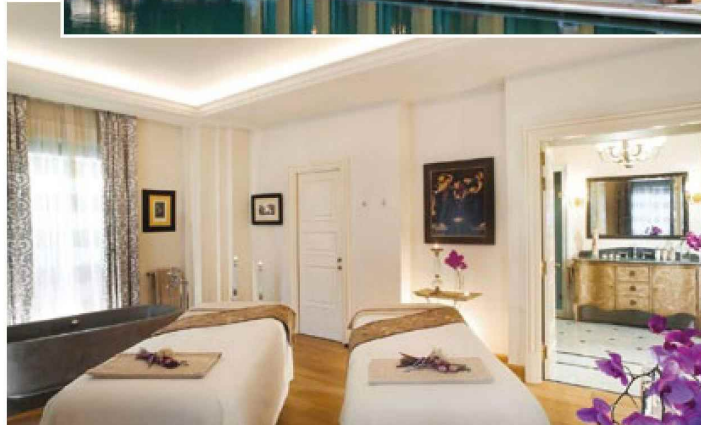


# SA-developed facial at Italian spa

The team at Black Pearl South Africa has developed a facial treatment protocol that has been selected by hotel giant, Four Seasons, for the spa at its hotel in Florence.



**K**nown as the Lux Perfection Treatment, the facial revolves around Black Pearl's newly launched 24k Gold Cleopatra Mask.

"This is the first time in history that a South African treatment protocol has been adopted by the Firenze Spa," says Michelle Roberts, managing partner of Black Pearl South Africa. "We wanted to create a skincare treatment unlike any other, that would captivate the market. Our aim was to introduce Lux Perfection at a beauty spa that encompasses the same values our line holds close - a focus on luxury, quality and most of all, on creating extraordinary experiences.

"We decided the best suited venue would be the Firenze Spa - a personal

oasis and the only hotel spa in the heart of Florence, Italy. We arranged to meet with spa manager Lucia Papalini and jetted off to Italy. After lengthy and successful discussions, Black Pearl South Africa began working on a signature treatment that will only be available to guests visiting Firenze

Spa. And so the Lux Perfection Treatment was born."

Roberts emphasises that the treatment utilises the powers of one of the softest and most precious metals in the world - gold.

She continues: "The anti-ageing benefits of gold can be traced back to Cleopatra, who, by sleeping in a gold face mask every night, enhanced the suppleness of her complexion and preserved its natural luminosity.

"In addition to antioxidant and antimicrobial powers, gold is praised for its purported ability to ward off UV damage, tighten lax skin and reduce the appearance of discolouration resulting in skin with a radiant lustre. It is now also widely believed to slow the breakdown of elastin, keep skin firm and taut, increase circulation and eliminate toxins from the body."