

# Press Release

**THĒMAĒ**

PARIS

La cérémonie du soin

# The THÉMAÉ\* concept

\* "tea preparation"

An experience to relish  
like a rare tea  
from a distant land...

## THÉMAÉ: the story of a meeting centred on a leaf

All the best achievements quiver with soul, mostly that belonging to the person with the passion to breath life into their wildest dream.

THÉMAÉ is a project at the crux of a dream and the chance meeting of two complimentary and inspirational personalities who share a passion for tea with all the traditions and rituals that surround this plant. To tea, both mysterious and accessible, they decided to devote a place entirely dedicated to well-being with a range of treatments that quests for true effectiveness and real results.

After the introduction of cosmetics into the family pharmacy, Bertrand Thierry committed himself to studying pharmacology and specialized in beauty care before travelling to America. Here he noticed the craze for Spas and relaxation amongst overworked urbanites. On returning to Paris, he spent two years with one of the leading French Spas before dedicating himself completely to his own project: to create a space for treatments and well-being



centred on tea that he habitually enjoys every day...

Guillaume Lefèvre combines a passion for nature with a spirit for business. After several roles within the food industry and the male grooming sector, he left France for the United Kingdom to take up the marketing and management of a major brand of one of France's flagship companies. For his part, he nurtured a plan for a centre of relaxation based on water, and was contemplating his ideas over a cup of tea... when he met Bertrand! Both men set out on a tea voyage throughout Asia and refined the cultural perceptions surrounding this plant according to the regions.

At the crossroads of numerous influences and cultures, THÉMAÉ evokes the Japanese Zen, the Chinese dynamism, the joie de vivre of India, British eccentricity as well as the warmth of Morocco. And thus THÉMAÉ was born, out of a chance meeting of two enthusiastic perfectionists and a highly original two pronged approach that marries effectiveness with well being.

**well-being**

**quietude**

**refinement**

**ceremonial**

# The space

**This is a voyage into the bewitching world of tea and its benefits that entices you to experience the innovations of THÉMAÉ Spa. A temple of serenity dedicated entirely to the virtues of this thousand year old plant.**

In this 380 m<sup>2</sup> space a few steps from Place des Victoires, you will enter, above all, to recover your strength, to rediscover sensations forgotten, in our frantic urban lives.

At reception, you will be offered a tasting of our specially selected teas from the Thé O dor range.

Then you will be guided through a décor of natural and warm materials, walls decorated with warm colours, clear wood, pebbles, to the first room where you will be invited to remove your shoes and step into the massage room.

In addition to this beauty philosophy, unique of its kind, every treatment, face or body, starts with a ceremony of washing the feet, highly symbolic that marks the departure towards total relaxation.

All the face and body treatments draw on the THÉMAÉ cosmetics whose formulae are embedded on the exclusive concept of Complexe des 4 Thés® (4 Teas Elixir) that focuses on the intrinsic virtues of each of tea (the regenerating white tea, the stimulating black tea, the soothing red tea, the antioxidant green tea), combined with the purest spring water.

Each room is thought out according to the given treatment and comprises a private shower. A hammam, a Japanese bath and exfoliation room that enables everyone to discover their own path to complete relaxation.



# The treatments

You come here to live out a unique experience, at the confluence of many cultures and traditions inherited from our ancestors.

Every treatment is conceived to combine effectiveness with well-being. True to expectations, you will appreciate the voluptuousness of these ancestral gestures that rid you of tension or deeply energise you.

All our treatments and rituals commence with the unique THÉMAÉ welcoming ritual that brings you immediate relaxation and invites you to gently slip into our world...

## THÉMAÉ Massages

THÉMAÉ offers a wealth of massages to choose from depending on the methods preferred and the body's desires. You are in very good hands...

### **Oriental massage** 1h - 90 €

With gentle movements, soft and comforting, this massage frees the body of its tension by working with supple and graceful strokes over the muscles and skin.

### **Ayurvedic massage** 1h - 90 €

Powerful and deep, this massage, using warmed oil, works intensely on muscle tissue with a variety of movements which are as much about invigoration and stimulation.

### **Singapore massage** 1h - 90 €

This massage chases fatigue from the body to invigorate and stimulate the muscle groups. Pressure is applied focusing on the tense parts of the body.

### **Thai massage** 1h - 90 €

This massage, inspired by Chinese and ayurvedic medicines, is carried out in a light cotton gown on a futon and alternates between deep kneading and gentle superficial touches from head to toe.

## THÉMAÉ Treatments

### **Hydration Strategy-brilliance** (*face*) 1h - 90 €

Stimulating phases are alternated with relaxation. The skin is intensely cleansed, the complexion radiant, the features rested.

### **Anti-Ageing Ritual** (*face*) 1h30 - 130 €

This treatment is aimed at women who wish to combat signs of ageing and the appearance of wrinkles. This massage firms up the features, tones and smoothes small wrinkles.

### **Hamam Ritual** (*body*) 1h - 90 €

Unwind in the privacy of the hammam where you will experience intense heat and well chosen treatments. You will appreciate a cleansing experience which unwinds the tension and intensely cleanses the skin.

### **Oriental epilation - honey wax** (*body*) Price on application

The movements of this Moroccan tradition are practiced by an expert using a special wax with honey and lemon. This wax is smoothed over the skin and removes the hair at its root.

## THÉMAÉ Mini-treats

These sessions last for 30 minutes and are not designed as individual treatments but to complement a massage or a facial treatment. Half an hour of pure pleasure...

