

PRESS RELEASE

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FOR IMMEDIATE RELEASE

### **Small Edinburgh Spa wins Scottish Spa of the Year Innovation Award**

A small Edinburgh beauty spa has won the Spa of the Year Innovation Award at the prestigious Scottish Hotel Awards 2014.

Sanctorium Beauty, a bijou establishment tucked inside the Princes Street Suites, scooped the award alongside the iconic Scottish Spa the Caledonian Waldorf Astoria. With just two treatment rooms, its reception desk tucked into bend in a corridor, Sanctorium uses the utmost care and attention to create a delightfully caring atmosphere, with quality shining through above all.

Bestowing the Innovation Award, the Scottish Hotel Awards described the tiny spa as an "unexpected bonus" to staying at the Princes Street Suites. With a subtle use of technology, a total focus on customer satisfaction, and not a few scented candles, Sanctorium Beauty has enhanced the customer experience far beyond the usual beauty salon. *Sonos* wireless speakers serve the lobby and each treatment room, allowing the host to control the individual room's music and mood to match the occasion, and even choreographing certain treatments.

One of Sanctorium Beauty's most unique offering is the City Pamper apartment Pamper Parties. Offering guests nibbles, bubbly, treatments and pampering in a luxury apartment. Manager Malcolm Gill explains more. " We tastefully decorate the suites in accordance with the occasion. On entering the suite, you are greeted with amazing, relaxing essential oils, bubbles and nibbles. As soon as you arrive, it is all about relaxing, the robes and slippers await we ensure that guests are all robed up and cosy! We offer different packages, for that relaxing mood or for getting you ready for a night on the town. You are guaranteed first class treatments which are conducted in the privacy of the apartment bedrooms, with heated beds and chilled music. Other treatments such as the manicures, pedicures and eyelash extensions are done in the lounge, where everyone is around and chatting with up lifting music".

Part of Sanctorium's secret is knowing when to take risks, such as their choice to go with the award-winning Eve Taylor Aromatherapy products. "We took a chance with Eve Taylor," says founder Julie Turnbull. "We were confident about the quality, but she wasn't as established in Scotland as the big brands, the choice really paid off."

Turnbull adds: "Of course, being creative in our treatments and always showing the love to our customers helps too. And above all, we try to take care of our staff. They are the ones who will be giving the treatments, and if they're happy, it's a safe bet the client will be happy too."

Company director Julian Young says "We started with the ethos that it's not just great treatments but the whole experience that matters, and we've worked hard for two years to raise that bar and make each visit to our spa a special occasion".

Sanctorium has made a place for itself in a difficult market environment. Young adds "This is an incredibly challenging business environment to be working in, especially since we can't ever bring any of the usual stresses and strains of commercial life into the spa environment. We've overcome some enormous challenges to win this award, but my heart goes out to everyone who is fighting to start something new and innovative in this economic climate".

Sanctorium Beauty started out in 2010 as Sanctuary at the Suites. Providing massage, facials, lash extensions, nails, waxing and with a large social media following, Sanctorium Beauty is now recognised as one of the leading Edinburgh Spas, located conveniently in the city centre within the Princes Street Suites luxury apartments.

## **PHOTO**

*(award.jpg) Senior Beauty Therapist Ashleigh Liston and Company Director Julian Young clutching the SHA Spa Innovation Award 2014*

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