

by Sarah Colton



NOTES FROM PARIS

The Spa My Blend by Clarins at The Hotel Majestic Barrière in Cannes: A New Jewel in the Clarins Spa Crown



Dr. Olivier Courtin-Clarins shows off the My Blend line in his Paris office.

The **Spa My Blend by Clarins** has recently opened its third luxury spa at the Hotel Majestic Barrière in Cannes. This addition, along with two other Spa My Blend by Clarins—one at the Royal Monceau Raffles Palace Hotel in Paris and the other at The Ritz-Carlton Hotel in Toronto—create a dazzling trio, while a fourth in The Maldives, is planned for opening in the last quarter of 2013.

Dr. **Olivier Courtin-Clarins**, general manager of the **Clarins Group** and founder of **My Blend**, is the son of Clarins founder **Jacques Courtin**. My Blend treatments offer the equivalent of bespoke facial treatments and are available exclusively in Spa My Blend by Clarins in a selected number of top hotels worldwide. The associated My Blend skin care line with seven bases and seven “Booster” concentrates is available exclusively at Spa My Blend by Clarins and at the My Blend online store, www.my-blend.com.

Dr. Courtin-Clarins explains the My Blend concept as being designed to give clients a highly personalized approach to beauty and well-being according to their

lifestyle. “Everybody’s skin is unique and reacts differently over time. I created My Blend to provide total customization of treatment formulas through the addition of individually selected Booster concentrates, according to the needs of a client at a given moment,” he said.

According to Dr. Courtin-Clarins, the opening of the Spa My Blend by Clarins at the Majestic Barrière Hotel in Cannes is just a taste of beautiful things to come, as the Clarins Group extends the My Blend concept worldwide. “Long-term, our goal is to have at least twenty Spa My Blend by Clarins worldwide, all located in luxury (primarily ‘Palace’) hotels. We are currently in negotiations with several hotels. Once twenty Spa My Blend by Clarins are in place, we will begin opening stand-alone My Blend ‘flagship stores’.”

Importance of Fitness in the Spa My Blend by Clarins

Dr. Courtin-Clarins is emphatic that total well-being is a central concept to all Spa My Blend by Clarins. “In addition to facial and body treatments, all Spa My Blend by Clarins offer a made-to-measure fitness and coaching program. This is the true well-being aspect of what we offer, and one of the things that sets us apart from other spa treatments. My Blend is more than the treatments, the sauna or the hammam.

As I wrote in my book, *The Courtin Concept: Six Keys to Great Skin at Any Age*, ‘Exercise is excellent for your skin! Like proper nutrition, exercise benefits your entire body, inside and out, including your skin...and this comes from getting your limbs moving, your heart pumping, your blood flowing, and your cells oxygenated.’ I am making it a top priority to enhance the physical well-being of our My Blend clients by creating programs that offer access to the finest local health and beauty professionals. One-on-one personal training places each client at the center of his or her own fully customized wellness program. This can include yoga, bodybuilding, nutrition counseling, and more. This opportunity is available for day clients as well as clients staying at the hotel for longer periods.”

The Spa My Blend by Clarins at the Majestic Barrière Hotel in Cannes

For its Spa My Blend by Clarins on the French Riviera, Dr. Courtin-Clarins chose the legendary Hotel Majestic Barrière which dominates Cannes’ Croisette with its exceptional atmosphere and decoration. “Facing the famous steps of the Palais des Festival [location of the



View of the legendary Hotel Majestic Barrière in Cannes from the Croisette.



Clarins France’s Cassandra Moonen in the Lobby of the Hotel Majestic Barrière in Cannes.

annual Cannes Film Festival], the 5-star Hotel Majestic Barrière is a top luxury establishment with all the glamour you would expect from a meeting place for stars of the silver screen. Within this setting, our 4,850 square-foot Spa My Blend by Clarins casts a luxurious and contemporary spell. Here we offer the ultimate in relaxation and wellness through an innovative and dynamic range of facial and body care treatments, as well as fitness training with expert coaching, all created by our team of specialists," he stated.

Treatments

A sampling of treatments available at the Spa My Blend by Clarins in Cannes includes:

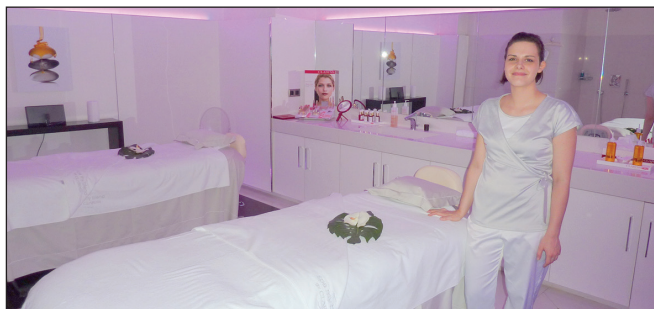
The My Blend Grand Entrance Facial Treatment. Originally designed for stars at the Cannes Film Festival, this is the ultimate expression of My Blend's tailor-made expertise.

