



l'art du massage

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**PRESS RELEASE**

**« *Physio-Spa*, an innovative concept »**

**June 2009**

## EXCELLENCE DES SENS<sup>®</sup>

« *Physio-Spa*, an innovative concept »

Christophe Marchesseau, a licensed masseur-physiotherapist, is the founder of the Physio-Spa concept. He is the first to take massage-physiotherapy out of its traditional places of practice (doctors' offices, hospitals, rehabilitation centers) and to propose a new space marrying traditional spa wellness treatments with therapeutic treatments.

Being a true entrepreneur, in January 2007 he opened the *Excellence des Sens<sup>®</sup>*, a center with a Hammam offering personalized massage-physiotherapy and osteopathy as well as beauty treatments on the island of St. Barts.

Awarded a commercial seal of approval in 2007, *Excellence des Sens<sup>®</sup>* is also a ready made concept which can be shared via franchises. *Excellence des Sens<sup>®</sup>* is housed in upscale spas for which it is an innovative and exclusive formula offering quality services.

In St. Barts, *Excellence des Sens<sup>®</sup>* has shown that there is a growing demand for these combined treatments in a location created for tranquility and relaxation. The concept has also demonstrated its viability in terms of profitability and turnover.

Through the label *Excellence des Sens<sup>®</sup>*, the avant-gardist principle behind concept of the Physio-Spa envisages the possibilities of the spa of the future, a world where the body is treated as a whole by professionals setting a standard of excellence through their knowledge.

### NEWS

In the spring of 2009 the spa of the Grand Hotel du Cap Ferrat (French Riviera) welcomed the latest *Excellence des Sens<sup>®</sup>* center as part of the overall renovation of the hotel.

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## I. Introduction

### An innovative concept: the Physio-Spa

Over fifteen years of experience in physical therapy and a deep understanding of the working of health clubs awoke Christophe Marchesseau, a licensed masseur-physiotherapist, to the idea that he could take physiotherapy out of its usual places of practice to introduce its use in the area of wellness.

By wanting to include therapeutic treatments in places traditionally devoted to well-being he demonstrated a truly avant-gardist vision in developing the unique concept of the Physio-Spa.

Whereas an ordinary spa has primarily beauty treatments, Christophe Marchesseau imagined a place dedicated to wellness but also offering the most advanced techniques in massage-physiotherapy and osteopathy as well the latest innovations in terms equipment supporting health and well-being.

### *Excellence des Sens<sup>®</sup> - St. Barts*

Convinced that “Hands are essential to care” and “As long as there is movement, there is life”, and moreover wanting to reinstate the true meaning of massage, Christophe Marchesseau breathed life into his idea by creating a patented space where the body is treated as a whole through massage, lymph drainage and postural exercises.

The *Excellence des Sens<sup>®</sup>* Center in St. Barts opened in January 2007.

This center genuinely transformed the services of a traditional spa by specializing in treatments against osteo-myofascial and osteo-circulatory aging. Massage carried out by professional physiotherapists is considered “An art at the service of the body”.

In an atmosphere conducive to relaxation and tranquility, the center brings together the virtues of water through the Hammam, beauty treatments and the benefits of therapy adapted to an upscale clientele.



#### ***Excellence des Sens<sup>®</sup> - St. Barts***

The first *Excellence des Sens<sup>®</sup>* center opened its doors in January 2007 on the island of St. Barts in the French Antilles. It is located in the Cour Vendome in the heart of Gustavia alongside names such as Louis Vuitton, De Grisogono and Bulgari.

## The Art of Massage

In this space dedicated to caring for the body, Christophe Marchesseau proposes massage treatment adapted to clients of all ages. Considered as "An art at the service of the body" the massage done here aims to relieve the three areas of the body most susceptible to stress: the neck, the back and the feet. This treatment combines the stretching of muscle tissue and joint rotation, plantar reflexology and cranial-sacro therapy.

