



THE STAR

Media release

## The Star Gold Coast takes wellness to next level through new day spa brands and treatment menu

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The Star Gold Coast's day spa is taking wellness to the next level by launching an indulgent new treatment menu that features unique Aboriginal Australian beauty brand Li'Tya, with products developed from traditional Aboriginal Australians' knowledge and wild-harvested native ingredients, as well as internationally-acclaimed Babor products.

Azure Spa & Fitness released its exquisite new menu in time for Mother's Day, with new and invigorating treatments including a Babor signature facial.

The new menu aligns with the day spa's recent refurbishment, which now includes new treatment rooms and a new luxury arrival experience.

Li'Tya, which means 'of the earth', was founded by the first person to use Australian native ingredients in western cosmetics, Gayle Heron, who worked with a dedicated and enthusiastic team, and drew upon the herbal and healing knowledge and practices of Aboriginal Australian Elders across the country.

The Star Gold Coast Spa Manager Lauren Boyd said the property wanted to provide an authentic Australian spa experience for guests that harnessed unique Aboriginal Australian products and treatments.

"We wanted to incorporate a sustainable, ethical, and cruelty-free Australian brand to complement our new spa menu but that also critically featured Aboriginal Australians' knowledge and native ingredients," Ms Boyd said.

"Li'Tya delivered this on both fronts as the brand has an Aboriginal Advisory Board that oversees its ranges and products, and in turn uses some of the most potent native botanicals in skin care with many coming from Queensland."

Ms Boyd said the spa is using the brand's entire 'Of the Sea' range plus a selection of face, body, and lifestyle products to allow guests the opportunity to continue the spa experience at home, and make wellness a part of their daily lives.

"The 'Of the Sea' range is reflective of our city's coastal and beach identity – and resonated with us because of its ability to provide deep hydration, repair, cell renewal, and anti-aging benefits," Ms Boyd said.

"Our team will receive ongoing support and training from members of the Li'Tya team, including Anne Warren, who is an educator, custodian of knowledge, and Aboriginal Ambassador for the company."

The company's origins started over 20 years ago when Li'Tya founder, Gayle Heron, began a conversation with Aboriginal Australian Elders and communities about the brand.

When the idea began to take shape, Gayle travelled with a dedicated and enthusiastic team to different areas of the country to visit Elders and members of various Aboriginal Australian communities to discuss the product range, company, what it stood for, and what it would deliver to the broader community.

Today, with the support and passion for the brand, Global Brands Australia Owner Bryan McGoldrick continues to ensure the brand heritage is valued and respected.

There is a growing national demand for Aboriginal Australian 'bush' foods and products, and with external issues such as natural disasters often impacting supply of native ingredients, Li'Tya's 'tread lightly' approach enables the brand to continue creating top grade efficacy and purity.

Li'Tya is active in continuing to maintain its Aboriginal Australian connections, support local Aboriginal Australian businesses and growers, and provide education and training to students and industry members, while inclusively embracing the integrity and sacredness of Aboriginal cultures.

The Star Entertainment Group Managing Director Queensland Geoff Hogg said the use of the Li'Tya products were part of the company's ongoing commitment to using sustainable Australian-made products and supporting the culture, customs, and capacity of Aboriginal Australian communities where possible.

"For thousands of years, Aboriginal Australian people have developed a deep respect, knowledge, and understanding of our natural environment, including native plants, and have developed a wide range of natural therapies," Mr Hogg said.

"Using brands like Li'Tya helps increase our understanding of Aboriginal Australian culture, customs, and heritage, which is incredibly important as we grow our footprint in Queensland through our planned expansion of The Star Gold Coast, and our Queen's Wharf Brisbane integrated resort development underway in Brisbane's CBD."

The new spa menu, which offers a range of indulgent beauty and wellness experiences for both men and women, is available to both in-house guests, and day visitors.

Continuing to set the benchmark for luxury, The Star Entertainment Group's Darling hotels on the Gold Coast and in Sydney were also recently the first to introduce Balmain Paris Hair Couture amenities into its rooms last month.

**For more information:**

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