



Contact: KB Network News
Karine Bakhoun
Will Candis
Amanda Gaynor
212-777-3455
amanda@kbnetworknews.com

**Auriga Brand Debuts in New York at
The Setai Fifth Avenue, A Capella Managed Hotel**

***Auriga Spa to Offer Signature Lunar Treatments, a Julien Farel
Salon and Special Amenities for Couples in the new heart of
Manhattan***

New York, NY, November 2010 - Upon its November opening, the Setai Fifth Avenue, a Capella Managed Hotel will unveil the compelling new spa brand Auriga to New Yorkers. The Setai Fifth Avenue has dedicated a full floor to the ultimate urban spa experience unlike any other in the city, including four signature Auriga treatments, each based on a different lunar cycle, an exclusive outpost of the Julien Farel Salon, a co-ed lounge, and an aqua lounge meant for relaxation and rejuvenation. This social area invites couples and groups to indulge the progressive series of bathing experiences, complete with a hamam and chill room.

The Setai Fifth Avenue marks Auriga's fourth spa worldwide and the first in the United States. Named for the constellation whose brightest star is Capella, the brand made its debut at Schloss Velden, a Capella Hotel (Austria) in 2007 and has since opened at Capella hotels in Singapore and Mexico. World-renowned spa designer Sylvia Sepielli has brought a unique aesthetic element to this urban spa. With her vision for chic simplicity, she gives the space a sense of luxury and serenity. All spa products are provided by the exclusive U.K. brand, The Organic Pharmacy, known for its holistic approach and the most organic ingredients.

The Four Phases of the Moon: Signature Auriga Treatments

A hallmark of the Auriga experience is the four signature treatments designed to reflect the varying energies of the lunar cycle. These treatments work to create equilibrium of mind, body and spirit by achieving a balance with nature. Each treatment is available during its corresponding lunar stage and offers the body a profound experience.

New Moon "The Beginning"- Based upon renewal and introspection, this treatment begins with the foundation- a foot massage using oils to awaken inner spirits. The body is then

revitalized through a deep, stimulating Eucalyptus salt scrub and Seaweed wrap.

Waxing Moon "Sowing the Seeds"- This treatment is all about refocusing and nourishing both the mind and body. Similar to the New Moon phase, it all begins with a deep foot massage, but this time using pressure point techniques. Following is a scalp massage, a foot and head rub down using Rose and Jasmine oils, and a petal and salt scrub to exfoliate the body. The experience ends with a Jasmine mask and full body massage to ensure nourishment and a refocused energy.

Full Moon "The Height"- At the center of this treatment is Rose, the scent that is said to embody balance. By using Rose oil in massages, Rose petals in exfoliation, and Rose-oil-infused salts, the mind and body are brought together in complete harmony. It all concludes with a Rose crystal facial that triggers acupuncture points and a cup of Rose tea.

Waning Moon "Cleansing"- Physical and mental toxins are released here through detoxification and stimulation of the inner organs. After massages and pressure point techniques, the body is dry brushed, creating inner heat for the muscles, and a smooth layer on the skin. A seaweed wrap and cleansing massage end the treatment to help eliminate remaining toxins.

Chill Room, Hamam and Couples- Oh My!

Spanning the entire fourth floor of The Setai Fifth Avenue, at more than 11,500 square feet, Auriga transcends the typical spa experience. Among its 11 private treatment rooms will be four wet rooms ideal for couples' treatments (think Valentine's Day and Anniversaries), co-ed wet thermal and relaxation areas, including a lounge inviting groups and couples to relax together before and after treatments with a glass of bubbly in hand.

The Aqua Lounge includes two experiential showers, a vitality pool, sauna, steam room, chill room, and a hamam, one of very few in New York City.

A Salon by Julien Farel

Julien Farel of The Julien Farel Group brings his top tier beauty services and French-inspired styling techniques to the Auriga spa. Sharing an eye for excellence and modern elegance, Auriga and Julien have created a beauty sanctuary that awakens the senses. Individual men's and women's salons provide private spaces for unparalleled pampering. Located within Auriga at The Setai Fifth Avenue, guests at the Julien Farel Salon are welcome to enjoy personalized services in a relaxing, luxurious oasis.

Expansive Fitness Facilities

Only steps from the Auriga Spa guests can stay in shape at the hotel's exclusive fitness center. At 3,100 square feet, this spacious facility will feature top-of-the-line equipment by Technogym, including treadmills, ellipticals, rowing machines, and stationary bikes. Nautilus and free weights will be available,

and for those looking to partake in a group workout, a separate exercise room will be the setting for yoga, Pilates and a variety of other fitness disciplines.

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For more information on the Auriga Spa, Julien Farel Salon or Fitness Center at The Setai Fifth Avenue, please call 212-777-3455 or email amanda@kbnetworknews.com