THE PENINSULA
BEVERLY HILLS

24 June 2010

AN EXCLUSIVE SHIFFA GEMSTONE FACIAL
WITH A COMPLIMENTARY SHIFFA GEMSTONE OIL GIFT SET
AT THE PENINSULA BEVERLY HILLS SPA
A revitalizing 90-minute spa treatment only available from August - October 2010

BEVERLY HILLS, CALIF. (July 1, 2010) The Spa at The Peninsula Beverly Hills introduces the "**Shiffa Gemstone Facial**," an exclusive revitalizing treatment that utilizes the unique gemstone oils created by Shiffa Skincare, which specializes in holistic, natural skincare products inspired by ancient Arabia. The relaxing 90-minute treatment includes a cleansing, an exfoliation and a Balancing Green Clay Mask or a Rejuvenating Rose Face Mask. Following this, the guest enjoys a soothing facial massage with a cool jade stone massage roller, which stimulates the facial muscles and tones the skin.

For the massage, guests can choose from Shiffa's four Gemstone Oils, each of which has a real gem in the bottle and imbues a different energy to the body. Perfumed with pure, natural floral and herbal scents, the Shiffa Gemstone Oils are also used in the final step in the treatment – a refreshing massage to the hands and feet.

- **Shiffa Anti-Aging Diamond Facial**
  Diamonds symbolize balance and harmony. The "**Shiffa Diamond Facial"** helps firm mature skin, eases tension in the face and reduces signs of premature aging.

- **Shiffa Balancing Emerald Facial**
  Symbolizing strength and balance, emeralds have a detoxifying effect on the body. The "**Shiffa Emerald Facial"** helps balance oily skin, and purifies and revitalizes a dull complexion.

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- **Shiffa Revitalizing Ruby Facial**
  Rubies represent stimulation and vitality. The "**Shiffa Ruby Facial"** revitalizes undernourished and mature skin, imbuing it with a healthy glow.

- **Shiffa Soothing Sapphire Facial**
  Symbolizing peace and tranquility, sapphires have a calming effect on the body. The "**Shiffa Sapphire Facial"** nourishes and soothes inflamed and delicate skin.

The 90-minute "**Shiffa Gemstone Facial,"** offered exclusively at The Spa at The Peninsula Beverly Hills from August 1 through to October 30, 2010, is priced at $375. Guests receive a gift of Shiffa Gemstone Oil, valued at $110, with the compliments of The Peninsula Beverly Hills. Please phone 1-310-551-2888 for reservations.

About The Peninsula Beverly Hills

The only AAA Five-Diamond and Forbes/Mobil Five Star hotel in Southern California for 17 consecutive years, The Peninsula Beverly Hills offers 193 elegantly appointed guest rooms, including 36 suites and 16 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. This iconic luxury hotel is home to the sumptuous Belvedere restaurant; The Living Room, where the legendary Peninsula Afternoon Tea is served daily; The Peninsula Spa and the Roof Garden, a refined-resort oasis featuring a swimming pool, private cabanas, and outdoor cocktails and dining. The Peninsula Beverly Hills is located at the intersection of Wilshire and South Santa Monica Boulevards, within easy walking distance of Century City and Beverly Hills' legendary Rodeo Drive.

About The Peninsula Hotels

Incorporated in 1866 and listed on the Hong Kong Stock Exchange (00045), HSH is a holding company whose subsidiaries, associates and jointly controlled entity are engaged in the ownership and management of prestigious hotel, commercial and residential properties in key destinations in Asia, the USA and Europe. The hotel portfolio of the Group comprises The Peninsula Hong Kong, The Peninsula Shanghai, The Peninsula Beijing, The Peninsula New York, The Peninsula Chicago, The Peninsula Beverly Hills, The Peninsula Tokyo, The Peninsula Bangkok, The Peninsula Manila and The Peninsula Paris (opening in 2012). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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