

PRESS RELEASE

ES SAADI WELCOMES NEURAE



When the meeting of two family-owned Houses gives birth to a new care experience.


ES SAADI
MARRAKECH RESORT
L'émotion est notre héritage

NEUR|A É
Results you can see & feel

When two Houses shaped by time and guided by devoted families meet, the encounter feels inevitable.

Thus, the first Neuraé treatment, presented in world exclusivity within a Spa, comes to life at the heart of the Spa du Palace Es Saadi, sealing the union of two exceptional legacies:
Es Saadi & NEUR|AÉ

I - TWO FAMILIES, ONE SHARED AMBITION

There are encounters that feel destined as though two stories, patiently crafted across generations, were simply awaiting the right moment to converge.

That of Es Saadi Marrakech, a legendary haven in the heart of Marrakech, and that of Neuraé, a pioneering skincare House born of visionary research. Two worlds shaped by the hands of families the Bauchet-Bouhlal and d'Ornano families united by a shared pursuit of excellence and a common conviction: that emotion is the key to what endures.

For over seventy years, three generations of the Bauchet-Bouhlal family have made Es Saadi Marrakech a place apart. Not merely a palace, but a living legacy a memory sculpted by time and by meticulous attention to detail. The architecture, the gardens, the works of art: each gesture tells the same story, that of a familial vision in which emotion is not an addition, but the very essence.

Neuraé shares this same intimate origin.

Conceived by the d'Ornano family, at the helm of the Sisley group, it stands within a lineage of family savoir-faire where three generations work in concert. Here, as there, the founders' spirit transcends time. It informs decisions, guides creations, and confers singularity upon every endeavour.





II - THE SPA DU PALACE ES SAADI: A RESONANCE OF EXPERTISE

The Spa du Palace Es Saadi is a singular destination, where a century-old eucalyptus watches over the gardens, where art unfolds like a breath, and where every detail has been conceived for sensory harmony and clinical excellence. Within this refined and highly specialised offering, Neuraé treatments find their natural place.

Envisioned as a space for reconnection, the Spa was designed not as a fleeting escape, but as a genuine way of life, where wellbeing is experienced holistically, as an everyday art of living. Entirely renovated and reimagined, the Wellbeing & Beauty Lobby forms its threshold: warm, luminous and inviting, encouraging discovery and experimentation among pale woods, mobile display islands and curated selections of skincare and beauty.

It is within this setting that Neuraé treatments integrate seamlessly, extending the Spa experience and offering a unique encounter between expertise and emotion. The surrounding spaces further this invitation to explore the body, emotions and their equilibrium through ever-renewed experiences.

Awarded numerous distinctions since its opening, the Spa has established itself as a benchmark in Marrakech luxurious, expert and exclusive. Today, it becomes the stage for an innovative experience, brought to life by a brand already honoured with multiple awards.

More than a collaboration, this alliance reveals the meeting of two expertises that complement and harmonise. Everywhere, the same devotion to gesture, to the beauty of detail, and to the transmission of authentic emotion.

When two quests for excellence meet, it is not an addition, but a resonance. Here, emotion is not a promise, it is a legacy, and even more, a future.





III - THE TRANSFORMATIVE NEURIAÉ FACIAL, EXCLUSIVELY AT THE SPA DU PALACE ES SAADI

Neuraé equally embodies a forward-looking vision. For the first time, a skincare House addresses the impact of our emotions on skin beauty and on the evolution of facial features.

Ten years of research conducted by Sisley Laboratories, in collaboration with neuroscientists, dermatologists and aesthetic physicians, have led to a patented proprietary technology NA3 Technology™.

An innovation uniting scientific rigour, naturally derived active ingredients, clinically proven skin benefits, emotional wellbeing and respect for future generations.

Here, expert hands meet exceptional formulations. Here too, the excellence of the treatment experience, so cherished by both families flourishes within a moment of absolute disconnection.

