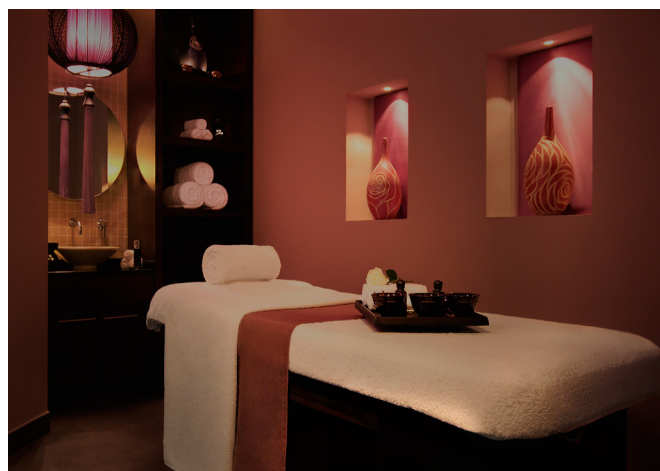




## SENSASIA URBAN SPA CONTINUES ITS SUPPORT FOR BREAST CANCER AWARENESS WITH BESPOKE TREATMENTS, BEAUTIFUL GIFTS AND FURTHER DONATIONS TO FRIENDS OF CANCER PATIENTS

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SensAsia Urban Spa is proudly supporting the global and local drive to raise awareness of breast cancer this October. With breast cancer still accounting for more than 30 per cent of female deaths in the UAE, and one in 10 Arab girls born today predicted to be diagnosed with the disease in later life, SensAsia is once again encouraging its clients to seize the chance to support this vital cause, while they improve their own wellbeing.

Having formed a strong relationship with Friends of Cancer Patients, across their 11-year partnership, SensAsia has created a bespoke treatment, embroidered neck pillow and essential oil for its 2016 initiative. Profits will once again be donated to the Sharjah-based charity, which has been fighting to improve the lives of local people affected by cancer since 1999, under the patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi.

Known throughout the region for its exceptional massages, SensAsia has put forward a firm favourite to raise funds. A SensAsia client 'must-try' throughout the brand's 12 successful years, Bali Chic is a trademarked, tailored and consistently popular 90-minute massage that combines long strokes, pressure point and Thai stretching techniques to de-stress the body and mind, zap tension from troubled spots and soothe the soul. For October, the treatment will be rebranded the Be Aware Bali Chic Massage, in recognition of Breast Cancer Awareness Month.

**SensAsia's Be Aware Bali Chic Massage costs 499dhs – 10% of profits will be donated to Friends of Cancer Patients.**

The SensAsia team has also lovingly-designed and produced a limited number of bespoke neck pillows in aid of Breast Cancer Awareness Month. The chic, black, delicately-embroidered pillows feature a beautiful pink ribbon design, along with tastefully-placed, empowering, quotes from iconic females such as Audrey Hepburn. The gift-perfect pillows can be heated and draped around the neck and shoulders to ease muscle tension at home or on-the-go – a process that SensAsia clients are offered, and often relish, after every treatment they take in spa.

**SensAsia's Be Aware Neck Pillows cost 299dhs – 100% of profits will be donated to Friends of Cancer Patients.**

[more follows]



To complete its Be Aware trio, SensAsia has also created a limited edition adaptation of its best-selling 'Signature Blend' essential oil. Combining a unique, uplifting mix of lemongrass, geranium and lavender, the oil bears a pink ribbon for October. A few drops onto a pillow, into water for use with a burner, or mixed with body products and applied to skin will provide an intoxicating scent, and immediate pick-me-up.

**SensAsia's Be Aware Essential Oil costs 60dhs – 100% of profits will be donated to Friends of Cancer Patients.**

**EDITOR'S NOTES:** SensAsia's Be Aware Bali Chic Massage, Be Aware Neck Pillows and Be Aware Signature Blend Essential Oil are available at all SensAsia Urban Spa locations throughout October.

SensAsia Urban Spas can be found at The Village in Jumeirah, Emirates Golf Club, Palm Jumeirah and Souk Al Manzil in Downtown Dubai. The Emirates Golf Club and Palm Jumeirah spas are open to both men and women, while The Village and Souk Al Manzil spas are reserved for ladies only.

For more information, online bookings and purchases, location and contact details for each SensAsia Urban Spa, plus a full treatment menu, visit [www.sensasiaspas.com](http://www.sensasiaspas.com)

**PRESS IMAGES:** A full selection of high resolution images can be downloaded via the link below:  
<https://www.dropbox.com/sh/203hb1q3qt7ebj3/AADfdxCrnVnnkfxjvuG4nYQqa?dl=0>

**PRESS CONTACT:** For more press information on all aspects of SensAsia Urban Spas, plus images, review and interview opportunities, contact *Sarah Walker-Dufton* at Media Maven.  
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**About SensAsia Urban Spa:** SensAsia Urban Spa is the largest independent spa chain in the UAE, which celebrates a sparkling 12 years of providing unique pamper havens to the masses of spa-ites in the Middle East in 2016. With its uber-chic day spa locations, located in premium city spots, SensAsia offers a sensory journey through blissfully indulgent experiences – stemming from Balinese grace, Japanese elegance and Thai tradition. It all began with The Village, Jumeirah, where founder Salina Handa created the ultimate sanctuary for health and wellness-savvy 'Jumeirah Janes' back in 2004. The SensAsia family then spread to Emirates Golf Club and Palm Jumeirah, and most recently the Downtown Dubai hub of Souk Al Manzil.

**About Friends of Cancer Patients:** Friends of Cancer Patients [FoCP] charity is a non-profit organisation, founded in September 1999 under the directives and patronage of Her Highness Sheikha Jawaher bint Mohammed Al Qasimi. FoCP provides a broad spectrum of support for its patients including financial support, which entails covering treatment expenses for chemotherapy, radiation and other needed medications, in addition to expenses for investigative and surgical procedures including bone marrow transplants and prosthetic limbs. FoCP provides transportation and food allowance for underprivileged cancer patients, and facilitates sending patients abroad for specialised treatment. FoCP also provides moral support, offering cancer patients and their families psychological consultations and Hajj and Umrah services. See [www.focp.ae](http://www.focp.ae)