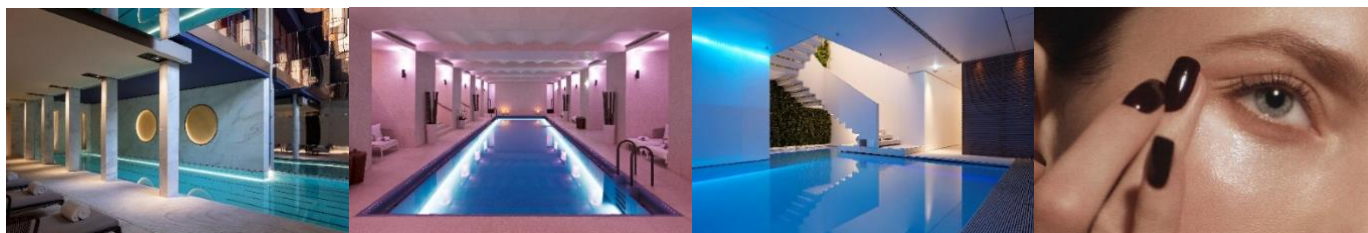




## The Set Collection announces a world-first collaboration with award-winning luxury skincare brand, U Beauty



BEAUTY

**September, 2023** - The Set Collection is proud to announce its exclusive partnership with the award-winning luxury skincare brand, U Beauty. From November, The Set Collection's three founding member hotels, Hotel Café Royal in London, Hotel Lutetia in Paris, and Conservatorium Hotel in Amsterdam, will be the first international hotel group to offer U Beauty spa treatments in their esteemed Akasha spas. This partnership will also be the first time treatments from the brand will be available anywhere in Europe.

U Beauty, a creation of the visionary fashion and beauty mogul, Tina Chen Craig, was born from a desire to deliver advanced simplicity to beauty enthusiasts worldwide. Inspired by the resounding praise of her broad social community, Tina Chen Craig launched U Beauty with a steadfast commitment to providing a simple, clean, and effective solution for all skin types, with an unwavering focus on achieving long-term results and preserving skin integrity. U Beauty's continued global acclaim is a testament to the brand's double patent-pending, cutting-edge SIREN Capsule Technology, which empowers lower-level actives to achieve more and deliver truly transformative results through a proprietary encapsulation delivery system.

As Tina Chen Craig says of this partnership: *"I have long stayed at The Set Collection's beautiful properties so I knew they would be the perfect choice to debut our U Beauty treatments in Europe."*

The Set Collection and U Beauty have a shared passion for crafting unforgettable experiences that seamlessly blend luxury and wellness, and this partnership unlocks a world of new experiences. Among these experiences are the U Beauty Precision Glow Facial, providing 48-hour hydration and combating signs of aging; the U Beauty Siren Glow Facial, enhancing circulation and delivering a radiant, youthful appearance; the U Beauty Signature Sculpt Treatment, visibly tightening and toning the skin on the arms; and the U Beauty Body Resurfacing Treatment, providing deep hydration and exfoliation for the smoothest, softest skin.

With this partnership, guests visiting the spas at Hotel Café Royal, Hotel Lutetia and Conservatorium Hotel will have the unique opportunity to immerse themselves in these exclusive U Beauty treatments, experiencing a level of pampering and rejuvenation that transcends ordinary luxury.

### Notes to Editors:

[www.thesetcollection.com](http://www.thesetcollection.com) | @thesetcollection

AMSTERDAM | LONDON | PARIS | JERUSALEM | HONG KONG | BEIJING | SHANGHAI | MAYAN RIVIERA | GSTAAD  
CRANS-MONTANA | GENEVA | MEGÈVE | COURCHEVEL | CORFU | CANNES



# THE SET

COLLECTION

## The U Beauty Precision Glow Facial

The beauty of award-winning precision: A consummate facial that resurfaces, plumps, deeply hydrates, and nourishes the skin, leaving it brightened, tightened, lifted, and renewed with boosted vibrancy. Leveraging U Beauty's groundbreaking proprietary

SIREN Capsule Technology, The Precision Glow Facial provides uniquely targeted ingredient delivery for transformative results in record time. Sumptuous yet strategic formulas offer gentle exfoliation, deep conditioning, and barrier protection, promoting cell turnover and brightening the skin, while helping reverse signs of sun damage, aging, and free-radical effects.

Enhanced with a Chinese Meridian massage, it provides multi-level hydration with a 3D moisture and antioxidant shield for optimum skin-barrier function. Collagen and elastin production is optimized, the appearance of fine lines is softened and filled, and circulation is increased. The result: Lifted and contoured skin with cushiony bounce and a dewy-radiant glow.

*60-minute treatment priced at £229 at Hotel Café Royal, €189 at Conservatorium Hotel, and €225 at Lutetia Paris.*

## The U Beauty Siren Glow Facial

The beauty of award-winning precision amplified: the ultimate U Beauty facial that resurfaces, plumps, deeply hydrates, and nourishes the skin, leaving it brightened, tightened, lifted, and renewed with boosted vibrancy. Leveraging U Beauty's groundbreaking proprietary SIREN Capsule Technology, The SIREN Glow Facial provides uniquely targeted ingredient delivery for transformative results in record time. Sumptuous yet strategic formulas offer gentle exfoliation, deep conditioning, and barrier protection, promoting cell turnover and brightening the skin, while helping reverse signs of sun damage, aging, and free-radical effects.

