

May 14, 2012

**THE PENINSULA SPA NEW YORK PARTNERS WITH BIOLOGIQUE RECHERCHE
TO INTRODUCE A NEW LUXURY FACIAL EXPERIENCE**

*Biologique Recherche's comprehensive skincare line and innovative Remodeling Face Machine®
unite with The Peninsula Spa's skilled estheticians for the ultimate personalized
facial treatment program*

The Peninsula Spa New York is pleased to debut a new line of highly clinical facials in partnership with the French luxury skincare company, **Biologique Recherche**. The facial program comprises five different treatments each personalized to treat guests' specific skincare needs, resulting in healthy, balanced and glowing skin. Many of the treatments utilize the revolutionary Remodeling Face Machine®, which combines the virtues of electrical currents with **Biologique Recherche's** specially formulated products to lift and re-sculpt the face.

The **Biologique Recherche** methodology has a reputation for astounding effectiveness based on a clinical approach to beauty care using intentionally pure, concentrated and raw ingredients, as well as innovative and meticulous protocols and procedures. Products contain high concentrations of active ingredients, are perfume-free and are micro-brewed at the **Biologique Recherche** laboratories in Paris.

The unification of **The Peninsula Spa's** luxurious facilities and highly-trained estheticians with **Biologique Recherche's** remarkable skincare line provides the ideal venue for spa guests seeking a truly personalized and results-oriented facial experience. Each **Biologique Recherche** facial was developed uniquely for **The Peninsula Spa**, with the intention that each treatment may be customized to the specific needs of each guest. The Spa's estheticians underwent an intensive three-week training course with **Biologique Recherche** to learn the proprietary techniques, skin analysis and product education necessary to master the art of performing each facial treatment.

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“**Biologique Recherche** is a complete system that works *with* the skin, not *against* it, to help it balance and heal itself,” says Philippe Allouche, MD, Head of Creation, Co-owner and CEO of the Biologique Recherche brand in the United States. “Our formulas and treatments work synergistically to rebuild better skin and treat specific skin conditions.”

“Partnering with **Biologique Recherche** enables **The Peninsula Spa** to provide our guests with a truly customized facial experience that is luxurious, yet still highly clinical and results-oriented,” says Nadine Shelf, General Manager, The Peninsula Spa New York. “The affinity between our talented estheticians and **Biologique Recherche’s** outstanding techniques and products showcases a truly unique spa experience.”

The success of each **Biologique Recherche** facial is the intention to *gently* bring the skin to a balanced, hydrated, nourished and protected state. The Remodeling Face Machine® is a key component of **The Peninsula Spa’s** most advanced **Biologique Recherche** facials as it combines the virtues of electrical currents and specially formulated products to infuse new life into the skin through epidermal cell stimulation.

Biologique Recherche Triple Lift Luxury Facial

The most exclusive facial designed for **The Peninsula Spa** is the two-hour **Biologique Recherche Triple Lift Luxury Facial**, which is a clinical skincare restoration system designed to boost cellular metabolism, resulting in the ultimate age-defying facial. This treatment is tailored to each guest’s needs, beginning with an in-depth skin analysis, deep cleansing and exfoliation to minimize pores. The revolutionary Triple Lift process begins with two manual lift treatments, the application of Biologique Recherche’s customized serums and masks, followed by the use of the Remodeling Face Machine®, which utilizes state-of-the-art bio-electrotherapy to deeply hydrate, lift and re-sculpt the face. The facial is priced at \$550.

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The Peninsula Spa's additional new facials include: **Biologique Recherche Bio-lift Facial** (90-minutes, \$350), **Biologique Remodeling Facial** (60-minutes, \$295), **Biologique Recherche Healthy Glow Facial** (60-minutes \$225) and the **Biologique Recherche European Deep Cleansing Facial** (60-minutes, \$205).

About Biologique Recherche

For generations, European women have guarded the secrets of their beauty rituals and rare miracle potions that maintain their ageless and impeccable complexions. Now, these secrets are available to a privileged few through the most luxurious and serious skin care centers in the United States, thanks to Biologique Recherche.

Biologique Recherche was founded by a French family of passionate skin care experts. Yvan Allouche, a renowned biochemist, conducted extensive ingredient research during his lifetime to help him formulate products that are concentrated enough to deliver instantly visible and lasting results. Josette Allouche, a licensed physiotherapist and Yvan's wife, designed unique skin-sculpting massage movements for skin care professionals that dramatically enhance the benefits of the skin care formulas. Philippe Allouche, a French medical doctor and the Allouches' son, has led the company's development of pre-and post-surgery research and medical-grade skin preparations since the early 1990s.

As of today, Biologique Recherche Partners remain loyal to the brand's fundamentals, ensuring the transmission of the brand's unique know-how, methodology and personalized approach to skincare to its growing network of professionals. For the past five years, Dr. Philippe Allouche and his Partners, Rupert Schmid, Co-owner and Chairman of the Board Biologique Recherche (France), and Pierre-Louis Delapalme, Co-Owner and CEO of the Brand Biologique Recherche (France), have developed the brand's professional network in over 40 countries and 5 continents.

THE PENINSULA

NEW YORK

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About The Peninsula Spa New York

The award-winning Peninsula Spa is located on the top three floors of The Peninsula New York, and features 12 treatment rooms, a Private Spa Suite, men's and women's relaxation lounges, the Asian Tea Lounge and changing rooms featuring aromatherapy steam rooms, saunas, ice fountains and an "experience" shower. The Spa's bespoke treatments are sophisticated, timeless and uniquely reflect a fusion of Asian, Ayurvedic and European therapies.

Reservations for The Peninsula Spa can be made directly at tel: (212) 903 3910, or e-mail: spapny@peninsula.com. The Spa is open seven days a week, from 8:00 am until 9:30 pm. For additional information on The Peninsula Spa, please visit peninsula.com/newyorkspa.

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About The Hongkong and Shanghai Hotels, Limited (HSH)

Incorporated in 1866 and listed on The Stock Exchange of Hong Kong (00045), HSH is the holding company of a Group which is engaged in the ownership, development and management of prestigious hotel, commercial and residential properties in key locations in Asia, the United States and Europe, as well as the provision of transport, club management and other services. The hotel portfolio of the Group comprises The Peninsula Hotels in Hong Kong, Shanghai, Beijing, New York, Chicago, Beverly Hills, Tokyo, Bangkok, Manila and Paris (opening in 2013). The property portfolio of the Group includes The Repulse Bay Complex, The Peak Tower and The Peak Tramways, St. John's Building, The Landmark in Ho Chi Minh City, Vietnam and the Thai Country Club in Bangkok, Thailand.

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