

Privileges

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www.pure-international.com
www.pure-fit.com
www.pure-yoga.com
www.pure-red.com

PURE

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Giving you more with the Pure lifestyle of total well-being

Welcome to Pure and thank you for joining us.

Being a Pure Cardholder introduces you to a world of advantages through our Pure Privileges programme. In line with our position as Asia's premier lifestyle group, we continuously partner with other high-calibre brands to bring you enticing offers all year round.

The aim of this programme is certainly to align Pure with international and local partners that share similar brand values - quality, service, professionalism and passion. More importantly, we believe in a balanced lifestyle where keeping well in body and mind is always pleasurable.

Life is to be enjoyed. Now enjoy more simply by presenting your PURE CARD.

1010

05

- **5% discount on purchase of standalone handset (with latest h/s visuals)**
- **One-month service fee rebate**

As one of the most established brands in Hong Kong, 1010 is the preferred choice for discerning individuals with busy lifestyles who expect the best in class mobile network and services to match. With 1010, you're simply in a class above.

We are pleased to bring you the following offers as a warm welcome to you. Come and visit your nearest 1010 Centre for the latest offers and privileges.

Validity: 1 January - 30 June 2009
24-hour Sales Hotline: 2988 1010
www.1010.com.hk



Abaca Resort

07

**15% discount on published
website rates**

**5% discount on published
website packages**

A high-end luxury boutique resort in Cebu, Philippines, Abaca Resort is located just 10 minutes from the airport and provides private butler services. The property also offers the most private & exclusive first-class accommodations in Cebu & caters to your every desire. Full service award-winning restaurant and luxurious spa services are part of the resort experience.

Includes:

- One complimentary bottle of Prosecco
- Complimentary Wi-Fi access
- Complimentary use of i-Mac (villas only)
- Complimentary private car airport transfers
- Complimentary bedtime cocktails

Validity: 1 January - 31 December 2009

Hotline: +63 32 495 3461

www.abacaresort.com

abacá boutique resort + restaurant

Bliss Spa

09

- One complimentary Aromatherapy mixture with purchase of any massage over 60 minutes
- One complimentary anti-aging collagen ampoule with purchase of any facial over 60 minutes
(Complimentary treatments valued at HK\$150-HK\$180 each)

Unwind amid spa-some infinity views of Victoria Harbour & spectacular West Kowloon architecture. Trademark Bliss® touches await at every turn - nine treatment rooms (two VIP doubles), a movie-while-you-manicure nail station & retail boutique - plus a clever menu of services such as the ever-popular Ginger Rub, Betweeny Wax and Triple Oxygen Treatment. Pure Cardholders can look forward to "BIP" (Bliss Important Person) status for priority reservations.

Validity: 1 January - 30 June 2009

Booking: 3717 2797

www.whotels.com/hongkong

bliss®





Body Conscious

Enjoy a complimentary
Consciousness Head
Massage (valued at \$450)
with purchase of any 60-min
massage or facial

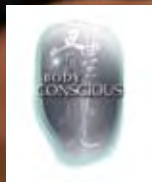
Body Conscious is a high-end clinical spa in Central offering an extensive list of body therapies and skin treatments in an environmentally-friendly, Zen-inspired atmosphere. Going beyond the usual trappings of spa and the fleeting feel-good factor of pampering, Body Conscious aims to deliver **results & recovery** through a diagnostic approach to therapy.

This approach takes into account all aspects of the individual - current health, body type, fitness level & lifestyle - to create a treatment plan to deliver amazing results.

Validity: 1 January - 31 December 2009

Enquiries: 2524 6171

www.bodyconscioushk.com



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Bupa

- Complimentary one-month subscription for enrolment in Bupa CarePro (standard rate, annual mode) plus HK\$300 organic food shop cash coupon if Supplementary Major Medical Benefit is also selected OR
- HK\$1,200 organic food shop cash coupon for each enrolment in Bupa Gold

Established in 1947, Bupa Health Insurance is the only health insurance specialist in Hong Kong and is trusted by over 180,000 individuals. Regular exercise helps you stay fit and healthy, while a comprehensive health insurance scheme provides you with peace of mind in the unfortunate event of sickness or injury. Call our Health Management Consultants on 2517 5925 today for professional advice and a complimentary quotation.

