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**THE REEFS, BERMUDA, CELEBRATES THE OPENING OF THE NEW LA SERENA SPA  
WITH SPECIAL SPA AND GOLF OFFER**

SOUTHAMPTON, Bermuda — [The Reefs](#), widely recognized as Bermuda’s best hotel, celebrates the opening of its new La Serena Spa. Created by luxury hotel design firm Vision Design as part of the completion of the new [Reefs Club](#), the new La Serena Spa offers guests a tranquil environment to connect with the ocean and experience total relaxation.

[La Serena Spa](#) calms guests with a unique bubbling water globe that opens through a moon gate into the stunning Relaxation Room, which offers endless views of the Atlantic Ocean. More than four times larger than before, the spa features eight treatment rooms, including two dedicated facial skin care rooms, a spa suite for dual massages, and a manicure/pedicure room offering guests spectacular ocean views. La Serena Spa also includes fully equipped men’s and women’s locker rooms with saunas. A new full-service menu features the luxurious Elemis of London products. This popular skincare line uses both a scientific and a natural formulation of ingredients that contain essential oils, medicinal use of herbs, natural botanicals and organic extracts.

“Unique to La Serena is its holistic approach, which is designed to help guests make the most of their experience here at The Reefs,” says Nicolay Kreidler, Director of iSPAD and spa consultant for the new La Serena Spa.

Spa experiences can be enhanced with guided imagery and aromatherapy. With guided imagery, guests can choose from one of seven themes, including serenity, rejuvenating and healing, to meditate to before or after a treatment when their body is relaxed and their mind is more open to receiving messages. Guests can also choose from various island scents to customize their treatments.

“While the new spa is significantly larger, our focus is not on the masses but on the individual,” says Sylvia Heinonen, Director of La Serena Spa at The Reefs. “Our team of therapists interacts with each guest to develop a tailored plan built around their style and needs for a truly unique experience.”

“Guests have been delighted with the new La Serena Spa,” says Ben Tutt, Managing Director of The Reefs. “La Serena perfectly compliments The Reefs and The Reefs Club with a design to help our guests feel even more at ease and an approach that delivers exceptional personal service.”

***Special Spa and Golf Package***

In celebration of La Serena Spa’s opening and the upcoming PGA Grand Slam of Golf being held October 19 through 21 on Bermuda, The Reefs has announced a special offer for guests who stay five nights or more between now and December 26, 2009. With the [Spa and Golf package](#), guests can choose to indulge in three complimentary 60-minute spa treatments, three complimentary rounds of golf at the nearby Belmont or Riddell’s Bay golf courses, or any combination of the two.

The complete package includes ocean view accommodations and daily breakfast, afternoon tea and gourmet dinner. Daily rates start at \$369 for a poolside room. The package is available in any room category, but not combinable with any other offer.

Due to the popularity of La Serena Spa with local Bermudians and Reefs Club Owners, guests are encouraged to make appointments in advance of their trip to Bermuda. To schedule a spa visit, please call 1-441-239-0184.

To book a vacation at The Reefs or The Reefs Club, call toll-free (800) 742-2008 or visit [www.TheReefs.com](http://www.TheReefs.com).

#### **About The Reefs**

Crowning a limestone cliff overlooking its own pink sand beach on Bermuda's famous south shore, The Reefs has been welcoming guests since 1947 with traditional hospitality for which the island has long been famous. With only 65 guest rooms and suites, this intimate resort consistently receives the highest accolades, including:

- 2009 *Condé Nast Traveler* Gold List of the "World's Best Places to Stay"
- 2009 *Travel + Leisure* "World's Best in the Caribbean, Bermuda, and the Bahamas"
- *Travel + Leisure* "World's Best Hotel Value" and "World's Best Service," Ranked #1
- Coconuts as "Best Place to Fall in Love," Ocean Echo as "Best Al Fresco Dining" and "Best Sunday Brunch," and La Serena as "Best Day Spa" by *The Bermudian*

#### **About The Reefs Club**

A private residence club of just 19 luxurious, fully-furnished two- and three-bedroom beachfront homes, [The Reefs Club](#) is offered for sale on an affordable fractional ownership basis. For a limited time until the residences are sold, the Club Suites are available on a one-time rental basis for a truly extraordinary Bermuda vacation.

Guests who are booked into a Club Suite will enjoy all the amenities and services afforded to Club owners. Amenities include the owners' lounge, separate infinity-edge pool, fitness center and rooftop putting green with impressive views of the Atlantic. A concierge coordinates dinner reservations, La Serena Spa appointments, golf tee times and other island adventures.

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