



# News Release

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**FOR IMMEDIATE RELEASE**

## **JUPITER BEACH RESORT ADDS NEW OASIS OF TRANQUILITY, BEAUTY AND FITNESS WITH NEW COMPREHENSIVE SPA, SALON AND FITNESS CENTER**

### **Resort to Change its Name to the Jupiter Beach Resort & Spa**

JUPITER, FLORIDA: Dedicated to continuing to serve its loyal clientele with premier facilities and service, the **Jupiter Beach Resort** has added a new spa to its menu of newly-renovated amenities. The Spa at the Jupiter Beach Resort opened in the fall of 2005 with a 7,500 square foot enclave of serenity. This includes five treatment rooms and one wet treatment room, as well as a full-service salon and new fitness facility. The Spa is the latest development in the Resort's multi-million dollar transformation that began in the summer of 2004. As a reflection to this change, the Resort has changed its name to the **Jupiter Beach Resort & Spa**.

Intimate and exclusive, in the style indicative of the overall resort experience, the Spa offers a landscape of comfort and luxury. Guests are treated to personalized, attentive assistance, as well as healthful and therapeutic snacks to enliven the senses including a shot of pure chocolate. The Spa's range of relaxing and therapeutic treatments include signature services like: the SweThai Massage (a combination of massage and stretching, the spa is one of only a few spas in the country to offer this treatment); Aromatherapy Massage; Ogenage Facial, Hydroptimal Facial, Tropical Sugar Scrub; Dilo Rescue Wrap (for sunburned skin using a rare nut from Fiji); and Rose Petal Pedicures. Product lines were selected specifically for the Spa and include: the highly acclaimed Pure Fiji, Aromatherapy Associates, Phytomer, Sothy's and Jurlique. Each line offers take-home products in the Spa's retail boutique. As well, the team at the new Spa includes highly-trained estheticians, massage therapists, nail technicians and hairstylists.

Special packages are available including those for teens, expectant moms and bridal parties. Additionally, gift certificates can be purchased for specific treatments or for a set dollar amount. For more information or for spa reservations, please contact the Spa directly at (561) 745-7177.

## NEW SPA AT THE JUPITER BEACH RESORT

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*Unspoiled, Uncomplicated, Unforgettable...* The Jupiter Beach Resort & Spa is one of South Florida's best-kept travel secrets. Situated directly on the Atlantic Ocean in northern Palm Beach County, the hotel offers 159 guestrooms and suites nestled along a secluded stretch of beach. The Resort's outstanding selection of on-property amenities and services includes beach activities, new spa, tennis and fitness facilities, as well as excellent dining and entertainment options. In addition, the local area offers some of the country's finest golf courses and deep-sea fishing opportunities.

For reservations or more information on the Jupiter Beach Resort & Spa, please call (800) 228-8810 or (561) 746-2511, or click to [www.jupiterbeachresort.com](http://www.jupiterbeachresort.com).

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