

## SPA TREATMENT FOR TRAVELLERS

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Link Natural Products', 'earth essence' Gallery staff participated in a unique programme in February 2013, whereby spa treatments were provided to passengers on board the Viceroy Special train travelling from Colombo Fort to Matale. The Viceroy Special train was introduced by JF Tours, the pioneer of vintage train tour operation in Sri Lanka, since 1986.

This novel concept was a brainchild of BT Options, who provided this facility to members of the Young Presidents Organization who were on tour to Sri Lanka. YPO is an organization founded by Ray Hickok, in 1950 and it connects

successful young chief executives in a global network. Presently, 19,000 business leaders in 110 countries are part of this vast organization.

BT Options also organized a cricket tournament for the members of YPO, and during the matches, arrangements were made with the Gallery to provide spa treatments to over 70° clients on two cricket grounds.

Therapists of the gallery first boarded the train at Dematagoda railway yard. Their main task initially was to simulate the atmosphere of the gallery in a train compartment, with some of the accoutrements being brought in from the gallery. The passengers, boarding from Colombo Fort Railway Station displayed much enthusiasm in receiving the treatment, with requests for foot, hand and head and shoulder massages. Over 50 such treatments were provided during the journey. Earth essence cosmetics were also made available to the passengers. A second such program was organized by JF Tours in March for VIP group of passengers from Australia, numbering over 45. The Viceroy Special has been proved to be the only train that could provide spa treatments on board due its exclusive package and spacious accommodation. The art of train travel combined with the desired spa treatment touched the lives of passengers who were soothed and rejuvenated by the treatment.

With the changing hectic lifestyles of the modern day, soothing massages are becoming increasingly popular, and therapists are much in demand. Earth essence staff are committed to provide these services effectively, having the advantage of having a range of earth essence spa products at their disposal.