



Per AQUUM LAUNCHES LIME

Leave the comfort zone and welcome in the freedom of LIME

Maldives, 2 July 2007 - Per Aquum, the innovative and award winning company behind Huvafen Fushi, Maldives and The Fortress Sri Lanka launches *Lime* - the complete re-branding of all spas in Per Aquum properties. This will see the Aquum Spas at Huvafen Fushi, Dhoni Mighili and The Fortress be re-branded Lime. The re-branding highlights the forward thinking concept of the company and the move into the realm of intuitive massage tailored to the individual, confident therapists, dynamic treatments and an experience that is unabashedly different.

LIME Philosophy

“Give us your sore, your tired, your huddled masses yearning to breathe free so that we may rub, soothe, soak, heal, treat, pamper and otherwise restore to a blissful state”

The Lime Philosophy above has been inspired by the poem “The New Colossus” by Emma Lazarus which was written as a beacon to the world for those seeking freedom from life’s boundaries.

Through this philosophy guests are invited to drop their robe, cares, guard and anything else that has been weighing them down. In a Lime Spa they are invited to try something different, fresh and frankly, unlike them. In a Lime Spa they can come out of where they’ve been, come out of what they know and ultimately come out of their shell.

Under the direction of Jane Quinn, Managing Director of the Spa Collection, Per Aquum Spa Collection will continue to push the boundaries further with each new spa they create, challenging the expectations of even today’s spa savvy guests. Iconic spa experiences that are not only pure and authentic but results driven and cutting edge will offer both high concept and high touch approach. Tailored not just to the individual property but to individual needs, whilst retaining a welcoming and fun environment where guests can interact with like minded people.

Jane Quinn explains; “We want the baby boomers to lose the notion that spa is a luxury, and enjoy it as part of their lifestyle following in the footsteps of generation X and Y who, in the unconscious movement towards wellness and spirituality, have embraced spa as part of their lives. They understand that health is the new wealth and aren’t afraid to live it.”

Per Aquum’s Spa Collection encourage holistic spa and wellness rituals that fuse modern spa therapies, fitness activities, healthy spa cuisine with relaxation to form the fundamental components of the guest experience. The spas have a sophisticated blend of therapies available with a strong focus on authentic, personalised treatments and retail concepts that go beyond standard spa products.



A Per AQUUM Spa

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Why LIME?

Part of the inspiration behind Lime comes from the fruit. It is unique, challenging to the senses, genuinely exotic and it is not a fruit that takes itself too seriously. We want guests at Lime to get excited when they are in our spas - we want to give them the freedom to explore alternative therapies, treatments, break boundaries, challenge their old perceptions and explore a side of themselves they did not know or had long forgotten. Lime is cutting edge, fresh, creative and provocative yet sophisticated and above all fun.

What makes it different?

Lime is a more evolved, more soulistic spa. It has depth and character offering an all round experience. It is a spa that doesn't follow the spa mould but seeks to grow in a style all of its own. In Lime guests are encouraged to come out of their comfort zone, try new things, replenish and discover themselves. LIME has a strong focus on holistic spa and wellness rituals that fuse modern spa therapies, fitness activities, healthy spa cuisine with relaxation.

Each Lime within the Spa Collection also offers a unique feature whether that be an underwater space to relax, bespoke Ayurvedic treatments, bridging the gap between spirituality and the energy of the earth, adult sensory rooms with intimate spaces, sensual colours, mood lighting, natural and sustainable, authentic treatments. Each LIME is further complemented by an experienced team, exceptional products such as Li'tya and local indigenous products, and a range of signature treatments that will transform the spa industry and set trends for others to follow.

What makes the signature treatments different?

Each Lime whether it is in Huvafen Fushi, Dhoni Mighili, The Fortress or in the new properties in Dubai, Seychelles or the Caribbean, will have a menu tailored specifically for them. Natural products will be sourced and signature treatments will be designed to reflect the surrounding regions.

Lime launches at Huvafen Fushi, Maldives and The Fortress, Sri Lanka

The first two Lime spas can be found at Huvafen Fushi and The Fortress. Both properties have their own tailored menus with exclusively designed signature treatments. Huvafen Fushi now offers six 'Intentions' that integrate wellness and chakra colour therapy with an array of natural ingredients. Each Intention focuses on a different colour and intention whether that be to ground the body and mind, detoxify, calm, energize or indulge.

Best of both worlds

Lime is about choice. Guests can integrate wellness into their lives through knowledge provided by a range of holistic specialists who work with Lime at any given time of the year - naturopaths, homeopaths, yogi masters, energy workers, crystal healers, nutritionists, ayurvedic doctors, and wellness consultants - or they can replenish their bodies through massage, returning their bodies to a more blissful state. Whatever they are looking for, Lime offers a different and rewarding spa experience that can be felt long after they have left.



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Jane Quinn concludes; "Time is the new luxury and Lime will provide an all encompassing spa journey designed to nurture, heal and restore the entire being. Our guests want to have the option to learn more about alternative healthcare and personal development and how they can recharge their bodies naturally whether that be through nutrition, spirituality or personalised therapies. Lime will provide a sanctuary for the soul; they offer the alternative. To this end we have recently engaged the services of full time resident naturopath Naomi Quarrell at Huvafen Fushi and Dr Prahba Weeranayaka - Ayurvedic Doctor at The Fortress, Sri Lanka. Our aim is to deliver superior quality experiences that integrate all levels of health and wellbeing. We believe that to do this well we must remain authentic to the modality and true to our promise of educating and treating our guests at all levels."

- Ends -

Note to Editors:

A Universal Enterprise, **Per Aquum Resorts • Spas • Residences** is a specialist luxury resort, spa and residence management company that offers a different kind of company ethos: one that is passionate, visionary, imaginative and naturally modern. Each property embodies regional tradition and combines luxurious fittings and furnishings in a culturally sensitive way. No two properties are alike. Literally translated, Per Aquum means 'through water', and the vision of the company is to develop and manage properties in desirable locations using naturally modern, ecologically responsible design. Per Aquum currently manages properties in Maldives, Sri Lanka, Dubai, Seychelles, the Caribbean and Morocco and is looking at additional locations in the Indian Ocean region, Indonesia, Thailand, Malaysia and the Middle East.

Huvafen Fushi – Maldives

A Waking Dream

www.huvafenfushi.com

Dhoni Mighili

A Very Private Affair

www.dhonimighili.com

The Fortress – Sri Lanka

Old Ceylon. Modern Asia

www.thefortress.lk

Desert Palm – Dubai (opening 2007)

Arabian Avant-garde

www.desertpalm.ae

Prickly Bay – Grenada (opening 2008)

Caribbean Chill

www.pricklybay.com

Maakanaa – Maldives (opening 2008)

Natural Inspiration

www.peraquum.com

Zil Pasyon – Seychelles (opening 2008)

Island of Passion

www.zilpasyon.com

Soul Salus Fushi (opening 2008)

Healing Islands

www.peraquum.com

Point Break – Grenada (opening 2009)

The New Caribbean

www.pointbreakgrenada.com

Al Maaden – Marrakech (opening 2009)

Behind Closed Doors

www.peraquum.com

Soul Al Barari – Dubai (opening 2009)

Healing Hands

www.peraquum.com

Vie – Seychelles (opening 2009)

Primal Luxury

www.vie.sc

Lime

Addictive Spa Experiences

www.limespas.com

Aquum

Ocean of Calm

www.aquumspas.com



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