

SPA-BALANCE TO LAUNCH WITHIN EUROPE AND THE MIDDLE EAST

- **An innovative Spa Business Consultancy & Management concept is born**
- **The new company with a different business approach will operate from Madrid**

Madrid. 05.02.08. Spa-Balance, www.spa-balance.com a new consulting company devoted to the Spa and Wellness world with an innovative Spa Business Management concept is born. Based in Madrid, Spa-Balance will offer its services to clients in Europe, the Middle East and North Africa, who could profit from the expertise and the new and different business approach of its Director and Founder, Sonal Uberoi, a young British businesswoman, with over 10 years experience gained in various continents. The setting up and launching of the largest spa in the Middle East, the Six Senses Spa at Sharq Village & Spa as former Spa Director, is one of the recent projects of this 31 years old entrepreneur who has now embarked on this new and exciting challenge: Spa-Balance Consulting.

“Capturing your vision... Creating your business’ is going to be part of our company philosophy”, explains Spa-Balance Director and Founder, who starts this project with the commitment to provide an honest as well as personalized approach in terms of consultative business within the Spa and Wellness sector.

“Spa and Wellness is a growing industry which in North America and Canada only, generated gross revenues of approximately \$11bn and employed around 265,000 people in 17,400 Spa locations with 128 million spa visits last year. The trend for the forthcoming years will be an increase in these figures as Spa and Wellness becomes more of a lifestyle experience and accessible to everybody. We therefore believe that there are large development opportunities for companies with our vision” comments Sonal Uberoi.

Spa-Balance boasts a wealth of expertise in all areas of the spa and wellness businesses, from initial feasibility studies, product selection, treatment and service menu development right through to day-to-day operational challenges. The new company will offer a complete solution including a vast array of services from general business concerns through to specific areas within this sector.

About us

Spa-Balance is a spa and wellness consultancy providing a wide array of services in Europe, Middle East and North Africa for both spa and wellness facilities within hotels, resorts, luxurious residential complexes, stand-alone urban day spas and fitness centres.