

## As PDA Usage Rises, Massage Technique Alleviates Tension from Typing

Need some TLC from too much PDA? Following a 25% increase in PDA shipments in the first quarter of 2005 (according to PC World), HyattPure launches the “Blackberry Balm Hand Massage” -- a helping hand for tech-savvy business travelers experiencing “blue thumb” from their Blackberry’s and tenderness from their Treo’s. Developed at Spa Avania at Hyatt Regency Gainey Ranch, and available at select HyattPure spa locations, the massage incorporates a host of acupressure techniques designed to relieve stress and tension due to rigorous typing and “texting” on PDAs.

In an effort to encourage faster, more comfortable PDA usage, the deep, therapeutic “Blackberry Balm Hand Massage” focuses on counteracting tension on various hand and arm muscles, specifically in the thumbs and overworked wrists. First, hands are warmed up with soothing rocks and an aroma hot towel. Next, kneading and compressions loosen muscles and warm oil is applied with firm strokes. The therapist then kneads and stretches deltoids, biceps, triceps, flexors and extensors, and uses an acupressure massage technique on hands and arms. The 30-minute treatment culminates with an aroma hot towel cleanse on each hand.

The massage incorporates a special “Blackberry Balm” packed with the following ingredients:

- Natural Blackberry Powder – provides high anti-oxidant content
- Natural exfoliant – reduces inflammation and is packed with natural fruit acids
- Cajaput – a cousin to Tea Tree with anti-bacterial and anti-inflammatory qualities
- Camphor oil – reduces inflammation and tension in muscles
- Cinnamon, Clove and Peppermint – invigorates and improves circulation

Following the treatments, spa-goers receive “Blackberry Balm” accompanied by specific instructions for at-home use.

The massage is available at the following locations:

### **Resorts within the U.S. & Canada**

**Los Angeles:** Kara at Park Hyatt Los Angeles

**Miami:** Spa V at Hotel Victor in South Beach

**Calgary:** Stillwater Spa at Hyatt Regency Calgary

**Toronto:** Stillwater Spa at Park Hyatt Toronto

**San Diego:** Regency Spa and Salon at Manchester Grand Hyatt San Diego

**Las Vegas:** Spa Moulay at Hyatt Regency Las Vegas

**Cambridge, MD:** Stillwater Spa at Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina

**Bonita Springs, FL:** Coconut Point Spa at Hyatt Regency Coconut Point Resort & Spa

**Indian Wells, CA:** Agua Serena at Hyatt Grand Champions Resort & Spa

**Santa Rose, CA:** Vineyard Creek Spa at Hyatt Vineyard Creek

**San Antonio, TX:** Hyatt Regency Hill Country Resort & Spa

**Huntington Beach, CA:** Hyatt Regency Huntington Beach Resort & Spa

**Henderson, NV:** Hyatt Regency Lake Las Vegas Resort, Spa & Casino

**Incline Village, NV:** Hyatt Regency Lake Tahoe Resort, Spa and Casino

**Phoenix/Scottsdale:** Spa Avania, Hyatt Regency Scottsdale at Gainey Ranch

**Santa Ana Pueblo, NM:** Hyatt Regency Tamaya Resort & Spa

**Lahaina, HI:** Hyatt Regency Maui Resort & Spa

**Honolulu, HI:** Hyatt Regency Waikiki Resort & Spa

**Koloa, HI:** Hyatt Regency Kauai Resort & Spa

For more information on the Blackberry Balm Hand Massage, or to book an appointment, please visit [www.Hyatt.com](http://www.Hyatt.com).

### **About Hyatt**

There are 211 Hyatt hotels and resorts (over 90,000 rooms) in 43 countries around the world, operating under the Hyatt®, Hyatt Regency®, Grand Hyatt® and Park Hyatt® brands. Currently, there are an additional 28 Hyatt hotels and resorts under development, including 10 new hotels in China. Hyatt Corporation (domestic U.S., Canada and Caribbean hotels) and Hyatt International Corporation (international properties) are subsidiaries of Chicago-based Global Hyatt Corporation. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. (timeshare), Hyatt Equities, L.L.C. (hotel ownership), and U.S. Franchise Systems, Inc. (which franchises Hawthorn Suites, Microtel and America's Best Inns).

In January 2005, Global Hyatt Corporation also added an additional 143 U.S. properties to its growing portfolio with the acquisition of the upscale, limited service AmeriSuites hotel chain. These properties will be renovated and repositioned under the new Hyatt Place select service brand in 2006.

From the U.S. and Canada, reservations for any Hyatt hotel worldwide may be obtained by calling 1-800-233-1234 or logging onto [www.hyatt.com](http://www.hyatt.com).

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