

saltability[®]

Consumer Insight Study: Himalayan Salt Stone Massage

Highly preferred by guests at the 5-star Langham Chicago

- Preferred by 83 percent of spa-goers, in comparison to traditional massage.
- Leaves skin with improved feeling through 84 essential, skin-nourishing minerals and light exfoliation, in comparison to traditional massage.

In a four-month long research effort led by William Wesley Myers, North America regional director of spa, spa-goers at Chuan Spa at the Langham Chicago were surveyed regarding their satisfaction after receiving a Saltability Himalayan Salt Stone massage.

Number of respondents: 300. Surveyed between April 15 and Aug. 15, 2018.

Question 1: After receiving a Himalayan Salt Massage and you had the option during your next massage, would you schedule again or prefer to schedule a traditional massage?

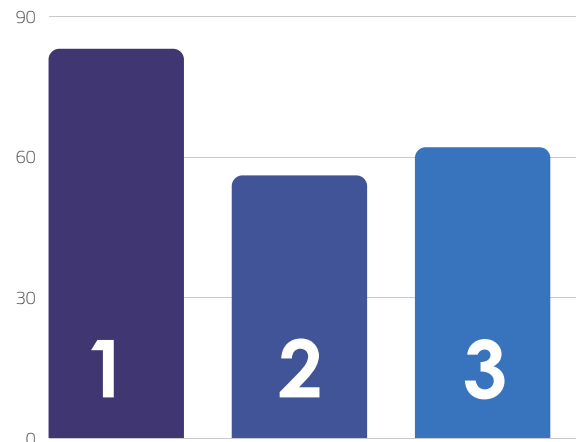
83% Preferred Himalayan Salt Stone Massage over traditional massage.

Question 2: How do you feel in comparison to how you felt following a traditional massage?

56% Felt better overall, in comparison to a traditional massage.

Question 3: Immediately following Himalayan Salt Stone Massage, how does your skin feel?

62% Said their skin felt better after Himalayan Salt Stone Massage.



THE LANGHAM
CHICAGO

In 2018, *Forbes* presented Chuan Spa and the Langham Chicago each with five-star awards for excellence. Known for its timeless British style and legendary service, the Langham Chicago was also rated the top spa in Chicago and the number 13 hotel in the continental United States by *Travel+Leisure*.