Validity: 1 January - 29 December 2009
www.bupa.com.hk



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Chuan Spa

**15% discount on minimum
60-minute spa treatment**

Guided by the pillars of Traditional Chinese Medicine (TCM), Chuan Spa provides you with a holistic journey that nurtures, heals and restores. Your experience is not only a single treatment, but a journey triggering re-birth and re-balancing with over 60 treatments ranging from body massage to facial, hand and foot therapies. Combined with complimentary use of sauna, steam room, oriental hot tub, rooftop swimming pool, Jacuzzi and state-of-the-art fitness studio, you'll attain balance and wellness in body, mind and soul.

Validity: 1 January - 30 June 2009

Hotline: 3552 3510

www.chuanspa.com

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CLARINS

Clarins

**Enjoy a complimentary
travel-size skincare product
& eyebrow shaping service
(by appointment) with
purchase of any 2 products**

Leading French cosmetic and skincare brand Clarins was founded in 1954 by Mr. Jacques Courtin-Clarins. Through his medical experience, he understood that the beauty of a woman is not just skin deep. Realising that he could make a contribution, he decided to move from medical sector to the beauty industry. His kingdom started off with a beauty institute. Due to great customer demand for the products used by the institute, those same products were soon created in mass quantity.

Validity: 1 January - 30 June 2009
Hotline: 2994 6238
www.clarins.com.hk



**HKD100 off for purchases
over HKD1,000**

Founded in 1938, Columbia Sportswear Company has grown from a small family-owned neighbourhood store to be the world's No.1 active sportswear brand. As the pioneer in outdoor sportswear technology, it has revolutionised the active outdoor and adventure travel trend with trademark developments. These include Omni-Tech® (waterproof, windproof & breathable) jackets, Omni-Dry® quick-dry material, and Omni-Grip® (maximum traction for multi-surface and specific outdoor activity-related performance) footwear technology. Through such advanced technology, Columbia offers consumers a wide range of head-to-toe apparel and footwear for any kind of outdoor sport and environment.

Validity: 1 January - 30 June 2009

Hotline: 2310 6523

www.columbia.com

dragon-i

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10% discount on all à la carte food & drinks during lunch and dinner

Since November 2002, dragon-i has gained worldwide recognition as Asia's pinnacle of stylish dining and fashionable entertainment. Its blending of Chinese and Japanese aesthetics with the flair of international hotspots in New York, Paris and London makes it the it-place to be.

The sensual experience for taste buds begins with that first bite of delicately prepared Chinese dim sum and continues with a feast of contemporary Japanese bento favourites. Palatal appetite satisfied, stimulate your senses with a chilled lounge atmosphere and all-night dancing.

Validity: 1 January - 31 December 2009

Hotline: 3110 1222

www.dragon-i.com.hk



Farrington American Express Travel 23

- Enjoy the Pure Cardholder Special Rate on selected FAE In-house packages
- Complimentary travel gift upon car rental with Dollar Rent A Car in US & Canada.
- 5% discount on Norwegian Cruises, Silversea Cruises & MSC Cruises.
- 10% discount on travel insurance in conjunction with any purchase on travel products from FAE.

Farrington American Express Travel Service Ltd. (FAE) is one of Hong Kong's leading travel management companies. Our Leisure Travel experts specialise in arranging travel for individual and groups, to any destination on any budget. Products and services include independent travel packages, car rental (Dollar Rent A Car), unique accommodation and gourmet restaurants (Relais & Chateaux), Event Ticket reservation (Shanghai Event Ticket), as well as all kinds of family and luxury cruises.

Validity: 1 January - 31 December 2009

Hotline: 3121 3920 / 3121 3121

www.amextravel.com.hk

Licence Number: 352 145



Licence No.: 352 145



GHM Hotels

25

- 10% off published rates
- Complimentary breakfast
- Complimentary return airport transfer by private car

Each GHM resort & hotel is one of a kind, possessing design elements inspired by its natural setting. With 14 properties in 9 countries, they have 3 brand portfolios:

1. Centering on the five-star luxury resort and hotel sector to offer unparalleled style and comfort for discriminating travellers.
2. The Chedi brand, distinguished by a series of deluxe resorts & business hotels.
3. The Serai brand, best defined by superior resorts that feature well-appointed rooms with modern amenities.

