

**L.RAPHAEL BEAUTY SPA
MEDIA MIXOLOGY
PR/COMMUNICATIONS ACTIVITY REPORT
JANUARY 2020**

US PR ACTIVITY SUMMARY

WRITING/EDITING

- Write-up to pitch FSNY Spa's Valentines Day Offers and the new Travel Kits and winter skincare bestsellers for Valentine's Day gifts
- Drafted a statement for L.RAPHAEL's departure from the Spa Montage Beverly Hills
- Drafted suggested tips for a more successful/happy life based on the Seven Foundations for Forbes.com article being written by Laura Begley Bloom

MEDIA RELATIONS: MEETINGS & OTHER PR/COMMUNICATIONS ACTIVITY

- **Outreach and rescheduling of media appoints for Ronit's visit in January:**
 - Beth Klein – PR for Virtue luxury hair products – January 14 at 11am
 - Susan Romero – BeautyNewsNYC.com Jan. 15 at 2pm
 - Laura Begley Bloom – Forbes.com (see coverage below) – Jan. 15 at 3pm
 - Kimberly Fisher – Pursuitist and JustLuxe.com - Jan. 15 at 4pm
 - Beatrice Hazlehurst – L'Official US (out of town)
 - April Long – Beauty Director, Town & Country (already booked for a facial this week)
 - Erica Stovall – Assoc. Beauty Director, Oprah Magazine (not available but interested)
 - Jacqui Gifford, EIC Travel + Leisure (not available but interested)
- Valentine's Day - Pitched of FSNY Spa's offers, new Travel Kits and Bestsellers for winter skincare to over 100 media contacts for consideration for their Valentine's Day coverage
- Coordination photo-shoot with Jonathan Pozniak to shoot the new Perfection Travel Kit
- Outreach to Laura Begley Bloom for L.RAPHAEL inclusion in her New Year, New You forbes.com coverage (resulting coverage below)
- Follow-up with Beth Klein, Kimberly Fisher, Susan Romero and Laura Begley from their meetings with Ronit and hosted treatments January 14 and 15
- Followed-up with Margaret Abrams from The London Evening Standard who was hosted for a treatment at the FSNY Spa on January 19 during her stay at the hotel
- Fact-checking with Georgette Gouveia for upcoming LR article in WAG
- Lunch meeting with photographer Jonathan Pozniak (photographer for LR Travel Kits and possibly Oxy Green Caviar)
- Outreach to network regarding FSNY spa marketing manager position
- Sourced two options per Ronit's request for consideration for doing L.RAPHAEL's digital advertising – freelancer Jonathan Pozniak (photographer of the travel kits) and the founder Romey Louangviley of the digital advertising and social media marketing company, ELMTL
- Pitched Levinia Lumezanu FSNY's Valentine's packages, LR Travel Kits and LR's bestsellers for Winter Skincare for her query for luxury Valentine's Day gifts for JustLuxe.com
- Reached out to DuJour digital editor Kasey Caminiti about LR coverage she did prior to 2019 and to invite to The Spa in the future for new coverage.

CALLS & MEETINGS

- Jan 9 – lunch meeting with travel kit photographer Jonathan Pozniak
- Jan. 14 and 15 – meetings with Ronit Raphael, media and Beth Klein (PR for Virtue)

MEDIA GIFTING:

TRAVEL KIT

Perfection Kit to Jonathan Pozniak for photo shoot

PR VISITS/FSNY SPA:

- Jan. 14** **Beth Klein**
PR for Virtue luxury hair care
Meeting with Ronit and Hosted Signature Facial
- Jan. 15** **Susan Romero**
Spa Editor for BeautyNewsNYC.com
Meeting with Ronit and Hosted Signature Facial
Perfection Travel Kit
- Jan. 15** **Laura Begley**
Contributing Writer, Forbes.com
Meeting with Ronit and Hosted Signature Facial
Perfection Travel Kit and Balancing Mask
- Jan. 15** **Kimberly Fisher**
Contributing Writer for Pusuitist.com and JustLuxe.com
Meeting with Ronit and Hosted Signature Facial
Cure Power C Masks and Purifying Mask
- Jan. 19** **Margaret Abrams**
Deputy Editor of 'ES Insider' the online lifestyle platform of The London Evening Standard
Hosted Signature Facial at FSNY

