

# news release

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## MANDARIN ORIENTAL LAUNCHES GLOBAL DIGITAL DETOX INITIATIVE

**Hong Kong, 20 July 2016** – [Mandarin Oriental](#) will launch a *Digital Detox* initiative at all of its spas worldwide beginning September 5, 2016. The programme is designed to help guests find new ways to manage their relationship with technology and the stress that can come with a constantly connected digital lifestyle.

“Technology has brought us many great advances,” said Jeremy McCarthy, Group Director of Spa and Wellness, “But the expectations for instant communication and the increasing pace of change in the world can have a negative impact on our wellbeing.”

Now, by booking any treatment at a Mandarin Oriental spa, guests can also access a range of wellness advice and activities designed to help them disconnect from technology. Mandarin Oriental has worked with the renowned Mayo Clinic on the creation of a range of tips and guidelines that can help establish personal boundaries on the use of technology, clear mental chatter and establish a healthy, digitally balanced lifestyle.

The *Digital Detox* initiative encourages guests to surrender their phones on arrival at the spa, thus removing any online distractions. In the spa relaxation rooms, guests can access a full range of mindfulness activities such as journaling, note card writing, colouring, meditation or simply relaxing and enjoying the silence. There will also be a selection of curated spa retail offerings, ranging from crystals and eye masks to meditation pillows and a selection of calming teas and oils. All have been chosen to encourage mindfulness and digital disconnection.

For those who wish to immerse themselves more fully, a *Digital Detox Retreat* can be booked. This 1 hour 20 minute experience focuses on grounding both body and mind through the power of human touch, and is designed to provide a calming and peaceful respite from the outside world and the stress of repetitive movements. The treatment includes relaxation in an aromatic bath, followed by a massage that concentrates on the head, eyes, neck, shoulders, hands and feet.

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Page 2

“The spa is one of the few places left in modern society where it is acceptable and even encouraged to disconnect from technology,” said McCarthy. “The Spas at Mandarin Oriental provide a perfect haven for people to escape from technology, even if only briefly, to rest their minds and reconnect with themselves.”

On departure, inspired by tips on how to achieve a more digitally balanced life, guests can reclaim their cleaned device from the spa, repackaged in its own protective digital shielding. To further support this new *Digital Detox* initiative, The Spas at Mandarin Oriental will again offer an annual *Silent Night* event for the holiday season. On December 14, 2016 each spa will have a special silent retreat to remind guests about the importance of taking personal time for reflection, introspection and silence.

### **About Mandarin Oriental Hotel Group**

Mandarin Oriental Hotel Group is the award-winning owner and operator of some of the world’s most luxurious hotels, resorts and residences. Having grown from its Asian roots into a global brand, the Group now operates 29 hotels and seven residences in 19 countries and territories, with each property reflecting the Group’s oriental heritage and unique sense of place. Mandarin Oriental has a strong pipeline of hotels and residences under development, with the next hotel openings planned in Doha and Beijing.

Photography of Mandarin Oriental is available to download in the [Photo Library](#) of our [Media](#) section, at [www.mandarinoriental.com](http://www.mandarinoriental.com).

Visit [Destination MO](http://www.mandarinoriental.com/destination-mo/) (<http://www.mandarinoriental.com/destination-mo/>), the online version of [Mandarin Oriental Hotel Group](#)’s bespoke publication, *MO*. News about our award-winning hotels, the best dining experiences, spa treatments, travel retreats and interviews with the Group’s celebrity fans is now just a click away. Further information is also available on our [Social Media](#) channels.

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