



MEDIA RELEASE
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Relax, Refresh & Rejuvenate: Ovolo Invites Guests to Prioritise Self-Care with New Wellness Package

Sleep.Deep. & Stay.Well. at Ovolo this August, in Collaboration with The Body Shop

29 July 2022 – Ovolo Hotels, the award-winning boutique designer hotel collection, has today unveiled an invigorating new offer for guests seeking a unique stay focused on self-care with the introduction of its [Wellness Package](#), in collaboration with The Body Shop.

In celebration of National Wellness Month, The Wellness Package is a luxury room offer designed to enable guests staying to Ovolo to leave feeling relaxed, refreshed, and rejuvenated.

Available from 1st – 31st August at Ovolo Woolloomooloo (Sydney), Ovolo South Yarra (Melbourne), Ovolo The Valley (Brisbane) and Ovolo Nishi (Canberra), the Wellness Package includes an exclusive Body Shop ‘sleep deep’ pack, T2 sleep tea sachets, and sleep tips from the European Sleep Center designed to help guests kickstart their wellness journey.

Additionally, the package includes a \$150 dining experience at each hotels respective restaurant to experience Plant’d – Ovolo’s vege pledge for conscious cuisine and plant-based menus – plus all of Ovolo’s signature Perks, including a free mini bar in room, complimentary breakfast options, superspeed Wi-Fi, social hour, and the guest favourite Loot bags, and more.

“At Ovolo we love giving our guests unique experiences which connect with them emotionally, and this is no different. We are excited to collaborate with The Body Shop to offer the *Sleep Deep Experience* and *Wellness Package*, two opportunities for guests to enhance their stay with us through wellness month” says Stephen Howard, Group Director of Marketing at Ovolo Hotels.

The Wellness Package is now bookable now at <https://ovolohotels.com/ovolo/offers/sleep-deep-and-stay-well/>

The Sleep Deep Experience

Ovolo’s partnership with The Body Shop also extends to an innovative experiential guest experience, *The Sleep Deep Experience*, a unique stay at Ovolo Woolloomooloo, available from 11th – 14th August.

Created in collaboration with renowned sleep expert Olivia Arezzolo to provide Aussies with the tools and knowledge to sleep better and wake stronger, the experience features The Body Shop’s new four-step sleep routine which is clinically proven by the European Sleep Center to help you sleep better and wake more energised.

Designed for individuals, highlights from the experience include a personalised 1:1 sleep consultation with Olivia, a calming sleep-inducing sound-bath meditation by Sydney-based Field of Sound and a sleep-enhancing dinner designed in partnership with Olivia and Ovolo’s chefs.

The experience comes as new research revealed a third (34%) of Aussies are only sleeping up to 6 hours in a typical night and, despite spending almost \$5bn on sleep enhancements over the past two years, less than a fifth wake up feeling refreshed.

The State of Sleep survey, conducted by The Body Shop, also revealed over a quarter of Aussies (28%) don’t have a consistent sleep routine. That’s despite guidance from Dr Maxime Elbaz, Doctor of Neuroscience at the

globally renowned European Sleep Center advising that “Forming new habits and bedtime rituals is the only way to reset our sleep cycles [and avoid] the emergence of more sleep problems.”

But it’s not just sleep-friendly experiences guests can expect. The room will also be fully optimised for sleep, with a lock box for electronics – perfect for the quarter (25%) of Aussies who stay up late binge-watching their favourite shows - blue-light free bulbs to block sleep-harming blue rays and soft furnishings in calming blue hues.

Speaking on the experience, Olivia Arezzolo said: “These research findings highlight the severe lack of sleep Aussie are getting. Sleep is so important for our bodies; it helps us stay mentally and physically fit, can help reduce anxiety and depression and can help maintain healthy skin¹.

“Science-based, straightforward solutions are needed, and that’s why I’m so excited to team up with The Body Shop to create this experience and launch the new Sleep Range. Not everyone can justify a sound bath to help them drift off every evening, but there are so many elements of this experience that you can recreate at home for the perfect night’s sleep, from a protein-rich dinner, to incorporating The Body Shops new Sleep Range into your evening routine.”

Further commenting on the launch, Shannon Crisp, APAC Brand and Activism Director at The Body Shop said “The European Sleep Centre has identified a link between a good quality night’s sleep and the benefits it has on our skin health. At The Body Shop, we know that prioritising your mind and body is a rebellious act of self care, and a body and mind in balance can take on the world. We’re excited to be working with Olivia and other experts to bring this immersive experience to life featuring our clinically proven Sleep range. The new *Sleep Deep Experience* is encouraging all Australians to think more about their sleep routine and take a moment for themselves.”

