



**AN ANALYSIS OF ENGLISH LANGUAGE USED
IN SPA MENUS IN THAILAND**

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บทคัดย่อ

ชื่อวิทยานิพนธ์ : การวิเคราะห์การใช้ภาษาอังกฤษในสปาเมนูในประเทศไทย

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อาจารย์ที่ปรึกษาวิทยานิพนธ์ร่วม

การวิจัยครั้งนี้ มีวัตถุประสงค์เพื่อวิเคราะห์การใช้ภาษาอังกฤษที่ใช้ในสปาเมนูในประเทศไทย จำแนกตามประเภทของสปา 7 ประเภท ประชากรที่ใช้ในการศึกษา คือ โรงแรมหรือรีสอร์ทสปา และเคย์สปาในประเทศไทย กลุ่มตัวอย่างที่ใช้ในการวิจัยครั้งนี้ คือ โรงแรมหรือรีสอร์ทสปา และเคย์สปา ในประเทศไทยในแหล่งท่องเที่ยวที่มีชื่อเสียง จำนวน 20 แห่ง เครื่องมือที่ใช้ในการเก็บรวบรวมข้อมูล คือ สปาเมนูที่เป็นเอกสาร แผ่นพับ และข้อมูลทางอินเทอร์เน็ต เว็บไซต์ สถิติที่ใช้ในการวิเคราะห์ข้อมูล ได้แก่ ค่าความถี่ ค่าร้อยละ ค่าเฉลี่ย และค่าเปรียบเทียบ

ผลการวิจัยพบว่า 1. ภาษาอังกฤษที่ใช้ในสปาเมนูมีคำที่ชักจูงใจลูกค้าทางด้านความรู้สึก โดยเฉพาะในด้านจิตใจ อารมณ์ ความรู้สึก สุขภาพ และความงาม, 2. ผลการวิเคราะห์ข้อมูลการใช้ภาษาอังกฤษในสปาเมนูพบว่า การใช้ภาษาเพื่อชักจูงใจลูกค้ามีอิทธิพลในการเลือกการบริการของสปาแต่ละแห่ง, 3. ผลการวิเคราะห์ข้อมูลเปรียบเทียบระหว่างโรงแรมหรือรีสอร์ทสปาและเคย์สปาพบว่าการใช้คำที่มีความหมายในการชักจูงใจรู้ค่าใกล้เคียงกัน โดยรวมแล้วแตกต่างกันไม่มาก ยกเว้นปัจจัยอื่นๆ ที่ทำให้ลูกค้าเลือกบริการ อาทิเช่น ชื่อสปาที่มีชื่อเสียง การออกแบบสปาเมนู รายการที่ให้บริการในสปาเมนู ราคา โปรโมชั่น สถานที่และการบริการ การวิจัยครั้งนี้สรุปว่ามีความสัมพันธ์ของการใช้ภาษาในสปาเมนูเพื่อโน้มน้าวใจลูกค้า และมีผลต่อการตัดสินใจเลือกใช้บริการ ซึ่งความสัมพันธ์นี้มีอิทธิพลในการเลือกใช้บริการของสปาแต่ละแห่งในประเทศไทย

Abstract

Thesis Title : An Analysis of English Language Used in Spa Menus in Thailand.

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The purpose of this research was to analyze English language used in the spa menus in Thailand. In this study, it was divided into 7 types of Spa menus in Hotel Resort Spa and Day Spa in Thailand. The samples of this study were the spa menus from the famous places for tourism in Thailand which consisted of 20 spa menus from documents, brochures and internet websites. The research instruments were collected by using frequency, percentage, mean and comparison.

The results of the study were as follows: 1. The Persuasive Language used in spa menus convinced to customers' emotion, especially in the mental emotional health and beauty. The analysis results revealed high in general and all aspects of study., 2. English Language used in spa menus were mostly Persuasive Language which influences the customers to select the services in each spa in Thailand., 3. The comparison of Persuasive language used in Hotel Resort Spa and Day Spa were quite similar. In overall, the language used was not much different but the customers selected services from other factors; brand of spa, designed of spa menu, types of

treatment list in spa menu, price, promotion, location and extra services. This research concluded that the language used in spa menus can convince customers for their decisions of choosing services in each spa in Thailand.

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CHAPTER I

INTRODUCTION

Rationale and Significance of the Problem

Spas are associated with bath treatment, also known as bath therapy. Spa Towns or Spa Resorts offer treatment, medication and equipment for the body. (H.Schuman : 1954 : 59-62). Spa origins derive from the Belgium town Spa where natural hot springs were launched to the public for bathing and self- healing. The term Spa originated as an acronym from Emperor Nero's affirmation of the Roman faith in the healing power of water (Ninnar. http://www.thaiwaysmagazine.com/thai_article/2119_spa_thailand/spa_thailand.html. 2005). Emperor Nero said, "sanitas per aquas," which means "health through water" and gives us the acronym Spa. The Romans created these spa towns and elaborate baths because they believed in the healing power of water (Butler. <http://www.hotellawblog.com>. 2006). Afterwards, the meaning of Spa was broadened to cover relaxation in natural surroundings. Spas use water as the main constituent and combine it with other natural therapeutic methods such as massage and aromatherapy using chemical-free ingredients. Because of these services, Spas have become popular among health enthusiasts.

Spas are very popular worldwide and have become a business staple in Thailand. Thai people have been acquainted with massage for a long time. This gives it a strong association with Thai culture. When people think of Thailand, massage undoubtedly comes to mind. Spas have become a strong draw to potential visitors of the country because of this association. They gained considerable popularity between

1993 and 1994 with more than 5 million reported customers among the tourist population.

Many Spas in Thailand strive to combine Thai Massage with a European Spa atmosphere. Unfortunately many of the employees do not truly understand the meaning of Spa. Most think that any business with a massage service is considered a Spa. My study found that many Spa employees not fully understand the language used in their Spa menus. Due to translation difficulties many spa menus do not give adequate persuasion for their services. The combination of menu and employee shortcomings regarding persuasion causes many spas to needlessly lose business. This problem needs to be addressed because Thailand's tourism and spa industries are so closely related. This study is valuable to owners, employees and supporters of the spa industry throughout Thailand.

Objective of the Study

The objective of this study is to analyze the English language used in spa menus by focusing on three questions:

1. To explore the specificities of Spa Language.
2. To study the Function of Language used in Spa Menu.
3. To examine the Persuasive Language used in Spa Menu.

Significance of the Study

This study will be beneficial in aid understanding of linguistic features employed in car advertisements in English for person who does not has basic knowledge about terms in car business. This study will be beneficial for customer who are interested in buying a car or find information and use it as base for later consideration. And the study can present how each car company composes its advertising texts so as to capture their customer's attention. Apart from this, language usage studied in each company may answer the question why this car sales in the automobile market whereas another car company declines in sales.

Scope of the Study

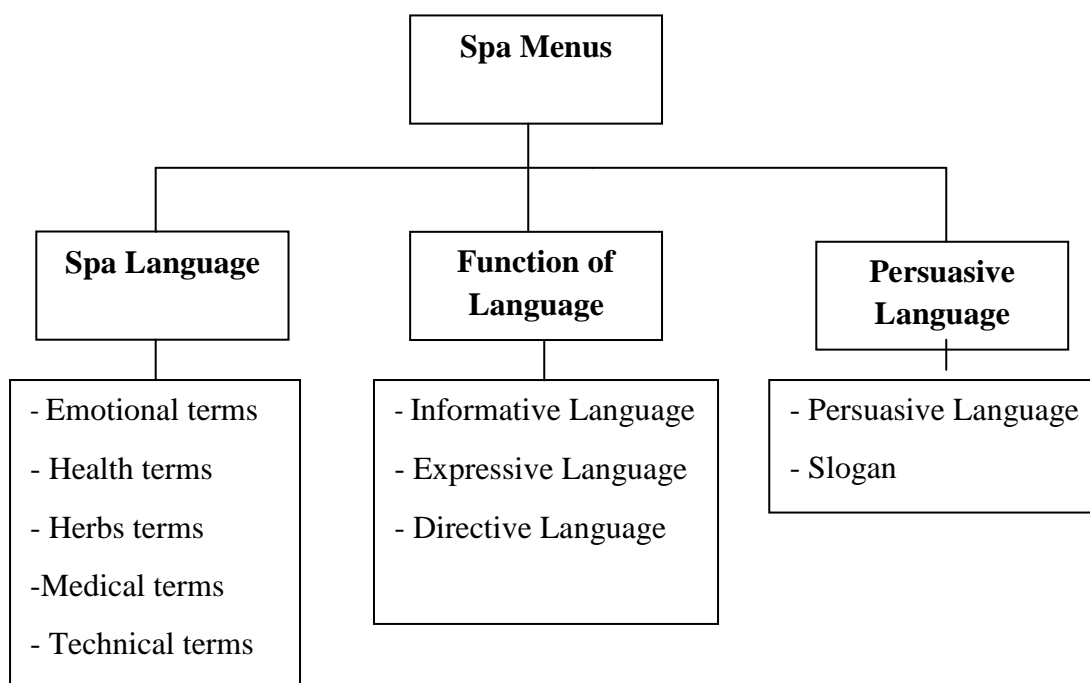
1. Content: This study analyzes the language used in spa menus at 7 types of spa: destination, resort and hotel, medical, day, club, mineral spring and cruise ship. The two most popular types are: resort and hotel and day.

2. Study Sources: The sources used in this study include spa menus and documents from cities heavy in tourism such as Bangkok, Pattaya, Hua Hin, Phuket, Chiang Mai, Chiang Rai and 20 others. A complete list of sources can be found in Appendix C.

Conceptual Framework

The conceptual framework demonstrates how the English language used in spa menus could be studied. The language used in spa menus will be identified according to spa, function and persuasive. The specifics are shown in Figure 1.

Figure 1 Demonstration of Conceptual Framework



Limitation of the Study

This study covers the functional aspects of persuasive language. It does not cover other persuasive techniques such as images and graphics that are also found in spa menus.

Definition of Terms

Spa Menus are the documents, brochures or website details which describe the name and benefit of spa treatments. These menus increase customer comprehension, interest and knowledge of reservation procedures for each spa facility. The term focuses on take-away brochures and spa websites.

English Language in Spa refers to language used in spa menus in terms of specific spa language, function of language and persuasive language.

Specific Language refers to the study of spa language used in spa menus in terms of emotion, health, herbs, medical and technical.

Function of Language refers to the study of informative, expressive and directive language.

Persuasive Language refers to language used to convince another of your ideas. An example of persuasive language is a slogan.

Resort and Day Spa refers to a spa owned by and located within a resort or hotel property providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.

Day Spa refers to a Spa offering a variety of professionally administered spa services to clients on a day-use basis.

CHAPTER II

LITERATURE REVIEW

This chapter presents theoretical concepts and models relating to spa menus. To clarify the language this chapter provides readers with literature and related research. In order to sample and understand the researcher has categorized this chapter into five sections as shown below:

1. Introduction to Spa
2. Specificities of Spa Language
 - 2.1 Specificities of language
 - 2.2 Advertising language
3. Functions of Language
 - 3.1 Significance of functions of language
 - 3.2 Types of functions of language
4. Persuasive Language
 - 4.1 Emotional language
 - 4.2 Emotive Appeals
 - 4.3 Slogans
5. Related researches

Introduction to Spa

The name spa derives from the Belgian town Spa, where a natural hot spring was open to the public to take baths as a way of self-healing (Ninar. http://www.thaiwaysmagazine.com/thai_article/2119_spa_thailand/spa_thailand.html. 2005). The Romans created these spa towns and elaborate baths because they believed in the healing power of water (Jim. <http://www.hotellawblog.com>. 2010).

Spa is a form of health tourism. The Tourism Authority of Thailand (TAT) as a source of gold to the cook and leisure tourism, Thailand is number one. The original spa is seen as the only person who has a good reputation. Now become a minister, normal people at all levels can use to obstruction pharmacist serviceman to relax. Spa's business becomes to "Life Style" of other life forms, one of city life and even the global economy into recession. Spa business back in the growth rate continued to climb. The values of people because of their health care. Including each of the Spas to improve the format to pamper consumers continued.

Origins of the term spa

In Britain the expression "Spa" did not come into common usage until the 16th century. Great changes came about in medicine and health care as a result of the policies of Henry VIII. This paved the way for the reintroduction into England of medicinal bathing along classical principals as part of the Renaissance revival of ancient knowledge. As the new industry evolved; innovations such as the drinking of chalybeate spring water became popular. This required a new term "enology", as the description "bath" was no longer appropriate. Timothy Bright M.D. is attributed with the first use of the name 'Spa', which was coined from a town in the Ardennes where

water drinking was a regular practice. The first town in England to be called a spa was Harrogate and others like Tunb Ridge and Wells quickly followed. For several centuries in England a spa promoted both internal and external therapies demonstrating the subsequent evolution of the use of the term.

Spa type treatments however date back to Greek and Roman times if not before. The Romans built many bathhouses, both public and private and used them for paretic purposes. Most Roman settlements had baths and so arguably these were the first spas even though it was not known as such. The outstanding spas included Buxton, Bath, Ewell and Castell Collen (Wales). It can also be argued that Celtic Holy Wells performed a spa type function with physical and spiritual healing. Any of the principal ancient Holy Well sites would therefore fall within the description of a spa today. Another opinion proposes that the word “Spa” itself had even more ancient origins than 16th century Harrogate, when Emperor Nero applied it to the Baths of the ancient Romans. The word SPA it is argued is an acronym for one or more Latin expressions. The Spa Research Fellowship uses “Sanitas per Aquas” (health through water) on their logo (Osborne. 2002 : Unpaged; 7; Van, A and Van, S. 2002 : Unpaged).

Modern Day Spas

Today spas are defined as a buzzword for health, beauty and relaxation. Modern day spas are well-established worldwide as places of regeneration and rest, with a holistic approach to mind, body and soul harmony. Places where a person can achieve some form of personal metamorphism. However spas are also addressing serious medical problems as well as providing leisure and relaxation. The combination of therapies and experiences are therefore endless and it is apparent that

the debate will continue about the subjective issue of what is a spa and where the term originated. It is the 21st century definition quoted earlier that perhaps gives insights into how spas will be viewed in the future, albeit as a two tier market, those with and those without natural waters. For those who insist that natural water is a vital component of any spa, The British International Spa Association, in their newsletter of spring 2002, defined a spa as “a place where therapeutic treatments are given using healing waters”. At the time this was a workable, broad definition. However since then we have seen a substantial reduction in the application of water in spa therapies and this gives rise to reconsideration as to whether water should be included in the definition. A suggested modern day definition is proposed as "A Spa is a place that you resort to in order to alleviate lifestyle problems and ailments in a convivial atmosphere" (ISPA. <http://encyclopedia.thefreedictionary.com/SPA>. 2007; Osborne. 2002 : Unpaged)

In summary, the original term spa and modern day spa are in the umbrella of “the development of Spa”. The information provided in the introduction could help us to understand how spas have developed from their origins up to present day.

Spa Classification

1. The Destination Spa: A Spa whose sole purpose is to provide guests with lifestyle improvement and health enhancement through professionally administered spa services, physical fitness activities, wellness educational programming, healthful cuisine and on-site accommodations.

2. The Resort and Hotel Spa: A spa owned by and located within a resort or hotel property providing professionally administered spa services, fitness and wellness components and spa cuisine menu choices.

3. The Medical Spa: Individuals, solo practices, groups and institutions comprised of medical and spa professionals whose primary purpose is to provide comprehensive medical and wellness care in an environment which integrates spa services, as well as conventional and complimentary therapies and treatments.

4. The Day Spa: A spa offering a variety of professionally administered spa services to clients on a day-use basis.

5. Club Spa: A spa that mainly provides fitness services including massage, steaming and sauna, hot and cool Jacuzzis, yoga and other exercises.

6. Mineral Spring Spa: A spa at a hot spring fountain or mineral spring. These spas are intended to release stress and heal without the use of medicine.

7. Cruise Ship Spa: A spa located on a cruise ship which mainly provides exercise, food nutrition, beauty treatment, and other activities for mental care. These facilities will be expected more and more in the future. (ISPA. <http://encyclopedia.thefreedictionary.com/SPA>. 2007; Pilun-owad. <http://www.federationofthaispa.com>. 2006)

As the information above points out spas are an energizing, refreshing place where customers can relax body and mind. They are a place of healing and therapy using water remedies for both beauty and medical purposes. The language used in spa menus is both specific and general.

