



TRAVEL + TOURISM BOARD

## **40<sup>th</sup> Anniversary: Get Red Carpet Ready in West Hollywood**

Forty is the new 20 in West Hollywood! Renowned for its innovative wellness treatments, celebrity-favored fitness facilities and boutique studios, this vibrant city boasts more wellness options per square mile than any other on the West Coast. As West Hollywood turns 40, find all your red carpet prep in the heart of LA. For facials, look to Barbara Sturm, Ole Henriksen or Bamford Spa. For cutting-edge fitness, spots like Barry's Bootcamp or DOGPOUND Gym offer an A-list pump for all. As West Hollywood celebrates four decades of vitality, the heart of LA remains the ultimate destination for achieving your picture-perfect glow, inside and out. There's never been a better time to indulge in the star-studded wellness scene of West Hollywood, where age is just a number and rejuvenation knows no limits. Look and feel your best with this West Hollywood way of life.

### Story Vignettes

- The evolution of West Hollywood's Red Carpet Facial (How the West Hollywood facial has evolved over the last 40 years)
- Where A-List celebs over 40 go to stay looking and feeling fabulous in West Hollywood
- 40 is the new 20 in West Hollywood: 20 secrets to look your best from West Hollywood estheticians
- Celebrating West Hollywood at 40-and-fabulous: Pro-aging spa treatments that honor aging skin

### **About West Hollywood Travel + Tourism Board**

West Hollywood Travel + Tourism Board is the official marketing organization that invites visitors to West Hollywood, California, a walkable, 1.9 square mile city in the heart of Los Angeles. Located at the base of the Hollywood Hills and adjacent to Beverly Hills, West Hollywood is a creative and progressive city that embodies the quintessential L.A. lifestyle. West Hollywood is home to 20 hotels and comprises three main districts: the world-famous Sunset Strip with unparalleled nightlife, eclectic and LGBTQ-friendly Santa Monica Boulevard, and the Design District known for its sought-after shopping and dining. West Hollywood enjoys a year-round moderate climate and thanks to its prime location and hip atmosphere, West Hollywood serves as home and playground to many celebrities. Follow us on Facebook and Instagram (@visitweho). For more information, please visit [www.visitwesthollywood.com](http://www.visitwesthollywood.com).