



BLUE LAGOON
MEDIA INFORMATION 2010

BLUE LAGOON

Blue Lagoon is a market leader in the development of health related tourism both in the area of spa and wellness and in developing medical treatments for psoriasis. The company also develops and markets Blue Lagoon skin care. Blue Lagoon spa treatments, based on its unique skin care range are offered at the Blue Lagoon and at the Blue Lagoon spa in Reykjavík.

MISSION

Blue Lagoon's mission is to create energy for life through forces of nature.

PHILOSOPHY

Energy is the foundation of life. We need energy to maintain good health and well-being for body and mind. The earth's creative power is a primordial force that nourishes this energy. In certain places on earth, it's possible to experience and become close to this creative power.

The Blue Lagoon is one of these places providing direct access to nature, a sustainable fountain of energy captured through science and technology. The Blue Lagoon taps raw forces to enhance energy of life, health and wellness through a geothermal spa experience, treatments and products.

ORIGINS AND PROPERTIES

Blue Lagoon's operation is based on the unique properties of the geothermal seawater, the closed ecocycle it belongs to, and represents an exceptional relationship between nature and technology. The results of this extraordinary relationship between nature and technology results in a unique experience based on healing power, wellness, and beauty.

The origin of the geothermal seawater is from 2,000 meters beneath the surface. In its travels through porous lava, a blend of sea and fresh water undergoes mineral exchange and then near the surface, concentration occurs, due to vaporization, evaporation and finally, sedimentation.

The geothermal seawater is led directly from the original source to the lagoons at the Blue Lagoon and the Clinic where people enjoy relaxing in the geothermal seawater and benefitting from its healing power and active ingredients.

Blue Lagoon silica: is the Blue Lagoon's signature ingredient, formed by silica molecules that polymerize into colloids, which finally create the white silica mud seen in the actual lagoon. The silica holds an important role in treating skin conditions. Our latest research reveals its skin repair and anti-aging effects.

Blue Lagoon algae: is only found in the Blue Lagoon's extreme conditions with high temperatures and salinity. Under these conditions, algae develop skin bioactive molecules. The algae have significant skin protecting and anti-aging effects.

Blue Lagoon minerals: a special mix of seawater and freshwater from deep within the earth create the Blue Lagoon geothermal seawater, which contains a unique combination of pure minerals. Clinical tests prove these natural minerals heal certain skin conditions, and contribute to our wellbeing.

BLUE LAGOON

The Blue Lagoon is among Iceland's most well known and popular attractions. Guests energize in a natural geothermal seawater known for healing power and active ingredients minerals, silica and algae. The lagoon holds six million liters of geothermal seawater all of which is renewed in 40 hours. In addition to relaxing in the lagoon, guests have access to steambaths and sauna. In-water massage and spa treatments are also available. Annual number of visitors exceeds 400.000 and it is expected that the Blue Lagoon will welcome 420.000 visitors in 2010.

The Exclusive Bath and Lounge is an option tailor made for guests looking for more privacy. The area includes six private changing rooms for 1-2 people and access to a reserved lounge with modern design furniture, a fireplace and a private indoor lagoon with access to the Blue Lagoon. On the second floor, there's an outdoor deck overlooking the lagoon.

The Lava restaurant and bar is a perfect choice for both individuals and groups. The restaurant accommodates 350 guests. It is an inviting setting for both individuals and groups. Light refreshments are available at the Blue Cafe and the Lagoon bar servicing the bath area.

ARCHITECTURE AND DESIGN

Blue Lagoon's emphasis on architecture and design is an integral part of the company's strategy. Sigríður Sigþórsdóttir, VA Arkitekt, is the architect of the Blue Lagoon facilities including Blue Lagoon Bath, Blue Lagoon Clinic and Blue Lagoon Spa in Reykjavík. Capturing the harmonious links between man and nature is what architect Sigríður Sigþórsdóttir accomplished with the Blue Lagoon.

"I attempted to capture the mystery of the location with the ever changing play of light and shadow across the lava, the steam from the lagoon and the special light that characterizes the northern part of the world," says Sigríður, of VA Architects, the Reykjavik firm that designed the Blue Lagoon's facilities.

"Pure Icelandic materials from moss and stones characterize the design. We wanted to emphasize the relationship between nature and the man-made," she says. This relationship can be seen the moment a visitor steps out of his car and walks from the parking lot through a 200-meter footpath that cuts through a wall of

lava. It's like descending into a lava maze, guided by nature into the lagoon itself. Then there is the lava wall inside the facility (containing about 70,000 pieces of lava), connecting the building with an untouched lava wall that surrounds the steaming waters, providing natural shelter for bathers. The building's soft lines blend with the lava, as it opens towards the lagoon absorbing the northern sun hanging low in the winter or rising high during the endless light of summer. From the beginning of the Blue Lagoon project, Sigþórsdóttir's goal was to "protect the environment and respect its geological history." The architect certainly succeeded. The building resembles the Blue Lagoon itself: both look as if they were carved from the rugged lava by a dramatic shifting of the earth's crust, as if they were meant to coexist.

