



CLIVEDEN

FOR IMMEDIATE RELEASE

SEPTEMBER 2022



CLIVEDEN HOUSE ANNOUNCES SPA RESIDENCY WITH PROVERB

Award-winning five-star Relais & Châteaux hotel and spa, Cliveden House in Berkshire is delighted to announce a new spa residency with life fuelled sustainable skincare brand, Proverb. From September 2022 to January 2023, guests visiting the luxurious country house hotel will be able to enjoy Proverb's exclusive new Skin Workout Facials and embark on a skin fitness journey.

A member of the Iconic Luxury Hotels' collection, Cliveden House is a place of unparalleled luxury in which to escape, renew and refresh. Honouring over 350+ years of illustrious history, the Cliveden Spa is set within a secluded walled garden, screened by mellow brick walls covered with scented roses, where guests experiencing Proverb's Skin Workout Facials will discover a tranquil oasis, offering a true sense of wellbeing and relaxation.

Kerry Hudson, Spa Director for Iconic Luxury Hotels is delighted to welcome Proverb to Cliveden, *"A partnership with Proverb is an amazing opportunity for The Cliveden Spa to elevate its already unique services with an emphasis on sustainability. We've worked together with Proverb to create exclusive treatments that cover a variety of elements and skincare regimes to produce the best results for our clients, including the brand's new signature Skin Workout Facials. The Cliveden Spa will be the only location in England to offer the Skin Workout Facials"*



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The Proverb spa offering at Cliveden House will include a Spa Day Package and three Skin Workout Facials. Included with all treatments is the use of the Cliveden Spa facilities.

The Proverb Spa Day includes: Exclusive spa facilities at Cliveden House, a 60-minute skin fitness facial, lunch in the Spa Kitchen, selected complimentary refreshments and a Proverb gift to take home.

Skin HIIT Facial includes: 25-minute skin facial that focuses on the cardio element of the skin workout facial. Perfect for those short of time or in need of a pick me up.

Skin Workout Facial includes: 60-minute specially devised high-performance skin workout. Cliveden therapists will warm-up and prep the skin ready for the cardio section of this facial using active natural and organic ingredients - proteins, antioxidants and enzymes formulated for lab proven results. Cross train, running, skipping and facial push presses are just some of the massage movements used to keep your jowls lifted, face plump, fine lines ironed, and muscles strengthened. The treatment will conclude with a stretch and toning cool down. Get out what you put in.

Skin Super Set Facial & Back Stretch includes: 90-minute skin super set facial & back stretch. This treatment includes the Skin work out facial and encompasses the back stretch! This is a targeted massage with stretch for the back, traps, neck, and pecs. The antidote to long hours sitting at a desk, travelling, or putting repeated pressure on the back.

Commenting on the residency, Kirstie and Luke Sherriff, Founders of Proverb said: *“The Cliveden Spa is such a spectacular setting, a partnership with one of Britain’s leading country house hotels seemed very apt for our brand. We are proud to have a residency at such an iconic spa and look forward to welcoming guests from around the world to experience the powerful benefits of assisted stretching combined with our natural sports nutritional and sustainably focused skincare line.”*

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www.clivedenhouse.co.uk

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Notes to Editors:

Proverb Spa Days are available Monday - Wednesday from £330pp. Proverb Skin Workout Facials are available Monday - Thursday from £100pp and Friday - Sunday £120pp.

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About CLIVEDEN HOUSE

Cliveden House is a five-star luxury hotel; the building is owned by the National Trust and operated under a long lease arrangement by Iconic Luxury Hotels. Less than 45 minutes west of London and 20 minutes from London Heathrow Airport, the hotel has 47 spacious rooms and suites in the main mansion plus Spring Cottage, a summerhouse on the banks of the River Thames, together with boathouse and boats, luxurious spa and a range of sporting and leisure facilities. The Cliveden Dining Room is complemented by the relaxed informality of The Astor Grill, together with a range of private dining, banqueting, and meeting facilities. A member of Relais & Châteaux, Cliveden is unique, the setting, architecture and interiors all speak eloquently of extraordinary extravagance and remarkable refinement. There is a palpable sense of history for this is a house that for well over 350 years has been dedicated to the pursuit of pleasure, power, and politics.

About ICONIC LUXURY HOTELS

Iconic Luxury Hotels was founded in December 2016 and is part of L+R Hotels (landrhotels.com) - a highly motivated family-owned global hotel investment and management company - who have an extensive portfolio of over 105 hotels, with approximately 21,000 bedrooms. Iconic Luxury Hotels is an expanding collection with an international focus. The collection is comprised of an eclectic array of properties each of which celebrates distinct architecture, cultural heritage, and natural surroundings.



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Each property has its own character, traditions, and stories but they share a common commitment to delivering outstanding experiences. The current portfolio includes some of the world's most famous hotels from Cliveden House, one of England's finest country estates, to the Hotel Excelsior in Italy which is the home of the Venice International Film Festival. The other UK hotels are comprised of Chewton Glen an English estate on the South Coast, The Lygon Arms a 14th Century Coaching Inn in the Cotswolds, 11 Cadogan Gardens in Chelsea, one of London's most prestigious residential areas and The Mayfair Townhouse, London which opened in December 2020.

About PROVERB

Proverb is a life fuelled skincare brand that incorporates a deep understanding of elite sports nutrition and high-performance skin ingredients into amazing, clean, natural and organic products that are better for human health & performance, the planet and its people.

Founders, Kirstie and Luke Sherriff met at Oxford University from where Luke signed a professional rugby contract playing for 11 years in the topflight of English rugby. Understandably he developed a dedication to elite health, diet, and wellbeing. His career was literally based on sweat and mud. In 2005 while playing at Harlequins RFC he was introduced to the concept of endocrine disruptors within beauty products related to a potential negative impact on performance by a new fitness & nutrition coach Phil Richards. For Luke and Kirstie this opened the 'Pandora's box' of understanding beauty ingredients and caused them to embark on a career producing skincare alongside rugby and Kirstie's successful beauty school Pinks Academy.

With over 20 years of skin expertise, Kirstie was listed as the Number One Most Influential Person in the Natural Beauty Yearbook 'Who's Who'. She developed an organic spa product house, beauty schools, and trains therapists to have an elite 5* spa touch at spas including Āman Global Resorts, Cowley Manor, and at John Lewis's first concept beauty spas.

The pair's passion is to help people feel, think, and look better so they can make the most out of everyday life. The couple's journey started with a Refillable Natural Deodorant and Hand Sanitiser and now includes a spa skin care line of 65 SKUs in Pinks Boutique and 16 SKUs for Proverb retail and spa treatment line.