

FOR IMMEDIATE RELEASE

Carrie Culpepper
J.MAK HOSPITALITY
804-338-5669
pr@jmak.com



LEFAY RESORT & SPA ON ITALY'S LAKE GARDA INTRODUCED NEW LONGEVITY CONSULTATIONS

New spa treatments based on Classical Chinese Medicine at renowned eco-spa resort, Lefay Resort & SPA Lago di Garda



GARGNANO, ITALY (May 1, 2024) – Lefay Resorts & Residences has introduced new treatments at its renowned eco-spa resort on Lake Garda from Yin and Yang Rebalancing Tuina Massages to new medical consultations with the Spa Doctor focused on stress levels and longevity.

“Longevity is on everyone’s mind as we consider holistic approach to wellness, rather than simply one-off treatments,” says Lefay Resorts owner Alcide Leali. “We are proud to introduce these treatments aimed at helping guests regain a complete balance of body, mind and spirit to rediscover a more healthy and discerning lifestyle which they will take with them to their daily lives back home.”

Since its opening in 2008, the **Lefay Resort & SPA, Lago di Garda** (www.lefayresorts.com) has been recognized as one of the world’s best resort spas with more than 100 awards in its 16

years, including “Best Global Spa Retreat” (Luxury Spa Edit Awards 2024), “Best Luxury Spa Hotel” (World Luxury Hotel Awards 2023), “Sustainable Spa of the Year” (World SPA & Wellness Awards) and many more.

Its 46,000 square foot spa offers guests the chance to explore multiple swimming pools with varying degrees of salinization, saunas and steam rooms of different temperatures, a fitness center and relaxation areas, as well as a wing for medical consultations and treatment rooms.

Guests can go on hikes around the property, which is set in a natural park above Lake Garda, enjoy boat rides on the lake, explore the many charming area villages, and enjoy spa treatments and energy rebalancing activities in the expansive spa, including explorations into the five different “pathways” of the resort’s Lefay SPA World.

Each pathway is devised to target the five elements of Classical Chinese Medicine and the season and energies they represent. The spa programming is designed to detoxify and rebalance the energy flow and re-establish vital functions within the body.



NEW LONGEVITY CONSULTATIONS

Lefay Resort on Lake Garda’s program of spa treatments and energy rebalancing activities was created by the Lefay Scientific Committee, a group of esteemed physicians and wellness practitioners educated in Western and Eastern medicine. The resort recently introduced new medical consultations with the Spa Doctor, trained in the principles of Classical Chinese

Medicine and modern Western techniques and a member of the Lefay SPA Method Scientific Committee, have been introduced this year to specifically establish levels of stress and risk factors affecting longevity.

A **Cortisol Curve Test** performed using saliva samples, will establish levels of cortisol in the body. Altered cortisol levels can put a strain on the body and lead to mood or metabolic disorders, chronic fatigue or hyperactivity and affect blood pressure levels. Costs Euros 115.

The **Secrets of Longevity** consultation examines how well a person lives, eats and sleeps according to the principles of Classical Chinese Medicine. Unhealthy habits can lead to diseases such as obesity, bone and joint disorders, cardiovascular disease and neurodegenerative conditions. The doctor will suggest lifestyle changes to help lengthen life in a healthy and sustainable way. A 50-minute consultation costs Euros 150.

NEW MASSAGE TREATMENTS

Lefay Garda also recently introduced Tuina massages to its spa program. Each massage begins with a consultation to establish the guest's specific balance of energy. From the consultation, the therapist will select from six different massages, defined by a color, to address the needs of the guest and restore their balance between yin and yang, providing wellbeing for the body as a whole.

The goal of the Tuina massage, which is an ancient form of Chinese massage, is to balance the yin and yang of the body by getting rid of blockages or imbalances that manifest as illness, disease or emotional issues. Depending on their needs, the therapist will select a massage that is more gentle and meditative (yin) or more active and dynamic (yang):

The White Tuina helps to regulate lifestyle disorder and is carried out using a rhythmic technique bringing blood and stimulation to the tissues and improving breathing.

The Black Tuina treats the whole body working on the strength and stress levels. It focuses particularly on the kidney and uses relaxing, yet firm manipulation concentrating on the lumbar region. It continues with a head massage to relieve tension.

The Red Tuina focuses on blood circulation to provide nourishment for the body and peace of mind. It uses deep and enveloping manual techniques on the postural muscles of the body and the end stimulation points on the face and ears.

The Blue Tuina treats lack of energy, tiredness and drowsiness and is particularly effective after an illness or health problem. It is a dynamic, rebalancing and invigorating massage.

The Yellow Tuina works on points where anxiety and sadness are concentrated and is a deep, enveloping massage that regulates the energy of the centre, which might have been derailed by worry and anxiety.

The Green Tuina is related to digestion and uses stimulating and dynamic manual skills with a focus on the legs.

The new Yin and Yang Rebalancing Tuina is a one-hour session incorporating the consultation and moxibustion, a traditional Chinese medicine therapy, which consists of burning dried mugwort on particular points of the body. The 60-minute treatment costs Euros 155.

OTHER NEW TREATMENTS

A new **Abdomen Reducing Treatment** has been introduced to help reshape the tummy and produce immediate results by reducing swelling and sagging skin. The treatment involves a wrap using Dead Sea salts, pennywort, finger kelp and brown algae, followed by an abdominal modeling massage using specific manual techniques. The 45-minute treatment costs Euros 95.

The resort completed an extensive renovation in 2022 with the addition of three new Sky Suites, an adults' only spa and a plant-based fine dining restaurant. The spa features several pools including an infinity pool overlooking Lake Garda, six different saunas and an outdoor energy and therapeutic garden where guests are guided through meditation, breathing and postural balancing exercises.

###

Room rates at Lefay Resorts Lago di Garda start at \$415/night and include buffet breakfast and entrance to the 46,000 square foot Lefay SPA World with multiple swimming pools, saunas and steam rooms, a fitness center and relaxation areas.

[LEFAY RESORT PHOTOS + MEDIA KIT](#)

About Lefay Resorts & Residences

Lefay Resorts & Residences (www.lefayresorts.com) was founded in 2006 by Domenico Alcide and Liliana Leali with the aim of becoming the Italian reference brand in the international market of luxury wellness holidays through the creation of a collection of eco-resorts according to the Italian style and living and the new Lefay concept of luxury. The first in the collection, Lefay Resort & SPA Lago di Garda, opened in 2008 in Gargnano and has been awarded with more than 100 international accolades in 16 years, earning the status as one of the top SPA Destinations worldwide. Lefay Resort & SPA Dolomiti, opened in 2019, has already obtained 30 international awards. Consistent with the Lefay values of well-being and sustainability, both properties are totally carbon neutral and certified by the most influential organizations. The resorts are members of Preferred - "Legend" category, Traveller Made, Virtuoso and American Express Fine Hotels & Resorts. In 2018 the Company entered the Serviced Branded Residences business, creating the first 21 Lefay Wellness Residences within an Italian SPA Destination. In October 2022, Lefay announced its first Resort in management contract abroad, in Crans-Montana, Switzerland.

About J.MAK HOSPITALITY

J.MAK Hospitality (www.jmak.com) works alongside leading luxury hotels and travel services around the world to connect them with key travel agency partners and broader audiences who will impact their businesses and drive awareness. J.MAK focuses on hospitality brands with personality, helping each client articulate their individual flair, so they can authentically stand out. We harness our network to build relationships through in-person and virtual connection, as well as hefty marketing and social media engagement. We are passionate, experienced luxury travel experts disrupting the industry norm.