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***Vinotherapy* Entices Wellness and Wine Lovers Alike**

*Beyond Wrapture Day Spa is One of the First to Introduce
New Healing, Grape-based Therapies*

KELOWNA, Okanagan Valley, BC – Beyond Wrapture Day Spa is celebrating this year's 22nd Annual Okanagan Wine Festival with the launch of its revolutionary *Vinotherapy* treatments. "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," says Debra Pender, Owner of Beyond Wrapture Day Spa.

"We'll use the by-products that the winery normally disposes of – the pips, stems and skins – all of which contain a valuable antioxidant called Resveratrol," she explains. "Grape vines produce this molecule naturally to combat parasites. As fungal infections are more common in cooler growing climates, like that of the Okanagan, grapes grown here have a higher concentration of Resveratrol. We're working with Summerhill Estate Winery because they grow their grapes organically."

For the ultimate in luxury, Beyond Wrapture has introduced *Timeless Eternity*, a three-hour signature treatment that combines an Okanagan *Vinotherapy* Grape Pip Scrub with a Honey Wine Body Wrap and a Grape-Seed Oil Massage. A two-hour version, entitled *Tranquil Reflections* includes a *Vinotherapy* Grape Pip Scrub combined with either a *Vinotherapy* Massage or the Honey Wine Body Wrap, or you can choose *Simply Spa Bliss*, the 75-minute *Vinotherapy* massage. Prices range from \$85 to \$185, with an overnight *Grape Escape* Package featuring accommodation, the *Tranquil Reflections* *Vinotherapy* treatments, wine and cheese platter and breakfast in bed, available for \$460 per couple, or \$350 for an individual.

Grape-seed oil, used in Beyond Wrapture's *Vinotherapy* massage, is high in oligomeric proanthocyanidins (PCO), 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.

A pharmacology professor from Bordeaux University, Joseph Vercauteren, planted the original idea of using the grape for skin-care products in the 1990's and in 2000, the first Vinotherapy spa was opened at Smith Haut Lafitte in Bordeaux, France. In May, 2002, the Caudalie Spa opened at the Sterling Club at Turnberry Place (a members-only health and fitness spa) in Las Vegas, the first Vinotherapy centre in the US.

Beyond Wrapture is the first spa in western Canada to offer Vinotherapy treatments and Pender expects her new menu of options to be very popular with clients. "It's clear that the antioxidants found in grapes can have a positive effect on one's well being and our new signature Vinotherapy services tie-in to our thriving winery industry," says Pender. "People who love fine wines, world-class cuisine and the ultimate in spa treatments, will find themselves at home in the Okanagan."

Founded in 1994, Beyond Wrapture Day Spa was the first full service spa to open in Kelowna. It also operates Beyond Wrapture Day Spa in the Chateau Big White at Big White Ski Resort and provides spa services to guests of Manteo Resort in Kelowna. For more information on Beyond Wrapture's new Vinotherapy treatments, please call 250 860 0033. A complete list of spa services can be found at: www.beyondwrapture.com.

Media interested in interviewing Debra Pender, spa staff who have recently trained to provide these new services, or representatives of Summerhill Estate Winery, please contact Tommi Hanley at 250 860 9959; or email tommi.tlc@shaw.ca.

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Photo attachment (lo-res): The Beyond Wrapture Day Spa in Kelowna is the first spa in western Canada to introduce Vinotherapy treatments. High resolution image available upon request

