

PRESS RELEASES



**MANILA, March 5, 2013** — With medical tourism on the rise throughout Southeast Asia, Sofitel Philippine Plaza has jettisoned the traditional spa playbook, teamed with one of the country's most renowned wellness experts and opened the doors on a health and aesthetic institute, the first inside a luxury hotel in the Philippines.

Called *vietura*, *vie* means life and *tura* comes from *natura*, meaning nature, the new facility is an aesthetic lifestyle institute that leverages on its holistic approach to beauty and wellness, providing 100 percent non- invasive treatment programs that are tailor-made for each individual.



Conceived by its chief practitioner Dr. Mary Jane Torres, Vietura provides a comprehensive offering of programs, not just non-invasive treatments, but also nutritional counselling, cosmetic dentistry and life coaching. “Every patient is carefully assessed as a unique individual by their personal consultant, who then devises a holistic regimen best suited for their particular issues and desires.”said Dr. MJ Torres. Every treatment is tailor-made for each profile. This special attention goes beyond each session to encompass their entire scope of needs. It’s all part of Vietura’s three-step philosophy of ‘Measure, Mentor and Monitor.’

This is truly bespoke beauty – going past superficial improvements by encouraging beneficial lifestyle changes, and carefully keeping watch on a client’s progress or setbacks. By going to Vietura, one can expect to not just look better, but feel and live better as well, and not just for the short term, but for good.

Sofitel Philippine Plaza General Manager Adam Laker said, “I am delighted about the opening of Vietura since it completes the health and wellness offering of the hotel. It is a high quality service to enhance and improve our client’s lifestyle. It is for the person who understands that the path to greater confidence isn’t dramatic change. It’s a long-term holistic approach that results in a more natural glow and prompts friends to ask, where did you go on vacation? Instead of ‘What surgeon did you just see?’”

Vietura offers a range of treatments and services that promote holistic balance. Having problems concealing the signs of aging? Vietura's natural facelift and contour program employs the use of platelet rich plasma (PRP) and power cell lift treatments to stimulate the body's own healing process and smoothen out lines and deep wrinkles.

Vietura's body sculpting with weight management program is also available for individuals who wish to attain their dream figures without the need for surgery. It combines technology with a healthy lifestyle by providing a diet program as well as an in-house personal trainer to deliver more lasting results. This package also includes Resonax, the latest non-surgical face and body sculpting technology from Europe.

When stress and worries take over one's body emotionally and physically, Vietura recommends a detox program, which includes colonics hydrotherapy, massage treatments and a relaxing stay at the Sofitel Philippine Plaza for a little rest and recreation.

At Vietura's core lie the philosophy and fundamentals of its owner, Dr. Mary Jane Torres. A resolute advocate of non-invasive, non-surgical solutions, she spent years studying leading aesthetic methods in Europe. "We're not in the business of selling the quick fix," said Torres. "This is why we spend so much time talking to each customer about manageable diet and exercise regimens. We listen and ask relevant questions to help them take charge of the changes they wish to see and feel." says the doctor, and the number of high-profile patrons who swear by her regimens to maintain their attractiveness and well-being is the best testimony to their efficacy. Her motto for the Zen Institute is "The Art of Beauty. Perfected from Within." This concept reaches its zenith in Vietura, and takes it further with a comprehensive approach to wellness and anti-aging by fusing aesthetics, integrative medicine, lifestyle and nutritional coaching. "It's a very private setting so guests can be assured of anonymity," Laker said. "That's a factor in consideration for some people, especially those in the public eye."

In Vietura, Interior designer, Gruppo Espazio devised a space that is sleek yet natural, thanks in large part to warm lighting and a live, vertical garden feature in each treatment room. There is no common waiting area, either. When a guest enters, they are escorted directly to a treatment room, where soothing, ambient music is but one element of the consultation experience. Another is the design itself, which was imagined by Gruppo Espazio, a prolific, Manila-based interior design firm that also conceived the stylish Le Spa at Sofitel Philippine Plaza. Living, vertical gardens spread out over the walls of the center, breathing life-giving fresh oxygen into every room. The ambiance is like being in a hidden rainforest, a world away from the stresses and toxins of the city. Warm, cozy lighting and soothing ambient music complete the sensory experience. Even just setting foot into the center already helps improve one's mood and well-being.

Services range from weight management tools, to anti-aging procedures, colonics, cosmetic dentistry, facial contouring and body sculpting. Vietura also features effective treatments for conditions affecting one's complexion or digestion. Under Dr. Torres' meticulous supervision, the internationally-trained team consists of 12 registered nurses, a dietician, dentist and lifestyle coach. The center can boast of state of the art aesthetic technology and equipment, such as for stem cell and chelation therapy, available from



around the world. The luxury aesthetic lifestyle resort location also allows Vietura clients to easily enjoy the hotel's other premier facilities such as Le Spa and So Fit, or check into a room or suite.

For more information about Vietura, please call +632 551 5555 local 5000 or email at [info@vietura.com](mailto:info@vietura.com) or visit [www.vietura.com](http://www.vietura.com)

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