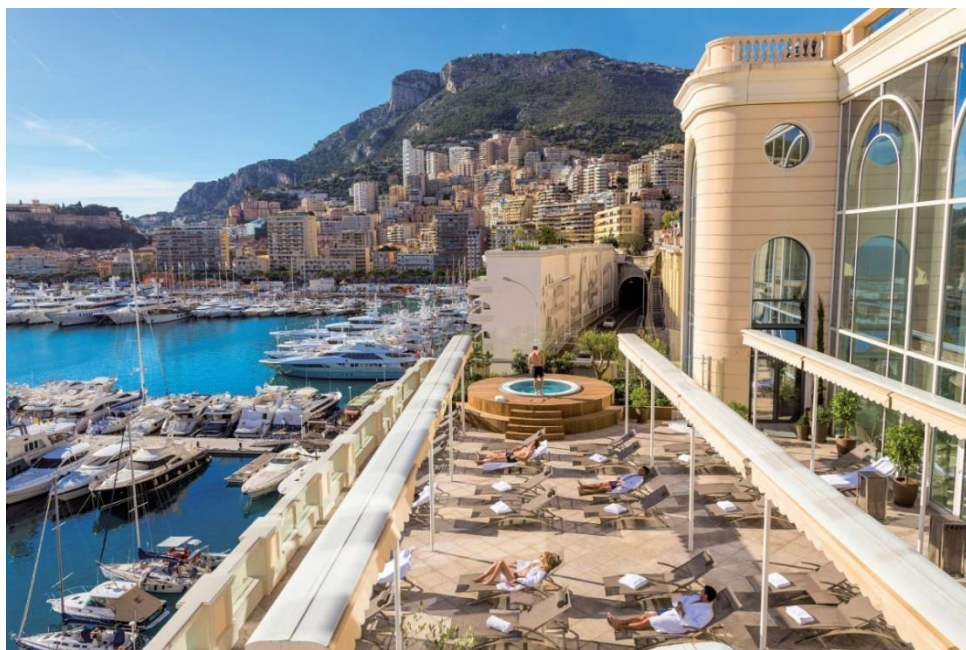


MONTE-CARLO
SOCIÉTÉ DES BAINS DE MER


THERMES MARINS
MONTE-CARLO



PRESS KIT 2021

Thermes Marins Monte-Carlo Innovation and know-how

Press Contact :

T. +377 98 06 64 14

presse@sbm.mc

montecarlosbm.com

pressmontecarlosbm.com

CONTENTS

I.	An exceptional setting	p 3
II.	Innovation in heritage	p 4
III.	Offer the unique	p 5
IV.	Treatments and well-being experience	p 7
V.	An advanced expertise	p 9
VI.	Thoughts from the experts	p 11
VII.	When nutrition is synonymous with gastronomy	p 13
VIII.	Technical sheet	p 15
IX.	About Monte-Carlo Société des Bains de Mer	p 17

I. An exceptional setting

Suspended between sky and sea, a haven of calm and luxury, Thermes Marins Monte-Carlo is an exceptional place that maximises the benefits of the sea and the Mediterranean climate. It's the perfect place for a luxurious and healthy break in the heart of Monaco, facing the Mediterranean. Facing the sea, each venue exalts the beauty of the landscape, thanks to the enchanting light of the Mediterranean and its hues, which evolves over the hours, from sapphire to turquoise, from navy blue to emerald. A spectacle to savour from the landscaped terrace of the solarium, the panoramic fitness room, outdoor Jacuzzi or even the terrace of the "L'Hirondelle" restaurant.

In keeping with this unique view, the dignified materials, oak, mahogany, engage with refined shades. In a pristine white décor, a design of silver mosaics forms rays of light around a large seawater pool, when the backlit bubbled glass, placed on the pilasters and the wall lights, spreads a delicate interplay of transparency, evocative of the reflections of the waves.



Composed in tune with this new setting, a signature woody scent and music invites you to continue to escape on an olfactory voyage. Bergamot and orange blossom bathed in sunlight, balsamic notes from the cypress, freshness of softwood pine, voluptuous jasmine, for their guests, Thermes Marins Monte-Carlo has been able to capture the Mediterranean essences, reproduced here and there into the designs of the bas-reliefs.

