



Press release for immediate use

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SAMUJANA VILLAS ANNOUNCES EXCLUSIVE PARTNERSHIP WITH AMRITA RETREATS

Thailand's leading private villa estate confirms Amrita Retreats as official wellness and detox partner



Unwind. Detox. Lose weight. Recharge.

(11th November 2015) Koh Samui's boutique villa estate, **Samujana**, today announced an official partnership with leading luxury wellness brand, **Amrita Retreats**, to meet the increasing demand from luxury consumers for escapes that provide holistic wellness services.

As the official wellness and detox partner for Samujana, the Amrita collaboration will expand the existing private villa hospitality offering and drive Samujana bookings as a spa destination in its own right through the implementation of professional, wellness packages exclusively for guests and owners of the region's most sought-after villas.

Graham Rowe, Chief Naturopath of Amrita Luxury Wellness Retreat, says: "There is a growing trend from consumers who want to de-stress and relax in the privacy in their own villa. They want peace and quiet, longer treatments and some solitude from their stressful lives, and Samujana is the ultimate, stunning location for us to provide this."

Services guests can expect to see at Samujana include 100% natural detoxification, weightloss and renewal programs, self-discovery services and learning activities, which recharge both spirit and mind. Signature programs created by Amrita boast methodology based on the following credentials:

- *Traditional Thai herbs and western naturopathic expertise*
- *Nutrition science and delicious custom menu*
- *Personalised body fitness and mind practices*

- *Organic living awareness*

General Manager of Samujana, Kurt Berman, says: “We are always seeking out innovative ways for Samujana to be an industry leader and deliver a range of high quality guest offerings. Amrita Retreat is an ideal wellness partner that shares the same values as us – privacy and personalisation, with a ‘360-degree’ approach. Together, we can invite groups to embark upon a unique, interactive journey to strike the perfect balance between achieving health goals and relaxation.”

Prices start at USD \$900 per day for a highly personalised and tailored guest detox program, which includes:

- *Comprehensive Easy Detox Consultation*
- *Daily support of Amrita leading nutritionists and naturopaths*
- *Daily signature 100% herbal Easy Detox shakes prepared with organic coconut water*
- *Daily meals (vegetables and fruit platters)*
- *Daily yoga classes*
- *Daily meditation classes and breathing sessions*
- *2 Amrita Luxury Detox Spa Facials*
- *Daily coconut oil or Thai massage*
- *Unlimited Alkaline water (live water) with organic tropical fruit infusions and herbal teas*
- *Post-cleanse Probiotic Program to boost your immune system*
- *Comprehensive Post Retreat Plan*
- *1 take-home Amrita’s Easy Detox Deluxe Kit*

Sample Daily Schedule (customised for each client)

- *7.00 Rise and Shine: wake-up drink 500ml pure water with fresh lime*
- *7.30 Easy Detox Shake with young organic coconut water*
- *8.30 Private Yoga and Meditation*
- *10.00 Breakfast with Easy Detox Shake with young organic coconut water*
- *10.30 Natural Health Therapy with Chief Naturopath Dr. Graham Rowe*
- *13.30 Lunch with Easy Detox Shake with young organic coconut water*
- *14.00 Massage Selections or Leisure activities*
- *16.30 Easy Detox Shake with young organic coconut water*
- *17.00 Fitness Selection with Health Coach – Mr. Ron Veldhuis*
- *18.00 Dinner with Easy Detox Shake with young organic coconut water*
- *21.00 Easy Detox Shake with young organic coconut water*
- *21.30 Sweet Dreams*

- Ends -

Notes to editors

About Samujana

Minutes from Koh Samui airport, Samujana was founded on the understanding of the need for true privacy, discretion and peace. Specifically designed to host groups and families, the luxurious and expansive Samujana Villas are fully equipped to provide first class health and wellness regimes in a secluded, natural and calming setting.

At Samujana, time is the ultimate luxury, giving guests a true sanctuary for the body mind and soul. Specific villas feature private gyms and workout areas that contend with the worldwide fitness brands, large lap pools, floodlit tennis and basketball court and a full range of in-villa spa treatments available, enabling guests to keep healthy and energized at their own pace. Dedicated villa staff are on hand and tailored health and fitness sessions are available just a simple phone call away. From meditation, yoga and in-house Muay Thai training classes, to group workouts and floodlit tennis games, there's something to keep everyone motivated and on track with their fitness goals.

At the end of the day, friends can relax in their villa and enjoy a movie in their private cinema, a fresh, wholesome meal cooked to their preference by the in-house chef, or simply relax with a traditional Thai massage.

About Amrita Retreat

Amrita operates luxury wellness retreats in Koh Samui Thailand and offers managed wellness programs to luxury properties in South East Asia. The uniqueness of all-natural Amrita wellness programs is in level of service, privacy and personalization. Amrita "360 approach" wellness methodology is based on:

- 1) Traditional Thai herbs backed by western expertise
- 2) Nutritional science with delicious menu choices
- 3) Personalised body fitness and mind practices 4) organic living awareness

As a result of this integrated, holistic approach, Amrita offers exclusive wellness experience with amazing results after just a few days in the program. And comprehensive Post-program recommendations make sure the results really last. It all started in 2012 in Chiang Mai, Northern Thailand, when an international team of naturopaths and nutritionists got together and decided to develop an effective cleansing method that applies two ancient medicinal principles: first, 'do no harm' and 'let food be thy medicine and medicine be thy food'. That's how Amrita's 100% natural detox methodology was born. The methodology is based on 100%

natural herbal shakes that cleanse and protect your body, whilst also giving plenty of nourishment. The result is a deep cleansing effect on a cellular level with a gentler, more relaxed and harmonious experience. The methodology applies medicinal Thai herbs and plants as ingredients for unique shake formulas, designed for triple action:

- To nourish the body and mind during detox.
- To protect your body from oxidative damage from released toxins.
- To promote toxins release in the body.

Amrita's individual wellness programs come with hands-on support from certified naturopaths. Amrita methodology rightfully acknowledges that the path to better health may not be fully achieved in one short holiday retreat. Therefore Amrita programs always include post-program herbal blends and personal online support on wellness and diet.