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### **CHIVA-SOM: ALWAYS EVOLVING TO BRING GUESTS THE BEST EVER IN 2010**



Chiva-Som continues to do what it does best, offering even more value for money with its ever-popular retreats, re-designed and revamped for 2010. The award-winning retreat programmes will become even more specialised and orientated towards the individual goals of guests at Asia's original destination spa. Ten retreats will now be available, including A Taste of Chiva-Som, Inner Peace, Yoga for Life, The Art of Detox, Natural Healing, and the brand new Eternal Youth retreat which is the first to combine Chiva-Som's Niranjala medi-spa treatments with holistic therapies in a retreat format.

Guests will enjoy a greater choice of treatment combinations within each retreat, allowing for greater flexibility and tailoring of each programme, and therefore making the retreats much more results-focused according to the goals and preferences of each guest. Guests will also receive a dedicated retreat guidebook during their stay, outlining some of the common health issues which will be addressed during the retreat they have selected, explaining the root causes and providing practical tips and techniques to enable them to continue good health habits when they return to their everyday life.

Changes have been applied to all retreats, such as the Physical Renewal retreat which now offers guests a choice from a range of structural therapies (including physiotherapy, soft tissue mobilisation, cranio-myofascial therapy, back neck and shoulder massage and fascial release therapy.) Similarly, guests on the Natural Healing retreat can now choose from a range of treatment options within holistic bodywork, emotional development, energy therapy and private fitness, designed to bring guests back into balance. All Weight Management retreats will now include nutritional counseling as standard.

2010 will also see the extension of physiotherapy at Chiva-Som with Total Body Balancing, a brand new treatment that focuses on correcting the misalignment of basic body structure caused by favouring one side of the body over the other for daily activities. Expert practitioner Paul Emery's holistic treatment, Emotional Freedom Technique (meridian tapping method) has too been developed. Offered through Quantum Emotional Release and Quantum Physical Release therapies, the new process increases the speed at which problems can be identified, worked on and recovered. EFT has long been known to positively affect people with phobias and habits such as smoking, blocked energy and back pain.

Greater flexibility will also be offered within the standard inclusions, with the addition of the Chiva-Som relaxing foot massage to the choice of daily massages. Guests' experience in 2010 will be complemented by a host of new and groundbreaking diagnostic techniques, many using state of the art machinery, to ensure guests can address and tackle and even wider range of wellbeing issues.

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Chiva-Som's pioneering customised nutritional supplements programme further illustrates Chiva-Som's unwavering commitment to delivering only the most effective treatments for the greater health, wellbeing and vitality of its guests. For more information on the retreats and Chiva-Som, please call +66 32 536 536 or e-mail [reserv@chivasom.com](mailto:reserv@chivasom.com). Please visit the website: [www.chivasom.com](http://www.chivasom.com)

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**Notes to Editors:**

A secluded world of beauty and serenity, Chiva-Som is the "Haven of Life" – a luxury health resort dedicated to revitalising the mind, body and spirit. The beachfront resort represents tranquility at its best with luxurious accommodation, nestled within lush tropical gardens.

Focusing on greater well-being and vitality, Chiva-Som offers extensive fitness, spa and holistic health facilities to help you relax, restore, rejuvenate and redirect. Personalised programmes and treatments are designed for everyone, blending Eastern philosophies with Western diagnostic skills. Widely regarded as the Best Destination Spa in the World, Chiva-Som welcomes you with unique Thai hospitality. Located in the Royal city of Hua Hin, the resort is less than three hours by car south of Bangkok.

Chiva-Som is the proud recipient of numerous accolades, most recently 'Best for Mind, Body and Spirit' and 'Best for Medical' SpaFinder's Readers' Choice 2009; 'Top 5 Overseas Retreat' Condé Nast Traveller Readers' Spa Awards 2009 (and every year since 1999); '2<sup>nd</sup> Favourite Destination Spa' Conde Nast Traveller 2009 Readers' Travel Awards; 'Best Overseas Spa' Luxury Travel&Style Magazine 2009 Gold List; 'Spa Cuisine of the Year' AsiaSpa 2008; 'Favorite Spa in Thailand' and 'Top 10 Medi-Spas' Spa Finder 2008; 'Best Spa in the world' The ULTRAs-The Ultimate Luxury Travel Related Awards 2008; 'Best Overseas Spa' Luxury Travel&Style Magazine 2008 Gold List;

Chiva-Som has achieved the prestigious Green Globe certification recognising our commitment to operating at the world's highest environmental standard on all levels of operation. The resort has several initiatives, policies and practices in place for energy efficiency and conservation, waste water treatment and reuse, fresh water conservation, waste minimisation and recycling, air quality management and environmentally friendly product-usage.

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