



## Huvafen Fushi showcases Per Aquum Responsibility

*Local virgin coconut oil and exclusively designed coconut tools*

Maldives, 2 July 2007 - With all things 'green' it is often hard to get back to basics and focus on the smaller details. At Huvafen Fushi Per Aquum is doing just that with the launch of locally produced virgin coconut oil where US\$5 of each bottle sold will go back into the local community. This initiative is part of Per Aquum Responsibility, a concept that will be launched over the next few months which will focus on locally based sustainable community and environmental projects as well as the bigger issues of neutralising carbon emissions.

The Maldivian Virgin Coconut Oil was born from the idea of not only giving back to the local islanders but also a way for our guests to experience the Maldives to a greater depth whilst in our spas. The oil is organically made by a small family operation on the local Maldivian Island - Makunudhu - using century old extraction techniques. Accredited by the World Health Organization, it is unrefined and has a sensuous, unique and natural aroma which instantly grounds and connects you with the islands.

The oil provides superb levels of hydration and nourishment to the skin due to its high properties of natural fats and oil. It is great for protecting the skin as it creates a natural barrier similar to our skins natural oil- the locals in the past used it as a way to protect them from the suns damaging rays. It has anti-aging, antimicrobial, antiseptic and healing properties and is especially beneficial for damaged sun exposed or dry flaky areas.

In conjunction with the oil, the spa team at Huvafen Fushi also worked with a local Maldivian Islander to design a set of massage tools which have been handcrafted and are made from local coconut wood. When used together the tools and the oil are a powerful combination creating a deep, rejuvenating signature massage that connects the body with the powerful beauty and energy of the Maldives.

This massage is performed in the underwater spa rooms at Huvafen Fushi further reinforcing the energy of the destination. Jane Quinn, Managing Director Spa Collection explains the background to the treatment and the design, "we wanted a tactile element that would hold and transfer energy from the earth and to act as a tool that provides assistance in adding a new dimension to realigning body balance and tone."

This signature treatment is called Unite Me Crystal Ritual and it fuses the essence of the rituals with Maldivian products, a tailored massage and the energy of the underwater world of the Indian Ocean.

- Ends -

Note to Editors:

A Universal Enterprise, **Per Aquum Resorts • Spas • Residences** is a specialist luxury resort, spa and residence management company that offers a different kind of company ethos: one that is passionate, visionary, imaginative and naturally modern. Each property embodies regional tradition and combines luxurious fittings and furnishings in a culturally sensitive way. No two



A Per AQUUM Spa

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properties are alike. Literally translated, Per Aquum means 'through water', and the vision of the company is to develop and manage properties in desirable locations using naturally modern, ecologically responsible design. Per Aquum currently manages properties in Maldives, Sri Lanka, Dubai, Seychelles, the Caribbean and Morocco and is looking at additional locations in the Indian Ocean region, Indonesia, Thailand, Malaysia and the Middle East.

**Huvafen Fushi – Maldives**

A Waking Dream

[www.huvafenfushi.com](http://www.huvafenfushi.com)

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[www.dhonimighili.com](http://www.dhonimighili.com)

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Old Ceylon. Modern Asia

[www.thefortress.lk](http://www.thefortress.lk)

**Desert Palm – Dubai** (opening 2007)

Arabian Avant-garde

[www.desertpalm.ae](http://www.desertpalm.ae)

**Prickly Bay – Grenada** (opening 2008)

Caribbean Chill

[www.pricklybay.com](http://www.pricklybay.com)

**Maakanaa – Maldives** (opening 2008)

Natural Inspiration

[www.peraquum.com](http://www.peraquum.com)

**Zil Pasyon - Seychelles** (opening 2008)

Island of Passion

[www.zilpasyon.com](http://www.zilpasyon.com)

**Soul Salus Fushi** (opening 2008)

Healing Islands

[www.peraquum.com](http://www.peraquum.com)

**Point Break – Grenada** (opening 2009)

The New Caribbean

[www.pointbreakgrenada.com](http://www.pointbreakgrenada.com)

**Al Maaden – Marrakech** (opening 2009)

Behind Closed Doors

[www.peraquum.com](http://www.peraquum.com)

**Soul Al Barari – Dubai** (opening 2009)

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