

*****PRESS ALERT*****

FOR IMMEDIATE RELEASE
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ANTONIA
BURRELL



LONDON'S SKIN GURU JOINS FORCES WITH URBAN BLISS
- Luxury treatments for problem skin launches at Portobello retreat -



Top London-based skin guru and beauty therapist Antonia Burrell launches her pampering clinic for problem skin at Notting Hill's complementary therapy centre, Urban Bliss (www.urban-bliss.com) this month.

From December, the therapeutic healing of troublesome skin conditions – from acne to Rosacea, skin damage to facial scarring – will be among many of the treatments on offer at this reputed west London health and beauty retreat.

An esteemed skincare expert and beauty therapist for over 18 years with a sizeable following of loyal clients, Burrell has treated hundreds of men and women with problematic skin conditions, providing them with trusted one-to-one counsel and effective skincare regimes that have not only healed facial scars but re-instilled self-confidence.

Burrell uses her own 100% natural and organic range of skincare products that harnesses nature's most potent, nutrient-rich botanicals - proven to soothe, smooth and improve problem skin.

Implementing treatments that not only respect the physiology of beauty (based on the understanding that lifestyle and emotional well-being can affect the appearance of our body's largest means of toxin elimination – skin), Burrell also shows how lumps, bumps and scars can be primed and perfected via an intelligent and careful blend of pure plant extracts that remedies and repairs quickly to reveal discernibly beautiful, more flawless skin – even in the most troublesome and angry complexions.

Treatments on offer include:

Treatment	Duration	Price	Offer
Bespoke Facial	90 mins	£120	launch price £65
Antonia Burrell Face Lift Facial	90 mins	£105	launch price £55
Microdermabrasion	60 mins	£65	
	30 mins	£45	

Burrell also performs customised massages suited to the individual needs of her clients and can be a mixture of deep tissue, acupuncture, aromatherapy, therapeutic, Swedish, lymphatic drainage and hot stones.

Full waxing services also available.

Burrell's clinics are currently held every **Thursday 9.30am - 8.00pm**. From **February 2010** clinics will be open daily.

Burrell is owner of two London-based skin clinics (Eden Retreat and Bloomsbury-based Skin Beauty Salon). An accredited member of BABTAC (British Association for Beauty Therapy & Cosmetology), Burrell has been an Associate Lecturer at The London College of Fashion for the last seven years, teaching students the Chemistry of Aromatherapy. More recently, she has been teaching post-graduates The Natural Face Lift Facial, which incorporates a special massage technique designed by Burrell to help combat drooping and sagging facial muscles and is approved by BABTAC.

The upcoming launch of her eponymous skincare collection in **March 2010** – including stress-melting serums, cleansers and moisturisers – will signify the first luxury brand of its kind to specifically and seriously tackle problem skin, such as acne and pigmentation.

For further information, press treatment bookings, skincare advice or interviews with Antonia Burrell contact

**Andrea San Pedro, email: andrea.sanpedro@asp-pr.co.uk/
mobile: 07970 468982**

Notes to Editors

What is the Antonia Burrell Face Lift Facial?

The Antonia Burrell Face Lift Facial is based on the balancing yet energising principles of Indian and Japanese massage techniques. Complemented by more modern techniques of massage therapies, natural face muscle lifting techniques, acupressure, and lymphatic drainage. It is a non-invasive technique. Stress and modern lifestyles cause the muscles of the face, neck and shoulders to tighten and constrict leading to a restriction in supply of energy, oxygen and nutrients. The collagen and elastin fibres of the skin's connective tissue become locked together, restricting mobility of the facial muscles and giving a drawn appearance.

During the Antonia Burrell Face Lift Facial, energy blockages can be released allowing free flow around the body. The repetitive hand movements help to iron wrinkles away, release deep-seated tension, permit deep relaxation. The facial muscles are lifted, to help combat drooping or sagging muscles; giving a more toned, dewy and plump appearance. The body's lymphatic system is encouraged, boosting the immune system and the removal of toxins. The freeing of restrictions in the connective tissue allows the fibres to slide past each other freely, giving suppleness and flexibility to the face. The freer flow of blood permits better oxygen and nutrient flow helping to increase alertness, improve skin complexion and increase feelings of general well being. The nervous system is stimulated inducing feelings of relaxation and reducing symptoms of stress.

How long will the treatments last?

The Antonia Burrell Face Lift Facial treatment lasts about 90 minutes. The full Antonia Burrell Facial lasts a glorious two hours... relax and melt away. The results are immediate. In order to retain the new muscle tone and texture of the skin, treatments are recommended initially at weekly intervals for 6 - 8 weeks to get the skin to an optimum condition followed by monthly maintenance sessions.

What are the effects of the Antonia Burrell Face Massage?

The massage is more than just a beauty treatment as it helps improve health and well-being. As energy blockages and connective tissue restrictions are freed the oxygen, blood and nutrient flow to cells in the body is increased. Improved lymph flow boosts the immune system and helps remove toxins.

What are the benefits of the Antonia Burrell Face Massage?

- Reduced lines
- Increased flexibility in the facial muscles
- More defined features such as cheekbones and jaw line
- Improved muscles tone and reduced sagginess
- Reduces symptoms of stress
- Reduction of tension induced sinus problems
- Improved alertness
- Freedom from tension headaches and eye strain
- Improved lymphatic drainage and blood circulation
- Boosted immune system

- Increased positivity
- Improved skin complexion

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