



Press Release For Immediate Release

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Aquagene Spa Supports Pink Shell Beach Resort's "Going Green" Initiative with a New Product Line

Fort Myers Beach, Florida, December 4, 2008 – In an effort to support the Pink Shell Beach Resort's "going green" initiative, Aquagene, the resort's award winning spa, is excited to announce a new addition to their product line – Anakiri. Anakiri is an all-natural, eco-conscious skin care company that offers innovative and results-oriented skin, body, massage, aromatherapy and apothecary products exclusively to the spa and luxury hotel industry.

Anakiri is "BioEnergetic" skin care that uses the finest botanical-based substances to care for and nourish the skin's "Bio" aspects. The "Energetic" aspect relates to the use of homeopathic formulations, minerals, and botanical essences to open the body's energetic communication systems. Combining the essentials of BioEnergetic medicine, herbology, aromatherapy, and phyto-nutrition, Anakiri has brought mind, body, energy connection to the forefront of the skin care industry, creating a line of skin treatments like no other.

"At Aquagene Spa, I wanted to actively support Pink Shell Beach Resort's 'going green' initiative, while providing something new and exciting to our guests. Anakiri gives us just that!" said Leslie Allen, Manager of Aquagene Spa. "This all-natural line provides the result-oriented skin care that our clients are seeking. In addition, much of the Anakiri retail packaging is from recycled materials which further promote helping the environment."

The Sea of Life or Deep Sea Dermal Facials are just two of many Aquagene treatments that allow you to experience Anakiri's cutting-edge new approach to skin care.

Aquagene is a full-service, 6,000-square-foot spa located in the White Sands Villas of the Pink Shell Beach Resort and Spa overlooking beautiful Estero Bay. This peaceful, serene spa features a variety of treatments and services

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in 12 spacious, unique treatment rooms, featuring a Couples Suite and Eucalyptus Steam Room.

The Pink Shell Beach Resort & Spa, a Boykin Management Company Property, is located on Fort Myers Beach, Florida offering 1,500 feet of sugar-white sands, 221 beachfront studios and suites, overlooking the Gulf of Mexico, the barrier islands of Southwest Florida, Sanibel and Captiva. The resort features many recreational activities in a family friendly atmosphere. For more information visit www.PinkShell.com or call 239.463.8648

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