

Le Palais Chantique

Newsletter
Summer 1997

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A Message from Maggie

We've been at our new location for six months now and know that it was the best move we could have made. The hotel has cooperated with us in making our staff and your patients feel completely comfortable. The renovation of the hotel the end of this year promises an even more elegant environment for our guests.

There are still many who have not had the opportunity to visit Le Palais Chantique. I am extending an open invitation to The Terrace Restaurant in the Tower whenever you can get away for lunch. Please don't hesitate to give me a call. Not only does it give me an excuse to take lunch myself, but to meet many of you who I have only had the pleasure of speaking with on the phone. I look forward to receiving your call and extend the deepest thanks for the support you have all shown Le Palais Chantique during its transition.



**Maggie Lockridge RN
Administrator**

Le Palais Chantique extends its appreciation

We're delighted to have already sent several members of our referring surgeon's staff to the beautiful Esmerelda Hotel in Indian Wells and the St. Francis Hotel in San Francisco. Please don't forget that for every 30 nights your guest's accumulate Le Palais Chantique we are ever so pleased to offer you a selection of one of the following:

1. A night at the beautiful, historical St. Francis Hotel located in Union Square in San Francisco. Cable cars have stopped at its door since 1904 and it is famous for its luxurious guest rooms and accommodation.
2. Hair styling by Joan of Christophe's renowned Beverly Hills' Salon.
3. A Phytotherapy facial and Full Body Glycolic Papaya Enzyme Exfoliation at Beverly Hills exclusive Aida Thibian Salon. It is the perfect texturing treatment to combat the signs of aging, dehydration and sun.
4. A complimentary night of aftercare at Le Palais Chantique for one of your patients, or staff.
5. Dinner for two at Ruth's Chris Steak House of Beverly Hills.
6. A night at the Renaissance Esmerelda in Indian Wells (Available through October.)

I hope that one of these selections appeals to your deeper inner senses and will offer you great enjoyment. It is our way of saying "thank you" for the support you show us on a year-round basis. The selections are available through December of '97 so please find time in your schedule to use them by that date. Call me to make all necessary reservations for you. Please feel free to bring a friend or loved one with you if you should select an overnight in one of the hotels. Your nights started accruing as of May 1st.

We're on the NET

Le Palais Chantique has a website to which you can refer your out of town patients. We're located at **WWW.Chantique.Com** and reservations can be made right from our website.

Spreading the Word

A primary objective of Le Palais Chantique is to inform people from out of area that they can now have their cosmetic surgery in Los Angeles and receive a continuum of professional aftercare to enhance their recuperation. One avenue to accomplish this is to cooperate with the media when inquiries for magazine, newspaper or television exposure present themselves. The following are a few of the articles and media programs to date. It is our hope that the knowledge of the availability of aftercare will encourage people to travel to L.A. for their surgery.

N.Y. Times



Feature article, November 96, Sunday issue. One third page article on Chantique title: "Only in California, Apres-face-lift Spa Thrives". This article appeared in the "Living Arts" section and emphasized the availability and importance of aftercare for cosmetic surgery recuperation.

London Sunday Times



The London Times picked up on the New York Times article and contacted Maggie for an interview. This led to a feature on Chantique in the "Style" section of the London Sunday Times, November 3, 1996. The article stretched across the top half of two pages and was complete with great sketch-art of bandaged patients and limousines. Cute and eye-catching and, of course, expounding on the availability of aftercare for recuperation from cosmetic surgical procedures.

Rocky Mountain, Hi!



The Century Plaza's P.R. gal, Jessica Staples is also on the look-out for press opportunities for Le Palais Chantique and, put a bug in Mim's ear. Mim, being a visiting reporter for the Colorado Rocky Mountain Press, admits curiosity got the best of her when Jessica described the goings-on in Le Palais Chantique located on the tenth floor.. Mim was so impressed with her tour she booked an interview and we will be the topic of conversation in Colorado come August.

