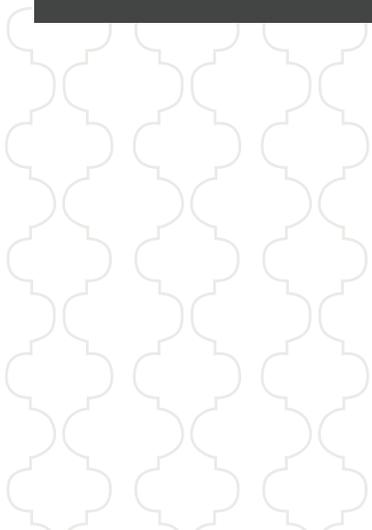


MEDIA KIT


SOMA
HAMMAM & SPA



THE SOMA BRAND STORY



Soma is a dynamic hub for self-care and vibrant living. We understand busy lives and full schedules, and we believe that a little wellness in your week can go a long way. Fresh, contemporary, authentic, and welcoming, Soma is the destination for your regular dose of guilt-free you-time. Here, you'll be encouraged to step away for a moment and enhance your regular routine with a signature menu of self-care treatments – guaranteed to rejuvenate your mind, body, and soul.

Founded on a quest for providing a relaxing haven for maintaining balance and wellbeing - and a self-care routine that goes beyond a medical appointment or clinical-feeling procedure - Soma aims to restore peace of mind and add a look good, feel great factor to each and every treatment; on each and every visit.

We invite you to clear your head and close all those tabs that you regularly have open – for a second, a couple of hours, half a day... stay as long as you wish.

From express aesthetics to full head-to-toe refreshment and relaxation, Soma is your studio spa. Seeking a regular reset in your day is not escaping your reality, but a proactive and positive step in achieving a happy, balanced self. The Soma philosophy is centred around wellness taking only a few minutes of your day, not needing a full 9 hours.

We work to provide a personalized wellness regime that is custom designed and dedicated to you.

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SOMA SPECIALISMS AND SERVICES

A spa visit isn't just about looking good; it's about feeling good from the inside out.



THE TURKISH HAMMAM

A wellness ritual founded on deeply rooted Turkish traditions and beliefs that promote an instant refresh of the mind and body. Using natural products that cleanse, invigorate, and moisturize the skin, this treatment is a 75-minute, rejuvenating experience that will fit perfectly into your monthly wellness routine.

PACKAGES OFFERED:

Grande Hammam	•••••	Couples Hammam/Renew for Two
\$150		\$200
for 75 min		for 75 min



MASSAGE THERAPY

Set aside an hour and recharge your body, increase circulation, and improve your overall wellbeing with a relaxing full-body massage and aromatherapy with a Certified RMT Aesthetician.

PACKAGES OFFERED:

Aroma Luxe Hot Stone Massage	•••••	Soma Mama	•••••	Vitalis RMT
\$120		\$100		\$55
for 60 min		for 60 min		for 30 min
Athletica RMT		Requieto RMT		
\$90 or \$135	•••••	\$90 or \$135	•••••	
for 60 min or for 90 min		for 60 min or for 90 min		



REFLEXOLOGY

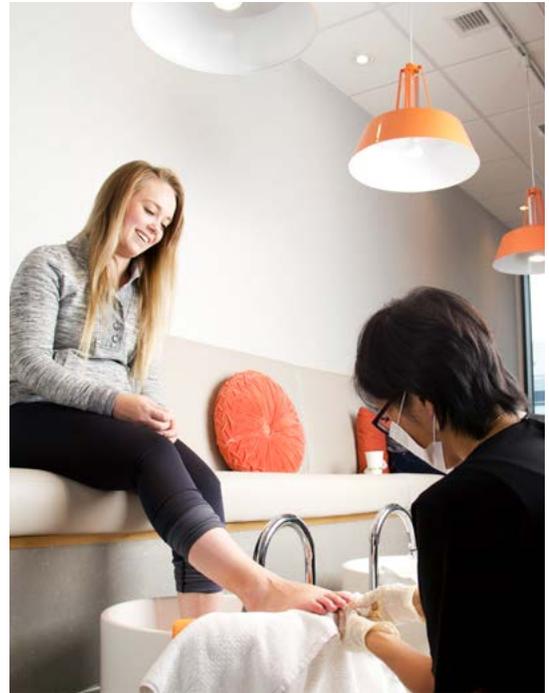
Begin your treatment with a detoxifying foot bath, followed by a personalized treatment that focuses on targeted application of pressure to your knees and toes. Using essential oils and Taiwanese and Japanese massage techniques, this practice relieves stress, improves blood flow, builds the lymphatic system, and strengthens the immune system.

PACKAGES OFFERED:

Flash
Reflexology
\$55
for **30 min**

Classic
Reflexology
\$75
for **60 min**

Amplio
Reflexology
\$20
for **15 min**



MANICURE + PEDICURE

Your hands and feet take a beating as they support and assist you in all your daily tasks. Take a quick break during the hustle of your day and show them some love.

