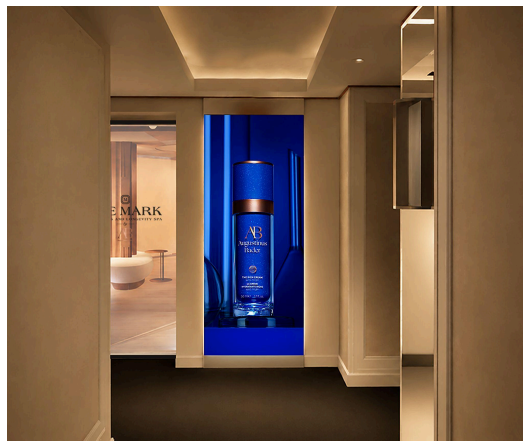




The Mark Hotel to Open The Mark Wellness and Longevity Spa by Augustinus Bader

Augustinus Bader brings its pioneering approach to skin health and longevity to the Upper East Side's most iconic address this October, marking a new chapter in wellness at The Mark.



Rendering [here](#)

August 2026, New York, NY - This October, The Mark Hotel and Augustinus Bader will unveil The Mark Wellness and Longevity Spa by Augustinus Bader. The new wellness destination will be The Mark Hotel's first spa and Augustinus Bader's first dedicated hotel spa in the United States, bringing together Augustinus Bader's signature skincare treatments and science-led longevity experiences with The Mark Hotel's renowned standard of luxury and hospitality.

Featuring three dedicated treatment rooms, The Mark Wellness and Longevity Spa by Augustinus Bader will offer the brand's acclaimed signature facials alongside a curated suite of wellness offerings. Each room will offer an exceptional experience to optimize skin health with Augustinus Bader's pioneering skincare expertise and advanced technology, while enhancing overall wellbeing with technologies studied for their positive impact on selected health biomarkers.

At the heart of the experience is Professor Augustinus Bader's patented TFC8® technology, developed from over 35 years of research into cellular communication and the body's innate regenerative processes. Combined with advanced treatment technologies, including precision nano-channeling, microcurrent, Biosonix ultrasound, full-spectrum LED, and ionized oxygen therapy, each treatment is designed to enhance the synergy between advanced technology and intelligent skincare, supporting personalized treatment

protocols and optimized results. Within a calming, sensory-led environment, these elements come together to create a highly personalized experience for hotel guests and New Yorkers alike.

The new spa will complement The Mark's expertly-curated existing array of wellness amenities, including a 24-hour fitness center by Technogym; access to the hotel's in-house personal trainer; in-room massage services; and most recently, an outdoor cold plunge and private gym by Technogym within the property's world renowned Penthouse

This expansion arrives following a meticulous restoration of the hotel's guest rooms and suites preserving Jacques Grange's legendary vision, a masterful expression of high French style and modern American comfort in the heart of New York City. The restoration ushers in a new era of the hotel's iconic design and timeless elegance, reaffirming The Mark's status as New York's most boldly lavish hotel for generations to come.

Together, The Mark Hotel and Augustinus Bader bring a shared vision for wellness and longevity to life, creating a destination where pioneering skincare science, luxury hospitality, design, and intentionality converge.

ABOUT THE MARK HOTEL

Located at the corner of Madison Avenue and 77th Street, just steps from Central Park and the city's most celebrated museums, galleries, and boutiques, The Mark Hotel is the pinnacle of boldly lavish luxury, seamlessly blending impeccable personal service, avant-garde design, and old-world comfort. The hotel offers 104 guest rooms and 47 suites, including the largest hotel penthouse suite in North America, with interiors by Jacques Grange and contributions from an esteemed roster of artists including Ron Arad, Mattia Bonetti, Guy de Rougemont, Vladimir Kagan, Eric Schmitt, Paul Mathieu, Todd Eberle, and Karl Lagerfeld. The hotel is home to its acclaimed restaurant by Chef Jean-Georges Vongerichten, The Mark Bar, Caviar Kaspia at The Mark, a salon by Frédéric Fekkai, and is distinguished by its signature scent, Jurassic Flower, created by Frédéric Malle. The Mark also features a 24-hour fitness center and a private training room within its iconic penthouse, both by Technogym, alongside a smart cold plunge on the penthouse terrace. Following its recent restoration, The Mark continues to evolve with the debut of its first-ever wellness and longevity spa, developed in partnership with Augustinus Bader and opening in Fall 2026.

The Mark Hotel is the only hotel in New York City—and one of just two in the United States—named to The World's 50 Best Hotels 2025, and is also a recipient of the esteemed Condé Nast Traveler's prestigious 2026 *Triple Crown Awards*.

For more information, please visit: www.themarkhotel.com.

ABOUT AUGUSTINUS BADER

Augustinus Bader is a science-led, performance driven skin and hair care brand built on more than 35 years of pioneering research in stem cell biology and regenerative medicine. Launched in 2018 and rooted in the groundbreaking work of Professor Augustinus Bader, MD, PhD — a world-renowned expert in stem cell

research — the brand introduced its iconic “blue bottle” formulas, The Cream and The Rich Cream, setting a new standard in science-led skincare.

At the core of the brand is TFC8®, Trigger Factor Complex™, a proprietary technology developed from Professor Bader’s research, designed to improve skin cellular communication, enhance the skin’s natural renewal process, and combat visible signs of aging and damage. This technology forms the foundation of AB Science™ — the brand’s innovation platform, driving ongoing research, formulation, and product development.

Today, AB Science™ continues to translate advanced research into industry-leading innovation, powering a curated collection of high-performance, clinically proven essentials across skin, hair, and complexion — trusted by the world’s leading experts. The brand has received over 200 awards and was named “The Greatest Skincare of All Time” by WWD Beauty Inc. in 2026.

For more information, please visit www.augustinusbader.com.

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