For decoration is the work of Olivier Antoine, a decorator who is known for his timeless and natural choices, inspired by his love of the Mediterranean Sea explains *"the combination of silver and azure mosaic focuses, masters, shimmers, shines the light over the hours of the day."*

II. Innovation in heritage

The first SBM establishment, a pioneer of thalassotherapy, the Thermes Marins Monte-Carlo has been cultivating this quest for innovation since 1895. For this, the venue reinvented itself, always wanting to satisfy its customers who come looking for the latest technology, implemented for their well-being.



Since 1908, Thermes Marins Monte-Carlo has equipped itself with an avant-garde gym including contemporary fitness equipment, then a pool in 1949.

In 2014, the Thermes Marins Monte-Carlo made available a large panoramic fitness room including notably Huber machines and the latest high-tech equipment from the Tchnogym Artis range. With their cryotherapy facility, Thermes Marins Monte-Carlo confirms their

position as pioneers: they are in fact the first and only establishment in Europe to offer this system with recognised benefits in physical medicine for sports recovery.

Thermes Marins Monte-Carlo is equipped with a wide range of the latest technological equipment for highly effective results on slimming, anti-ageing, health and performance. A team of experts including therapists, a doctor, a nutritionist, and health and sports trainers define the personalised treatments and protocols in accordance with each person's characteristics.

III. Offer the unique



Enlivened daily by the motto of François Blanc, the founder of SBM, “*We supply Dreams here*”, Thermes Marins Monte-Carlo placed at the heart of their renovation programme an ambition, to offer everyone an unforgettable journey. Guided by a team capable of anticipating needs and desires, the customer follows his/her own rhythm to rediscover the vital harmony of the body and mind.

The areas unfold their vast and elegant volumes, inviting everyone to explore them before appropriating them, freely. An essential but often neglected area, the changing rooms multiply the details, signs of a new well-being experience. Spacious (300 m²), equipped with lockers on the same floor, it offers women real hair dressers offering the essential with generosity (high quality cotton, cosmetic products...) Not forgetting the high-performing hair dryers, which can also be found in the men’s changing room.

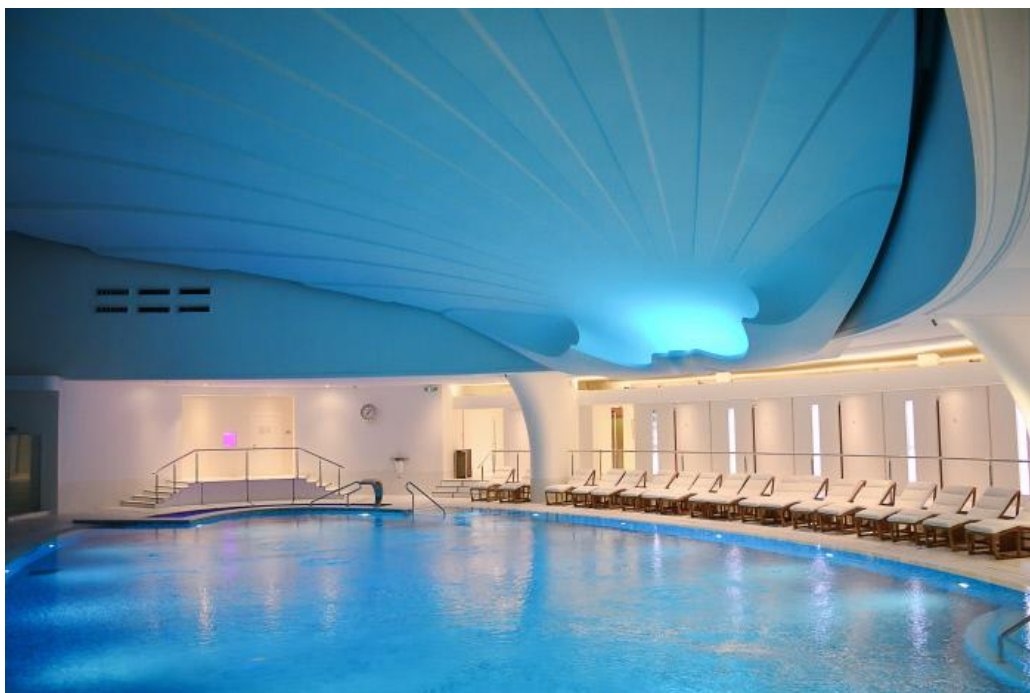
Surrounded by large glass windows overlooking the Mediterranean and with an iconic seashell ceiling, the majestic heated seawater pool is surrounded by seven private cabins, offering notably direct access to the clients of the Hôtel de Paris and the Hôtel Hermitage Not far away, a solarium nestled in a garden of Mediterranean essences invites release. A lovely exercise to repeat without fail in the large outdoor jacuzzi or let your mind wander in front of the infinite sea, while sipping a personalised detox cocktail or a glass of vintage champagne. To then go discover the benefits of the ice fountain or the hammams. Deliberately distinct, the one dedicated to women, neighbours a sentorium, while the hammam for men has an adjoining sauna, guaranteeing absolute relaxation.

