



GOOP ANNOUNCES FIRST GOOP AT SEA EXPERIENCE WITH CELEBRITY CRUISES

The brand's first wellness-at-sea experience will take place onboard the all-new Celebrity Apex

Los Angeles, California (January 9, 2020) – [goop](#), the modern lifestyle brand founded and helmed by Gwyneth Paltrow, announced today that it is partnering with Celebrity Cruises to create the first goop at Sea experience, which takes place on the soon-to-debut *Celebrity Apex* from August 26, 2020 through September 6, 2020. Gwyneth Paltrow and goop's chief content officer, Elise Loehnen will join the 11 night wellness cruise through the Mediterranean on August 30, 2020 to host a special onboard experience for the retreat goers.

Over the course of this wellness-at-sea experience aboard [Celebrity Apex](#), guests will have the opportunity to meet Paltrow, Loehnen, and their very best healers and will join an intimate conversation between Paltrow and Loehnen, three smaller group sessions led by expert talent (one for the body, one for the mind, one for the soul), and a closing keynote chat. Throughout the sailing there will be surprises and perks along the way from both goop and [Celebrity Cruises](#). Whether guests are looking to push past a block in a relationship, reconnect with their own body, quiet their inner critic, or find purpose, joy, or five minutes to de-stress, through transformative work, they will develop a toolkit that they can take with them off the ship and into their everyday life.

"We've had massive success with In goop Health, our wellness summit that translates goop's content into a tangible, high-touch experience. This partnership with Celebrity Cruises allows us to bring goop to new audiences and to meet readers where they are. goop's brand DNA is based in curiosity, and curiosity is an essential component of travel. With goop at Sea, we'll be invoking that adventurous spirit with a series of transformative experiences led by a few of our most-trusted wellness practitioners and healers," said Gwyneth Paltrow, CEO and founder of goop.

"*Celebrity Apex* is the cruise industry's ultimate cruising experience. Every aspect of the Edge Series award-winning design and the curated onboard offerings have been designed to bring the outside in, making the ship a wellness retreat in its own right," said Peter Giorgi, vice president and chief marketing officer of Celebrity Cruises. "*Celebrity Apex* is modern cruising at its finest and makes for the perfect setting for our partnership with goop and the first ever goop at Sea experience."

Over the past decade, and particularly in the last few years, goop has become known for starting and evolving important conversations around health and wellness and for its curious, open-minded approach to self-optimization. The brand works with an incredible roster of cutting-edge doctors, practitioners, and thought leaders.

The goop at Sea experience will also feature:

- **Opening Conversation**
goop's chief content officer, Elise Loehnen, will kick off a conversation with founder and CEO Gwyneth Paltrow about her personal wellness journey, what she's learned, what she's still curious about, and where she's headed next.

- **The Mind Session**
After the morning's chat, guests will break into three smaller groups and have access to three impactful classes led by trailblazing practitioners. This workshop focuses on mental health, the power of the mind, and creating immediate and lasting shifts in outlook.
- **The Body Session**
In this active group class, guests will move, tap into the potential of the body, learn how to get centered, and have some fun.
- **The Soul Session**
So often, one's physical, mental, and emotional well-being are inextricably linked. This class will be an energetic experience, guided by a beloved spirituality teacher and designed to leave guests feeling more grounded than when they entered.
- **Closing Keynote**
The main day will end with a conversation between Loehnen and one of the day's fascinating culture changers.
- **goopified Perks throughout the Wellness Sail**
goop is also known as a leader in food for its healthy, clean recipes that never sacrifice taste. goop's food editor will help curate special menu items. And as mentioned, there will be fun, goopy surprises and amenities selected for guests' stay on the ship.

Goop at sea tickets open for sale on Thursday, January 9, 2020 and are available for \$750 to guests who book suite class accommodations on *Celebrity Apex's* Mediterranean sailing departing August 26, 2020 from Barcelona, Spain. To learn more and book the wellness sailing visit celebritycruises.com/goopatsea. Space is limited.

Stay tuned for additional details in the coming weeks and on IG follow @goop, @celebritycruises and #goopatsea on social.

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ABOUT GOOP:

goop is a lifestyle brand with its roots in content across six key pillars: wellness, travel, food, beauty, style, and work. Within those pillars, goop curates and sells a tightly edited array of products; we also make our own goods in beauty, fashion, and wellness.

goop launched in the fall of 2008 out of Gwyneth Paltrow's kitchen as a homespun weekly newsletter. GP wanted to share her unbiased travel recommendations, health-centric recipes, and shopping discoveries, and she also wanted to get her own questions—about health, fitness, and the psyche—answered. goop continues to be a place for GP, now the company's CEO, to introduce readers to

incredible experts who have mentored her throughout her life, along with new ideas about where to shop, eat, and stay, plus clean recipes.

ABOUT CELEBRITY CRUISES:

Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 13 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible Cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL).

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