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Press Release

Soneva Launches Soneva Soul, a New Wellness Concept that Reconnects Mind, Body and Soul

Cutting-edge innovation meets thousands of years of healing wisdom for a personalised, transformative wellness experience



December 2, 2021. Soneva, the pioneering luxury resorts operator, has announced the launch of Soneva Soul, a new wellness brand that combines thousands of years of ancient healing with modern science and medicine to reconnect mind, body and soul.

This unique, transformative wellness concept builds upon Soneva’s experience at the forefront of the luxury hospitality and wellbeing industry over the last 26 years. The result of the knowledge and expertise gathered along Soneva’s journey, it will offer unique wellbeing services in the ultimate healing environment, providing balance, innovative healing and health optimisation.

“Wellness permeates all that we do at Soneva: our sustainable, barefoot philosophy that reconnects our guests to the earth; our life-affirming natural locations; our delicious yet health-focused cuisine; and our life-changing guest experiences,” says Sonu Shivdasani, CEO and Co-Founder of Soneva. “Soneva Soul is the culmination of everything we have learned since we launched our spa at Soneva Fushi in 1995, the very first resort spa in the Maldives. Much like Soneva, at Soneva Soul we are pioneering an approach that combines apparent opposites to offer our guests a transformative and personalised wellbeing experience.”



Offering each guest a personalised pathway to health, happiness and fulfilment, Soneva Soul will encompass resort spas; movement, sleep, yoga and meditation programmes; wellness and lifestyle products; a global network of acclaimed wellness specialists; and innovative, regenerative modalities and medical services. As the brand grows, it will tailor integrated care plans guided by the principle of 'lifestyle evolution', helping guests realise their utmost potential and achieve their long-term wellness goals.

The new Soneva Soul Island Spa at Soneva Jani elevates guests' wellness experience far beyond the pampering treatments and massages found at a typical wellness centre or resort spa. Linked by raised walkways that wind among the trees, the three-level complex is designed in perfect harmony with its stunning setting on the eastern side of the island. Complementing the existing Over-water Spa at The Gathering, it includes open-air treatment rooms, consultation suites, therapeutic biomodulation rooms, a state-of-the-art gym and juice bar. A yoga pavilion and meditation platform sit high above the tree line, offering 360-degree views across the turquoise private lagoon.

Soneva Soul is now operational across Soneva's other award-winning resorts: Soneva Fushi in the Maldives' Baa Atoll and Soneva Kiri in Thailand. The coming weeks will also see the opening phase of an expanded Soneva Soul resort wellness centre at Soneva Fushi. In the longer term, Soneva will also work with like-minded partners to launch one-of-a-kind wellness destinations across the world. Between now and early 2022, each Soneva Soul will establish a permanent team that includes an Ayurvedic doctor, Traditional Chinese Medicine practitioner, integrative medicine doctor and highly trained therapists. The resident team will be complemented by a network of international visiting wellness specialists, selected for their expertise across a full spectrum of wellness practices, healing, fitness and spirituality.

Working in partnership with each guest, Soneva Soul's wellness experts will curate a wellness journey that supports every aspect of their life. This includes rest, recovery and regeneration as well as detoxification, movement, and optimisation, following principles such as balance, mindful living and self care.

Based upon outcomes that target guests' specific needs, the treatment menu at each Soneva Soul unites traditional wellness philosophies, such as Ayurveda, Traditional Chinese Medicine, herbalism and medicinal mushrooms, with cutting-edge treatment methodologies and therapeutic biomodulation, which will include heart rate variability testing, platelet-rich plasma (PRP therapy), nutrient IV therapy, cryotherapy, ozone therapy and hyperbaric oxygen therapy. Each Soneva Soul wellness journey can start at any point – whether an individual is looking to kick-start a healthier lifestyle, heal following an illness or injury, improve their physical or mental performance, or simply relax and indulge.

Led by master fitness trainers and bodywork experts, the Soneva Soul Movement Programme balances functional gym-based fitness, with natural free movement techniques and experiential fitness, surrounded by nature – such as jungle gyms and deep-water aquatic fitness sessions. Yoga, Pranayama Breathing and Meditation Programmes reinforce the link between mind, body and soul, with one-on-one and group sessions with resident yoga masters and renowned visiting experts. And an expert-led Sleep Programme creates a personalised programme for healthier long-term sleeping habits.

For images, please download from [HERE](#) or visit the [Soneva Soul website](#)

For Soneva Soul factsheet download from [HERE](#)

To view the Soneva Soul Spa menus for each resort download from [HERE](#)

Download the Soneva Soul video [HERE](#)

About Soneva

Founded in 1995, Soneva is an award-winning sustainable luxury resorts operator. At Soneva Fushi, Soneva Jani and Soneva in Aqua in the Maldives, and Soneva Kiri in Thailand, true 'luxury' is defined by peace, time and space. Each day, guests are encouraged to discover the SLOW LIFE, reconnecting with themselves and the natural world through rare, unforgettable experiences that inspire and enthrall.

Soneva is a pioneer for responsible tourism, combining a conscientious, proactive approach to sustainability with exquisite luxury and intuitive personalised service. Carbon neutral since 2012, Soneva launched its Total Impact Assessment in 2016, a first for the hospitality industry, measuring its social and environmental impacts. A mandatory 2% environmental levy is added to every Soneva stay, with proceeds going towards the not-for-profit Soneva Foundation to offset both direct and indirect carbon emissions from resort activities and guest flights. The Foundation funds a range of global projects that have a positive environmental, social and economic impact.

About Soneva Soul

Soneva Soul is a new, transformative wellness brand from Soneva that combines thousands of years of ancient healing with modern science to reconnect mind, body and soul. Offering balance, innovative healing and health optimisation, it is guided by the principle of 'lifestyle evolution', tailoring personalised care plans to help guests realise their utmost potential and achieve their long-term wellness goals.

Soneva Soul is the result of Soneva's experience at the forefront of the luxury hospitality and wellbeing industry over the last 26 years. It harnesses the knowledge and expertise gathered on Soneva's journey since launching its first spa at Soneva Fushi in 1995 and will include: resort spas and wellness centres; movement, sleep, yoga and meditation programmes; wellness and lifestyle products; a global network of acclaimed wellness specialists; and innovative, regenerative modalities and medical services.

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