

# ASIA'S LEADING SPA CONSULTANCY COMPANY



"WE DO HAVE OUR OWN SPA BRANDS AND CONCEPTS FOR INVESTORS TO CHOOSE FROM, WHICH ARE SECOND-TO-NONE IN THAILAND WHEN IT COMES TO THEIR ADDRESS AND LEGACY.

WE HAVE ALWAYS BEEN HONEST AND VERY SINCERE TO OUR CLIENTS IN ASSISTING THEM TO CREATE AN EXCLUSIVE SPA CONCEPT THAT SUITS THEIR HOTEL OR RESORT CHARACTER.

STILL, BRANDING IS IMPORTANT AND WE ARE FULLY AWARE OF IT... BUT WE DO NOT SEE OURSELVES PLAYING WITH OUR BRAND BY PACKAGING OUR SPAS AND CALLING COSMETIC COMPANIES TO COME IN WITH HOUSEHOLD PRODUCTS AND FREE TREATMENT TRAINING, RECRUITING STAFF FROM THE STREETS FOR THE DESIGNATED SPACE, AND THEN ADDING OUR TRADEMARK.

THAT WAY WE WOULD NOT BE PROUD OF OURSELVES. IT WOULD BE SO EASY TO DO THAT WE COULD BE RUNNING 30 SPAS RIGHT NOW IF WE WANTED TO DO SO. WE WOULDN'T HAVE NEEDED TO WAIT THESE SIX YEARS TO BUILD UP ALL THE BACK-UP DEPARTMENTS IN OUR COMPANY. EACH OF THEM HAS GROWN AND DEVELOPED AND HAS ITS OWN GREAT PROFILE IN THE INDUSTRY.

BECAUSE WE BELIEVE THAT THERE IS NO SUCH THING AS A "ONE-SIZE-FITS-ALL" TYPE OF SPA IN THIS PLANET, AND SOME SPA CONCEPTS ARE NOT SUITABLE FOR SOME LOCATIONS AND THEY LOOK COMPLETELY OUT OF PLACE, EVEN THOUGH SOME OF OUR COMPETITORS INSIST IN DOING SO...THE SPA WORLD WOULD BE BORING AND WE NEED VARIETY, DON'T WE?

OUR CLIENTS ARE ALWAYS LOOKING FOR SOMETHING SPECIAL, UNIQUE AND STYLISH. WITH THAT IN MIND, NOT ONLY KNOW-HOW IS NEEDED BUT ALSO DEEP SPA KNOWLEDGE IN ORDER TO BE ABLE TO PLAY OR MANIPULATE, TO CREATE NEW TREATMENTS OR COMBINATION TECHNIQUES AND TO ADOPT SOMETHING FROM THE LOCAL CULTURE WHOSE BENEFITS HAVE BEEN SCIENTIFICALLY AND THERAPEUTICALLY PROVED.

BE AWARE... THERE ARE SO MANY GIMMICKS ON THE SPA MENU THESE DAYS AND INNOCENT CUSTOMERS CAN NOT TELL WHETHER OR NOT THEY ARE GOOD FROM ITS FANCY DESCRIPTION. IT IS UNFAIR FOR THE CLIENTS AND IT'S SO ANNOYING AND UNPROFESSIONAL AS FAR AS I SEE THE INDUSTRY GROW."



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