

A BEE-LINE FOR Eder



Invited to experience a B-Line Foot Smoothie treatment to celebrate 30-years of the B-line treatment and product line, I took a day trip to the Eden Day Spa, located five miles south west of Newark, Nottinghamshire.

ALEX FOX takes her love of architecture, history & footcare for a day out at Eden Hall Day Spa, where a B-Line Foot Smoothie offers the promise of inner & outer wellbeing



About B-Line

B-Line, conceived as a professional brand back in 1989 by Annette Foley-Craigen, was inaugurated as a specialist product range of three products for feet; Foot Spray, Feet Treat and Exfoliant. Seeing itself as a pioneer for the care of feet, B-Line focused its attention on education and awareness, utilising historical and cultural elements to get the message on the importance of footcare to a wider audience.

Starting her career in theatre after training with the Royal Welsh College of Music & Drama, Annette utilised her down time between touring immersed in promotional work for a top French skincare brand. It was this time spent in theatre with many hours on her feet that led to Annette recognising the importance of good posture and looking after her feet. Her vision of footcare emerged as, 'an investment in overall health and wellbeing' and in 1989 she developed her first three products.

Combining the power of tea tree and lavender essential oils, Annette worked with a chemist to devise treatment concepts that could be easily taught and delivered by therapists in spas and salons. One of B-Line's first clients, Ragdale Hall, is still working with the brand 30-years later, where Annette is a familiar face.

Known to some as 'Sole Sister', since writing a regular column in a trade magazine back in 2000, Annette found her expertise was required abroad and was regularly tracked down in Japan, working closely with the Japan Footcare Association in Tokyo.

"The foot is a very complex device and a brilliant piece of engineering," explains Annette. "It contains over 26 bones and every day comes under intense strain. Women (and some men) squeeze their feet into shoes that are often too tight and too high and then wonder why they feel so bad!" Harrowby, Annette's home and office, contains

an impressive collection of vintage and contemporary shoes. "They are my interest and my indulgence," she acknowledges. "I find them not only fabulous to wear, but also decorative and attractive to look at."

Annette is clearly a firm believer that beautiful shoes deserve beautiful feet and B-line is a name inspired by many things in Annette's life. Her late husband Brian, best, British and beauty all combining to create a brand name with values that appeal equally to therapists and the wider public.

"I suppose the beauty industry usually works from head to toe," Annette cites. "I've definitely done it the other way around." As a pioneer and innovator, it is an approach that has earned her a unique place in the industry. B-line products are sold to professional spas and salons in the UK and overseas, enjoying a particularly high profile in Japan.

Today's range comprises products and treatments for the feet, body and hands using plant-based ingredients and essential oils. All products are paraben-free and safe for diabetics, designed to leave the skin hydrated and silky-smooth to combat the ageing process. B-Line is renowned as much for its unique massage oils and body treatments as it is for its pedicure expertise and Annette's original vision of footcare has evolved into an all-embracing mission to harmonise inner and outer beauty.

The offerings of Eden

While driving towards my destination, I was struck by the majesty of Eden Hall as it appeared on my horizon. An eclectic and diverse architectural edifice, I noted immediately that it presents a unique structure and design.

Originally known as Middleton House, Eden Hall was built by a firm of London contractors for Robert Middleton, Esq and completed in 1875. Robert Middleton was a student under the minister of the Newark Congregational Church and the house was named Middleton House and Chapel, as Robert included a chapel with baptistry in the build. This chapel is used today to house the lunch buffet and acts as a superior backdrop to the vast delicious food that supports the à la carte menu.

At the south end of the house was a large conservatory, which attracted considerable attention. It had a fountain in the centre and a choice selection of tropical plants that thrived within. Across the courtyard, the ordinary stables, coach houses, out-houses and a lofty clock tower reside. The clock had four dials, each 5ft in diameter and could be illuminated at night. There was also a carillon in the clock tower, which played a different tune each day of the week. The tune was repeated every three hours.

