

# Spa

## Heaven

*Bayan Loutra*

The shops can be overwhelming, and the relentless humming of the car engines may be unnerving, but there is a place in Piccadilly, the heart of London, where time stands still.

Bayan Loutra, the new beauty salon and spa has opened its doors in Piccadilly Arcade, offering bespoke health and beauty treatments – indeed, bespoke crèmes – from top to toe.

Founded by pharmaceutical chemist Dr. Enam Bagedo, Bayan Loutra produces products tailor-made to each individual client's needs, according to skintype and allergies.

Raw materials are hand-picked from identified sources throughout the world and, with a number of testings before the finished moisturiser is bottled in embellished jars

and silver pots, the service resembles that of the haute couture in fashion.

Explains Dr. Bagedo, who has been through the beauty treadmill with eight years' study of pharmaceuticals: "There are many salons and products making unrealistic promises, but the raw materials used in our products are some of the best quality you can find in the world. I find some of them myself – I believe in combining the finest products from different cultures to get the best result."

Adds Dr. Bagedo: "And the best result is a range of cosmetics that give the user a holistic feeling of well-being and allow the skin to shine in its own natural beauty."

Prices for crèmes range from £20 to £317. There is also a full range of beauty salon services on offer – not least the Brazilian bikini wax using chocolate, at £33. The oxygen face cleanser is £80, pre-natal massage £90, a pre-party quick makeup fix £58 and the de-stress aromatherapy for men is £50.

Founded on thorough cultural research, Bayan Loutra offers an all-encompassing culture of beauty. The name is a combination of Arabic with Bayan meaning 'the sharing of wisdom' and Loutra which is Greek for spa.

Explains a source: "Bayan Loutra brings together the secrets of ancient Arabic culture shared through generations of women and interprets these accepted truths in a contemporary way.

"There are no unrealistic claims, simply the knowledge of trusted traditions. Now this established wisdom is brought to a new culture."

For more information or to book an appointment please call 0870 777 0924 - [bayanloutra.com](http://bayanloutra.com)



- (1) **ESTÉE LAUDER**, Pure Color Lipstick, £14.50; Double Wear Stay-in-Place ShadowStick, £12; Pure Color Eye Shadow, £14; nationwide, [esteelauder.co.uk](http://esteelauder.co.uk).  
 (2) **KATE by KATE MOSS**, Eau de Toilette, 30ml, £21; nationwide.  
 (3) **CLINIQUE**, Repairwear Lift, firming day cream, 30ml, £33; [clinique.co.uk](http://clinique.co.uk).  
 (4) **CHANEL**, Exclusive Creation, 4 Camellias de Chanel lipsticks, £32; nationwide, [chanel.com](http://chanel.com).  
 (5) **BAYAN LOUTRA**, post-natal bath herbs, 250ml, £188.60; 0870 777 0924, [bayanloutra.com](http://bayanloutra.com).  
 (6) **DAISY by MARC JACOBS**, Eau de Toilette, 50ml, £40; 0800 652 7661, [marcjacobs.com](http://marcjacobs.com).