Spa Definition

In 1991 The International Spa Association (ISPA) was created. It is an internationally recognized worldwide professional organization and voice of the spa industry, representing more than 2,700 health and wellness facilities and providers in 75 countries. ISPA's definition of spa is as follows: "Spas are entities devoted to

enhancing overall well-being through a variety of professional services that encourage the renewal of mind, body and spirit.” "Spa Experience" is defined as being "Your time to Relax, Reflect, Revitalize and Rejoice." One of the stated ISPA objectives is to "Revitalize humanity through the promotion of spa wellness". (ISPA. <http://encyclopedia.thefreedictionary.com/SPA>. 2007).

Thai Spa Definition

For centuries Thai people have been developing and employing traditional practices to achieve good health. These folk wisdoms form the foundations of the Thai Spa concept, a viable business opportunity that offers unique and innovative spa experiences. The Thai Spa concept revolves around three major areas of Thai cultural heritage – traditional massage, herbal remedies and social graces. The Thai Spa experience integrates a range of indigenous resources and traditions that have been handed down over the centuries. It captures the very essence of traditional Thai living. Spa operators delve into the secrets of their ancestors to create exceptional spa services and products that attract spa guests with their exotic yet elegant flair. Gracious hospitality is delivered via the comforting and gentle nature of Thailand, adding a distinctive touch. Buddhist influences infuse the Thai Spa experience with compassion and caring; these gestures are instinctive and genuine (Pirom. <http://www.federationofthaispa.com>. 2006; Wisuwet. 2007 : Unpaged).

In general spas are a place for relaxation and enhancing overall well-being through a variety of services that encourage the renewal of mind, body and spirit. Thai Spas develop and employ traditional practices to achieve good health.

Thai Spa Menu

Most reputable Thai Spas embrace the true spirit and tradition of holistic healing and offer a spa menu that features a comprehensive but balanced range of exotic, revitalizing 'feel good' and 'look good' treatments that go beyond the superficial health and beauty services available in the average beauty salon (Areesorn. <http://www.tatnews.org/emagazine/1942.asp>. 2003). Holistic spa programs evolved from traditional healing methods and herbal remedies, other state-of-the-art options including hydrotherapy and reconnaissance touring are available. As spa operators feel the pressure of mounting competition and strive to differentiate to survive and excel, an increasing number of Thai spas are developing their own product lines that capture the exotic qualities of Thai herbs. This has contributed to a renaissance of traditional Thai herbal recipes and ancient remedies prized for the healing potency of the natural ingredients from which they are made. An increasing number of spas have also turned to ancient philosophy, indigenous Thai folk wisdom, and traditional Oriental and Asian well-being remedies in search of tried and tested solutions to stress and ailments. This new realm of the spa experience incorporates mind and body activities such as meditation, tai chi, yoga, stress management and holistic wellness such as acupuncture. On shorter stays such as weekends and long holidays, spa guests are more likely to be interested in trying out exotic Thai treatments. For extended stays, the best choice is a spa menu that offers a balanced combination of Eastern and Western therapies specially formulated to restore balance and rejuvenate mind, body and spirit. The typical Thai Spa menu presents an overwhelmingly impressive choice of tempting offerings which include traditional Thai, Swedish, Javanese, Lulur or Sports massage, therapies for jet lag, aromatherapy, reflexology, foot massage, skin

care treatments such as facials, mud and body wraps, scrubs, treatments for hair, skin and face, acupuncture, herbal steam rooms, and floral baths. Traditional Thai massage, a treatment believed to impart formidable healing powers, embodies qualities and traits inherent in Thai culture. This enables spa guests and visitors to Thailand to experience fascinating dimensions of 'Thai-ness' and some of the richness of Thailand's heritage up close and personal while herbal steam baths and massage techniques (Areesorn. <http://www.tatnews.org/emagazine/1942.asp>. 2003; Pirom. <http://www.thaispaoperators.com>. 2006).

Specificities of Spa Language

Spa Language

Spa Find Skincare and Bell International English Language School state that spa language is a specialist English language used in spas throughout the world that explores spa etiquette and behavior for therapists (Czik. <http://spabiz.wordpress.com/2007/09/20/world-travel-market-massages-health/>. 2007).

Czik, Robert Managing Director of spa product manufacturer Spa Find Skincare is unveiling details of a new spa training college being set up in Kent, UK. The school is a joint project between Spa Find and the Bell International Language School, working in partnership with the British International Spa Association (BISA), of which Czik is treasurer.

World Travel Market(WTM. <http://spabiz.wordpress.com/2007/09/20/world-travel-market-massages-health/>. 2010) said a groundbreaking initiative that aims to make English the international language for the spa industry will be launched at World Travel Market this week as part of its Spa, Health and Wellness focus.

Spa language is required because it explores the specialties of spa etiquette and behavior required for therapists. Therapists will learn more about spa facilities, spa history and brush up on their language skills. The aim is to make English the international language for the spa industry. Spa Language describes the good feelings, health, herbs, emotional and medical terminology of the industry. It is vital that every spa associate understand the menu thoroughly and have the ability to explain the services to customers in an informative persuasive manner.

Specificities of Language

The emergence of Specificities of language was brought about by the demands of a brave new world, a revolution in linguistics, and focus on the learner. Hutchinson and Waters (1987 : 6) explained that English became the accepted international language of technology and commerce which created an new generation of businessmen who wanted to sell their products. Widdowson (1978 : 914) further explained that revolution in linguistics shifted attention away from defining the formal features of a language usage to discovering the ways in which language is actually used in real communication. By analyzing the linguistic characteristics of the specialized area for instance the advertising language, important differences on how the English language used give more meaningful learning experience to both business and teaching industry.

In early 1970's, the concept of special language called "register analysis" existed. The aim of analysis was to identify the grammatical and lexical features of the registers of specialized areas like in the field of advertising. However, such analysis is found to be useful in language education. Further developments were initiated that the attention of register analysis was in understanding how sentences

were combined in discourse to produce meaning. The study focused on identifying the organizational patterns in texts and to specify the linguistic means by which these patterns are signaled.

Specificities of Language guided the conduct of this study in identifying the language used in Spa menus in Thailand. An explanation of the specificities spa language is also important in describing the language of Spa menus.

Advertising Language

In accordance with The New Encyclopedia Britannica (1991 : 540-547) advertising language is characterized by the following.

In any given advertisement these features may appear or be largely absent due to the great variety of advertising copy. Advertisements which do not use traditional features to attract, inform and persuade may be described as a contrast to classic advertising. Some modern advertisements use non-traditional techniques that appear to dissuade consumers from their product but are actually used in a determined way of nonconformance. Vance (1960 : Unpaged) memorably said: "The cosmetic manufacturers are not selling lanolin, they are selling hope ... we no longer buy oranges, we buy vitality. We do not just buy an auto, we buy prestige." Over time advertisers have shifted from selling a product to selling the benefits of a product.

Advertisement Language Features

The language of persuasion has to be compressed to fit the available space including white space (the designer wants the text to stand out by not being too cluttered), to be eye-catching (words have shapes) and to be memorable (think of catch-phrases originally found in advertisements now used commonly because their meaning catches the reader's imagination), and to complement the pictorial elements.

No matter where the designer places the pieces of text, these objectives will be sought.

In summary, Spa menus are the type of the advertizing. The language used in Spa menus concern with the advertizing language which persuades the customers to interest and would like to buy the treatments or services in Spa.

Functions of Language

The significance of language function is the correct evaluation of a passage requires knowledge of the functions relevant to that situation.

Kemerling (<http://www.philosophypages.com/lg/e04.htm>. 2001) explains that language functions (the formal patterns of correct reasoning) can all be conveyed though ordinary language, but then so can a lot of other things. We use language in many different ways, some of which are irrelevant to any attempt to provide reasons for what we believe.

For example:

1. A person who says to the waiter, "I would like a cup of coffee," is not just reporting a psychological state of affairs. It would be inappropriate for the waiter to respond with, "Speaking of things I would like, how about a BMW?"

2. A biology text is predominately informative, a novel is predominately expressive, but a logic or mathematics text is directive when all other things are kept equal.

Type of Functions of Language

Kemerling's description identifies three distinct language functions: (<http://www.philosophypages.com/lg/e04.htm>. 2001)

1. The informative use of language function involves an effort to communicate some content. When you tell a child, "The fifth of May is a Mexican holiday, write that "Logic is the study of correct reasoning," or note to yourself "Jennifer---555-3769," you are using language informatively. This kind of use presumes that the content of what is being communicated is actually true, so it will be our central focus in the study of logic.

2. An expressive use of language intends only to vent some feeling or to evoke some feeling from another. When you say, "Friday afternoons are dreary," or yell "Ouch!" you are using language expressively. Although such uses don't convey any information, they do serve an important function in everyday life because a person's feelings sometimes matters as much as what they hold to be true.

3. The directive use of language aims to cause or prevent some overt action by a human agent. When I say "Shut the door", write "Read the textbook" or memo "Don't rely so heavily on the passive voice" I am using language defectively. The point in each of these cases is to make someone perform (or forswear) a particular action. This has a significant linguistic function but like the expressive use doesn't always relate logically to the truth of our beliefs.

In summary, the functions of language are:

1. Informative: communication of information.
2. Expressive : reports feelings or attitudes of the writer, speaker or subject and evokes feelings in the reader or listeners.

3. Directive: language used to cause overt actions.

Persuasive language

Persuasive language is important for spa menu advertising because it is used not only to communicate ideas but also to convince others to see things from a certain point of view (Water. 2009 : Unpaged). Spa owners want their customers to feel good about their choice of massage or spa treatment. They can use persuasion to appeal to customers' feelings and needs. A few persuasive techniques are:

1. Vagueness

Words that lack a clear and distinct meaning, Vagueness is always a matter of degree; a scale between extreme generality and extreme specificity.

E.g. "She is really smart" - General

"She got an A in physics" - Specific

One strategy for clarifying vague language is to ask and try to answer the following questions: Who? What? Why? Where? How?

2. Ambiguity

A word with more than one meaning that is open to different interpretations. Words used to represent various areas of experiences. We make the mistake of thinking that each word stands for one distinct area of experience - an object, thought or feeling.

E.g. "I hope you get what you deserve". We may or may not be sure if the speaker is wishing us well or ill unless the contexts of the remark make clear his or her intention.

3. Emotive language

Most of these words probably stimulate certain feelings in you. In fact, this ability to evoke feelings and emotions in people is indicative of the power of language and gives us the popular saying "The pen is mightier than the sword!" Making sense of the way that language can influence our emotions is important because emotive language often plays a dual role - it not only symbolizes and expresses our feelings but also arouses or evokes feelings in others.

Emotive words can be used to confuse opinions with facts, a situation that commonly occurs when we combine emotive uses of language with informative uses.

E.g. a. Kuala Lumpur is so polluted and filthy. Only idiots would want to live there.

b. She's the most generous, wise, honest and warm friend that a person could have.

4. Euphemism

The term comes from the Greek word meaning "to speak with good words" and involves substituting a more pleasant, less objectionable way of saying something for a blunt or more direct way.

Example:

Instead of saying....	One says.....
He died	He departed this life
Garbage collector	Sanitation engineer
Rotting slums	Sub-standard housing
Civilians killed in a bombing raid	Incurred collateral damage

5. Language of advertising

Advertisers have nearly made a science out of using language to influence people's perceptions, beliefs and actions. One basic strategy is to associate positive or negative thoughts and emotions with the product or service being sold.

Many people buy products not because they are better quality than another, but because of associations that have absolutely nothing to do with the products.

Example:

Product Name	Associations
Coca Cola	"Adds life - young, attractive people having lots of fun"
Marlboro	"Marlboro Country"-macho, strong, ruggedly handsome".

Bezuidenhout comprehensively studies the nature of persuasive advertisement. In relation to the use of advertisements as focus of research studies, he argued that the production of discourse is a social act and therefore written discourse is the representation of this social act. He also provided an interesting analogy on the use of print advertisement (Bezuidenhout. <http://ilze.org/semio/index.htm>. 1998).

Emotional language

Emotional language contains words that can make people feel and performs the description of an adjective in a positive way. This language is prevalent in most spa menus. In order to sell products or services, the writers use emotive words to make people feel good and have more confidence in their decisions. These words are used deliberately to create an emotional impact or response. Emotive language is

particularly common in poetry, in which language is at its most condensed and evocative.

The difference of emotive and cognitive meaning informs the difference of emotions. This aspect of meaning expresses an attitude of approval or disapproval. It is thus evaluative and conveys the feelings or associations connected to the thing named. For example: “bureaucrat”, “government official”, and “public servant” designate nearly the same thing but clearly convey different attitudes such as bureaucrat is negative whereas, government official is neutral and public servant has a positive meaning. In contrast with cognitive meaning, it informs the emotive meaning (Dwayne. <http://www.emotive\EMOTIUVELANGUGE.mht>. 2008).

Emotive Appeals

Like many persuasive techniques, emotive appeals aim to engage people’s feelings rather than logic or reason. If a writer can manipulate a reader to feel a certain way, that reader should be more likely to agree with the writer’s overall contention. Often writers will use other forms of persuasive language techniques in order to appeal to people’s emotions.

Slogan

Definition of Slogan

A slogan is a form of verbal logo that distinguishes advertisements from both each other and the texts. A slogan may be compared with the headline of an article. In a print ad it usually appears just beneath or beside the brand name or logo. A slogan sums up what one stands for. For instance, one’s specialty, benefits, marketing position and commitment. It is especially useful to reinforce identity. A slogan can prove to be more powerful than a logo. It has to be short, striking, easy to remember

and different from other advertisements. When looking at the advertisements of the newspapers and magazines, the following subgroups appear in the syntax of advertisement slogans (Stefano, P., Bart de Langhe, and Stijn M.J. van Osselaer. 2009 : 99).

Slogan syntactic features

Short Sentences

Short sentences are the most frequently occurring syntactic type in Spanish menus. Together with simple elliptical sentences, questions and negations they form about two thirds of study material. Short sentences are usually slogans that may or may not be accompanied by a longer informative text. The sentences consist of subject, verb and object that may be accompanied by an explanatory supplement. A slogan is normally expanded or clarified in the advertisement text body, where simple, elliptical sentences or their fragments are used.

For example,

1. Anticipation is the basis of opportunity (Investment services)
2. People say the nicest things about us. (Hotel)
3. Surround yourself with luxury. (Clothes)
4. Everyone loves a winner. (Cheese)
5. I'm very keen on saving things. (Telephone services)

Related Researches

Related researches that is beneficial for the study on the language in Spanish menus as followings:

Liu (1963 : 45) conducted a linguistic analysis of English advertisement and identified the distinct word formation processes of the advertisements which he termed as “catch phrases”, “disjunctive clause” and “short and simple words” which it concern to the spa menus because the menu is one kind of the spa advertising.

Namkham (1999 : Abstract) examined the persuasive language strategies on shampoo labels: attitude and buying decision of Thai teenagers. This study concerns the influence of persuasive language used on shampoo labels and its effects on the attitudes and decision of teenagers with regard to the buying of shampoo and related to the analysis of spa menus in term of persuasive language.

Thanandorn et al. (2003 : Abstract) conducted A Survey of the English language needs of traditional Thai Massage personnel in Chiang Rai Municipality area, the finding were extensively needed in traditional Thai massage service, particularly to spoken language which is more useful and spontaneous than the written one.

Deechaiya (2004 : Abstract) discovered The Operation and Existence of The day Spa Business ; a case study of a Spa in one province in the south of Thailand is aimed to Study the quality of personnel, The price and marketing strategies, the skill and quality of the service, the promotion strategy, the communication skills between masseurs and customers, the equipment and products used, the branding and the level of support from the government in terms of budget and regulations. All of these contribute the existence and success of day spa business.

Uttasopon (2007 : Abstract) distributed An Analysis of Language Used in Thai Restaurant Menus in Chiang Rai Province, the results all the menus with its grammatical accuracy and lexical mistakes were mostly utilized; moreover, home

economic terms were not also used in appropriate contexts according to the principles of translation, and phonetic transliteration.

Julakarn (2007 : Abstract) described about the demand for herbs of health care service business in Hat Yai District, Songkhla Province is aimed to study the business operation features, the demand for herbs, the marketing factors affecting the decision making on herbs selection, the correlations between the types of health care service business and the significance level of the marketing factors and problems, threats and suggestions on the provisions of herbs for the health care service business

Jiratjinda (2007 : Abstract) discovered legal appliance involving health spa business in Bangkok This survey research was aimed to study level and factors correlated to legal compliance involving health spa businesses. The subjects were 54 spa managers, 254 spa therapists and 4 authorized representatives inspecting the standard of spa enterprises. Data was collected through interviews and analyzed by using percentages, standard deviation and Spearman rank correlation coefficient to test the hypotheses.

