

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 1999, Manteo Resort in Kelowna contracted Beyond Wrapture to provide on-site spa services and in 2001, the Beyond Wrapture Day Spa at Chateau Big White opened. In the fall of 2003, Beyond Wrapture’s fourth location launched at the Coast Capri Hotel in Kelowna. By the winter of 2004, a fifth location at Silver Star Resort opened and Debra’s sixth spa at the Borgata Lodge at Quail’s Ridge opens in April 2005.

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 **Fact Sheet**

Owner: Debra Pender

Telephone: 250 448 8899 1 866 548 8899

E-mail: info@beyondwrapture.com

Headquarters Mailing Address: 1965 Richter St. Kelowna, BC V1Y 2N4

Media Contact: Tommi Hanley
Thompson Lloyd Communications
Tel 250 860 9959
tommi.tlc@shaw.ca

Opened: **Beyond Wrapture Day Spa & Retreat**, in 1994 as Kelowna's first full-service spa facility.

Mission: By nurturing the three aspects of wholeness – body, mind and spirit, Beyond Wrapture encourages customers to become that which they are...perfect, whole and complete.

Number of Employees: 30-40, depending on the season.

Services:

- ❖ Beyond Wrapture specializes in unique aromatherapy treatments – the art of using various essential oils to stimulate or relax the nervous system. Specialty services include: Sea Salt & Loofah Glow Massage; Aromatherapy Body Wrap; Signature Aromatherapy Massage; Reflexology; Volcanic Mud Treatments; and the Sacred Art Stone Massage.

- ❖ The newest treatments introduced by Beyond Wrapture are the Chun-tzu Yin Yang Tandem Massage and cutting-edge Vinotherapy Treatments. As well, Microdermabrasion skin revitalization treatments and Kelowna's first and only all natural hair and barbering services, will be launched at the company's newest location in the Borgata Lodge at Quail Ridge in April 2005.

- ❖ Beyond Wrapture sells its own exclusive line of spa wear and footwear, as well as specially blended essential oils, moisturizing body lotion and an essential oil and grape pip exfoliating soap.

- ❖ Each spa also offers a wide selection of natural, mineral-based cosmetics and a new line of all-natural hair care and barbering products.

Beyond Wrapture Day Spas Services

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. The Tandem Massage can also be performed by two female practitioners, upon request.

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. We’re working with Summerhill Pyramid Winery because they grow grapes organically.”

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.

Beyond Wrapture Vinotherapy treatments including a honey and wine body wrap, grape pip exfoliating scrub and vinotherapy body massage. The newest treatment is the Hot Vinotherapy Samunprai, which is designed to relieve sore, tired muscles. All of these treatments were created by Debra Pender and are offered exclusively at Beyond Wrapture Day Spas.

Beyond Wrapture Day Spas Services – cont.

Microdermabrasion:

Microdermabrasion is effective in reducing fine lines, "crow's feet," age spots and acne scars, as well as uneven skin textures. It stimulates the production of skin cells and collagen and has proven to be a very popular non-surgical cosmetic procedure. A hand-held "wand" emits crystals onto the surface of the skin, resulting in a gentle abrasion or "polishing" process. Each treatment takes 45 minutes to one hour, depending on the focus of the treatment. The number of treatments recommended for maximum results can range between three to six, spaced two to three weeks apart. Maintenance of results requires periodic repeat treatments after the initial regimen is completed. There are virtually no side effects and the procedure works on all skin colors and types and is excellent for skin that is sensitive to chemical procedures.

Naturika Natural Hair Care

Beyond Wrapture's hair salons use all-natural hair care products made by Naturika. Together with its associated company Gaia Garden, Naturika creates specially formulated products that contain pure plant essences, and pure organic botanical extracts and oils, each of which is designed to deliver unique wellness and beauty benefits. Naturika products are biodegradable and never tested on animals.

"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? Three hotel partners* have teamed up with Beyond Wrapture to bring you a one-of-a-kind PJ Party. Each PJ Party includes:

- \$50 Beyond Wrapture gift certificate and a 10% discount on services over \$50
- *One night accommodation at either the Coast Capri, Chateau Big White or the Borgata Lodge
- A bottle of Okanagan wine
- A fruit and cheese platter
- Aromatherapy gift

Beyond Wrapture Day Spas Locations

Big White Resort

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

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

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.

Beyond Wrapture Day Spas Locations – cont.

Borgata Lodge at Quail Ridge

Now you can *Recapture the Senses of the Gods* at Beyond Wrapture's newest Day Spa in the heart of a beautiful resort that mirrors the enchantment of timeless Tuscany; Quail Ridge's Borgata Lodge. This sanctuary is located on the outskirts of Kelowna, just minutes from the Kelowna International Airport, and is the perfect place to escape to a simpler life. Located beside the Okanagan Golf Club's championship courses, The Bear and The Quail, the Borgata Lodge is a golf enthusiast's paradise and Beyond Wrapture has everything you need relax once you have finished those 18 holes under the Okanagan sunshine. The Grand Opening Celebration takes place April 9, 2005. New services include Kelowna's first all natural and chemical free hair care and barber services as well as a new vinotherapy treatment called Vino Samunprai, which is designed to relieve sore, tired muscles. As well, Microdermabrasion skin revitalization treatments will be introduced.

Manteo Resort

Beyond Wrapture provides spa services at Kelowna's Manteo Resort, a luxurious waterfront property featuring a 98-room hotel and two dozen three and four bedroom villas. A treatment room is available in Manteo's Clubhouse, and in-room massage, manicures by the pool and beachside chair massages are popular with guests.