

INCREASE PROPERTY REVENUE with a SPA SOLUTION



La Vita
SPA

Increased Revenue For Your Property

Providing a complete spa solution, La Vita will assess and propose a spa structure suitable to the size, location and clientele of your property.

Almost any property with over 50 rooms or apartments will benefit financially from the introduction of an onsite wellness spa.

For close on 20 years La Vita has continued to provide a steady and lucrative source of income to property owners by introducing and managing wellness spas on behalf of property owners.

The La Vita model is designed to enhance occupancy and revenue by promoting wellness packages combined with accommodation, meals and Spa treatments to create highly competitive and desirable getaways, whilst providing a world class daily Spa service to in-house guests.

During 2015, La Vita generated 15,000 additional room night rentals for its resort partners by offering wellness packages.

A comprehensive retail collection of affordable and high end spa products, as well as a gift collection, adds to the revenue streams.



What La Vita Does For You



Depending on the occupancy and target market, the spa facility can be varied from a minimum of 2 or 3 small treatment rooms to large spas with 12 to 20 treatment rooms.



We recommend that all spas offer at least a reception and relaxation area, ablutions and 2 hydro facilities such as hot tubs, steam rooms etc. From our experience, a spa facility can be accommodated in most properties with the use of clever design.



La Vita will undertake an in depth investigation at your property and propose a plan for your consideration at no cost.

La Vita offers a variety of business options, designed to provide a win-win solution for both parties.

Spa Solutions



Currently La Vita operates 25 spas in South Africa and the United Kingdom and is recognized as a leader in the field of spa management.



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www.lavitaspas.com



Spa Solutions Include:

- A no-cost assessment of your property
- Selecting a suitable site / location
- Renovating existing structure if required
- Building of new structure to plan
- Supply and install furniture and décor
- Supply all equipment and spa products
- Recruit, train and manage Spa staff
- On and off site marketing strategies
- Providing all marketing collateral
- Managing day-to-day activities
- Management Reviews
- Promote all-inclusive Spa packages



Spa Features and Facilities



From cost effective compact spas to extravagant world class facilities, La Vita designs the perfect model to suit every budget.

- Reception: check in / waiting facility
- Relaxation area: to destress and relax
- Pedicure and Manicure stations
- Water facilities: steam rooms, flotation tanks, saunas, indoor pools, hot tubs, Turkish baths, Razul baths, etc.
- Change rooms: lockers, showers & toilets
- Single treatment rooms
- Couples' treatment rooms
- Retail area: to optimize revenues
- WiFi facilities
- Snack bar
- Store rooms / Kitchenette



Spa Treatments

- **Wellness activities including:**

Nordic walking • Water and Land Aerobics
Yoga • Cycling • Meditation • Visiting Practitioners
Chinese Medicine • Acupuncture • Cranial-sacral
Ayurveda • Nutritional Advice • General Wellness
Holistic Health • Cupping Technique
Reflexology • Manual Lymphatic Drainage
Body Mind Acupressure • Naturopath
Chiropraction • Energy Balancing
Bamboo Fusion Re-alignment • Face Radiance

- **Anti-Ageing Therapies:**

Radio Frequency • Ultra Sound
Cavitation • Microcurrent

- **Treatments consists of a wide range of:**

Body Massages • Facials • Waxing
Manicures • Pedicures • Tinting
Non-surgical Face Lifting
Body Reshaping • Hair Removal • Couples
Mens and Kiddies Treatments

