

Pure by Serenity

Pure by Serenity invites you on a journey of natural restoration and indulgence. Each treatment is crafted with carefully selected ingredients, celebrated for their purity and effectiveness, to awaken the senses, nourish the body, and calm the mind.

Immerse yourself in rituals that combine the wisdom of nature with expert techniques, leaving your skin radiant, your spirit renewed, and your well-being elevated.

THERMAL SUITE

Pure by Serenity invites you to join this journey of tranquility and to find the time to relax in our Thermal Suite. Simply close your eyes and enjoy our facilities that include sauna, steam room and jacuzzi. The minimum age requirement for access to the Thermal Suite is 16 years old. The use of the facilities requires prior booking.

SIGNATURE TREATMENTS

Purity of Dubai 90min

A celebration of the UAE's natural treasures, Purity of Dubai is a signature treatment designed to exfoliate, soothe, and deeply nourish the body. The ritual begins with an energizing coffee body scrub, gently removing impurities while stimulating circulation and revealing radiant, renewed skin. The experience concludes with an indulgent massage using oud oil, rich in natural antioxidants, which locks in moisture, enhances suppleness, and envelops the senses in its warm, captivating aroma. Pure, natural, and restorative, Purity of Dubai reconnects mind, body, and spirit through the nurturing power of nature's finest ingredients.

Prodige des Océans Ritual by Thalgo 120min

The ultimate high-regeneration beauty ritual, face and body, combining a patented cocktail of 64 marine nutrients, with 7 precise techniques for total relaxation.

Pure Serenity Ritual by Voya 120min

A complete top to toe relaxation journey. Starting with a seaweed infused body exfoliation, followed with body massage including face and scalp that replicate the movement of the sea, combining both gentle and stimulating movements.

COUPLES

Serenity For Two & Thermal Suite

60min + 60min

Share a moment of pure relaxation with your loved one and enjoy side-by-side massages designed to melt away tension and restore harmony. After your treatment, continue the journey together in our Thermal Suite, where you can unwind in the sauna, steam room, and jacuzzi for a deeply soothing experience.

Romantic Ritual & Thermal Suite

90min + 60min

Celebrate love with a deeply indulgent journey designed for two. Begin with a gentle body scrub that renews and softens the skin, followed by a soothing side-by-side massage to melt away tension and restore harmony. After the treatment, continue your time together in our Thermal Suite, where you can relax in the sauna, steam room, and jacuzzi for the perfect romantic escape.

Couples Escape by Voya & Thermal Suite

90min + 60min

A couples' treatment that allows lovers to connect with each other and reconnect with their bodies. Starting with a joint foot cleansing ritual, the treatment continues with breathing exercises and a full body massage. A singing bowl sound healing session completes this perfect couple's retreat. Afterward, couples can enjoy the relaxing facilities of our Thermal Suite, including the sauna, steam room, and jacuzzi.

THALGO
LA BEAUTE MARINE

FACIAL TREATMENTS



Instant Glow Facial

30min

Quick and perfect solution for tired and dehydrated skin, ideal for restoring glow and radiance.



Spiruline Boost Facial

60min

The energising marine shot to energise the features, smooth wrinkles and revive the complexion's radiance.



Hyalu-Procollagene Facial

60min

The wrinkle-to-wrinkle treatment combining hyaluronic acids and marine pro-collagen with Roller Boosters, for efficacy that can be seen, after the first treatment. Instantly, the face looks younger, as if relaxed, and even established wrinkles appear smoothed.



Prodige des Océans

90min

The ultimate high-regeneration beauty ritual, combining a patented cocktail of 64 marine nutrients, with an anti-ageing massage inspired by Japanese techniques.

Other Services

Luxury Face Mask | Luxury Eye Treatment | Extraction

FACIAL TREATMENTS by PURE

Pure Sculpt Facial

45min

A targeted face massage, using sculpting techniques and pressure points to stimulate circulation, release tension, and leave your skin refreshed and radiant.

Pure Sculpt Package

5x 30min

A series of five targeted sessions, using sculpting techniques and pressure points to stimulate the skin, improve circulation, and reveal a refreshed, toned, and radiant complexion.

The inclusions in this package are non-transferable. This package is not eligible for other discounts or further benefits.

VOYA

BODY TREATMENTS

BODY SCRUBS

Luscious Salt Glow

45min

Infused with Dead Sea salts, uplifting citrus essential oils and organic seaweed, a combination that hydrates the skin and increases its glow.

