

- Hyatt Hotels & Resorts partners with Red Cherry Certified Organic Labs to create the ultimate experience for its spa guests in North America -

□ **CHICAGO (May 12, 2009)** – Hyatt Hotels & Resorts has introduced Amrit Organic oils to its [Hyatt Pure](#) spas in North America. Hyatt is the first multi-property hospitality company to incorporate organic spa oil from Red Cherry Certified Organic Labs into its services. This collaboration affirms the commitment of Hyatt Pure spas to use the finest quality products in treatments, to remain focused on the health and well being of the therapists and the clients, and to deliver authentic and distinctive experiences for guests.

Each Hyatt Pure spa focuses on four guiding principles - authenticity, cultural sensitivity, a zero-based philosophy, and guest centricity to ensure a unique and holistic experience. Additionally, each spa is designed to link with local traditions and to use products that achieve optimal results.

Amrit Organic oils complement the Hyatt Pure philosophy with their all-natural, organic ingredients. The signature blend massage oils are produced following the strict U.S. National Organic Program standards, and combine certified organic sunflower oil, jojoba oil, extra virgin olive oil and natural vitamin E. Each ingredient is chosen for its nutritional value and skin digestibility, and also caters to body and massage techniques that care for the entire mind, body and spirit.

“Massage is currently the top service performed in Hyatt Pure spas. The use of healthy therapeutic products is crucial for wellness therapy and the greening of spa,” said Gordon Tareta, vice president, spa operations, Hyatt Hotels & Resorts. “Hyatt Pure spas are committed to making the environment healthy for the spa therapist and the client, providing the finest service delivery with the assurance of complete health and wellness benefits.

Amrit Organic oils are made from certified organic and natural botanical ingredients, and do not include any chemicals or synthetics. The production environment utilizes purified water and temperature-controlled storage, along with quality checks and inspections.

“Hyatt is our most important multi-property client, for which we supply our signature oil and engage in custom development through our Amrit brand,” said Bonnie Canavino, president of Red Cherry Group, the company behind Red Cherry Certified Organic Labs. “Hyatt Pure spas take wellness seriously and have sought out Amrit Organic oils for their purity, quality and philosophy.”

Amrit Organic oil is featured in spa treatments such as the Organic Massage at the first Hyatt Pure eco-spa [Blue Marble Spa](#) at [Hyatt Regency Mission Bay Spa and Marina](#). Guests will feel fresh and renewed after experiencing the healing benefits of Amrit Organic oil in this or any other treatment at a Hyatt Pure spa.

About Hyatt Pure

Hyatt Pure is a collection of 60 individualized spa concepts based on the indigenous influences and local practices of each spa's location. **Hyatt Pure** draws from current spa knowledge and teachings, rigorous industry research, and the original definition of spa (with its philosophy of *sanitas per aquas*, Latin for *healing by waters*) to combine water, nature and cultural tradition into distinctive, authentic experiences. www.hyattpure.com

For further information:

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