

BLUE LAGOON  
MEDIA INFORMATION 2011

## BLUE LAGOON

Blue Lagoon specializes in the development of spa and wellness. Its services include Blue Lagoon Geothermal Spa, Blue Lagoon Clinic offering medical treatments and Blue Lagoon Skin Care.

## 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 Geothermal Spa and the Clinic where people enjoy relaxing in the geothermal seawater and benefitting from its healing power and active ingredients: silica, minerals and algae

## **BLUE LAGOON GEOTHERMAL SPA**

The Blue Lagoon Geothermal Spa is among Iceland's most well known and unique 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.

## **EXCLUSIVE BATH AND LOUNGE**

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.

## **IN WATER 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.

## BLUE LAGOON DAY SPA REYKJAVÍK

The design of the Blue Lagoon Day Spa in Reykjavík 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.

### TREATMENTS BASED ON ACTIVE BLUE LAGOON INGREDIENTS

The spa treatments offered are based on Blue Lagoon Skin Care and its active ingredients: minerals, silica and algae. Energizing and Strengthening Silica Treatment is a true pampering while skin is provided with pure Icelandic energy;

Nourishing Algae Treatment is a unique treatment that awakens the senses Relaxing and Rejuvenating Clay Treatment and Massage and Lava

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.

To view the full range of treatments visit:

<http://www.bluelagoonspa.is/en/Blue-Lagoon-spa-Reykjavik/Spa-Treatments/Face-and-Body/>

## BLUE LAGOON SKIN CARE - WHERE NATURE AND SCIENCE MEET

Through nature and science Blue Lagoon skin care provides the energy of the Blue Lagoon geothermal seawater. The skin care range was first introduced in 1995. Constant product developments have taken place in recent years and a selection of face and body products are available.

Blue Lagoon's skin care products are derived from natural elements **minerals**, **silica** and **algae** using scientific methods to combine the properties of cosmetics and pharmaceuticals to form a product concept known as "**Naturceutical.**"

## BLUE LAGOON ACTIVE ELEMENTS

Blue Lagoon skin care products contain a unique combination of active Blue Lagoon elements.

**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. Blue Lagoon's 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 well-being.

### **Sustainable & Green Methods**

The Blue Lagoon active ingredients are sustainably sourced at the Blue Lagoon Research and Development Center and production methods are green and environmentally friendly.

## RESEARCH – ANTI AGING

Blue Lagoon's research laboratories, in cooperation with research consultant Prof. Jean Krutmann, a dermatologist and international expert in Skin Aging Research and Environmental Medicine, have discovered through comprehensive research on the Blue Lagoon geothermal seawater that extracts of its unique components have a powerful action on the skin.

### **The most important discoveries are:**

1. Blue Lagoon filamentous algae stimulate the natural collagen synthesis \*

2. Blue Lagoon coccoid algae prevent UV-induced degradation of collagen \*
3. Blue Lagoon silica stimulates the production of various key components of the skin barrier and enhances its functioning\*

These elements are important for maintaining the appearance of a healthy, young skin.

Collagen makes up 75% of our skin. It gives the skin strength and durability and is responsible for the smooth, fresh appearance of young and healthy skin. Over time the skin's natural collagen production slows down and collagen is damaged due to environmental stress factors, i.e. UV-radiation.

A healthy functioning of the skin barrier is important in protecting the skin from disorders such as dryness, inflammation and sensitivity. Damage to the skin barrier can be caused by a variety of environmental stress.

Two **NEW** products were launched in spring 2011: **Silica Foot and Leg Lotion and Silica Mud Exfoliator.**

To view the full Blue Lagoon skin care line please click on the link below:

<http://www.bluelagoon.com/Shop/A-Naturceutical-Brand/>

## **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 & HOTEL**

A new Clinic opened in June 2005. Modern look and practical solutions characterize its design. 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. The hotel part offers 15 double rooms. The rooms are well designed and spacious with a private bathroom and a porch. Natural light flows into the building creating a connection with the natural surroundings. 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.

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 neighboring area.

**The Lava restaurant and bar** is a perfect choice for both individuals and groups. The chefs at Lava led by head chef Viktor Örn Andrésón emphasize the use of fresh Icelandic ingredients. The restaurant area offers a stunning view of the Blue Lagoon through floor to ceiling windows.

## **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.

## **ARCHITECTURE AND DESIGN**

Blue Lagoon's emphasis on architecture and design is an integral part of the company's strategy. Sigríður Sigþórsdóttir, Basalt Architects [www.basalt.is](http://www.basalt.is) 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 Sigthórsdóttir 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 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](http://www.bluelagoon.com)

### **Blue Lagoon's HISTORY**

- 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. (the company that runs Blue Lagoon) 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.
- 2008** Blue Lagoon shops in Reykjavík and at Keflavík International Airport open.