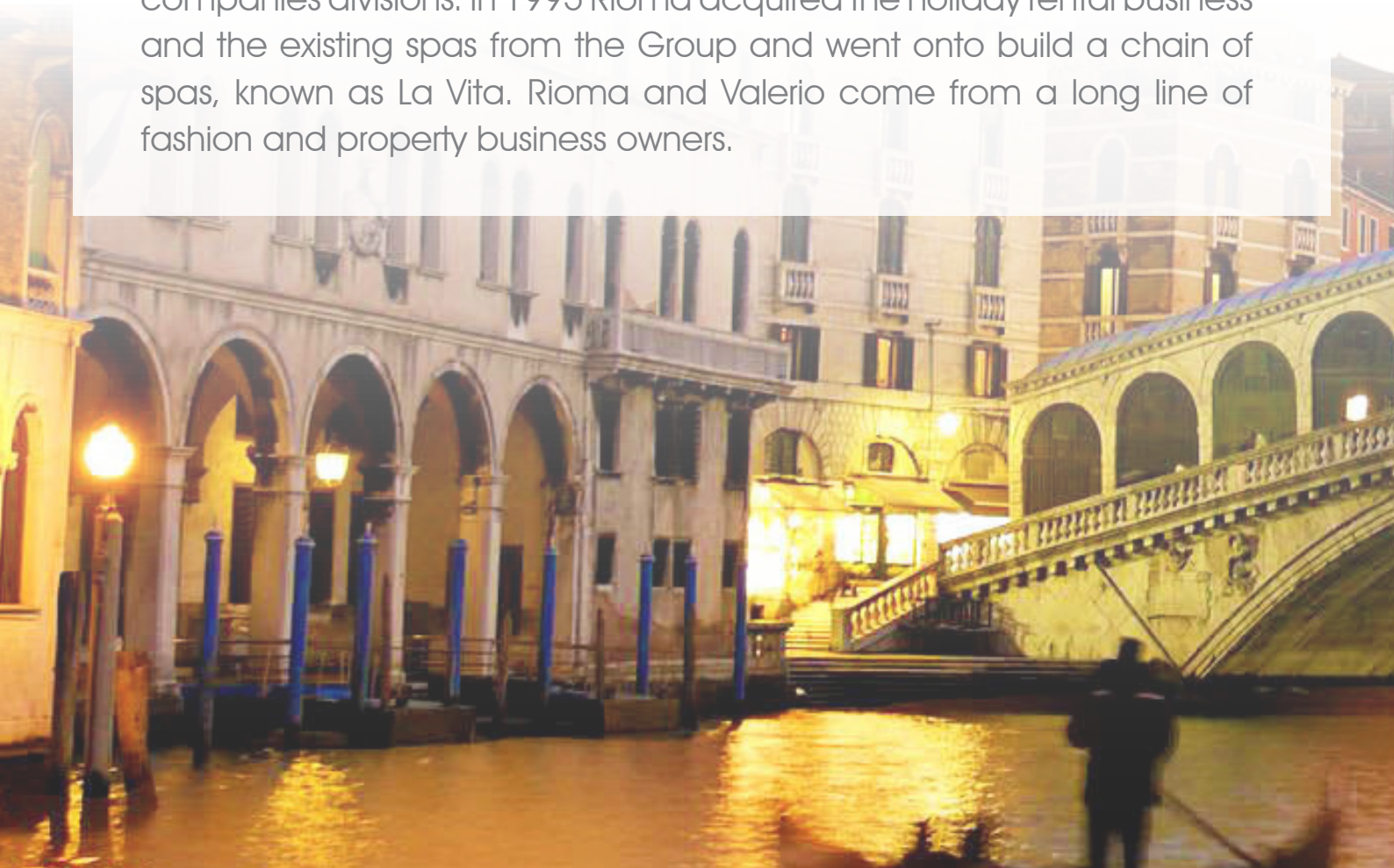


History

The Group's philosophy is centred on service excellence, and profitability designed to enhance your property value, demand and occupancy.

La Vita (formerly Cellu-Beauty) is a renowned chain of Spas which provides hotels and resorts with spa solutions to suit the particular needs of almost any property.