COVERAGE IN THE PIPELINE:

- January (Winter/Spring 2019 Issue) – Grace Ormonde Wedding Style - online Q&A interview with Ronit Raphael as a result of Grace Ormonde and Maneli Wilson meeting with Ronit and hosted treatments earlier this year (resulting coverage below)
- Winter Issue – Luxury Magazine – New Oxy Green Caviar treatment & skincare line – as a result of Deborah Frank's Temple of Beauty visit June 2019 (resulting coverage below)
- DuJour online – Q&A coverage as a result of Celine Bossart's hosted treatment as FSNY Spa in December (resulting coverage below)
- January – coverage as a result of Kimberly Fisher's meeting with Ronit and signature treatment in the FSNY Spa – Best Gift Guide for Jetsetters (Travel Kit) (link to coverage below)
- February issue – WAG magazine – as a result of Georgette Gouveia's interview/treatment at FSNY with Ronit Raphael in November and a treatment in October
- February - BeautyNewsNYC.com (Patricia Wersinger) as a result of Valentines Day pitching
- January/February issue of Spa & Wellness International – as a result of editor Cleo Glyde's hosted signature treatment at the FSNY Spa in December
- February – New York Lifestyles – as a result of Jeremy Murphy's Oxy Cure C Facial Nov. 2
- Spring Issue 2020 – Luxury Magazine -- Temple of Beauty as the choice of luxury urban beauty and wellness - as a result of Deborah Frank's Temple of Beauty visit June 2019
- June 2020 – Simply the Best's Beauty Issue – as a result of Jeremy Murphy's FSNY visit in September
- TBD – California Magazine as a result of Jenny Murray's treatment on November 11, 2019
- TBD– Dubai Issue – Polo d'Marco magazine as a result of Jeremy Murphy's treatment in September and products
- TBD – A Small World (website) – Power Cure C Mask – Amber Gibson
- TBD – BeautyNewsNYC.com as result of Susan Romero's FSNY Spa visit and meeting with Ronit on January 15

- TBD – Forbes.com as a result of Laura Begley Bloom’s meeting with Ronit and treatment in the FSNY Spa on January 15
- TBD ‘ES Insider’ FSNY review with the LR spa as a result of Margaret Abrams’ stay and hosted spa treatment

COVERAGE

Pursuitist.com, January 2020, UVM 385,759

The Best Gift Guide for Jetsetters - Result of Kimberly Fisher’s meeting with Ronit and hosted treatment at FSNY January 15.

<https://pursuitist.com/the-best-gift-guide-for-jetsetters/>

DuJour, January 17, 2020, UVM 14,844

As a result of Celine Bossart’s visit to The Spa during her stay at FSNY

<https://dujour.com/lifestyle/room-request-four-seasons-hotel-new-york/>

JustLuxe.com, January 6, 2020, UVM 13,223

L.RAPHAEL inclusion in article about Hotel Martinez/Cannes as a result of Kimberly Fishers visit in November on a press trip sponsored by the hotel

<http://www.justluxe.com/travel/hotel/feature-1969417.php>

Luxury Magazine, Winter 2020, Circulation 120,000

As a result of Deborah Frank’s visit to the FSNY Spa and the Temple of Beauty last June

https://www.dropbox.com/sh/ub335a5d2k8xaek/AABLbpmAMDi21cvWV-T_P_W9a?dl=0

Grace Ormonde Wedding Style, Spring/Summer 2020 Issue, Circulation 130,000

Result of Grace Ormonde’s and Maneli Wilson’s meeting with Ronit and hosted treatments spring 2019

https://www.dropbox.com/sh/mob2qy9itl711sx/AAB_WEJaf34hBXPJpPYIXiya?dl=0

Departures, January 3, 2020 UVM 75,000

L.RAPHAEL mention in article about Jaffa Hotel going up for sale.

<https://www.departures.com/travel/real-estates/the-jaffa-penthouse-tel-aviv>

Forbes.com, January 2, 2020, UVM over 23 million

As a result of Media Mixology pitching writer Laura Begley Bloom for inclusion in her wellness-related round-up

<https://www.forbes.com/sites/laurabegleybloom/2020/01/02/best-trips-for-the-new-year-and-the-new-you/#1de102e73ae3>

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