



for immediate relief
new york, ny



don't you love that new spa smell?

introducing bliss spa at the W Scottsdale

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

bliss scottsdale will boast 4,000 square feet of tension-fighting facilities, featuring a retail beauty boutique, two manicure and two pedicure nail stations, seven 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 scottsdale** preview.

Founded in 1996, bliss was spotted by beauty-obsessed buzz-makers and quickly massaged its way to the top. There are currently eight 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) and bliss atlanta (at the W Atlanta-Midtown). Bliss retails its bliss bath, body and skincare lines through its bliss catalog, blissworld.com web site and at select sephora, nordstrom, blue mercury and boutique retailers. For more information, visit blissworld.com.

W Hotels is a global lifestyle brand with 21 properties in the most vibrant cities around the world. Inspiring and indulging its guests with thoughtful, refreshing and stylish experiences, signature restaurants, bars and destination spas, W has become the fastest growing luxury hotel brand in the world. Each hotel offers a unique mix of innovative design, comfort, and cultural influences from fashion to music to art and everything in between. W's first residential property, W Dallas Victory, opened in June of 2006, and soon thereafter was named a Forbes Magazine "Top Business Hotel." W Residences, offering the W lifestyle at home, have been announced for Scottsdale (2008), Midtown Atlanta (2008), Fort Lauderdale (2008), Buckhead (2008), Hoboken (2008), San Juan (2008), Downtown Atlanta (2009), Downtown New York (2009), South Beach (2009), Hollywood (2009), Philadelphia (2009), and Austin (2010). Internationally, W has announced plans for hotels in Istanbul (2008), Doha (2008), Hong Kong (2008), St. Petersburg (2008), Santiago (2008), Athens (2009), Milan (2009), Dubai-Festival City (2009), Shanghai (2009), Barcelona (2009), Macao-Studio City (2010), Guangzhou (2010), Dubai-The Palm (2010), Yokohama (2010) and Bangkok (2011). W's first Retreat & Spa, W Maldives, opened in September of 2006 and in March of 2007, received the prestigious Travel + Leisure Design Award for Best Resort. W has plans to open Retreat & Spa hotels in Vieques (2008), Koh Samui (2008), and Verbier (2010), the latter of which will serve as W's first ski retreat. For more information, visit www.whotels.com.

bliss. anything less would be stress.



bliss scottsdale

size 4,000 square feet

architect Mancini Duffy

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

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

seven 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, betweeny wax

address **bliss scottsdale**
at W Scottsdale
7277 East Camelback Road
Scottsdale, AZ 85251

book **480 575 0164**

opening april 2008

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