

Media release
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The Principal of day spas arrives in Melbourne

Melbourne, Australia: A Japanese-inspired day spa has just launched in Melbourne's CBD, offering locals and visitors to the city a first rate spa experience. Meaning 'principal' and 'crimson' (ko) 'butterfly' (cho) in Japanese, *Kocho* is not only set amongst a serene, clean-line interior but offers personalised and highly attentive service reminiscent of Japanese spas.

From the décor of water features and Japanese-inspired art work, to the kasai mayako (bath) rituals, shiatsu, reiki and hot stone therapy treatments – you could be mistaken for thinking you were in Japan.

Following a \$600,000 interior makeover managed by spa specialists DRP Architects, *Kocho* provides lunch time escapes to all-day treatments, tailored to the corporate and five star visitors. The fuss-free menu offers bath rituals, facials, massages and hydrotherapy treatments which incorporate the essential oils and natural active ingredients of Aromatherapy Associates products. Complimentary pre-treatment foot baths allows guests to unwind immediately upon arrival and appointments conclude with organic tea and pure water.

In addition to its day spa treatments, *Kocho* offers conference and catering facilities, allowing the corporate market to incorporate wellness into their work life, while *Club Kocho* provides members with priority bookings, new treatment previews and member discounts.

The 320 square-metre day spa has five treatment rooms, each with its own shower. A double treatment room is suitable for friends or couples while another treatment room, fitted with an Athlegen Neo Oi hydrotherapy capsule, caters to guests wanting to indulge in one of the many bath, sauna and chromotherapy treatments. *Kocho* also provides guests with a relaxation area for post-treatment and separate male/female change rooms.

Treatments are performed by *Kocho's* five therapists. Two therapists have international spa experience and two are fully qualified shiatsu therapists.

Kocho Manager Amber Belden has more than eight years' experience in the spa industry, having worked in the US, Canada, Asia, UK, the Middle East and Australia in therapy, training and management roles for companies including Steiner Leisure and Jurlique International.

In addition to the sublime treatments on offer, Ms Belden says it's the finer touches and superior customer service that will attract guests. "Our five star luxury spa offers a level of customer service that is generally only found in high-end hotels in Asia. We aim to provide every guest with the highest level of customer care every time they visit, so that their experience always exceeds their expectations.

"Our vision is to promote health and wellbeing and provide our guests with a place to rediscover their senses and refresh their spirit as well as their physical being," Ms Belden said.

Kocho Spa, Level 5, Centre Way, 259 - 263 Collins Street, Melbourne, Australia

For further information:

Patrice Virlobmier, Credo Communications, Tel: 03 9528 4447 Email: patrice@credo.net.au
Amber Belden, Manager, Kocho Spa, Tel: 03 9664 9764 Email: amber@headmasters.com.au