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Ulusaba Private Game Reserve Introduces 'Africology' To Its Aroma Boma Spa

Virgin Limited Edition, Sir Richard Branson's privately owned collection of award-winning luxury retreats is delighted to announce the introduction of a new range of products - 'Africology' to its Aroma Boma Spas at Ulusaba. Guests will enjoy a wide range of treatments tailored very much in tune with Ulusaba's African style.

The Aroma Boma spas provide the perfect antidote to the excitement of game drives. Relaxing treatments from facial rituals and massages to essential grooming are all available.

Africology's ethical skin care products capture the rejuvenating and healing essences of Africa, helping to revitalise the skin as well as prevent damage and premature aging. Africology prides itself on its roots, taking inspiration from Africa and using local active ingredients including Rooibos, Aloe, Marula and African Potato. The entire range is suitable for vegans, is not tested on animals and is free from harmful chemicals and perfumes.

Africology products are great for a luxurious spa experience, but also for a pamper session at home, as guests will also be able to purchase products to prolong the lasting experience of Ulusaba.

Helen Cain, Virgin's Spa Manager, commented: "We are very happy to have appointed Africology. The fact that they practice fair trade and are always looking for new ways to support their local community is something we're very proud to be associated with."

Renchia Droganis, founder of Africology, added: "We are very excited about our partnership with Ulusaba, voted one of the most luxurious and socially responsible hotels in the world. Just like Africology, Ulusaba combines luxury

with ethical business practice and guests will be able to enjoy the most amazing treatments at this breathtaking location, knowing they are supporting local communities.”

Virgin Unite, Virgin’s charitable arm, is raising money for the ‘Heavens Angels’ project to buy motorbikes for trained medical workers in sub-Saharan Africa so they can reach thousands of people who may otherwise die unnecessarily. In aid of this charity, ‘Heavens Angels Spa Packages’ have been devised whereby 15% of the money from selected treatments sold helps to raise funds for this worthy cause.

Africology only practices fair trade and is always looking for new ways to help develop individuals and communities in Africa. The products have also been designed for reed-bed disposal so they contribute to the conservation of Africa.

The spa at Rock Lodge is located 800 feet above the African Savannah with truly stunning views over the bush and offers complete privacy. At Safari Lodge, the spa is built on the banks of the dry Mabrak riverbed amongst the trees and away from the main lodge area, so the only likely disturbance is perhaps the odd elephant wandering past!

For further information, please contact:

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Notes to Editors:

Virgin Limited Edition is a collection of unique retreats chosen for their stunning locations, magnificent surroundings and offering a sense of fun, style, luxury and exceptional personal service. The group includes Necker Island in the Caribbean’s British Virgin Islands, Ulusaba Private Game Reserve in South Africa, Sa Terra Rotja in Mallorca; The Roof Gardens and Babylon Restaurant in London; Kasbah Tamadot in Morocco and The Lodge in Verbier.

For bookings please call 0800 716 919 (toll free) or +44 (0) 208 600 0430 alternatively visit www.virginlimitededition.com or www.ulusaba.virgin.com for more details.

For further information on Africology, please contact Sarah Vrancken on 07891 828 787 or sarahvrancken@press-london.co.uk alternatively log onto www.africology.co.za