

New Spa at Blue Ocean Resort Complements Beachside Salas

MUI NE, Vietnam (16 July 2009) – Atmosphere is integral to any spa experience, so Blue Ocean Resort, managed by Life Resorts, lets guests decide: In addition to its beachside Garden Salas, treatments are now available at the just-opened Blue Ocean Spa, an indoor facility designed for cocoon-like isolation from outside influences or distractions.

“If there’s anything we’ve learned from our years of catering to spa customers, it’s their immense variety of tastes and preferences,” said Alistair Cooray, Blue Ocean Resort’s general manager. “To some, the sound of waves and the sensation of gentle breezes is the ultimate in being soothed. Others would rather be segregated from anything having to do with the outside world, even nature. For these guests, we opened Blue Ocean Spa.”

Laid out in a square, with four corridors surrounding a central lounge and reception area, the spa’s configuration optimizes privacy within a fairly compact overall “footprint.” Three treatment rooms serve individual guests; two serve couples; a sixth room is dedicated to manicures and pedicures; and the seventh room is for foot massage.

Other trademark Life Resort design elements – small reflecting pools and a colour palette of warm earth tones like brown, orange, and grey – contribute to the serene ambience.

“The Spa puts you in a world of your own,” said Cooray, “while the Garden Salas encourage a sense of being at one with the outside world.”

Whichever environment best suits the individual spa-goer, the Blue Ocean Spa offers an alluring array of Life Resort treatments to tempt. These include Asian foot reflexology, a massage that will invigorate your entire body, from the ground up; Swedish and Aromatherapy massages, using the purest natural ingredients; a “Connectivity” massage focusing on the neck and shoulder area to relax and rejuvenate this locus of tension; or an overall muscle de-stressor deep-tissue massage to dissolve the anxieties of the workaday world. A steambath or sauna completes the soothing effects of your treatment.

Like the treatment areas, each treatment is distinctive, but each embodies Life Resort's belief that man has ten senses – among them the sense of local culture, of environment, and of *feng shui* (harmony) — all of which ought to be stimulated to experience fulfillment.

ABOUT LIFE RESORTS

Life Resorts owns and operates two resorts in Vietnam and manages a third. On Vietnam's central coast, the 94-room Life Heritage Resort Hoi An 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. On the south-central coast, the 63-room Life Wellness Resort Quy Nhon is dedicated to the tenets of wellness, from yoga, tai chi and Pilates to an ample range of spa treatments and anti-stress and detox programs. Four hours from Ho Ch Minh City, Life manages the 84-room Blue Ocean Resort, featuring a 153-meter private beach, a 26-meter swimming pool and lush tropical grounds.

The Dutch resort company is also developing resort properties in Ninh Binh and Halong Bay, each scheduled to open in 2010.

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For more information, contact the Life Resorts sales and marketing office at (848) 3.844-3605, sales@life-resorts.com or visit www.life-resorts.com.

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