

TRAVEL AND HOSPITALITY

Esté Lauder Companies, Auberge Resorts unveil longevity center in Costa Rica

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The spa's proximity to one of the world's five Blue Zones enhances the Skin Longevity Institute's focus on vitality and wellness. Image credit: Auberge Resorts Collection

By KIRAN GILL FOR LUXURY DAILY NEWS SERVICE

U.S. beauty group Esté Lauder Companies and luxury hotel operator Auberge Resorts are debuting the first Skin Longevity Institute in the Americas this month.

Situated in Costa Rica at the Hacienda AltaGracia, the new venture is housed within the property's Casa de Agua Spa. The Skin Longevity Institute will boast three exclusive facial treatments from Esté Lauder, and two members-in-residence from Esté Lauder's Longevity Collective will operate out of the center.

"We couldn't be more excited for the opening of the Esté Lauder Skin Longevity Institute at Hacienda AltaGracia," said Justin Boxford, global brand president of **Esté Lauder**, in a statement.

"When we launched our Skin Longevity platform here more than a year ago, we knew that it was just the beginning," Mr. Boxford said. "Hacienda AltaGracia is truly a place unlike any other, honoring the rich local culture and lifestyle practices while providing guests with unparalleled luxury experiences and high-touch service, both of which are at the heart of the Esté Lauder brand."

Cutting-edge technology

The Esté Lauder Skin Longevity Institute at Hacienda AltaGracia draws on over 15 years of research and utilizes the brand's Re-Nutriv skincare line.

Guests will experience three new Re-Nutriv facial treatments, exclusive to the property, that integrate rare ingredients with "high-touch rituals" as well as Esté Lauder's patented SIRTIVITY-LP age reversal technology.



The Re-Nutriv skincare line includes the company's patented SIRTIVITY-LP technology, first introduced in January 2024 with the Re-Nutriv Ultimate Diamond Transformative Brilliance Soft Crème. Image credit: Auberge Resorts Collection

In addition to these treatments, the Skin Longevity Institute will feature Estée Lauder's most advanced diagnostic tool, the Estelab Skin Pro, to analyze guests' skin and create a tailored facial protocol for each individual.

"Through exclusive age reversal skincare treatments and holistic wellness activations, the Skin Longevity Institute will provide the ultimate elevated Estée Lauder experience for guests, all inspired by our expertise in skin longevity science," said Mr. Boxford, in a statement.

Mindfulness coach Manjit Devgun and esthetician Crystal Green, two members from Estée Lauder's Longevity Collective, will be on-site for the opening to provide further wellness experiences and treatments.

"At Hacienda AltaGracia, we are constantly exploring meaningful ways to support our guests on their personal journey toward living well," said Vivianne Garcia-Tunon, vice president of wellbeing at Auberge Resorts Collection, in a statement.

"The launch of the Estée Lauder Skin Longevity Institute at Hacienda AltaGracia represents an exciting evolution of our immersive well-being programming seamlessly integrating advanced skincare, science-backed longevity practices and the restorative power of our natural surroundings," Ms. Garcia-Tunon said. "This partnership offers our guests a truly unique opportunity to feel vibrant, nurtured and inspired."

Earlier in the year, global hospitality group Accor published a white paper emphasizing the need for hoteliers to expand their wellness offerings as guests increasingly prioritize wellbeing ([see story](#)).