An absolute which is inseparable from human and professional wealth since the establishment includes no less than 28 different professions: sports doctor and nutritionist, physiotherapists, spa practitioners, beauticians, sports coaches, hairdressers, but also a hygiene and quality manager, guaranteeing for all guests an excellent welcome and irreproachable hygiene. “*The choice of materials has been dictated*

primarily by two key elements: hygiene and maintenance”, explains the decorator Olivier Antoine. “All the toilets, changing rooms, showers, are entirely covered in white satin ceramics, from the floor to the ceiling, with no seal. These cutting-edge technology coatings must allow for the effective maintenance of the premises over time and obtain irreproachable hygiene. ”

Wanting to offer an exceptional service, which goes beyond the traditional criteria of a luxury spa, the establishment has implemented a significant training programme. Its theme, “Development of Welcome and Interpersonal Skills of the Thermes Marins teams”, reflects the real implication of Thermes Marins in terms of the quality of service - 750 training modules have also been conducted to all welcome participants lasting nearly two months. Objective: to offer each client a bespoke service.

The Thermes Marins Monte-Carlo has also obtained the Monaco Welcome Certified label awarded by the Economic Expansion Board of Monaco by virtue of the excellent welcome quality ensured within the establishment.



IV. Treatments and well-being experience

In one day, alone or as a couple in a spa suite, or during a stay, Thermes Marins Monte-Carlo has a range of suggestions meeting and even anticipating the needs of all. Relaxation, anti-ageing, slimming, beauty, recovery... Integrated in accordance with needs and desires, the complete care transports the client into an enchanting interlude. Wellness Day, Initiation Day Spa, Exclusive Day Spa, Absolute Day Spa, the Days develop the (re)discovery of the establishment, the essence of its treatments and facilities.

A first for a French well-being establishment, the Thermes Marins Monte-Carlo cryotherapy room offers the benefits of the great cold, already largely used by high level sports persons for recovery and performance improvement. In less than 180 seconds, between -60° and -110° C, we talk in seconds - , one session contributes to the treatment of muscle and inflammation conditions, but also to the recovery of jet-lag, fighting against sleeping problems, feeling an anti-stress effect, not forgetting an anti-ageing effect popular in Nordic countries.



Rich in minerals and trace elements, seawater is the jewel of Thermes Marins Monte-Carlo. Beautified, the heated seawater pool has also gained technicality. In addition to the increased water level, the underwater jets with widened nozzles now dispense a full body massage for a draining effect. Upstream swimming can stimulate the cardiovascular system, while the cold water pool energises the metabolism. Muscular tensions are released, physical relaxation brings mental calm. The ideal arrangement to take advantage of the benefits of combined PHYTOMER treatments combining surprising galenic and marine efficiency but also deeply regenerating hydrotherapy treatments like seaweed or mud wraps, sea or seaweed baths, jet showers, marine salt scrub and effusion massages.

Integrated into the personalised or menu selected programme, the treatment booths (ten are dedicated to water treatments, fourteen to massages) extend this timeless interlude. The purity of pure white furnishings meets a simple line of silver mosaics: the elegant simplicity invites well-being and tranquillity allowing the guest to appropriate the venue as he/she pleases. Cared for by a single therapist, he/she

sees the treatments come to him, and not the other way around, in order to live a rare multi-sensory experience.

Fatigue, stress, weight gain, injury, the therapist listens to the client and targets the treatment in accordance with the body and needs. Pressure, light massage, smoothing, kneading is also adapted for the massages, which are completely manual. Genuine journeys throughout the world, the signature massages follow exclusive protocols developed by the therapists at Thermes Marins Monte-Carlo: traditional Thai massage on a futon to rebalance energy flow throughout the body, Swedish massage, guaranteed deep relaxation and stimulation of self-regulating functions, but also Japanese shiatsu, Pina Sweda, perfect to relieve back pains, or choose the bespoke Monte-Carlo massage, completely personalised.