Pukkalanun (2008 : Abstract) similarly revealed that about The Study of relationship between customer equity and tourist customer's behavioral intentions of Thai spa service in Bangkok the study of this research was to investigate the relationship between customer equity and tourist customer behavioral intentions of Thai SPA service in Bangkok. This aim is supported by the following objectives: to identify tourist customers behavioral intentions of Thai SPA are dependent on demographic characteristics. To identify tourist customer's behavioral intentions of Thai SPA correlated with brand equity, relationship equity and value equity. This study surveyed the tourist's customer that came to use Thai SPA services in Bangkok

Raweewan Tewee (2008 : Unpaged) “An analysis of language features used in cosmetic labels: a case study in facial beauty products” focused on the use of cosmetics labels. Cosmetic labels are used to promote products with the purpose of providing information containing appropriate precautions and warnings. The printed texts used in cosmetic labels in general, should be clear and easy for customers to understand. This research related meaning of advertising uses persuasive and expressive language briefly to explain and promote customer to buy products.

Prachumchai (2009 : Abstract) examined how language features were used in western film titles. The analysis was in terms of morphological, semantic, and sociolinguistic methodologies. Word formation processes, definitions, figurative language (metaphor), and language functions were applied to the analysis process. This research related to an analysis of spa menus in term of function of language.

Ratanawong (2009 : Abstract) analyzed English language features of tourism promotion advertisements: a case study of Southeast Asia websites. The sample of 20 tourism promotion advertisements form 10 websites were selected. The advertisements included natural activities, festivals and events, interesting articles and package promotions. These were selected and analyzed in term of morphological word formation process and semantic methodologies. This analysis concern to an analysis of spa menus in term of persuasive message in mass media are an intentional attempts influence consumer’s purchasing habits. The motive is to achieve a change in the consumer’s purchasing behavior.

CHAPTER III

METHODOLOGY

This research was a study based on an analysis method by analyzing the English Language used in Spa Menu in Thailand. This chapter presented the methodology and data analyzed from Spa Menus, details as follows:

Data Resources

This study used a qualitative research method to analyze the English Language appeared in Spa Menus in Thailand. Data were collected and analyzed the Spa Menus from take-away brochures and website details. The data source of the current study was the examined Spa Menus in Thailand from Bangkok, Pattaya, Hua Hin, Phuket, Kho Samui, Chiang Mai and Chiang Rai, etc. focus on Day Spa, Hotel & Resort Spa during April-July 2010 were used as samples. The menus were produced and created from several of spa from 20 places.

Table 1 Spa Menus in Thailand from 20 places

No.	Spa Name	Province	Spa Type
T1	Kandara Spa: Marriott	Bangkok	Hotel Spa
T2	Let's Relax	Bangkok, Pataya, Chiang Mai, Phuket	Day Spa

Table 1 (Continued)

No.	Spa Name	Province	Spa Type
T3	The Royal Spa	Phuket, Phang Nga, Pattaya, Trad	Hotel Spa
T4	The Oasis Spa*	Bangkok, Pataya, Chiang Mai, Phuket	Day Spa
T5	Photalai – The Thai Wellness Center	Bangkok	Resort Spa
T6	Samsara Wellness & Spa	Bangkok	Resort Spa
T7	Methawee Spa	Bangkok	Day Spa
T8	Silavadee Wellness Spa	Koh Samui	Resort Spa
T9	Anatara Spa*	Hua Hin, Chiang Rai, Koh Samui	Resort Spa
T10	Jamahkiri Boutique Resort & Spa	Koh Tao – Trad	Resort Spa
T11	Leelawadee Spa	Bangkok	Day Spa
T12	Pimalai Resort & Spa	Koh Lanta – Krabi	Resort Spa
T13	Deevana Patong	Phuket	Resort Spa
T14	Siam Spa	Chiang Mai	Day Spa
T15	Bamboo Spa at Phu Chai Sai Mountain Resort and Spa	Chiang Rai	Resort Spa
T16	Spa Cenvaree*	Bangkok, Chiang Mai, Koh Samui, Kabi, Phuket	Resort & Hotel Spa

Table 1 (Continued)

No.	Spa Name	Province	Spa Type
T17	Refresh @ 24 Spa and Massage	Bangkok	Day Spa
T18	Rosemarin Natural Beauty Spa & Massage	Bangkok	Day Spa
T19	Neva Spa	Bangkok	Hotel Spa
T20	Avanti Beauty & Spa	Bangkok	Day Spa

*Spa Menus are provide to the other spa branches in Thailand

Resources Tool

The resources tool of this study was analyzed Spa Menus from take-away brochures and details from internet websites of 20 places, to analyze English language in term of specificities spa language, functions of language and persuasive language.

Data Collection

The study collected the data form two types of Spa Menus: Resort & Hotel Spa and Day Spa, which selected from seven types: Destination Spa, Resort & Hotel Spa, Medical Spa, Day Spa, Club Spa, Mineral Spring Spa and Cruise Ship Spa. The reasons to choose these two types because can get the information easier than the other spa types and have many Spa in Thailand.

1. The study collected the 2 type of Spa which created the menu for Resort & Hotel Spa and Day Spa by visited the tourist places to the information and found in Spa website by randomized which collected in 4 months.

2. The study was separated spa menu in to 2 groups. Examine the first group, after that analyzed the language follow categorizes and verify by the professional. Then examine the second group with identical process.

3. Summarized issues of Specificities Spa Language, Function of Language, and Persuasive Language e in each Spa Menus.

Data Analysis

This study used a methodology mainly on a qualitative analysis for interpretation and based on specificities of spa language, study the function of language and examine the persuasive language used in spa menus. The analysis process was conducted and analytical description and report in the narrative style. The study of English language was identified under the theme category and the languages used are determined under the types of spa menus category. After determined how the language used in spa menu, the results are summarized and further interpreted. Finally, the findings of study are presented.

CHAPTER IV

RESULTS

In this chapter, the results of the study are presented according to the analysis of English language used in Thai Spa Menus between 2009 and 2010. The chapter is divided into three parts:

Part I: The Specificities of Spa Language

1. Emotional (Function of Language and Persuasive Language)
2. Health
3. Herbs
4. Medical
5. Technical

Part II: The Function of Language Used

1. Informative Language
2. Expressive Language
3. Directive Language

Part III: The Persuasive Language

1. Examples of Persuasive Language
2. Examples of Slogan

The Twenty Spa Menu texts from take away brochures and internet websites are found and classified in Table

Table 2 Classification of Language Types

Spa menu \ Types of Language	Emotional	Healthy	Herbs	Medical	Technical	Informative	Expressive	Directive	Persuasive	Slogan
T4	11	1	7	2	5	9	2	-	1	-
T5	23	1	-	1	1	7	-	1	-	-
T6	12	18	2	12	12	5	-	-	2	1
T7	5	6	5	1	-	12	2	-	1	1
T8	34	25	9	5	4	37	-	3	1	-
T9	18	6	-	-	1	17	2	4	-	-
T10	21	8	7	-	2	14	3	-	2	-
T11	16	30	20	4	1	25	-	-	-	-
T12	28	10	4	-	2	14	1	1	-	-
T13	38	15	20	9	1	21	1	-	-	-
T14	26	3	11	6	1	12	2	-	1	1
T15	73	31	21	23	5	41	1	3	-	-
T16	46	22	51	16	11	50	-	-	2	1
T17	41	15	22	15	4	38	2	1	-	-
T18	10	-	-	-	-	1	-	-	3	1
T19	6	4	7	4	-	12	-	-	1	1
T20	9	-	7	9	1	8	-	-	-	-
Total	(occurrences) 493	239	229	113	62	370	24	15	20	9
	(Percentage %) 98.6	47.8	45.8	22.6	12.4	74	4.8	3	4	45

Table 2 Observations:

In order to give information, Informative Language was used most while Directive Language was used least. In terms of Specifics; Emotional Language was used most whereas Technical Terms were least used. Out of 20 spa menus, 9 (45%) included slogans.

Most spas create their brochures and provide information to customers in the same way. Menus included course descriptions and were persuasive by using attractive words, phrases and sentences. To sway the mind of the customer, they used many descriptive adjectives. The three main functions of language used were informative, expressive and directive.

Part I : The Specificities of Spa Language

Table 3 Classification of Specificities of Spa Language

Types of Language Spa menus	Emotional Terms	Healthy Terms	Herbs Terms	Medical Terms	Technical Terms
T1	15	18	2	3	5
T2	28	9	8	-	2
T3	33	17	26	6	4
T4	11	1	7	2	5
T5	23	1	-	1	1
T6	12	18	2	12	12
T7	5	6	5	1	-
T8	34	25	9	5	4
T9	18	6	-	-	1
T10	21	8	7	-	2

Table 3 (Continued)

Types of Language Spa menus	Emotional Terms	Healthy Terms	Herbs Terms	Medical Terms	Technical Terms
T11	16	30	20	4	1
T12	28	10	4	-	2
T13	38	15	20	9	1
T14	26	3	11	6	1
T15	73	31	21	23	5
T16	46	22	51	16	11
T17	41	15	22	15	4
T18	10	-	-	-	-
T19	6	4	7	4	-
T20	9	-	7	9	1
Total (occurrences)	493	239	229	113	62
(Percentage %)	98.6	47.8	45.8	22.6	12.4

Table 3 Findings:

The Specificities of Spa Language found that Emotional Terms occurred most (493 or 98.6%). The second most frequent was Healthy Terms (239 or 47.8%), then Herbal Terms (229 or 45.8%), Medical Terms (113 or 22.6%) and finally Technical Terms (62 or 12.4%).

Emotional Terms

Emotional Terms were found in 18 Spa Menus. They represent language which describes substances that are intended to promote good feelings. Mostly

adjectives and adverbs were used in order to modify nouns and make them more impressive. (Appendix B: page 128-129)

Healthy Terms

Health Terms were found in 18 Spa menus. In Spa Businesses health is just as important as beauty. Spa menus often indicate the ailments, stress, toxins, blood circulation, fibrotic tissue and excess fluids which can be cured using specific spa treatments. (Appendix B : Page 129-130)

Herbs Terms

Herbs Terms inform customers how natural products can enrich and clean their skin. Customers who want to make their skin fresh and entirely beautiful might be interested. Herbs Terms were found in 17 Spa Menus. (Appendix B : Page 131-132)

Medical Terms

Medical Language terms were found in 14 menus. These menus were written in a way similar to one another. A few differences were seen depending on the courses and products used. (Appendix B : Page 133)

Technical Terms

Technical language was used in 17 spa menus. Direct translation is impossible due to their technicality. When they were found in texts, readers often needed a more detailed explanation. Technical terms are often difficult to those who are not in that field. To save brochure space these terms were usually abbreviated. Customers, if they took the time, would have to ask for more information, resulting in many customers not using services because of non-comprehension. Some examples of

abbreviated terms are: Stress Relief, Thai Herbal Hot Compress, Elbow Massage Movements, Tuina and Yoga. (Appendix B : Page 133-134)

Part II : The Function of Language Used

The use of the three functions of language that were a focus in the study is presented in Table 4.

Table 4 Classification of Function of language

Types of Language	Informative	Expressive	Directive
Spa menus			
T1	10	-	1
T2	9	5	1
T3	28	3	-
T4	9	2	-
T	7	-	1
T6	5	-	-
T7	12	2	-
T8	37	-	3
T9	17	2	4
T10	14	3	-
T11	25	-	-
T12	14	1	1
T13	21	1	-
T14	12	2	-
T15	41	1	3
T16	50	-	-
T17	38	2	1

Table 4 (Continued)

Types of Language	Informative	Expressive	Directive
Spa menus			
T18	1	-	-
T19	12	-	-
T20	8	-	-
Total (occurrences)	370	24	15
(Percentage %)	74	4.8	3

1. Informative Language

Informative Language was found the most in Spa menus. It was used give information about spa services and their benefits. The Informative Language used the –ing verb form. The words align and balance, are verbs. Adding the derivational morpheme (-ing) changes their part of speech to noun. Other examples include heal, soften and moisturize.

In addition to adding derivational morphemes to verbs, spa menus also use hyperboles. Examples include “Touch of Heaven” and Lost in Paradise”. Hyperboles are not literal, but instead are used to compare the feelings at a spa to something bigger. To visit a spa feels just like being in heaven. (Appendix B : Page 134-139)

2. Expressive Language

Expressive Language is used to activate feelings in customers. This type of language was found in 11 of Spa menus. Phrases might not convey information but they do express feelings such as “Fantastic”. (Appendix B : Page 140-142)

Moreover, there were many similar words put together to evoke the feelings shown in the text. The combination of words with similar meanings is called accumulation. This was used to emphasize the feelings of spa treatments.

(Appendix B : Page 140)

From the text, the verbs revitalize, re-mineralize and soothe, were used at the beginning to express the efficiency of the treatments offered to the customer. The expressive text employed more attractive words to hit customers' minds using the form of adjectives (refreshed, strengthened and rejuvenated) modified by adverbs (spiritually and physically). The text was a pure example of hyperbole because 'heaven' could not be there in reality. (Appendix B : Page 141)

The text was combined with adjectives, for example, delightful, scented, and effective. However, most of them had been modified by an adverb like wonderfully or highly. These words made the brochures more interesting and impressive.

(Appendix B : Page 141)

The adjectives commonly used in the text were 'hydrating, non-irrigating, and suitable' and using adverbs here was a natural way of modifying the adjectives.

(Appendix B : Page 141)

The text used the passive form at the beginning of the sentences by omitting the verb to be. Interestingly, attention should be paid to the words after those passive forms; these were descriptions of the different characteristics of each spa branch. They also expressed the magnificence of spas. (Appendix B : Page 142)

3. Directive Language

Directive Language is used to make someone perform a particular action. It can be in the form of a request, order or command. It was found in 8 Spa menus.

The directive language asked customers to do certain things before using the services at the spa. The term “book ahead” indicated an action and “at least one day in advance” was a time specification. Some directive text suggested the customer to be at the spa before the appointment. Therefore to get effective services, the customer should do as suggested. In terms of direction, the spa asked customers to choose a preferable scent of oil to use in the treatment. (Appendix B : Page 143)

The directive sentence suggests customers to reserve services before going to the spa. The word “advance booking” is a noun modified by an adjective. To make it more emphatic, they use the phrase “highly recommended”. Some sentences directed customers to abide by the recommendations and rules. They used the imperative to state both the affirmative and negative. (Appendix B : Page 143)

Part III : The Persuasive Language

The way to make effective advertisements is to draw the customer’s attention to the products and services. Therefore, the language used is persuasive which aims at striking people’s minds. This language might be in the form of words, phrases, sentences or slogans.

Table 5 Classification of Persuasive Language and Slogan

Types of Language	Persuasive	Slogan
T1	2	-
T2	4	1

Table 5 (Continued)

Spa menus	Types of Language	Persuasive	Slogan
T3		-	1
T4		1	-
T5		-	-
T6		2	1
T7		1	-
T8		1	-
T9		-	-
T10		2	-
T11		-	-
T12		-	-
T13		-	-
T14		1	-
T15		-	-
T16		2	1
T17		-	-
T18		3	1
T19		1	1
T20		-	-
Total (occurrences)		370	24
(Percentage %)		74	4.8
			3

Persuasive Language

Sentences using persuasion were found in 11 Spa menus. They expressed a special feeling to the customer that they could only find at that particular spa. Using the words “pure, fineness and incomparable” conveyed a sense of passion and were

given to let people feel healthy and assured of the benefits of using the spa services. Hyperbole was used to make the sentences something more and give customers an extra feeling of comfort.

The text showed three different writing techniques. Firstly, the way of using directive language with the imperative word “find” at the beginning of the sentence. It also used alliteration, the repetition of the first sound in consecutive words, in the phrase “rest and relaxation”. Moreover, compound nouns were presented with “*high standard treatments and natural products*”, for example. (Appendix B: Page 145)

Persuasive Language states the advantages of spas, not only in appearance benefits but also in health benefits. Furthermore, they make a strong emphasis using the words “Energy and Beauty” and “Feeling of Peace and Well-Being”. (Appendix B : Page 145)

There are some methods of persuasion that are more direct than previous examples. Some spas that focus on health treatments use phrases that are more ‘straight to the point’ like “helps to soothe” and “to combat”. Those with health concerns are more likely to be swayed by his type of persuasion (Appendix B : Page 145)

The persuasive text used many verbs that conveyed good feelings, for instance, unwind, relax, rejuvenate, and indulge. Groups of nouns appeared here as well; ‘an exotic world of beauty, serenity and pleasure’ and ‘a state of better health, beauty and tranquility’. Moreover, sentences starting with infinitive verbs were a prominent part of the writing. Examples include “come away”, “come into” and “choose and spend”.

Other sentences aimed at being more specific used similes. (Appendix B : Page 145)

Slogans

In the collected data nine slogans were found in spa menus usually appearing beneath the brand name or logo. One slogan meant to represent both outside and inside the human body is “body and soul”. The spa is urging customers to come and use the services to feel comfortable and stay healthy. (Appendix B : Page 146)

The spa is offering their services straight away in the slogan. It could be inferred that this spa offers all kinds of services available at one location. People can come and use service they have ever wanted.

