



Beyond Wrapture Day Spas Fact Sheet

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Philosophy: At Beyond Wrapture we believe that as a person nurtures their three aspects of Wholeness – Body, Mind & Spirit – they will develop the courage and the confidence to step beyond limits previously set for themselves through environmental or genetic predisposition to become that which they are: perfect, whole and complete.

Logo: Wholeness = Strength

The trademarked “Lady in the Circle” design represents “Wholeness” and the pyramid that represents “Strength” is bridged by the words “Beyond Wrapture”

Company Vision: To become international leaders in the Spa Industry by providing exceptional, unique spa service experiences and products in resort hotels and other special locations throughout the world. We will accomplish this through the development and implementation of a profitable business model that offers growth for the company and the employees.

Locations: 6 total – 2 Ski Resorts, 1 Beach/Golf Resort, 1 Golf Resort, 2 Downtown Kelowna

Number of Employees: 30-50, depending on the season.

Specialty: Unique aromatherapy treatments with our own specially blended essential oils used in our signature service treatments with our Beyond Wrapture Product Line.

Newest Treatments: Vinotherapy and Bio Sculpture Nail enhancements

Product Line: each spa also offers a wide selection of the **Jane Iredale** natural, mineral-based cosmetics, **Joico** hair care and barbering products, **Phytomer** and **Derma logia** Skin care.

Accolades: Voted 13 years in a row # 1 Spa in the Okanagan & voted #1 in Canada for Vinotherapy Services in May 2007 by Glow Magazine.



Beyond Wrapture Day Spas Biography of Debra Pender, Owner

As a young woman, Debra Pender spent a year travelling in Europe. During that trip, Europeans who regularly visited health spas for therapeutic relaxation treatments inspired her. At the time, Debra thought of the spa treatments as extravagant, yet it was a way of life in Europe.

Returning to Canada in 1974, Debra took on many challenging careers in the Hotel & Hospitality industry. When she relocated to Saskatoon in 1980, she became one of the first IBM Business Equipment re-sellers in Canada. “It was a great learning experience,” Debra recalls. “I learned that devotion and great ideas are not always enough to run a successful business. It prepared me well for my future career.”

Returning to British Columbia in 1986, Debra decided to follow her heart and took a job at the YWCA as a community social program facilitator and fitness instructor. “That was the beginning of my belief that if I love what I choose to do for a living, the money would follow. This work re-ignited my interest in health and wellness and before long, I was asked to be a Behavior Counselor at the then popular Nutri/System Weight Loss Centre. “It was my job to inspire and encourage others to become healthy and fit.”

By the early 1990s, Debra recognized a growing trend in short, relaxation-driven getaways, which led to the idea of opening a day spa. “My research showed that there were very few full-service aromatherapy day spas operating in the province, or in the country, for that matter. On May 1, 1994 I opened Beyond Wrapture Urban Day Spa & Retreat, the first of its kind to open in Kelowna.”

Committed to “nurturing the three aspects of body, mind and spirit” the spa specializes in aromatherapy treatments, the art of using various essential oils to stimulate or relax the nervous system. Possessing a keen interest in the Ancient Healing Arts, Debra has introduced unique services to her spa menu and continues to develop trend-setting relaxation therapies.

In January 2001 the Beyond Wrapture Day Spa at Chateau Big White opened at Big White Ski Resort and was then followed in the fall of 2003 by a third location at the Coast Capri Hotel in Kelowna. By the winter of 2004, a fourth location at Silver Star Resort opened and Debra's fifth spa at the Borgata Lodge at Quail's Ridge opened in April 2005. The most recent spa launch was July 2006 at Lake Okanagan Resort.

A devotee of the popular business book *The E-Myth Revisited*, Debra has implemented many of author Michael E. Gerber's recommended strategies to continue to grow her business. "I have experienced challenges stepping out of my job as a spa technician and now I'm working diligently on my company -- developing systems and efficiencies, marketing strategies and alliances, employment policies and training procedures."

She also remains focused on the well-being of each Beyond Wrapture client. "We are dedicated to the core concept that preventative health is found in relaxation. I remain committed to developing and delivering stress-relieving treatments in an atmosphere of tranquility. We want our clients to leave the spa feeling revitalized and ready to welcome the world."

Each spa has its own theme designed accordingly to the ancient art of feng shui. "I work with feng shui master Ken Leung," says Pender. "I believe encouraging the natural flow of energy at each Beyond Wrapture spa adds to our clients' sense of well-being and enhances their overall experience."



Beyond Wrapture Day Spas Locations

Character House Location: May 1st, 1994

Opening its doors in 1994, this is Kelowna's premier full service spa facility and the original Beyond Wrapture Day Spa. Services are available to the public six days a week, from 9:00AM to 7:00PM daily. Ideal for large groups & bridal parties, this spa features a large parlor for pedicure/manicure parties, couple's retreats, and an overnight room where couples can enjoy a Grape Escape with Okanagan Wine and Vinotherapy services. This the training Hub and call center for all other Beyond Wrapture Spa Locations.

