

April 5, 2005

Ste. Anne's Spa Introduces New Elemental Nature Program

Launch Event: Tuesday, April 12th, 11 a.m. – 1 p.m.

Meet Special Guest Horst Rechelbacher, Founder of Aveda

GRAFTON, Ontario – Aveda founder, active environmentalist, innovative business leader, author and artist Horst Rechelbacher will join spa owner Jim Corcoran to launch the new Elemental Nature program at Ste. Anne's Spa on Tuesday, April 12, 2005. This event will provide a unique opportunity for media and invited guests to learn interactively how Aveda's Elemental Nature is transforming the spa experience at Ste. Anne's.

Elemental Nature is an ayurvedic-inspired assessment tool designed by Aveda to help guests identify areas of imbalance within themselves. Through this process, guests will discover their dominant "elemental nature" – earth, water, fire, infinity or air. With this knowledge, spa therapists at Ste. Anne's are then able to customize treatments in order to restore guests to a more balanced state.

"Our guests look to us to help them find ways of achieving balance and reducing stress in their daily lives," says Jim Corcoran, owner of Ste. Anne's Spa. "Building awareness of the Elemental Nature philosophy increases the benefits guests' experience at Ste. Anne's tenfold. By tailoring treatments according to their nature, they become mindful of what their body needs, and how certain aromas, foods, and treatments can positively influence their well-being."

It is fitting that Mr. Rechelbacher be present for this launch as it was his industry-leading spa in Osceola, Wisconsin that provided the inspiration for Ste. Anne's Spa during Mr. Corcoran's visit there in 1992. Following this experience, Mr. Corcoran successfully introduced the spa concept to Ste. Anne's under the guidance of industry leader Ray Civello in 1993, establishing one of the first destination spas in Canada. Mr. Rechelbacher will be on hand during the event to help analyze guests' Elemental Nature and support this exciting new initiative at Ste. Anne's Spa.

Elemental Nature will be introduced to guests as a regular feature of the Ste. Anne's Experience beginning May 1, 2005.

Ste. Anne's Spa is Canada's largest destination spa, located 75 minutes east of Toronto in Grafton, Ontario. For rates and reservations, call 1-888-346-6772.

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For more information, please contact:

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