

For Immediate Release
2nd March 2011

PRESS RELEASE

ABERDEEN BOUTIQUE SPA NAMED BEST IN BRITAIN

PURE SPA UNION SQUARE WINS PRESTIGIOUS UK PROFESSIONAL BEAUTY AWARD

Aberdeen based day spa, PURE Spa, has come away with the Boutique Spa of the Year award at The Professional Beauty Awards 2011.

PURE Spa Union Square beat many other hopefuls from across the UK to win the title, including the renowned Dorchester in London.

Located in Aberdeen's newest retail centre, Union Square, PURE Spa opened in May 2010. Since opening the Aberdeen spa has seen 16,500 people through its doors and generated a staggering 35% of the group's annual revenue.

The Professional Beauty Awards recognises innovative talent within the Health and Beauty industry and rewards those displaying exceptional quality and standards. After going through a rigorous short list and judging process, the award was presented to the PURE Spa team at the official awards ceremony in London.

"It is a privilege to represent Aberdeen and Scotland. We're very proud of the team at PURE Spa Union Square for all of their hard work and dedication", said Becky Woodhouse, Managing Director of PURE Spa. "Beating several high calibre contenders to the award, including the famous Dorchester in London, the coveted title is the icing on the cake for the Aberdeen spa."

PURE

Penny Godfrey, Marketing Manager for Union Square said: "This is a fantastic result for the PURE Spa Union Square team. They have worked extremely hard since the spa opened last spring and this award is thoroughly deserved. Beating other UK spas to win this title is no easy feat and is just another demonstration of Aberdeen firmly establishing itself on the retail and leisure map!"

Ends

Notes for editors/ background information

Interviews available with PURE's owner, Becky Woodhouse.

For more information please contact Kirsty Grant or Hannah Murray at Grayling:

Tel: 0131 226 2363 Email: unionsquare@grayling.com

PURE's concept is to provide essential beauty treatments and luxurious spa therapies to both women and men, tailored to their individual needs. The company is very inclusive, positioning itself in easy to reach locations - anyone can book in for relaxation at PURE.

PURE was established in 2002 by Becky Woodhouse, 36, a reputable chartered accountant with an avid interest in the beauty industry combined with the dream of running her own business.

Becky noticed a gap in the market for beauty treatments for time-starved individuals. This led to PURE's first salon on Lothian Road in Edinburgh.

The business developed well and 2005 saw the opening of Edinburgh's largest day spa – PURE Spa Ocean Terminal. The business again took a leap forward in December 2007 when PURE expanded into the Glasgow market with PURE Spa Silverburn.

In May 2010, PURE moved north, opening the group's fourth PURE Spa in Aberdeen's Union Square, quickly becoming the Group's flagship spa offering exclusive treatments and products to the North East such as the Rasul heat therapy and Elemis spa treatments.

In November 2010, PURE demonstrated their innovation by collaborating with three other leading UK spa groups to create the Skin Wisdom Day Spa range. These bath and body products are sold exclusively in Tesco and at PURE Spa.

Now PURE's reputation as leader in the Scottish Day Spa Industry is strengthened from winning 'Boutique Spa of the Year' at the prestigious Professional Beauty Awards.

Please see www.purespauk.com for more information about PURE.