



Press Release
20th September 2013

Chiva-Som launches new services in 2013

After a record-breaking scoop of awards in 2012 Chiva-Som remains a fresh favorite with 8 new awards in the first 8 months of 2013. Chiva-Som continues to forge ahead and delight with new products, services and retreats planned for 2014.

In keeping with Chiva-Som's aim to deliver a personalized path to lifestyle transformation, here is a preview summary of the major developments for the year ahead:



New Holistic treatment "Lithotherapy"

Lithotherapy is both a relaxing and balancing treatment using stones with therapeutic effects. Based on the knowledge that each stone has a vibrational frequency and a natural correspondence occurs, as the body tunes in to the vibrational frequency, Quartz, one example of a stone used in the the treatment, is composed of a simple molecule – just one atom of silicon and two atoms of oxygen – but, once heat, impact or pressure is applied, quartz has the capability of releasing energy into the crystal. It is thought this energy enhancing capability may be why quartz crystals have such strong healing powers on the body. Science aside, crystals and stones in the gifted hands of

Chiva-Som's Holistic therapists become the perfect antidote to retune the body and repose the mind.



New Fitness treatment "Hypoxic Training"

During the 1968 Olympic Games most of the athletes from around the World struggled to perform, especially in endurance sports. The reason is that Mexico is located 2240 metres above sea level and it is harder to breathe at that altitude, especially for those not used to it. Scientists became interested in the effects of altitude training, aware that performance could be improved if the oxygen levels were lower when training, As a result, "Hypoxic Training Chambers" are becoming more popular throughout the professional sporting world. Chiva-Som is proud to announce that we have installed an Altitude Training Room , enabling Chiva-Som guests to train like a pro. All

participants are screened prior to the session to carry out the training at a safe level as oxygen levels can be adjusted to mimic training at up to 5000m! In addition, this type of training in controlled circumstances can increase the body's ability to burn off weight.



New Physio Class "Never Sit Still"

Imagine an exercise routine using only a chair. This is a unique and entertaining class to inspire everyone to get fit and feel fabulous. This low impact exercise to music will keep your entire body engaged and improve coordination. Moreover, learning how to use something as simple as a chair to create functional exercise routine will enable you to augment your fitness any place, any time. You will never look at any chair the same way again!



New Spa Treatment "Cryotherapy Age Defying Facial"

A contouring and firming facial treatment designed to combat the visible signs of ageing; great for mature, dry and dehydrated skin. Its excellence is not only based on the synergy between the essential oils and the trace elements, but also the advanced Cryotherapy ice cubes and manual lymphatic drainage techniques to regain the skins natural youthful glow. The Cryotherapy, or ice treatment activates the blood vessels that contract and dilate under the ice effect, this protocol accelerates the penetration of the active ingredients, drains the toxins, soothes the skin and offers a complexion glowing with unbelievable freshness. the skin and

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Additional Range of Signature Items

Explore our natural foot creams. For a pampering, soothing treat give your feet a dose of our natural ingredients. Gently exfoliate and moisturize dry feet with our Foot Cream. For an overnight treatment for feet that need tender loving care, use our Foot Cream. After you've given your feet the gift of our natural foot products they will be sandal ready all year long. – Available from November 2013

For further information about Chiva-Som or to make a booking, please contact Travel the World on 1300 804 522 or visit www.traveltheworld.com.au.