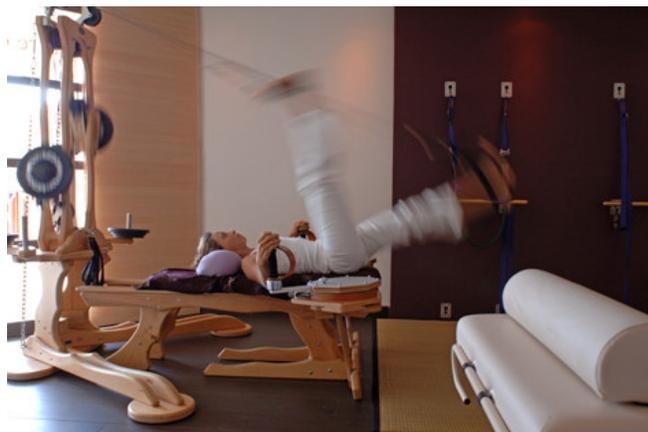
Treatments are personalized offering patients a true "massage-identity", proof of the knowledge of the professionals at *Excellence des Sens<sup>®</sup>* who are at the service of each individual's health.



« Hands are essential to care », Ch. Marchesseau.  
(Photo Ph. Hochart)

## The Art of Movement

Furthermore, *Excellence des Sens<sup>®</sup>* has developed a unique method of exercise based on the three dimensions of movement invented by Juliu Horvath. Gyrotonic is a gentle type of exercise accessible to everyone from sports enthusiasts to seniors, that encourages the whole skeleton to regain flexibility, movement and energy whilst permitting proper muscular and postural fitness.



**Gyrotonic<sup>®</sup>** gives back strength, firmness and flexibility to the body and contributes to the fight against aging. (Photo J.-Ph. Piter)

By combining therapy and pleasure, and responding to a clientele looking for exclusivity the *Excellence des Sens<sup>®</sup>* treatments have been researched to achieve a specific objective whether it for health or well-being: the fight against muscular and osteo-circulatory wear, continuing freedom of movement and physical and moral relaxation.

## Quality treatments for a demanding clientele

The treatments on offer at the *Excellence de Sens<sup>®</sup>* Center are aimed at a demanding local and international clientele who care about their health.

*Excellence de Sens<sup>®</sup>* proposes a personalized approach adapted to each individual's needs to satisfy this demand for high quality. An individual account is established to determine the known and unknown causes of a disequilibrium and then a plan of treatments is created.

The therapists trained by *Excellence des Sens<sup>®</sup>* are able to respond effectively through individual plans of action allowing treatments to be both effective and appealing.

## II. Excellence des Sens® - St. Barts, how does it work?

The Physio-Spa Excellence des Sens® in St. Barts covers a surface area of 80m2. An optimal use of space gathers three areas of multipurpose treatments in one location. This reduction of functions in each area has the advantage of minimizing the total surface area of the Physio-Spa and encourages a high profitability for the location. The relatively small size of the structure and its optimal design are a major asset if it is to be integrated into an existing spa.

### Aesthetics and Excellence

Particular attention is paid to the decoration of the Physio-Spa. As a place of relaxation, rest and well-being par excellence, the aesthetic design is refined and immaculate. Precious woods, Japanese tatami, mosaics, lava slabs and stones from Bali - exclusive materials, rigorously selected, enrich this haven of luxury and beauty where Excellence des Sens® invites its hosts.

A calm and relaxing atmosphere rendering Excellence des Sens® into an extraordinary experience for the senses is created by a variety of means: a skillful play on natural and artificial light, simplicity and modesty through harmonious curves and peaceful colors, an elegant and studied style of furniture where leather and wood exist side by side, subtle wafts of perfumes.

### Area 1: Hammam and well-being treatments

The Hammam and well-being treatments are in the first area.

**Hammam:** a therapeutic and restorative beauty treatment which focuses on lymph drainage and the elimination of toxins. After a vapor bath, the feeling of fatigue is lifted, skin is cleansed and the body is calm.

The Hammam is also vital for the optimal activity of other treatments. Thus it will also be found within health plans. It relaxes muscles after physical training, a session of Gyrotonic®, PowerPlate® or postural and corrective exercises.

