

Ground breaking ceremony at Al Zorah lays foundation for the first EZ Wellness Center in the GCC, operated by the LifeCo.

By Dubai Fashion Tv Staff June 8, 2018



Al Zorah, a premier mixed-use development by Solidere International and the Government of Ajman, sets another milestone together with EZ Wellness Centre at the ground-breaking ceremony of the inaugural EZ Wellness Centre in the GCC region to be operated by The LifeCo.

Conceived as a place to unwind the clock of modern life and become one with nature, The EZ Wellness Center (EZW), is set amidst a perfectly suited natural environment and on the highest point of the lush 18-hole Nicklaus-Design Al Zorah Golf Club, allowing guests to enjoy breathtaking views of the creek and two million square metres of natural mangroves officially recognised by the Ramsar Convention – home to over 118 species of birds and diverse marine-life.

The LifeCo brand is associated with rejuvenation and wellness based on a holistic approach, supporting natural therapies with spa facilities and professional medical staff. Popular for its unique detoxing and health centres in Phuket, Thailand and Turkey, EZ Wellness Centre by The LifeCo at Al Zorah will be a welcoming retreat for residents and GCC visitors.



“The EZ Wellness Centre shall be operated by The LifeCo is ideally suited to complement Al Zorah’s conscious-living concept, and strengthen the destination’s leisure portfolio featuring creek-side promenade Marina 1, The Oberoi Beach Resort, Al Zorah Golf Club and an upscale residential community” said **Imad Dana, CEO, Al Zorah Development Company**. “We’re excited to begin construction on this exceptional facility and provide visitors and residents the perfect destination for physical, mental and spiritual rejuvenation.”

Mohammed Ameer Said, the lead partner of EZ Wellness, said: “We are thrilled to mark the ground breaking of The EZ Wellness Centre at Al Zorah and will be building the brand’s award-winning concept for the first time in the GCC. Other EZ Wellness facilities will follow soon in other GCC countries. The centre will be designed to blend with Al Zorah’s dedication to state-of-the-art infrastructure and reverence for the environment. The EZ Wellness Centre at Al Zorah aims to provide a more personalised experience through its revolutionary and innovative programmes to all residents and guests. Al Zorah was selected due to its unique location, naturally protected zone and highly healthy uncontaminated air which is a catalyst to quick healing. This centre should be the health destination for local UAE residents, GCC and global travellers taking advantage of the great accessibility through Dubai airports with a capacity of up to 70 million passengers.”

The LifeCo Founder, Ersin Pamuksüzer, said: “The LifeCo’s renowned 360-degree holistic approach combined with Al Zorah’s magnificent and relaxed surroundings will address the growing needs of people trying to prevent and cope with modern lifestyle diseases. The comprehensive wellness center at Al Zorah will reinforce the importance of physical and mental well-being for a quality life. With individualized health and beauty treatments, as well as advise on nutrition, weight control, exercise and stress management – residents and visitors will be able to achieve and maintain a healthy lifestyle.”

Al Zorah, a coveted mixed-use coastal living destination with its idyllic natural setting provides the perfect location for families and individuals to regain health, vigour, and youth. The LifeCo wellness centre at Al Zorah will offer individualised services to meet every need, from beauty treatments, stress management, and exercise, to nutrition advice, weight control, diagnostics, and much more for a healthier lifestyle.