Alongside the expert hand of the therapist, the very high technology of our faithful partners such as Human Tecar, Miha Body Tec and LPG, is available to the client to satisfy his/her needs by engaging in the results.

Developed with expert brands of high cosmetics such as La Prairie or Teoxane, the personalised beauty treatments by Thermes Marins Monte-Carlo participate in this divine sensation of well-being, where all the senses are deeply satisfied.

Shopping and reading have not been forgotten. Neighbouring the seawater pool, the Thermes Marins Monte-Carlo boutique reinvents temptation, between thick blue carpet and sparkling curves of silver mosaics. At its side, a library calls for the nourishment of the mind.

V. An advanced expertise

Rich in expertise of more than one hundred and fifty years in health and well-being, Thermes Marins Monte-Carlo has developed four exclusive stays which resonate with the needs of today. Built around the main objectives, Wellness, Silhouette, Quality Ageing and Potential Boost, this new quartet accompanies those who are hoping to effectively integrate preventative healthcare into their daily life.

New societal challenges

Stress, pressure, pollution, the contemporary ultra-connected life styles generates a permanent race against the clock with pernicious consequences: fatigue, weight gain, hypertension, sleep problems, poor recovery and the threat of burn out. Devoted to their understanding of the age of great intensity and its consequences, a legacy of pioneers, Thermes Marins Monte-Carlo therefore offers to meet these new challenges by entering into a sustainable approach, under the sign of pleasure and tangible results.

Health coach doctor

“I didn’t have the time to have breakfast”, “I just ate something on the go”, “I absolutely have to answer this email during the meal”, ... These sentences illustrate more and more the daily life of the majority who eat quickly and poorly. A pioneer in the understanding of this phenomenon, Dr Christophe Duhem joined Thermes Marins Monte-Carlo in 1995. Since then, he hasn’t stopped combining micro-nutrition and thalassotherapy into the avant-garde programmes dedicated to health and well-being. Today, Dr Duhem puts all of his expertise - two decades dedicated to so-called civilisation diseases and numerous stays in the establishments throughout the world - into the services of the new needs of the time. For this, the medical and nutritional assessment is updated thanks to two questionnaires (QMS, DNS and QAF) to be filled out peacefully on the internet before the stay. Once in the Principality, each of the four programmes start with an exchange with Dr Christophe Duhem who establishes the key element, the bespoke diet rebalancing. If the person wishes, his/her medical assessment can be deepened thanks to very specialised partners of Thermes Marins Monte-Carlo (IM2S, Centre Cardio-Thoracique, CHPG). Going forward Dr Duhem resumes contact once the results are in to present a detailed report via email telephone or Skype. Available at any time to adjust, encourage or simply take information, the doctor becomes a health coach in a genuine accompanying approach.

A qualified multidisciplinary team

So that each client takes a benefit and pleasure from his/her exclusive stay, Thermes Marins Monte-Carlo has a rare human expertise allowing for a multidisciplinary care for long term effectiveness with the doctor, nutritionist, sports coaches, physiotherapists, spa practitioners, etc. Whatever the duration and the nature of the treatments, manual or technical, each therapist puts his/her skills and smile into the service of his/her guest to contribute to the success of his/her objectives. At all times, the hand of the therapist adapts, listening to the client and his/her body. Harmonised with essential oils of lemon and orange, the salt scrub prepares for the wrap with Dead Sea mud, a genuine regenerating cocoon whose benefits are extended with a virtuoso massage. The skin and mind instantly find a vitality which lasts, boosted by synergy with additional targeted treatments.

Cutting-edge technology

Since November 2014, the Thermes Marins Monte-Carlo extends to 7,000 m² entirely re-imagined and upgraded to meet the needs of local and international clients who are seeking exclusivity.

Cryotherapy

The full body cryotherapy facility consists of two rooms at -60°C and -110°C. Offered in the four new exclusive themes, sessions of 180 seconds allow you to benefit from the vast therapeutic properties of the great cold. Cryotherapy promotes recovery and improvement of performance promoted by high level athletes. It also acts on the quality of skin. As well as health and sport, Thermes Marins Monte-Carlo cryotherapy revealed other exclusive benefits in the field of well-being, such as a relaxing effect or better quality of sleep.

A high-tech platform

Used as an extension of the therapist's expert hand, the highly advanced technology selected by Thermes Marins Monte-Carlo rests upon the devoted partners invested in the results. The Cellu M6 by LPG sessions of the Silhouette stay also act in synergy with the other Slimming treatments. Personalised to cellulite, diffuse, aqueous or concentrated, a lipo-massage through mechanic palpate and roll revives blood and lymphatic flow, all while reactivating the production of elastin and collagen. Directly inspired by the care of fighter pilots, the Human Tecar massage procedure of the Potential Boost programme acts on the damaged tissue on the entire body to promote a phenomenon of biological self-repair. Here again, the therapist adjusts the radiofrequency to the specific needs of the client, in terms of accumulated fatigue and stress.

VI. Thoughts from the experts

At our resort overlooking the Mediterranean, a team of experts assess each need and implement a personalised schedule of treatments and activities for comprehensive care. Get to know three of our experts.

Customised programme for targeted treatments

Meeting with Christophe Fautrier



Treatments Manager Christophe Fautrier offers a personalised treatment regimen at Thermes Marins Monte-Carlo. 'Massages, high-tech treatments, hydrotherapy and so on,' the list of possible services is long. The solutions we offer must be a good fit with the client's lifestyle and take their habits into account. 'If we make too many changes, it rarely works. You can get back in shape in a month, but to be in top shape will probably take a bit longer.' Our goal here is to reconnect the body and the mind. Especially with **Mind Management**, a real inner journey that awakens the senses and helps clients achieve a state of calm and muscle relaxation. 'To stay in shape all year long, you have to eat a healthy diet and engage in regular physical activity that, ideally, also gives your mind a chance to rest and recover. '

Medical supervision to move in the right direction

Meeting with Dr Christophe Duhem



Meanwhile, Dr. Duhem handles any medical contraindications and assists in **scheduling treatments**, from cryotherapy to sauna to exercise in the fitness room or pool... 'I meet a lot of people **experiencing stress** or suffering from sleep disorders or an **imbalanced or unhealthy diet**. I use the questionnaires that clients complete in advance to analyse the various causes of their problems. Then I perform any evaluations that are needed and schedule an exertion test with oxygen consumption to take advantage of the benefits of physical activity,' he explains. According to him, one month is enough for clients to acquire the necessary information to move toward a **healthier lifestyle**. 'But to correct any biological deficiencies, it will take three to six months minimum. You need to make slow, but definitive, changes toward the goals you set. '

A spa therapist to help you let go

Meeting with Amanda Rizzo



Amanda Rizzo oversees a team of eight **spa therapists**. Their goal is to deliver you a timeless experience that blends relaxation and surrender. 'Spa embraces a mind-body philosophy that goes beyond mere treatments,' she explains. Her recommendation for clients who want to give it a try is to reconnect with their emotions through one of the many spa experiences, such as a massage under seawater mist, a jetted showers, a Fleurs de Bach synergy treatment or other personalised treatments lasting 60 to 90 minutes. 'The very first thing is to identify the causes of the client's stress and fatigue, which often go hand in hand. Our bodies are continuously digging into our energy reserves. Here, we help restore harmony to the body and get back to basics.

VII. When nutrition is synonymous with gastronomy

At the start of the XXth century, Thermes Marins Monte-Carlo were already popular for their nutritional expertise. The mineral water bar of the French health resorts - served at source temperatures - has not decreased - its fruit and vegetable juice cocktails are also celebrated.



Created together with the treatments, the cuisine at the “L’Hirondelle” restaurant is part of this story, today synonymous with the new well-being experience. Redesigned in a chic and understated style, the table art offers piped sets, white porcelain highlighted with platinum edging and geometric bubbles on the water glasses. More than ever, the Chef Jean-Laurent Basile enchants the senses: poetry of the technicality of the presentation, exquisite aromas of fresh products, which promise exalted flavours, without infringing on the nutritional balance. It is rooted on the principle that we can control our diet and enjoy it. For this, fresh and flavoursome products are chosen which represent the local and seasonal production.



The reasons for this beautiful harmony lie strongly in its menu and its generous and flavoursome dishes, which are also pleasing to the eye, such as the plate of fresh fruit, but mostly in the personality of the Chef and his teams who welcome you with good spirits which comes across instantly. Dominating the Mediterranean Sea, the large windows of the L'Hirondelle have a magnificent panorama over the Port and the Prince's Palace. This setting, serene and luminous, also offers in an atmosphere of casualness, a culinary experience firmly in keeping with the times which also attracts a business clientèle.

