

Research File ZenOverview.pdf



Around the world, the ancient wisdom of traditional medicine and indigenous healing practices are being embraced and a global revival is organically evolving. Ayurveda, Chinese medicine, herbalism, and shamanic practices are coming back to establish a relevance in the modern lifestyle, as many turn away from the reductionist and impersonal approach often experienced in today's healthcare systems. At Zen Resort we recognize that international tourists want a wellness destination where they can recuperate and heal from the stresses and strains of modern lifestyles, while at the same time experience all the usual aspects of a memorable vacation.

We believe that, in a world increasingly confronted by the emerging burden of the ailments and diseases of modern lifestyles, the practitioners of modern and traditional medicine need to heed their respective oaths of service and care, mobilise their science and practices, and deliver the right mix of preventive, restorative and curative medicine. The imperative for a world of sustainable development is sustainable human lifestyles and this in turn will enhance human health and wellbeing.

Zen Resort Bali offers an intimate, serene and secured setting where guests are spiritually bound by a desire for a complete privacy, luxurious accommodation and the most attentive and world renowned Balinese service. Perched above the Sea of Bali and tucked into a tropical landscape of rice terraces, vineyards, forest and vibrant gardens, Zen Resort's environment instils calm and helps our guests find balance and recharge. We provide knowledge as well as mindful and spiritual experiences through the daily practices of yoga, meditation and pranayama and revitalise your health and beauty with Ayurvedic therapies and healthy - delicious nutritionally balanced cuisine with every meal.

Zen Resort Bali offers holistic wellness packages that blend integrative strategies such as Ayurveda, sunrise meditation, sunrise yoga, sunset

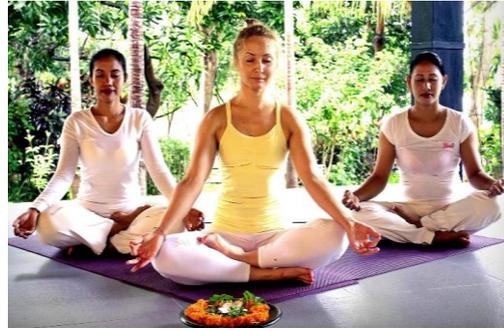
yoga with customised programs tailored to the individual. Each day a team of doctors, Ayurvedic therapists, yoga and meditation teachers and our resident nutritionist will be on hand to check you are getting the best from your consultations and customisation, adapting your wellness programs along the way to help you achieve your personal health and wellbeing goals.

Attention to detail is one of the strengths of the concept of Zen Resort. These details filter into your subconscious to create a feeling that resonates emotionally long after you leave, allowing a subtle shift in mindset that ensures you nurture yourself at home with the same commitment, discipline and care you experience at Zen. If you have come to a crossroads in life and yearn to be happy and healthy - physically, mentally, spiritually and emotionally - Zen Resort is your destination for a truly transformative experience.

Zen Resort is surrounded by a breath-taking jungle paradise and just a ten-minute walk from the shimmering sea and black volcanic sand beach below. This close proximity to beach and jungle is something few other health and hospitality resorts can match.



Our resort environment is enveloped in a serene atmosphere of outstanding natural beauty. Black velvet butterflies dance in dappled sunlight among the tropical greenery; geckos, crickets and frogs create a subtle symphony. At sunrise and sunset, a festival of birdsong mixes with the call of prayers from nearby temples and .mosques



Our mission is to open eyes, minds, bodies and souls to the bigger picture. When we feel panicked or fearful; when life stresses us and we are wrapped up in our own issues, tunnel vision is inevitable. Your stay at Zen will teach you to see more clearly, through techniques that have been long forgotten. In this balanced state we can connect again to the rhythms of nature, begin to resonate on the same frequency and open ourselves once again to a healing energy.

Luxury wellness trends are also growing to be hand in hand with environmentally conscious choices. These include staying in resorts that aim to restore the environment; with guests getting involved in nurturing coral nurseries to beach cleaning and planting trees and regenerating the ecosystems. We all crave to regain what once was, to be back in the days of the simple wide-eyed wonder of our youth. There's also something innate about the desire to protect our planet and allow it to flourish.

At Zen, we encompass strategies that are socially, economically and ecologically sustainable, using solar power to produce hot water, recycling grey water for irrigation and landscaping, and working with local farmers to grow medicinal and culinary herbs. We also believe in giving back to the community by supporting local education programs. These include sustainable waste management, artisan fishing and marine conservation, as well as funding local schools' special extracurricular programs.





Our ultimate aim is to help you find your pathway to health and happiness. We firmly believe that anything you desire to achieve mentally, you can achieve here at Zen. All while experiencing true Balinese culture, away from the hustle bustle of tourist crowds.



In the long term, we want to build a worldwide network of wellness resorts where traditional and modern medicine practitioners are committed to incorporating multi-disciplinary health-care interventions and applying integrated therapeutic measures. We have found that traditional diagnosis of body impurity levels and a multi-dimensional approach to diet and detox is incredibly effective.

The “ten-minute, one problem” conventional medical system is undermined as much by its approach as by budget and time restraints. It has divided the body and mind into a series of unconnected parts. Yet running alongside this approach is a growing realisation that people are getting sicker. Global trends in wellness are highlighting the knowledge that this “one fits all” paradigm does not exist. The modern medical system is perpetuating sustained illness. Coupled with a modern lifestyle of fast

food, fast times and technology; our immune systems are breaking down, just like our connection with nature. As a result, human touch and service with compassion and love, genuine health and wellbeing enhancing treatments and therapies, luxurious comfort and a safe and secure environment as well as access to nature's green spaces are all going to be relevant in the growth and demand of future tourism around the world.

Over the last 15 years many guests from around the world have experienced wellness and healing at Zen. Our philosophy remains unchanged and our passion undiminished. We provide every guest with healthy practices and wellness regimes they can incorporate into their daily lives. Our holistic health sanctuary is a place where your energy, creativity, fantasy and mindfulness come to the surface. Places like this need to be at the core of sustainable wellness tourism, integrated with the local community and bringing together the best of traditional and modern practices.