

Ajman's Al Zorah inks agreement with The LifeCo to introduce the first wellness retreat in Gulf



Renowned operator to provide detox, weight loss and well-aging programs, disease prevention and healthcare support at Al Zorah

Facility to be built by wellness management company, EZ Wellness

Construction is estimated to commence mid-2017

Ajman, UAE; October 31, 2016

Al Zorah Development, the joint partnership between the Government of Ajman and Solidere International, brings to its premier coastal destination a new wellness service retreat with wellness expert, The LifeCo, which will introduce the brand's world-renowned wellness centre with its programs to the region for the very first time.

The extraordinary natural setting at Al Zorah combined with an exciting new concept for health and wellbeing will provide visitors and residents an idyllic opportunity and a new way of life in the UAE. The 'Conscious Living' concept becomes a reality as projects like this are woven into every square foot of the AL Zorah development

The LifeCo, a renowned wellness brand known for its unique detoxing and health programs in more than six locations including Phuket, Thailand and all over Turkey, will commence the construction of its first retreat in GCC by mid-2017. Spread across 90,000 square feet on two levels above ground, The LifeCo at Al Zorah wellness project will be set right in the midst and on the highest point of the lush 18-hole Nicklaus-Design golf course and adjacent to the 2-million square meters of natural mangroves, home to over 58 species of birds and diverse marine-life.

The wellness center will enable a wonderful atmosphere for its guests to absorb the benefits offered by LifeCo's expert therapists and Al Zorah's natural settings.

On signing the agreement between Al Zorah and EZ Wellness, the investors of The LifeCo at Al Zorah, Imad Dana, CEO of Al Zorah Development Company, said: "At Al Zorah, our aim has been to introduce a refined lifestyle experience to the UAE by providing all our future residents

and visitors with unique offerings which are in harmony with nature. The LifeCo brand is associated with rejuvenation and wellness based on a holistic approach, supporting natural therapies with spa facilities and professional medical staff. For a LifeCo guest, the process of healing will begin when they arrive at our unique destination, Al Zorah, which is designed to provide tranquility and peace that one can only get by being close to nature.”

Translating its award winning concept for the first time in GCC, The LifeCo at Al Zorah aims to provide a more personalised experience through its revolutionary and innovative programs to all the residents and guests of Al Zorah.

The LifeCo at Al Zorah wellness center will boast a layered approach to wellness with treatments that are an intuitive mix of science and human awareness, where a high-tech and high-touch approach defines service that is crafted around the individual. The LifeCo at Al Zorah will offer a wide range of holistic wellness, rejuvenation and beauty treatments administered under the guidance of expert therapists to all the keen residents within the development.

LifeCo’s current five serene locations across the globe has been attracting worldwide celebrities and over the last 10 years has proudly treated over 30,000 guests providing an ultimate experience in detoxifying, tranquillity and rejuvenation.

Mohammed Ameer Said, Owner of EZ Wellness, said: “Operating within the settings of Al Zorah is the perfect environment for the wellness centre, where abundant nature and air quality brings together a 360 degree holistic approach to good health. Guests to The LifeCo can complete a minimum 4-day program of any type through a pleasant and comfortable stay on-site which will offer several proven benefits such as better functioning digestion, healthier & shinier skin, boosted metabolism & immune system, sense of lightness, cleaned gut and many more.”

The centre will be able to help cure people with diabetes, cholesterol, blood pressure, high fatty liver detoxification of all toxins of the body, among other healing treatments as well as providing rehabilitation for addicts, such as smoking, food, among others.

The prime brand commitment is to the environment and the LifeCo wellness centre is being meticulously planned with the intent to blend within the refined natural and coastal living offered at Al Zorah. The centre will be designed and appointed in compliance with Al Zorah’s dedication to design and reverence for the environment.

About Al Zorah Development Company:

The Al Zorah Development (Private) Company P.S.C marks the partnership between the Government of Ajman and Solidere International and is a Free Zone Company under the laws of Ajman, UAE. The company’s aim is to develop Al Zorah as a distinctive tourist and lifestyle destination.

About Solidere International:

http://www.zawya.com/mena/en/story/Ajmans_Al_Zorah_inks_agreement_with_The_LifeCo_to_introduce_the_first_wellness_retreat_in_Gulf-ZAWYA20161106140004/#post-1

Solidere International (SI) is a master developer, a real estate developer, a development manager and a property manager. SI is limited company registered in Dubai International Financial Centre. Solidere sal of Lebanon is its founding shareholder. The Company's shareholders include individual and institutional investors from the Middle East, Europe as well as international funds.

SI draws on the extensive and mature expertise of Solidere sal to develop unique quality and professionally managed projects covering a broad array of properties from mixed-use communities to individual building in select markets, known as 'Places for Life.' Solidere International's in-house expertise covers the full development value chain of property development from business planning, master planning, financing, construction management, marketing, sales and property management services.

Solidere International is rapidly growing to become a premier regional and international property developer and development manager. The company is currently active in developing its own residential and mixed-use projects in Saudi Arabia, UAE, Lebanon and strengthening its presence in promising international markets.

About The LifeCo:

The LifeCo is the first and only well-being/well-ageing, healthcare and disease prevention/support centre in Turkey and a rare example in the world, addressing the growing needs of people trying to prevent and cope with modern lifestyle diseases. The LifeCo provides a 360° holistic approach that includes anti-ageing and well-being therapies, preventative treatments for chronic diseases and cancer, pampering and beauty treatments, as well as spiritual

Therapies, all in the same complex.

The company has:

- *Four Well-being Centres: TheLifeCo Phuket , Bodrum, Antalya, Ankara*
- *A Product Kitchen in Istanbul that prepares and distributes Saf Box and Saf Express products, and also supports the development of dietary programs at the Well-being Centres.*
- *A Product Kitchen in London that prepares and distributes Saf Express products in London.*
- *Healthy living products that are imported and distributed across Turkey, and The LifeCo-branded Food Supplements produced at their own factory in Izmir.*