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**FOR IMMEDIATE RELEASE**

**CYGALLE HEALING SPA FOUNDER  
LAUNCHES LUXURY SPA MANAGEMENT DIVISION**

*New Division Specializes in Services for Wellness Centers in Fast-Paced Urban Environments*

NEW YORK – November 12, 2008 – Cygalle Dias, founder of the Cygalle Healing Spa (CHS), has announced the launch of a spa management division to provide administration, operation, direction and supervision of spas for high-end luxury hotels and condominiums in North America.

The new division offers a full range of services from overseeing the creation of a comprehensive luxury spa to working with the management of an existing spa or fitness center to create a more upscale experience. The first option includes partnering with a developer at the beginning stages of a hotel or condominium project in order to provide services such as working with the architect to design an ideal spa esthetic, creating a comprehensive spa menu based on the location, and hiring the spa staff from a pool of experienced practitioners. The second option enhances an existing fitness and/or spa center by providing specialized services such as massages, facial/body treatments, health care programs, lifestyle services, personal in-room or on-site fitness training, and life coaching.

“Demanding travel schedules, increased economic concerns and high intensity jobs have people more stressed out than ever, stated Cygalle Dias, founder of Cygalle Healing Spa. “A simple gym at a hotel or in private residences is no longer enough for urbanities in need of relaxation and pampering. Modern times demand more comprehensive wellness centers at home so residents have the tools to create a holistic, healthy lifestyle. Similarly, hotel visitors have shown they desire an upscale spa and fitness experience when traveling.”

Cygalle Dias's recent endeavor, the Cygalle Healing Spa at Casa de Campo in the Dominican Republic, has received great acclaim since it opened in April 2008. A *Self* article called the spa a "...luxurious world of holistic, indigenous, good for you treatments," and a *Gotham* writer noted that Cygalle Dias created "...a high-glam but low-key spa... to sooth and restore even the most demanding party or career gal." Other notable coverage includes *Travel & Leisure*, *Allure Spa* and *Town & Country Travel*.

The full range of management services include:

- Interior/architectural design and functionality to create an ideal aesthetic spa environment.
- Development of health and wellness programming (on-site and in room), including traditional fitness trainers, as well as classes in Yoga, Tai Chi, Qi Quong, Feldenkrais, Pilates and Gyrontonics.
- Lifestyle coaching with tailored programs that support the client's fitness and wellness goals.
- Development of a spa menu including exotic facials, massage, reflexology, and healing body treatments.
- Hiring and maintenance of spa staff, including providing a pool of experienced practitioners, trainers, massage therapists, nail therapists, estheticians, and specialists.
- Development of alternative treatments, holistic programs and meditation classes.
- On-site raw foods café to promote healthy eating, with nutritional counselors available for diet consultation.
- On-site high-end product store with luxury beauty products, clothing, wellness supplements, and vitamins.
- Integrated marketing for the spa, including celebrity outreach.

### **ABOUT CYGALLE HEALING SPA**

Cygalle Healing Spa is committed to wholeness and purity, and to creating a new possibility of living in fast-pasted urban environments by featuring a holistic environment that is earth friendly and non-toxic. Cygalle Healing Spa was launched as a mobile spa

concept in 2006, and gained notoriety by pampering celebrities such as Helena Christensen, David Blaine and Rosario Dawson.

Cygalle Dias, the founder and CEO, has been in the fashion, beauty, and marketing arena for twenty years. Her vision with the spas is to promote a healing environment that further transcends into a client's daily lifestyle.

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