La Vita is owned by Italian descendants, Rioma and Valerio Cominelli (brother and sister), who live between South Africa and England. Rioma became involved in property development at a very early age as a director of Trafalgar Properties and Managing Director of several of the companies divisions. In 1995 Rioma acquired the holiday rental business and the existing spas from the Group and went onto build a chain of spas, known as La Vita. Rioma and Valerio come from a long line of fashion and property business owners.





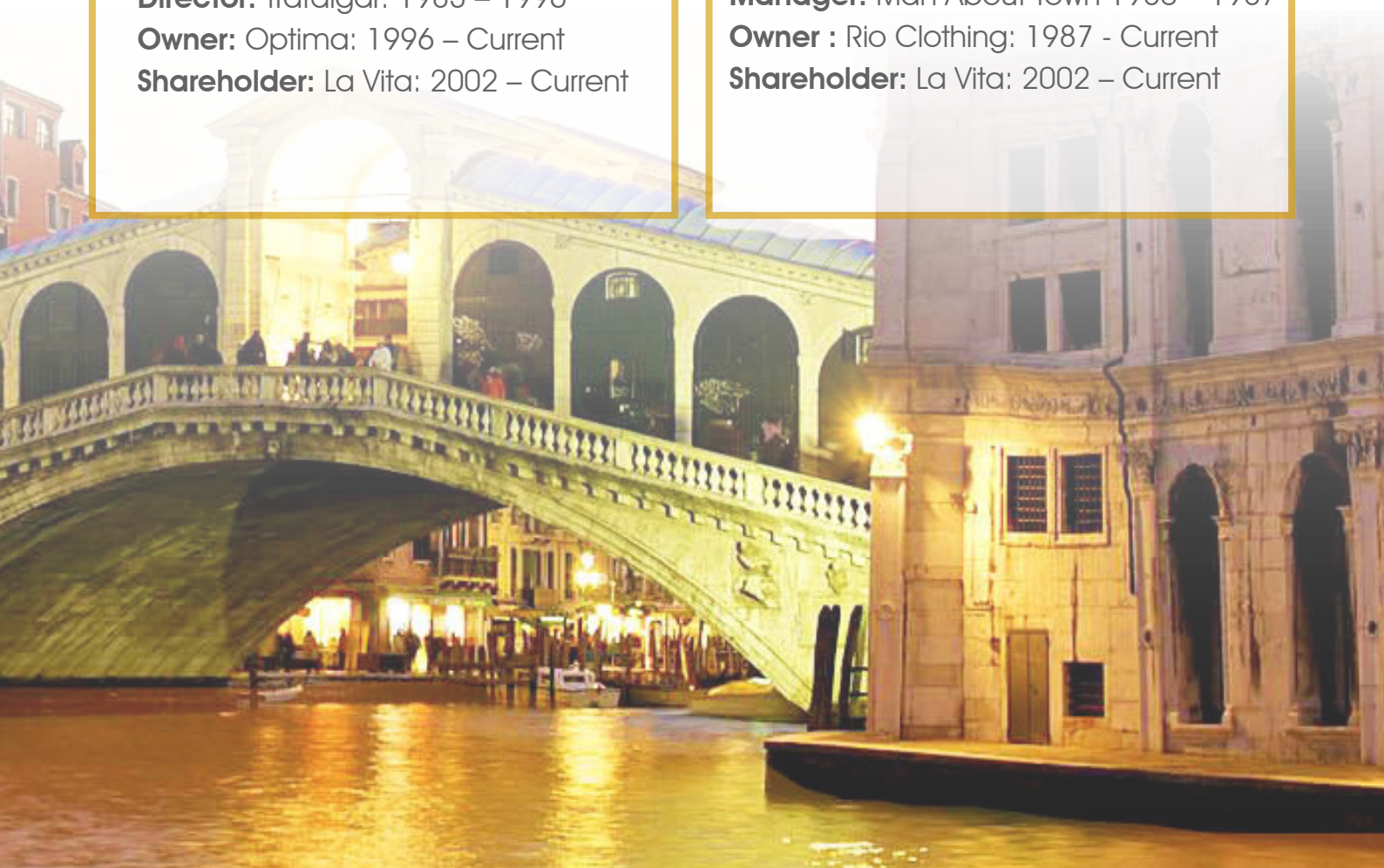
Rioma Cominelli

Born: Durban, South Africa
School: St Benedicts Girl's Convent
Post-Graduate Degree: South African Graduate School of Marketing
Director: Trafalgar: 1983 – 1996
Owner: Optima: 1996 – Current
Shareholder: La Vita: 2002 – Current



Valerio Cominelli

Born: Durban South Africa
School: Pinetown High School
Post Studies: Clothing Management / Design
Manager: Man About Town 1980 – 1987
Owner : Rio Clothing: 1987 - Current
Shareholder: La Vita: 2002 – Current



La Vita Spas has forged great relationships over the years with resort and hotel groups.

Quaestor International Management Services

C. Buitendach, Resort Manager • Tel: +27 (0)31 568 1286

"La Vita Spa, situated at Perna Perna Resort, attracts many guests, as well as members of the public, which is added exposure for our resort. The staff at the centre are friendly, professional and they go out of their way to pamper our guests and make them feel relaxed during their various treatments. We can, without any doubt, recommend the establishment of a spa at any resort."

First Group

J. J. Jordaan, MD, First Group • Tel: +27 (0)31 717 7593

"The La Vita Wellness spas have been operating in 17 of our resorts for the past 13 years. The Wellness Retreats have added value and created a positive impact on guest experience at the resorts."



Gooderson Leisure

P. Muil, Regional Manager
Tel: +27 (0)83 703 8224

