



WISDOM OF AFRICA™

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EMBRACE THE NATURAL WISDOM OF AFRICA™ **Total Spa Concepts**

South Africa, Cape Town, Feb 2007; DRAWING inspiration from the ancient energy, healing power, traditions and natural richness of Mother Africa comes Wisdom of Africa™ – A Pure African Spa concept: A new generation in sophisticated spa product line, accessories, gifts and total spa solutions, creating a totally unique spa experience.

● **Inspiration:**

With the Directors' many years in the Hotel Spa Industry and experience with global spa consultancy for Hotel Groups, a niche in the market was identified; the need to offer total spa solutions to the spa market. With this in mind the Company was founded, catering for the exclusive 4/5 star spa market and offering a unique experience to the consumer. Wisdom of Africa™ has created a total new spa concept which can be tailor-made for each spa operator.

● **Integrated and Total Spa Solutions:**

Catering to both International and local spa markets, Wisdom of Africa™ brings a completely sophisticated African concept to the spa market. Wisdom of Africa™ goes far beyond offering spa products alone, by also offering a unique and integrated approach to spas. Wisdom of Africa™ can design and create a complete African theme, which is achieved through Wisdom's complete spa package offering.

Wisdom of Africa™ offers this unique concept firstly through a luxurious portfolio of spa products, comprising of two ranges, Soul of The Earth™ and Grape Therapy™. The spa lines perfectly embrace the ancient traditional therapeutic heritage of Africa. The ranges are based on an inspirational blend of indigenous African plants, grapes and essential oils, including: Kalahari Melon, Marula Oil, Baobab Oil, Honey Bush Tea, Buchu, African Ginger, Mongongo Nut, Cape Aloe, and Sunflower Oil.

For spa operators, Wisdom of Africa™ offers a selection of very unique signature treatments, such as the truly blissful 'Inkaba Body Balance'™ which incorporates local African healing traditions. 'Inkaba' meaning interconnectivity, is designed to re-connect your body and soul bringing you back into balance. All signature treatments are special journeys, allowing you to escape from everyday stress, and begin with Wisdom's signature 'Sawubona Welcoming Ritual' where your hands and feet will be blissfully bathed in luxurious blends of African essential oils and salts. This impressive signature treatment line has an array of rejuvenating rituals unlike any other treatments on the market.

Wisdom of Africa™ goes far beyond the spa product offering, with an impressive portfolio including exclusive spa furnishings to create a unique African theme, accessories such as hotel amenities and gifts, wooden bowls, candles, caftans, gowns, slippers, beautiful beaded boxes and unique gifts.

A truly different spa and wellness concept created by a company with innovation, integrity and soul.

● **Social Responsibility:**

Wisdom of Africa™ genuinely believes in supporting and uplifting local communities. This is strongly reflected in the company's slogan, "Back To The Source". Drawing inspiration from the ancient wisdom of Africa and from the knowledge of those gone before us, Wisdom of Africa™ also believes in giving back to this source, by supporting the use of local craftwork, bead work, accessories and talent where ever and when ever possible.

Wisdom of Africa™ also forms part of The Vunani Holdings Group, a leading South African Black Economic Empowerment Company, who share the same goals and vision. Both companies are currently working together to achieve their vision, by pooling resources and plan to open a Finishing School for disadvantaged Therapists. These Therapists will be trained and then given an opportunity to take up employment in a Wisdom of Africa™ Spa worldwide.

● **Support:**

Based in the Cape Town Head Office, Wisdom of Africa™ has a dedicated team of professionals comprising of a Spa Consultancy Department, International Training Department, Marketing and Sales Department, In-House Graphic Designer, back-up support for orders and delivery and an in-house Accountant to assist you and help you achieve your goals. The Wisdom of Africa™ Training department offers a superb training programme which covers Signature Treatments, product knowledge, spa operations management and client care and retention.

The total Wisdom of Africa™ spa concept is now offered not only to Spa Operators but on a Franchise basis or as a licensing opportunity. Wisdom of Africa works closely with each and every client ensuring that the concept is tailor-made with their own individual needs in mind.

Born in African soil, nurtured and developed by African hands, Wisdom of Africa™ brings a truly unique concept to the world!

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