



Press Release  
7<sup>th</sup> October 2009

## What's new in 2010

After a record-breaking scoop of awards in 2009\* Chiva-Som is forging ahead with new services and retreats for 2010. In keeping with its aim to deliver a personalised path to lifestyle transformation, here is a summary of the major developments for the year ahead:



### Personalised nutritional supplements

Chiva-Som has become the first destination spa in the world to introduce a customised nutritional supplement programme. This complements its award-winning holistic retreats and extensive treatment menu. Every guest at Chiva-Som is assessed by a health and wellness advisor who performs a thorough evaluation of current nutritional intake and blood analysis findings. Prepared by pharmacists, precise nutritional requirements are calculated for each guest and compounded into easy-to-use sachets. Click <http://www.chivasom.com/media-hub/press-releases/> to read the full story.



### 10 new retreats for 2010

10 new choices will be offered in 2010 such as Eternal Youth retreat which is the first time that Niranlada Medi-spa treatments are offered in a retreat, Inner Peace retreat will help you to manage your stress levels, Natural Healing retreat will help you to achieve 100% health and our most popular Art of Detox retreat helps you to purge toxins. See the full list at <http://www.chivasom.com/the-resorts/hua-hin-thailand/packages-and-prices/>



### New physiotherapy treatment

Most people's bodies are out of balance due to a misalignment of basic body structure. This is because we tend to be right- or left-handed, favouring one side over the other for daily activities. Consequently, some muscles become stronger, while others are looser and more flexible. These problems can be fixed easily by Total Body Balancing, a new physiotherapy treatment. Click <http://www.chivasom.com/media-hub/press-releases/> to read full description.



### New choice within complimentary daily massage

Relaxing Foot Massage is the new, forth option in your complimentary daily massage at Chiva-Som. Try this 50 minute treatment to stimulate lymphatic drainage, blood circulation and toxin removal. All retreats include one daily massage (choose from Chiva-Som body massage, Thai massage, invigorating massage and now Relaxing Foot Massage) in addition to a health and wellness consultation, 3 spa meals per day and unlimited activity and fitness classes from a choice of 8 per day.



### Development of holistic treatment

Emotional Freedom Technique (meridian tapping method) as delivered by expert practitioner Paul Emery has now been further developed to Quantum Emotional Release and Quantum Physical Release. 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, habits such as smoking, blocked energy, back pain and many other ailments.

**To indulge in an experience at Chiva-Som or for more information please call +66(0) 32 536 536, visit [www.chivasom.com](http://www.chivasom.com) or email [reservation@chivasom.com](mailto:reservation@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 'Top 5 Overseas Retreat' Conde Nast Traveller Readers' Spa Awards 2009; '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; 'Top 5 Overseas Spa Retreat' Conde Nast Traveller 2008 Readers' Awards (and every year since 1999).

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