

PRESS RELEASE
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For immediate release

Five reasons why Brittany is best for a wellbeing break



Lie back and relax in Brittany with a brand new website, www.wellness-brittanytourism.com, your A to Z guide to top-to-toe pampering, inside and out, in beautiful Brittany.

As the birthplace of thalassotherapy and home to some of France's finest spas, Brittany is *the* destination for a wellness break – and here are five reasons why...

1. Brittany: the birthplace of thalassotherapy

What is **thalassotherapy**? Thalasso in Greek means 'sea' so thalassotherapy is seawater therapy. The first thalassotherapy centre opened in Brittany more than 100 years ago. Thalassotherapy harnesses the curative and beneficial properties of the sea and the marine environment for your **health and wellbeing**.

A programme of treatments using Brittany's mineral-rich seawater, marine mud, seaweed and iodised sea air is carefully put together along with nutritionally balanced eating and gentle exercise to deliver effective holistic results. Choose from a whole range of dedicated packages: **mother and baby, slimming, detox, stop smoking, muscular aches and pains...**

2. Brittany's spas

Following the example of Brittany's trail-blazing thalassos, the region's **spas** offer professional expertise to the highest standard. Quietly luxurious sanctuaries combine the latest techniques with scientifically researched product ranges and traditional treatments to **relax, pamper and indulge**. Get away from it all in blissful serenity...

3. Tailor-made relaxation

It doesn't have to be 100% beauty and relaxation. Simply opt for one of Brittany's B&Bs or campsites that offer **treatments on demand**. Book the treatment of your choice at a time that is convenient for you to add a touch of well-earned luxury for an unforgettable holiday.

4. Brand new website www.wellness-brittanytourism.com

www.wellness-brittanytourism.com is the latest addition to Brittany Tourism's themed bite-sized sites and it brings together Brittany's top spas and thalassotherapy centres on one **easy-to-use site**. It has everything you need to plan your wellness break in Brittany from **spa and thalasso guides to special offers, getting there info** and a **glossary of terms** – so all you have to do is lie back, enjoy the pampering treatments and reap the rewards as you leave feeling radiant and renewed.

5. Be Breizh! The Brittany effect

Brittany Tourism urges people to 'Be Breizh!' and as *breizh* is the Breton word for Brittany, it's an invitation to get to know the real Brittany. Get under the skin of the region, breathe in its restorative sea air and come back transformed, invigorated and with a whole new lease of life... it's the Brittany effect.

Visit www.wellness-brittanytourism.com

Notes to editors

- www.wellness-brittanytourism.com is part of Brittany Tourism
- For more information on Brittany Tourism, see www.brittanytourism.com
- For more information on this press release, please contact Elizabeth Thorold

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