BLUE LAGOON SPA TREATMENTS AND MASSAGE

Blue Lagoon spa experience is founded on a unique natural source – the Blue Lagoon geothermal seawater known for its healing power and active elements: minerals, silica and algae that cleanse, boost and nourish skin. The treatments are developed on the site by Blue Lagoon's experienced team of specialists. The original massage and treatments take place in the lagoon itself under the open air. Use of Blue Lagoon skin care based on the active elements and the pure white Silica mud mask is the foundation of these extraordinary treatments.

Salt glow, refreshing salt & water treatment, nourishing & relaxing algaetreatment, water retention & cleansing treatment, and firming treatment. Blue Lagoon minerals, algae, silica and skin care are used for the spa treatments. For more information on Blue Lagoon spa services visit www.bluelagoonspa.is

CONFERENCE SERVICES

The dynamic natural surroundings convey into the Blue Lagoon's meeting and conference rooms. There are well designed meeting and conference rooms at the Blue Lagoon and at nearby Eldborg (only 5 minutes drive), also ideal for banquets, and other events. The location is convenient for meetings and conferences, located only 20 minutes from Keflavík International Airport and 45 minutes from Reykjavík. For a conference, strategic meeting or seminar, Blue Lagoon offers the right place, away from all distractions.

KEY HISTORICAL FACTS

- 1976** Following intensive research aimed at harnessing heat for local municipalities from the Svartsengi geothermal area on the Reykjanes peninsula, Blue lagoon is formed in the middle of the lava field.
- 1981** People start to bath in the lagoon and psoriasis patients notice an improvement of their skin condition after bathing in the lagoon and applying silica mud on their skin.
- 1992** Blue Lagoon Ltd. is founded.
- 1994** Treatment center for psoriasis patients opens. The center is officially recognized by the Icelandic Ministry of Health.
- 1995** First Blue Lagoon skin care products are launched.
- 1999** The Blue Lagoon opens with spa, restaurant and conference facilities.
- 2005** New Blue Lagoon – Clinic for people with psoriasis opens.
- 2007** The Blue Lagoon enlarged and re-designed. Exclusive bath and lounge and the Lava restaurant open.

AWARDS

Blue Lagoon has earned both recognition and respect within Iceland's business life and has received the three awards considered to be the most prestigious ones within Iceland's business community: The President of Iceland's Award for Export Achievement; Marketing Award granted by the marketing council and New Venture Awards granted by Iceland's Research and Export councils. Blue Lagoon is the only Icelandic company that has received all three awards.

2008

Conde Nast Traveller's Readers Awards selects Blue Lagoon as the best Medical/Thermal spa and one of the top 10 spas in the world.

2007

Architectural award for the Blue Lagoon Clinic. **Spa finder** selected Blue Lagoon as the best thermal spa in **2007**.

2006

Nordic Lighting Award for light design of the Blue Lagoon – Clinic
Cultural award for architecture of the Blue Lagoon - Clinic
Blue Flag Award

2005

Best medical and thermal spa in the world according to readers of Condé Nast Traveller
Blue Flag Award

2004

President of Iceland's Award for Export Achievement
Blue Flag Award

2003

Blue Flag Award

2002

Marketing Firm of the Year – Granted by the Icelandic Marketing Association
Iceland Travel's Recognition for High Quality Service

2001

Incentive Award for Health Related Tourism Granted by the Icelandic Tourist Board
Firm of the Year on Reykjanes (Blue Lagoon's home region)
Blue Flag Certificate

2000

New Venture Awards – Awarded by the Icelandic Research and Export Councils Cultural
Awards for architecture – Granted by DV /Daily Newspaper

1999

Environmental Award granted by the Icelandic Tourist Board

BLUE LAGOON PSORIASIS TREATMENT

The Blue Lagoon geothermal seawater is known for its healing effects on psoriasis. Psoriasis treatment has been an integral part of Blue Lagoon's history from the very beginning as people with psoriasis were among the first ones to bathe in the lagoon and discover its healing power.

The Blue Lagoon psoriasis treatment is world unique, NATURAL AND WITHOUT SIDE EFFECTS. The treatment has been offered since 1994. Blue Lagoon Clinic, a dermatology research center specializing in the Blue Lagoon psoriasis treatment, opened in 2005. The Icelandic Ministry of Health has recognized Blue Lagoon psoriasis treatment as an OFFICIAL TREATMENT OPTION. The Icelandic Social Insurance reimburses the treatment cost for Icelandic patients and it is also recognized treatment method in Denmark and in the Faeroe Islands. It has been scientifically verified that regular bathing in Blue Lagoon geothermal seawater is an effective treatment for psoriasis. By combining it with UVB light therapy treatment results can be maximized. The research provides the basis for Blue Lagoon's recognition as an officially recognized treatment option.

Each year around 7.000 treatments are provided. The treatment guests are supervised by dermatologists and nurses. Treatment guests represent 20 different countries.

Blue Lagoon has a strategic partnership with the National University Hospital in Iceland and the University for research and plans to establish more partnerships in the future. Selected research projects have been funded by the Icelandic Centre for Research.