"In December 2008, Natal Spa completed construction of our Wellness Centre, the Garden of Eden. We have from conception had La Vita as our partner in this venture, providing professional treatments, and fully managing this aspect of our Wellness Centre."



Club Leisure Management

P. Snyman, Director, Core Operations
Tel: +27 (0)31 717 7413

"We hereby wish to commend the above business for their excellent service on several of the Holiday Resort sites operated via Club Leisure Group, under the ownership of a number of Clubs we manage. Our association with La Vita has added about R15m per annum to our accommodation sales by adding wellness services."



Club Mykonos Langebaan HOA

J. Kilroe-Smith, General Resort Manager
Tel: +27 (0)22 707 7174

"The La Vita Spa at Club Mykonos Langebaan has been in operation since December 2008. This proved to be an added asset and attraction to the resort which has been very well supported by our guests, male and female, whom have often commented on what a lovely and convenient addition it is to the resort amenities."





Spa Locations

- La Montagne Hotel : 120 units
- The Palace Hotel : 76 units
- Mount Sierra Resort : 30 units
- Club Mykonos Resort : 300 units
- Magalies Park Golf Resort : 186 units
- Drakensberg Gardens Hotel : 300 units
- Natal Spa Hot Springs Resort : 82 units
- Breakers Resort:
- Hole in the Wall Holiday Village : 43 units
- Gethlane Lodge Hotel & Spa : 60 units
- Don Oceanic Hotel & Spa : 78 units
- Breakers Resort: 80 units
- Bushmans Private Lodge
- Chaka's Rock Resort : 65 units
- Qwantani Resort : 53 units
- Bushman's Nek Hotel : 57 units
- Port Owen Resort : 41 units
- Margate Sands Resort : 63 units
- Midlands Saddle & Trout Resort : 59 units
- Kloppenheim Country Estate : 44 units
- Brockwood Hall Resort : 32 lodges
- Selborne Hotel & Spa : 80 units
- Waterberry Hill Resort & Spa : 48 units
- Pinetown Spa : Commercial
- Pinnacle Point Estate: 750 units
- Monks Cowl Resort: 42 units

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www.lavitaspas.com
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 United Kingdom: +44 1229 772329