

EVENTS/CAUSES

## Four Seasons Silicon Valley offers bubble spa for one weekend

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*Pure Air Bubble*

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By NANCY BUCKLEY

Four Seasons Hotel Silicon Valley, CA is temporarily adding to its poolside with Natura Bissé's Pure Air Bubble to bring guests a unique experience.

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The bubble travels the country for events to provide consumers with the chance to experience Four Season's The Spa's treatments in 99.95 percent purified air. Creating an exclusive experience at a property draws attention from spa enthusiasts.

"Since our guests are very health conscious, the bubble adds a health and wellness aspect to skincare from the inside out," said Maritsa Victorian, The Spa manager at **Four Seasons Hotel Silicon Valley, CA**.

"While inside the bubble, you can experience pure air quality with air being pumped in and filtered," she said. "Olympic athletes are even known to travel with the bubble to recover faster from sports event, given the nature of the ultra clean environment."

Popping bubbles

The Pure Air Bubble travels across the country for events such as the Academy Awards. On the weekend beginning May 1, the bubble will be at Four Season Hotel Silicon Valley's

The Spa from noon to 6:00 p.m. each day.

Within the bubble the air is purified as the guest receives facial treatments. The air cleans blocked pores by eliminating particles, viral agents and allergens.

The experience is next to the pool and includes a 60-minute facial, sparking rose mocktail and a gift set containing travel size products from Natura Bissé

Treatments are \$250, but the gift set is a value of \$272. Although the weekend the bubble will be at the property is a week before Mother's Day, the hotel is encouraging consumers to purchase the package as a Mother's Day gift.

On Natura Bissé's Web site, interested consumers can look for the bubble around the country on an updated map and click the link to the place hosting the Pure Air Bubble. During the weekend the bubble will be at Four Seasons, enthusiasts will likely see its presence at the property and gain familiarity with Four Seasons Hotel Silicon Valley.

## Health focus

Four Seasons consistently focuses on patients' wellness and health.

For instance, Four Seasons Hotels and Resorts launched a program called "Energy by Four Seasons" to promote daily well-being among guests.

The motivating force behind many travel plans is the desire to get away from all the noise of everyday life, which arguably becomes more intense and taxing as technology progresses. Four Seasons aims to capture this urge with a heightened focus on energy and wellness across its portfolio ([see story](#)).

Also, Four Seasons Resort Maui at Wailea, HI granted guests' wishes for wellness options within the hotel with a clinical nutritionist and chiropractor on call for personalized health and nutrition.

Medicine in luxury hotels has evolved from the in-house general practitioner to the new nutritionist and chiropractor. Accommodating desires is the goal of luxury hotels, and offering services that allow guests to continue their regular routines, or start a new one, will resonate with affluent consumers looking to maintain healthy practices ([see story](#)).

"It's not everyday you see a bubble at the pool," Ms. Victorian said. "The Natura Bissé brand alone is a draw for spa goes and having the bubble will enhance their experience."

Final Take

*Nancy Buckley, editorial assistant on Luxury Daily, New York*

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