

Rituals Cosmetics opens Body & Mind Spa in House of Rituals



With the tagline: *Enter a sanctuary, experience ultimate relaxation*, Rituals Cosmetics' Body & Mind Spa offers top beauty treatments from across the globe and reminds visitors of the importance of self-care

Based on the belief that everyone deserves to experience the meaning of ultimate relaxation; Rituals opened its Body & Mind Spa in May. Bringing together beauty treatments from across the globe, the world's first Body & Mind Spa is located in Rituals' flagship store, House of Rituals.

Distributed over four floors, covering approximately 1500-sqm, House of Rituals offers the ultimate retail experience and the brand's unique new range of premium product collections and lifestyle innovations, exclusive to the flagship store in Amsterdam and online. Occupying two floors, Body & Mind Spa allows customers to pause the hectic rhythm of their busy lives.

Body & Mind Spa provides physical and mental tranquility, balance and relief, as well as beauty and anti-aging treatments. Within House of Rituals and its Body & Mind Spa, the brand's "Art of Soulful Living" philosophy meets its full potential. As a compass for personal wellbeing, Art of Soulful Living connects and brings balance between body, mind and soul.

Body Spa facts:

- In collaboration with leading experts in the fields of breathwork, deep rest and meditation, the

Body Spa provides a broad scale of the world's most effective, scientifically-backed techniques for mental relaxation

- The Body Spa is 392-sqm and divided into multiple areas focusing on body massage, facial treatment, manicure, pedicure and foam massage and hydro massage; select services are available for single and duo treatment

Mind Spa facts:

- Offering various individual and group experiences such as state-of-the-art brain massage and a virtual campfire, the Mind Spa weaves specific frequencies and tactile vibrations into 4D music practices, which guide the listener into a meditative state of mind
- The Mind Spa is 321-sqm and divided into a number of zones: a welcome reception, breathing bubbles, recharging pods, Brain Bar and Mind Studio

A collection of snapshots from Body & Mind Spa:







