



A tradition of health and beauty



CHAMPNEYS

Champneys

Champneys is an internationally recognised wellbeing brand.

Champneys Health Resort Group is the leading Destination Spa in Europe.

Champneys is an established premium British brand that has attained a consistently high profile and achieved strong consumer recognition. Champneys is aspirational, affordable and accessible.

Champneys prides itself in offering exceptional standards in Beauty, Fitness, Nutrition and Holistic Wellbeing.

Champneys is ranked 306 in The Superbrands Top 500 2009/10.



CHAMPNEYS

A History of Health & Beauty



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Business Overview

- Champneys was founded in 1925 as a Health Spa in Tring, Hertfordshire.
- The Purdew family have owned Spas since 1979. Acquiring the Champneys Group and brand in 2002.
- Over the last 7 years, the business has grown to include 4 Resort Spas located in Hampshire, Hertfordshire, Bedfordshire and Leicestershire, 7 Town and City Spas in affluent towns in southern England, a personal care products business, a Destination Spa and real estate opportunity in Marbella, Southern Spain and an International College of Health & Beauty.
- Champneys employs approximately 400 therapists.
- Active database of 425.000



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Brand Offer

- **Beauty** - Based on the belief that beauty can only come from health and wellbeing, the Spas offer over 150 beauty and holistic treatments for the face and body. Employing approximately 400 therapists.
- **Fitness** - Gyms and personal trainers offer the latest advice and fitness techniques to inspire and motivate.
- **Wellbeing** - Specialised alternative health clinics provide holistic, medical, therapeutic therapies and traditional treatments from around the world. Hosting the first and only Kriotherapy within the UK.
- **Nutrition** - Following the principles of balance, moderation and variety, Champneys top Chefs offer delicious, healthy food.
- **Escape** – Champneys provide environments that embody comfortable luxury and encourage complete relaxation.

Champneys Media Awards

A selection of the awards

2010 Sunday Mirror – Age Excellence Day Cream - Best for 50
Woman and Home – Thai Royale - Best Body Wash
Top Sante Best Spa – Glow Health and Beauty Award
Travolaa.com – Double ‘A’ Seal Champneys Forest Mere
Good Spa Guide – 4 Bubble Award Champneys Henlow
Pure Beauty Silver Award Champneys Purifying Range

2009 British Travel Awards Silver Champneys Forest Mere
Your Magazine 50 + Beauty Awards – Age Excellence Face Mask
Beauty Bible Beauty Steals – Moisture Miracle Facial Oil and Body Butter,
Vitamiracle Hand Cream and Body Lotion, Water Mint Shower Gel

2008 Essentials Magazine - Best Hand Cream (Vitamiracle)
Sunday Times Travel - Best UK Spa (runner up)
Cosmetic Executive Women - Exotic Bubble Float (runner up)
Ultratravel (Daily Telegraph) - Best Worldwide Spa (runner up)
Take It Easy - Best Mothers Day Treat
Handbag Beauty Awards - Best Product (Vitamiracle Hand Cream)

2007 Spa Finder - Champneys Tring - Favourite Spa in the UK Reader's Choice
Woman and Home - Best Body Scrub (Classic Rose Body Scrub)
Harpers Bazaar - (Champneys Tring and Forest Mere) 10 Best of the Best
Good Spa Guide - Maximum 5 Bubble Award (Champneys Tring)

2006 Cosmopolitan Beauty Awards - Energising Foot Scrub
Slimming Magazine - Most Innovative Products
Harpers Bazaar - Best UK Spa (Champneys Tring)



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Celebrity Endorsements

Some of the names past and present

Dame Judi Dench
Dame Helen Mirren
David Beckham
Victoria Beckham
Darcey Bussell
Joan Collins
Barbara Windsor
Cherie Blair
Princess Diana
Simon Cowell
Brenda Blethyn
Dame Kelly Holmes
Twiggy
Brazil National Football Team
Manchester United Football Club
Sally Gunnell
Amanda Holden
Kylie Minogue
Mark Webber
Kate Moss
Holly Willoughby
Fearne Cotton
Liam Gallagher
Russell Brand



Champneys Collection

- Launched October 2004.
- Champneys offers a comprehensive range of personal care products for both men and women, from Skin Care to Bath and Body products.
- These are developed by Champneys, expert therapists in collaboration with Acheson & Acheson, who manufacture the products in the UK.
- Champneys aim and vision was to change the way women buy beauty.
- The products are currently distributed through Champneys' Spas, its transactional website (35% year on year growth) and Sainsbury's in the UK. In addition, products are sold in Russia via the 36.6 Pharmacy chain, which has approximately 100 outlets in the country. There are a number of significant new revenue opportunities currently being pursued.



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Town & City Spas

- Champneys currently has 7 Town & City Spas located in St.Albans, Enfield, Guildford, Chichester, Tunbridge Wells, Brighton and Bath.
- The Spas offer a range of massage, skin care and body care treatments and include a retail area offering Champneys, Elemis, Dr Sebagh, Bare Escentuals, St Tropez, MD Formulations and gift vouchers.
- Average 3,000 sq ft per Spa
- Between 6-8 treatment rooms per Spa plus manicure & pedicure areas and spray tans
- Average Spa occupancy 85 %
- Average spend £28.00
- Privilege cards - 2,000 paid subscribers £49.95
- 500 evening events - £500,000 revenue



Champneys Opportunities

- Champneys has exciting growth plans for the next 2-3 years for which it has laid solid foundations through its investment in the brand.
- Despite difficult trading Champneys continues to achieve 64% room occupancy, its top performing resort is 72% occupancy.
- Suite and premier occupancy is at 76%.

Future plans include:

- Opening of a new Destination Spa in Marbella
- Other Spa opportunities in Egypt, Cyprus, UAE, Russia, China and Barbados
- Increasing sales of Champneys branded products in the UK
- Developing its presence in key territories internationally