Interestingly, the text uses the phrase “Land of Smiles” to replace “Thailand” as a play on words. The word “exotic” in this slogan “Touch Exotic Thai Spa Experience” plays a very important role because it expresses superb meaning and feeling to the reader. While the word “Thai Spa Experience” gives exact and direct meaning. (Appendix B : Page 146)

A unique slogan given below is meant to hit people’s heart. The slogan “The River of Beauty” is a direct reference to the services offered in the menu, which are mostly related to water. Another was the sentence “They say paradise is only found in dreams. We invite you to get lost in ours” which persuades people of the real feeling of paradise when using the services in the spa. (Appendix B : page 147)

Summary

In summary after analyzing spa menus in the study, it was found that informative language was the most used while emotional terms were highest in terms

of specification. Also there is often confusion between technical and medical terms. Emotional terms are concerned with persuasive language as well as slogans. The study also found that transliteration words, especially rare or difficult ones, often borrow the name of a place or country to create the name of spa treatments and massages.

CHAPTER V

SUMMARY, DISCUSSIONS, AND RECOMMENDATIONS

This chapter presents a summary of the results, discussion and recommendations for application to a further study. The results of the study pertain to those who are interested in studying Function of Language, Persuasive Language and Spa Language.

1. Summary
2. Discussions
3. Recommendations for Application
4. Recommendations for Further Study

Summary

This study encourages the study of language used in Spa Menus. Learning language through Spa brochures and internet websites allows readers to update their knowledge of the tourism industry in Thailand and improve their reading and writing skills. The main objective of the study is to describe language features used in Spa Menus based on Function of Language, Persuasive Language and Spa Language.

Discussions

Part I : The Specificities of Spa Language

There are five classifications of the specific language used in the spa menus including emotional terms, health terms, herbs terms, medical terms and technical terms. Details are given as follow;

Emotional Language was most frequently used in spa menus to attract customers' from a mental standpoint. Emotional adjectives conveyed the good feelings and experiences found at Spas. Some examples of emotional adjectives are unique, gentle, strong, inspirational, ancient, modern, beneficial, highly skilled, healthy, and luxurious.

The effects of courses were expressed employing health terms. Those courses could help and reduce the conditions of any ailment using the various products available at the spa. Health terms indicated in spa menus were similar, for example; stress, toxins, blood circulation, pain, aches, cellulite, fibrotic tissue, excess fluids, blood pressure, allergies, sinus, flu, minor cold, sore throat, infection in the ears, lymph, lymphatic gland system, swollen, snoring, balance, hay fever and deaf.

The herbal products used in spas ranged from fruits and vegetables to any other natural product. Herbs terms that were used in spa menus included; algae extracts, green tea, avocado, shea butter, black sesame cream, honey, cucumber, tomato, carrot, mixed fruit, herbal steam, fresh herbs, aroma salt, coffee, or black sesame cream, fruit, vegetables, avocado, clay, aromatherapy products, local seasonal fruits of guava, papaya, orange, and oatmeal, for instance.

There were two additional types of language that were more difficult; medical terms and technical terms. These words were intended for a specific group of people, therefore they were difficult to understand when appearing in spa menus. Consequently, detailed explanations were needed.

Part II : The Function of Language Used

The functions of language found in this study have played different roles in providing information and persuading customers.

1. Informative Language

Informative Language was the most used language type due to the vast amount of course information that spas were trying to present. Different word formations were found, firstly chronological order.

1.1 starts from, then, follows with, finished by

1.2 starting from, then, finishing with

1.3 start with, continue with, finally

1.4 will begin, will follow, will be the finale

1.5 begin with, followed by, ended with

1.6 starts with, then followed by, ends with

Secondly, imperatives were often used at the beginning of sentences to illustrate the necessity and advantages of spa treatments. These imperatives are frequent seen in these examples; give, complete, treat, indulge, detox, remove, reduces, increase, improves, help, loosen, tone up, enhances and speed up.

Thirdly, the -ing form was used at the beginning of sentences and in the body of the text. For example, starting from, finishing from, aligning and

balancing. These words were formed by adding the derivational morpheme (-ing) to verbs, changing them to nouns.

2. Expressive Language

Different word forms appearing in spa menus were used to “strike at” customer feelings. Adjective words were found like spiritually and physically refreshed, strengthened and rejuvenated; fantastic; delightful, wonderfully scented and highly effective.

Moreover, in this word level, accumulation was employed in order to emphasize many words with similar meanings; relaxed, refreshed and rejuvenated for example.

Hyperbole was also used to increase expressiveness, “And if you want to go to Heaven for three hours”. This example conveys a feeling of comfort ability by comparing the spa services to Heaven.

Finally, the passive form was used to describe the uniqueness of an individual spa, for instance; inspired by, highlighted by, is designed, captivated by and conquered by.

3. Directive Language

Directive language was used in order to direct, suggest or ask customers to do something during their visit. Most of these phrases were found in the regulations or recommendations section of the menu. For example, to book ahead-at least one day in advance, to maximize, to arrive 15 minutes prior, you are asked to choose, advance booking, do not bring, remember that, keep noise to a minimum, refrain from using mobile phones and do not smoke. The language was used in the form of affirmative and negative statements.

Part III : Persuasive Language

1. Examples of Persuasive Language

From the beginning of the text, examples of hyperbole were found “...that will make you feel heaven right here on earth” to bring exaggerated feelings to the customer. Likewise, Water’s resource mentioned that persuasive techniques aim to engage people feelings in ways not based on logic or reason. Furthermore, instances of words compounded were found such as, high standard, natural products and well-being. In one text, simile was employed “...it’s like walking into a wonderland”. The word “like” makes comparison very obvious to the reader. Another technique used was alliteration, putting multiple words together that begins with the same consonant sound. This gave the text a more poetic feeling, using phrases like “rest and relaxation”.

2. Examples of Slogan

Spas with the notion of “striking” the mind of the customer often used enchanting, attractive phrases as their slogan. All the slogans found in this study conveyed a sense of relaxation from spa services while retaining the identity of a spa business, and none other. Slogans are usually written in short sentences that may or may not be accompanied by a longer informative text. Most of them are composed with a subject, verb and object.

Recommendation for Application

The word function process in Spa Menus is a fundamental piece of persuasive writing to create outstanding and influential spa texts. This study might

be beneficial for language learners, linguists, advertisement agents, spa menu writers and ESL teachers who want to gain more knowledge about Spa Language. Most importantly, this study applies directly to those working in the spa industry in the following ways.

1. Spa Menu writers can apply this study to improve or create emotive words and new techniques for describing the quality of Spa services. This is useful because the spa menu texts have a strong influence on customers who are carefully reading and comparing the quality of Spa treatments.

2. ESL teachers and students can apply this study in terms of; Function of Language, Persuasive Language and Spa Language which may be useful for learning the technique of producing new language. Moreover, Spa Language Menus might be an advantageous English lesson topic.

Recommendation for Further Study

Finally, the writer hopes that this study can be a reference of significant contribution for a reader doing further research on the following topics:

1. Spa Menu writing techniques
2. Comparisons between Thai and Western Spa Menus regarding Spa Services, Products, Promotions and Language
3. The influence of Spa Menus on customers

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Appendix A

Twenty Spa Menus in Thailand

T1 : Kandara Spa: Marriott

	Functions
Awaken and Renew	Persuasive - slogan (imperative)
Kandara Signature Massage [90 minutes] 1,800 Baht	
Our signature spa session is an indulging combination of our therapeutic massage combined with our unique aromotherapy oils to stimulate your senses giving you a refreshing treat and leave you in a state of deep relaxation.	Informative
Royal Thai Massage [60/90 minutes] 700/900 Baht	
This traditional treatment uses rhythmic pressure and stretching exercises to balance the flow of Qi Energy throughout the body, improving dexterity and flexibility while muscle tension.	Informative
Foot Care & Reflexology [60 minutes] 700 Baht	
Using slow and gentle kneading movements, this treatment stimulates meridian points located on the soles of your feet to improve the circulation of blood and Qi Energy leaving you feeling light and relaxed.	Informative (-ing form)
Flight Reviver Massage [60/90 minutes] 1,000/1,300 Baht	
This treatment is designed to combat the effect of jet lag to release fatigue, muscle ache and lethargy in your body from a long hual flight with deeper, more direct pressure concentrating in specific muscle groups.	Informative
Stress Relief & Relaxing Massage [30 minutes] 450 Baht	
This short treatment helps to soothe muscle tension across the	

scalp and neck to combat headaches, aching neck and shoulders.		Informative
Kandara Aromatherapy Massage [60/90 minutes] 1,000/1,300 Baht		Informative
Using pure essential oil blends, this treatment combines with an indulging massage to uplift your senses and promote a feeling of calm and well-being by alleviating any physical and mental stress.		(-ing form)
		Persuasive words
Body Scrubs [60 minutes] 1,100 Baht		Informative
Indulge yourself with our refreshing and gentle body scrubs to remove dead skin cells and nourish the skin using the gentle and soothing hands of our skilled therapists to achieve a soft and radiant appearance.		(imperative)
Healed Herbal Massage [90 minutes] 1,000 Baht		Informative
A pleasurable experience using East-meets-West techniques and a herbal pouch created using local indigenous ingredients such as herbs and spices to improve blood circulation in your body. This treatment compliments perfectly with the Royal Thai treatment to iron out muscular tension and stiffness and improve mobility, leaving you in a state of heightened awareness.		(compound noun-using hyphens)
Beauty Treatments		
Kandara Refreshing Facial [60 minutes] 1,750 Baht		Informative
Kandara Relaxing Facial [60 minutes] 1,500 Baht		
Manicure [60 minutes] 700 Baht		
Pedicure [60 minutes] 700 Baht		
Manicure & Pedicure [120 minutes] 1,100 Baht		
The above prices are subject to 10% service charge and 7% VAT. To make a booking, please dial “0” for “At your service”. Kandara Spa is located on the 3 rd floor next to the gym and open daily from 10 am to 12 pm.		Informative Directive

T2 : Let's Relax

	Functions
The Perfect Balance of Body and Soul	Persuasive (Slogan)
Unwind, relax, indulge and let go of your worries.	Persuasive (imperative)
Take time out to refresh your senses, revitalize your body, and indulge to an ultimate relaxation of your life.	Directive
Here at Let's Relax you can let loose, as we will pamper you to a <i>pure luxury of life</i> and <i>enjoy the fineness pleasure of incomparable therapy experience</i> .	Persuasive
Let's Relax day spa was established 7 years ago in Chiang Mai. With our exceptional spa services and excellent facilities, we have grown to have 7 branches conveniently located at the kingdom, Chiang Mai, Pattaya, Phuket and Bangkok.	Informative
Good health & hygiene is our priority in Let's Relax Spa. We have highly qualified professional therapists with modern trainings & duly licensed by the Ministry of Health in Thailand.	Persuasive
Let's Relax at Sukhumvit	Expressive
Inspired by sophistication and serenity of White Antique House, that will make you feel heaven right here on earth .	(passive form) (hypobole)
Let's Relax at Chiang Mai	
Highlighted by warm and homey Thai atmosphere that will make you feel the hospitality of Northern Thai people.	Expressive (passive form)
Let's Relax at Ratchadapisek Road	
is classically designed in an Oriental Style manner with its traditional ambience that will surely awaken your senses .	Expressive

	(passive form)
Let's Relax at Patong Beach, Phuket	
Get captivated by the elegant touch of Andaman spa that will surely sooth your body & soul.	Expressive (passive form)
Let's Relax at Dolphin Circle, North Pattaya	Expressive
Conquered by exquisite location and refined tropical garden decors that will make you feel and experience paradise .	(passive form) (hypobole)
Treatments	
We offer extensive line up of massages and body treatments , which include the popular FOOT & HAND REFLEXOLOGY an ancient method of massaging pressure points on reflex zones of foot & hand that correspond to individual body parts. Improves blood circulation and treat wide range of acute & chronic illnesses.	Informative
Other treatments also include THAI HERBAL MASSAE which is after applying the combination of stretching and acupressure techniques of THAI MASSAGE a warm pouch of steamed Thai herbs is pressed against the body meridians which is good for sore muscles, aches and increase blood circulation too.	Informative
AROMATHERAPY OIL MASSAGE a Swedish massage technique using essential oils from plants, leaves, & flowers that are being applied to the body which stimulates blood flow & lymph fluid.	Informative
BODY SCRUB is an exfoliation of dead skin cells using various combination of sea salt, essential oils, water, skin brush, or loofah to massage the body, to nourish the skin, cleanse, and tone the skin.	Informative
BODY WRAP is a treatment where the body is pasted with herb, wrapped in a plastic sheet, and kept under the heated blanket. It pampers & moiturizes skin at the same time.	Informative
FACIAL RELAXATION a spa treatment which cleanses & improves face complexion using gentle exfoliation,	

application of facial mask & moisturizer topped with a revitalizing facial massage. Informative

AROMATIC HOT STOME MASSAGE where heated tones & warm essential oils are being used to massage the body to release tension & nervous fatigue. Informative

We also offer THAI HERBAL STEAM & FLORAL BATH in selected branches only. Informative

T3 : The Royal Spa

Functions

Spa Menu

- Body Treatment Informative
- Facial Treatment
- Massage Selection
- Signature Treatment
- Special Package

Body Treatment

Andaman Salt scrub Informative

Fresh from the ocean, this sea salt deep cleansing treatment is mixed with wheat germ to exfoliate the skin - removing dead skin cells. Your skin is rejuvenated, leaving a lasting radiance.

Green Tea Scrub

The anti-oxidants of *Green Tea* and “*Royal Spa Blend Essential Oil*” combine together to boost your circulatory system – while you enjoy our **natural scent** of the oil, and our therapist’s **gentle touch**. Expressive
(modify words using adjective)

Ground Coffee

This delightful **stimulating** and **refreshing** body cleanser uses natural coffee beans to deeply scrub off toxins from the body. An Aloe Vera and honey combination is then applied Informative
(-ing form)

to *condition, nourish and soften* your skin.

Expressive (verbs)

Royal Honey

Enjoy local seasonal fruits of guava, papaya and orange - mixed and expertly blended with oatmeal as a scrub. It effectively helps cleanse and **remove** dead skin cells - leaving you with radiant and glowing complexion.

Informative
(imperative)

Body Wrap Aloe Vera Wrap

The perfect relaxation!! Fresh Aloe Vera and Cucumber is applied to the body to soothe the skin. This ancient tradition prevents premature aging, and has been used by women in Asia for centuries.

Informative

Natural Honey

This natural treatment **begins with** a generous lathering of thick honey. Black & White sesame is applied to improve circulation, promote softer, healthier looking skin and to encourage the growth of new skin cells. This treatment is sweet!!

Informative
(chronological order)

Facial Treatment

Gentlemen's Delight Facial

For all skin types This facial treatment refreshes the male complexion. A pressure point massage is carefully given by our caring therapist. A great complement to an aftershave treatment in the spa salon.

Informative

After Sun Facial

For sun burn / sensitive skin This facial treatment **is aimed as** an after sun facial to treat and soothe the skin that displays symptoms of irritation and excessive exposure to the sun. The treatment calms your senses, leaving you in a perfect and relaxed state.

Informative
(purposive)

Deep Cleaning Facial

For oily skin This Facial is an instant refresher. We **start with** a luxurious exfoliate **to remove** impurities, dead skin cells **and to reduce** roughness of the skin, revealing a glowing complexion.

Informative
(chronological order)
(to infinitive)

The Royal facial

For all skin types This rich honey, tingly lime and soothing cucumber facial treatment has been passed down through the generations in Thailand. It is ***an active healer, skin softener and moisturizer***. This is the perfect treatment to reduce skin irritation while promoting new cell growth.

Informative
(-er form)

Aromatherapy Facial

For normal or dry skin This facial is an aromatherapy cleansing treatment to purify the skin. It is particularly suitable for normal or dry skin types. The massage technique will help prevent aging of the skin by smoothing out lines and wrinkles.

Informative

Thai Fresh Herbal Wrap

This magical **blend of Thai fresh herbs** guarantees with a delightful result. ***A mix of Plai, Lemongrass, Thai Bergamot, Turmeric and White Camphor*** is applied to your skin - leaving you feeling fresh and smooth. The exclusive fresh herbal scent helps to soothe your mind.

Informative
(giving more details)

Din Sor Pong Wrap

This aromatic body wrap uses ***Thai white mud***, Anise and herbs to nourish your skin. Fresh milk is applied - increasing circulation and leaves your skin feeling silky smooth and soft.

Informative
(explanation)

Massage Selection

Essence of Spirit massage

This treatment concentrates on stimulating blood circulation to the muscles of your entire body. Aromatic oil of Chamomile is used to improve your energy fields, easing tension and soothing your tired muscles.

Informative

Lymphati Drainage Massage

This delicate form of massage helps stimulate your body's immune system by using a very light pressure near the lymph nodes. It helps overcome feelings of low energy and sluggishness - and enhances circulation and your immune system.

Informative

Aromatherapy

You **begin by** choosing from a selection of aromatic oils.

Your chosen aromatic oil is applied at the pressure points on your body – providing the health benefits of inner peace.

Informative
(chronological order)

Royal Thai Massage

Traditional Thai Massage has ability **to heal, relax and realign** the body. This massage works more deeply than the other massage techniques. It does not use oil, and is a traditional healing technique - refined in Thailand over the centuries

Informative
(to infinitive)
(feeling senses)

Reflexology

Reflexology treatment concentrates on the delicate areas of the feet. This classical method is derived from traditional Chinese medicine to stimulate and balance out the equilibrium of your body.

Informative

Signature Treatment

The Royal Experience Massage

Informative

The Royal Spa’s signature therapy for a full body massage. Using the therapist’s body weight and palms, this treatment will **loosen tight muscles, create energy, increase blood circulation and relax you into a state of euphoria.** Our unique massage oil “Royal Spa Blend” is used to help savor the memories of your visit to exotic Thailand.

(verb+noun)

The Royal Stone Therapy

Hot stone massage is a special massage that uses black volcanic heated stones combined with The Royal Experience Massage technique. This duo combination technique will relieve the stress that is held in your body - leaving you feeling deeply relaxed and rejuvenated.

Informative

The Royal Ayurvedic Massage

Ayurvedic Massage is a full body massage with medicated oils to balance out your bodies’ energies according to ancient Indian tradition. The technique of “Shirodhara” will be performed using warm oil pouring over your forehead

Informative
(chronological order)

(known as the “Third Eye”) **followed by** the scalp massage. This treatment is a recharge for your body and mind.

Signature package

- The Royal Honey Body Treatment
- Royal Creamy Bat
- The Royal Experience Massage
- The Royal Facial

Expressive

All natural honey is the basis of this treatment. Honey has been used as a beauty product since the days of Cleopatra and continues to be used today in homemade skin and hair care products. Honey is **naturally hydrating, and non-irritating and suitable** for sensitive skin types

(adjective)

Special Packages

Signature Treatment

Informative

Wondering

(imperative)

Exfoliate your whole body with an Andaman Salt Scrub - where your skin will be cleaned & smoothed. The scrub is **followed by** The Royal Experience Massage to help improve blood circulation. This relieves stress and eases your way to a peaceful state of mind.

(chronological order)

Radiance

Indulge yourself in the exotic Tropical Fruit Scrub which consists of high content Vitamin C and AHA. **Follow up with** a Deep Cleansing Facial to remove dead skin cells that are clogging the pores, and prevent the natural process of cell renewal.

Informative

(imperative)

(chronological order)

Gentleman Escape

The package is designed especially for gentlemen. It **begins** with a Green Tea Scrub, which contains compounds that have anti-oxidant effect to treat and soothe you skin. The Gentlemen Delight’s Facial will refresh the male complexion. The package finishes with a deep tissue massage technique by Spirit Massage.

Informative

(chronological order)

Sun lover

This session **begins with** Aloe Vera Wrap to cool, sooth and restore your skin. It is followed by an After Sun Facial treatment using cucumber and fig tea extract to repair damaged skin, **then** concludes with The Royal Experience Massage - a full body aromatherapy massage leaving you completely relaxed

Informative
(chronological order)

Bliss

Treat yourself from head to toe! This package is exclusively for women. It **begins with** aromatic herbal foot bath, **followed by** your personal choice from a range of special scrubs. You will relax with a gentle Royal Experience Massage - and **enjoy** your new glowing skin with deep cleansing facial treatment.

Informative
(imperative)
(chronological order)

Rejuvenate

Treat yourself to rejuvenating with a whole body experience. **Begin with** Tropical Fruit Scrub, **followed by** a luxurious nourishing milk bath. **Indulge** yourself and **reduce** tension with our signature The Royal Experience Massage and **ended with** Aromatherapy Facial. The result will leave your skin with a fresh, clean and glowing complexion.

Informative
(imperative)
(chronological order)

Detox Your treatment **starts with** a Ground Coffee Scrub to deeply cleanse, **remove** dirt and dead skin cells. **Then followed by** Thai Herbal wrap and Thai Herbal Bath to deeply nourish and revitalize your body. Lymphatic Drainage Massage drains impurities & waste away from the body. The treatment **ends with** a Deep Cleansing Facial.

Informative
(imperative)
(chronological order)

T4 : The Oasis Spa

	Functions
<p>Come away...<i>unwind and relax...rejuvenate and indulge</i> yourself at The Oasis Spa Bangkok. Come into an <i>exotic world of beauty, serenity and pleasure</i>. Choose an individual treatment that is perfect for you. Spend an hour or an afternoon. You will enjoy a complete menu of treatments and therapists: scrubs, wraps, facials, foot and body massages, Jacuzzi, outdoor showers, steam baths and much more. Using therapeutic Thai herbs and techniques both ancient and modern, the trained specialists gently coax you to <i>a state of better health, beauty and tranquility</i>. For spa experience like no other, allow us to pamper you in youe own private garden villa designed to delight all your senses.</p>	<p>Persuasive (imperative) (group of nouns)</p>
<p>Spa Packages</p>	
<p>Lanna Style</p>	
<p>Warm the body with Thai Traditional Massage followed by a Thai Herbal Hot Compress Massage then finishing with an Aromatherapy Full Body Oil Massage.</p> <p style="text-align: right;">[2 Hours 1,900 Baht]</p>	<p>Informative (imperative) (chronological order)</p>
<p>Oasis Pampering</p>	
<p>Body Scrub, Aromatherapy Oil Massage and Oasis Royal Thai Facial</p> <p style="text-align: right;">[2.5 Hours 2,700 Baht]</p>	<p>Informative</p>
<p>Hair Spa Package</p>	
<p>Hair Spa Treatment with Avocado Oil and Pro-Vitamin B-5, Body Scrub and Aroma Hot Oil Massage.</p> <p style="text-align: right;">[2.5 Hours 3,800 Baht]</p>	<p>Informative</p>

Sabai Stone Massage

Exhale and relax as your therapist places warm Sabai Stones on your body. A soothing synchronized massage encourages you to de-stress with each precise motion.

[2 Hours 4,900 Baht]

Informative

(imperative)

Ayurveda Package

Begins with a slow pouring of warm oil your forehead to relax you and continues with a thorough scalp massage, **followed by** a complete Traditional East Indian Style Warm Oil Massage.

[2 Hours 3,900 Baht]

Informative

(chronological order)

The Paradise of Oasis

Thai Herbal Steam, Body Scrub, Thai Herbal Clay Body Wrap, Thai Herbal Hot Oil Massage and Oasis Royal Thai Facial.

[4 Hours 4,600 Baht]

Informative

Oasis Experience

Thai Herbal Steam, Body Scrub, Morocco Red Clay Body Wrap, Aromatherapy Bath, Oasis Four Hand Massage and Oasis Royal Thai Facial

[4 Hours 5,700 Baht]

Informative

Lanna Explorer

Thai Herbal Steam, Thai Herbal Body Scrub, King of Oasis Massage and Oasis Royal Thai Facial

[4 Hours 6,500 Baht]

Informative

Golden Lanna bMassage

Unique and Delightful-Gold infused oil applied by the synchronized movements of two therapists in time to a Lanna musical masterpiece (composed especially for that treatment)

Expressive

Persuasive words

resulting in **relaxation, rebalancing and a golden glow.**

[1.5 Hours 5,900 Baht]

Seaside Sensation “House Special”

Thai Herbal Steam Bath **followed by** a Cool Pool Dip **then** Oasis Sea Salt Body Scrub and Aloe Vera & Lavender Body Wrap and to complete the pampering a two hour King of Oasis Signature Massage and Detoxifying facial. **Simply Fantastic!**

Informative
(chronological order)

[5 Hours 7,500 Baht]

Expressive

T5 : Phothalai - The Thai Wellness Center

	Functions
Phothalai Signature	
Thai Touch Massage was developed from Thai Meridian Massage combined with The Touch of Phothalai. A perfect transformed to a unique signature of Phothalai.	Informative
Therapeutic Massage	
A technique using the thumbs and palms of the hands to apply controlled pressure to the points of the body. Comfortable Thai clothing is worn for this massage.	Informative
Aromatherapy Massage	
Pure Essential Aromatherapy Oils expertly blended for specific requirements are applied with the nurturing and relaxing powers of skilful massage.	Informative
Body Treatment	
For silky smooth invigorated and refreshed skin, remove dead skin cells and impurities leaving the skin feeling totally cleansed and revitalized.	Informative
Facial Treatment	

This most enjoyable treatment is completed with special product for delicate skin.	Superative comparison
Phothalai Package Po Ngern	
Phothalai also offers six packages, delivering a fantastic contemporary wellness experience lasting for two to three hours or more.	Informative
Enter the World of Po Thong	
Open the door to your private suite and Phothalai's ultimate encounter...Po Thong. A soothing hydrotherapeutic scent bath then brings you to a deeper state of relaxation, before a trio of holistic massages harmonise your body and mind. Couples wishing to share the serenity will find exclusive spa suites for two	Informative (chronological order)
**All prices are in Thai bath and applicable Government Tax. Advance booking for Spa services are highly recommended to ensure availability.	Directive

T6 : Samsara Wellness & Spa

	Functions
Balance Your Health with our Treatments	Persuasive (slogan)
Colonic treatment is a safe, clean and relaxing method of removing toxins and waste from the colon or large intestine. A gentle flow of warm, filtered and ozonate water is instilled into colon via a sterile tube. Colonic help to increase your colon's tone and function while removing excessive mucous, abnormal bacteria and parasites.	Informative Alliteration
Your first colonic can be a pleasant experience always relaxing your belly and breathing deeply throughtout.	
Your heaven for relaxation of body, mind & spirit a holistic approach to rejuvenations, detoxfication under our	Persuasive

tender professional care. (hypobole)

Samsara provides **calm and relax atmosphere** based on the concept of holistic Ayurveda and Oriental traditional treatment. Persuasive

Samsara rejuvenation and detoxification treatments provide Colon hydrotherapy, Infrared sauna, Shiatsu, Aromatherapy massage, Hot stones massage, Chi Nei Tsang, Lymphatic drainage, Facial & Body treatment and Ayurvedic treatments include Pizzichilli, Abhyagha body detox, Shirobhyanga, Udwartanam, Kizhi, Shirodhara, and Swadana. Informative

Ayurveda meaning “**the science of life**” is an ancient philosophy base on a deep understanding of eternal truths of the human body effect the body and vice versa. Informative

Ayurveda believes that human being consist of the five elements; air, water, fire, ether and earth. And the combination of any these element exists in each one of us. There are mainly three types of Dosha’s or combincation. (definition)

There are three doshas, which influence all living matter and mental energies. Informative

Ether & air, the energy of movement, govern the movement, nervous system, circulation, respiration & elimination.

Fire, the energy of transformation, combined, governs the metabolism

Water & earth, the energy of unity of cohesion, combined govern growth.

Reduces tension, anxiety and high blood pressure, relief mental fatigue and refreshing the mind and body.

Informative

Increase “Prana” or life force flowing through the entire body, achieves happiness of mental balance.

(imperative)

Improves blood, circulation and lymph, stimulates marma points or charkas (chi) and anti-aging process.

Help weight loss and **loosens** stiffness in the joints, **tone up** stretch flabby muscle, **enhances** removal of metabolic wastes and **speed up** healing process.

T7 : Methawee Spa

	Functions
World of Spa Your Mind	Persuasive (slogan)
Foot & Hand Reflexology	Informative
Thai Massage & Herbal Massage	
Body Scrub & Body Wrap	
Spa Body Treatments	
Aromatherapy & Milk Massage	
Facial Relaxation & Nail Spa	
Thai Herbal Steam & Floral Milky Baht	
Leave your time away from home to re-fresh your senses.	Expressive
Revitalize your soul & body indulge to ultimate relaxation of your life.	(imperative)
Good Health & Hygienic is our priority in Methawee Spa Highly Qualified Professional Therapists Graduated Certificated from the Ministry of Health Republic in Thailand.	Expressive (a group of nouns)

- Body Reflexology Informative
- Foot Reflexology

Foot & Hand Massage will create complete relaxation reflected points around the sole of a feet and hand.

- Thai Traditional & Herbal Massage Informative

which is good for sore muscles, aches improving blood circulation increased.

- Aromatherapy Massage & Milk Japan Massage Informative
- Mixed Swedish Thai massage using essential oils sesame, sunflower & seed with stimulates blood flow circulation.

- Milk Japan Massage Informative
- Spa Body Treatments Informative
- Body Scrub

Body scrub is the way to remove the death cells and vitalizing for the stimulate the blood circulation.

- Body Wrap Informative
- Body Wrap nourishes the skin stimulate the renew cell.

- Full Spa Body Treatments Informative
- Facial Relaxation Informative
- A spa treatments which cleans & improves face complexion.

- Soft Mask & Hot Mask Informative
- Nail Spa & Waxing Body Informative

Open Hours 10.00 AM-02.00 AM daily

- More Menu please contact Methawee Spa Informative

For Reservations

Tel: (662) 236-2878-9 Fax: (662) 236-2838

11921-2 Surawong Rd., Bangrak Bangkok 10500

e-mail: methawee_spa@yahoo.com

<http://www.methaweespa.com>

T8 : Silavadee Wellness Spa

	Functions
<p>Flutter away from the daily routines to discover a new journey in Spa Experience. Silavadee Wellness Spa, a truly unique spa design combining 'back to nature' concept with inspirational views over the Gulf of Thailand. Blending ancient Thai and modern Western massage techniques, the beneficial treatments we have developed with our highly skilled therapists will leave you feeling totally relaxed, refreshed and rejuvenated. Choosing from 5 private Spa Villas for your treatment, all your worldly aches and stresses will melt away as you become one with nature. Embrace Serenity & Wholeness at Silavadee Wellness Spa.</p>	<p>Persuasive (imperative) (-ing form)</p>
<p>Spa Basics & Etiquettes Spa Treatment Availability to 09.00 hrs to 21.00 hrs</p>	<p>Informative</p>
<p>For Reservations Dial ext. 407 or visit us at the Spa Reception</p>	<p>Informative (imperative)</p>
<p>Making a Reservation To ensure that we are able to allocate the appropriate time for your spa appointments, we recommend you to book ahead for all treatments <i>at least one day in advance</i>. Please also visit us at the Spa Reception if you would like further details and recommendations on the best treatment to satisfy your Spa Experience expectations.</p>	<p>Directive</p>
<p>When to Arrive To maximize the best value for your Spa Experience, we kindly recommend you to arrive 15 minutes prior to your appointment time. Every treatment begins with a soothing, refreshing herbal drink followed by a shower in your private treatment room.</p>	<p>Directive (chronological order)</p>
<p>What to Wear We will provide you with spa attire including a choice of spa underwear and sarongs, or you may choose to wear your own</p>	<p>Informative</p>

underwear or swim wear. Alternatively, treatments may be enjoyed without clothing. **Choose** what is most comfortable for you. Our therapists will always use draping techniques to respect your privacy. (imperative)

Special health considerations

Please **notify** our receptionist when booking your treatments if you have high blood pressure, allergies, other physical ailments, disabilities or pregnancy. Please **ask** our receptionist to advise you which treatments are safe for your condition. Directive

Male therapist

We apologize for any inconvenience; we do not have male therapists. Informative

Cancellation Policy and Postponement

We kindly require a minimum of three hours' notice to change or cancel a booking in order avoid a 100% cancellation fee. Informative

Payment for spa services

We accept all major credit cards (Visa, Amex, MC, JCB). Inhouse guests may also pay by charging to their room. Please **note** that all taxes and service charges are included in the price. Informative (imperative)

Cancellation Policy and Postponement

We kindly require a minimum of three hours' notice to change or cancel a booking in order avoid a 100% cancellation fee. Informative

Silavadee Wellness Signature

Vadee Wellness 1.5 Hours 3,900 THB

Combining Ancient Thai massage techniques with Tuina and Yoga stretching principles. Vadee Wellness is a special mixture of Energy and Beauty reducing muscular tensions, **stretching** the tendons and **enhancing** Feelings of Peace and Well-Being. Informative -ing form

Siva Wellness 2.0 Hours 5,900 THB

The Ultimate Artistic Expression of Life. This **unique** massage combines 3 kinds of arts. The Siva Dance, The

<p>Ayurvedic Indian style of utilizing warm oil and a sensual 4 hand massage. Siva Wellness is a healing treatment to balance the Body, Mind and Spirit.</p>	Informative
<p>Sila Wellness 2 Hours 5,500 THB Using Exclusive Silavadee Stress Relief techniques, a Thai Herbal Hot Compress with warm oil and Elbow massage movements, Sila Wellness is a truly unique blend of deep tissue manipulation to alleviate muscle pain and to release stress and tension.</p>	Informative (to infinitive)
<p>All 'Silavadee Wellness Signature' treatments include a 30 minute Thai Herbal Steam This is a perfect way to relax and prepare your mind and body for the healing properties of our Signature treatments</p>	Informative
<p>Natural Pricing. All taxes and service charges are INCLUDED</p>	Informative
<p>Thai Oil Therapy 2 Hours 3,900 THB Starting with Thai herbal steam to relax the muscles. This package includes a Traditional Thai Massage followed by a relaxing Oil massage.</p>	Informative (chronological order)
<p>Head to Toe Therapy 2.5 Hours 4,500 THB This therapy starts with a Body Scrub, an Indian Head massage, a Foot massage, and ends with a purifying Thai Herbal Steam.</p>	Informative (chronological order)
<p>Stress Relief Therapy 3 Hours 5,900 THB This therapy starts with Thai Herbal Steam, a body scrub, a concentrate massage with Relaxing Back, Head, and Shoulder treatment, and ends with a Facial.</p>	Informative (chronological order)
<p>Silavadee Honeymoon for a couple 4 Hours 12,900 THB Combining all treatments for the Honeymoon Bliss!! The couple starts with Thai Herbal steam, a Body Scrub, a Body Wrap, a massage of choice and completes the perfect Honeymoon Bliss with a Facial.</p>	Informative
<p>Rejuvenating Half Day 5 Hours 9,900 THB The perfect Half Day, starting with a Thai Herbal Steam, a Foot massage, a Body Scrub, a Body Wrap, Silavadee's</p>	Informative

Signature Sila Wellness and **finishing with** a pampering Facial

Natural Pricing. All taxes and service charges are INCLUDED

Informative

Massage

Silavadee Aromatherapy 1/1.5 Hours 2,900/3,500 THB

A wonderful Aromatherapy, Silavadee style, to pamper and relax the body and the senses.

Informative

Blend Swedish 1/1.5 Hours 2,900/3,500 THB

A perfect blend of traditional Swedish massage techniques to stimulate and relax the body.

Informative

Relaxing Back, Head and Shoulder 1/1.5 Hours 2,900/3,500 THB

A very **therapeutic** technique that concentrates on the Back, Head and Shoulders to melt away stress and exhaustion

Informative

Ancient Thai massage 1/1.5 Hours 2,400/3,000 THB

An Ancient Thai massage using precise application of pressure to stimulate the energy meridians line of the body.

Informative

Ancient Thai massage with Hot Compress 1.5 Hours 3,500 THB

An **ideal** combination of Ancient Thai massage with Herbal Hot Compress. It will relieve stress, release toxin, and leave you energized.

Informative

Indian Head & Hair Treatment 1 Hour 2,900 THB

A relaxing scalp massage and hair treatment, the benefits of this treatment will **reduce** headache **and enhance** hair rejuvenation.

Informative

Fantastic Foot Reflexology 1 Hour 1,900 THB

A complete intensive foot reflexology massage techniques to restore balance in the body and reflexes in the feet.

Informative

Natural Pricing. All taxes and service charges are INCLUDED Informative

Thai Herbal Steam 30 min. 800 THB

A fresh Thai herbal steams to release stress and toxins and to improve blood circulation.

Informative

Natural Pricing. All taxes and service charges are INCLUDED

Informative

Body Treatments

Body Scrub 1 Hour 2,700 THB

A purifying body polishing treatment utilizing Thai herbs to exfoliate dead skin cells and stimulate the lymphatic system to improve circulation in your body

Informative

- Tamarind Smoothing
- Lemongrass Salt scrub
- Antioxidant Green Tea
- Jasmine rice

Body Wrap 1 Hour 2,700 THB

A smoothing body wrap utilizing Southern Thai herbs to detoxify and nourish devitalized skin.

Informative

- Aloe vera after sun
- Firming white mud
- Thai herbal smoothing
- Antioxidant green tea

Natural Pricing. All taxes and service charges are INCLUDED

Informative

Facial Treatment 1 Hour 2,700 THB

A refreshing facial treatment with natural herbs to rehydrate and revitalize facial skin.

Informative

- Soothing after sun
- Enhancing exfoliation
- Esteeming moisturizing

Natural Pricing. All taxes and service charges are INCLUDED

Informative

Salon

- Pedicure 900 THB
- Manicure 900 THB
- Polish Change 400 THB

Informative

Natural Pricing. All taxes and service charges are INCLUDED

Informative

Waxing

- Full /Half - Leg Waxing 1,700/1,500 THB
- Full / Half - Arm Waxing 900/700 THB
- Under Arm Waxing 600 THB
- Back Waxing 1,600 THB
- Chest Waxing 1,600 THB
- Bikini Waxing (Line/Brazilian) 1,000/1,300 THB
- Lip/Chin/Eyebrow 450 THB

Informative

Natural Pricing. All taxes and service charges are INCLUDED

Informative

T9 : Anantara Spa

Functions

Spa Basics

What should I wear to the spa?

Informative

Wear whatever you feel comfortable in. Bathrobes and slippers are provided in your private spa suite.

When should I arrive for my treatments?

Informative/

Please **arrive** 15 minutes before your scheduled time to check in and change.

Polite Directive

Is there someone to help me decide the best treatments for me?

Informative

Our spa manager and receptionists will be able to assist you to plan the best spa program that suits your needs.

Is there a limit to the number of spa treatments I could have in a day?

Informative

You can have as many as you like.

What if I have special health considerations?

Please **notify** our spa manager or receptionists before booking your treatments if you have high blood pressure, allergies, physical ailments, disabilities, or if you are pregnant.

Informative/
Polite Directive

What do I wear during my treatment?

You may wish to wear your own underwear or we can provide you with hygienic disposable briefs. Alternatively, treatment may be enjoyed without clothes. **Choose** what is most comfortable for you. Our therapists will always use draping techniques to respect your privacy.

Informative
(imperative)

Can I ask the therapist to adjust the room to my comfort levels?

Informative

Definitely, this is your time and you should enjoy the experience to the fullest. Be it the room temperature, massage pressure to the volume of the pipe-in music, please do not hesitate to ask our therapists to adjust them to your comfort levels.

What about my jewels and valuables?

It's best to leave these personal valuables in your room safe. But if you happen to be wearing them when you get to the spa, a safe deposit box is provided in your dressing room.

Informative

What if I am late for my appointment?

Arriving late will limit the time of your treatments. Your treatments will end on time so that the next guest is not delayed. However, if no guest follows your booking, you can enjoy the full duration of your treatment time.

Informative

What if I need to cancel my spa treatment?

The treatments you select are reserved especially for you. A 50% charge will be collected for treatments **not cancelled**

Informative
Directive

four hours in advance.

The spa environment is one of tranquility and relaxation. Please **respect** the peacefulness and privacy of other spa guests. Kindly **defer** from smoking and from using your mobile phones within the spa vicinities. Thank you.

Directive
(imperative)

Yoga Classes

Come and enjoy a relaxing and rejuvenating Hatha yoga class in the peaceful setting of Anantara Resort. Our qualified instructors will guide you through a series of **breathing techniques and gentle stretching and bending postures**, all preformed slowly and consciously with a focus on your inner awareness.

Expressive
(imperative)

Compound nouns
(-ing form)

Through precision in movement and attention to the subtle aspects of posture and breath, our instructors are dedicated to increasing our health and vitality while enhancing your stay here at Anantara Resort. Dating back thousands of years, yoga helps to release energy blockages in the body, clear the mind, relieve stress and induce a sense of harmony.

Informative

If you are new to yoga this is perfect opportunity to experience this age-old practice. The classes are offered to all levels of yoga pratitioners.

Informative

Mornignclass: 08:00-09:15

Afternoon class: 16:00-17:15

Informative

Only 500++Baht per person

Anantara Resort also offers private yoga classes that are tailored to meet your own personal needs. These classes can be in the privacy of your own room or at one of the serene settings where yoga is practiced at Anantara Resort. Booking for private yoga can be arranged through Guest Services.

Informative

Only 3,000++Baht per person

For more information please contact concierge on extension “1111” or Reception Desk on extension “0”

Informative

ANANTARA SPA JOURNEYS

Escape the limits of time and immerse yourself in one of our perfectly packaged recipes for relaxation. Each can be shared with a loved one while you enjoy side by side relaxation in our spa suite. Perfect for couples celebrating their honeymoons or friends relaxing together.	Expressive (imperative)
A Bath & Steam Ritual and Spa refreshment is included.	Informative
We are happy to customize the treatments and sequence them to your needs.	Informative

T10 : Jamahkiri Boutique Resort & Spa

	Functions
Walk down the stairway and it's like walking into a wonderland	Persuasive (imperative) Simile
The only sounds you can hear are the calling of birds and the tranquil water features that run through the spa.	Persuasive (metaphor)
And if you want to go to heaven for three hours , we recommend the Jamahkiri package for just 1,950 Baht.	Expressive (hypobole)
Sculpted around a giant rock, the steam room is the perfect place to begin the treatment, cleansing the body and clearing the sinuses for total invigoration.	Informative
Try the aloe vera body wrap which envelopes you in a nourishing cream that is hand picked up from the fertile garden.	Informative (verb form)
Say goodbye to tension and stress with a facial massage and deep cleansing facial mask in our garden area at the center of the spa.	Expressive

<p>Then, for total relaxation, a traditional Thai massage in our air conditioned treatment room, <i>sumptuously decorated with elaborated art and deep soothing colours, instantly creating a relaxed mood to get the most out of this divine experience.</i></p>	<p>Expressive (chronological order)</p>
Spa	
HERBAL, STEAM SAUNA & SALTY WATER SPRING	Informative
30 mins	(-ing form)
The natural way of relaxing you muscles, refreshing your skin and breathing channels.	
ALOE VERA BODY WRAP	
800 Baht 30 mins	Informative
A relaxing treatment in the massage sala where we apply your whole body with fresh aloe vera, then we wrap you in a cotton sheet for 20 mins to let the aloe revitalize your skin.	(chronological order)
FACIAL MASSAGE	
950 Baht 45 mins	Informative
The traditional way of purifying and nourishing your face using natural products, your face will love you , feel great and you will see those dirty pores and wrinkles disappear.	(-ing form) (hypobole)
SWEDISH MASSAGE	
1,200 Baht 60 mins	Informative
A sensual experience as a variety of aromatic oils of your choice, are smoothly massaged onto your body.	
TRADITIONAL THAI MASSAGE	
800 Baht 60 mins	Informative
An ancient traditional art applying pressure onto points of your body and manipulating muscles, energy and flexibility are brought back into your body, is extraordinary.	
AROMATHERAPY CARE	

950 Baht 40 mins

Informative

A combination of traditional Thai massage and aromatherapy care with a herbal steam pack containing over 15 different herbs, gently pressed onto your body.

HOT STONE MASSAGE

1,950 Baht 60 mins

Informative

The dynamic combination of the heat of the stones and their movement across body is surprisingly reassuring-it's impossible not to succumb to this gentle and deeply relaxing experience.

BACK & SHOULDER MASSAGE

1,400 Baht 60 mins

Informative

This massage relieves stress build up for anyone whose upper back and neck holds a lot of tension. The therapists finish the massage with pain relieving balm and Thai herbal oil.

VIP DAY 500 BAHT

Access to our tropical swimming pool, fitness room, and...

Informative
(imperative)

JAMAHKIRI PACKAGE 1,950 BAHT

3 hours

Informative

- Steam Sauna
- Aloe vera body wrap
- Facial massage
- Thai massage

Save 1,200 Baht

SABAI PACKAGE 2,250 BAHT

3 hours

Informative

- Steam Sauna
- Aloe vera body wrap
- Facial massage
- Swedish massage

Save 1,300 Baht

SAWASDEE PACKAGE 2,950 BAHT

4 hours

Informative

- Steam Sauna
- Aloe vera body wrap
- Facial massage
- Thai or Swedish massage
- Aromatherapy care

Save 1,500 Baht

T11 : Leelawadee Spa**Functions**

Massages for Health Care

Rattanakosin Thai Massage

1,750 B. / 150 Minutes

Using fresh herbal steams to equalize physical and mental harmony. **Relieve** muscular ache and stiff, from head to toe, by our special aroma therapy oil combining with our renowned Leelawadee Spa Massaging pattern.

Informative
(imperative)

Ayothaya Thai Massage

1,550 B./ 150 Minutes

Using herbal steam to harmonize inner spirit, detox, relieve muscular pain. **Emphasize on** the tiring spots all over the body with our unique Leelawadee Spa style.

Informative
(imperative)

Leelawadee Thai Massage

850 B./ 120 Minutes

Relieving muscular ache from head to toe. Using Plai Oil and Plai Wax to sooth leg muscles tiredness. **Solve** back problems derived from long time sitting.

Informative
(imperative)

Traditional Thai Massage

500 B./60 Minutes

Relieving muscular ache from head to toe and help improve blood circulation.

Informative

Facial Treatments

Ultimate Refreshing Facial

780 B./ 60 Minutes

3 steps to revitalize and brighter facial skin, suitable for those who have quite limited time, **Starting from** cleansing and scrubbing using Leelawadee's secret black sesame cream.

Then massage all over the face using pure natural honey.

Finishing with facial mask process with the selection of cucumber, tomato, carrot, and mixed fruit according to skin types.

Informative
(chronological order)

Facial Scrub

380 B./ 30 Minutes

With gentle fingertips and our special black sesame cream, dead cells will be eliminate, facial skin will be completely revitalized.

Informative

Fresh Herbal Steam

300 B./30 Minutes

Get rid off all the accumulated toxic with the aroma of various kinds of Thai herbs. Sitting in an appropriate temperature can help the whole body to equalize physical and mental harmony and relax.

Informative
(imperative)

Leelawadee Spa Ozone

500 B./ 30 Minutes

Wash your body with our special aromatherapy products and **rest** in a spa ozone wooden tub to relax and **revitalize** your skin.

Informative
(imperative)

Thai Herbal Compress

300 B./ 30 Minutes

The appropriate amount of heat from thai herbs will reduce muscular stiff from working. **Stimulate** blood circulation and **relieve** stress.

Informative
(imperative)

Body Treatments

Body Rejuvenation

1,550 B./120 Minutes

4 steps to brighter skin **starts from** herbal steam and body scrub to get rid off dead cells, with either fresh herbs, aroma salt, coffee, or black sesame cream, **Then** the process of body

Informative
(chronological order)

mask **follows with** the selection of fresh herbs, fruit, vegetables, avocado, Clay from natural spring, and **finished by** skin moisturizing using Royal Jelly.

Body Scrub

600 B./30 Minutes

The process of getting rid of dead cells, the body, therefore, produces more brighter cells. **Scrub** all over the body with the wide selection of

- Fresh herbs for those who want brighter and whiter skin.
- Fresh coffee for those who want soft skin and skin tanning effect.
- Aroma salt for those who to scrub off dead cells.
- Black sesame cream for those who have dry skin.

Then, after wash the whole body using aromatherapy products, the skin will be moisturized by natural Royal Jelly.

Informative
(imperative)
(chronological order)

Oil Massages

Leelawadee Therapy

1,650 B./100 Minutes

Wash your body with our special aromatherapy products.

The massage, using aroma oil distilled from Thai herb, is a unique combination between our Leelawadee Spa gentle and strong pattern, the weight will be transferred through therapist's thumb and hands.

Informative
(imperative)

Swedish Massage

1,450 B. / 80 Minutes

Wash your body with our special aromatherapy products.

The massage, **emphasize on** Western style but the use of Thai herbs aroma oil will help the whole body to completely relax.

Informative
(imperative)

Sport Massage

1,450 B./ 80 Minutes

Wash your body with our special aromatherapy products.

The massage, using aromatherapy oil distilled from various kinds of Thai flowers and herbs, will focus on tiring spots all over the body. **Since** the weight is transferred deeply into muscles, this kind of massage is only suitable for those who have strong muscles or sport people.

Informative
(imperative)
(chronological order)

Oil Massage 980 B./ 60 Minutes Wash your body with our special aromatherapy products. Massage with pure sesame oil to help brighten your skin and relax the whole body in only a short period of time.	Informative (imperative)
Foot Massages	
Leelawadee Foot Reflexology 600 B./ 80 Minutes Foot massage emphasizing on various spots with our Leelawadee Spa style. Help inner organ systems to work effectively and stimulating hormone functions.	Informative (imperative)
Foot Massage for Health Care 600 B. / 80 Minutes Rest the feet in warm water, scrub with aroma salt and massage all over to stimulate blood circulation and to relax.	Informative (imperative)
Foot Massage 380 B. / 45Minutes Rest your feet in warm water and scrub with aroma salt. Then, stimulate all the essential spots using our Leelawadee style of massage to ensure that you will be relax in a short period of time.	Informative (imperative) (chronological order)
Body Parts Massages	
ENT Aromatherapy 1,550 B./60 Minutes Massage to relax facial, forehead and ear muscles and prepare for the traditional natural heat therapy in the ear, nose and throat. The gentle heat and pressure from the smoke by ENT Aroma candle will help massaging the inner glands and tissues around the outer ear hole. The process is based on the idea of natural healing causing the circulation of lymphatic gland in the head and throat. The treatment will solve various ear, throat and nose problems. For instance sinus, flu, minor cold, sore throat, infection in the ears, lymph, lymphatic gland system, swollen, snoring, balance, hay fever, deaf. Decrease the ear hole pressure effected by flight, diving, or long stay on the highland, and will improve the overall health conditions.	Informative (imperative)

Back, Neck, Shoulder Massage & Herbal Compress

750 B./ 90 Minutes

Relieving muscular ache from head to toe. **Emphasize on** back, neck and shoulders using Plai Oil and Plai Wax. **Then** compressing with various kinds fresh Thai herbs to reduce muscular inflammations and stiff.

Informative
(imperative)
(chronological order)

Sitting Point Massage

380 B./ 45 Minutes

Massaging around your waist, hips and thigh to your feet, using Plai Oil and Plai Wax. **Emphasize on** the spots pressed from long time sitting.

Informative
(imperative)

Head, Neck & Shoulder Massage

350 B. / 30 Minutes

Relieving muscular ache from head to toe. **Emphasize on** back, neck and shoulders using Plai Oil and Plai Wax. **Then** massaging head to stimulate the circulation of blood, causing the whole body to feel relax and relieved.

Informative
(imperative)
(chronological order)

Hand Cares

Hand Reflexology

380 B./ 60 Minutes

After your hands are rested under warm water, they will be scrubbed using our aroma salt to eliminate dead cells. **Then** the process of massaging begins with the massaging of arm muscles and hand massage to improve blood circulation, spiritual harmony and stabilize the functions of inner organs.

Informative
(chronological order)

Hand Massage

200 B./ 30 Minutes

Compress your palm with warm water. Massaging arms and hands to improve blood circulation.

Informative
(imperative)

Leelawadee Packages

Bunja Tepan Package

4,000 B. / 6.30 Hrs

+ Ultimate Facial Refreshment

+ Body Rejuvenation

+ Leelawadee Therapy

+ Leelawadee Spa Ozone

Informative

+ Foot Massage & Hand Massage

Rachawadee Package

3,350 B / 4.40 Hrs

+ Ultimate Facial Refreshment

+ Body Rejuvenation

+ Leelawadee Therapy

Leelawadee Package

2,850 B / 4.20 Hrs

+ Body Rejuvenation

+ Leelawadee Therapy

+ Foot Massage

Luntom Package

2,200 B./ 4.30 Hrs

+ Body Rejuvenation

+ Leelawadee Thai Massage

+ Foot Massage

Junpee Package

2,000 B./ 2.40 Hrs

+ Ultimate Facial Refreshment

+ Leelawadee Therapy

Junpa Package

1,950 B./ 3.00 Hrs

+ Ultimate Facial Refreshment

+ Body Rejuvenation

T12 : Pimalai Resort & Spa

Functions

Behind the spectacular hilltop resort lobby, set in a lush stoping valley, lies Pimalai Spa, where the winds bring flashes of light tragrances to the small walled treatment rooms, each named after a local flowers.

Informative
(Preposition of place)

The spa aims at bringing back guest to nature; built in the shape of a village style, the pretty straw roofed Salas blend totally with the natural beauty of the jungle. Each has been designed with nature at heart, and fashioned with stones, native wood, bamboo, iron, ropes, and ceramics.

Informative

Body massage

Royal Siam Massage

Informative

1 hour 30 mins @ 2,500 Baht

(-ing form)

This traditional Thai massage is an ancient method of **aligning and balancing** the energies of the body. This massage originates from the time of Buddha. The technique uses firm thumb and palm pressure on the body's energy lines "Sen", and pressure points along with a variety of stretching movements. On completion, **you will feel spiritually and physically refreshed, strengthened and rejuvenated.**

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on the advertised price.

Expressive

(adverb+adjective)

Informative

Royal Siam Massage with "Luk Pra Kob"

2 hour @ 3,200 Baht

Informative

To enhance the "Royal Siam Massage" experience even more, you can request the "Luk Pra Kob". There are aromatic Thai herbs, prepared as steaming poultices which, when applied, will deeply massage your body.

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on the advertised price.

Asian Aroma Massage

1 hour @ 2,300 Baht

Informative

Before this pampering massage, **you are asked to choose** your oil by the scent you are attracted to or by the feeling you would like to experience: Meridian, Patience, Clarity,

(Preposition of time/
chronological order)

Intention, and Respect. This massage is deeply relaxing, using long, slow movements and strokes to help quiet your mind and bring harmony to body, mind and spirit.

Directive

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on the advertised price.

Pimalai Sports Massage

1 hour @ 2,300 Baht

Informative

This wonderful sports massage has been developed for those who love exercise or outdoor activities. Both soft and firm movements will relax and soothe your whole body in preparation for other demanding activities.

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on the advertised price.

Swedish Massage

1 hour @ 2,300 Baht

Informative

This ultimate relaxing massage uses smoothing hand movements to work into muscles and soft tissue to relief stress and tension.

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on the advertised price.

Anti-Stress Head, Back & Shoulder Massage

45 mins @ 1,700 Baht

Informative

A therapeutic massage which helps to alleviate the built up stress and blocked energy that we all tend to hold in these areas. This **anti-stress massage** will leave you feeling calm, revitalized and tension free.

(compound noun;
hyphen)

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on

the advertised price.

Foot & Leg Massage

1 hour @ 2,300 Baht

After a long walk on the beach, this is an ideal massage for your aching feet and legs. This holistic healing technique is far more than a foot massage. The reflex zone points on your feet will be stimulated; it will also help to restore balance and harmony to your body.

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on the advertised price.

Informative

(Preposition of time/
chronological order)

Oriental Fusion Massage

1 hour @ 2,300 Baht

An ancient form of Thai massage in which oils are used in penetrating to deep issues and pressure points, in order to reduce stress and relieve muscle pain. This massage will help to soothe the body, mind and spirit.

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on the advertised price.

Informative

Tension Relief Massage

1 hour @ 2,300 Baht

This special full body massage is designed to relieve and prevent muscle soreness and ease tiredness; you may request soft or strong pressure. This massage will leave you feeling calm and tension free.

Depending on availability this massage can also be made at Spa Villa. Please note that a surcharge of 20% will apply on the advertised price.

Informative

The seven treatment huts equipped with double or single beds are mainly used for aromatherapy massages and body wraps

Informative

or body scrub treatments.

An important open-air pavilion standing at the bottom of a small valley is home to the Thai traditional massage whilst nearby is the outdoor Jacuzzi with an adjacent herbal sauna is available for you to take a dip so as to refresh and cleanse your body **before** your selected massage treatment.

Informative
(chronological order)

T13 : Deevana Patong

Functions

Deevana Spa promises the total natural experience and the ancient beauty traditions. The tranquil Deevana Spa is situated in the lush garden and rejuvenating pools that guarantees a natural experience to healthy well-being for modern day living. The spa has been designed for couples and those who need unique treatment in luxurious environment and privacy.

Informative

Deevana Spa offers a wide range of massage-Swedish, Aromatherapy, Traditional Thai, Therapeutic Thai massage, foot reflexology and slimming massage- body scrub, body treatment and facial treatment.

Informative

Back to Nature [180 mins / Baht 3,500]

After a steam and jacuzzi, your skin is prepared with a honey and papaya wrap, which has naturally astringent qualities as well as A.H.A. properties. Your skin is **then** nourished and moisturised with milk bath. **Following** is a Royal Thai Massage to relieve tensions and tired muscles. **After** sun treatment will leave your skin a youthful glow and reduce the skin of aging.

Informative
(chronological order)

Ayodhya Bliss [180 mins / Baht 3,500]

We reveal authentic Thai beauty secret just for you. **Polish** your skin with fresh Thai herbal peeling-beauty from a natural source. **Remove** all impurity and tighten the pores with Thai herbal mud wrap. **Then**, soothe your pain muscles

Informative
(chronological order)

by Traditional Thai Massage. **Complete** the treatment with Thai Experience Treatment, which helps deep clean your facial skin gently and nourish at the same time. (imperative)

Sun-Kiised Soother [180 mins / Baht 4,500]

Soothe your skin with cold seaweed mask designed for sensitive skin, **followed** by milk bath to return skin moisture and radiant glow. Swedish massage will relieve tenses and tired muscles. Deep clean and smooth your skin while reducing the pores with an After-sun Facial Treatment. Informative
(chronological order)
(imperative)

Romantic Dream [180 mins / Baht 4,500]

This treatment is perfectly designed for a aromatic couples or honeymooners. The treatment **will begin** with the seaweed mud scrub to exfoliate the dead cell and impurities. Seaweed mud wrap **will follow** to eliminate the excess fluid and envelop your body with the romantic aroma. Floral Bath **will be the finale. Complete** the treatment with clarifying treatment, which is relaxing and suitable to all skin types. Informative
(chronological order)
(imperative)

Slimming & Firming Treatment [180 mins / Baht 5,000]

This treatment **begins** with aromatic sea salt scrub to remove dead cells and remineralize the skin. **Then,** relax with anti-cellulite massage by using an effective cream to remove excessive fat on problem areas. The treatment **will followed** by algae warm pack that helps in detoxifying, slimming, body contouring and regenerating by using two different algae. Informative
(chronological order)

Clarifying Treatment [60 mins / Baht 1,800]

Deep cleansing for all skin type, this facial treatment is to clean and stimulate skin rejuvenation. We offer a special technique of facial massage to make you feel relax. Complete the treatment with Cleansing Gel Mask which helps cleanse deeply while nourish the skin at the same time. Informative

After Sun Treatment [60 mins / Baht 1,800]

After a day of outdoor activities, nourish your dry dehydrate skin by using high concentration of algae extracts, green tea, Informative
(chronological order)

avocado, and shed butter in facial mask.

Rejuvenation Treatment [60 mins / Baht 1,800]

The treatment will moisturize and nourish the skin, relieve stress, heal and soothe your mind. **Choose** one that soothes your skin and your soul by yourself.

Informative
(imperative)

Detoxifying [60 mins / Baht 1,800]

Revitalize, re-mineralise and soothe your skin with a selective skin treatment from purified natural minerals and black mud obtained from the Dead Sea Facial Mud Mask.

Expressive
(imperative)

Deevana Thai Experience [60 mins / Baht 1,800]

We reveal authentic beauty secrets just right for you. **Enjoy** scents of Thai herbal like turmeric, aloe vera and Thai honey, which will bring you perpetual beauty.

Informative
(imperative)

Swedish Massage [60 mins / Baht 1,800]

Gently relax and nourish your skin with our special technique and carefully chosen massage oil. **Relieve** stress and tension from lengthy travel while relax the body from a long day of work activities.

Informative
(imperative)

Aromatherapy Massage [60 mins / Baht 1,800]

Restore circulation and **relieve** muscle tension after a long day flight and tired workout. **Choose** one from our three effective aromas: Relaxing, Romance and Revitalizing.

Informative
(imperative)

Traditional Thai Massage [60 mins / Baht 1,800]

Experience an exotic and unique traditional Thai Massage. **Try** an ancient art to relieve pain and stress accumulated in sore muscles. Focus is applied on pressure point, muscles, joints and ligaments to provide you with a wonderful healing experience.

Informative
(imperative)

Foot Reflexology [60 mins / Baht 1,800]

Balancing your body naturally, the feet will be stimulated on the reflex zones. This specialized foot massage assists in the relief of stress and tension, helps to improve circulation and

Informative

fosters a restoration of the body's natural state of equilibrium.

Slimming Massage [60 mins / Baht 2,000]

The effects of massage have consistently proven to reduce cellulite by softening fibrotic tissue, improving circulation and helping to drain excess fluids from problem area. By combining massage that specifically targets stagnant tissue, with products that favour the natural elimination of fat, this treatment gives cellulite a one-two punch. Best results are obtained in a series.

Informative

Dead Sea Mud Mask [40 mins / Baht 1,800]

This beautiful aromatic seaweed rich in an ingredient known for its impression contouring properties, this body mask is an excellent choice for anyone desiring a slimming action. This body mask especially designed as a key component only contouring or weight loss program. Its refreshing aroma and soothing texture envelop your body in the best of sea and science and stimulate the targeted program, this treatment is recommended in a series for optimum results.

Informative

Seaweed Musk Wrap [40 mins / Baht 1,800]

This body mask especially Nature's riches, once captured, can often be a catalyst for change, or the agent of balance for the body's own internal environment. This is the ultimate beauty treatment for the body, bringing moisture, demineralization and balance to your body and sense of well-being to your spirit.

Informative

Aromatic Sea Salt Glow [60 mins / Baht 1,200]

Specially purifying Dead Sea Salt and tension easing botanical extracts help to soothe and relieve both body and mind. A scrub will clean your skin and enhance the absorption of active ingredients in cream and lotion.

Informative

Thai Herbal Peeling [60 mins / Baht 1,200]

Experience the authentic ancient Thai way to remove impurities and dead cells and reveal the skin radiance. Finish the treatment by gently massaging aloe vera body lotion on

Informative

your body.

Seaweed Mud Scrub [60 mins / Baht 1,200]

Purification for the entire epidermis is achieved in this treatment as an aromatic, and course grained preparation is vigorously applied to the body. The nourishing rich of seawater are combined with the hint of fragrance to create a bathing ritual of complete serenity. Additional, the presence of marine algae extracts will nourish your skin and diminish fatigue and impurities.

Informative

T14 : Siam Spa

Functions

Siam Spa Packages Year 2010

Siam Spa Health and Beauty *is pleased to invite you to enjoy our contemporary atmosphere decorated in Lanna Style. Relax* after a long day of work with excellent service and **release** your true beauty with the secret of our natural herbal treatments. Having more than 20 years' experience in the beauty business, *we are now very proud to bring you the the best things from nature by the international standard team.*

Persuasive

Imperative

1. Ultimate Siam spa Indulgence Package 5 hours.

Stimulate foot care with Aroma Essences

Ozone steam body scrub

with Seven Seas, Mineral Bath

Aroma body massage

Facial treatment,

Manicure and Pedicure

\$ 120.00 us 3,500 Baht

Informative

2. Romantic Bridal Package (for bride) 5 hours.

Aroma Floral bath, Body scrub with JoJoba beads

Sea weed body wrap,

Informative

Aroma Beauty massage
 Facial treatment
 Hand and Foot care.

\$130.00 us 3,800 Baht

3. Sun shine Body Contour Package (Slimming
 Package: 3.30 hours.)

Informative

Sliming Massage technique with Cellulite Aroma Oil
 Body wrap with dead sea mud
 Skin moisturize, Whitening facial

\$ 75.00 us 2,200 Baht

4. 10 sessions - 20 hours.

This package for all selection of Massages for your
 experiences each sessions is 2 hours. Relaxing massage,
 Sport Massage, Stress release massage Balinese Massage,
 Thai Siam Spa Massage

Informative

\$ 450.00 us 13,000 Baht

5. Royal Happiness Package –2 ½ hrs.

Floral bath
 Jasmine Rice Collagen scrub
 Aroma Beauty Massage

Informative

\$ 75.00 us 2,200 Baht

6. Siam Healing Package –2 hours

Gold scrub body detox
 Aroma body healing massage,

Informative

\$ 60.00 us 1,700 Baht

7. A Day – Detox treatment Package –2. 1/2 hrs

Thai Herbal bath detox
 Thai White mud wrap
 Lymphatic massage with special blend aroma oil.

Informative

\$ 70.00 us 2,000 Baht

Beauty Treatment Spa Menu

Aromatic Manicure/Pedicure 1.20 hr.

Informative

Nail care and complete manicure
pedicure

\$ 30 us 1,050 Baht

Waxing treatment

Full Legs waxing 1.00hr. \$40 us 1,300 Baht

Half legs waxing 40 min \$30 us 1,000 Baht

Back waxing 1.30 hr. \$ 47 us 1,600 Baht

Under arms waxing 30. min \$25 us 850 Baht

Bikini waxing 40.min \$ 40 us 1,300 Baht

Eyebrow trimming 30.min \$25 us 850 Baht

About us

Siam Spa Health and Beauty

Expressive

“Welcome to The home of Wellness Wisdom”

If we understand the value of each human life, we will understand the need to care for our physical and mental health so we can **enjoy the fullness of life.**

Siam Spa and Beauty stands for **passing on traditional Thai wisdom regarding health ways aimed at balancing both the physical and mental components of our lives so that life in which body, mind and spirit are fully integrated.** The meaning of the name Siam Spa Health and Beauty.

