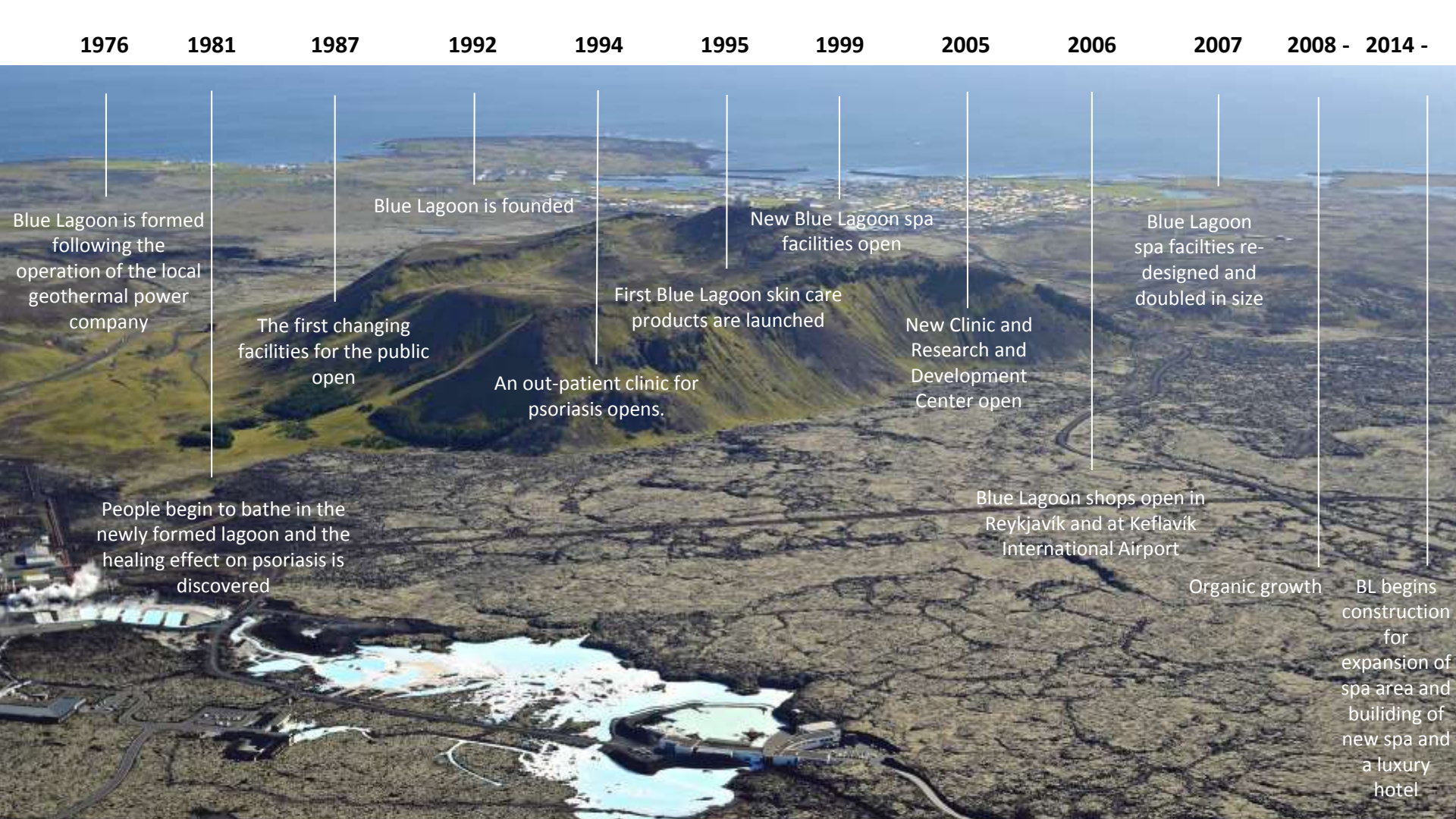




Blue Lagoon

BLUE LAGOON
ICELAND



1976 1981 1987 1992 1994 1995 1999 2005 2006 2007 2008 - 2014 -

Blue Lagoon is formed following the operation of the local geothermal power company

The first changing facilities for the public open

Blue Lagoon is founded

An out-patient clinic for psoriasis opens.

