

# PAÑPURI

FOR IMMEDIATE RELEASE

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## PAÑPURI Urban Retreat Traveler's Oasis opens at King Power Phuket

PAÑPURI continues to set new standards of excellence in retail design and treatment innovation with a new location in Phuket aptly named the **PAÑPURI Urban Retreat**. Providing travelers and shoppers with a serene oasis to relax and recharge, this new PAÑPURI store is set amongst a backdrop of a stunning contemporary interior that also features two treatment rooms, conveniently located in the aromatherapy zone at the complex of Thailand's duty free pioneer, King Power, Phuket.

Noble materials such as brass, black and white marble, natural limestone, as well as white travertine textured walls are used throughout the space, invoking a feeling of clarity and extraordinary indulgence. Elements of harmony and balance are reinforced by an Asian-inspired sense of peace and tranquility throughout the space, providing a clean-lined space within a carefully conceived arrangement wherein the organic, pared-down material palettes embody a modern and welcoming temperament.

Through a detailed offering of spa treatments, each guest will find a serene escape for bliss, emerging with a renewed energy and spirit. Upon arrival at the retreat, a PAÑPURI therapist helps specifically tailor treatments to your specifications, providing nothing short of the authenticity of the extensive selection of signature PAÑPURI treatments, results-driven facials and body treatments.

Guest can choose from express treatments such as a unique 30-minute Crystal Foot Massage where guest pick one of three natural gemstones to balance their chakra: Aventurine, which brings well-being, emotional calm and promotes a good sleep, *Crystal Quartz* which enhances one's ability to heal, or *Rose Quartz*, known to be the finest emotional healer of all stones, aiding in the release of unexpressed emotions and distress.

Lengthier treatments are available, up to an hour and a half or more, such as PAÑPURI's Aromatic Massage or the Thai Jasmine Anti-Aging Facial with Intensive Eye Treatment, both of which can be combined and customized into a bespoke treatment designed just for you. Each luxurious treatment is further underscored by only the finest natural and organic PAÑPURI products that contain hypo-allergenic, natural plant-based ingredients, and are formulated without aluminum, mineral oils, paraben, phenoxyethanol, phtalate, SLS and silicone.

After your treatment you can take a piece of the spa home as PAÑPURI'S gallery shop carries its full range of bath & body, skincare and home ambiance offerings which are presented as beautiful works of art. Additionally, the multifaceted and complex scents that have become synonymous with the brand linger throughout the space, with a sense of mystique and sophistication.

Setting the bar in providing voyagers with luxurious and sophisticated spa treatments as well as a unique retail experience, the PAÑPURI Urban Retreat is located at the prestigious King Power Phuket in the heart of the city, open daily from 10:30 AM to 9:30 PM.

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For more information, please email [info@panpuri.com](mailto:info@panpuri.com) or visit [www.panpuri.com](http://www.panpuri.com). You can follow PAÑPURI on Facebook, Twitter, Instagram and Weibo through @PanpuriOfficial.

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## The Meaning of PAÑPURI

Established in 2003, PAÑPURI represents a place where we awaken to the perfect balance and harmony between our inner and outer selves. **Pañña** means wisdom while **Puri** not only means a holy site, but also has the connotations of untying what is tied and making the unknown, known.