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**The Nob Hill Spa Announces the San Francisco Debut of
VOYA 'Organic Beauty from the Sea':
The World's First Luxury Certified Organic Seaweed Spa Products**

~Wrap yourself in the slimming and detoxifying effects of the spa's new Seaweed Leaf Body Ritual~

SAN FRANCISCO (September 21, 2009) Two family-owned and operated companies – the Nob Hill Spa and VOYA – have joined forces to introduce the organic benefits of hand-harvested seaweed to San Francisco spa-goers. Beginning September 30, the Nob Hill Spa will offer the nutrient-rich and luxurious Seaweed Leaf Body Ritual using VOYA's organic products. The Nob Hill Spa invites you to step into the slimming and detoxifying world of seaweed therapy with this new treatment – the first of its kind in San Francisco.

Seaweed naturally is comprised of 80% vitamins and minerals, and VOYA has pioneered a method of sustainably harvesting and preserving the bioactive ingredients in seaweed to keep it at top efficiency, providing for dramatically higher content of active minerals. Cultivated for hundreds of years, this seaweed from the Atlantic coast of Ireland can only be harvested by hand and must be collected by sight.

“VOYA – the result of six years of research and development – combine in-depth knowledge of therapeutic properties of seaweed with the expertise of the best cosmetic scientists, marine biologists, and dermatologists,” stated Mark Walton, founder of VOYA and member of the European Commission Organic Standards Committee. “All our products contain seaweed hand-harvested by my family and they will continue to do so.”

The Nob Hill Spa's Seaweed Leaf Body Ritual based on VOYA's products provides the ultimate treat for tired and dull skin. Imagine being wrapped from head to toe in freshly hand harvested seaweed leaf. After a seaweed body scrub to start off the treatment, nutrient-rich organic seaweed leaf strips are applied to the body, high in vitamins A and C. While an essential oil scalp and neck massage is performed, the entire

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body is then wrapped in organic muslin and cocooned in a thermal blanket. During the treatment, unwanted toxins are eliminated and vital nutrients are absorbed throughout the body, combating the signs of aging and leaving you with firmer and softer skin. This exciting new treatment and partnership with VOYA is a perfect match with the Nob Hill Spa, another family-owned company dedicated to offering the very best treatments to nourish the body and soul.

“We’re thrilled to offer our guests this unique experience,” stated Jenean LaRoche, spa director of the Nob Hill Spa. “VOYA’s products put you as close as possible to the effects of seaweed in the ocean, making it unlike any other seaweed-based treatment available, and really connecting you with the element itself and all its benefits.” Among other popular spa treatments currently on the Nob Hill Spa’s menu, “We’re certain this treatment will quickly become a guest favorite,” La Roche noted.

The Nob Hill Spa’s Seaweed Leaf Body Ritual (80 minutes, \$215), provides the following benefits of seaweed:

- Powerful anti-oxidants in seaweed protect against cell damage inflicted by free radicals
- Improves suppleness and elasticity of skin
- High levels of iodine in seaweed stimulate metabolism, creating a slimming, anti-cellulite effect
- Tones and stimulates cell regeneration
- Cleanses and purifies the skin

Along with the Seaweed Leaf Body Ritual spa treatment, the Nob Hill Spa will also carry select VOYA retail products in their spa boutique, including the Squeaky Clean Body Wash, Softly Does It Body Moisturizer, Lazy Days Seaweed Bath, and Fennel Fusion and Chamomile Calm teas.

About the Nob Hill Spa

For spa reservations or gift certificates, please call **(415) 345-2888** or visit www.nobhillspa.com. Named “Best Pamper Spot” of 2009 by *San Francisco* magazine and one of the “Top Ten Urban Hotel Spas in the World” by SpaFinder, the Nob Hill Spa features ten individually appointed treatment rooms, an indoor infinity pool and fireside lounge with spectacular views of downtown through 18-foot high windows, and a Premier Spa Suite, perfect for small groups looking for a special spa experience. Located atop Nob Hill at California and Taylor streets, the Huntington Hotel is a family-owned and operated landmark known for a long-standing tradition of high standards, gracious service, and quiet, understated luxury. The Huntington Hotel & Nob Hill Spa is a member of Small Luxury Hotels of the World and Preferred Hotels & Resorts Worldwide and is the sister property of La Playa Hotel in Carmel, California.