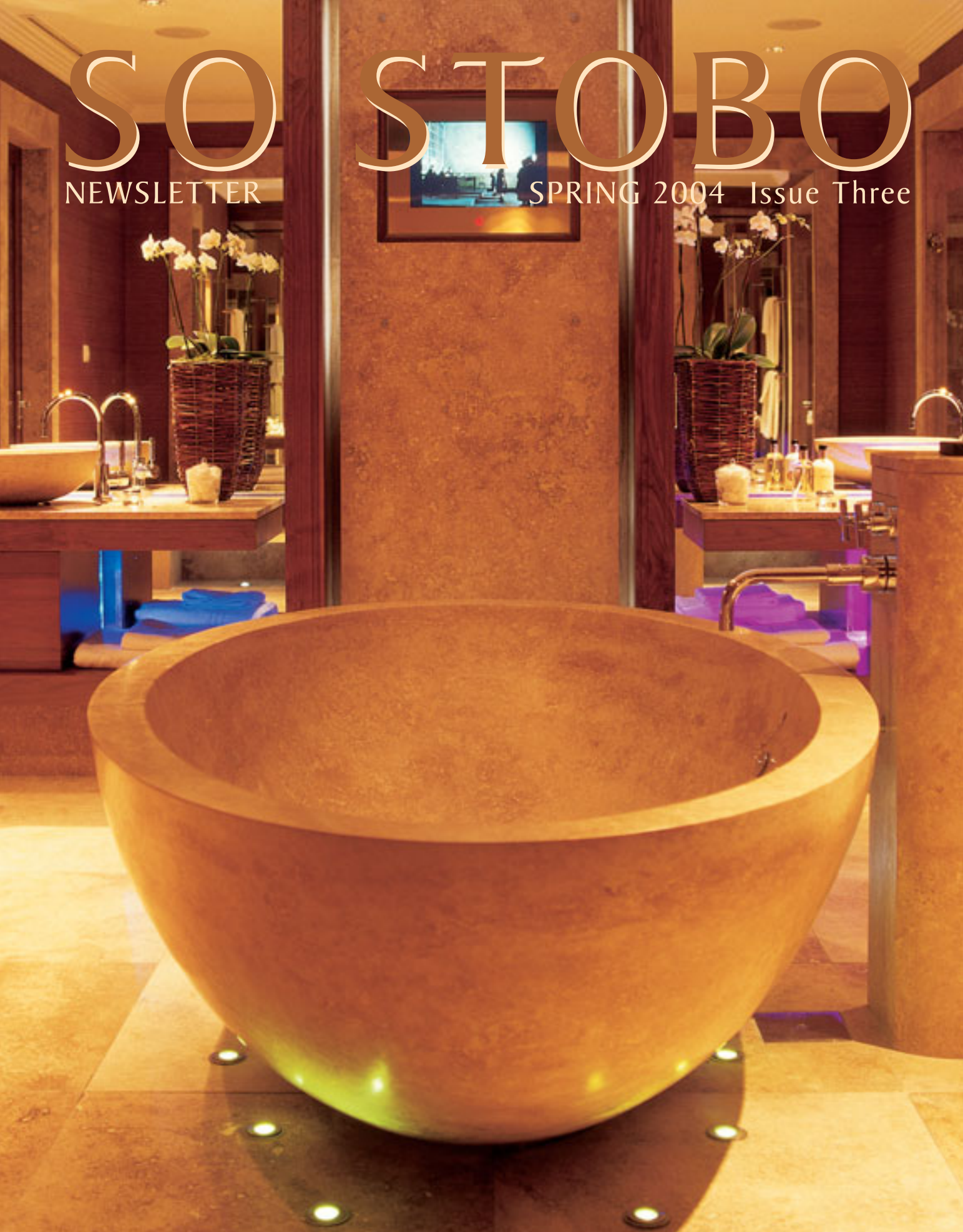


# SO

NEWSLETTER

# STOBO

SPRING 2004 Issue Three



INSIDE...CASHMERE CRAZY - STOBO CELEBRATE THE LAUNCH OF THE NEW CASHMERE SUITE...SPRING OFFERS - WHAT'S COMING THIS SPRING...WHAT THE PAPERS SAY - WHY STOBO CAN'T SEEM TO STAY OUT OF THE HEADLINES

# CASHMERE CRAZY



## CASHMERE CRAZY IN NEW SUITE

Hailed as the ultimate in luxury guest accommodation, the magnificent Cashmere Suite has surpassed all expectations with its debut at Stobo Castle, reaching news columns nation-wide.

