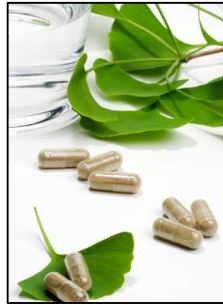




October 1, 2009

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## **CHIVA-SOM BECOMES THE FIRST DESTINATION SPA TO OFFER CUSTOMISED NUTRITIONAL SUPPLEMENTS PROGRAMME**



Asia's first and best destination spa, Chiva-Som, has become the first to introduce a customised nutritional supplement programme for its guests, complementing its award-winning holistic retreats and extensive treatment menu. With an unwavering focus on wellbeing and vitality, Chiva-Som has once again demonstrated its dedication to offering genuine lifestyle transformation through effective treatment programmes.

The highest quality vitamins, minerals, essential fatty acids and amino acids, available orally, are now a vital part of the exceptional personalised health care and advice offered at Chiva-Som. Research has shown that most people do not consume the optimal amount of vitamins and minerals by dietary intake alone, and furthermore, low vitamin levels are often associated with many chronic illnesses including cardiovascular disease, cancer, and osteoporosis. Today's busy, stressful lifestyles, coupled with pollution and often processed food sources mean there can be a deficiency of key nutrients in the body; Chiva-Som makes it easy to supplement the diet on an ongoing basis, with the exact requirements for each individual to gain long-term vitality and health.

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 in easy-to-use nutritional and herbal sachets, which are dispensed twice daily. As part of the customised programme, guests may see benefits including increased energy, better hormone regulation, anti-aging effects for the skin and organs as well as a decreased risk of damage to the heart and vascular system. Guests can then re-order their unique supplements from home, available to purchase online in three-, six- and twelve-month prescriptions and packaged in a beautiful refrigerator-friendly casket with a special travel pouch, ensuring the journey to long-term vitality and health is easy to maintain long after their stay at Chiva-Som.

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In addition to nutritional requirements, Chiva-Som's expert naturopaths customise herbal and homeopathic remedies, as well as providing an ongoing medical service. With the aim of delivering comprehensive health care, Chiva-Som is committed to the total integration of complementary and conventional medicines. Being the first destination spa to offer a carefully designed nutrition programme is just another example of the continuous development in lifestyle transformation Chiva-Som offers to achieve optimal wellness and longevity.

For more information 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 'Top 5 Overseas Retreat' Condé 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' Condé Nast Traveller 2008 Readers' Awards (and every year since 1999).

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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