finder, American Spa, New Beauty* and have also been featured in *Elle, W, Marie Clare, Town & Country and Allure* among other beauty magazines.

For further information please contact Julie Andrews, Director of Global Business Development & PR, Kerstin Florian International 949 595 4300 ext. 29.

## VITAMAN FACT SHEET

**Company Name:** VitaMan Global Pty Ltd  
**Head Office Location:** Sydney- Australia  
**Brand Name:** VitaMan  
**Co-Owners & Founders:** Clare Matthews and Glenn Kiddell

The Co-Founders, Directors and Team from VitaMan Global Pty. Ltd. are extremely honored to have been chosen by Hilton Hotels as the exclusive male retail and professional spa range for the exciting HSPA concept.

Our team have developed exciting and unique treatments combining masculine techniques and tools such as warm bamboo, that are exclusive to Hilton that we know will set HSPA apart from other spas.

The guest journey provides so many wow factor experiences, again exclusive to Hilton, that we are 100% confident that this new Spa Concept will become the benchmark for Hotel Spa worldwide.

We look forward to working closely with each HSPA Director and team member to achieve Hilton's standard of excellence. Below is a brief outline of VitaMan.

### **Mission Statement:**

To offer the most natural and effective Spa and Grooming solutions specifically formulated and developed for men of all ages worldwide. **VitaMan means Healthy Man.**

Proudly Australian made, VitaMan were true pioneers of natural men's spa and grooming products and were the first Australian Company to launch a comprehensive range exclusively for men. After 2 years of research, VitaMan launched in November 1999 and is now recognized as a world leader and innovator of male specific spa treatments and retail grooming products. Used and sold in luxurious hotels and resort spas as well as in high end Department stores worldwide.

### **VitaMan Quality Assurance:**

Offering one of the most natural men's ranges using only the highest quality, locally sourced ingredients, each scientifically proven for their effectiveness, while each VitaMan product is independently laboratory tested. VitaMan products have been Government tested, registered, trademarked and approved for sale in: Europe, Japan, China, Russia, Taiwan, Thailand, United Kingdom, Canada and the USA, Australia and New Zealand.

VitaMan was the first Company in the world to introduce into men's skincare many unique natural and potent Australian Indigenous Native Plant, Fruit and Herbal Extracts that have a known history of use dating back many thousands of years. The results are a high performance men's spa and skincare range of uncompromising quality, unparalleled textures, combined with masculine aromas. Cutting edge formulations make VitaMan the world leader and innovator in men's spa and grooming.

The logo for VitaMan, featuring the brand name in a stylized, outlined font where the letters are interconnected.

**Brand Origins:**

VitaMan was Co-founded by Glenn Kiddell, a Naturopath and Herbalist and Clare Matthews, a Beauty Therapist, International Make-up Artist and Skincare Lecturer. After first meeting in 1997, they then spent over 2 years on Research & Development, not just on ingredients but also the global potential of the male market, which at that time was non-existent. Working closely with leading research scientists and formulators, the founders passion and commitment to grow the male spa & grooming market lead to VitaMan offering Spas worldwide the first and only true male specific spa treatment menu. VitaMan is now globally recognized as the “male spa specialists”.

**VitaMan Range:**

Launched in Sydney, Australia in November 1999, what started as a small shaving and skincare range quickly grew to over 35 retail products that covered [Shave] [Face] [Body] [Hair] and [Sports]. This then led to developing and launching in 2001, VitaMan’s exclusive professional male spa range including their now famous Signature De-Stressing Treatments. The VitaMan treatments include the most effective, male specific massage techniques offering men strong and effective results.

VitaMan takes the holistic approach with their Spa Treatments and products whereby their philosophy is not just about the products but about helping stressed men rejuvenate and re-balance mind and body in an amazing masculine spa environment they feel comfortable in.

**Retail Range:**

VitaMan provides spa therapists with a great range of men’s grooming products designed to solve every possible shave, skin or hair problem that most men experience on a daily basis and allows for them to provide a recommended daily grooming routine for male clients. Currently VitaMan offer 35 retail products plus their new Travel Pack.

**Professional Range**

VitaMan developed and now offers spas worldwide over 20 Professional Spa products that are used in over 8 male specific spa treatments. From their world renowned “De-stressing Signature Treatment”, Back Treatments, Sports and Relaxing Massages, Head & Scalp Massage to their Foot and Hand Treatments, VitaMan provides Spas the most masculine and male specific spa menu possible. Strong, effective and developed just for men. As the male segment of the Spa and Wellbeing Industry rapidly grows, more and more spas will want to tap into this market and VitaMan provides all the necessary treatments, products, training and support necessary.

**International Distribution:**

From humble beginnings that began in a one bedroom Sydney apartment mixing samples, VitaMan is now used and sold in hundreds of the worlds most luxurious Hotels Resorts and Day Spas, as well as being found in exclusive high end Department Stores such as Lane Crawfords in China & Hong Kong, Galeries LaFayette in Paris and the exclusive Barneys stores throughout North America. These are just some of the worlds most prestige stores having success with VitaMan. Too many to list, these are the current countries where VitaMan partners some of the world most beautiful Spas: France, Italy, Spain, Portugal, Sweden, Switzerland, Netherlands, Greece, Ireland, UK, Scotland, Canada, Middle-East, China, Hong Kong, Taiwan, Japan, Germany, Russia, Caribbean, Australia, New Zealand, USA, Belgium, Thailand, Cypress and Korea.

The logo for VitaMan, featuring the brand name in a stylized, outlined font where the letters are interconnected.