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**THE SPA AT THE ISLAND HOTEL INTRODUCES FACIALS, MASSAGES
AND MANICURES EXCLUSIVELY FOR MEN**

New Spa Treatments Cater to Growing Market Niche

NEWPORT BEACH, CA (March 14, 2007) – Metrosexual males take note: The Spa at The Island Hotel has developed a series of new treatments with a decidedly masculine bent. Developed exclusively for men – and designed to enhance wellness and achieve optimum balance and energy – the line-up includes:

- **Gentleman’s Massage (60 minutes):** Firm and invigorating, this massage is a skillful combination of kneading and acupressure, releasing tension from deep tissues and stimulating circulation in stressed muscle groups. A scalp massage is also included. Price is \$140.
- **Gentleman’s Face Therapy (60 minutes):** This nourishing facial helps eliminate impurities and calms skin irritation from the aggressive effects of shaving and the outdoors. In addition, certain massage techniques relax facial muscles. Price is \$140.
- **Sports Manicure (30 minutes):** This essential hand treatment includes grooming of nails and cuticles and finishes with a hand massage. Nails are then buffed to a healthy glow for a polished, professional look. Price is \$65.
- **Travel Recovery Massage (60 minutes):** Developed for harried business travelers who need to unwind, relax and regain mental clarity, this balancing massage utilizes an array of invigorating and soothing essential oils. Price is \$185.

For *apres* spa, a special cocktail menu is available for men to enjoy a scotch or martini in the relaxation room.

“The era of the Metrosexual – sophisticated men who are into well-being – is definitely here to stay,” said Spa Director Jim Croghan. “We are excited to introduce these new treatments, and continue to meet the varied needs of our clientele.”

Offering a quiet sanctuary on the hotel’s lower level, The Spa features a muted décor with soft maple and stone accents and trickling water features – with nine spacious treatment rooms beautifully appointed with soft linens, pillows and heated blankets. Separate male and female club-style locker rooms – each with a shower and vanity area and a steam room – also feature a shared relaxation room with Kashwre throws and personal ottomans, as well as signature teas, complimentary waters and fresh fruits. Services are offered a la carte. Extensive spa packages can also be created based on guests’ individual requests and needs.

To book an appointment, please call (949) 760-4992.

About The Island Hotel Newport Beach

Overlooking the nearby islands of Balboa, Lido and even Catalina, The Island Hotel Newport Beach was originally built in 1986 by The Irvine Company and now features: 295 recently renovated guestrooms and suites; the 4,000-square-foot spa; a 3,000-square-foot resort-style pool; two award-winning restaurants; a fitness center; two outdoor, lighted tennis courts; and over 30,000 square feet of meeting space. The hotel is across the street from the acclaimed Fashion Island shopping center, and just minutes away from Newport Harbor. For reservations and more information, please contact The Island Hotel Newport Beach, toll-free, at 1-888-321-4752; or visit the website at www.theislandhotel.com.

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