Validity: 1 January - 30 June 2009

Enquiries:

Bali Hotels: +62 361 731 294

KL Hotels: +603 7843 1234

Thailand, Vietnam or Myanmar Hotels:

+65 6221 5250

www.ghmhotels.com

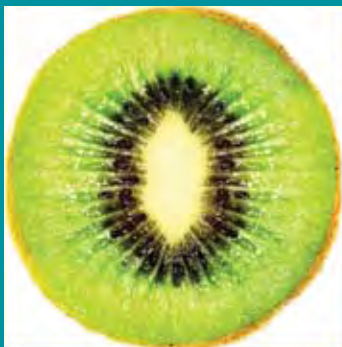
GHM A STYLE TO REMEMBER



IMI

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- 10% discount at IMI Dispensary (Health Products)
- 20% discount on IMI 10-Day Detox



IMI is Hong Kong's leading natural health clinic. Committed to helping you achieve optimal well-being, their team of 9 doctors and practitioners offer effective and natural forms of treatment. Their dispensary has the city's largest range of natural health supplements, including vitamins, minerals, Western and Chinese herbal medicines, and homeopathic remedies.

IMI also specialise in detoxification - a powerful way to regain your vitality and health. Their 10-Day Detox dramatically improves common ailments such as digestive disorders, unclear skin and low energy levels, and is supervised by an IMI Naturopath.

Validity: 1 January - 31 December 2009
Enquiries: 2523 7121
www.imi.com.hk





Jurlique

Jurlique

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- **Jurlique Wellness Sanctuary Day Spa - Enjoy 20% discount on purchase of 10 Facial or Body Treatment course**
Enjoy 20% discount on purchase of 5-Day Spa Package
- **Jurlique concept stores or counters - Receive a 30ml Rosewater Balancing Mist (valued at \$205) upon HK\$1,500 purchase**

Since 1985, Jurlique has been the pioneer of biodynamic beauty products using herbs and plants from its farms in the Adelaide Hills of South Australia. Biodynamic goes beyond organic - the soil is sustained and enriched by each harvest cycle, keeping it free from chemicals and pesticides. All plants used in Jurlique products are certified "Grade A Biodynamic" by the leading international organic certifier - The National Association for Sustainable Agriculture Australia (NASAA).

Validity: 1 January - 30 June 2009
Hotline: 2420 3000
www.Jurlique.hk





Lafuma 

Lafuma

**10% discount on all
regular-priced items**

"The French outdoor leader"
Since 1930, Lafuma's mission has been to offer stylish comfort for active people. Lafuma creates its apparel using innovative technology and developed a nature-print collection inspired by the elements. In view of more and more women doing sports, they also launched a women's line exclusively for the Hong Kong market with slim cuts to flatter Asian figures that don't compromise on functionality or fashion.

Validity: 1 January - 31 December 2009
Hotline: 3107 6027
www.lafuma.hk



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M1NT

- Upon first visit
 - Complimentary entry plus 1 guest
 - Complimentary signature limousine transfer to the Club
- Upon joining M1NT Individual Membership
 - HK\$ 7,800 per year for Annual Global Membership
 - HK\$ 4,800 per year for Annual Resident Membership

M1NT was created to satisfy high net-worth individuals by offering modern private membership clubs in key cities around the world. Currently located in Hong Kong, Shanghai and Cannes, members can enjoy reciprocal access to other members-only clubs in major cities.

Validity: 1 January - 31 December 2009

Enquiry Hotline:

Hong Kong - +852 2261 1106

Shanghai - +86 21 6391 3191

www.M1NT.com.cn/membership.html

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M1NT[®]

CLUBS | RESTAURANTS | DESIGN | INVESTMENTS



MIX

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15% discount on all food and beverage purchases

MIX is a contemporary lifestyle brand dedicated to being healthy, having fun, and indulging in life's pleasures - what it calls 'Healthy Indulgence'. Its philosophy is to provide nourishment for both body and mind, through balance & moderation. Its menu balances health and enjoyment so that every item is not only a delicious treat for the tongue, but a healthy treat for the body. MIX's in-store environment is colourful, bright and playful, and was created to be a sanctuary for customers to unwind & indulge in their own personal oasis.

Validity: 1 January - 31 December 2009
Hotline: 2152 5315
www.mix-world.com





Polar

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Enjoy a set of complimentary Polar Gifts (valued at HK\$129) for every purchase of Polar Heart Rate Monitor

Whether training to improve performance or wanting a healthier lifestyle, you must listen to your body. That's why Polar heart rate and activity monitors are so essential - they help you understand your body better.

