

**SAWGRASS MARRIOTT GOLF RESORT & SPA
PRESS RELEASE**

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FOR IMMEDIATE RELEASE

**THE SPA AT SAWGRASS NOW CARRYING
EXCLUSIVE PRODUCTS FROM BABOR COSMETICS**

PONTE VEDRA BEACH, Fla. (June 22, 2010) – [The Spa at Sawgrass](#) is now carrying a wide variety of BABOR Cosmetics products. Wellness and cosmetic products from trusted and world-renowned BABOR Cosmetics have long been client favorites at exclusive clubs and resorts throughout the world.

Originating in Germany and known for its high standards of in-house product research and development, BABOR Cosmetics lines are found in such upscale establishments as the Four Seasons in New York, the Al Maha in Dubai and the Hotel Union in Norway. The Spa at Sawgrass began carrying BABOR Cosmetics products in the fall, and the response from clients has been overwhelming.

“I’ve been familiar with BABOR Cosmetics since 2004, and we used their products at resorts where I worked previously,” said Spa Executive Director Damien Craft. “The company has created excellent products to treat skin care needs for men and women of all ages. Our product sales have nearly doubled since we introduced the brand to our spa.”

Located at the [Sawgrass Marriott Golf Resort & Spa](#), The Spa at Sawgrass carries

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the company's full-range of women's skin care and make-up products, as well as BABOR MEN – a line designed especially for men's skin care which contains an innovative active TAUREC complex made of taurine, hops and Siberian ginseng. Other lines includes baborganic, which is made from 100% organic natural extracts, plant-based emulsifiers, and Ecocert-compliant raw materials and perfumes, and the unique SeaCreation® line, which uses a complex of protective thermophilus, pearl protein and sea silk.

In addition to BABOR Cosmetics, the spa gift shop carries a variety of products including the new signature Green Tea & Lemongrass Collection designed specifically for the Spa at Sawgrass.

For more information about BABOR Cosmetics products or the Spa at Sawgrass, call (904) 674-4772 or visit www.spaatsawgrass.com.

About Sawgrass Marriott Golf Resort & Spa

[The Sawgrass Marriott Golf Resort & Spa](#), host of THE PLAYERS Championship, is Northeast Florida's premiere destination for vacations, conferences and special events. The award-winning resort has been ranked as the #1 Best Golf Resort in Florida and the ninth best golf resort in the country by *Travel and Leisure Golf Magazine*. Guests of the resort have exclusive access to eight championship courses including THE PLAYERS Stadium course, a Pete Dye-designed course ranked by Golf.com as the #1 best course to play in Florida and ranked #10 by Golf Magazine for best course to play in the United States. Other amenities of the resort include the Spa at Sawgrass, a 25,000

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square-foot oasis featuring 19 treatment rooms, a wellness center with trainers, fitness classes, men's and women's locker rooms, a private pool and exclusive parking. For beach enthusiasts, the Cabana Beach Club is a private and relaxing beachfront getaway for the entire family to enjoy the simple pleasures of Ponte Vedra Beach. The newly renovated club features private beach access, a Junior Olympic heated swimming pool, three restaurants, shower and changing facilities, a playground, towel service and beach rentals.

To visit the Sawgrass Marriott Golf Resort & Spa, travel J. Turner Butler Boulevard East to State Road AIA South toward Ponte Vedra/St. Augustine. Turn right on PGA TOUR Boulevard and turn left into the Sawgrass Marriott Golf Resort & Spa. For more information about the resort, call (904) 285-7777 or visit online at www.sawgrassmarriott.com.

Photography:

1.) BABOR Cosmetics products are now available at The Spa at Sawgrass.

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