



Get the ultimate tech turndown with the Dot.com Detox at myhotel Bloomsbury



Escape and regenerate with **myhotel Bloomsbury's Dot.com Detox**. Designed to ensure guests have the most rejuvenating night's sleep; this unique package has been created to eliminate electro-pollution, whilst also genuinely recharging personal energy reserves with the exclusive **energyDOTS™** range. Launching in **February**, the **Dot.com Detox at myhotel Bloomsbury** is perfect for the digitally dependent, combating the harmful effects of electromagnetic frequencies.

A first for the hotel industry, **myhotels Bloomsbury** has partnered with **Phi harmonics**, producers of **energyDOTS™** to take holistic hospitality to another level. Set on a quiet corner in Bloomsbury, where historic museums and local literati meet top dotcoms and media moguls, the **Dot.com Detox at myhotel Bloomsbury** provides a sanctuary from the surrounding invisible electromagnetic emissions generated by electricity, electronics and wireless technology.

It's been reported that prolonged exposure to these unnatural frequencies can have adverse effects on our health¹ and The Council of Europe seriously questioned the safety of EMF emissions stating that precautions are needed to avoid similar social tragedies such as those surrounding asbestos, tobacco and unleaded petrol.²

myhotel Bloomsbury guests will be restored and reinvigorated with a **bioTAG™** starter pack,

¹ <http://www.dailymail.co.uk/sciencetech/article-2524598/Experiment-finds-plants-die-placed-internet-Wi-Fi-routers.html>

² May 2011

which utilises innovative Phi technology to actively retune and revive the human energy field. The **bioDOT** (available in bioband™, bioclip™, and biotag™) is designed to be worn at all times and is programmed with an energising and uplifting ‘energy signature’ which literally recharges your battery, whilst the **electroDOT** retunes emissions from mobile phones, computers and tablets. Users report health benefits including deeper sleep, fewer headaches and a feeling of well-being.

Said Lucy Blyth of Phi harmonics *“Many people feel frazzled after hours on computers & phones, all of which are driven by the ever-present WIFI. Using energyDOTs reduces the effects of this ‘electro-stress’. myhotels are unique in offering their guests energyDOTs to help boost their energy and feel better in our wireless world. ”*

The **Dot.com Detox** also includes a **YMCA gym pass** and a complimentary **Planet Organic green juice** to ensure a complete cleanse from the inside, out.

“At myhotels we have a Green Heart philosophy,” said Niccolo Consigli, Hotel Manager at myhotel Bloomsbury, *“We value love and respect for people and the planet and are committed to a sustainable future as much as we are to providing a superb night’s sleep. ”*

myhotels’ Green Heart campaign also supports **Healthy Planet**, a non-for-profit, local community initiative organisation and sustainable operational elements include in-room recycling bins, the use of non-toxic cleaning products and encouraging guests to reduce tap time and re-use towels and linens.

myhotel Bloomsbury is perfectly placed for networking and getaways in the capital being close to St Pancras International, vibrant Covent Garden and Oxford Street, **myhotel Bloomsbury** aims to offer bespoke and holistic experiences attuned to its location and clientele, exuding just the kind of tasteful cool you would expect from an area like this.

The Dot.com Detox package at **myhotel Bloomsbury** is available from 1-28 February at a fixed rate of £159 per night. www.myhotels.com

myhotel Bloomsbury, part of the myhotel group which includes design-led boutique hotels in Chelsea and Brighton.

myhotel Bloomsbury
11-13 Bayley Street, London, WC1B 3HD
t +44(0) 20 3004 6000
e bloomsbury@myhotels.com
www.myhotels.com

Notes to Editors

myhotels Group

Founded in 1999 by Andreas Thrasyvoulou, each of the myhotels properties are based in city central locations in London and Brighton. The design-led boutique hotels delicately balance award-winning contemporary design, from celebrated designers such as Conran, Project Orange and Karim Rashid, with unique experiences and a distinctive local flavour. Add the warmth and dedication of myhotels openhearted team and the result is a harmonious synergy between people and place. The vision at the Bloomsbury, Chelsea and Brighton based hotels is to provide a high-level of personalised service towards guest's requests rather than being based on assumptions. The mypreferences promise is delivered through the building of partnerships with dynamic and exciting lifestyle brands that contribute to their guests overall experience whether it be dining, fitness, wellbeing, business, entertainment, theatre or otherwise. myhotel's partners include GAIL's Bakery, GAIL's Kitchen, Tanya's Cafe, Pellicano's ,Chilli Pickle, Small Batch and Central Working.

myhotels - You're unique, you're an individual...

For more information:

Web: <http://www.myhotels.com>

Facebook: <https://www.facebook.com/myhotelsgroup>

Twitter: @myhotelsgroup

If you would like to organise a review or request high-resolution images please contact Sarah Eckersley at Mason Williams Communications:

T: 0845 0941 007 E: sarah.eckersley@mason-williams.com