

latebreaking bliss!

don't you love that new spa smell?

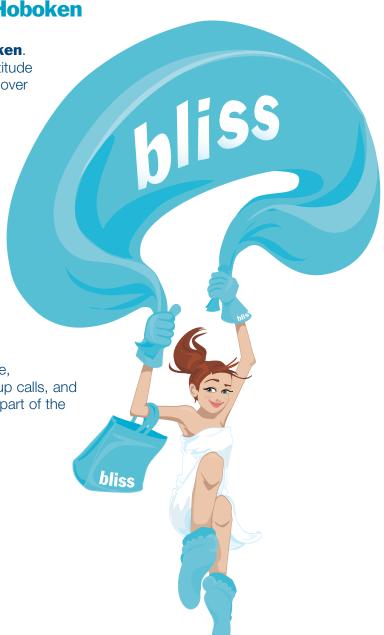
introducing bliss spa at the W Hoboken

Bliss is setting up spa at the brand new **W Hoboken**. The massage and facial mecca brings a fun, no-attitude atmosphere to Hoboken with its signature menu of over the top spa services and legendary brownie buffet.

bliss hoboken will boast 5,953 square feet of tension-fighting facilities, featuring a retail beauty boutique, three manicure and two pedicure nail stations, ten treatment rooms and men's and women's lounges. Trademark **bliss** touches - a cleverly compiled menu of super effective services, rhythm and blues tunes, and legendary brownie buffet - set a fun, upbeat tone to top off the space.

In addition to superior spa-ing and exclusive in-room sampling, W guests can look forward to **'BIP'** perks including exclusive sinkside **bliss** amenities in-room and priority booking. Just imagine, blissage75-booking concierges, waxing and wake-up calls, and triple oxygen treatments and turn-down service, all part of the brilliant **bliss** / W mix.

Flip to page two for a **bliss hoboken** preview.



bliss®

bliss hoboken

size 5,953 square feet

architect a+i design

shop retail boutique featuring a carefully chosen selection of beauty and fashion finds

ground floor luxe nail lounge with three manicure and two pedicure nail stations

ten really relaxing treatment rooms

women's locker room and lounge so luxurious, you won't want to leave for your leg wax: digital lockers, grass-tiled steam showers, sinkside sampling, fashion and

beauty reading selections, crackers and cheese, olives, and brownies

mens locker room with digital lockers, grass-tiled steam showers, heated shaving

cream, sports magazines, crackers and cheese, olives, and brownies

signature bliss trademark treatment menu of outrageous facials, massages, waxing

and nail services

popular picks triple oxygen treatment, ginger rub, hangover herbie, betweeny wax

address bliss hoboken

at W Hoboken 225 River Street Hoboken, NJ 07030

book 877 TO BLISS

opening spring 2009

visit **blissworld.com/spa** for additional spa locations. visit **whotels.com** for additional hotel locations.

bliss. anything less would be stress.