

# Hyatt Pure Launches *ê Shave's* Spa Shave Program to Provide Highly Customized Shaving Products and Services Designed to Offer Men the Ultimate Spa Experience

Hyatt Hotels & Resorts and *ê Shave*, a company known around the globe for their shaving expertise and artistically-inspired line of luxury grooming essentials, have partnered to offer *ê Shave's* Spa Shave Program<sup>SM</sup> at select Hyatt Pure locations in North America. Hyatt Pure is Hyatt's worldwide collection of spas that embrace the local culture of a destination to create culturally relevant spa experiences for guests. The Spa Shave<sup>SM</sup> program serves to upgrade men's wet-shave routine with its sophisticated and modern twist on the traditional barbershop services. This new offering, comprised of three-steps, is designed exclusively for Hyatt Pure to cater to their male clients specific shaving needs.

The Spa Shave Program<sup>SM</sup> will roll out in three distinct phases: Retail, consultation, and shaving services. The first two phases of the program are currently being implemented at Hyatt Pure locations in the U.S. The final step, the implementation of the shaving services, is scheduled to launch later this year.

"The Spa Shave Program<sup>SM</sup> is an exciting new addition to our current menu of spa treatments for men," said Gordon Tareta, Assistant Vice President of Spa Operations, Hyatt Corporation. "We are pleased to offer such a unique opportunity for our male guests from a brand that is recognized around the world for its shaving expertise."

This new service demonstrates Hyatt Pure's commitment to the men's market. Through the *ê Shave* partnership, Hyatt Pure will engage this audience through their daily ritual of shaving.

"By upgrading men's shaving habits, you open the door for them to explore other spa services. They may come in for a shave, and walk out having had a massage," said Danielle Malka, President of *ê Shave*.

Through this exclusive partnership with *ê Shave*, Hyatt Pure will launch the Spa Shave Program<sup>SM</sup> in the following three phases:

## **Retail Product Offerings:**

*ê Shave's* line of grooming essentials will be available for retail at select Hyatt Pure spa locations and online at [www.hyattathome.com](http://www.hyattathome.com). This is the first line of grooming products designed for men that Hyatt Hotel & Resorts will carry. Finally, Hyatt Pure spa's male guests can obtain a close, comfortable shave without having to compromise their sophisticated style and urban taste.

### *ê Shave's upscale line of shaving essentials includes:*

- *ê Shave* products: *ê Pre-Shave Oil*, *ê Shave Cream*, *ê Shave Soap*, *ê After Shave Cream*, *ê Fragrance Free Soother*, *ê Alum Block*
- *ê Shave* accessories: *ê Shave Badger Brushes* and *ê Shave Razors*
- *ê Shave's* handcrafted and artistically-inspired shave stands

## **Shaving Consultation:**

Available to guests while receiving spa treatments and/or when purchasing *ê Shave* products, shaving consultations will educate men on the basics of obtaining the perfect shave. Hyatt's *ê Shave* trained estheticians will help upgrade a man's daily shave routine through an assessment of individual skin needs along with advice on the right razor, shave cream, and lathering brush. This unique shaving consultation will have men reaping the rewards of *ê Shave's* promise: No razor burn, no bumps, no ingrown hair, no 5 o'clock shadow; just irresistible, touchable, smooth skin every time.

## **Shaving Services:**

Launching at select Hyatt Pure locations, the shaving services will allow men to enjoy their daily shave without having to lift a finger. This new offering will be backed by *ê Shave* products with services delivered by Hyatt Pure estheticians. Perfect for the business traveler getting ready for a major presentation or for grooms and groomsmen getting ready for the big day.

For additional information, please visit [www.hyattpure.com](http://www.hyattpure.com).

*ê Shave's Spa Shave Program<sup>SM</sup> will be available at the following Hyatt Pure locations:*

**Hyatt Regency Lost Pines Resort & Spa:** Austin-Bastrop, TX

**Hyatt Regency Calgary:** Calgary, CA

**Hyatt Regency Chesapeake Bay Resort, Spa & Marina:** Cambridge, MD

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

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

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

**Hyatt Regency Grand Champions Resort & Spa:** Indian Wells, CA

**Grand Hyatt Kauai Resort & Spa:** Kauai, HI

**Hyatt Regency Key West Resort, Spa & Marina:** Key West, FL

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

**Hotel Victor: Miami, FL Hyatt Regency Minneapolis:** Minneapolis, MN

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

**Manchester Grand Hyatt San Diego:** San Diego, CA

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

**Hyatt Regency Scottsdale at Gainey Ranch Resort & Spa:** Scottsdale, AZ

**Park Hyatt Toronto:** Toronto, CA

**Park Hyatt Washington:** Washington, DC

### **About Global Hyatt Corporation**

Global Hyatt Corporation, one of the world's premier hotel companies, offers today's travelers over 735 hotels and resorts (over 136,000 rooms) in more than 44 countries. The company's affiliates own, operate, manage and franchise Hyatt branded hotels and resorts under the Park Hyatt®, Grand Hyatt®, Hyatt Regency®, Hyatt Resorts®, Hyatt®, Hyatt Place™ and Hyatt Summerfield Suites® brands. Global Hyatt Corporation is also the owner of Hyatt Vacation Ownership, Inc. operator of the Hyatt Vacation Club and fractional residential properties and

U.S. Franchise Systems, Inc., which franchises Hawthorn Suites and Microtel Inns and Suites.

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)

### **About ê Shave**

ê Shave, defined by their unique style and unparalleled luxury, is known around the globe for their beautiful and sophisticated collection of shaving essentials. Based on the principals of fine jewelry making, ê Shave creates one-of-a-kind, artistic tools and accessories. ê Shave continues to be the only company that hand-sculpts its own designs to appeal to the discerning tastes of aesthetically discriminating and design conscious men. ê Shave has modernized the wet-shaving tradition. ê Shave products are available in select upscale retailers throughout the United States and 15 countries worldwide. For more information visit [www.eshave.com](http://www.eshave.com) or call 800.94.SHAVE.

For further information:

Lori Armon  
Hyatt Corporation  
312-780-5709  
[lori.armon@corphq.hyatt.com](mailto:lori.armon@corphq.hyatt.com)

Katey Riordan  
Ketchum  
646-935-4187  
[katey.riordan@ketchum.com](mailto:katey.riordan@ketchum.com)

Shelly Cellak  
ê Shave, Inc.  
773-398-6154  
[shelly@shellycellak.com](mailto:shelly@shellycellak.com)

---

<https://stage.mediaroom.com/hyatt2/2007-05-16-Hyatt-Hotels-Resorts-Partners-with-Shave-to-Cater-to-Men-with-Unique-Spa-Shave-Program>