With a design and build budget of £350,000, the suite pays homage to one of Scotland's oldest industries - cashmere, and sets out to depict the uses this opulent fabric can have in interior design.

The bedroom walls are a rich claret coloured cashmere, sourced from Holland & Sherry in Peebles, while camel coloured cashmere adorns the living room walls. Integrated 'his and her' plasma screen televisions are placed at the bottom of two cashmere covered 7x5 ft beds from Italy which are hand painted and detailed to reflect the design of the silk curtains in the living room.

The living room boasts a stunning Zeigler rug that embraces all the colours of the suite. On the walls hang paintings by Scottish based artist Deirdre Edwards - taken from her exhibition in the Scottish Gallery. Indeed a contemporary and unexpected approach to guest art.

A handcrafted limestone cream bath weighing over a ton and big enough for 2 is the focal point of the luxurious bathroom! Up-lighters illuminate the room which also includes under-floor heating and an integrated flat screen television ensures every whim is taken care of.

Stobo Castle Managing Director, Stephen Winyard explains: "We wanted to create something very special and unique and I truly believe we have achieved that. People tend to associate cashmere with the fashion industry but once they have experienced the Cashmere Suite, there will be no parameters left for cashmere in an interiors environment - we implemented them all! With the cashmere all being sourced locally, in the heart of the borders, it was an experiment that has undoubtedly paid off".

Priced at less than £500 per night for two people based on the 'So Relaxing' package, Stobo have set an unprecedented standard in Scotland, which perhaps explains the popularity in only a month. With phones ringing off the hook, have you booked yet?



# STOBO STAFF

## STOBO CASTLE CAREER CHANGES



### Introducing Spa Director 2004

A member of the Stobo Castle team since 1981, Trish Ridgeway progressed from beauty therapist to senior therapist before taking on the role as Deputy Spa manager, which led to a successful role as the Spa Manager. In January this year Trish took over the role of Spa Director from Pauline Harris marking the latest step in her career ladder. Trish is not one to forget those who helped her progress to the top," Pauline and I worked together for years and it's to her I owe my sincere thanks for all her help and encouragement". Trish has some tips for success namely enthusiasm, commitment and lots of hard work.



### Introducing Spa Manager 2004

Amanda Blacklaw joined Stobo as a Beauty Therapist in 1992 and was promoted to Supervisor then Deputy Spa Manager. January saw her take over as the Spa Manager. Amanda has emerged as a key player in Stobo's development and a vital part of the Stobo Castle family. Not one to rest on her laurels Amanda took on the enormous task of running the scheduling department to take Stobo smoothly into the computerised era and to ensure Stobo is both effective and efficient with the latest technology.

## 2004 STOBO RATES

\*So Relaxing (formerly 'The Holiday Plan') from £147 pppn

\*So Pampering (formerly 'The Health & Beauty Plan') from £186 pppn

≡ Day Visit from £150 pp

To celebrate the launch of the new spa, Stobo has reduced the "So Relaxing" rate to just £147 - this represents a saving of £84 based on 2 people sharing over a 2 night stay. In addition, the cost of the "So Pampering" package will be kept the same as last year.

\* includes all meals ≡ includes lunch

# THE SPA SHOP



## NEW!! STOBO SPA SHOP

With 25 years experience in the Spa at Stobo, Pauline Harris is re-inventing the 'spa shopping experience'. The new in-house spa shop (previously located where the new juice bar is) has undergone a complete redesign and exhibits an impressive array of beauty products such as Darphin, Phytomer, Thalgo, Finders and Castle Care. "Its such an enticing little haven within the castle walls where guests seem to browse for a significant time getting lost in the world of beauty", explains Pauline.

