

LONGEVA LAUNCHES 'PROJECT Z' — A CAMPAIGN FOR BETTER SLEEP

Leading spas partner with Longeva to shift the global sleep paradigm.

New York, New York, January 24, 2018: Today, Longeva, the category leader in sleep wellness programs and products for the destination spa, resort and hotel industry, announced the launch of the 'Project Z Sleep Wellness Initiative' - a program designed to offer a viable, holistic, better sleep option to stress-induced insomnia sufferers. The company also announced the program's five inaugural "Z-Hub" spa properties participating in the Project Z launch: The Spa at The Breakers, The Breakers Hotel, West Palm Beach, FL, The Canyon Ranch SpaClub, Las Vegas, NV, The Spa at The Four Seasons Westlake Village, CA, The Spa at The Lodge at Woodloch, Hawley PA and The Phoenician Spa at The Phoenician Resort, Scottsdale, AZ.

The spa guest is introduced to the home sleep ritual via an innovative massage treatment administered by a Longeva trained 'Certified Sleep Wellness Warrior'. Bundled in the treatment is the take-home 'DreamKit Beauty Sleep Ritual'; a collection of natural sleep aids that includes clinically-studied sleep music, sleep-inducing botanical serums, creams and mists (SleepCeuticals™) and a step-by-step sleep ritual guidebook that includes specific gentle stretches and breathing techniques that quickly reverse the negative effects that the hyperactivity of the day can have on good sleep.

Longeva's Director of Wellness Robert Michael deStefano, a longtime sleep wellness evangelist, sleep aid inventor and self-help sleep coach, led the creation of the initiative based on his belief that common treatment options like side-effect loaded prescriptions and OTC drugs have largely failed the consumer, leaving spa as 'the last frontier in sleep wellness'. "Poor sleep for many is a side effect of an over-stressed life. These sleep-deprived people need to recalibrate, not medicate," said deStefano. "Spas are experts at immersing their guests in wellness education, stress detox and relaxation journeys, it's perfectly logical that these influential properties use their powerful voice to take the lead in sleep wellness. I complement their vision," deStefano concluded.

Despite the abundance of sleep drugs, sleep apps, pillows, mattresses, etc., insomnia is on the rise. In 2011, The Centers for Disease Control and Prevention declared insomnia a public health problem. The Centers' latest study reports that 80 million adult Americans aren't getting enough sleep. Various consumer analysts report that sleep aids and remedies represented a \$41 billion market in 2015; and that by 2020, Americans will be spending \$52 billion. In a 2015 survey of the top health complaints, sleep issues had climbed to No. 2. "It didn't use to be in the top five, these problems have definitely increased radically in the past few years," says Mayo Clinic pulmonologist Timothy Morgenthaler, former president of the American Academy of Sleep Medicine.

deStefano views these statistics as ample evidence that now is the time for the type of holistic approach to sleep that only spas are able to provide and the spa properties readily agree.

"A key component of our spa's philosophy is to provide guests with nurturing experiences that resonate long after their departure," said Amy Retay, director of spa operations at The Breakers Palm Beach. "In recognizing the sleep-related challenges many individuals face, our team was eager to train with Longeva, to provide a service that not only addresses the issue during the service, but provides the necessary tools to affect long-term change."

Longeva holds a high level of confidence in their program's ability to make an impact and deliver results. Over the course of 2018, via a series of on-property sleep wellness workshops and events, along with social media and online advertising, Longeva will invest in a campaign to build Project Z awareness to help drive sleep-deprived consumers to the company's partnering spa locations.

Deirdre Strunk, The Canyon Ranch SpaClub's Executive Spa Director, feels that the potential to create significant change is dramatic. "We are extremely grateful to be part of this impressive group of change agents," Strunk said. "Each 'Z-Hub' has the potential to inspire thousands of people to take back their sleep, together we can make a huge impact!"

The Spa at The Four Seasons, Westlake Village launched the program in early January. Damien Craft, the property's Senior Spa Director is excited about the early results of the Project Z program. "I am extremely impressed with the overwhelmingly positive response we have had from our guests after experiencing our Sleep Ritual Treatment," Craft commented. "Longeva is revolutionizing the spa industry with their innovative approach to helping guests achieve a better nights sleep. The combination of quality products, clinically approved music and sleep guide is the perfect solution for a great nights sleep," Craft concluded.

Please contact Hasti Nazem, hasti@longeva.com / 240-449-9505 for more information, product samples or to contact Robert deStefano or any of the listed spa property representatives. Or visit Longeva.com

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Longeva | Wellness Driven™ is a San Francisco based wellness consulting, education and product company recognized as the category leader in sleep wellness programs and products for the destination spa, resort and hotel industry.