



**Press Release**  
17 June 2010

## **Chiva-Som launches 34 new treatments in holistic, medical and physiotherapy**



Asia's first and best destination spa, Chiva-Som, will launch 34 new treatments in its new edition Health and Wellness menu, complementing its award-winning retreats. With an unwavering focus on wellbeing and vitality, Chiva-Som has again demonstrated its dedication to offering genuine lifestyle transformation through effective and innovative treatment programmes.

Available from 1<sup>st</sup> July 2010 in the resort in Hua Hin, Thailand the new services are all in line with Chiva-Som's philosophy of providing beauty, health and longevity solutions in a supportive and tranquil beachfront location.

### **HOLISTIC HEALTH**

New for 2010 is a consultation with Chiva-Som's *Integrative and Anti Aging Medicine* MD who is an expert at looking beyond diagnoses and symptoms to the causative factors in your personal history. He uses exercise, herbal medicine, nutrition, lifestyle advice, relaxation therapies and laboratory testing to identify triggers of disease. The MD can prescribe bio-identical hormones and/or personalised nutrition supplements where necessary.

New service *Biofeedback Stress Management* monitors your heart rate variability on screen. While you learn stress management techniques, you will see instantly which helps you the most. *Mi-en* Acupressure is a facial acupressure treatment which stimulates nerves and muscles and moves the chi through the acu-points. The result? Relaxed muscles, a boost in collagen production and a rejuvenated appearance.

### **BEAUTY ENHANCEMENT**

Chiva-Som's medi-spa has expanded its facial beauty services to include *Skin Refine by Fraxel* which uses pinpoint lasers that penetrate beneath the skin's surface to eliminate damaged skin cells and stimulate the natural healing process. Effective on delicate areas of the neck, chest, hands and face the treatment targets up to 35% of the skin. Improving the appearance of the surface of the skin is *Ultrapeel Microdermabrasion*, which removes the dead and damaged skin cells using a jet of micro crystals.

### **PHYSIOTHERAPY**

*Gyrotonic* exercise is performed on a pulley tower to give complete freedom of movement. Constant resistance in the handle unit and pulley tower eliminates jarring as the circular spiraling and undulating movements increase the functional capacity of the spine. *H<sub>2</sub>O Body Complex* uses water as a power gym to prevent joint injury. Cardiovascular exercises are individually designed to provide physical fitness, strength, endurance, flexibility and body composition. Chiva-Som's *Kinesthetic Assessment* is a physical diagnosis using muscle testing to find joint problems and spine

*Chiva-Som press release continued*

alignment imbalances, and includes a written report. *Re-functional Exercise* analyses your posture, muscle and soft tissue to create a specific rehabilitation programme. Your programme may combine Pilates and self awareness using a variety of exercises to give you postural correction, strengthen core muscle and increase total body flexibility.

### **LONGEVITY and ANTI AGING**

Chiva-Som's laboratory and pharmacy services now include functional medicine laboratory tests which examine functional profiles from digestion to toxicity to unique genetic risk profile. Through these integrative, scientifically researched diagnostic techniques, you gain a better understanding of how your body functions and your individual health conditions. Profiling tests include: Detoxification Profile, Food Intolerance Testing, Heavy Metal Profile, Micronutrients Profile and Genetic Testing for specific disease risk.

Chiva-Som uses genetic tests from reputable US laboratories, which are targeted only at assessing the major genetic variations that contribute to specific diseases covering specific issues such as cardiac diseases, neurological disease, osteoporosis, inflammatory diseases, immunity, detoxification and diseases relating to oestrogen metabolism. All tests are focused towards providing useful nutritional and lifestyle interventions that one can use to lower disease risk as indicated by genetic make-up.

To improve your health and vitality, contact Chiva-Som to book your stay. Prices start from US\$1,380++ per person\* from 1<sup>st</sup> July – 30<sup>th</sup> September 2010. For further information contact tel +66 (0) 32 536 536 or fax +66 (0) 32 511 154 or email to [reservation@chivasom.com](mailto:reservation@chivasom.com) or visit [www.chivasom.com](http://www.chivasom.com)

\*A minimum stay of 3 nights is required. Prices are per person in US dollars and are subject to tax and service charge, currently at 17.7%. Prices are also subject to resort availability. Chiva-Som reserves the right to make any changes. Pricing, is correct at the time of printing and the offer may be withdrawn at any time.

**- Ends -**

### **Note to Editors:**

A full list of all 201 treatments with their descriptions and prices can be obtained from [narumol.k@chivasom.com](mailto:narumol.k@chivasom.com)

### **Chiva-Som**

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 Overseas Spa Resort' Luxury Travel Magazine 2010 Gold List (and every year since 2007), 'Best for Mind, Body and Spirit' and 'Best for Medical' SpaFinder's Readers' Choice 2009; '2<sup>nd</sup> Favourite Destination Spa' Conde Nast Traveller 2009 Readers' Travel Awards; 'Top 5 Overseas Retreat' Condé Nast Traveller Readers' Spa Awards 2009 (and every year since 1999); '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.

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.

For more detailed information on this press release please contact:

[narumol.k@chivasom.com](mailto:narumol.k@chivasom.com)  
Narumol Keadpukdee  
PR & Communications Manager

Tel: +66 (0) 2711 6900-12  
Fax: +66 (0) 2381 5852