



ila
PRESS KIT

ILA: BRITISH 'BEYOND ORGANIC' LUXURY SKINCARE & SPA BRAND

Combining natural purity and ethical integrity to extraordinary effect

Taking its name from the Sanskrit word for earth, ila's luxurious range of natural skincare, candles, room fragrances and spa treatments is rapidly establishing the company as Britain's leading "Beyond Organic" brand. With a celebrity clientele that includes Gwyneth Paltrow and Natalie Portman, ila's success is positive proof that extraordinary results can go hand in hand with the highest standards of natural and ethical integrity.

OUR PHILOSOPHY

ila's philosophy is encapsulated in its maxim: *beyond organic*

To achieve this, the company delves much deeper than 'chemical-free' principles.

It seeks the highest levels of natural and ethical purity in every ingredient, every process and every blend.

It works directly with growers and farmers to support local communities and promote ancient knowledge.

It maintains and, where necessary, helps reintroduce ancient knowledge while embracing a contemporary approach that remains true to ethics and authenticity.

It only sources from those who have already established strong relationships with nature, thus supporting the continued sustainability of even the rarest ingredients.

It harnesses the earth's purest vibrancy in high-performance skin and body care products that really can make a difference: to the individual, to indigenous communities and to the earth.

DENISE'S STORY



Denise Leicester has spent a lifetime exploring the dynamics of natural healing. A qualified nurse, aromatherapist, yoga teacher and yogic healer, her hands-on experience extends from the rural communities of India to the Dubai royal family and spans Eastern and South American healing traditions.

At the heart of Denise's study lies a belief in the power of healing energy. In 2005, she developed a unique concept of wellbeing that addressed the inner essence through the skin: an absolutely pure product range created in harmony with nature and indigenous communities, and delivered with conscious, healing intent. She named the brand ila.

Denise has woven every fibre of the ila matrix. Today, she relishes the company's sustainable philosophy and transparent approach, and remains true to her belief "that it is only by uniting the utmost ethical integrity with the purest natural ingredients that we are able to create products with the power to reach beyond the physical to nourish emotional and spiritual wellbeing too."

OUR INGREDIENTS

Really pure ingredients, often only found in remote parts of the world, hold high levels of regenerative energy. Ila harness this in its products for it to be absorbed by the skin, bringing powerful healing benefits directly to the cells.

HIMALAYAN SALT

Sourced from a rugged region of Eastern Pakistan, Ila's ancient pink Himalayan salt crystals are considered to be the purest, most mineral-rich in the world.

They contain the same 84 trace minerals as human blood and hold over 250 million years of healing energy; this penetrates the skin as mineral ions, balancing bio-energetic weak points, stimulating regeneration and inducing deep relaxation.

ROSE DAMASCENE

Considered to be nature's most therapeutic nectar, Ila sources its distillate of Rose Otto from a single family of rose-farmers in the foothills of the Himalayas.

The petals are picked at dawn to harness optimum vitality then promptly distilled in copper vats, using water drawn by solar energy and heated by burning cow dung. To complete the natural, centuries-old cycle, the spent petals are fed back to the cows.

BABASSU OIL

Produced under the guidance, trust and co-operation of the remote Kayapó tribe, this oil is extracted from the seeds of the babassu palm in the Amazon Rainforest.

Light and non-oily, it melts on contact with the skin resulting in an immediate, deep penetration; these qualities make it the best carrier oil for the precious, deeply regenerative bio-active plant extracts used in our Rainforest Renew range.

ARGAN OIL

The Berber people have prized the native Moroccan argan tree for centuries, grinding its kernels to produce a fragrant oil rich in omega fatty acids and antioxidants.

Ila sources its argan oil from a women's co-operative in Morocco, whose skills have been passed down through generations of Berbers. The kernels are crushed, filtered and cold-pressed using many hands and just a few simple mechanical aids.

