



BLUE LAGOON
MEDIA INFORMATION 2008

BLUE LAGOON

Blue Lagoon Ltd was founded in 1992 and its formal operation started in 1994. The company specializes in the development of products and services either based on Blue Lagoon geothermal seawater active ingredients or proximity to the geothermal seawater and its raw natural surroundings.

Blue Lagoon is today 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 based on the geothermal seawater's active ingredients: minerals, silica and algae.

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 piped 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

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 water, 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 is also available.

FACILITIES

The Blue Lagoon is located in a unique setting and surrounded by a lava field formed in 1226. When building the facilities it was important to protect the environment as much as possible, which succeeded very well and the facilities perfectly blend with the natural surroundings.

The head designer of the facilities is Sigríður Sigbórsdóttir, VA Arkitektar (www.va.is). The facilities are 2.700m² / 3.229 yd² and the lagoon area is 5.000m² / 5.980 yd². The wood used to build the facilities is from Brazil and is named Jatoba. One of the building's characteristics, the lava wall, is made of 64.000 lava bricks and took five months to build. The facilities accommodate changing and shower rooms, a restaurant, a shop, a conference room, and offices.

THE BLUE LAGOON – New Lava Restaurant and Exclusive bath and Lounge

Lava - new restaurant has opened, and the current restaurant will be changed and redesigned to offer a greater variety of dining options. Lava restaurant, built into a lava cliff, will accommodate 350 guests. In addition to providing a la carte guests with a more exclusive setting, the new restaurant area will be an inviting option for banquet guests and incentive groups requiring a private setting. The shop at the Blue Lagoon, carrying Blue Lagoon skin care as well as selected Icelandic souvenirs has also been enlarged.

Blue Lagoon is among Iceland's most well known and popular attractions. Guests at the spa relax in natural geothermal seawater known for healing power and active ingredients: minerals, silica and algae. Annual number of guests is 400.000. International visitors count 70% of total guests.

BLUE LAGOON SPA TREATMENTS AND MASSAGE

Blue Lagoon spa treatments and massage take place in the lagoon, in the open air, and are based on the active Blue Lagoon geothermal seawater ingredients: minerals, silica, and algae. All treatments take place in the lagoon on a specially designed wooden bench. Massage takes place on a mattress in the lagoon. The spa area is spacious and more than one treatment can take place simultaneously, making it possible for couples and friends to have a treatment at the same time.

Among the spa treatments are salt glow, refreshing salt & water treatment, nourishing & relaxing algae treatment, water retention & cleansing treatment, and firming treatment. Blue Lagoon minerals, algae, silica and different oils are used for the spa treatments.

Blue Lagoon massage includes relaxing massage, silica massage, silica back massage, silica massage for feet, pregnancy massage, and massage for children 6 – 11 years.

RESTAURANT

Blue Lagoon restaurant offers light snacks and gourmet meals as well as floor-to-ceiling views of the lagoon. The unusual environment makes a visit to the restaurant an experience in itself. Our chefs use only fresh quality ingredients. The closeness to Grindavík, a nearby fishing village, ensures that we have fresh seafood at all times. Combining a relaxing time in the lagoon and a gourmet meal in an environment found nowhere else ensures that the visit to the Blue Lagoon becomes a unique experience.

CONFERENCE SERVICES

The dynamic natural surroundings convey into the Blue Lagoon's meeting and conference rooms. The environment gives conference guests the inspiration and energy needed to achieve a successful meeting.

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

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.

2007

Architectural award for the Blue Lagoon Clinic.

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

Blue Lagoon psoriasis treatment is a unique natural treatment based on bathing in the Blue Lagoon geothermal seawater while its active ingredients: minerals, silica and algae exert their positive effects on the skin.

Unspoiled natural environment, fresh air and pure Icelandic water are important parts of the treatment. Guests are encouraged to enjoy bathing in the warm geothermal seawater, relax, drink fresh Icelandic water available to all guests and gain balance between body and soul.

The popularity of Blue Lagoon psoriasis treatment has increased significantly in recent years. While popular among Icelanders, the treatment also attracts psoriasis patients from different corners of the world. Our guests represent 19 countries ranging from our neighbours in Northern Europe to an exotic country such as Thailand.

Research on the treatment has proven its effectiveness. The Icelandic Ministry of Health has recognised Blue Lagoon psoriasis treatment, and the Icelandic Social Insurance reimburses the treatment cost for Icelandic patients. Blue Lagoon psoriasis treatment is also an officially recognized treatment method in Denmark and in the Faroe Islands.

BLUE LAGOON – CLINIC

New Blue Lagoon - Clinic, reserved for people with psoriasis opened on June 10, 2005. The Clinic is located in a walking distance from The Blue Lagoon, in 20 min drive from Keflavík International Airport and 40 minute drive from Reykjavík.

Fifteen modernly designed, bright and spacious double rooms are available at the Clinic. The rooms have hardwood floors, veranda and bathrooms with shower. All rooms are equipped with TV, telephone, internet connection, hair dryer, refrigerator and a tea kettle. There is a spacious restaurant area and living area with a TV where guests can relax and enjoy the treatment's social aspect. Guests also have access to a fitness room and a sheltered courtyard.

Bathing in Blue Lagoon geothermal seawater is the most important part of the treatment. The Clinic's outdoor lagoon and indoor pool, both filled with geothermal seawater are designed with the needs of treatment guests in mind.

The treatment area includes: a rest room where guests can relax after bathing and light therapy. Massage rooms and spacious rooms for examinations and doctor's appointments are also on the site.

Guests are encouraged to use their time well and build up both body and mind during their stay at the Clinic. In addition to the treatment, guests have access to different leisure possibilities ranging from short walks in the surrounding area from whale watching and sightseeing tours.

BLUE LAGOON SKIN CARE

Blue Lagoon geothermal skin care was first introduced in 1995. The products are based on Blue Lagoon geothermal seawater and its unique active ingredients: silica, minerals and algae. Constant product developments have taken place in recent years and a selection of face and body products are available.

Blue Lagoon geothermal seawater originates in Iceland's extreme environment. Through nature and science Blue Lagoon skin care provides you with the energy of the Blue Lagoon geothermal seawater and its active ingredients. The products cleanse, provide energy boost and nourish.

ENERGY PROGRAM FOR EVERYDAY SKIN CARE

Blue Lagoon 1, 2, 3 Energy Program for everyday skin care provides the complete benefits of the Blue Lagoon geothermal seawater and its active ingredients: minerals, silica and algae. Each step has a selection of products for face and body.

Step 1 – Cleanse skin with Blue Lagoon **cleansing** and exfoliating products.

Step 2 – When skin needs that extra energy **boost**, apply Blue Lagoon silica mud mask, which gives the skin a clean and fresh appearance.

Step 3 – Complete the Energy Program by applying your favorite Blue Lagoon products to protect and **nourish** the skin.

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 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. Visitors experience this connection with the natural wonders of the Blue Lagoon, picking up skin-care products, accessing information on the Blue Lagoon or just relaxing in a comfortable lounge setting. The shops are designed by DESIGN GROUP ITALIA.

The skin care range is presented in a 3 step Energy program designed for a complete skin care to cleanse, boost and nourish skin.

Blue Lagoon shops are located at Blue Lagoon, in Reykjavík city center, at Keflavík International Airport and in the Nordic capitals. Blue Lagoon treatments are available at selected shops including the airport shop.