

Desert Inn to Build World's Most Complete Health Spa

(EDITOR'S NOTE: Burton Cohen, president of the Desert Inn & Country Club is one of Las Vegas' greatest innovators. In 10 months the Desert Inn will have a three million dollar health spa attracting tourists from all over the world. Las Vegas needs projects of this magnitude. Thank you, Desert Inn.)

Burton M. Cohen, president of the Desert Inn and Country Club, announced plans today to open the world's most complete health spa on the grounds of the famed Las Vegas resort.

Cohen added that the cost of the new facility, offering the latest in health services, is estimated at \$3 million and that well-known health spa authority Peter Stein has been appointed director of the new spa.

Ground-breaking ceremonies are scheduled in 90 days, with completion expected next winter. Marnell Corrao has been engaged to design and construct the posh free-standing 18,000 square-foot complex.

Among the many services and facilities available to patrons will be the newest hydraulically operated Dynamic Accommodating Resistive weight-training equipment, numerous fitness classes and seminars, authentic European hydrotherapy treatments, individually designed skin care and make-up programs, various types of whirlpools, Oriental, European and special under-water massage techniques and five new lighted tennis courts.

In addition to the staff of specially trained attendants and masseurs, a physician and dietitian will be on staff to attend the personal needs of customers as well as establishing special diet meals that will be served in a section of the dining room.

Also planned is a half-mile jogging trail surrounding the perimeter of the new tennis courts. An added feature for joggers will be an obstacle course for those who wish to test their athletic prowess.

Cohen emphasized that this world-class spa will rival the famous La Costa spa in Southern California and the leading health spas of



BURTON M. COHEN

Europe.

And for the first time since the hotel opened more than 30 years ago, the resort's name will be changed. It will be known as the Desert Inn Country Club and Spa. The new title will be appearing in all DI advertising, brochures and publicity.

DUAL FACILITIES

The spa's dual facilities include a lounge, locker room, showers, toilets, vanity areas, facial rooms, massage rooms, snooze room, herbal wrap and fango therapy room, under-

water massage room, loofa/salt glow/vichy room, steam room, sauna, communal hot and cold pools, private whirlpools, weight training room, large open gymnasium for various classes, jogging and fitness trail, special spa dining area, complete beauty and barber facilities and deluxe accommodations.

SERVICES

Hydrotherapy

1. Each side will have three communal pools; one at 104 degrees, one at 100 degrees and one contrast pool at 75 - 85 degrees. There will also be four private whirlpools on each side.

2. Saltglow -- gentle body massage with fine sea salt and precious oils.

3. Loofa -- invigorating body massage with a special loofa mitten and mint soap.

4. Body Shampoo -- soothing body cleansing with camomile soap and a soft natural sponge.

5. Vichy treatment -- overhead alternating hot and cold needle showers of varying velocities tone and invigorate while the patron reclines on a special table.

6. Underwater massage -- Special tubs are filled with water and heated to body temperature. Various underwater jets induce relaxation and create a floating effect. A highly skilled therapist then manually massages the body underwater with a special hose attachment.

Thermotherapies

1. Fango therapy -- Fango is a dehydrated moor containing minerals and converted plant-life parts. It is mixed with paraffin, and packs are applied at 116 degrees Fahrenheit, locally. These packs increase blood flow and metabolic rate, and they help such ailments as lower back pain.

2. Herbal wrap -- Unbleached linen sheets are soaked in a hot herbal solution and then wrapped around the patron. Additional layers of linen sheets, rubber sheets and blankets keep the heat in and help soothe and relax tight nerves.

3. Turkish steam room -- Moist heat of

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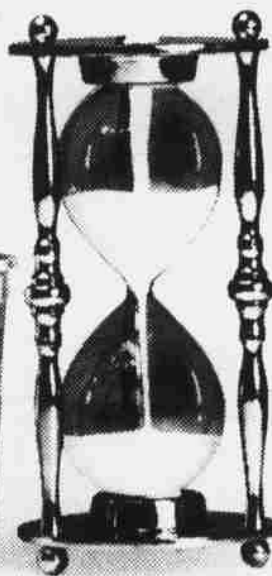
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