AMAZONIAN ELIXIR

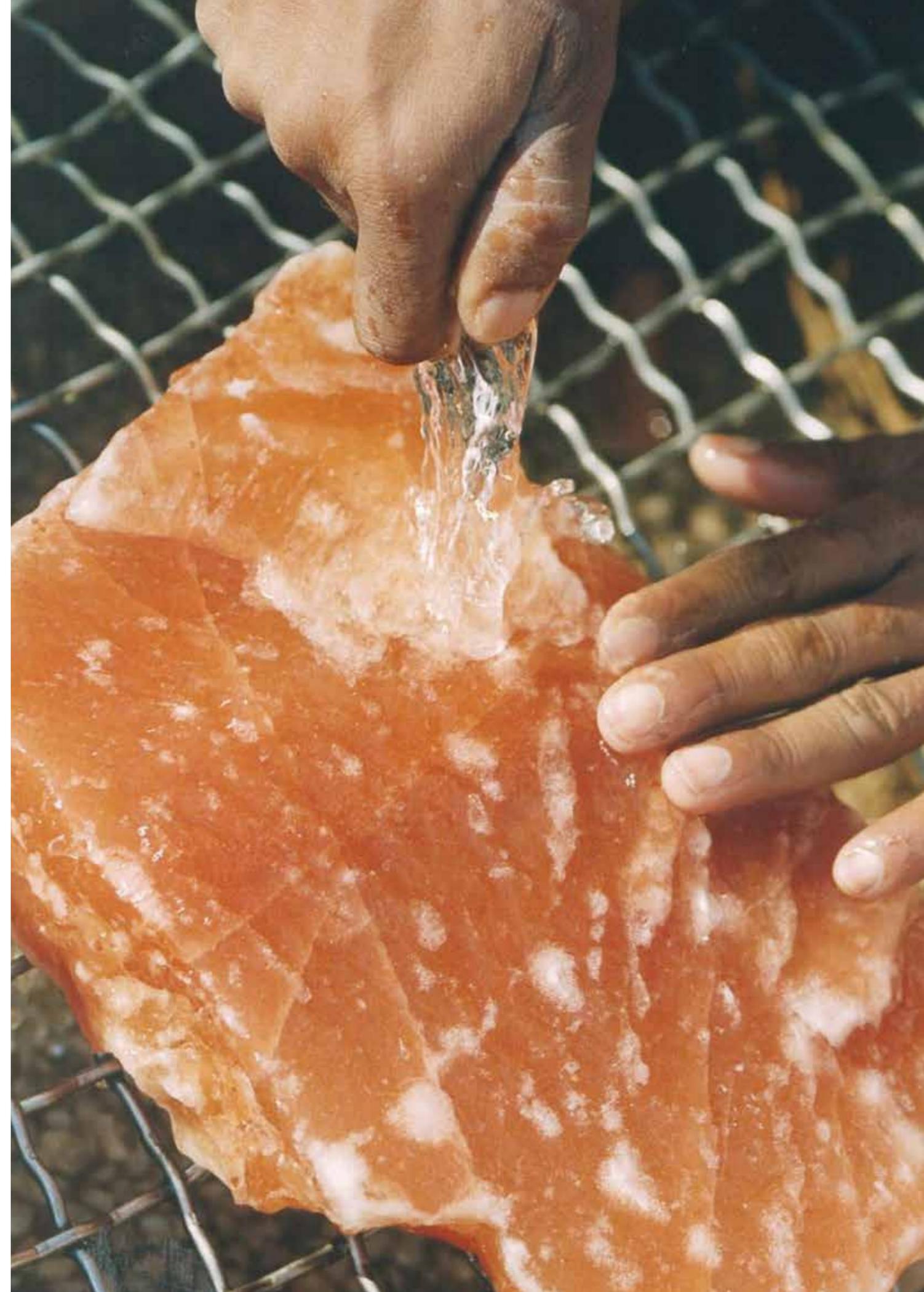
Produced in complete harmony with the rainforest, Ila's high-performance Rainforest Renew range features an exclusive and sustainable blend of four bio-active plant extracts - acmella, pfaffia, marapuama and white lily.

Combined in this way, the elixir exists as one of the rainforest's most concentrated harvests of health-giving ingredients: the essence of Amazonia.

