

PARIS, SEPTEMBER 2012



**evian**SPA

SANITAS PER AQUAM

PRESS RELEASE

## evian®SPA - FROM WATER TO SPA

A NEW CONCEPT IN SPAS INSPIRED BY A CELESTIAL JOURNEY TO THE HEART OF THE ALPS

The evian® brand, the # 1 bottled mineral water brand in the world, begins a new chapter in its story by offering a global concept of premium urban spas - evian®SPA, centered around the values upon which it has built its prestige and reputation...

| PURITY, HEALTH, AND YOUTHFULNESS |



Japan was the backdrop for the opening, in May 2012, of the first luxurious evian®SPA, located on the 5th floor of the Palace Hotel Tokyo, which is marvelously situated across from the gardens of the Imperial Palace.

Spread over 1200 sq ms of bright, spacious facilities, the SPA offers: 6 treatment rooms including one double room, two steam rooms, a 127 sq m fitness room, a 20 m x 5 m swimming pool with terrace -French savoir faire and Japanese tradition coming together in perfect embodiment of a concept inspired by the mountains.

**This first step demonstrates a desire for diversification into segments that offer a good fit with the DNA of the brand and its history.** Since inception in 1824, with the traditional thermal baths first appearing in Evian les Bains, also the birthplace of the brand, Evian continues to welcome numerous customers to its newly renovated thermal spa facilities in 2012. A vocation steeped in heritage and unique know-how thus wonderfully serve this project where the "culture" of water plays a predominant role.

**Enhancing the value of evian® through prestigious spas established in the finest hotels in the world, is thus a matter of logical progression for the brand, considered a source of wellness that seeks to ensure that everyone can enjoy the benefits of water, in all its forms.**

« In recent years, we have recreated the desire, interest, commitment and loyalty around the evian® brand thanks in particular to a bold communication strategy. We are ready now to branch out into new segments, and the development of evian® spas in the heart of major international cities is part of this strategy. Each evian®SPA will be one way for us to bring the purity of our origin right into the core of the cities, just as if the Alps were but a stone's throw away. »

MICHAËL AIDAN, *evian® Global Brand Director*

This new offering is the result of an innovative global approach which will be developed through licensing agreements. A development planned in overseas markets on a priority basis, in countries where the brand enjoys an excellent reputation and an image that will ensure primary interest from clients who are looking for something that is different and authentic. The intention is not for the brand to become a spa operator, but it will bring a logistical support to all establishments wishing to own an evian® branded spa that lives up to the highest expectations of the moment. This support will make it possible to ensure the embodiment of the concept in a manner that is consistent with both the fundamentals of the brand and local culture.



## WHAT IS THE EVIAN®SPA CONCEPT?

The inspiration that led to its creation is intimately associated with the course that evian® water follows through the heart of the Alps before emerging at the spring, in its purest form, after a journey of over fifteen years. Its birth a celestial event involving rain and snow on the Gavot plateau, evian® water penetrates deep through the rocks during a journey that endows it with its perfect mineral balance while purifying it. The water builds up into a precious reserve, before emerging in a vital flow at the spring.

This is the story of the miraculous journey that is reflected in an evian® spa, offering the guest a unique experience, a journey into the heart of the mountain, to attain a glorious balance both in terms of body and mind, after having enjoyed a relaxing environment wherein water is present at all times, in all its forms. The architecture inspired by the mountain's curves, the design and decor of the facilities, as if shaped by water, are also intended to reinforce the sense of letting go, of restful breathing, and alpine tranquility. In this space that exists in communion with nature, guests are invited to revel in a real sensory experience: A spa lighting that follows the rhythm of the sun cycle, sound interaction, special aroma signatures, are all part of this journey for the senses. Not to mention the unprecedented attention throughout this authentic rest stop accompanied by the famous small evian® water bottle.

Consistent with the original spirit of the concept, the brand has developed signature treatment / care protocols defined around the four fundamental themes highlighting the course followed by evian® water: celestial, mineral, precious, vital. Feel like letting go, returning to the source, to the essence and the quiet? How about a free spirit, with renewed positive energies? It's what you will get with the Celestial experience. Need your body detoxified and refreshed? The Mineral Experience, purifying, provides an adequate response, a deep regeneration. The menu is short and complete, designed to meet the needs of the most discerning of clients, while leaving room for options for enhancement dictated by specific local needs. Depending upon the treatment and care, cold -, hot -, warm or icy water will play an essential and fun role, thus contributing to a unique and unforgettable experience.

With this new evian®SPA concept, evian® is confirming its desire for natural diversification by proposing in a new and vibrant manner a return to the source of all well being through water.

### evian® Natural Mineral Water

Originating from a unique site deep within the heart of the Alps, evian® is a naturally pure spring water, which acquires its uniquely balanced mineral composition after a natural filtration process over a period of more than 15 years. The evian® natural mineral water is suitable for everyone to drink, every day

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