It is from this encounter that the transformative facial was born, developed exclusively for the Spa du Palace Es Saadi. More than a treatment, it is a holistic experience that enhances skin beauty, rebalances facial contours and harmonises overall wellbeing.

This 50-minute ritual is a genuine invitation to journey and surrender, a suspended moment beyond time. The treatment begins with gentle preparation based on deep breathing movements, followed by delicate cleansing and an enveloping warm-stone massage that soothes, prepares the skin and releases tension. The application of Harmonie Oil, restorative and nourishing, opens the way to a 30-minute sculpting massage, a true symphony of gestures. The heart of the treatment begins with a synergy of stretching movements, deep, slow and enveloping, relaxing the facial muscles for complete release.

The rhythm then intensifies with stimulating and lifting manoeuvres targeting all facial muscles. These gestures awaken and tone the skin, delivering renewed energy and an immediate tightening effect.

Finally, the application of the Harmonie Night Mask, left to act for ten minutes as a booster, replenishes, hydrates and activates radiance, while a final sequence of fluid, desynchronised movements completes this sensory journey.

This unique interlude concludes with the application of the transformative Harmonie Serum combined with Neuro-Modulating Creams.

At the end of the treatment, the skin appears visibly more radiant, firmer, smoother and sublimated.

This meeting between two family Houses, driven by the same passion and pursuit of excellence, extends beyond collaboration: it creates a shared language, a space where emotion, science and care converge to offer a singular and unprecedented experience.

NEURIAÉ

Neuraé represents a new way of caring for the skin.

A dull complexion, blurred features, marked lines, loss of firmness behind these visible signs lie genetics, lifestyle factors, and also the impact of our emotions.

What we long sensed intuitively is now demonstrated by neuroscience: emotions have a tangible impact on skin quality and on the evolution of facial features over time. After more than ten years of scientific research, Sisley Group Laboratories have developed formulations with an innovative and highly effective dual mechanism of action.

Thus Neuraé was born - a new cosmetics House whose skincare products are without equivalent, offering a double mode of action. At the heart of each formula lies a combination of powerful naturally derived active ingredients selected to act directly on radiance, wrinkles and firmness.

To this foundation, research has added innovative active ingredients, known as neuro-actives - combined with neuro-textures and fragrances developed and tested to enhance emotional wellbeing: our proprietary NIA3 technology.

The result: skin that is visibly more beautiful, firmer, smoother, luminous and a restored sense of wellbeing.

Neuraé - results that are both seen and felt.

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NEUR|AÉ
Results you can see & feel



ES SAADI MARRAKECH

Es Saadi Marrakech is a third-generation family House founded and managed by the Bauchet-Bouhlal family since 1952, offering a timeless interlude rooted in authenticity, elegance and wellbeing. Located in the heart of Marrakech, in the Hivernage district, it provides a regenerating escape just a few hours' flight from Europe's major capitals.

Spread across eight hectares of private gardens are: the Casino de Marrakech, established in 1952 and the first casino in Africa; the historic five-star hotel inaugurated in 1966; the sumptuous Palace built in 2009 with 84 suites overlooking the Atlas Mountains; ten private villas; eight ksars; and a 2,400 m² swimming pool.

Es Saadi Marrakech also offers two spas, seven restaurants - including L'Épicurien with its celebrated live band - and the Theatro nightclub, awarded Best Nightclub in Africa for fifteen consecutive years, delivering an unforgettable experience.

Internationally recognised and awarded since 2016, the 3,000 m² Spa du Palace champions a holistic approach in an exceptional setting, featuring the Oriental Thermae® bathing journey and Signature treatments ranging from the traditional Moroccan hammam to exclusive rituals such as Shirodhara (Ayurvedic therapy) and Kobido des 1001 Nuits (facial massage inspired by Japanese expertise). A major cultural patron within the city, Es Saadi Marrakech showcases the unique contemporary Moroccan art collection of Elisabeth Bauchet-Bouhlal, retracing the history and evolution of Moroccan art from the 1950s to the present day.

Es Saadi Marrakech
Emotions heritage entertainment

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