ROSEHIP SEED OIL

Ila's Rosehip Seed Oil is cold-pressed from the seeds of wild roses by a sustainable farming project in the southern Andes. Its pure Vitamin A and essential fatty acids pay tribute to the area's untainted fertile soil and specific microclimate.

The resultant oil is a non-greasy nectar, the colour of the richest amber, which rapidly penetrates the skin's upper layers initiating deep regeneration in the cellular structure.



OUR PRODUCTS

ila's combination of ancient traditions, ethical processes and untainted natural ingredients imbues its products with exceptional inner and outer benefits: from a renewed sense of wellbeing to radiant skin that glows with vitality.

| PRODUCT | PRICE |
|---|--------|
| SKINCARE | |
| Cleansing Milk for Natural Beauty | £47.00 |
| Hydrolat Toner for Hydrating the Skin | £37.00 |
| Face Mask for Revitalising Skin | £60.00 |
| Night Cream for Rejuvenating Skin Cells | £71.00 |



| PRODUCT | PRICE |
|---|--------|
| BATH & BODY | |
| Bath Salts for Cleansing | £49.00 |
| Bath Salts for Inner Peace | £49.00 |
| Body Scrub for Energising and Detoxifying | £47.00 |
| Body Scrub for a Blissful Experience | £63.00 |
| Body Oil for Vital Energy | £48.00 |
| Body Cream for Vital Energy | £63.00 |
| Body Balm for Feeding Skin and Senses | £51.00 |
| Energy Spray for an Aura of Confidence | £20.00 |



| PRODUCT | PRICE |
|-------------------------------------|--------|
| RAINFOREST RENEW | |
| Day Cream for Radiant Skin | £49.00 |
| Face Serum for Radiant Skin | £61.00 |
| Night Cream for Skin Regeneration | £71.00 |
| Eye Serum for Cellular Regeneration | £47.00 |



| PRODUCT | PRICE |
|---------------------------------|--------|
| GLOWING RADIANCE | |
| Face Oil for Glowing Radiance | £75.00 |
| Bath Oil for Glowing Radiance | £51.00 |
| Day Cream for Glowing Radiance | £66.00 |
| Body Cream for Glowing Radiance | £63.00 |
| Face Scrub for Glowing Radiance | £38.00 |



| PRODUCT | PRICE |
|---------------------------------|--------------|
| ESSENTIALS | |
| Shampoo for Revitalising Hair | £9.60/£18.00 |
| Conditioner for Nourishing Hair | £9.60/£18.00 |
| Body Wash for Toning Skin | £9.60/£18.00 |
| Bath Soak for Pure Relaxation | £9.60/£18.00 |
| Body Lotion for Nurturing Skin | £9.60/£18.00 |



| PRODUCT | PRICE |
|--|--------|
| HOME, GIFTS & TRAVEL | |
| Tuberose and Rose Candle for Inner Peace | £46.00 |
| Orange Blossom Candle for Higher Energy | £40.00 |
| Jasmine Flowers Candle for Inner Light & Joy | £40.00 |
| Incense for an Aroma of Purity and Light | £12.00 |
| Dream Time CD | £19.00 |
| Heart of the Earth CD | £19.00 |
| Ila Travel Bag | £69.00 |
| Little Face Treats | £60.00 |
| Little Body Treats | £40.00 |
| Luxury Essentials Collection | £26.00 |
| Travel Essentials Collection | £12.00 |
| Reed Diffuser for an Essence of Joy | £60.00 |
| Room Spray for an Essence of Joy | £30.00 |
| Candle for an Essence of Joy | £95.00 |



OUR TREATMENTS

As a company, ila goes to great lengths to train its therapists in ancient yogic techniques and energy work, implementing training and treatment protocols that combine to offer some of the most comprehensive and authentic experiences in the industry.

But it's when clients come out of a treatment looking and feeling transformed that they truly appreciate how natural and ethical integrity can go hand in hand with spectacular results.

