



HSNV

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HEALTH SPA NAPA VALLEY DEBUTS EXCLUSIVE HSNV PRODUCT LINE;

Exceptional Personal Care Products Capture The Spa Experience to Re-create at Home

Napa Valley, CA (December 2003) – Napa Valley’s pre-eminent day spa, Health Spa Napa Valley, introduces its signature product line this month, HSNV, a spa-caliber collection inspired by the natural environment and simple sophistication of the Napa Valley. Meticulously rendered to uncompromising standards, this cache of personal luxuries includes body care, hair care and spa care collections which stand out for their ability to provide spa-style pampering at home and accordingly, redefine the concept of daily care.

At the core of the HSNV concept is a desire to allow customers a unique way to re-create both the relaxation and results only a spa day has delivered to date. “Our years in the spa business have taught us a great deal about the synergy between health and beauty, and about what essential benefits products should provide,” comments company founder, Eric Chesky, adding, “These products offer a stand-out combination of the purest, natural ingredients and aromatherapeutic scents derived from our spa therapies which no one else has. I firmly believe that these are the luxury products spa devotees have been craving.”

Chesky and his wife Cathy, both long-standing members of the spa community, embarked on creating this collection after many product entries they encountered fell short of both their own exacting standards and their clients’. In conceiving the HSNV line, Chesky says, “We held ourselves to a higher standard in creating superb daily use products which could enhance personal wellness.” The secret? Each offers an individual “prescription” of nature’s most beneficial essences – soothing aloe, calming chamomile, enriching shea butter, nourishing grapeseed oil and uplifting pink grapefruit, to name but a few – specially blended to provide instant gratification as they outsmart environmental assaults. Plus, all are free from sulfate’s highly detrimental effects. Elevating the encounter, four exquisite scents – Lavender Tea Tree, Marine, Fresh Pear and Citrus Kiwi...highly evocative accords that allow each customer a unique and individualized experience.

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The result is an essential, indulgent collection that is elegant in its understatement and brilliant in its performance. And that provides the incomparable seduction of stepped-from-the-spa results in an at-home application.

THE HSNV COLLECTIONS DEFINED

The Body Care Collection

These exquisite formulations take daily, ritual care to a new level. All products are available in each of HSNV's four signature scents.

- Body Wash – a gentle body wash that's both cleansing and hydrating. Indulgent, yet ideal for daily use.
- Body Lotion – this superb, highly restorative lotion leaves skin silky-smooth.
- Body Oil – five naturally-moisturizing oils combine to create wonderfully renewed skin
- Face & Body Mist – “bathes” skin in moisture to return its essential balance

The Hair Care Collection

Inspired outcome-oriented formulations allow hair's intrinsic beauty to shine through. Available in each of HSNV's distinctive aromatic scents.

- Shampoo – lifts away impurities and leaves hair lustrously clean without stripping
- Conditioner – with nourishing humectants to supplant dryness and replenish body

The Spa Collection

HSNV's consummate “concept” products, these incredible preparations deliver that coveted stepped-from-the-spa luminosity.

- Sugar Honey Glow – utilizes potent organic exfoliators to gently slough away dulling surface cells while clover honey and a special blend of oils reveal a natural vibrance
- Silk Body Butter – combines vital moisturizers like shea butter and grapeseed oil with natural skin enhancers and essential oils for skin so soft it defies imagination

HSNV products retail from \$14.00 – 50.00 and are available in better retail boutiques, as well as through the company's website www.hsnv.com or from the spa at (877) 888-HSNV. “For a product to be truly indulgent it not only has to work, but also has to deliver the unexpected...an added bonus that makes it irresistible,” comments Chesky. Offering the closest thing to a spa visit you can get without leaving your home and a rare convergence of practicality and pure delight, the new line of spa products from HSNV does just that.

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HSNV – Inspired by Simplicity. Defined by Luxury. Designed for Life.