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RELEASE

**NEW FOR SUMMER: BALINESE “LULUR” Body TREATMENT —  
The ULTIMATE in Silky Smooth Skin**

San Francisco, CA – March 18, 2003 – Here comes that fifth season – it’s called “Summer’s Almost Here!” – When women all over the country bemoan those fast-approaching body-bearing days of warm weather. To transform your body into the ultimate in healthy, eye-popping, silky-smooth skin that begs to be touched, San Francisco’s top salon, Mary Thé Skin Care, on chic Maiden Lane, has introduced the Balinese-inspired Lulur Body Rejuvenation, a full-body exfoliation followed by a moisturizing treatment using specially-blended European essential oils.

Lulur, an Indonesian-inspired beauty ritual, was originally undertaken to prepare royal brides for their wedding night. In ancient times, the ritual took place over the course of 40 days and included a series of symbolic and fragrant full-body skin treatments provided by female palace advisors, who also bestowed upon the virginal bride their wisdom for that important night. (Oh, the luxury of having 40 days to spend on personal care!)

Mary Thé, an international beauty expert who was born in Indonesia, has brought the spirit of the Lulur to her elegant salon – keeping in mind, however, the busy schedules of women (and men!) who wish to achieve opulent results in a fraction of the time. The 90-minute experience uses a combination of aromatherapy, herbalism, and massage to completely relax the body, improve circulation, and promote detoxification.

The treatment begins with attention to strategic touch points on the body’s surface, combining massage with essential oils. These are not mainstream massage oils; rather, customized, depending on the specific needs of each client and carefully selected for their particular purpose, tradition, symbolism, and spirituality.

The full-body peel is next, when the therapist exfoliates the skin – not just a superficial scrub. Next the skin is smoothed with warm towels and a luxurious blend of European oils – Lavender, Melissa, Valerian, Sage, and Petitgrain. The treatment culminates with a gentle lotion that helps close the skin’s pores. The results: unbelievably smooth skin from top to toe that lasts for weeks!

The price for this 90-minute full-body treatment is \$165.



SUMMER SKIN