

THE LODGE AT WOODLOCH LAUNCHES NEW SPA MENU WITH HAIA WELLNESS



FOR IMMEDIATE RELEASE: Hawley, PA June 1, 2021- The Lodge at Woodloch is thrilled to announce the partnership and roll-out of a new premier skin care product line and lifestyle brand, called haia wellness. The new skin care line will be a key highlight of the refreshed spa menu launching in June 2021.

Nature meets sustainable biotech beauty in haia- aka: Happy As I Am, a 360-degree skin wellness brand that celebrates inclusion and individual-expression. haia scientifically supports skin and people of diverse colors, ethnicities, conditions, outward appearances, body types, and gender identities. The earth's ecological intelligence is tapped in selecting haia's performance ingredients from four naturally occurring plant communities or biomes - the North American boreal forest, Swiss alpine tundra, Australian outback and rugged coasts of Britany, France. haia's personalized skin wellness solutions target today's most pressing lifestyle concerns - urban air quality, extreme climate change, blue light from excessive device exposure, sleep and circadian rhythm disruption, stress, microbiome imbalances, cellular health, and skin longevity. Each product has a carefully selected positive affirmation to support emotional and spiritual well-being. The line of products are divided into four different color-coded collections, with cleansers, toners, serums, and moisturizers, each with its own carefully selected affirmation. haia was developed by Michael Bruggeman, founder of OM4 products and lifestyle brand.

Through his many years in the skincare and wellness industry, Bruggeman could not help but notice a recurring theme as it relates to wellness- people yearn to feel good about themselves- no matter their size, shape, race, gender, or sexual proclivity. "The industry has traditionally promoted a pathology of perfection," said Bruggeman, "we wanted to take a stand and create a new beauty narrative that is founded on the principle that you are enough. Beauty is personal and an individual expression of self. When we try and emulate an ideal, we lose sight of our own uniqueness and it just doesn't work"

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“Since we have partnered with The Lodge at Woodloch for nearly 10 years with our Organic Male OM4 men’s brand, it was only logical to reach out when conceptualizing the new brand, haia,” said Michael Bruggeman, CEO & Chief Formulation Officer of haia. “I had asked Nancy Deaton, Spa Director at The Lodge at Woodloch, to be one of the very few trusted inner circle advisors that would guide the product development process. I trust and value Nancy’s vast operational experience and when creating a new spa line, why would you not consider the end user’s voice in the design process?” noted Bruggeman. Upon completion of the line, it was only logical that The Lodge at Woodloch take part in the launch of the new line.

The team of professionals at The Lodge at Woodloch have been busy training on the new protocols for the new treatments that will be revealed to guests beginning June 1, 2021. “This new line is exactly what will resonate with our guests in the moment,” shared Nancy Deaton, Spa Director at The Lodge at Woodloch. “Finding happiness with oneself, in one’s own skin in an open and supportive environment that promotes overall wellness and effectiveness through the innovations of nature is a perfect symbiotic relationship. When Mike Bruggeman shared his new passion project with me, I knew that The Lodge at Woodloch would be the perfect first home for the new line.”

The Lodge at Woodloch warmly embraced the sentiment that accompanied the new line. Including the feel-good mantras that provide guests with a dose of mental wellness during a treatment. “The release of this product line is so timely based on our guest feedback. After being tucked away at home and overly introspective (and often self-critical) for over a year, one’s mind can start to play tricks on them. Giving guests permission (and tools) to fully love the skin they’re in is such a nice message that is truly NEEDED in this moment,” explained Nancy.

“While each of the biome lines have unique benefits and science behind the products that will be beneficial to our guests, there are a few that will resonate really well with our location and dedication to the nature that surrounds us,” expanded Nancy Deaton.

The Age-Optimizing & Cellular Health Collection taps the wisdom of native North Americans and applies cutting-edge biotechnology to expand on traditional know-how to create amazing new skin health innovations. The amazing plants and trees from the likes of the woodland forest surrounding The Lodge at Woodloch were put into use to develop this mighty collection. Natural resources such as the resilience of tree bark extracts and foraged shade-grown botanicals (such as moss and fern) combine forces to fight oxidative stress and promote skin wellness at a cellular level. To provide an example of just ONE powerhouse ingredient, haia partners with Mibelle Biochemistry out of Switzerland for its incredible moss stem cell cultures.

Additionally, the Environmental Stress and Defense collection will also be an easy success from the urban and suburban dwelling guests in this ever-increasing

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online world. While the ingredients are sourced from a different biome/environment than The Lodge at Woodloch resides, the results are universally essential in this hybrid world of online and real-life realities. Pollution, UVA/UVB radiation, blue light from excessive device exposure, and daily stress precipitate inflammation and give rise to skin sensitivity. The multi-functional collection pulls from marine-based ingredients to interrupt the inflammatory process through continuous skin detoxification and barrier support.

The new line of treatments will be featured in the Lodge Facial and Lotus Facial from June 1, 2021 and beyond.

About The Lodge at Woodloch:

The Lodge at Woodloch is one of the finest all-inclusive luxury destination spa resorts in the U.S., offering complete spa programs, treatments, outdoor adventure activities, golf, classes, and packages in a pristine mountain retreat environment. Located on over 500+ wooded acres with a private lake in the Lake Region of Northeast Pennsylvania, The Lodge at Woodloch provides an oasis for personal awakening and renewal just 2 ½ hours outside of New York City. The award-winning property features 58 luxury accommodations, a 40,000-square-foot spa, gourmet restaurant and more. Additional information and reservations are available toll-free at 1-800-WOODLOCH or visit TheLodgeatWoodloch.com, [Facebook.com/LodgeAtWoodloch](https://www.facebook.com/LodgeAtWoodloch), Twitter: [@LodgeatWoodloch](https://twitter.com/LodgeatWoodloch), Instagram: [@theLodgeatWoodloch](https://www.instagram.com/theLodgeatWoodloch), and Pinterest: [@LodgeatWoodloch](https://www.pinterest.com/LodgeatWoodloch).

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