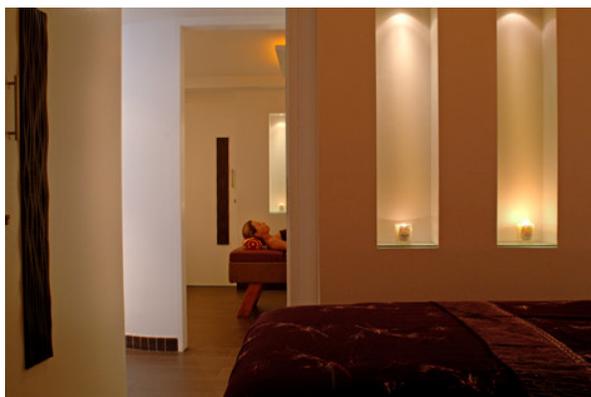


(Photos J.-Ph. Piter)

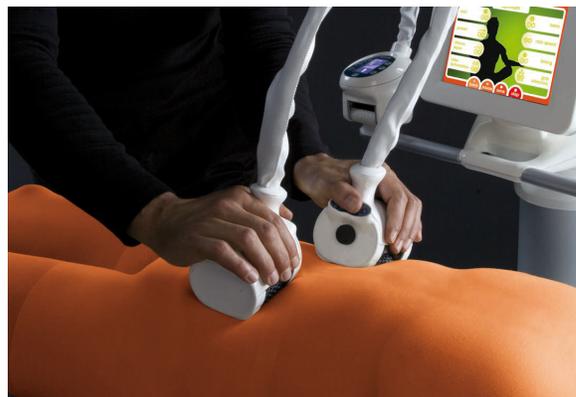
The Hammam vapor mist of hot water perfumed with organic essential oils is tailored to the needs and wishes of individual clients who will benefit from the natural effects of the chosen plant extract.

## Treatments:

- **Massages:** the massage techniques employed are inspired by cultures from the world over: Deep Tissue, Swedish, Hawaiian, Lomi-Lomi, Royal Thai.
- **Beauty treatments:** *Excellence des Sens<sup>®</sup>* uses natural products and offers
  - Wraps of seaweed from Brittany or pink clay from Provence.
  - Scrubs with salt from the Dead Sea or powdered cream made of apricot kernels and organic wheat germ.
- **Icoone<sup>®</sup> technology:** treatment of fibroses, disfiguring scars, heavy leg syndrome, as well as toning up, slimming down, redefining one's silhouette and reducing cellulite.



(Photo J.-Ph. Piter)



The Icoone<sup>®</sup> machine

## Area 2: Therapeutic treatments

The second area with its soft lines conducive to relaxation is the *Cocoon* booth, devoted to therapeutic treatments.

This space is dedicated to the “mechanics of the body” and it is here that a personalized bio-mechanical account is established. A plan of therapeutic treatment is established according to the patients' needs and results in tailor-made programs: a simple health plan, an elaborate program for keeping in shape or advanced treatments closely accompanied by physiotherapy.

## Area 3: Corrective exercise

The third area, where therapeutic and wellness treatments are also given, is comprised of the YogaWall, Gyrotonic<sup>®</sup> and Powerplate<sup>®</sup>.

The area is both modular and functional and its design reflects Japanese traditions: a decor that brings an atmosphere of fullness and harmony to the area, optimizing the benefits of the treatments offered in the center.

- **Exercise:** The flooring is genuine tatami allowing for programs of postural and corrective exercise, yoga and strictly monitored gentle Pilates exercises.
- **Gyrotonic:** Stretching muscles used during cardiovascular and muscular training permits the body to regain strength, firmness and flexibility. It has been scientifically proven that stretching has anti-aging effects. The Gyrotonic<sup>®</sup>, a postural and corrective exercise machine linked to the PowerPlate<sup>®</sup> helps fight aging.



**Therapeutic treatments and Yoga Wall** (Photos J.-Ph Piter)

With *Excellence des Sens*<sup>®</sup> clients can find vitality, flexibility and body toning but the center aims primarily to help clients age healthily and to slow down the myofascial and osteo-circulatory aging process.

## Excellence de Sens: Products

To accompany its clientele on their voyage of relaxation and bodily enlightenment *Excellence des Sens*<sup>®</sup> has selected the contemporary collection of perfumes by *Patricia de Nicolai*, a prominent heir of the great French tradition of perfumes and the great-granddaughter of Pierre Guerlain. She has developed a range of fragrances that are both subtle and refined, thus perfectly suited for the relaxing atmosphere of the Physio-Spa.

Close collaboration with the *Nicolai* label will soon result in the creation of a complete line of products especially for *Excellence des Sens*<sup>®</sup>.

*Camille* bath products will complete the range of products selected by *Excellence des Sens*<sup>®</sup>; quality products used for over thirty years in the most prestigious hotels and thalassotherapy centers.

