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Press Release – FOR IMMEDIATE RELEASE

EAST Beijing in collaborating with herbeast to presents an eastern formula for a sustainable sojourn



16 June, 2023 (Beijing) - a sojourn is the synonym of something new that escape from every day, a change in living environment, a peek into local life. How to make full use of your time while being a responsible traveler? This summer, in collaborating with a local healing skincare brand herbeast, we offer you a oriental formula for a sustainable sojourn.

EAST Beijing has always been active with its modern and natural design and fashionable atmosphere, and its relaxing space brings vitality to travelers' stay. This time, together with a Shanghai based sustainable beauty and lifestyle brand herbeast, using oriental herbs as the lead and present a different lifestyle approach to the travelers in EAST.

EAST PLAZA – check out the suggestions for a sustainable sojourn

Hotel lobby is like a plaza, providing a place for travelers to connect and create more brilliant ideas. Followed the sustainable path that the brand have explored, Herbeast using the structure of corrugated panels to create a unique “EAST PLAZA” for hotel guests to read, engage and feel.

EAST MARKET – bring a pack of “long-term” pleasure from here

As the first independent offline retail pop-up store in Beijing, guests can experience the brand's full range of products at Domain on the 2nd floor of hotel during this summer and learn more about herbeast's sustainable skincare from the original raw ingredients, scientific research and development, and the packaging design. Guests can also enjoy the special discount price for purchasing the products here and the free gifts. Guests from EAST are also encouraged to use a unneeded book to exchange herbeast's 3rd publication “The Healer”, learning the story behind the people who were involved in the “restoration” of villages,

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ecologies, and communities. Some of the exchanged book will be donated to the central elementary school in Tacheng, Visi Lisu Autonomous County, Diqing Tibetan Autonomous Prefecture, Yunnan Province. And the rest will be used to build a village library here in the future.

Meanwhile, chef Danny and chef Helen from Domain have created a special menu with 4 dishes, 1 dessert and 2 drinks which inspired by the Yunnan seasonal flavour such as highland barley, rose, pine mushroom and more, bringing the taste of the highlands to the city. The menu will be available all day long in Domain a la carte menu until 15 August.

EAST ENERGITIC – embrace and energize your body through yoga

Enjoy the pleasure of exercise and explore healthy and beauty between workout in BEAST, you can also enjoy the stretch and release the tension during the session on customized cork yoga mat, while herbeast will offer you a relaxing post-workout skincare experience here.

EAST CURE – an eastern formula to accompany your well sleep

A good sleep calms the mind and body of the traveler. Your skin also needs special attention as it fends off discomfort for you along the way. From now until 15 August, pick up your herbeast's 4-step skincare sample pack including an Amino Acid Moisturizing Face Wash, a Reishi Repairing Oil Serum, a Reishi Peptide Eye Cream and a Soothing Mask Cream. And check out the tips for taking care of your skin when traveling.

This summer, dwell in the east and explore the eastern formula for a sustainable sojourn at EAST Beijing.



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About EAST Beijing

EAST Beijing is a lifestyle business hotel located at INDIGO – a retail-led mixed-use project by Swire Properties between the 4th and 5th Ring Roads in Jianguo, Chaoyang District. The 369-room hotel is designed to provide a refreshing and contemporary approach to the business hotel experience. A high-tech environment featuring a paperless check-in experience and a one-stop front-desk Guest Experience service team mean that life at EAST is efficient and business ready. Two restaurants and a bar, a fully equipped gym, an indoor swimming pool, plus The Workshop for meetings and events, makes this truly a ‘business playground’. The hotel is just 15 minutes from the airport, the CBD and national exhibition venues. Beijing South Railway Station (with fast connections to Tianjin and Shanghai) is 30 minutes by car. EAST Beijing is Swire Hotels’ fourth hotel in Asia and the second from the EAST brand, following the successful opening of EAST Hong Kong.

About herbeast

Founded in Shanghai in 2021, herbeast is a pioneering Chinese beauty brand dedicated to sustainable skincare and lifestyle. With the mission of revitalizing oriental recipes and values, we use native herbs and plants as ingredients, offering an oriental formula for a better world

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