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Meet the Mother of All Healing at *Red Door Lifestyle Spa, Elizabeth Arden* *Red Door's First Ayurvedic Program Launches in South Florida*

WESTON, Fla. – June 28, 2007 - Red Door Holdings announces the launch of the brand's first Ayurvedic program with the addition of Abhyanga massage and Shirodhara therapy to the spa menu at the *Red Door Lifestyle Spa, Elizabeth Arden*, the latest addition to the company portfolio.

"Through Abhyanga massage and Shirodhara therapy, we are introducing guests to a solid foundation of prevention and healing practices," said Gail Rush, Red Door Holdings senior training manager of massage and body services, who is helping design the program. "Ayurvedic treatments are perfect for a wide range of people, from spa savvy guests looking for something new and different to purists, the health conscious, yoga lovers and others devoted to self awareness and natural healing."

Often referred to as the "Mother of All Healing," Ayurveda emphasizes the importance of prevention, mind/body balance and holistic wellness. Abhyanga massage and Shirodhara therapy both utilize gentle massage techniques and herbal infused body oils to restore inner calm and emotional balance. Ayurvedic treatments are extremely personalized and require professionally trained Red Door spa technicians to analyze guests' mind and body types to determine which oils will provide the most enlightening experience.

"Now more than ever, people are doing all they can to attain a level of wellness that will help them remain healthy and active late into their lives," said Red Door Lifestyle Spa Ayurvedic Massage Therapist Gordon Sieveke. "Ayurveda embraces this concept of life longevity, which makes it an appealing practice for many types of spa goers."

The Ayurvedic treatments range in price from \$130 for 50 minutes to \$190 for 80 minutes. The spa will incorporate additional treatments as the program evolves.

Red Door Lifestyle Spa, Elizabeth Arden provides balance for the inner-self through nurturing spa treatments, health-restoring activities and lifestyle-balancing classes. The spa offers a complete menu of salon and spa services, from signature skincare, massage and body treatments to nail services, hair design, makeup artistry and more. Specialized retreats can be planned to cater to individuals or group travel in all arenas including stress relief, life balancing and total body wellness, among others. The staff consists of specially skilled and educated technicians who provide outstanding, personalized service. Lifestyle and fitness classes provide guests with the most current trends in wellness. Revive and renew the spirit, nourish the soul, and pamper the body at *Red Door Lifestyle Spa, Elizabeth Arden*.

Red Door Holdings is a leader in the industry, with nearly 100 years of experience and more than 70 spas and salons already in operation. For additional information or to book services, visit www.reddoorspas.com or call 954-389-3300.

****Please note that images are available upon request***

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