## Nature's privilege

*Excellence des Sens*<sup>®</sup> is aware of sustainable development and committed to the protection of the environment. As such, only natural products are used. The drinks and teas offered to clients are organic; body lotions, exfoliation products, wraps and cleaning products for the exercise machines and the Hammams are all based on natural ingredients, non-toxic for the environment.

## Sale of Products

The sale of beauty products, cosmetics and perfumes is an important side activity for a spa that generates significant revenue. In France no less than 30% of a spa's income comes from the sale of such products.

In light of this, the *Excellence des Sens*<sup>®</sup> Physio-Spas offer their products for sale which in turn allows clients to extend their *Excellence des Sens*<sup>®</sup> experience at home.

### III. Consulting and Franchise

The originality of the Physio-Spa concept created and labeled by Christophe Marchesseau rests in the ease of which a structure such as *Excellence des Sens<sup>®</sup>* can be adapted to an existing spa establishment and can be transplanted anywhere across the world.

With the aim of taking charge of the creation of other branches and franchises, in 2008 *Excellence des Sens<sup>®</sup>* equipped itself with a **Consulting** center for the conception and foundation of wellness centers by private individuals or upscale hotels and a **Franchise** center for the French and international market.

#### Creating a Physio-Spa *Excellence de Sens<sup>®</sup>*

Christophe Marchesseau and his team take charge of the conception of tailor-made wellness centers adapted to the concept *Excellence des Sens<sup>®</sup>*, whether it be the creation of a private spa within a villa or a professional space integrated in a hotel spa.

The foundation of a new Physio-Spa can be broken down into three stages:

1. - Research into and analysis of the space for its optimal use and best adaptation to the *Excellence des Sens<sup>®</sup>* concept
  - Research into the functional management of the space and positive circulation of people and energy according to the principles of Feng Shui
  - Choice of construction materials and decor.
2. - Assistance in the recruitment and training of staff
  - Elaboration of the action plans and the different treatment menus proposed to clients
3. - Implementation of the "Green" charter for products used for clients consumption and for cleaning in order to respect the environment.
  - Follow-up of the creation and control of quality standards.

#### Equipment

In order to offer the best tools possible it is necessary for upscale wellness centers to equip themselves with the latest technology in health apparatus.

These machines have been developed in collaboration with specialists from the fields of medicine and physiotherapy and promote effective results whilst reducing exercise time and optimizing efforts.

Investment in such machines is indispensable and needs to be included in the initial budget of any new space. Returns on this investment come quickly as treatment menus propose complementary activities making use of the machines.

## Training

Upon the opening of new branches *Excellence des Sens<sup>®</sup>* assists in the recruitment and training of staff in order to guarantee and maintain a consistently perfect quality of care.

The training program is aimed at young professionals who already have an education in general anatomy and physiology. In an accessible and structured manner the program teaches the fundamental techniques of massage-physiotherapy, osteopathy and Cranio-sacral therapy. Students are encouraged to develop their ability to listen to patients and to convey their own massage style as well as building on the *Excellence des Sens<sup>®</sup>* know-how.

The opening of each new *Excellence des Sens<sup>®</sup>* center requires the training of a 4-6 member team. The minimum training required is comprised of six sessions over three consecutive days. Each session of three days has seven course hours led by a Senior Masseur Physiotherapist Osteopath.

## *Excellence de Sens Physio-Spas: News*

- Fall 2008, Christophe Marchesseau designed and created a made-to-measure wellness space for a villa in St. Barts. This *Excellence des Sens<sup>®</sup>* is private and exclusively for the use of the owners.
- Spring 2009, the spa of the Grand Hotel du Cap Ferrat (French Riviera) welcomed the latest *Excellence des Sens<sup>®</sup>* center as part of the overall renovation of the hotel.

## IV. Why *Excellence des Sens*<sup>®</sup>?

*Excellence des Sens*<sup>®</sup> has a readymade concept allowing the upscale hotel spas housing them to propose innovative and exclusive options satisfying the expectations of a clientele accustomed to quality services.

This brand new concept integrates a therapeutic dimension to an existing spa, permitting the diversification of treatments on offer whilst bringing added value to the quality of services. As a result, there will be a significant increase in the patronage and loyalty of the spa's clients.