PACKAGES OFFERED:

See the Soma website for the full list of services offered.

YOU ARE HERE

Soma is situated in the community of Seton, a growing sub-urban metropolis - a mere 20-minute drive from the downtown core of Calgary - that is bringing the styles, energy and flavours of the inner core to the heart of the South.

SOMA PHILOSOPHY

*Relax, Refresh, Reconnect.
Soma, Your Way.*



Soma is a family-operated business, managed by three steadfast women; together they invite you to become part of the Soma family, and its wellness community.

Soma began simply as chasing a feeling. That feeling you get when you take a moment out of your day to reset your mind and hit pause on all of the chaos. That moment when you are able to reflect on the connections you've made, and your successes for the day. It's that moment where you are able to turn yourself off, only to turn yourself back on in a stronger, more invigorated capacity. That is the feeling we are continually chasing here at Soma.

Through monthly treatments such as our Turkish inspired Hammam, to our "flash" mani and pedis, we aim to be that much-needed mini-break in your day that allows you to successfully balance those endless to-do lists and countless emails with grace and ease. We aim to inspire strong females and males to continue creating big things and to strive for greatness, while avoiding burnout and exhaustion, which only hinders our progress.

THE SOMA WAY OF LIFE

Because we understand the need for a regular dose of wellness that will encourage you to dream bigger, work better, and achieve the life you have always strived to accomplish.

The *Modern Soma Woman* is confident, both internally and externally. She knows her beauty does not define her worth, but relishes in a moment to take a well-deserved break and treat herself to a dose of self-care.

She knows herself, she knows her breaking points, and the accumulated moments that result in unavoidable stress, anxiety, and burnout. Because of this, she knows the importance of balance between work, fun, and regular "turnoff points," that are filled with personalized moments of self-care throughout the day, week, and month.

This self-care is what keeps her motivated, passionate, and adventurous, while sustaining her unwavering passion for her craft, her connections, her personal circles, and her drive to live a well-rounded, happy life. Her vivacious optimism is contagious and extends to everyone that she surrounds herself with. She is balanced and grounded. She is real.

She's a mother, a sister, a wife, a single parent, a grandma, an entrepreneur, a career woman; there are no bounds to what she can achieve – but she's living life on her terms. She is generous with her time, while remembering herself and her own needs. She is happy, hardworking, and ambitious in absolutely every aspect of her life and in all her endeavours that she sets out to achieve.

This is the Soma mantra.

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SOMA: A GUIDE TO HAMMAM

A modern presentation of a respected Turkish tradition, the Hammam is a head-to-toe rejuvenating experience, and cleanse of the mind, body, and soul.



In our Hammam Steam Room, you'll begin your treatment with a foot soak and herbal tea. Robes are provided and it's your personal choice if you wish to wear a bathing suit or not. The lights are dimmed and your treatment is completed over a candle-lit bathing stone, which is warmed to 40 degrees Celsius, to increase your body temperature, stimulate circulation, and promote detoxification.

As you lay on the warm marble, your therapist will begin by giving you a soap lather with a light salt scrub to prep skin for the exfoliation stage. Using the signature citrus scented Soma Sugar Scrub, your therapist will massage the skin and work to draw out impurities, while getting your blood flowing from head-to-toe. Lastly, you'll receive a moisturizing full-body massage and the opportunity to lay in the calming warmth as your skin soaks in the nutrients and expels the toxins that build-up over time through consistent stress and anxiety from day-to-day life.

The Turkish culture is one that is very social, and historically these baths were meant to be a convening of social circles, and use of the baths

was connected to social status. While no longer holding the elitist view, these practices are still meant to be a place of social interaction, with encouraged spa voices, of course. Come with your mom, sister, partner, or work colleague. The Hammam is a relaxing experience that can be shared.

This is a treatment that we encourage you to dedicate to yourself. Allow yourself to slow down for a moment, relax your senses, and release any build-up of unnecessary pressure and burdens. It's a feeling you can't describe; rather an experience that you feel from the inside out.

How often should you Hammam?

We encourage a once-a-month release or whatever fits best into your wellness routine.

Who should receive a Hammam?

Everyone at any age is welcome

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SOMA SEASONAL CARE + WELLBEING YEAR-ROUND

We seek to proactively care for our mind, body, and soul consistently on a daily (seasonal) basis, rather than treating problematic systems after they occur.

Spring

Repair, rejuvenate, and exfoliate the build-up of toxins that happen over time

Summer

Cleanse, protect, and balance excess oils and cool and soothing treatments and products

Fall

Nourish and prepare for the harsh effects of the upcoming winter season

Winter

Battle the dry, harsh, and harmful cold by keeping your skin hydrated with rich moisturizers, toners, and fresh cleansers



THE ORIGINAL SOMA WOMAN

*It began as she searched for a feeling.
A moment where she felt refreshed,
reinvigorated, and fully relaxed.*



Meet Lourdes Juan, Principle and Founder of SOMA Hammam and Spa. Realizing from an early age her two passions of Urban Planning and wellness, Lourdes has paved herself a career that creatively mixes the two.

