

For Immediate Release

October 12, 2011

**THE PENINSULA BEVERLY HILLS SPA INTRODUCES NEW FACIAL TREATMENTS**  
*The CACI International Ultra system offer non-surgical skin toning and rejuvenation*

The Peninsula Beverly Hills [Spa](#) has enhanced its award-winning collection of facial treatments by introducing the CACI Ultra, which features advanced ultrasonic technology from CACI International, a world leader in non-invasive treatment systems. Developed by renowned dermatologist and bestselling author Nicholas Perricone MD, the CACI Ultra is the high-tech secret behind some of Hollywood's most beautiful faces. Applications include ultrasonic microdermabrasion to exfoliate skin and minimize fine lines and wrinkles, microcurrent technology to firm skin and LED light therapy to build collagen, fade fine lines and prevent acne.

Guests at The Peninsula Beverly Hills Spa can now experience the benefits of the CACI Ultra through three high-performance facials.

The Peninsula Radiance Facial begins with an initial cleansing that includes an ultrasonic exfoliation. A microcurrent is then used to lift and tone facial muscles in preparation for soothing LED light therapy that evens skin tone and removes redness. Finally, ultrasonic technology is used to infuse a customized serum, leaving the skin clear and glowing. The Radiance Facial lasts for ninety minutes and is priced at US\$ 375.

The Peninsula Age-Defying Facial uses a holistic technique and provides a painless alternative to more aggressive anti-aging practices, with no discomfort or down time. Signs of aging are reduced by training the face and neck muscles to resume a more youthful position. The results can be enhanced through a series of treatments that utilize gentle levels of microcurrent technology. The Age-Defying Facial lasts for sixty minutes and is priced at US\$ 245.

The Peninsula Deep Cleansing Microdermabrasion Facial is suitable for all types of skin, even the most sensitive. Based upon ultrasonic exfoliation, the treatment uses a non-abrasive form of microdermabrasion that employs sound vibrations and moisture to cleanse the skin. Exfoliation is

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followed by an anti-bacterial dose of healing LED light therapy and the infusion of products tailored to the needs of each guest's skin. The Deep Cleansing Microdermabrasion Facial lasts for sixty minutes and is priced at US\$ 245.

“The CACI Ultra enables us to offer our guests the most effective facial treatments available,” said Helen Storer, The Peninsula Beverly Hills Spa Director. “Because the ultrasonic technology is non-invasive, guests leave the spa looking refreshed and radiant.”

The Peninsula Beverly Hills Spa also offers guests the option to enhance the result of any facial by choosing from a range of additional treatments that utilize the advanced technology of the CACI Ultra. These include an Ultrasonic Exfoliation that employs ultrasonic sound vibrations to remove dead skin and stimulate cell renewal, leaving the skin polished and refined; and a Serum Infusion in which ultrasonic sound vibrations penetrate the active ingredients of any product deep into the skin, significantly boosting and prolonging the results of the service.

Guests can also opt for LED Light Therapy in which red or blue light is utilized to target specific skin concerns, with red light building collagen and fading fine lines, while blue light kills bacteria and calms redness, prevents acne and improves skin tone. For guests feeling dehydrated from travel, a busy lifestyle, or too much sun and surf there is the Hydra Tone Mask that employs a deeply hydrating gel-based mask drenched in collagen, rosewater toner and vitamins, infused into the skin using specialized microcurrent rollers. An Eye or Neck Lift can also be provided using non-invasive micro current technology to lift and tone tired muscles around eyes, neck and jawline and visibly diminish the appearance of fine lines and wrinkles. All of these treatments are priced at US\$ 65.

The Peninsula Beverly Hills Spa is located adjacent to The Roof Garden and 60-foot rooftop swimming pool at The Peninsula Beverly Hills. The Spa features seven treatment rooms and two nail suites, a fitness center, a Serenity Lounge and private men's and women's changing rooms with relaxation areas and steam rooms. The Spa is open from 8:00 am to 10:00 pm daily. For reservations, please call (1-310) 975 2854, or e-mail: [spapbh@peninsula.com](mailto:spapbh@peninsula.com). For additional information please visit [peninsula.com/beverlyhillsspa](http://peninsula.com/beverlyhillsspa).

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### About The Peninsula Beverly Hills

The only AAA Five Diamond and Forbes Five Star rated hotel in Southern California for 18 consecutive years, The Peninsula Beverly Hills celebrates its 20<sup>th</sup> anniversary in 2011. This iconic luxury hotel offers 193 elegantly appointed rooms, including 36 suites and 16 private villas, nestled among lush tropical gardens in the heart of Beverly Hills. Home to the sumptuous Belvedere, the only AAA Five Diamond rated restaurant in Los Angeles for 16 consecutive years, The Peninsula Beverly Hills also features 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. [peninsula.com/beverlyhills](http://peninsula.com/beverlyhills)

### About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). 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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