### **Nepalese Style Tea Exfoliation** 30mins - 45 €

The skin's radiance will revive thanks to being massaged and rubbed with this exfoliating paste, a blend of apricot oil and shea butter, bamboo powder and Complexe des 4 Thés® (4 Teas Elixir).

### **Black Soap Exfoliation** 30mins - 45 €

Typical of Moroccan beauty rituals, black soap cleanses the skin without causing a mousse in the heat of a hammam. The skin becomes supple and soft.

### **Hammam** 30mins - 45 €

The privacy of a hammam enables you to benefit from its warm humidity and a light therapy chosen especially for you on request. Treatment for two possible.

### **Onsen (温泉) Ritual** 30mins - 45 €

Immersed in a crystal clear water infused with petals and tea flowers, your body unwinds; all tension is released as your head and neck is massaged.

### **Indonesian Bath** 30mins - 45 €

This milky bath with petals and tea flowers gives off a scent to relax you while you enjoy a delicate, distressing neck and head massage.

### **Plantar Reflexology** 30mins - 45 €

The art of massaging the foot's reflex zones is an unrivalled experience which delivers total relaxation and a loosening of all the body's tension.

## THÉMAÉ Rituals

### **THÉMAÉ Ritual (body & face)** 1h30 - 130 €

This complete treatment combines body massage with a facial treatment for head to toe well-being. The complexion is fresh and rested; the body feels lighter.

### **Ritual of Delights (body & face)** 2 h - 165 €

Take the THÉMAÉ Ritual and precede it with an invigorating exfoliation using our special treatment blending Nepalese Style Tea Exfoliation with apricot oil and bamboo powder.

### **Rare Tea and Water Ritual (body & face)** 3 h - 240 €

After a water treatment of your choice, you will savour an exfoliation. Then choose your massage and, completely relaxed, you will embark on a facial which delivers radiance and a youthfulness that you will notice immediately.

## THÉMAÉ Rituals made for two

### **A Hammam for You and Me (body)** 1h30 - 230 €

The privacy of a hammam enables you to benefit from its warm humidity and a light therapy chosen especially for you on request.

### **Dream Treatment for Two (body)** 2h30 - 390 €

The effects of the Hammam Ritual are enhanced by an oriental massage, long and gentle. Silky skin, the body is filled with renewed energy and you feel wonderful.

## THÉMAÉ Tokens

### **Sensation**

5 sessions: 3 one hour treatments + 1 one and half hour treatment + 1 thirty minute treatment : 420 €

### **Pleasure**

10 sessions: 6 one hour treatments + 2 one and half hour treatment + 2 thirty minute treatment: 820 €

### **Tea Time**

10 sessions: 6 one hour treatments + 2 one and half hour treatment + 2 thirty minute treatment: 720 €

Only available on weekdays between 14.00 and 18.00





# Products selection

## Face Range

*A range of products that are resolutely aimed at performance and effectiveness that gives expression to the beauty of the skin. \*upper layers of the epidermis*

### **Cérémonie Anti-âge - Anti-ageing day cream**

Multi-active day cream with Complexe des 4 Thés® (4 Teas Elixir). Enriched with regenerating white tea. This cream lifts, tones and strengthens. 50ml - 74 €

### **Stratégie Hydratation\* - Moisturizing\* face cream**

Facial moisturizer with Complexe des 4 Thés® (4 Teas Elixir). Enriched with rejuvenating black tea that deeply hydrates. 50ml - 56 €

### **Sérum Multi-actif - Pluming and lifting serum**

Lifting replenishing serum with Complexe des 4 Thés® (4 Teas Elixir). Enriched with regenerating white tea, it tones, replenishes and brightens the complexion. 30ml - 78 €

### **Contour des Yeux - Soothing eye cream**

Smoothing, anti-fatigue treatment with Complexe des 4 Thés® (4 Teas Elixir). Enriched with regenerating white tea, this prevents bags under the eyes, tones and firms. 30ml - 68 €

### **Thé d'Argile - Detox face mask**

Detox Face Mask with Complexe des 4 Thés® (4 Teas Elixir). Enriched with soothing red tea, it detoxes the skin and eliminates red patches. 50ml - 48 €

### **Yu O'Ga White - Face mist**

Face toner with Complexe des 4 Thés® (4 Teas Elixir). Beauty toner, gentle, alcohol-free, with spring water. 100ml - 28 €

## Body Range

*This collection of cosmetic treatments created by THÉMAÉ is intended to deliver effectiveness with sensuality. Created by a professional laboratory in accordance with stringent specifications our treatments are formulated with the Complexe des 4 Thés® (4 Teas Elixir) and pure spring water, these treatments are very precious to the skin which transforms little by little.*

### **Baume des Quatre Thés - Body massage balm**

Body Massage Balm with Complexe des 4 Thés® (4 Teas Elixir). Enriched with rejuvenating, unctuous and nourishing black tea. 200ml - 48 €

### **Crème changeant Soyeuse - Silky body moisturiser**

Hydrating body treatment with Complexe des 4 Thés® (4 Teas Elixir). Enriched with regenerating white tea that hydrates and nourishes. 200ml - 56 €

### **Gommage " Thé au Nepal" - Body exfoliant**

A body exfoliant with Complexe des 4 Thés® (4 Teas Elixir). Enriched with soothing red tea that hydrates and refines the texture of the skin. 200ml - 44 €

### **Brume de Thé - Body mist**

Body mist with Complexe des 4 Thés® (4 Teas Elixir). An infusion of Complexe des 4 Thés® (4 Teas Elixir), refreshing and invigorating. 100ml - 38 €

**THĒMAĒ**

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