

# Seaflora Skincare and Willow Stream Spa at Fairmont Empress Hotel Celebrate World Oceans Day 2017



“Seaweed Lady” Diane Bernard and her gumboots-clad team at **Seaflora** recently held an early morning beach walk event at their favourite playground: Whiffin Spit, Sooke, British Columbia in celebration of World Oceans Day 2017.

Their guests on the morning of June 8, 2017, were Spa team members from Willow Stream Spa at Fairmont Empress Hotel, Victoria. Under a typical west coast drizzle, the group of a dozen or so scoured the inter-tidal zone at low tide, armed with wooden walking sticks and an eagerness to learn. At their lead was the knowledgeable and enthusiastic Diane Bernard, “Sea”-E-O of Seaflora Skincare, a local face and body care line based on sustainably-harvested, USDA Certified organic seaweeds, ocean mud, and marine minerals. The goal of the morning was to introduce Willow Stream Spa team members to the swath of wild organic seaweeds infused into each

Seaflora product. Walking along the inter-tidal zone, guests were invited to observe and to hold fresh, vibrant seaweeds as Diane Bernard spoke to their many uses and benefits. Throughout the event, guests learned that though there are over 500 species of seaweed, they are easily divided into three groups: red, brown, and green. The group quickly realized that seaweeds come in all shapes and sizes – and that some of them make excellent wigs, deluxe boas, and Tiki skirts.

While the event was planned around the introduction at Willow Stream Spa of an exclusive new treatment – the luxurious Salish Sea Vitality Treatment – using Seaflora products, educational beach walks are a regular gig for Seaflora founder, Diane Bernard. As much as she enjoys sharing the health and wellness benefits of seaweeds, and exposing exciting new research, she makes a strong point of spreading awareness of our pristine marine coastal environment, and the importance of ecological preservation. How fitting that this event happened on World Oceans Day!

**Adam Butcher**, *Director of Business Development at Seaflora*, was happy with the event's success: "Ocean education, conservation, protection and sustainability is a 365 day a year commitment for Seaflora Skincare. We are thrilled to have the Willow Stream Spa join us."

**Anita Voorsluys**, *Spa Sales Manager, Willow Stream Spa at Fairmont Empress Hotel*; "It was an absolutely incredible morning. We all learned so much and got to spend our morning soaking in the Salish Sea... Couldn't ask for anything better!"

At the end of the walk, guests were invited to visit the spacious office and production area at Seaflora's ecologically-built location on Otter Point Road. Inspired with their new knowledge and refreshed by the invigorating ocean air, the estheticians and therapists of Willow Stream Spa left with gift samples of Seaflora products, and couldn't help but notice the feeling of softness that the seaweeds' touch left on their hands, a testament to the healing power of our oceans!

**About**

**Seaflora Skincare** offers a full line of skin-loving products for Face, Body, and Anti-Aging, all based on potent, locally-harvested organic seaweeds. For more information, visit their website at [Seafloraskincare.com](http://Seafloraskincare.com) or call toll-free at **1-877-713-7464**

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