



Casa Fondata nell' Anno 1612  
Firenze

Pharmaceutical perfumer's workshop Santa Maria Novella from Florence is one of the oldest pharmacies in the world. Founded by Dominican Friars shortly after 1221. The Fathers initiated them to cultivate medicinal herbs in their own garden and preparing it to make medicines, balms and pomades for the monks' infirmary. When news of the quality of the products produced by the pharmacy reached the outside world, it was decided to open to the public.

From this period, throughout the centuries, they were acclaimed and they set for goal to transcend boundaries, still being managed by Fathers, which continued until 1866. Following the confiscation of the church assets by government, the company became a state owned enterprise, however it was ceded to Cesare Augusto Stefani, the nephew of the last monastic director.

From this moment four generations from the same family have succeeded to manage it.

Today, managed by Eugenio Alphantery, the ancient tradition of herbal care both perpetuates and renews. Using only raw materials of the highest quality continuing to follow the ancient procedure originated by the founding Friars.

All the preparations are based on traditional herbs and oils of natural

origin and focused exclusively on the herbalist's art. Furthermore, none of its products are tested on animals. The vast majority of the medicinal herbs used in its products are grown locally on the hills around Florence. All the production is done thanks to engines which are especially studied allow for company's particularities.

Each product tells a story, for example "l'Acqua della Regina" was originally created for Catherine de Medicis, the queen of France. Also, we can not forget famous recipes as Liquore Mediceo, Alkermes, Elisir di china and Acqua di Santa Maria Novella made with famous Santa Maria herbs for its relaxing qualities.

To create the cream line for treatment and hygiene on body and face were used others than herbs, plant and flower essences, vegetable oils and powders from exceptional flowers drying and gridding.

La Posta Vecchia and Il Pellicano Health & Beauty Clubs enjoy the presence of the entire line of Santa Maria Novella products to realize each of our "Rituals".

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## BODY TREATMENTS

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## HERBAL BODY RITUAL

50 minutes

A complete beauty treatment transforms the skin to silk. Santa Maria Novella's aromatic natural salts, blended into a nourishing and moisturizing emulsion, leave the skin smooth and supple, thanks to a deep oxygenation.

## DETOX BODY RITUAL

50 minutes

A tailor made body treatment to detox the body and remodelling tissues. A smooth blend of Green and White Clay, combined with Santa Maria Novella's herbal serums including Black Algae, Sea Oak Cypress and Peppermint extract detoxes the body.

## IRIS RESTORING BODY RITUAL

50 minutes

Delicate treatment dedicated to sensitive skin. A gentle decongestant mask enriched with Santa Maria Novella's Floral Water, Olive Oil and Florentine Iris Powder, exfoliates, hydrates and protects the tissue. The cream, enriched with vitamin E and Aloe, will hydrate and nourish the skin, restoring the hydrolipidic film.

## CITRUS FRUITS ANTIOXIDANT BODY RITUAL

50 minutes

A treatment conceived to exfoliate and regenerate the skin. Santa Maria Novella's deep acting Orange Honey and Sugar Cane body scrub combines with the antioxidant qualities of Citrus Fruits and Sweet Almond Oil.

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## FACE TREATMENTS

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## ANTI AGING FACE RITUAL

50 minutes

A treatment conceived to tone and regenerate the skin. Santa Maria Novella's Natural Serum, enriched with vitamins, stimulates natural cell activity while Olive Oil and Pollen Extract improve skin elasticity. A Vitamin F mask and relaxing lymphatic massage complete the treatment.

## WATER FACE RITUAL

50 minutes

An intensive hydrating treatment. Thanks to Santa Maria Novella's natural and fresh ingredients, such as Honey, Beeswax and Mallow extracts, the skin is deeply moisturised. A massage to regenerate and oxygenate the tissue, leaves the skin mat and toned.

## ROSE FACE RITUAL

50 minutes

A treatment conceived for sensitive skin. A delicate exfoliation gently cleanse the skin, the Rose Floral Water decongest and tone it. The lymphatic massage and rebalancing mask will hydrate and protect the skin, producing an intense sense of wellbeing.

## LUX FACE RITUAL

50 minutes

A deep cleansing treatment suitable for all skin types. A gentle apricot scrub exfoliate and a velvet mask brightens the skin. A deep massage completes this delicious treatment.



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## MESSAGES

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## CANDLE MASSAGE

50 minutes

The perfumed and soft butter drops of the Santa Maria Novella Candle, will drip on the body in a pleasing warm sensation. Enjoy a deeply relaxing massage and let stress dissolve away in the flicker of candlelight.

## OLIVE OIL MASSAGE

50 minutes

This is the perfect combination of traditional massage techniques with natural ingredients from the Mediterranean. Fine olive oil has intrinsically powerful qualities, nourishing and rich in antioxidants it enhances your skin's suppleness. The massage will pamper the body and leaves the skin restored.

## ENERGY MASSAGE

50 minutes

An intense massage combining oriental and western techniques which stimulate oxygenation of muscle tissues and effectively eases tension. This re-energising treatment will help to regain physical equilibrium.

## SCENTED NOTES MASSAGE

50 minutes

Relaxing massage techniques produce a deep sense of serenity and wellbeing. Natural essences blended with Almond Oil nourish and moisturise the skin.

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## BEAUTY SERVICES

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## MANICURE LUXURY RITUAL

A soft scrub and natural enzyme peeling mask for your hands. The nourishing properties of Santa Maria Novella's Almond Paste promotes suppleness in your skin. A stimulating massage completes this delicious treatment which leaves your hands visibly refreshed and perfectly smooth to the touch.

## PEDICURE LUXURY RITUAL

A deep exfoliation and warm foot bath with a blend of Scented Salts, refresh, tone and prepare muscle tissues for feet and legs most effective treatment. A drainage and stimulating massage complete the treatment followed by the application of Santa Maria Novella's Foot Cream that relieves feet and legs from fatigue.

## WAXING

(Total and partial)

Santa Maria Novella's Florentine Iris Powder and delicate Rose Floral Water calms and refreshes the skin before waxing. The treatment is completed with the application of a moisturising balm which leaves skin sensuously soft and smooth.

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## BEAUTY INFO

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## HOURS OF OPERATION

Open daily from 10.00 to 20.00.

## BOOKING

Health & Beauty Club staff will be pleased to guide guests in selecting the most suitable treatment for their needs.

## ETIQUETTE

To ensure privacy and relax, inside the Health & Beauty Club mobile phones must be switched off and we request to lower the tone of voice. Guests can arrive directly in their robe or use the changing rooms. Children under 16 cannot use the beauty centre services unless they are accompanied and supervised by an adult. The steam room is for both our male and female guests, so we request no nudity.

## PUNCTUALITY

Guests are kindly requested to arrive at least 10 minutes prior to their appointment time for a calm and relaxing experience. We regret that lateness may result in a reduced treatment time, to allow for the next guest's appointment.

## CANCELLATION

In case of cancellation made less than 12 hours before the treatment, 50% of the cost will be debited. For all cancellations made less than 2 hours before, the entire cost will be debited.

## HEALTH STATE AND PREGNANCY

At booking time all guests will be requested to fill out a questionnaire relating to their health conditions. We remind you that some treatments or massages and the use of the steam room are not recommended during the first 12 weeks of pregnancy.

## BRING SANTA MARIA NOVELLA HOME

To continue your journey of relaxation and wellbeing at home, we offer a selection of Santa Maria Novella products at the Health & Beauty Club.



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