FACE

ANANDA FACE THERAPY

A delicate, 'divine bliss' treatment that stimulates the energy centres of the face, relaxing facial muscles and inducing feelings of deep peace and beautifully glowing skin.

RAINFOREST REJUVENATION THERAPY

A restorative facial that incorporates lymphatic drainage, Amazonian mud mask and intensely healing rainforest plant extracts to tighten and rejuvenate facial skin cells.

MARINA FLORA FACE THERAPY

A purifying facial designed to improve skin circulation, vitality and tone; with sea lavender to boost collagen and sea lettuce (to detoxify the lymphatic system).

BODY

KUNDALINI BACK TREATMENT

A gentle, nurturing therapy that uses chakra and sound healing to realign the body's rhythm and bring balance to the sympathetic and parasympathetic nervous systems.

MANIPURA FULL BODY TREATMENT

This treatment uses marma massage, lymphatic drainage and herb poultices to stimulate and balance the Manipura (navel chakra), our centre of vitality and radiance.

ENERGISING & DETOXIFYING BODY RENEWAL

Using the ionising properties of Himalayan Salt Crystals, this treatment targets cellulite, stress and exhaustion, stimulating circulation and toxin elimination.

BLISSFUL BODY RENEWAL

Using the healing properties of Himalayan Salt Crystals, this scrub restores and relaxes the nervous system, resulting in glowing skin and an enhanced sense of wellbeing.

BIO-RHYTHMS TREATMENT

A powerful treatment that incorporates an ionising scrub and wrap to renew the bio-magnetic energy field and a Kundalini back massage to balance the nervous system.

BIO-ENERGY BODY WRAP

An energising and detoxifying scrub is intensified by the addition of a wrap, drawing deeper toxins from the cells and promoting deep healing in the energy body.

KU NYE TREATMENT

A full massage that incorporate Tibetan techniques of cupping, kneading and acupressure, hot herb poultices and hot stones to restore a harmonious flow of energy.

KU NYE FIVE ELEMENT RITUAL

A Tibetan ritual that uses hot stone acupressure and five blends of wild-grown essential oils to balance the five elements, restoring beauty, harmony and inner stillness.

MARINE FLORA BODY RENEWAL

This purifying scrub draws on nutrient-rich sea lettuce, sea lavender, bio plasma and Himalayan salt to cleanse and re-energise the bio-magnetic field and lymphatic system.

MARINE FLORA WRAP

Excellent for improving the texture and hydration of the skin, with bio-plasma to increase cells' metabolic function and omega plankton to improve cellular hydration.

ILA EXPERIENCE

A heavenly scrub/massage/facial combination that uses keynotes of rose and jasmine to re-awaken body and spirit, nourish skin and promote a feeling of deepest calm.

ILA CHAKRA WELLBEING

An individually tailored treatment based around seven blends of chakra-balancing essential oils to deeply relax and rejuvenate the nervous and chakra systems.

DREAMTIME JOURNEY

Based on the knowledge that cellular repair is faster during sleep, this treatment combines soporific relaxation with ingredients renowned for deep cellular rejuvenation.

PREGNANCY TREATMENT

Featuring rosehip seed and argan oil infused with herbal extracts of lavender, geranium and rose, this gentle marma and meridian point massage brings deep inner harmony.

COUPLES CONNECT

A beautiful connection of mind, body and spirit featuring essential oils of rose (the oil of love), orange blossom (bliss) and jasmine (for stimulating the flow of love).





OUR SPA LOCATIONS

The quality of our products, and the results that clients experience has allowed us to partner with some of the finest Resorts and Spas around the world

UNITED KINGDOM

Aura Spa, Ascot
Blythswood Square, Glasgow
Chewton Glen Hotel & Spa, New Milton
Ellenborough Park, Gloucestershire
Eton Beauty, Berkshire
Fenwicks of Bond Street, London
Gielly Green, London
Grace Belgravia, London
Jivita Ayurveda, London
Lucknam Park Hotel & Spa, Wiltshire
Mimi Spa, Burton upon Trent
Ockenden Manor, Haywards Heath
Pinkgloss Boutique, Chipping Campden
Serenity Rose Spa, Upton on Severn
St. Giles House Hotel, Norwich
Stanley House Hotel and Spa, Mellor
The Fountain Beauty Therapy, Hurtmore
The Lakes by Yoo, Lechlade
Totality Day Spa, Tring
Tresco Flying Boat Club Spa, Isles of Scilly
Whatley Manor Hotel & Spa, Malmesbury