The Sleep Deep Experience is now bookable now at <https://ovolohotels.com/ovolo/offers/the-deep-sleep-experience/>

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Photography: [here](#)

T&Cs – The Wellness Package

- Only available at Ovolo Woolloomooloo, Ovolo Nishi, Ovolo South Yarra and Ovolo The Valley
- Available from 1st – 31st August 2022
- 1x room bookable per hotel, per night
- Not available Sunday and Monday
- Subject to availability
- Not available in addition to other promotions
- Dining experience is only permitted for usage in associated hotel venue and must be used during stay. Not available for in-room dining

T&Cs – Sleep Deep Experience

- The Body Shop’s Sleep Deep Experience is available at Ovolo Woolloomooloo from 11th-14th August
- Bookings for the Sleep Deep Experience are limited to **one night only**. Guests may add additional nights in a separate room if they wish.
- The Body Shop’s Sleep Deep Experience is recommended for single parties only
- 1:1 sleep consultation with Olivia, Sound Bath and Morning Breathwork sessions must be booked in advance of arrival

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¹ <https://onlinelibrary.wiley.com/doi/epdf/10.1111/srt.12797>



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About the research:

The research was commissioned by The Body Shop Australia and conducted by YouGov Research online between the 14th–18th July 2022, surveying a nationwide sample of 1,072 Australians ages 18 years or older. Following the completion of interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.

About Ovolo Group

The Ovolo Group was founded by entrepreneur Girish Jhunjhnuwala and first entered the real estate market in 2002; then further expanded into the hotel industry in 2010. Ovolo Hotels quickly became one of Hong Kong and Australia’s most dynamic independent owner operated hospitality firms by providing guests with the best in effortless living across hotels and food and beverage outlets. In 2022, Dave Baswal was appointed as the Chief Executive Officer, while Girish remains as an Executive Chairman to focus on branding, development, and strategic growth of the business. Aligned by a belief in endless opportunity, the Ovolo Group pride themselves on having an unrivalled company vision.

The Ovolo Group is a collection of contemporary hotels that keep you connected to the little luxuries you love, all effortlessly included. The company prides itself on being in touch with the modern traveller through award-winning interior designs, detail-driven comforts, complimentary value-added services like the mini bar and breakfast, with cutting-edge technology. Ovolo Hotels have been acknowledged for Hotel and Accommodation Excellence, receiving the accolade “Hotel Brand of the Year”, at the 2019 and 2020 HM Awards.

A proud Hong Kong brand, Ovolo Group remains a family-owned and privately-operated business operating four hotels and three restaurants in Hong Kong, and eight hotels and seven restaurants across Australia in Sydney, Melbourne, Canberra and Brisbane.

Ovolo also has the By Ovolo Collective within its portfolio of hotels, a distinctive collection of four hotels each one unique, each one special, the more guests explore, the more they’ll find. These include Nishi Apartments in Canberra Australia, The Sheung Wan by Ovolo and The Aberdeen Harbour in Hong Kong, and Mamaka Kuta Beach in Bali Indonesia.

As of March 2021, Dash Living collaborated with Ovolo Hotels to launch two new generation of serviced rental solutions in Hong Kong. A total of 135 rooms and suites that form part of a new generation of serviced rental solutions for hyper-mobile millennials will be available for booking. The Aberdeen by Dash Living, soon-to-be converted from Mojo Nomad By Ovolo, offers 79 rooms ranging from studios to executive suites. The 56-room The Sheung Wan By Ovolo, only remaining under Ovolo’s management for stays under 7 days, will offer units from studio, one bedroom, to family room options.

Ovolo acknowledges the Traditional Owners of the lands on which we are located. We recognise their continuing connection to land, waters and culture, and pay our respects to their Elders past, present and emerging.

About The Body Shop’s new Wellness range:

The Body Shop’s Sleep Deep Experience celebrates the launch of the new Wellness range, designed to encourage Aussies to take time for themselves every day. Sourced in nature and developed by experts, the three transformative routines, Sleep, Boost and Breathe, are infused with powerful essentials oils, carefully crafted and tailored to vital needs.

Clinically proven by the European Sleep Centre to help you sleep, the Sleep range is enriched with 100% natural and biodegradable lavender and vetiver essential oils, clinically proven to help you sleep better and wake more energised. The full range is available now instore and online via www.thebodyshop.com.au

About The Body Shop Australia:

Founded in 1976 in Brighton, England, by Dame Anita Roddick, The Body Shop is a global beauty brand and a certified B Corp™. The Body Shop seeks to make positive change in the world by offering high-quality, naturally-inspired skincare, body care, hair care and make-up produced ethically and sustainably. Having pioneered the philosophy that business can be a force for good, this ethos is still the brand’s driving force. The Body Shop operates about 3,000 retail locations in more than 70 countries. Along with Aesop, Avon and Natura, The Body Shop is part of Natura &Co, a global, multi-channel and multi-brand cosmetics group that is committed to generating positive economic, social and environmental impact



From 25th October to 25th December 2021, The Body Shop will be donating a portion of profits to Little Dreamers, to a maximum of \$35,000, to support the Young Carer Advocacy Project and provide young carers with a platform to influence their community and create policy change.