

PRESS RELEASE

Santé Spa and The Spa Ritual achieve national designation for their commitment to standards of safety and hygiene

CALGARY, March 9, 2010 – Santé Spa Calgary and The Spa Ritual are the only two spas in Alberta to receive the national Quality Assurance Approval (Q.A.A.) designation through the Leading Spas of Canada's Quality Assurance (Q.A.) pilot certification program. Santé Spa Victoria also received this designation. This program was founded to establish national standards of safety, quality and hygiene across the Canadian spa industry, as currently there are no national regulations in place and provincial licensing requirements for practitioners are limited and variable.

Santé Spas and The Spa Ritual are among the 16 spas that were awarded Q.A.A. status through voluntary participation in the Q.A. Pilot Program in Canada. Each candidate was evaluated in the areas of instrument sterilization, hygienic standards in treatment protocols, equipment and facility safety and cleanliness, safety and security procedures, staff certification and education, proper signage and customer service standards in addition to an evaluation of human resource processes and marketing materials. Canada Select Certified Rating Advisors performed a third-party on-site inspection of each participating business to verify adherence to Q.A. standards. "It's important to note the Quality Assurance verification process culminates in a pass/fail situation," advises Wanda Love, C.E.O., Leading Spas of Canada. "Spa offerings and amenities vary dramatically and at the heart of this program is not to measure the value of amenities or size of the spa, but the desire to ensure all spas meet essential safety, hygiene and operational standards, offering confidence and comfort to the spa management, employees and the guest".

Santé Spas and The Spa Ritual are proud to be leading the charge for national standards establishment. "We are pleased to be active participants in the Leading Spas of Canada's Quality Assurance Pilot Program," explains Heather Greene, Marketing Director for Santé Spas and The Spa Ritual. "This benchmark effectively elevates the profile of the spa industry and instills confidence in our guests and communities through our collective commitment to superior standards of care."

Santé Spa Calgary is Canada's first medical spa with Leading Spas of Canada, offering non-invasive medical aesthetics and complementing spa treatments in accordance with the Quality Assurance standards of Leading Spas of Canada and the Global Best Practices of the International Spa Association. As part of their commitment to best practices, all medical aesthetics are administered by Santé's team of Doctors and Registered Nurses and the spa employs hospital grade sterilization practices.

The Spa Ritual is Calgary's premier wellness spa offering Southeast Asian-inspired treatments and therapies to support individuals along their path to rejuvenation. The Spa Ritual opened in Northwest Calgary in September 2008. As a founding member of the Green Spa Network, The Spa Ritual is committed to sustainability, community outreach and adherence to Best Practices.

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