



Press Release For Immediate Release

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VIVOWHITE Teeth Whitening available now at Aquagene Spa

Fort Myers Beach, Florida - December 16, 2008 – Aquagene Spa, located at the Pink Shell Beach Resort, is now offering a new service with wide appeal, VIVOWHITE Teeth Whitening. This is a 15-minute cosmetic process and customer applied technique provided by a teeth whitening professional. A whitening gel is activated by a professional LED light with typical results ranging from 5 to 7 shades lighter.

“We are excited to be offering teeth whitening at Aquagene Spa,” said Leslie Allen, Aquagene Spa Manager. “Spa guests typically come to us for relaxation and pampering; however, there has been an ever-growing trend with guests seeking result-oriented treatments. With Vivowhite, guests will see a difference. We know this service has been popular for wedding party's and are recommending that our Pink Shell brides schedule in advance.”

The process is safe, effective and painless, and uses the same equipment and chemicals used by dentists. Best of all VIVOWHITE supports Pink Shell's “going green” efforts because the materials they use to provide this treatment have been deemed green products. The cost for a VIVOWHITE treatment is \$125 plus a 20 percent service charge. Clients may also choose to purchase whitening pens to-go to keep their smiles bright and white.

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 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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