Today, the house is cared for by a large troop of staff and delivers health and wellbeing services to its day spa guests. It offers a haven of tranquillity with many areas where one can get lost in their own space and time, in between an array of treatments, activities (archery/cycling), classes, gym, saunas, tranquil gardens (the Zen garden has just been completed), herbal caldarium, slumber



lounge, spa shop, outdoor spa pools and hot tubs, swimming and award-winning fine dining.

It is an unforgettable escape, as on entry you are cocooned in time, the interior has a fine and delicate balance of modern features juxtaposed with original walls, floors and doorways. Every room features its own style of ceiling, and stained glass windows bring to life the past, while many other windows reminiscent of a more Georgian styling give a grandiose view of manicured lawns and gently rolling green vistas.

A large modern conservatory has been added to the building allowing for the easy passage of light into the building, where spa-goers lunch and/or relax between activities.

The spa is open daily between 9am-8.30pm, which allows guests to fully appreciate and indulge in everything it has to offer and for those that live close by, the monthly membership package is a simple must-have!

I visited this unique spa marvel to indulge in a Foot Smoothie and retired home with so much more than happy feet. My soul was singing, my love of architecture and history was quenched while I met a truly fantastic troop of staff; each employee is nurtured and this was clear in the calibre of customer service that I experienced. Eden Hall is day spa to remember.



B-Line was one of the first UK-based companies to launch a replacement product for microbeads in its skincare by substituting them with natural bamboo powder.



TREATMENT TRY-OUT: The B-Line Foot Smoothie at Eden Hall Day Spa

A four-step 25-minute treatment designed to instantly improve dry, hard and cracked skin.

I was invited to sit in a luxurious pedicure throne and soak my feet while the chair's back massager gently caressed my back. Settling into a form of relaxation, the therapist, Rachel Sanderson, sprayed one of my feet with Erase Spray and used a rasp to clear away my hard, dead skin. Erase is an enzyme peel that utilises the efficacy of urea to aid the removal of dry skin. Suitable for use on diabetics, it also harnesses the power of lavender.



Next my feet were swathed in Feet Treat, a delicious, highly penetrative, antiseptic, healing moisturising cream that's a complex blend of essential oils and plant extracts to re-hydrate and soften cracked skin. Its blend encapsulates tea tree, lavender, orange, lemon, jojoba oil, sweet almond oil, coconut oil, bilberry, silver maple and white willow.



After application, Rachel gave me a relaxing massage of the feet and lower legs, where she focused on where she could feel the tension across my soles. As the massage ensued, my circulation was stimulated and blood rushed to the skin's surface, bringing much needed nutrients to the upper layers of the epidermis.

The fourth step in the process was to massage a small amount of Heel Appeal, an intense and penetrating skin softener, into the dry areas of my feet and leave it to work its magic. Utilising a high percentage of urea combined with vegetable glycerin, this cream is designed to soothe and restore visibly healthier skin and keep it supple.

Likening the treatment's benefits to 'walking on clouds', I admit Rachel was not wrong. Just 25-minutes after my arrival, my feet were transformed and felt utterly fantastic.

B-Line does offer this service as a home-care gift pack where the three products alongside a pumice stone can be used at home for clients to keep up the good work.

Flower Power

The newest addition to the B-Line family is Serenity Oil, a nut-free, aromatic blend of safflower oil, which is a white thistle-like plant with excellent lubricant qualities and lots of vitamin E; beneficial to acne. Its linoleic acid promotes better circulation and muscle relaxation while restoring natural oil balance. Serenity Oil also features geranium oil for calming, stabilising and promoting skin rejuvenation while speeding up the healing process and helping to improve lymphatic draining. The presence of neroli oil is excellent for calming skin and relieving nervous tension and anxiety while lavender oil heals, relaxes and refreshes. Finally, rose oil works as a fortifier and tonic that's good for the circulatory and respiration systems. This luxury oil has been developed for use in massage for those with nut allergies and sensitive skin.

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