The aim of *Excellence des Sens*<sup>®</sup> is to maximize the potential of the host spa by increasing clientele from within the hotel's residents and by attracting a new clientele from the local area. The space will respond to everyone's expectations: therapeutic treatments and a health club combining massage and postural exercise.

In St. Barts, *Excellence des Sens*<sup>®</sup> demonstrated that there is a growing demand for treatments and a growing number of clients looking for this type of concept that marries therapy and treatments; a concept that generates accompanying turnover and profitability.

### Excellent treatments

*Excellence des Sens*<sup>®</sup> guarantees its clients customized, upmarket services that respond to their varying and multiple expectations. The management constantly assures the quality of services on offer.

Listening to patients is part of the philosophy of *Excellence des Sens*<sup>®</sup>. The well-being felt by clients opens an often-forgotten door to their bodies and to themselves. By accompanying this process with wellness methods exclusive to Physio-Spa, they can find a precious moment of tranquility in a calm and soothing environment.

From a medical point of view, the therapeutic labeling of the concept allows for the inclusion of patients needing good yet unconventional rehabilitation who are covered by private insurance. Such patients can enjoy the benefits of an upscale hotel during their stay.

### A competitive environment

The *Excellence des Sens*<sup>®</sup> concept enters an extremely competitive market. There are many wellness centers, the world over, trying to distinguish themselves by more and more "sensational" treatments and the most recent techniques.

This escalation, often accompanied by mediocre quality and an unjustified explosion of prices, is frequently to the detriment of correctness and professionalism.

In fact, these wellness centers are often spin-offs of the cosmetic industry and rarely, if ever, have specialists guaranteeing the legitimacy of therapeutic treatments performed.

Not one of these centers can offer the wellness therapy treatments adapted to individual needs like *Excellence des Sens*<sup>®</sup> and its tailor-made approach.

The current stress and environmental pressures on our body certainly justifies the offer of *Excellence des Sens*<sup>®</sup> and its reputable therapy based approach which adapts to the specific health profiles of individuals.

## V. Christophe Marchesseau, founder of *Excellence des Sens*®

Upon acquiring his diploma in massage-physiotherapy from the medical faculty of Lyon in 1994, Christophe Marchesseau devoted himself to physical therapy for luxury clients in the South of France. His intuition soon told him that the field of massage-physiotherapy could be expanded by combining it with the natural benefits of places already focusing on relaxation and well-being.

His desire to connect relaxation and treatment centers led him to diversify his professional experience and continue to perfect his technical know-how by conceiving the idea of massage booths in thalassotherapy centers in Courchevel and Megeve.

In 1996 he was the first to bring a complete massage booth to *Tahiti Beach* in Ramatuelle and then introduced the “Cellu M6”, the first massage machine, to St. Tropez, a beach resort.

When his St. Tropez clients invited him to Paris, he settled there and opened the spa in the *Hotel Coste* and the *Four Season Spa* at the *Hotel Georges V*, as well as performing home-based treatments.



Photo Wolfgang Ludes

Whilst practicing as a masseur at the *Hotel Bristol* he met Dominique Renauld, a renowned osteopath and one of the “masters” in Paris. He agreed to share his knowledge with Christophe Marchesseau and took him on as an apprentice for four years during which time the young physiotherapist expanded his repertoire from luxury treatments to artful physical therapy.

During his travels of treating his international clientele, especially American clients, Christophe Marchesseau discovered the French Antilles islands. He felt that here he could further the beliefs that were close to his heart: that of using nature to benefit the body and of well-being. Thus, in 2002 he opened his own massage-physiotherapy practice on the island of St. Barts.

Boosted by his wide professional experiences, Christophe Marchesseau further demonstrated his forward-thinking vision when he created the concept of the Physio-Spa. On the basis of this notion he conceived the design of a new space, given a commercial seal, devoted to both wellness and to beauty and therapeutic treatments. *Excellence des Sens*® - *Physio-Spa* opened on St. Barts in January 2007.

In parallel to these developments Christophe Marchesseau expanded his idea by creating Consulting and Franchise Centers for his *Excellence des Sens*® label, the concept of which has been exported for two years now. He continues to enhance his own knowledge through further training in France and abroad - most recently during a trip to Thailand - which allows him to keep expanding his Physio-Spa.

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