



P&O Cruises adds eye-catching new on board experience

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P&O Cruises has launched Eyeconic, a unique method of photography that captures the beauty of eyes through high-definition iris imagery.

Eyeconic photographers capture highly sophisticated pictures of the iris, the coloured part of the eye, to create a detailed and unique piece of artwork. To create the image, a light is continuously shone into the eye whilst the subject sits still. The result is a unique holiday keepsake.

As every single eye on this planet is different, from the colour to the texture, the photographs of the guest's eye and the resulting piece of art, is detailed and distinctive. It may be done alone, with a partner, friend or family and guests can be sure that no one else will have the same image.

Eyeconic is available across P&O Cruises ships*, with prices starting from £40 per image.

For more information or to book a holiday, call P&O Cruises on 0345 356 9999, visit www.pocruises.com or visit a travel agent.

*Eyeconic is available on all ships except Azura

– Ends –

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About P&O Cruises

P&O Cruises is Britain's favourite cruise line, welcoming guests to experience holidays with a blend of discovery, choice, relaxation and exceptional service catered towards British tastes. Each of the seven ships has its own appeal from family friendly or exclusively for adults. With over 200 destinations worldwide, P&O Cruises itineraries are carefully curated to inspire discovery and are varied to suit newcomers and experienced guests alike.

P&O Cruises works with the best of the best including Gary Barlow who is music director of The 710 Club on Arvia and Iona and has delivered a number of unique musical moments on board. Crafted to Gary's creative vision, The 710 Club showcases an eclectic range of performances and offers an opportunity for up-and-coming musicians to get their break. Gary also joins guests for exclusive performances P&O Cruises holidays. Multi award-winning performer Nicole Scherzinger is the creative force behind contemporary and breath-taking late night shows to be performed in SkyDome on board Iona and Arvia, and P&O Cruises Food Heroes include chefs Marco Pierre White, José Pizarro, Shivi Ramoutar and Kjartan Skjelde who has created Norwegian speciality dishes, as well as award-winning drinks expert Olly Smith.

Recent awards for P&O Cruises include:

1. The Times and Sunday Times Travel Awards 2023 – Best Ocean Cruise Operator
2. Wave Awards 2023 – Best Value for Money Cruise Line, Favourite Ocean Cruise Line and Best New Ship Launch
3. British Travel Awards 2023 – Best Cruise Line for Family Holidays and Best Cruise Line for No-Fly Cruise Holidays
4. Editors' Picks Cruise Critic Awards 2023 – Best New Ship (Arvia)