



**FOR IMMEDIATE RELEASE**

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**Luxury Skincare Brand Opens First BABOR Signature Spa in North America**

*An elegant setting meets state-of-the-art treatments for an exclusive spa experience in the heart of downtown Manhattan*

**Delray Beach, Florida (April 2, 2019)** –Precision skin care brand, BABOR, is pleased to announce its partnership with New York City’s only independent AAA Five-Diamond hotel, The Dominick, in opening their **first BABOR Signature Spa** in North America. Formerly the Trump SOHO Hotel, after a full refresh and complete redesign of the spa, the new space will showcase all of BABOR’s results-driven products and treatments in their first stand alone spa in the United States.

Situated where SoHo meets TriBeCa and the West Village, The Dominick, a member of Preferred Hotels & Resorts Legend Collection, merges uptown elegance with downtown edge. This first BABOR Signature Spa in the US spans 11,000-square-feet, featuring nine private treatment and wet rooms, a state-of-the-art fitness center with Technogym™ equipment and Peloton bikes, two separate authentic luxury hammams for men and women – the first in New York City, indoor and outdoor relaxation areas, and an extensive menu of BABOR treatments and services.

The renovation includes a full refresh of the spa lobby, a redesigned manicure and pedicure salon, curated artwork, and enhanced lounges. The Women’s Lounge has new modern furniture that’s complemented by soft touches, and the Men’s Lounge features refurbishments and furnishings. The Co-ed Relaxation Lounge has new loungers and spaces that are cohesive to both couples and groups. A new spa suite experience is set to launch later this spring offering guests a unique wellness experience during their overnight stay.

“We are thrilled to debut our first BABOR Signature Spa in North America here in New York City alongside such a great partner like The Dominick Hotel,” said Tim Waller, CEO of BABOR Americas. “This is a massive milestone for the company and we are delighted to be located right in the heart of Manhattan offering our unique spa experiences to hotel guests, tourists, and US consumers alike.”

With luxury and excellence at the forefront of both brands philosophies, BABOR and The Dominick’s missions are to enhance the lives of their customers through a holistic, customized approach. While all professional spa treatments are extremely beneficial when it comes to maintaining the youthfulness of the skin, The Dominick’s spa guests will experience The BABOR Expert Method, a specific approach to treatments that blends

scientific research with well-being that individually target specific needs. By combining BABOR's precision-based, highly effective product line with this state-of-the-art application process, the BABOR Expert Method delivers personalized, instant results that are instantly visible. The partnership welcomes natural, high performance products into an integrative health and luxurious space to deliver and promote a one-of-a-kind experience; it's the ultimate kismet.

"The debut of the new BABOR Signature Spa is an integral addition to the evolution of The Dominick experience," said Dant Hirsch, General Manager of The Dominick. "Wellness is an essential component of what travelers are seeking, and we look forward to enhancing our spa services with tailored techniques and offerings for our guests and local community."

As of April 1, the space will officially transform into the BABOR Signature Spa with customized facial options that include treatments such as the DOCTOR BABOR Prescription Therapy, DOCTOR BABOR TheraPRO Peeling Treatment, and a ReVersive anti-aging treatment along with a comprehensive selection of BABOR retail products for home care. In addition, BABOR's Ampoule Concentrate serums, which revolutionized the world of beauty more than 50 years ago, will be an add-on to any treatment and/or service as each 2ml glass vial of high-dose active serums delivers immediate visible results in a matter of seconds. The BABOR Signature Spa will also feature a full menu of massage and body treatments, The Dominick's signature hammam services as well as manicure and pedicure salon services.

For more information on the partnership or additional information on the brands , visit [www.babor.com](http://www.babor.com) and [www.thedominickhotel.com](http://www.thedominickhotel.com).

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## **ABOUT BABOR**

It all began in 1956 with a black rose – the symbol of infinite beauty. Since then, as a pioneer in professional skincare, BABOR has set the standard in skincare research, made in Germany. Today, we remain driven by that pioneering spirit in our passionate quest for individual beauty and perfection. At BABOR, our highly innovative active formulations are carefully combined with our exclusive treatment methods to provide outstanding results and a uniquely indulgent experience each and every time. [www.babor.com](http://www.babor.com).

## **About The Dominick**

The Dominick is an independent Five-Diamond hotel located in New York City's SoHo neighborhood, and is managed by an affiliate of CIM Group, which through another affiliate owns the majority of the hotel units within the condominium. The hotel is a member of the Preferred Hotels & Resorts Legend Collection and features 391 residential-style guest rooms with floor-to-ceiling windows, providing unrivaled views of the city's spectacular skyline and the Hudson River. With just 12 rooms per floor, the hotel has an intimate ambiance of sophistication and indulgence. Other amenities include an outdoor plunge pool on a 6,000-square foot pool deck (open seasonally), as well as an impressive 11,000-square-foot BABOR Spa.

