



## A unique first collaboration with the world's leading wellness technology company, Therabody, and The Set Collection



## Therabody

**April, 2024** - The Set Collection is proud to announce its brand new partnership with Therabody, the cutting-edge wellness technology company behind the world-famous percussive massager, the Theragun.

From April 2024, the Set Collection's three founding member hotels, Hotel Café Royal in London, Lutetia in Paris, and Conservatorium in Amsterdam will be the first international hotel group to offer the full range of Therabody's extraordinarily innovative health and wellness products to guests in the hotels' suites, rooms and within each hotel's Akasha spa.

Therabody was created in 2009, when company founder Dr Jason Wersland suffered a debilitating motorcycle accident; he created a makeshift Theragun to rapidly massage away his muscle pain. In 2016, the first Theragun came to market, and immediately became a run-away success, winning countless awards and being used by everyone from top athletes to physiotherapists treating chronic pain. Today, the Therabody range includes products designed to treat a wide range of physical ailments, to relieve stress and tension, to enhance recovery after training or injury, and to improve rest, mindfulness, and sleep.

This marks a key collaborative moment for The Set Collection's ethos of evolving with the contemporary lives of its esteemed guests. Through this partnership, The Set Collection will provide its guests with even more ways to rejuvenate their bodies and minds after a long journey, a busy day of meetings or simply to enhance their fitness or beauty routines. Partnering with an innovative, leading brand such as Therabody paves the way for a truly modern approach to wellness, creating a precedent amongst The Set Collection's competitors.

Rooted in the philosophy of harmonising hands-on therapy with state-of-the-art technology, The Set Collection will introduce a trio of distinctive spa treatments for the face and body, committing to a "High



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Touch, High Tech” experience. These new experiences position the Group as a pioneer in the evolving landscape of wellness and relaxation, creating a transformative guest experience for those looking to unwind from the bustling city surroundings.

As part of this partnership, each founding hotel within The Set Collection have created a dedicated Therabody Suite equipped with their full range of wellness offerings to prioritise each guest’s comfort whilst staying at the Groups’ properties and beyond. For guests staying in any of the hotel’s other rooms, there is a choice of three bespoke wellness experiences. Designed to address the specific concerns of guests after a day filled with travelling, meetings, and sightseeing, these experiences aim to maximize relaxation, rejuvenation, and recovery.

With this announcement, The Set Collection continues to establish its reputation as an ultra-luxury group that leads the way in creating environments that not only delight its guests, but also work to have meaningful impact on their overall wellness.

## Notes to Editors:

### Bespoke Wellness Experiences

#### **Relaxation Experience**

Guests will benefit from the use of SmartGoggles, an innovative eye mask powered by SmartSense Technology, designed to gently lower the heart rate, and induce a state of deep relaxation. Complementing this experience are the RecoveryAir JetBoots, employing revolutionary pressure massage to enhance overall circulation and relaxation.

*Daily rate of £100 at Hotel Café Royal, €100 at Conservatorium Hotel, and €150 at Lutetia Paris.*

#### **Rejuvenation Experience**

Tailored for guests recovering from long-haul flights or grappling with jetlag, the Rejuvenation Experience offers the perfect solution. This experience features the RecoveryAir JetBoots for proprietary pneumatic compression benefits, coupled with the soothing effects of the RecoveryTherm targeting lower back pressure and soreness.

*Daily rate of £100 at Hotel Café Royal, €100 at Conservatorium Hotel, and €150 at Lutetia Paris.*

#### **Recovery Experience**

Ideal for guests seeking relief from muscle soreness after a day of sightseeing or a workout in the Akasha gym. Guests will benefit from the Theragun Pro, a cutting-edge device promoting muscle recovery and tension release. Additionally, the experience includes the RecoveryAir JetBoots for a comprehensive pressure massage in the legs, along with the RecoveryTherm to alleviate back and core discomfort.

*Daily rate of £100 at Hotel Café Royal, €100 at Conservatorium Hotel, and €150 at Lutetia Paris.*



## **Akasha Spa Treatments**

### **Full Body Massage with Dual Theraguns**

A bespoke journey of relaxation and rejuvenation through the Signature Customised Full Body Massage, seamlessly integrating traditional Swedish, Deep Tissue, and Sports massage techniques. Guests will also experience hands-on lymphatic drainage and dual Theraguns for acupuncture, stress relief, and jet lag recovery.

*60-minute treatment priced at £189 at Hotel Café Royal, €170 at Conservatorium Hotel, and €239 at Lutetia Paris.*

### **Foot, Hand, and Scalp Massage with Theragun Mini**

Providing a unique sensory experience, this treatment offers a somatic reflexology foot massage, pressure point hand massage using the Theragun Mini, and a hands-on scalp massage to alleviate any built-up tension in the body. Guests will also wear the SmartGoggles, to relieve eye strain and induce a more relaxed state. The RecoveryTherm Hot Wrap will be used for the duration of the treatment to reduce pressure.

*60-minute treatment priced at £179 at Hotel Café Royal, €160 at Conservatorium Hotel, and €269 at Lutetia Paris.*

### **Enhanced Facial with TheraFace Pro**

The Enhanced Facial treatment combines the comfort of RecoveryTherm Hot Wrap and the sophistication of the TheraFace Pro. As guests luxuriate on the RecoveryTherm Hot Wrap, Akasha's expert therapists will perform a bespoke facial using its premium product lines. Adding onto the "High Touch, High Tech" experience, the TheraFace Pro will be used to promote muscle relaxation and rejuvenation through toning microcurrents, complemented by a hands-on lymphatic drainage facial massage. Guests will also enjoy a soothing hand and arm massage with the Theragun Mini. This holistic approach ensures not just radiant skin but an all-encompassing sense of rejuvenation.

*60-minute treatment priced at £200 at Hotel Café Royal, €175 at Conservatorium Hotel, and €269 at Lutetia Paris.*

### **Spa Relaxation Areas**

Each guest will be able to use the innovative SmartGoggles to enhance their wellness experience after their treatment or as an introduction to Therabody devices and Akasha's exclusive treatment offerings.

*30-minute usage priced at £35 at Hotel Café Royal, €35 at Conservatorium Hotel, and €50 at Lutetia Paris.*



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**About The Set Collection:**

The Set Collection is a distinguished brand representation company, comprising like-minded independent hotels, led by seasoned hoteliers. Designed to provide an alternative to traditional representation and distribution services, The Set Collection offers a tailored solution that adapts swiftly to ever-evolving market conditions and the specific needs of its member hotels. The collections portfolio has expanded to include 18 unique properties, comprised of hotels, resorts and private residences, across 9 countries and continues to strive in curating the world's most exceptional stays for its esteemed guests.