

# THE MEN OF FAIRMONT

*Willow Stream The Spas At Fairmont know the score when it comes to massaging, manicuring and maintaining their male spa guests.*



Willow Stream spa's pre-game plan begins with the launch of a new concept in spa for men which includes all the comforts of home: plasma screens with wireless headsets, handsome leather and wood décor, the "Bentley" of multi-tasking massage beds, the latest issues of sports magazines and business journals and even home-baked cookies.

As men become more comfortable with the idea of frequenting spas, Willow Stream experts will guide them to grasp the powerful benefits of spa relaxation and stress reduction in the privacy of their own special spa treatment room.

find your energy.



WILLOW STREAM  
THE SPAS AT FAIRMONT

[www.willowstream.com](http://www.willowstream.com)

*Announcing*  
*The Post Game Facial in*  
THE NEW PRIVATE MEN'S-ONLY  
MVP SPA SUITE EXPERIENCE  
*featuring all the comforts of home:*

- *A Sophisticated Men's Spa Menu (created for men only!)*
- *Plasma screens with wireless headsets (to keep an eye on the score or your stocks)*
- *Handsome leather and wood décor*
- *The "Bentley" of multi-tasking massage beds (for seamless treatment transitions)*
- *Result-driven treatments by Willow Stream Energy Master Therapists*
- *A library of your favorite music and reading material*
- *Expert advice on maintaining your health and well-being & even home-baked cookies.*

Willow Stream offers results-driven treatments, like massages to improve your golf game or downhill ski performance.

Teaming up with skin care specialists B.Kamins, Chemist, the new Willow Stream spa exclusive Post Game Facial was specifically designed for men of all ages and stages. Perfect for tougher, thicker, environmentally exposed skin, this treatment hydrates and strengthens the skin while reinforcing the turnover of new cells so male guests look and feel rejuvenated and well-rested.

A simple, results-driven approach to men's skin care, this easy to use collection for men to use at home includes a BioMaple™ Fortified Treatment Shampoo, Soothing Aftershave Balm, a *Sea Protein Foaming Cleanser*, an Anti-Aging Soothing Eye Gel, and an Anti-Aging Daily Moisturizer with SPF 15.

All available Fall 2005 at Willow Stream The Spas At Fairmont and on [www.willowstream.com](http://www.willowstream.com).



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