Enhanced with a Chinese Meridian facial and scalp massage and Derma Stamping for improved circulation and relieved congestion, it provides multi-level hydration with a 3D moisture and antioxidant shield for optimum skin-barrier function. The delicate eye area is awakened, released of oxidative stress, with a soft-focus, photoluminescent finish, while the lip treatment provides a natural-looking amplification of color, softness, and smoothness. Finally, collagen and elastin production is optimized, the appearance of fine lines is softened and filled, and circulation is increased. The result: Lifted and contoured skin with cushiony bounce and a dewy-radiant glow.

*90-minute treatment priced at £269 at Hotel Café Royal, €229 at Conservatorium Hotel, and €269 at Lutetia Paris.*

## The U Beauty Signature Sculpt Treatment

A revolutionary treatment for the arms that counteracts the negative effects of gravity: Inspired by the award-winning SCULPT Arm Compound, The U Beauty Signature SCULPT Treatment focuses on one of our bodies most unique and delicate areas.

With very few sebaceous glands, arm skin is especially susceptible to dehydration. Leveraging U Beauty's groundbreaking proprietary SIREN Capsule Technology, this targeted tightening treatment helps tone and sculpt, visibly relieving skin of stagnant fluid, sagging, and crepiness, while providing a deep multi-level hydration boost and maximized skin vitality.



# THE SET

COLLECTION

Enhanced with cleansing, conditioning, and dry brushing for optimally prepped skin, gentle yet effective exfoliation, light compression, and scalp massage, it optimizes the skin's own natural elastin and collagen, while shedding dead skin cells and relieving congestion. The result: Firmed, contoured skin that looks more elastic with improved texture and a brightened, energized appearance—for arms that demand to go bare.

*60-minute treatment priced at £199 at Hotel Café Royal, €159 at Conservatorium Hotel, and €199 at Lutetia Paris.*

## The U Beauty Body Resurfacing Treatment

The beauty of precision, from head-to-toe: the ultimate 360° resurfacing treatment that buffs, smooths, and renews the skin for an all-over glow with boosted vibrancy and a satiny finish. Leveraging U Beauty's groundbreaking proprietary SIREN Capsule Technology, The Resurfacing Body Glow Treatment provides effective yet gentle exfoliation, shedding accumulated dead skin cells and removing congestion while speeding cell turnover and relieving tension, for skin with newly evened texture and tone.

Enhanced with a complete co-washing and dry brushing experience for optimally cleansed, conditioned, and prepped skin, as well as light compression and scalp massage, it effectively penetrates the body's thicker, dryer skin and provides up to 48 hours of deep, sustained hydration. Stubborn rough patches, redness, and bumps are instantly ameliorated, and skin is left contoured and softened with visibly reduced wrinkle depth. The result: Skin that's polished, buoyant, and uniformly even with a healthy, dewy-radiant glow.

*60-minute treatment priced at £199 at Hotel Café Royal, €159 at Conservatorium Hotel, and €199 at Lutetia Paris.*

## **Media contact:**

### **The Set Collection**

Eliot Sandiford, Director of PR & Partnerships

E: [Eliot.sandiford@thesetcollection.com](mailto:Eliot.sandiford@thesetcollection.com)

### **About The Set Collection**

At the most outstanding addresses, in the world's most vibrant cities, The Set Collection is creating the modern grand hotels of our time. In each one, we beautifully compose experiences that capture the hearts and minds of our guests, and the spirit and pace of their contemporary lifestyles. Currently consisting of hotels in Amsterdam, London, Paris, Jerusalem, Beijing, Hong Kong, Chengdu, Shanghai, Mayan Riviera, Gstaad, Crans-Montana, Geneva, Megève, Courchevel, Corfu, and Cannes they are inspired by the artistic and imaginative heritage of their buildings and their iconic cultural and vibrant locations.



# THE SET

COLLECTION

## About U Beauty and Tina Chen Craig

Simplified, technology-driven, and science-proven, U Beauty is a clean, multifunctional line designed to streamline your daily regimen for maximum benefit. Via SIREN Capsule Technology, U Beauty delivers superior skincare comprehensively and efficiently, without the likelihood of irritation. Instead of releasing powerful actives to the entire skin surface, U Beauty's SIRENS avoid impacting healthy skin by luring damage-causing free radicals like a magnet, visibly boosting the skin with strategic key ingredients.

U Beauty is the brainchild of Tina Chen Craig, the founder of Bag Snob and an established beauty and style authority. In creating U Beauty, Craig wasn't simply propelled by a need to streamline her routine, optimize her skincare, and cut down on cosmetic confusion. She was motivated to make an impact. Today, this female-founded company boasts a team that possesses a unified mission: Create fewer-but-better products that produce real results while minimizing time commitment and waste.

In addition to using recycled, recyclable, light-weight packaging and sustainable, non-toxic ingredients, U Beauty is leading the industry with multifunctional formulas designed to eliminate the need for many products. Their manufacturing facilities use 100% green energy and the brand has partnered with One Tree Planted, a non-profit dedicated to reforestation, to plant a tree for every U Beauty product sold.