Engrained in her DNA to have a busy schedule, Lourdes has spent her entire career juggling various jobs, school, and businesses, while maintaining a close relationship with her friends, family, and peers. Between her University degrees, (yes, she has two) she set out on a mission to find the ideal way to “shutoff,” refuel, and return stronger than ever to her daily life. At the time, she was working a full-time job at a medi-spa, while taking classes, and to put it frankly, she was weak, tired, and exhausted by the time she embarked on what was to be her life-changing trip to Turkey.

From working in the medi-spa, she was well acquainted with the trend that wellness was focused around how you looked versus how you feel, but she wanted to find a way to switch



“I believe that everyone needs this regular dose of self-care integrated into their day-to-day life”

this. Being an extrovert who loves to connect with people and be on for 90% of her day, she found she needed a moment to turn off, in order to be fully switched on, focused, and at her best. This discovery led her curiosity on a mission to understand how successful people unplug and recharge.

She tried many treatments, procedures, and therapies, but nothing seemed to truly give her the reset she was looking for. When she travelled to Turkey she was encouraged to try the Hammam as a part of her research, and it was nothing like she had ever experienced before. She finally felt that invigorating feeling, a rush of adrenaline, a clear head, a serene moment. On top of that, her skin felt incredible.

This was the feeling she was chasing, and Lourdes was to make it her mission to replicate that feeling. With that - along with the help of her mom and sister, Soma was born.

“I believe that everyone needs this regular dose of self-care integrated into their day-to-day life,” Lourdes explains.

“I always encourage guests to Hammam once a month. It’s 75 minutes of pure bliss. We all have time to follow the beat of our busy schedules, and I believe we need to make time to love and heal ourselves in order to continue moving at such a rapid pace.”

“My daily self-care routine is 10 minutes before bed, after my usual 16-hour day,” she says.

“I prioritize my body and skin, taking the time to cleanse, moisturize, and clear my mind of the events from the day. It’s the one time I am not thinking about work or anything I have on my to-do list. This is my time and it pays off big time.”

When Lourdes opened Soma, she had some major supporters in the background cheering her on. Her dad had always been an entrepreneur and her mom had always worked three jobs. Both her parents were extremely hard-working and were strong figures in her life, acting as a monumental, leading example throughout her life and career. She learned the value of having a strong work ethic, while maintaining a high practicality, and compassionate demeanor – all of which have thread through each one of her businesses, and lead all of her major decisions along the way.

“I had such a strong female role model when I grew up and I want to be that for others,” Lourdes explains. “Women in particular appreciate an example, and I want to lead - and hopefully others follow along. I have fought through a male-dominated industry and have learned that the only way to break the molds and the stereotypes is to do the work and have it show for itself.

However, in order to do the work, you need to be fully recharged and ready for anything. That’s where Soma comes in and I am so grateful for that. I can only hope that Soma becomes the same hub of self-care and wellness that it has been for me.”

SOMA STORY IDEAS



The Turkish Way

Prioritizing the reset of mind, body, and soul for years, the Turkish Hammam experience is now a sought-after spa experience all over the world. Stemming from a highly social culture and bustling villages, it's the Turkish way to slow down and breath in a moment of slower-paced solitude. This can be a shared experience or enjoyed on your own. Regardless, it's a practice that's important in the journey of healing, recovery, and revitalizing your whole being.

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Maintaining Self Care

In order to continue living life at a rapid pace we need to take a regular moment to slow-down and rest. We throw ourselves into our work, life, and passionate pursuits, so why can't we put the same energy towards our own self care? This will ensure we are living as our best possible selves.

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Self-care for the Modern Soma Woman

On the go and always on: wellness does not have to take 9 hours. We lead hectic lives, so here at Soma we encourage you to incorporate your self-care routine into your busy schedule. For that reason, we offer "flash" services that can be easily worked into your everyday. A dose of guilt-free me-time, if only for 20 minutes, will reset your mind and body, and encourage you to go about your day refreshed and reinvigorated.

The Alternative Meeting Spot

Combine your self-care with your weekly coffee date, social schedule, or work meeting. Just because your talk requires you to be on, doesn't mean you can't combine it with a dose of wellness.

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HOW WE WORK WITH MEDIA

Soma appreciates and actively sources partnerships with talented and well-established media + influencers. We invite you to review the full media kit to find an angle that will equally benefit your audience and Soma.

We will review your pitch and story ideas, to determine how we might collaborate. We thank you in advance for your interest in Soma.

MEDIA CONTACT:
Kymerley Hill E: kym@paperroad.co
C: 587-438-1432

Please visit somacalgary.com for more information

Address: 3710 Market Street SE