Entertainment Tonight



Le Palais Chantique had the distinction of being filmed as a feature story on "Entertainment Tonight" to be aired in September. Since E.T. is broadcast internationally, viewers around the world will be made aware that Los Angeles can provide the finest in surgeons and professional aftercare. In other words, worry-free recovery. It strongly influences the decision to have their surgery in Los Angeles.

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Our Staff is Growing

Barbara
McKeon



Director of Nurses

Barbara McKeon RN, joined the staff of Le Palais Chantique as Director of Nurses in March of this year. Many of you will remember Barbara as an Administrator of Le Petit Ermitage. Barbara was able to step right in and take over due to her previous affiliation and experience in this area. With close to 50 employees she has her hands full with staffing and training of personnel. Barbara acts on Maggie's behalf when she is out of town.

Ellen
Koplowitz



Director of Marketing

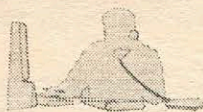
Ellen Koplowitz has taken the position of Director of Marketing. If you haven't had the pleasure of meeting Ellen yet, you will soon. Ellen is in the process of making initial contact with our referral surgeons, introducing herself, and replenishing brochures. Ellen will play an important part in keeping our lines of communication open. She is a delightful addition to our staff.

Mary Cullins, our previous Director of Marketing, is enjoying the leisurely life of retirement. We'll miss her.

Spreading the Word

Continued

L.A. Magazine



Another media honor was the selection by L.A. Magazine for the "Best of L.A." series, July 97. Le Palais Chantique was featured as the best aftercare facility for cosmetic surgery recuperation. When I asked the writer how we were selected he said a telephone survey had been conducted of the area cosmetic surgeons and Le Palais Chantique was the most highly rated. Thank you one and all.

Even in Japan



"More Natural", a quarterly publication dedicated to the maintenance of beauty and health will expound on Le Palais Chantique's aftercare in their August 97 issue. Chantique will be included in a ten page cosmetic surgery article with several photographs of the facility. This high profile, glossy is distributed throughout Japan.

Special Hotel Rates for Chantique

The Century Plaza Hotel offers a special Chantique rate to our guests who elect to stay at the Plaza either pre or post-operatively. This rate is \$185.00 in the main hotel and \$230.00 in the tower. These rates are normally \$265 and \$295.00. This makes it possible to transfer a guest to their hotel room with ease and privacy when their stay at Chantique is finished. If they're staying at the tower we sneak them out through our underground entry and drive them around to the small, intimate lobby of the tower where they slip into an elevator and are at their hotel room quickly and quietly. They feel confident knowing that the nurses at Chantique are near by, an in-house phone call away if the need should arise.

Late Pick-Ups

More and more surgeons are operating into the late evening hours. Chantique is able to offer pick-up service to our guests until 9:00 P.M. without additional charge. Our evening secretary/driver leaves thereafter and pick-ups scheduled for later than 9:00 will require the retaining of additional staff. Therefore, it is necessary for a late pick-up fee of \$30.00 to be charged for pick-ups after 9:00 P.M.. As you know, Les Palais Chantique sends not only a driver but a nurse to remain with the patient in the back seat during transport. This is done to assure the well-being of the patient should nausea, dizziness, weakness etc. occur during the ride to Chantique.

Janet
Balfour



Administrative Assistant

You've spoken to her many times and some of you have had an opportunity to meet her. We wanted to put a face to the voice you know so well. Janet Balfour is Administrative Assistant to Maggie and reservation coordinator for our guests. Janet handles all special requests and hotel reservations that go into making our guest's aftercare an organized and pleasurable event.

Le Palais Chantique

*will be
buffed and puffed*

The Century Plaza will begin a complete renovation in November of 97. For those who want a sneak preview the model rooms are available for viewing on the 16th floor. We're looking forward to occupying these outstanding accommodations by June of 98.

The bathrooms have been enlarged and feature glass vanities and custom fixtures as well as ceramic tile surrounds and flooring. The rooms are done in beige, toast and almond blends exemplified in the wall hangings, carpeting, furnishings and custom tufted spreads and headboards. The hallways are accented with deep burly wood paneling, soft light, and warm inviting wall coverings. It will truly be an accommodation fit for royalty.