

## R.E.S.T. easy

### introducing bliss spa's new R.E.S.T intentions massage

Like a blissage with a 'give-back' bonus, the **R.E.S.T intentions massage** is **bliss'** treatment tribute to benefit **The R.E.S.T. Initiative** – a New York City-based non-profit charity that works to ease the chemotherapy experience through the application of complimentary massage on cancer patients. 20% of profits from the **R.E.S.T intentions massage** will go toward the goal of bringing relief to thousands of cancer patients, making it **bliss'** most rewarding rubdown yet.

### R.E.S.T intentions massage

Includes an hour of nirvana-inducing kneading, and 15 minutes of either reflexology or scalp massage (a tribute to the two techniques chemotherapy patients are able to receive during treatment.) 20% of profits go to **The R.E.S.T. Initiative**, which calms patients with complimentary massages in their chemotherapy treatment rooms. **75 min \$160**

Now **bliss** is spreading the 'rub' in more ways than one.

### About **bliss®**

Founded in 1996, bliss was spotted by beauty-obsessed buzz-makers and quickly massaged its way to the top. There are currently eleven bliss spas worldwide: blisssoho, bliss57 and bliss49 (at the W New York) in Manhattan, blisslondon in the UK, bliss san francisco (at the W San Francisco), bliss chicago (at the W Chicago – Lakeshore), bliss los angeles (at the W Los Angeles – Westwood), bliss dallas (at the W Dallas – Victory), bliss atlanta-midtown (at the W Atlanta – Midtown), bliss scottsdale (at the W Scottsdale), and bliss hong kong (at the W Hong Kong). Bliss retails its bliss bath, body and skincare lines through its bliss catalog, blissworld.com web site and at international retailers including Bloomingdale's, Blue Mercury, Harrods, Harvey Nichols, Lane Crawford, Neiman Marcus, Saks Fifth Avenue, Selfridges and Sephora. For more information, visit **blissworld.com**.

### About **R.E.S.T. INITIATIVE** relief • energy • synergy • touch

The R.E.S.T Initiative: relief. energy. synergy. touch. Through the power of the human touch, The R.E.S.T. Initiative works to alleviate the fear, anxiety and stress of chemotherapy treatment by bringing massage therapies directly into chemotherapy treatment rooms.

The mission of The R.E.S.T Initiative is not only to ease the chemotherapy experience through the application of complementary massage and bodywork, but more importantly, to add a positive and nurturing component to a process normally defined by fear, grief and hurt. Building on the inspiration and purpose of relief, energy, synergy and touch, our goal is to provide an element of wellness and self-care at a time when it is most crucial to the patient. The R.E.S.T Initiative strives to change the focus from illness to wellness. For more information, visit **restinitiative.org**.

visit **blissworld.com/spa** for spa locations.

**bliss.** anything less would be stress.

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