AFRICA

Four Seasons Hotel, Marrakech
Palais Namaskar, Marrakech

ASIA

Ananda in the Himalayas, India
Causeway Bay, Hong Kong
Constance Halaveli Resort, Maldives
Constance Moofushi Resort, Maldives
Four Seasons at Landaa Giraavaru, Maldives
Four Seasons Hotel, Mumbai
Four Seasons Macau Macau, Taipa
Four Seasons Resort at Jimbaran Bay, Bali
Four Seasons Resort Bali at Sayan, Bali
Four Seasons Resort Langkawi, Malaysia
Four Seasons Resort, Seychelles
Four Seasons Resort, Thailand
Four Seasons Resort, Koh Samui
Harvey Nichols Landmark, Hong Kong

ISETAN Shinjuku, Tokyo

Jumeirah Dhevanafushi, Maldives
Jumeirah Vittaveli, Maldives
Orcaella Orient Express, Asia
Road to Mandalay Orient Express, Asia
Sentosa Cove, Singapore
Shangri-La Chi Spa, Tokyo
Song Saa, Cambodia
The Chedi Club at Tanah Gajah, Bali
The Chedi, Thailand
The Dragon Hotel, China
The Legian, Bali
The Nam Hai, Vietnam
Tsim Sha Tsui, Hong Kong
uka Japan, Tokyo
Viceroy Maldives, Maldives
Wynn Macau Macau, Nape

AUSTRALIA

I Am Natural Store, Australia
Live Well Spa and Wellness Centre, Australia
Shangri-La Chi Spa, Sydney

CANADA

Jade Holistic Spa, Ontario
Nita Lake Lodge, Whistler

EUROPE

Aldo Coppola Center in Barvikha Luxury Village, Russia
Aldo Coppola Center in Hotel Radisson SAS Slavyanskaya, Russia
Aldo Coppola Center in Novinsky passage, Russia
Aldo Coppola Center in Odintsovsky district, Russia
Aldo Coppola Center in Unimall, Russia
Aldo Coppola Center in Vesna, Russia
Aldo Coppola Center in Vremena Goda, Russia
Alpen-Karawanserai, Austria
Four Seasons Hotel Gresham Palace, Budapest
Grand Hotel Heiligendamm, Germany
Justine Boettger, Berlin

Rocco Forte Augustine Hotel, Czech Republic

Santa Marina Resort & Villas, Mykonos
Shangri La Istanbul, Istanbul
The Alpina Gstaad, Switzerland

MEXICO

Esperanza Cabo, San Lucas

MIDDLE EAST

Balance Wellness Centre, Dubai
Four Seasons Hotel, Qatar
Jumeirah Messilah Beach Hotel & Spa, Kuwait
Le Meridien, Dubai
Shangri La, Abu Dhabi
Shangri-La Chi Spa, Oman
Shangri-La UAE, Dubai
The Chedi Oman, Muscat
The Phoenicia, Lebanon
The Ritz-Carlton, Dubai

USA

Bella Fiore Organic Med Spa, Washington
Colorado - Spa Anjali Avon, Colorado
Four Seasons Hotel at Beverly Hills, Los Angeles
Hotel Jerome Aspen, Colorado
Hotel Shangri-La, Santa Monica
Inn at Langley Langley, Washington
Inn at Loretto Santa Fe, New Mexico
Inn at Palmetto Bluff Bluffton, South Carolina
NuboNau Encinitas, California
Ritz Carlton Reserve, Dorado Beach Dorado, Puerto Rico
Stella Nova Charleston, South Carolina
Stowe Mountain Lodge Stowe, Vermont
The Setai Miami, Florida
Two Bunch Palms Desert Hot Springs, California



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