Lavender & Seaweed Sugar Glow

45min

A wonderful fragrant mix of lavender oil, seaweed and sugar, this treatment has a double action of gently removing dead skin cells and relaxing the mind.

BODY WRAPS

Ocean Essence Total Body Wrap

75min

Harness the power of pure seaweed to energise and rejuvenate. Following a hydrating body exfoliation, a warm seaweed gel body mask is applied, which encourages detoxification, combats cellulite and fatigue, and moisturises the skin.

Seaweed Leaf Wrap

90min

Starting with a detoxifying seaweed body scrub, the whole body is then wrapped in warm seaweed leaves to firm and hydrate the skin. After a blissful scalp massage, the skin is treated to a nourishing veil of moisture to leave it glowing and rejuvenated.

SLEEPING RITUALS

Mindful Dreams

60min

Be ready to have all stresses and strains melt away in this ultimate sensory treatment to help you achieve the perfect night's sleep. Incorporating products especially chosen for their soothing properties, alongside sleep-inducing massage, rose quartz crystals and meditation techniques, this wellbeing focused treatment induces instant tranquility.

Herbal Sleep Cocoon

90min

Nourishing down to a cellular level, this ritual uses a combination of sound therapy while cocooned to dissolve physical and emotional blockages, facilitating deep relaxation, and promoting healing on all levels.

BRANDS



THALGO
LA BEAUTE MARINE

The sea has always been a vital source of energy for humanity, capable of regenerating both body and mind. For more than 50 years, THALGO has drawn inspiration from it, combining effectiveness with well-being. Today, its pharmaceutical and Mediterranean roots infuse this marine energy through products and protocols that revitalize body and mind, revealing radiant beauty.



VOYA
ORGANIC LUXURY FROM THE SEA

VOYA brings the restorative and healing powers from the sea, utilising the minerals and vitamins from seaweed to have pronounced anti-ageing, skin conditioning, repairing and grounding effects on the mind, body and soul.

SPA ETIQUETTE

- Reservations must be made directly with Pure by Serenity by telephone, WhatsApp, e-mail, or online. Please reserve your treatment as early as possible to ensure availability, particularly when booking multiple treatments and packages.
- Guests who are not staying at the hotel are required to pay 100% of the value of the treatments at the time of booking in order to guarantee the appointments.
- Should you require any service change or cancellation, please notify our team a minimum of 6 hours in advance.
- In case of non attendance or cancellation less than 6 hours in advance, we reserve the right to charge the full treatment value.
- We recommend that you arrive at least 15 minutes before your treatment begins to fill-in our health form.
- Late arrivals cannot receive an extension of treatment time due to other appointments and specific scheduling.
- Late arrivals will be charged 100% of the value of the treatment(s) booked.
- Pure by Serenity cannot be held responsible for lost or stolen items. Please avoid bringing valuables with you.
- For the comfort and hygiene of all our guests, please wear a swimsuit while enjoying the Thermal Suite facilities.
- The minimum age requirement for access to the Thermal Suite is 16 years old. Juniors (up to 15 years old) are not allowed to use the facilities of the Thermal Suite.
- Prices in Dirham (AED).
- Prices inclusive of 7% municipality fee, 10% service charge and 5% VAT.

Pure
by Serenity

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TREATMENT	TIME	PRICE (AED)
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THERMAL SUITE

Treatment Day	30/60min	100 / 160
Hotel Guest	30/60min	160 / 300
Non-hotel Guest	30/60min	260 / 400

SIGNATURE TREATMENTS

Purity of Dubai	90min	750
Prodige des Océans Ritual by Thalgo	120min	950
Pure Serenity Ritual by Voya	120min	950

COUPLES

Serenity For Two & Thermal Suite	60min + 60min	990
Romantic Ritual & Thermal Suite	90min + 60min	1240
Couples Escape by Voya & Thermal Suite	90min + 60min	1240

FACIAL TREATMENTS by THALGO

Instant Glow Facial	30min	320
Spiruline Boost Facial	60min	560
Hyalu-Procollagene Facial	60min	600
Prodige des Océans Facial	90min	750

OTHER SERVICES

Luxury Face Mask		70
Luxury Eye Treatment		200
Extraction		120

FACIAL TREATMENTS by PURE

Pure Sculpt Facial	45min	350
Pure Sculpt Package	5x30min	1400