BLUE LAGOON – CLINIC

A new Clinic opened in June 2005. Modern look and practical solutions characterize its design. The lagoon area is designed with the needs of the Clinic in mind and includes a 50m²/60 square yards indoor pool and 350m²/479 square yards outdoor lagoon.

In 2007 Blue Lagoon Clinic received an award for its architecture from the Association of Icelandic Architects.

The Clinic includes a specially designed room for guests to relax in after bathing and light therapy. Massage room and rooms for medical examinations and doctor's appointments are at the site. Spacious changing rooms and a private area for disabled and patients with special needs is available.

The accommodation features 15 double rooms. The rooms are well designed and spacious with a private bathroom and a porch. Television and Internet access is available in each room. A dining room and a living area, and a fitness room equipped with cardiovascular equipments, weight lifting stations and free weight is at the Clinic. Guests also have the possibility to hire a personal trainer.

Our aim is that our guests not only experience the treatment but also enjoy some of the leisure and entertainment possibilities available. The Clinic's [location](#) provides access to different leisure activities on the site and in the neighbouring area.

BLUE LAGOON SKIN CARE

Skin care

Blue Lagoon skin care is the first true Naturceutical skin care brand. It unites the exclusive natural Blue Lagoon ingredients and cosme-ceuticals to deliver real results. This unique skin care is based on **patent pending exclusive Blue Lagoon active ingredients and formulas** that rejuvenate and strengthen the skin, bringing out a more youthful and energized glow.

The first skin care products that became available in 1995 were treatment products developed with the needs of people with psoriasis and eczema in mind.

Blue Lagoon skin care cleanses, boosts and nourishes the skin, resulting in healthy glowing and youthful skin.

THE SKIN CARE LINE CONSISTS OF FULL FACE AND BODY LINE, RETAIL AND CABIN PRODUCTS. THE STAR PRODUCT is the Blue Lagoon SILICA MUD MASK. This unusually white mud is taken directly from its natural source, the geothermal seawater. The silica mud is also the base used in Blue Lagoon products and treatments. The newest line launched in 2007 is a highly developed face line including anti-aging products.

SPA TREATMENTS AND EXPERIENCE

Blue Lagoon Spa experience is founded on a unique natural source – the Blue Lagoon geothermal seawater known for its healing power and active ingredients: minerals, silica and algae that cleanse, boost and nourish skin.

The treatments are developed on the site by Blue Lagoon's experienced team of specialists. The original massage and treatments take place in the lagoon itself under the open air.

All treatments use the active ingredients found in the geothermal seawater, making in-water treatments exclusive to the Blue Lagoon and truly unique. The signature treatments are: silica wrap treatment combined with body and face massage; nourishing and relaxing algae treatment, lava deluxe exfoliation; silica massage and special deluxe Blue Lagoon massage.

Blue Lagoon Spa treatments are developed in-house by its research & development team, Spa therapists, massagers, esthetics, cosmetology scientist with special knowledge in professional Spa product formulation.

Now also available at the Blue Lagoon City Spa in Reykjavík and Cornelia Spa in New York from September 2008 our specialists have designed a unique selection of cabin treatments. The combination of Blue Lagoon geothermal seawater, silica algae and lava dust from the lava field surrounding the Blue Lagoon deliver a true Icelandic experience and energy.

HREYFING HEALTH CLUB AND BLUE LAGOON SPA REYKJAVÍK

Blue Lagoon and Hreyfing, fitness, have opened a joint fitness and Blue Lagoon spa in Reykjavík, the first of its kind. Until now spa treatments based on the unique active Blue Lagoon ingredients have only been available at the Blue Lagoon itself.

New features and treatments that have not been available in Iceland before are available at the new spa. These include: floating deep relaxation and massage, 50 minutes of which is considered as the equivalent of 8 hours' sleep, and refreshing spa treatments using Blue Lagoon skin care products. Energizing and Strengthening Silica Treatment, a true pampering while skin is provided with pure Icelandic energy; Nourishing Algae Treatment, a unique treatment that awakens the senses Relaxing and Rejuvenating Clay Treatment and Massage and Lava De Luxe treatment based on lava dust from the Blue Lagoon's environment. A selection of facials and treatments for hands and feet is also available. The treatments are based on Blue Lagoon's active elements minerals, silica and algae. Their healing effects and positive effects on skin are well known. Recent studies have shown that Blue Lagoon silica and algae diminish the signs of aging.

The design of the spa area creates a strong connection to the Blue Lagoon's natural environment. All guests have access to outdoor saunas, hot tubs with fresh water and geothermal seawater. Light refreshments are available in the sitting area where it is ideal to relax after a rejuvenating at the health club and spa.

Blue Lagoon Shops

The shops' design represents a strong connection to the Blue Lagoon's natural environment. A lava wall is prominent and white and blue colors represent Icelandic nature's clean energy. A transparent wall with water running through is a subtle reminder of the Blue Lagoon.

Blue Lagoon shops are located at Blue Lagoon, in Reykjavík city center, at Keflavík International Airport. Worldwide distribution is through www.bluelagoon.com