Big White Resort: January 20, 2001

In 2001, the Beyond Wrapture Spa at Chateau Big White debuted, the ski resort's first full-service hotel spa. Services are available to the public and the spa operates seven days a week, from 10:00 am to 8:00 pm daily, during the ski season, mid-November through early April. Facilities include four treatment rooms, a Japanese bath, and a sauna. The Spa's reception area is easily converted into a hospitality lounge for groups who wish to book the spa for an entire day. The Beyond Bliss Soak & Glow Massage is an authentic Japanese treatment package that begins with a soak in a specialty tub, overflowing with Beyond Wrapture essences and rose petals. Gloves imported from Japan assist the practitioner to perform the "Akasuri" body scrub in the traditional manner before the client is rinsed. After a brief sauna, the client enjoys a sesame oil & yogurt massage. Big White is a 45-minute transfer from Kelowna and is the region's premier winter resort.

Coast Capri Hotel: August 24th, 2003

Beyond Wrapture Spa at Coast Capri Hotel in Kelowna opened in August 2003 and provides services to the public seven days a week, year round. Facilities include steam room, dry sauna, Japanese bath, and Vichy shower, as well as men's shave & barbering services. In addition to all of Beyond Wrapture's unique full body services, this spa also offers a full range of esthetic services, including make-up. The décor and design of this Asian-themed spa instills a sense of tranquility and includes a Secret Garden room, where guests can relax before treatments.

Silver Star Resort: November 20th, 2004

In November 2004, Beyond Wrapture Spa at Silver Star Resort was launched. Located in Silver Star's National Altitude Training Center just behind the Putnam Street Hotel, the Spa's crystal and mineral-themed treatment rooms radiate with the healing energies of these precious crystals and stones. Enjoy a double massage with your partner or friend in our 'Heavenly Jade' double treatment room, after experiencing manicures and pedicures in our 'Golden Glow' esthetics room. Alternatively, if solitude is what you are seeking, our Sacred Art Stone Massage will unmask the illusions of your soul in the room of 'Obsidian Truth'. Hydrating specialty facials are performed in our 'Silver Star' room under the brilliant light of a delicate chandelier. This is Heaven on Earth.

Borgata Lodge at Quail Ridge: April 9th, 2005

April 2005 is when Beyond Wrapture opened this Day Spa in the heart of a beautiful resort that mirrors the enchantment of timeless Tuscany. The rooms are named after the Roman Gods: Atlas, Artemis, Apollo, Athena, Aurora with the hair salon aptly named after Aphrodite and the wash station named Asclepius. At Beyond Wrapture every Spa has a theme that is unique and reflects its environment and this sanctuary is located on the outskirts of Kelowna, just minutes from the Kelowna International Airport; the perfect place to escape to a simpler life. Located beside the Okanagan Golf Club's championship golf courses, The Bear and The Quail, the Borgata Lodge is a golf enthusiast's paradise and Beyond Wrapture has everything you need when you finish those 18 holes under our summer sun. A specialty package has been designed for the golf enthusiasts called the "Whole in One" where the golfer in the family can do 9 holes and while the golfer's partner can relax at the Spa and enjoy a Manicure, Pedicure & Beyond Wrapture Signature Facial. When the golfer is finished the "9 holes" the couple can enjoy the Beyond Wrapture Signature Massages in our couple's room, Atlas ... where they can take the world off their shoulders.

Lake Okanagan Resort: July 20th, 2006

Twenty Minutes from downtown Kelowna but a world away is the best description of how you feel when you leave this Moroccan themed full service spa. It is brightly coloured with pastels that reflect the ancient seaside city of Carthage with a view that transports you back in time. You will find our "Medina" (old city) fountain in the reception area just as the fountains were in ancient times when 'going to the fountain' was the necessary means to retrieve water, today it is our symbol of community. The esthetic stations are located in the "Kasbah", the traditional fortress and palace of the Feudal rulers and our couples treatment room is named after the famous Dar El Makhzen, better know as the Sultan's Palace, which is now a historic art museum in Marrakesh where the famous "Voyage of Venus" was first discovered.

Beyond Wrapture Services

Vinotherapy

Beyond Wrapture is one of the first spas in Western Canada to introduce healing, grape-based therapies. Research shows that grape seeds, stems and skins contain antioxidants called polyphenols, which are 10,000 times stronger and 50 times more healing than vitamin E. “We use the by-products that the winery normally disposes of – the pips, stems and skins – all of which contain a valuable antioxidant called Resveratrol,” explains Pender. “Grape vines produce this molecule naturally to combat disease. As fungal infections are more common in cooler growing climates, like that of the Okanagan, grapes grown here have a higher concentration of Resveratrol than in other grape-growing regions of the world.” Grape seed oil, used in Beyond Wrapture’s vinotherapy massage is high in oligomeric proanthocyanidins (PCOs) another powerful antioxidant which can greatly reduce the damage created by free radicals, strengthen and repair connective tissue and promote enzyme activity at the skin cell level.