The restaurant proposes a "Market Menu" and a "Healthy Menu" for 58 euros as well as an assortment of dishes which are gluten-free, vegetarian or with detoxifying virtues. The restaurant is open exclusively at midday and serves until three pm.

In April 2016, Les Thermes Marin Monte-Carlo began supporting the Fondation Prince Albert II de Monaco to promote responsible consumption of sea products with L'Hirondelle restaurant now being a partner of the Mr. Goodfish programme.

VIII. Technical sheet

- 30 booths including 2 double booths
- Heated seawater pool with jets and a cold bath area
- 2 cryotherapy rooms (-60°C and -110°C)
- Outdoor jacuzzi
- Solarium
- Sauna
- Sentorium
- Female and male hammam
- Ice fountain
- Restaurant “L’hirondelle”

The team:

- Michel Dotta: Deputy Chairman
- Dr Yves Treguer: Cardiologist. Creator of Thermes Marins Monte-Carlo
- Doctor Christophe DUHEM
 - C.E.S of Functional Re-education and Rehabilitation
 - C.E.S of Sports Biology and Medicine
 - D.U of Sports Traumatology
 - D.I.U Food Health and Micro-Nutrition

Thermes Marins Monte-Carlo
2 Avenue de Monte-Carlo
MC 98000 Monaco
Principality of Monaco

thermesmarinsmontecarlo.com
montecarlosbm.com

Reservations: T. +377 98 06 69 00
thermesmarinsmontecarlo@sbm.mc



IX. About Monte-Carlo Société des Bains de Mer

A reference in luxury tourism in Europe, Monte-Carlo Société des Bains de Mer owns the **most prestigious establishments in Monaco**:

- Four casinos, including the mythical Casino de Monte-Carlo,
- Four hotels: Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort,
- 33 restaurants, five of which combine seven prestigious Guide Michelin stars: the Louis XV-Alain Ducasse à l'Hôtel de Paris Monte-Carlo, the Grill, the Vistamar, the Blue Bay and Elsa 100% organic,
- Bars with various atmospheres, concert halls and the most iconic club on the French Riviera: Jimmy'z Monte-Carlo,
- The Thermes Marins Monte-Carlo, equipped with state-of-the-art technology and a health and wellness restaurant (L'Hirondelle),
- Sports clubs (Country Club, Golf Club, Beach Club),
- Lastly, the Group brings together around 50 of some of the most prestigious luxury goods companies in the world around Place du Casino.

The inventor of the “Resort” concept, Monte-Carlo Société des Bains de Mer has been keeping up with consumer and technological developments since its creation, remaining true to its founding vocation: “This is where we offer dreams” (François Blanc, April 1867).) 150 years of history have thus forged **an image of excellence and an international reputation in the areas of gaming and entertainment, gastronomy and prestigious hotels, luxury shopping, well-being and real estate.**

The heart of the Resort around the mythical Place du Casino has completed its metamorphosis in 2019 and the vision of Monte-Carlo Société des Bains de Mer : making Monte-Carlo the most exclusive experience in Europe.

- **Casino de Monte-Carlo, a symbol of luxury gaming and a key venue for the best players in the world, has been undergoing a metamorphosis since 2016 to attract new audiences** by proposing a "remarkable" experience combining the thrill of gaming, entertainment, hospitality (restaurants, Bar de La Rotonde) and shopping with the new Casino boutique. Casino de Monte-Carlo is now a creator of original experiences and is showcasing a new image of gaming in Europe.
- **Hôtel de Paris Monte-Carlo, a world-renowned iconic palace, was writing a new page in its history** and unveils a fully renewed experience in 2019 following the metamorphosis of the mythical interior and rooms.
- **The One Monte-Carlo major real estate and urban planning project opened a new chapter for the beating heart of Monaco in 2019, with an ultra-modern district offering a full luxury experience**, combining high-end accommodation, shopping, gastronomy, culture and businesses in an exceptional setting. A haven of peace with emphasis on green spaces, where living, working or just ambling along is a joy!

A talent spotter committed to artistic creation (opera, Sporting Summer Festival, Monte-Carlo Jazz Festival, Ballets de Monte-Carlo, Orchestre Philharmonique de Monte-Carlo, Printemps des Arts, Monte-Carlo Dance Forum, etc.), the Group also partners major sports competitions in the Principality: Monte-Carlo Rolex Masters, Formula 1 Grand Prix, Monte Carlo Rally.