First Blue Lagoon skin care products are launched

New Blue Lagoon spa facilities open

New Clinic and Research and Development Center open

Blue Lagoon spa facilities re-designed and doubled in size

People begin to bathe in the newly formed lagoon and the healing effect on psoriasis is discovered

Blue Lagoon shops open in Reykjavík and at Keflavík International Airport

Organic growth

BL begins construction for expansion of spa area and building of new spa and a luxury hotel

BLUE LAGOON

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Blue Lagoon is a venture company, leading in health tourism and skin care

Blue Lagoon represents a destination and a unique brand on a global basis.



Blue Lagoon



LAVA Restaurant



Skin care



Silica Hotel



New Hotel and Spa

Staff as a resource

Blue Lagoon employees people with diverse educational background



Doctors

Actors

Chefs

Graphic
designers

Engineers

Teachers

Servants

Nurses

Electricians

Psychologists

Business
Specialists

Masseurs

Pharmacists

Carpenters

IT

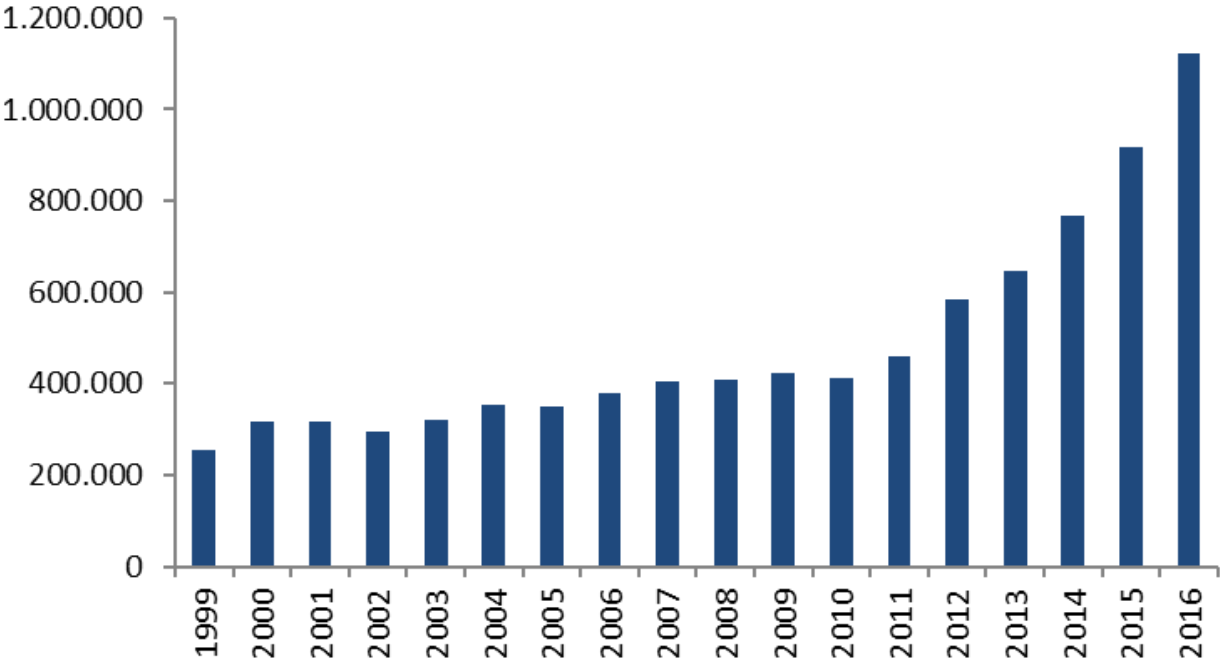
Marketing
professionals

Unique, Design, Experience

Design holds an important part in the development of the company



Visits



One of 25 wonders of the world – National Geographic



International exposure





Silica Hotel

35 rooms built in harmony with the surrounding landscape,
it offers an oasis of calm, relaxation, and healing

Blue Lagoon Skin Care is based on the geothermal seawater and its active ingredients, mineral, silica and algae.



THANK YOU.

BLUE LAGOON
ICELAND

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www.bluelagoon.com