For the past 30 years, Polar has been providing the industry's most comprehensive product range. From basic models that motivate and inform amateur athletes to providing complete training systems for world champions across numerous disciplines - Polar leads to a healthier, fitter you.

Validity: 1 January - 31 December 2009
Hotline: 8129 8883
www.polar.com.hk





Puma

15% discount on regular-priced items

As a pioneer of sport-fashion over the decades, PUMA has triumphantly blended the influences of sport, lifestyle and fashion. This fusion is known as "Sportlifestyle", where PUMA views sport as a philosophy on life - one that emphasises fitness, wellness and simply living in active life. PUMA Design DNA brings you smarter, more stylish products that inspire and surprise.

PUMA also invites collaborations with leading designers to create ingenious collections - including Alexander McQueen, Miraha Yasuhiro and Sergio Rossi - pushing the creative boundaries of sport-fashion ever further.

Validity: 1 January - 31 December 2009

Hotline: 2990 9141

www.puma.com

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Saffron Cruises

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15% discount on published website rates

Whether you are looking for a fun day out on the water to have a birthday party, entertain friends and family, or impress overseas clients, Saffron Cruises has the boats for you. From the idyllic three-mast sailing junk to modern powerboats that can reach Sai Kung in less than an hour, Saffron now has over 16 boats at your service and is an obvious first choice.

Validity: 1 January - 31 December 2009

Hotline: 2857 1311

www.saffron-cruises.com



Sunglass Hut



Hut

43

10% discount on regular-priced items

Sunglass Hut is the premium worldwide specialist for sunglasses. Owned by the Luxottica Group, there are more than 1,800 stores across the globe, specialising in over 26 designer brands including Escada, Ray-Ban, Tom Ford, Prada, Burberry, Bvlgari, Roberto Cavalli, miu miu, and Dolce & Gabbana. Sunglass Hut promises customers a one-stop shopping experience of style and glamour. With ultra-modern décor and shelves adorned exclusively with over 1,300 pairs of luxury sunglasses, feel like a celebrity every time you step into a Sunglass Hut!

Validity: 1 January - 31 December 2009
Hotline: 2575 6626





VERO

45

10% discount on purchases

VERO is an artisan chocolatier based in Hong Kong, driven by a sincere passion and dedicated pursuit of the world's highest quality chocolate. From the provenance of plantation and the grade of cacao to our obsession with innovation and quality, our philosophy is to raise the awareness, appreciation and entire experience of premium chocolate. From fair trade cocoa plantations in Venezuela to research institutes in Malaysia, to master chocolatiers in Europe, we have scoured the globe to gather wisdom and resources for creating the most exquisite of chocolates.

Validity: 1 January - 31 December 2009

Hotline: 2559 5882

www.verochocolates.com





FIRE kitchen

W Dining

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- **Kitchen & Fire: Complimentary dessert OR tea/coffee with purchase of any main course**
- **Living Room: Buy 3 and get the 4th one on the house**

KITCHEN A modern bistro dishing international & pan-Asian delights creatively with views of dazzling live food preparation on one side & the Hong Kong harbour panorama on the other.

FIRE A lush, stylish entrance hall ushers you into bursts of epicurean colour. Find prime steak and seafood that's grilled to thrill, gastronomic explorations around the world, and our stylish Liquid Bar.

LIVING ROOM Woo, wink and wow your way across the hippest new addition to Hong Kong's thriving nightlife scene. With DJs, W Mixologists, groovy beats and a cutting edge Wine Safe to house your favourite vintages.

Validity: 1 January - 30 June 2009

Bookings: Kitchen 3717 2299; Fire 3717 2848
Living Room 3717 2889

www.whotels.com/hongkong





W Hong Kong

10% discount on Best Available Rate (BAR)

In the “eastern Manhattan” of West Kowloon where energy streams, W Hong Kong sits among modern splendour, traditional markets, and the city’s finest entertainment and fashion destinations. Sightsee in bed - all 393 luxurious guest rooms boast dazzling views of the famed Hong Kong skyline. More reasons to stay in - Asia’s first Bliss® spa to awaken your senses, a state-of-the-art gym to work up a SWEAT, and the city’s highest swimming pool in which to get WET, six meeting rooms totaling 822 sq-m, the très chic bar LIVING ROOM, and two signature dining choices fit for an emperor.