With her new role and creative responsibility at the shop Pauline has many exciting things planned such as developing more presentation events, mini treatment days and consultation sessions to offer the Stobo guest. "Our guests are developing an intense knowledge of beauty products and the benefits of a regular beauty regime. If we can complement that with support from beauty industry professionals the Stobo guest will leave the castle with that little bit extra". Pauline's passion has included the launch of a 7 day a week 9am - 6pm mail order service, highlighting her vision to surpass retail expectations at the shop and delivering your favourite beauty products to your door. There is more to the shop than a plethora of beauty products, albeit that is where the demand lies from the Stobo guests, including a whole range of popular Stobo gifts. From the must have accessories such as the Stobo robe (£35) and the slippers (£9.95), one can find swimwear, chi balls and the ultimate cashmere gift - the So Stobo Cashmere Thongs which were presented to the celebrities at last year's MTV awards in Edinburgh and continue to cause a stir!

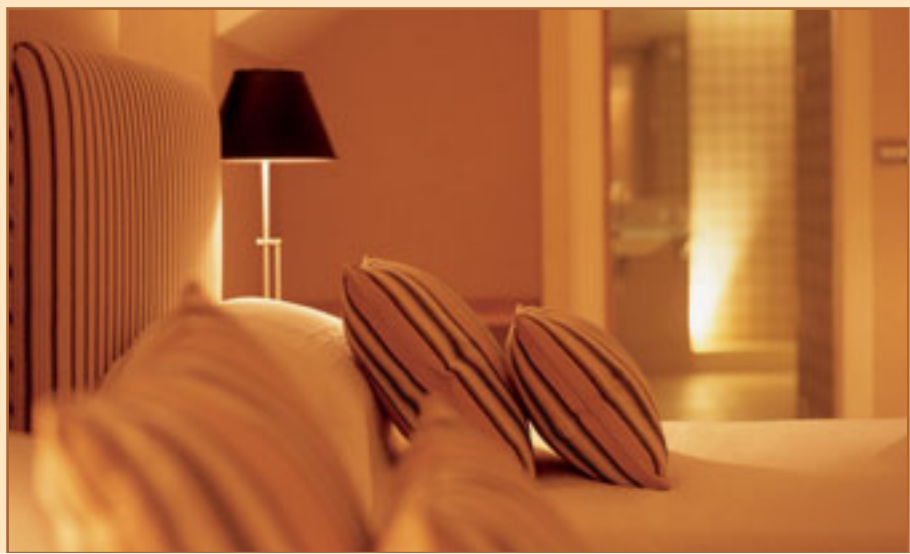


For any further information on the Spa Shop and mail order please contact Pauline Harris on 01721 726850 or email [pauline@stobocastle.co.uk](mailto:pauline@stobocastle.co.uk)

# NEW BEDROOMS

One of the unique things about Stobo Castle is the fact each bedroom is individually designed and the addition of 7 new bedrooms is no exception. The new rooms were originally used as treatment rooms however they have now been fully re-designed into a selection of Classic and Standard bedrooms.

The first floor rooms differ from the rest due to their simple, tailored look and contemporary bathrooms. The rooms are available for bookings and are becoming some of the most popular rooms in the Castle.



# HOT PRODUCTS

## EXPLORE FACE & BODY WITH PHYTOMER

Phytomer's latest treats include the Explorer Kits for face and body. Kits cost £29 and £24 respectively but are on special offer at Stobo Spa Shop for only £17.50.

The luxury Face Kit contains Face Dew for the face and eye contour area to soothe and remineralise the skin. The Gentle Cleansing Milk removes surface impurities and make-up whilst maintaining skin's natural moisture. The Vegetal Peel is an exfoliant rich in natural enzymes that gently dissolve dead skin cells and removes impurities while the Hydra Continue Moisture Quench Mask hydrates the skin. The Spa Shop will adapt the kit allowing you to choose from a Hydra Continue Instant Moisturiser, Ogenage Jour Extended Day Cream or Accept Soothing Skin Cream depending on your skin type. For your body enjoy Exfoliating Shower Gel, Body Declic Anti Cellulite Cream, Hydra Continue Moisturising Body Milk and Oligomarin Remineralising Bath and a Phytomer sponge to revitalise and rejuvenate.



