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PRESS RELEASE

NATURA BISSÉ ANNOUNCES FIRST LAUNCH IN IRELAND AT ASHFORD CASTLE



New York - March 6, 2018: [The Spa at Ashford Castle](#), on the shores of Lough Corrib in County Mayo, is to become Ireland's first property to launch experiences and products from acclaimed luxury skincare company [Natura Bissé](#).

A handpicked selection of treatments and rituals from Natura Bissé's Diamond Collection will be

available from March 2018 in a partnership that brings together two pioneering and prestigious family-owned businesses.

Recently recognized as the exclusive skincare brand of the Forbes Travel Guide, Natura Bissé was founded in 1979 in Barcelona by Ricardo Fisas, whose daughter Veronica Fisas is now the company's CEO. Similarly, Ashford Castle is part of the Red Carnation Hotel Collection, an award-winning portfolio of five- and four-star boutique hotels spearheaded by president and founder Beatrice Tollman, supported by two generations of her family who are at the heart and forefront of the business.

The Natura Bissé menu will feature the two-hour signature *Ashford Castle Diamond Life Experience*, an indulgent face and body ritual developed exclusively for the Spa at Ashford Castle. Other new treatments will include two rejuvenating facials - the *Diamond Life Infusion Ritual* and the *Diamond White Facial* - and the *Diamond Rose Body*, a regenerating body ritual that features diamond dust and Damask Rose Oil.



Victoria Tollman, Director of Red Carnation Hotels, commented, "We are absolutely thrilled that our award-winning spa will be the first in Ireland to feature Natura Bissé. Both our brands share a passion, attention to detail, drive and dedication that comes with being family-owned pioneers of luxury. Everyone at the Spa at Ashford Castle looks forward to working with Natura Bissé over the coming years to exceed our guests' expectations by delivering the most luxurious spa treatments available in Ireland."

Sali Flores, UK MD of Natura Bissé added, "We are delighted to be partnering with Ashford Castle and the Red Carnation Hotels family for our first opening in Ireland. The synergy between our two brands is perfect and we are very excited to be launching in such a spectacular location that embodies Natura Bissé so well."

The Spa at Ashford Castle opened in 2015 following the complete restoration and enhancement of Ashford Castle, bringing the levels of luxury at this historic building, parts of which date back to 1228, to new heights. The Natura Bissé range will complement the existing menu at the Spa at Ashford Castle, which features Elemis, Voya, and B|Africa.

ABOUT ASHFORD CASTLE

Ashford Castle is set on 350 acres in County Mayo, on the shores of Lough Corrib and the River Cong, with a spectacular backdrop of woodlands, lake, river, and mountains. It features 83 guestrooms, suites and a Lakeside Cottage, and is renowned for a range of country sports including an equestrian centre, fly fishing, an exclusive nine-hole golf course and Ireland's first school of falconry. Several dining rooms and bars, along with a gracious afternoon tea service are among the amenities. It is a member of Leading Hotels of the World. For more information please visit www.ashfordcastle.com.

ABOUT THE RED CARNATION HOTEL COLLECTION

The Red Carnation Hotel Collection is a collection of family-run, award-winning boutique hotels in the UK, Ireland, South Africa, Switzerland and the USA. From Ireland's recently restored Ashford Castle to South Africa's iconic Oyster Box, each hotel is a landmark of history and tradition that offers a unique character and unsurpassed service. Boasting a peerless reputation for exquisite fine dining, leading spas and sumptuous surroundings, Red Carnation Hotels are proud to deliver warm, thoughtful and highly personalized service to every guest, every time. For

more information about these award-winning hotels and the rest of the Red Carnation Collection, please to go to www.redcarnation.com.

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