Validity: 1 January - 30 June 2009
Hotline: 3717 2992
General Enquiry: 3717 2222
www.whoels.com/hongkong



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HONG KONG

Terms & Conditions

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General Terms & Conditions

All Pure Cardholders are entitled to the outlined privileges with presentation of Pure Card upon making reservations, booking appointments, checking in and/or settling payment.

Unless otherwise specified, offers are valid until 31 December 2009.

Offers are not redeemable for cash and are non-refundable.

Offers cannot be used in conjunction with other promotions, discounts or VIP cards.

Advance booking is required for spa treatments, facial treatments, hotel reservations and dining reservations, all of which are subject to availability.

Offers will be bound by the terms & conditions of the respective partners.

Pure and the partners reserve the right to change the terms and conditions at any time without prior notice.

In the event of dispute arising from this promotion, the decision from Pure and the respective partner shall be deemed final.

Pure is not a supplier of the products and services, and will not accept any liability in relation thereto.

1010

1. Offers valid at all 1010 centres.
2. To enjoy the one-month service fee rebate, Customers must subscribe to any 1010 Basic Plan for a Minimum Contract Period of 12 months. Other 1010 terms and conditions apply.
3. The 5% handset discount is only applicable to the purchase of one selected standalone handset at list price. Only one handset can be purchased per transaction.

Abaca Resort

1. Pure Card number must be mentioned at time of booking.
2. Booking must be guaranteed with credit card or bank transfer.
3. High season surcharges may apply.

Bupa

1. The offer is applicable to applicants paying the subscription annually and served by a Bupa Health Management Consultant.
2. Offers apply to new members (ie. not Bupa's individual members in the past 6 months) aged 18 to 59.

Chuan Spa

1. Offer only valid for treatments from Monday to Friday, 10am to 11pm (except public holidays).
2. Cancellation policy applies.

Columbia

1. Offer valid for regular-priced items only.
2. Offer applies to single transaction only.

dragon-i

Offer limited to dine-in on à la carte menu only.

Farrington American Express Travel

1. Offer must be mentioned upon package reservation.
2. Reservations are subject to availability and must be made through Farrington American Express Travel Services Ltd.

GHM Hotel Group

1. Minimum 2-night stay required.
2. Rates subject to applicable taxes & service charges.
3. Offer not applicable during black-out period of 1-10 January 2009.
4. Offer applies to direct booking with hotel only, please quote "Pure Privileges" upon booking.
5. Offer applies to the following hotels:
 - The Chedi Phuket
 - The Chedi Chiang Mai
 - The Club at The Legian, Bali
 - The Chedi Club at Tanah Gajah, Ubud
 - The Club at The Saujana, Kuala Lumpur
 - The Nam Hai Hoi An, Vietnam
 - The Strand Yangon, Myanmar

IMI

Discount does not apply to IMI practitioner consultations or lab tests.

Jurlique Wellness Sanctuary Day Spa

1. Pure Card number must be mentioned at time of booking.
2. Offer is only applicable at Jurlique Wellness Sanctuary Day Spa.
3. Offer applies to regular-priced treatments only. Reservations Telephone: 2576 2011 Room 2401-2, 24/F, World Trade Centre, Causeway Bay

Jurlique Concept Store

1. Gifts are available on a first-come-first-served basis, only while stocks last.
2. One gift per customer only.
3. No prior notice will be given for any amendment to this offer.
4. Offer valid for regular-priced products only

MINT

1. Pure Cardholder must state Pure Card No. at time of reservation.
2. One-day advance reservation is required with guest list submission.
3. All reservations are subject to availability.
4. A minimum charge will be applied for table and booth bookings on Fridays, Saturdays, Festive Days and Public Holidays eves.
5. The Club is only available for private events on Sundays and Mondays.

Polar

Offer applies to purchases in retail at Pure and for regular-priced products only.

Puma

Offer valid for regular-priced items only excluding fixed-priced items.

Sunglass Hut

1. Offer valid on full-priced sunglasses only.
2. Excludes Bvlgari, Tiffany, Maui Jim and Oakley.

VERO

1. Offer applies to both internet and phone orders directly with VERO Chocolates.
2. Pure Cardholders must state Pure Card number when ordering.
3. Offer not applicable to any products sold at the Lane Crawford outlets.
4. Pure Cardholders can also purchase at Vero store at: 1/F Fenwick Pier, 1 Lung King Street, Wan Chai.

W Hong Kong

Room price subject to 10% Service Charge.