## TURN BACK TIME WITH IONITHERMIE

The Ionithermie Ultimate Youth Facial is an intensive treatment that uses both mild electrical stimuli and 100% pure soluble collagen mask to tackle those lines and wrinkles. Ready for the science part? The Galvanic stimuli penetrate deep into the skin whilst the Faradic stimuli take charge of toning the facial muscles. With Marine active ingredients such as seaweed, minerals and marine proteins to re-build and rebalance the skin The Ultimate Facial really does deliver. This luxury facial simultaneously plumps and replenishes the skin as well as toning and firming the facial muscles. This is perfect for mature, dry and dehydrated skin. The best part is the results are instant, you can see the difference after just one session. Skin becomes radiant, rejuvenated and lifted. The ultimate skin-smoothing facial aids regeneration of skin cells to give you a more youthful bright complexion. The treatment lasts for 1 hour and 10 mins costing £65. To take years off without the surgery, call the Spa on 01721 760344.



# HOT TREATMENTS

## SERAIL MUD CHAMBER

This therapeutic treatment is proving to be popular with couples and friends alike at Stobo due to the relaxing and cleansing benefits for your skin. The gentle steam environment exfoliates dead skin cells, eliminates toxins and boosts circulation to leave the skin soft and light.

A spa therapist will apply the body mud before you sit in the heated alcove. After application and once the mud has dried, herbal essences are filtered into the chamber and the temperature is raised to 45°C making the mud supple.

You are advised to massage mud onto your skin with circular movements to facilitate the exfoliation of dead skin cells and elimination of toxins.

A Kneipp hose & overhead showers are used to wash you down

and refresh the skin. For maximum benefit drink water, apply moisturiser and you are left to enjoy velvet skin and an uplifted body and soul that lasts for days.

At a cost of £40 for one person and £30 each for two sharing, this 45 min treatment should be enjoyed together. Please call the extra treatments line to book the Serail Mud Chamber on 01721 760344 as you simply can't miss this special experience on your visit to Stobo.



## SO SPECIAL

For only £139pp (normally £150) you can enjoy all Stobo Castle has to offer for a whole day. This special offer includes a Castle Care gift of seaweed foam bath and hand & body lotion for you to take home. Experience the Day Visit on one of our specially selected dates between April and June 2004. Please note that this offer excludes Luxury Day visits.

## STEP INTO SPRING

Why not treat yourself after all your spring-cleaning by indulging in Stobo's "So Relaxing" package for just £125 pppn (normally £147 pppn). Valid from April until June 2004, this offer includes accommodation, all meals, full use of all facilities and a back massage with essential oils per night of your stay. Please note this offer is only applicable Sunday – Thursday and is based on two people sharing a standard twin room.



## STOBO SPA CLUB

Summer is approaching and unfortunately for some of us that may mean exposing a bit more of ourselves than we'd like but fret not - the Stobo Spa Club is on hand to help. Membership of the Spa Club is £1500 pp for a full year so at only £125 per month you can be in shape in no time. Join and you will receive full use of all facilities, entry into exercise and relaxation classes, fitness analysis, annual fitness check up, free Stobo robe and slippers and a £25 gift voucher to spend in the new Spa Shop. Members can also enjoy a 10% discount on treatments and hairdressing so call the reservations line on 01721 725300 for your application form.

## WHAT THE PAPERS SAY!

The media have been quick to sing Stobo's praises and not being one to blow our own trumpet we thought we would hand it over to them.

"A totally refreshing and impressive approach to the Spa Market", Olivia Falcon, Beauty Editor, Tatler.

"Well done Stobo - keeping one's attention in today's climate is a feat in itself, never mind in an impressive manner like that". Sarah Heaney, 'Scotland Today' Anchor & Daily Mail Beauty Columnist.

"Stobo makes you want to check your diary, book a weekend and slip into the sumptuous white robes, I can honestly say that Stobo is one of the best Spa's I have come across". Linny Oliphant, Fashion & Features Columnist, The Herald.

"With the recent completion of the £5million extension Stobo can realistically compete on the world spa stage, moving Stobo into the 'Champions League' of destination spa experiences in Europe". Sarah Ward, Editor, Spa Magazine.

"Stobo has truly set itself apart from other spa's around the world - it is a truly magical place of indulgence, relaxation and an environment second to none". Janis Sue Smith, fashion & lifestyle editor, celebrity fashion stylist, the Scottish Sun.

