

## **Life Heritage Resort Hoi An debuts a fully fledged spa on the Thu Bon River**

HOI AN, Vietnam (3 March 2009) — Six months after the Life Heritage Resort Hoi An reopened with a fresh, Tropical Asian Moderne design, the Old Town's premier resort has opened the doors on a new amenity — a fully fledged spa.

Throughout its first several years of operation, the riverside resort made do with a makeshift facility between the banks of the Thu Bon and the resort's pool. This month, the new Life Spa debuts four new treatments rooms and a spa menu that borrows more than a few pages from its acclaimed sister resort in Quy Nhon.

“The Hoi An property attracts a caliber of guest that demands a total resort experience, from the cuisine, to the accommodation, to the leisure facilities and spa,” said Chris Duffy, general director of the Life Resorts. “What we have now was inevitable.”

Life Resorts operates two wholly-owned resorts in Vietnam, the Hoi An property and the Life Wellness Resort Quy Nhon, and manages the Blue Ocean Resort on the south central coast in Phan Thiet. The Dutch company is also developing resorts in Ninh Binh, Danang and Halong Bay.

In Hoi An, the Life Spa's treatments range from a plethora of massages, to cleansing rituals, skin treatments and a suite of beautification classics.

The signature massage is an 80-minute fusion of seven massage techniques, known as the 'Harmony of Energy.' The spa features several 30-minute express massages, and a clutch of healing treatments that include hot stone therapies, aromatic oils and foot reflexology.

The spa offers two exfoliating treatments, using green tea, sea salt and ginger. Two additional skin treatments leverage the replenishing powers of mud, and the moisturizing properties of honey.

The Life Spa's facials constitute the most extensive range of treatment protocols on the new menu, with seven different opportunities to rejuvenate the fatigued countenance. The new spa's sunken terrazzo tubs have been designed for baths of flowers, coconut milk and Vietnamese herbs.

“In Quy Nhon, the Life Spa is a perennial favorite in international wellness competitions,” said Duffy. “Although our focus in Hoi An is on the area's rich heritage, we had nothing to lose by importing tried and true treatments from the south.”

Like the resort itself, the Life Spa's décor reflects a Tropical Asian Moderne design, featuring an earthen color palate, timbers and a floor of bamboo parquet. The treatment beds themselves are blue and black with an almost metallic finish.

#### ABOUT LIFE RESORTS

Life Resorts owns and operates the 94-room Life Heritage Resort Hoi An. Reopened in August 2008 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 company also owns and operates the Life Wellness Resort Quy Nhon. Inspired by the architecture of the Kingdom of Champa, the 63-room hideaway boutique 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.

Elsewhere in Vietnam, Life Resorts manages the Blue Ocean Resort in Mui Ne. The 84-room 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.

— 30 —

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