

bliss[®]
for immediate relief
new york, ny

late-
breaking
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 75 varick st 10th floor new york ny 10013 **main** 212 931 6383 **fax** 212 931 6376 **web** blissworld.com

for more information, please contact **Brooke Temner**, **publissity** 646 502 1509 **brooke.temner@blissmail.com**
Stephanie Gerard, **publissity** 646 502 1455 **stephanie.gerard@blissmail.com**



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 men's 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.

bliss 75 varick st 10th floor new york ny 10013 **main** 212 931 6383 **fax** 212 931 6376 **web** blissworld.com
for more information, please contact **Brooke Temner, publissity** 646 502 1509 brooke.temner@blissmail.com
Stephanie Gerard, publissity 646 502 1455 stephanie.gerard@blissmail.com