Bio Sculpture Gel Nails

Bio Sculpture Gel is a one component healthy nail treatment that strengthens and promotes the growth of natural nails. It will protect the natural nails while allowing weak, brittle nails to grow so it enhances the natural nail without damaging the nail plate. It will not chip or smudge or wear away on finger and toe nails and it is the ONLY GEL with a FIVE Star Safety Rating. Applied onto a prepared nail it cures under a UVA light, leaving the nail strong but flexible with a natural glossy finish.

Microdermabrasion

Microdermabrasion is a skin rejuvenation method for the treatment of acne scarring, sun damage, age spots, blemishes, uneven pigmentation, enlarged pores, blackheads, and stretch marks. It removes the surface layer of the skin, without the use of chemicals, lasers or acids. The procedure utilizes a hand piece that attaches to the skin with suction and gently sands down surface layers of the skin. This process unblocks pores, removes and vacuums away dead skin cells, and stimulates circulation and promotes the production of new cells in the basal layer while stimulating collagen net working to further even out skin texture and appearance.

Chun-Tzu Yin Yang Tandem Massage

“This massage gives us the opportunity to introduce (in a safe environment) our male practitioners to our female (& male) clients who are still uncomfortable with same sex or opposite sex

practitioners. Scheduling these men for more massages also helps alleviate the demand placed on our female practitioners,” says Debra Pender. For this massage treatment a male practitioner works on the female side of the client’s body and a female practitioner works on the male side of the body. After a relaxing sauna, this 45-minute Tandem Massage provides clients with an incredible experience that leaves the body energized and balanced, with their minds relaxed and spirits ready to soar!

Beyond Bliss Aroma Wrap with Shoulder, Neck & Face Massage

Drift into a far off world of relaxation starting with an exotic aromatherapy body wrap that employs a process unique to Beyond Wrapture. You will be wrapped in warm cotton sheets that have been infused with various essences and oils. At the same time you will receive a relaxing shoulder, neck & face massage. No need to fear ‘claustrophobia feelings’ you can have your arms and feet free if you need to. This is the world’s finest aromatherapy treatment.

Exfoliating Sea Salt & Loofah Glow Massage

This opulent one-hour adventure combines aromatherapy with a gentle, soothing Sea Salt & Loofah full body massage, guaranteed to sensationalize your skin. Four different sensations keep the mind drawn to the treatment process so the body relaxes as it concentrates on the different touches – warm & smooth, blissful tingling, soft scratchy, soft smooth.

Signature Aromatherapy Massage

Rejuvenate your mind and body while you enjoy the effects of this soothing 75 minute aromatic massage. It combines effleurage massage movements with the ancient wisdom of the body’s charkas, meridians and acupressure points.

Hot Stone Reflexology

Reflexology sees the foot as a map and means of restoring balance to the entire body. This relaxing 45-minute session will work to improve circulation, relieve stress, and encourage a state of over all well-being. Our practitioner works specific pressure points on one foot while the other foot is coddled in a hot towel with small stones placed between your toes.

Sacred Art Stone Massage

The Beyond Wrapture Sacred Art Stone Massage uses the heat and pressure from the stones to penetrate deep into the muscles and enhance the effects of massage. This 105-minute treatment can be strong and deep for sports enthusiasts or it can be performed with flexibility to be effective for clients suffering from arthritis or muscle spasms or fibromyalgia.

Sports Massage

This 75-minute massage is all about revitalizing muscles using Swedish and deep tissue massage techniques. Not always relaxing and previous massage experience is recommended. This treatment is occasionally not available – so be sure to have a second choice.

Silk and Solitude

This treatment is 2 ¾ hours long. Lathered in warm mud, rich in vitamins and minerals, you will relax while impurities are drawn out of your skin. After a tepid shower you will receive an aromatic hot olive oil massage.

Relaxed Expression

This package pampers you from head to toe for 105 minutes. Enjoy our Chun-tzu Yin Yang Tandem Massage and Tandem Beyond Bliss Spa Manicure and Pedicure.

Hedonist Heaven

Gratify your Body with an opulent 90-minute adventure that combines a Sea Salt and Loofah body massage with the application of a safe and sunless tan.

“Girls Night Out” PJ Parties

Remember those golden days when you and your girlfriends had a sleepover and spent the whole night laughing, being silly and telling secrets? Each PJ Party includes a \$50 Beyond Wrapture gift certificate and a 10% discount on services over \$50 and the season rate of the overnight accommodation based on the number of guests in the PJ Party.

Packages, Skin Care and Beauty Services

Beyond Wrapture also provides a variety of half-day and full-day packages incorporating a variety of services as listed above. Salon Services, facials, manicures, pedicures and waxing are all available at each Beyond Wrapture location and Special Seasonal accommodations and Spa Packages are offered at different times within the year in conjunction with the specific resort.

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