The Clarins Red Carpet Facial Treatment. This is designed for a special night out, and finishes off with application of Clarins' long-lasting makeup.

The Total Hotel Majestic Barrière Experience



Julie Forthomme, manager, and Julien Cloarec, fitness coach, at the Spa My Blend by Clarins in the Hotel Majestic Barrière, Cannes.



Beauty Coach Charlene Conty, at the Spa My Blend by Clarins.

As part of the experience, guests at the Spa My Blend by Clarins are surrounded by the magic of The Hotel Majestic Barrière, with its luxury suites, shopping, pool, bars, and restaurants. Dr. Courtin-Clarins makes special mention of the restaurants. "The excellent restaurants at



Cassandra Moonen of Clarins France, and Julien Cloarec in the workout room.



Lunch at the B Sud restaurant on the beach.

the Majestic perfectly complement the My Blend wellness concept. La Petite Maison de Nicole, for example, offers local Mediterranean cuisine which is delicious, healthful, and light. And of course, Le Fouquet's offers the same renowned cuisine as [the Le Fouquet's establishment in Paris]. Just opposite the entrance to the hotel, the private Hotel Majestic Barrière beach, pier, and B Sud restaurant complete the French Riviera experience," he explained.

The Spa My Blend by Clarins at The Palace Hotel Le Royal Monceau-Raffles, Paris

Each Spa My Blend by Clarins is unique and integrates the qualities of its host hotel and city. As Dr. Courtin-Clarins said, "Just as the Spa My Blend by Clarins at The Majestic Barrière Hotel reflects the glamorous atmosphere of Cannes and the French Riviera, the hotel for each Spa My Blend by Clarins is selected to provide the highest ideals of local color, luxury, and comfort. The Spa My Blend by Clarins in Paris embodies the elegant and urbane values of The Palace Hotel le Royal Monceau-Raffles, Paris."



Sampling the Duval-LeRoy Champagne at The Terrace Garden restaurant of The Palace Hotel Le Royal Monceau-Raffles in Paris.



The Spa My Blend by Clarins where they offer facials, body treatments, including the high-definition, customized My Blend facial protocol.

Designed by **Philippe Stark** in an ethereal lightness of white and blue, the Spa My Blend by Clarins includes a 26-meter swimming pool bathed in natural light, seven treatment rooms, a VIP double treatment room, and ladies and gentlemen's areas, each featuring a sauna, Turkish bath, laconium, shower experience, and ice fountain.

The Clarins signature treatment **The Art of Touch**, an innovative face and body treatment and massage combining techniques from around the world such as Shiatsu, Reflexology, Ayurvedic, and Balinese Massage, is exclusively available at the Spa My Blend by Clarins at the Palace Hotel Le Royal Monceau-Raffles beginning in September of this year.

The Spa My Blend by Clarins is perfectly reflected in the amenities of the Palace Hotel Le Royal Monceau-Raffles with the excellent cuisine of its terraced restaurants and bars, its shopping and gardens.

The Spa My Blend by Clarins at The Ritz-Carlton Hotel in Toronto



The Spa My Blend by Clarins at The Ritz-Carlton Hotel in Toronto.

The Spa My Blend by Clarins in Toronto offers a one-of-a-kind spa oasis in the heart of Toronto's downtown, surrounded by the incomparable service one expects from The Ritz-Carlton. The natural light of the glass-enclosed fifth floor retreat offers sweeping views of Toronto. Following a treatment in one of the sixteen beautifully appointed treatment rooms, clients can unwind in the dedicated men's and women's relaxation lounges, or in the co-ed Urban Sanctuary sunroom.

My Blend for Men

According to Dr. Courtin-Clarins, depending upon the circumstances, men can sometimes be even more avid My Blend clients than women. "We have found in our Spa My Blend by Clarins that once men catch on to a My Blend program, they are often even bigger fans than women. They realize how much good it does them—that it helps them relax, and they love it. Of course, this varies with the amount of time they have. In an urban center like the Spa My Blend by Clarins in Paris, our clientele is essentially feminine, and men represent some 20% of the population. Whereas, in Spa by Clarins destinations and Spa My Blend by Clarins located in vacation destinations, the masculine population can be 40%, and often includes couples doing programs together."

The My Blend Product Line

Dr. Courtin-Clarins says he is very satisfied with the My Blend product line, which similarly to all Clarins products, is manufactured in France at the Clarins research center in Pontoise (near Paris), and that going forward there will be a few changes. "We have wonderful feedback about the My Blend line as it is. Going forward, the most important change will be the addition of new **Booster** doses. Short-term, this means the arrival of a new **Firming Booster** which will be coming online soon, followed by two other Boosters which are currently in final testing stages."

My Blend in the US?

For the moment, Dr. Courtin-Clarins' advice to Americans longing for Spa My Blend by Clarins experience is, "Come to France or make a trip to Canada." Currently there are no Spa My Blend by Clarins in the US, and no American Spa by Clarins offer My Blend treatments. However, he assures us that there are projects in the works so this could change soon. Stay tuned... **BF**