

SKINT TREATMENT

- **easyHotel launches low-cost £5 DIY spa package**

easyHotel, the leading super-budget hotel chain, today announces the launch of a super-budget in-room DIY spa option for guests. The pack contains:

- A jar of peanut butter
- A carrot
- A roll of tin foil
- Two washing up bowls
- An orange towel

Neil Fidler, easyHotel's beauty ambassador, said: "We've looked at many of the spa packages on the market and our analysis is that most of the value can be delivered with a tub of peanut butter, a roll of tin foil and a couple of washing up bowls. Some might call this foot spa chutzpah, but we think this is a good value alternative to the fancy alternatives without any reduction in outcome. In fact, the remaining peanut butter and carrot sticks make a tempting crudité and dip option prior to a night on the town."

Sun Pat peanut butter contains high amounts of Vitamin C and Vitamin E that are said to slow down the ageing process. Peanut's rich source of antioxidants also adds to your skin's health and reduces the appearance of fine lines and wrinkles.

Carrots contain vitamin C, which has healing properties. Beta-carotene in carrots aids skin recovery and reduces skin inflammation

A Bacofoil DIY foil mask is great for reducing puffiness and redness, calming inflamed skin, tightening pores, and will give your whole visage a more lifted, firmer appearance.

Immersing your feet in a tub of warm water, even without anything extra in it, is a nice way to relax after a long day. A foot soak soothes your muscles, hydrates your skin, and can relieve aches and pains due to standing for hours or walking in uncomfortable shoes.

Neil Fidler added: “We looked at some of the most expensive spa treatments in the world, some of which cost thousands, including a seaweed gel wrap, but no one wants to look like a giant sushi roll. We know that our guests are cost-conscious, so we’ve kept the offer to a fiver.”

Images depict Neil Fidler demonstrating the treatment at easyHotel Old Street.

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Notes to Editors:

www.easyhotel.com <http://ir.easyhotel.com>

easyHotel is the owner, developer, operator and franchisor of branded hotels. Its strategy is to target the super budget segment of the hotel industry by marketing "clean, comfortable and safe" hotel rooms to its customers.

Operating hotels

easyHotel's twelve owned hotels currently comprise 1,340 rooms, and it has a further 25 franchised hotels with 2,139 rooms.

Owned hotels:

United Kingdom: Old Street (London), Glasgow, Croydon, Birmingham, Manchester, Liverpool, Newcastle*, Leeds, Sheffield, Ipswich and Milton Keynes.

Spain: Barcelona

Franchise locations:

United Kingdom: Edinburgh, London Heathrow, Central London, Luton, Reading and Belfast.

Europe: Belgium (Brussels), Bulgaria (Sofia), Germany (Berlin, Frankfurt, Bernkastel-Kues), Hungary (Budapest), The Netherlands (Amsterdam: City, Arena & Zaandam, Rotterdam, The Hague, The Hague Scheveningen Beach, Maastricht), Portugal (Lisbon), Switzerland (Basel, Zurich).

International: UAE (Dubai).

Hotel development pipeline

The Company's committed development pipeline of owned and franchised hotels currently consists of:

Owned hotels:

United Kingdom: Chester, Cardiff, Oxford*, Blackpool. Subject to planning consent: Cambridge* and Bristol.



Europe: Subject to planning consent: Ireland (Dublin), France (Paris-Charles de Gaulle Airport*).

Franchise hotels:

Europe: Spain (Malaga), Switzerland (Zurich, Basel), Netherlands (Amsterdam Schiphol Airport).

International: Iran, Sri Lanka, Turkey (Istanbul), UAE (Dubai).

*Hotels under an operating lease.