

The Retreat at The Londoner Announces Exclusive Spa Partnership with Omorovicza

The Londoner's urban sanctuary will provide a new and restorative spa experience that transports guests away from city life through luxury Hungarian-inspired wellness treatments by Omorovicza.



<u>The Londoner</u>, the world's first super boutique hotel in the heart of the West End, will relaunch <u>The Retreat</u> with an exclusive spa menu by award-winning Hungarian skincare brand **Omorovicza**.

Hidden below the bustle of Leicester Square and located four storeys below ground, The Retreat will transport guests into the healing essence of Budapest's thermal waters. Its innovative treatment collection incorporates Omorovicza's products and Hungarian skin care techniques to deliver your best skin yet. At the heart of each Omorovicza product is the Healing Concentrate™, a patented biotech encapsulation of 26 essential minerals from the ancient waters of Budapest. Clinically proven to significantly improve skin hydration, strengthen the skin barrier, and boost elasticity and firmness.

The new spa experience continues to feature a variety of transformative treatments for all skin types. Highlights include the **Moor Mud Facial**, which uses postbiotic Hungarian Moor Mud sourced from Lake Hévíz to support skin microbiome health. Signature Omorovicza Rituals blend facial and body therapies, such as the **Queen Ritual**, a 60-minute facial paired with a 30-minute back massage using rose quartz, and the **Golden Ritual**, which combines the Hydra-Lifting Facial to plump, nourish, and soothe skin while repairing micro-damage and strengthening its resilience.

In addition to individual treatments, The Retreat will introduce **Spa Day Collection** packages, available Monday through Thursday. Guests can choose from options such as **Early Bird**, which includes four hours of morning access, a 60-minute personal training session, a 60-minute Signature Full Body Massage, and a choice of Ayurvedic Morning Ritual Bowl from Refuel. Other offerings include **Afternoon Serenity**, **Treatments For Two**, and **Get Your Glow**, which is a two-hour indulgence featuring a Moor Mud Scrub and a Back, Neck & Shoulder Massage.

Beyond treatments, The Retreat offers a modern, state-of-the-art private gym studio equipped with Technogym technology, a luxurious pool and hydro-pool, sauna, steam room, and specialised services. These include bespoke male grooming by **Joe Vipond**, a blow-dry

parlour by **Hiro Miyoshi**, and a newly introduced nail bar by **L'Atelier Green Paris**, offering plant-based, sustainable nail treatments. **Refuel** continues to provide a menu of detoxifying smoothies, beauty juices, nourishing body wraps, and Ayurvedic morning ritual bowls, among other vibrant and healthful options.

Ends

Notes To Editors:

Address:_The Londoner, 38 Leicester Square, London, WC2H 7DX, United Kingdom Website: <u>https://www.thelondoner.com/</u> Bookings: <u>retreat@thelondoner.com</u> Instagram: <u>@thelondoner</u> Opening Hours: 6am-10pm Treatment Times in The Retreat: 10am-6.30pm (in-room treatments available out of hours) Press enquiries: <u>thelondoner@purplepr.com</u>

Facials

Queen Facial – 60 minutes, £150 Moor Mud Facial – 60 minutes, £150 Gold Hydra-Lifting Facial – 60 minutes, £165 Blue Diamond Facial – 75 minutes, £185

<u>Body</u>

Signature Full Body Massage – 60 minutes, £165, 90 minutes £245 Mothers Massage – 60 minutes, £160 Golden Body Treatment – 60 minutes, £170, 90 minutes, £250

<u>Ritual</u>

Queen Ritual – 90 minutes, £235 Golden Ritual – 120 minutes, £285

Poolside Experiences

Cabanas are complimentary for in house guests. External guests who would like access to facilities, can choose any of the following options available Monday-Thursday: 2 hours - £110 per person 4 hours - £175 per person 8 hours - £260 per person

Spa Day Collections – available Monday to Thursday only

Early Bird - £450 Afternoon Serenity - £420 Treatments for Two - £320 Get Your Glow - £290

About Edwardian Hotels London

<u>Edwardian Hotels London</u> is a privately owned hotel group that has been operating and developing its hospitality portfolio since Jasminder Singh OBE began his career within the

hospitality industry in 1977; forming the beginnings of what would become Edwardian Hotels London.

In January 2024, Edwardian Hotels London announced the sale of 10 Radisson Blu Edwardian properties to Starwood Capital, distilling its portfolio into a boutique collection of ultra-premium hotel and dining experiences.

<u>The Londoner</u>, Edwardian Hotels London's latest opening on London's Leicester Square, is the world's first super boutique hotel and incorporates 350 bedrooms and suites, six concept eateries and bars, The Residence, <u>The Retreat</u>, private screening rooms, seven inspiring meeting spaces and a stunning ballroom for 850 guests. It is a member of Preferred Hotels & Resorts' prestigious Legend Collection.

The group also owns and operates <u>The May Fair</u> and <u>The Edwardian Manchester</u>, both part of premium lifestyle brand Radisson Collection, as well as a range of luxury restaurants and bars, including award-winning brands such as <u>May Fair Kitchen</u>, <u>Peter Street Kitchen</u>, and <u>The May Fair Bar</u>.

About Omorovicza

Optimising skin health since 1861 by distilling the power of the earth from the mineral-charged waters of Budapest.

Omorovicza's unique formulations are powered by the clinically proven Healing Concentrate[™], paired with treatments in the rigorous Hungarian tradition, to awaken the potential that lies under the surface.

For thousands of years people have bathed in the mineral-rich thermal waters of Budapest to help soothe, repair and protect skin – benefits attributed to the 26 different minerals that occur naturally in the waters as a result of the unique geology of Budapest.

Over time, science has been able to prove what thermal water devotees have known for millennia: that this naturally occurring elixir has anti-inflammatory, anti-bacterial and antioxidant properties, and can even help regenerate the skin by boosting levels of hydration, oxygenation and proteins, such as collagen. *

Now, thanks to a process of fermentation and encapsulation, Omorovicza has created a unique active ingredient the Healing Concentrate T that delivers the benefits of Budapest's thermal waters to consumers all around the world.

The Healing Concentrate[™] is at the heart of every Omorovicza product, and clinically proven, in independently verified in vitro and in vivo tests, to improve firmness, elasticity, and skin barrier function. 3

* The Role of Thermal Water in Chronic Skin Diseases Management: A Review of the Literature published in the Journal of Clinical Medicine in 2020 [https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7563194/