



THE ORIENTAL SPA LAUNCHES TWINLUXE IN ASIA – IT'S FIRST MEN'S ONLY LUXURY GROOMING AND SKINCARE LINE

Hong Kong, September, 2011 – The Oriental Spa at The Landmark Mandarin Oriental has launched its first men's only line of products, complete with a **world-exclusive treatment**, to cater to the growing demands of male spa guests who want to look and feel their best at all times.

Hailing from California, TwinLuxe is an innovative, results-driven grooming and skincare line designed for the modern man, offering a variety of luxury Shaving Skincare products as well as hand-crafted Fine Shaving Instruments.

The founders, Anthony and Hubert Tsai are both successful financiers and twin brothers. "Despite being twins, we noticed we had different skin types so wanted to create an entire skincare range that could be "boosted" with add-on products which would suit every skin type," explained Anthony.

The TwinLuxe experience consists of two synchronized elements, *Fine Shaving Instruments* and *Shaving Skincare* which bring the barbershop experience into the 21st century and into your own home - an easy morning ritual that leaves you feeling pampered, fresh and well-groomed all day.

"We wanted to change the entire shaving experience by merging progressive innovation with precision craftsmanship and provide luxury skincare with exceptional design, quality and results at the same time," said Hubert.

Fine Shaving Instruments

Designed by renowned designer Marek Djordjevic, whose works include exterior designs of the Rolls-Royce™ Phantom family of cars, TwinLuxe *Fine Shaving Instruments*, which consist of unparalleled razors and brushes, are designed and manufactured with the utmost respect and attention to design, craftsmanship, materials and innovative technologies. The instruments are made in Europe and the USA, using the best quality materials such as unbleached silvertip badger fur washed, and highly wear-resistant PVD coating and alumina ceramic. Available in Chrome Edition, Anthracite Edition and Arctic Edition.

Shaving Skincare Products

Smooth Shave Cream, Renewing Face Wash & Scrub, Booster Serum, Instant Rescue Gel, Soothing Face Balm, Instant Energy Mist, and Daily Detox Face Wash & Mask.

TwinLuxe Shaving Skincare includes a variety of multi-functional luxurious formulations that can be intermixed for a customized result to suit different skin types. The unique, comprehensive line incorporates a custom blend of ingredients, focusing on scientifically-proven beneficial Asian botanicals, such as Pearl Powder and Hydrolyzed Rice Protein, fused with the latest dermatologic advances. The products are paraben free and not tested on animals.

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TwinLuxe Performance Facial

Weekday HK800/Weekend HKD860 + 10% service charge

The TwinLuxe Performance Facial, exclusive to The Landmark Mandarin Oriental, is designed to tackle daily environmental stresses and strains on the skin. It is specifically tailored to counteract the issues regularly felt by men concerning dehydration, ageing and skin vitality. This facial uses TwinLuxe products to deep cleanse and give an instant boost and lift to the skin in express time.

TwinLuxe is available exclusively in Asia at The Oriental Spa, 5/F, The Landmark Mandarin Oriental. Tel: +852 2132 0011.

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