

CANYON RANCH®

CANYON RANCH® BRINGS SIGNATURE AESTHETICS TO ITS WORLD-CLASS DESTINATION RESORTS



Wellness pioneer expands aesthetics program, enhancing its extensive offerings

FORT WORTH, TX. (October 19, 2017) – As the pioneer in integrative wellness for nearly 40 years, Canyon Ranch announces the expansion of its signature CR aesthetics™ to the brand’s wellspring resorts. In a unique time where beauty, health and wellness are rapidly converging in meaningful ways and on the heels of piloting a successful CR aesthetics™ program in the At Sea division, CR aesthetics™ will launch at the brand’s flagship property in Tucson, Arizona, followed by the introduction of the program at Canyon Ranch in Lenox, Massachusetts shortly thereafter.

Canyon Ranch has become synonymous with trusted expertise for guests around the world and understands that beauty is more than ‘skin deep.’ As a frequently requested offering, CR aesthetics™ aligns with this ethos and is another avenue for our guests to embrace the philosophy to “live younger longer.” The Global Wellness Institute cites beauty and anti-aging as the single greatest economic driver of the booming segment of the \$4 trillion projected for the wellness industry in 2017.

“Canyon Ranch is constantly evolving to bring our guests a comprehensive integrative wellness experience,” said Canyon Ranch Chief Executive Officer Susan Docherty. “The progression of bringing CR aesthetics™ from sea to land was a natural development for our brand as we continue to advance in the industry – allowing us to further our wellness mission, help our guests feel like their best selves and drive greater confidence,” she added.

CR aesthetics™ offers a curated selection of advanced, nonsurgical facial treatments performed by highly-skilled experts in aesthetic medicine, coupled with opportunities for pre- and post-care treatments. These signature plans feature the finest skincare products and gold-standard nonsurgical procedures using FDA-approved BOTOX® Cosmetics to relax wrinkles, JUVÉDERM® XC to lift and smooth your skin and LATISSE® to enhance eyelash growth. To ensure more than just a short-term solution, but rather part of a greater approach carried into each guest’s daily life, Canyon Ranch will assign skincare teams to provide tailored services for each guest along with recommendations for continued care at home.

In 2016, Canyon Ranch launched CR aesthetics™ onboard select Celebrity Cruises, marking the first time injectable skin care was available to Canyon Ranch guests at sea. CR aesthetics™ is currently offered on six Celebrity ships, with plans for expansion in 2018.

CR aesthetics™ Tucson will be overseen by its newly appointed Medical Director, Dr. Jerry Olson. A board-certified facial plastic surgeon, Dr. Olson started his career as Section Chief of otolaryngology and facial plastic surgery at the University of Arizona Medical Center. In 2001, Dr. Olson established a private practice and most recently, he co-founded Foothills Dermatology & Facial Plastic Surgery in Tucson, Arizona, where he will continue to practice, providing a wide range of cosmetic and reconstructive procedures. As the first fellowship trained facial plastic surgeon in Southern Arizona, Dr. Olson brings more than 20 years of medical excellence to Canyon Ranch.

Amy Henderson, Lead Aesthetics Registered Nurse, will direct the daily practice of CR aesthetics™ Tucson. Amy's medical career began in Washington D.C.'s sophisticated Georgetown neighborhood, as a RN working in cardiology. She brings over 12 years of aesthetics experience at a large dermatology practice and her own boutique practice.

CR aesthetics™ will be available at Canyon Ranch in Tucson beginning on November 15th, with appointments open for scheduling via phone (520.239.3211) on October 16th. The CR aesthetics™ offering also will launch at Canyon Ranch in Lenox in the near future. For more information, please visit www.canyonranch.com/cr-aesthetics/

About Canyon Ranch®

Canyon Ranch® has been a pioneer and an industry-leading proponent of the wellness lifestyle for nearly 40 years, operating the world's most celebrated collection of life-enhancement properties. Canyon Ranch has wellness destinations in Tucson, Arizona and Lenox, Massachusetts. In addition, Canyon Ranch operates a SpaClub® day spa at The Venetian® & The Palazzo® hotels in Las Vegas, Nev., Canyon Ranch SpaClub at Sea® facilities onboard Cunard's Queen Mary 2® luxury ocean liner, Oceania® and Regent Seven Seas Cruises®, and on Celebrity Cruises®. Canyon Ranch is a 13-time winner of Travel + Leisure's Best Spa Award, an 11-time recipient of the Condé Nast Traveler Best Destination Spa Award and is recognized as the 'Best Wellness Program' by Virtuoso's 'Best of the Best' 2017 awards.

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