

Life Wellness Resort debuts new signature treatments

Life Wellness Resort Quy Nhon, an inimitable hideaway boutique on Vietnam's south-central coast, has bolstered its acclaimed Life Spa with an expansive suite of new treatment packages.

The new packages resurrect traditional detoxification treatments favored by Cham royalty; indulge the depths of a jackfruit-wood tub; and celebrate new signature treatments that meld a plethora of massage styles.

"While most beachfront resorts offer spa treatments as a de rigueur accessory to the simple, sedentary pleasures of being on the sea in a great place, we take development of our treatments very very seriously," said Chris Duffy, general director of the Life Resorts. "Where others hold out their spa as an adjunct to accommodation, wellness is the very bedrock of the resort here. In Quy Nhon, the spa's the thing."

That reputation has gained currency beyond the bias of Life's principals. In July, the resort was named a finalist for Best Wellness Retreat in SpaAsia's 2008 Crystal Awards program — the only finalist named from Vietnam. At the same time, the resort is winning raves from a prestigious travel publications around the world.

In July, a reviewer from *Travel Weekly*, one of North America's leading travel-trade publications had this to say about the resort: "With clear, green-blue water and the beautiful gold-colored sand, I was hard-pressed to think of any place that was more beautiful, at least in my experience."

The resort's new signature treatments — the Vietnamese Spa Ritual and Journey to the Far East — pursue a wonderfully choreographed regimen of scrubs, wraps, brushes and massages that invoke ancient rituals and a multiplicity of styles.

The new Life Spa Experiences packages range in duration from two to two-and-a-half hours. The sessions include a variety of treatments from the dry sand and salt sauna, to steam therapy, sea salt scrubs and papaya body glows.

In the couples' packages, the initial therapies – either sand and salt sauna or steam therapy – are followed by immersion in a wooden tub. Body scrubs, aromatherapy and tea ceremonies complement these regimens.

"To really make that critical breakthrough in a treatment, it's got to be more than a hands-on experience, or a purely physical exercise," said the resort's manager, Robyn Bautovich. "Our aim is wellness, and with these new signature treatments, we're consistently achieving access to that rarified sense of harmony, balance

and peace. It sounds hokey, I know... until you get there and it all makes sense.”

Most wellness activities take place in a 3,000 square-meter landscaped garden, overlooking curvaceous coastline. In this natural garden, five outdoor treatment bungalows, three indoor treatment suites, a meditation terrace and several outdoor rock pools succor a guest’s goal to completely unwind and relax.

Beyond the Life Spa gardens, the resort’s wellness programs include yoga, tai chi, meditation, kite-flying, tree planting, beach jogging, power walking, speed walking, cooking classes and health beverage mixing classes.

Inspired by the architecture of the Kingdom of Champa, the Life Wellness Resort’s 63 rooms come in three classes and feature such amenities as open-air balconies facing the sea and complimentary high-speed Internet access. The resort’s smallest rooms, at 42-square-meters, are more commodious than spacious rooms in big-city hotels, and all face the sea. The resort’s flagship restaurant, Senses, offers al fresco dining as an alternative to indoor eating at the 160-seat venue.

ABOUT LIFE RESORTS

In addition to the Life Wellness Resort Quy Nhon, Life Resorts owns and operates the 94-room Life Heritage Resort Hoi An. Reopened in August after a major six-month renovation, the resort evokes the colonial splendor of a bygone era on a quiet stretch of the Thu Bon River within walking distance of the trading port’s world-famous downtown. The resort’s new features include a Tropical Asian Moderne aesthetic, a cigar & wine bar, ready access to a riverside promenade and artful furnishings that are as comfortable as they are exquisite.

Elsewhere in Vietnam, the Life Resorts are developing a suite of new resorts, from the limestone karsts of Ninh Binh, to the mountains of Sapa, the sidewalks of Danang and the emerald waters of Halong Bay. Life Resorts also manages the Blue Ocean Resort in Mui Ne. Completely refurbished for a 2008 relaunch, the 78-unit (84 rooms) Blue Ocean Resort features a 153-meter private beach, a newly renovated 26-meter swimming pool, as well as some private bungalow plunge pools, on-site waterfalls, fountains, tranquil water features and lush tropical grounds.

For more information, contact the Life Resorts sales and marketing office at (848) 3844-3605, email: sales@life-resorts.com or visit www.life-resorts.com