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Lourdes Diaz  
M. Silver Associates  
(305) 533-1111  
(786) 877-5984 (Cellular)  
[Lourdes@msilver-pr.com](mailto:Lourdes@msilver-pr.com)

**NEW SPA SERVICES AND TREATMENTS HELP TEENS  
GET A HEAD START ON GOOD SKINCARE**

***Pink Shell Beach Resort & Spa Introduces Services Designed for a New Generation***

**ESTERO ISLAND, Fla. – June 15, 2005** – Aquagene, a state-of-the-art spa, located at the renowned Pink Shell Beach Resort & Spa in Fort Myers Beach, Florida has introduced, *Aquateen*, a complete menu of spa treatments and salon services especially designed for the needs of teens and children, ages 5-15.

“Families today are searching for amenities that cater to the needs of their youngest ones and children and teens love the pampering, stress relief, and education that they receive with treatments specifically designed for their skin types and lifestyles,” stated Brij Misra, General Manager of Pink Shell Beach Resort & Spa. “It is also a great way that parents and kids can spend quality time”.

One of the most popular *Aquateen* options is the *Acne Facial* which provides instructions for each teen’s individual skin type. Teens who partake in the rigors of sports appreciate the *Sugar Cookie Aroma Back & Neck Massage* and the *Neck, Shoulder & Back Massage*. Makeup applications and lessons are popular with teens readying for a special occasion such as the prom or homecoming, and those celebrating a special birthday can enjoy a day of pampering with the *Sweet Teen Birthday*, which includes a facial, massage, manicure and pedicure. Teen girls eager to bond with mom can select the *My Mom & Me* package where they can enjoy treatments together.

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In addition to Aquagene, Pink Shell Beach Resort & Spa offers activities for the whole family, KiddsKampp, an adult-supervised children's and youth program for ages 4-11, "Octopool," an expansive pool and adjoining terrace with an "undersea" fantasy theme, water sports and family dining at JoJo's...at the Beach and Bongo's Bar & Grill.

The 12-acre **Pink Shell Beach Resort & Spa** is located on Estero Island, within The Beaches of Fort Myers & Sanibel, along the Gulf of Mexico and enjoys a rich history of being a popular resort in Southwest Florida for more than 50 years. With a variety of activities for the entire family, **Pink Shell** sits on 1,500 feet of pristine beach and offers such activities as sailing, dolphin adventure tours, Yamaha Wave Runners®, parasailing, kayaks, tennis, fishing, sunset cruises and specialized recreation programs for all ages. The resort is owned by Boykin Lodging Company (NYSE: BOY), a Cleveland, Ohio based real estate investment trust that focuses on the ownership of full-service, upscale commercial and resort hotels, and is managed by Boykin Management Company, also of Cleveland, Ohio. For more information contact the Pink Shell Beach Resort & Spa, 275 Estero Boulevard, Fort Myers Beach, FL 33931, Telephone: 888-309-2919; or visit the web site at [www.pinkshell.com](http://www.pinkshell.com).

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