SIAM: A country with its own unique identity, language and culture, which embodies a distinctive wisdom passed down for generations aimed at benefiting all of our fellow human beings.

Informative

SPA: maintaining wellness through a variety of means, often involving water while using a full spectrum of therapies often using local herbs and flowers, which when blended together provide health benefits long known in Siam.

Informative

HEALTH: looking after one’s bodily and mental health in an integrated manner, which includes massage, a relaxing

atmosphere and an aesthetic setting. All of these combined are aimed at we call a NEW START. Informative

N. NUTRITION – eating healthy foods.

E. EXERCISE – exercising regularly.

W. WATER – drinking clean water as well as using water-related therapies. Informative

S. SUNSHINE – getting regular exercise outdoors in the sunshine helps provide vitamins to strengthen the immune system, build red blood cells and strengthen the skin.

T. TEMPERANCE – regular exercise and a moderate lifestyle.

A. AIR – exposure to fresh air.

R. REST – getting sufficient rest to bring balance to the body.

T. TRUST – believing in a spiritual reality greater than oneself that can provide one with assurance in life.

BEAUTY : Good health is an integral component of beauty, which no one can deny. Siam Spa Health and Beauty continually emphasizes that **looking after one's health and beauty go hand in hand**. Nurturing and maintaining all of these components **essential to a healthy balance of body, mind and spirit** is the guiding philosophy of SIAM SPA HEALTH AND BEAUTY. Expressive

AMPAI SHEEHAN

T15 : Bamboo Spa at Phu Chai Sai Mountain Resort and Spa

Functions

a spiritual sanctuary By
Chivit Thamma Da Co Ltd.

We believe that true health is achieved only when the body and mind are balanced and in harmony with nature. With this in mind we have created a heaven of relaxation and tranquility set in truly unique, beautiful mountain forest surroundings. Our spa treatments are based on natural and

Informative

organic products and ancient therapies from all over Asia based on knowledge passed down from generation to generation.

Spa Packages

Touch of Heaven	2 hrs	2,550	Informative
- Organic Herbal Drink			(hypobole)
- Foot Care			
- Classic Swedish Massage			
- Choice of Facial			
Slow Life	2.5 hrs	3,000	
- Organic Herbal Drink			Informative
- Foot Care			(medical)
- Choice of Body Scrub			
- Aromatherapy Oil Massage			
- Lymphatic Drain Facial			
Lost in Paradise	3 hrs	3,200	
- Organic Herbal Drink			Informative
- Foot Care			(hypobole)
- Traditional Thai Massage with Luk Pra Kob			
- Aromatherapy Oil Massage			
- Lymphatic Drain Facial			
A Fine Romance	3 hrs	3,400/person 6,000/person	Informative
- Organic Herbal Drink			
- Foot Care			
- Candle lit Aromatic Floral Bath			
- Power Stone Massage			
- Choice of Facial			
Phu Chai Sai Secret	4 hrs	5,400	
- Organic Herbal Drink			Informative
- Foot Care			
- Organic Thai Herbal Steam			
- Choice of Body Scrub			
- Choice of Body Mask			

- Phu Chai Sai Massage
- Choice of Facial

Bamboo Signature Treatments

Phu Chai Sai Massage 90 min 2,400 Informative

Our special signature treatment combines a mix of Asian and Western massage techniques with an organic Thai herbal compress soaked in hot oil. This treatment will leave you completely rejuvenated from head to toe with an enlightened soul.

Power Stone Massage 90 min 2,400

The secret of this warm volcanic therapy is a deep spiritual concentration. This treatment taps the healing powers of the stones placed strategically on key energy points. The healing heat from the stones allows a deeper pressure massage leaving you rejuvenated and relaxed. Informative

Aromatic Detoxifying Massage 90/120 min 2,400/2,900

A deep tissue Massage, using firm palm strokes and thumb pressure to relieve and heal muscular pains. Employing a blend of Thai and other Asian healing techniques combined with our own signature hot oil blend, this treatment reduces tension and relaxes the body. Informative

Massages

Traditional Thai Massage 60/90 min 1,200/1,500 Informative

Also called “Nuad Pan Borarn”. This healing therapy dates back over 2,500 years and combines stretching movements and acupressure using the therapist’s fingers, thumbs, elbows, arms and feet to stimulate the nerve meridians of the body alleviating back pain, arthritis, headaches and stress related conditions.

Traditional Thai Massage with Luk Pra Kob

90 min 1,800 Informative

This treatment combines a Traditional Thai Massage followed by an herbal compress using ancient organic Thai

herbs finished by a relaxing scalp Massage. The warmth and scent of the herbs will stimulate relaxation, release toxins in your body and encourage the body's self-healing processes.

Tok Sen 75 min 1,900

Tok Sen is an ancient art of Lanna therapy using a wooden stick from a tamarind tree. Vibrations produced by a tapping motion will release blockages and tension in the deep muscle groups increasing blood circulation and stimulating nerve endings.

Informative

Classic Swedish Massage 60 min 1,500

Swedish Massage is recognized as the first systematic method of modern massage in the western world and remains one of the most popular invigorating massages available. It combines the use of oils with long strokes known as gliding, kneading, friction, vibration and percussion movements. This treatment relieves aches and pains and improves blood circulation making it a perfect remedy after vigorous exercise.

Informative

Aromatherapy Oil Massage 90 min 1,800

Carefully blended rare essential oils combines soothing scent with the healing power of soft touch. The oils are highly penetrative leaving you calm and wonderfully relaxed while also improving metabolism and relieve aches and pains.

Informative

Ayurvedic Head and Shoulder Massage 60 min 1,500

Based on the ancient principles of Ayurveda, this soothing and energizing treatment combines pressure point techniques and Ayurvedic oils to relieve tensions in the neck, head and shoulders. While restoring vital tranquility, this massage can help to relieve insomnia, chronic headaches, migraines and sinusitis.

Informative

Back Revival Massage 60 min 1,500

Strong massage strokes are applied on areas of the back, neck and shoulders inducing deep relaxation, improving blood circulation and reducing muscular aches and pains. Whenever you return from elephant riding, a game of golf or a hiking

Informative

trip through the jungle and your back is tense and sore, this is the perfect remedy for you.

Slimming Massage 60 min 1,500

Using **anti-cellulite oil**, this deep pressure massage will stimulate **lymphatic circulation** in problem areas and is highly effective on the **chain of lymphatic ganglions**. It will also eliminate **body fat surplus and cellulite build up**, reduce **edemas** and help **detoxify** the body and stimulate the **immune system**. Regular use of this treatment will help you keep your body in perfect shape.

Informative
(medical)

Reflexology Massage 60 min 1,200

This ancient Chinese treatment is based on the principles of Reflexology, linking reflex zones on the feet to organs and systems in the body. The application of pressure to these reflex points restores the flow of energy throughout the body boosting the immune system, blood circulation and digestive functions.

Informative

Body Treatments

Organic Thai Herbal Scrub 45 min 1,500

Informative

Our signature blend of Thai aromatic herbs will stimulate all your senses as it smoothes away dry, rough skin. This treatment improves blood circulation and provides a gentle exfoliation leaving your skin soft, hydrated and glowing.

Jasmine Body Scrub 45 min 1,500

A **delightful, wonderfully scented and highly effective Body Scrub** with natural, mineral rich Dead Sea salts renewed since ancient times for their beneficial effects on the skin. Creamy and purifying it also contains a blend of nourishing Olive oil and Jasmine oil rich in vitamin C and E. This Scrub will remove dead skin cells and other impurities that dull the natural tone of your skin lending it a smoother, younger looking appearance.

Expressive
(adjective)

Lavender Body Scrub 45 min 1,500

This super luxurious Lavender Body Scrub contains

Informative

nourishing plant oil with all natural exfoliants will remove dead skin and moisturize new skin, leaving it silky to the touch. French Lavender soothes the skin and relaxes the mind for the ultimate all over body treatment.

Organic Thai Herbal Mask 45 min 1,500

Thai white mud or “Din Sor Porng” has long been the answer to almost all skin problems in Thailand. Our formula incorporates this mud with honey, plai and several other organic herbs and will lighten skin blemishes, replenish moisture and clear out rashes. Informative

Jasmine Body Mask 45 min 1,500

Moisturizes and softens your skin with the wonderful scent of Jasmine. Jasmine Mask is effective for normal to dry skin types acting like a barrier stopping moisture loss. This outstanding moisturizer, with its extremely fine texture, leaves your skin looking young and soft as silk. Informative

White Lavender Body Mask 45 min 1,500

This Mask is a unique deep white-moisture treatment. Lavender essential oils and pure plant extracts delivers nutrients to stimulate the cells producing collagen and elastics in order to tighten, moisture skin, restoring firmness and hydration. Lavender soothes all skin types. Informative

Facial Treatments

Rehydrating Facial (Dry & Normal Skin) 60 min 2,000

This deep hydration treatment is specially designed to bring freshness, vitality and glow to mature and dry skin. A nourishing mask is used to stimulate the skin, preventing premature ageing and reducing signs of stress. Informative

Purifying Facial (Oily Skin) 60 min 2,000

An ideal remedy for oily skin, this treatment will absorb the excess sebaceous secretions and gently remove surface impurities and dead skin cells. Purifies the skin, promoting a brighter complexion and perfectly matte appearance. Also highly recommended for men. Informative

Healing Facial (Sun burnt & Sensitive Skin) 60 min 2,000

Designed especially for sun burnt or sensitive skin this treatment provides a light cleansing followed by a gentle and relaxing facial massage. Facial balance is finally restored with a hydrating multi vitamin power recovery Mask.

Informative

Age Smart Facial (Ageing and stressed Skin) 90 min
2,500

This exceptional face and eye treatment helps slow the signs of premature ageing and appearance of fine lines and wrinkles caused by the harsh effects of the environment. Powerful anti-ageing ingredients and specially adopted lifting massage techniques combine to help the skin achieve a more youthful appearance.

Informative

For all facial massage treatments guests will experience European massage techniques and Lymphatic Drain techniques.

Informative

Hydrotherapy

Aromatic Floral Bath 30 min 750

Informative

Experience our signature aromatic oils to smooth and caress your senses.

(imperative)

Enjoy a private organic tea service as the exotic aromas and relaxing floral bath balances your mind, body and soul.

Organic Thai Herbal Steam 20 min 500

Thai people have used herbal steam bath for generations to improve health and. The combination of organic medical herbs with a hot steam bath rids the body of toxins while also improving circulation and respiratory functions, reducing stress and stimulating weight loss.

Informative

Saloon

Hand Spa Treatment 60 min 1,000

Informative

A wonderfully intense hand treatment starting with a Lavender hand scrub and Lavender green clay hand mask followed by a vitamin enriched formula to restore suppleness

and moisture content and touched off with reflex point hand massage and thermal hand treatment. Finally a head and shoulder massage completes the sense of outmost relaxation.

Foot Spa Treatment 60 min 1,000

Give your feet the attention they deserve with this complete foot care treatment. **Start with** a foot bath to clean, deodorize and soften then skin and remove dead skin cells. **Continue with** a lemon grass foot salt scrub and conditioning mask. **Finally** nails are cleansed, trimmed and shaped according to your preference. A head and shoulder massage will complete the experience.

Informative
(imperative)
(chronological order)

Manicure or Pedicure (Perfect Nail color) 30 min 500

Add a touch of color to your newly conditioned hand or feet. **Select** from an exciting range of OPI colors for a vogue look or earth tones for a natural healthy look.

Informative
(imperative)

Hair Spa and Scalp Massage 60 min 1,200

This treatment is excellent for dry, damaged and porous hair. Your hair can easily be damaged by chemical treatments such as perm or coloring, exposure to pollution or hard water or simply by sheer neglect and lack of care. It's time you try a hair spa and you will be amazed how the texture changes over a short period of time!

Informative

Yoga and Meditation

Yoga and Meditation 60 min 1,500

Treat yourself to a perfect start of the day with an energizing and relaxing yoga session followed by the spiritual harmony of Thai Buddhist meditation.

Informative
(imperative)

**Yoga and meditation sessions starts at 0630 am. 48 hours prior reservation is required.

Informative

Spa Basic

Reservation and Check-In

Directive

Advance booking is highly recommended to secure your preferred time and type of treatment. **Please check-in** at the spa reception 15 minutes prior to your scheduled appointment to avoid reduced treatment time.

Treatment selection and special Health considerations

Informative
(imperative)

Please **complete** our Guest Questionnaire prior to your treatments. This will help us to assist you in choosing the most suitable Spa Program for your needs. Please also **specify** any existing medical condition or physical ailments that may affect the choice of treatments. Guests who have high blood pressure, heart conditions, allergies or are pregnant are advised to consult their doctors before signing up for any spa treatments.

Dress Code

Informative
(imperative)

Please **feel** free to wear whatever you feel comfortable with. Bathrobes and slippers are provided in your private spa room.

Valuables

Directive
(imperative)

Please **do not bring** any jewelry or valuables in to the Spa. Personal effects may be stored in your in-room safe deposit box.

Cancellation

Informative

The treatments you select are reserved especially for you. If you would like to re-schedule or cancel your appointment we request a minimum of 4 hours' notice. Later cancellations and now shows will be subject to a 50% charge.

Personalized atmosphere

Informative
(imperative)

Please **feel** free to ask the therapist to adjust the sound, lighting and temperature in your spa room to suit your mood level.

Payment

All treatments will be charged directly to your room. Prices are listed in Thai Baht and are subject 10% to service charge and 7% government tax. Gratuities are left to the discretion of the guest.

Informative

Please **remember that the Spa environment is one of tranquility and relaxation. Please **keep** noise to a minimum, **refrain** from using mobile phones and **do not smoke**.

Directive

Alcohol consumption prior to a treatment is not recommended.

T16 : Spa Cenvaree

Functions

Philosophy

Guided by the three pillars of well-being, "Body", "Mind", "Soul", our philosophy is based on the holistic theme of achieving life balance by treating these 3 pillars as one. We believe all ailments originate from the imbalance of the 3 pillars.

Informative
(passive form)

Our Rituals

Embracing the concept of water as our source of life, each spa experience takes you on a voyage of pure bliss through the healing powers of water complemented by the curative elements of Thai herbs, aromatherapy, flower essence and human touch.

Informative
(chronological order)

Each sensory spa journey **begins with** water cleansing, aroma breathing and body therapies adapted to your own sense of wellness. Whatever path your own spa journey takes you on, our rituals are designed to restore, replenish and renew the body, mind and soul.

Massages

Salt Relief – ‘A Samunprai Signature’: (2.5 hours)

Informative

This signature experience is based on the ancient remedies of salt to treat muscle tension. This treatment is also popular among mothers who want to regain body wellness after childbirth. The treatment incorporates the profound benefits of heat, aroma, curative herbs and water combined with compression techniques to achieve wellness from head to toe. Session includes:

- Herbal Salt Tea Bath
- Muscle Melter Massage
- Salt Pot Heat Compress
- Refreshment

Signature Salt Pot Muscles Melter: (90 minutes)

A guest favorite, this therapy is a local inspired ritual combining deep tissue massage with hot salt pot compress to release tension on the shoulders and lower back muscles. Each pot contains a special blend of coarse salt with herbs that have strong detoxifying properties and treatment is paired with a custom oil blend using pettigrain, eucalyptus and lavender to provide relief to tired muscles.

Informative

Thai Harmony Four Hands Massage: (90 minutes / 120 minutes)

A four hand massage performed by 2 therapists in unison, his unique journey coordinates a blend of Thai, Swedish, Shiatsu and Reflexology rituals using deep rhythmical movements to leave you feeling completely renewed in every sense.

Informative

Nuad Pra Kob, Herbal Compress Massage: (90 minutes / 120 minutes)

A traditional remedy using herbal heat compresses to soothe aching muscles. As a complementary therapy to Thai massage, rhythmic sequence is applied along the body to stimulate muscles and guide the body back to balance. The herbal compress massage is particularly effective at alleviating sore muscles, arthritis, or stress.

Informative

Nuad Thai, Royal Thai Massage: (60 minutes / 90 minutes)

Traditional Thai massage over the clothes targets pressure points and relieves muscular aches. Our stretching technique is applied to loosen joints and tone muscles.

Informative

Nuad Tao, Traditional Foot Massage: (75 minutes)

This treatment combines stretching, pressure points and

massage to improve blood circulation. Treatment **begins with** gentle stretching techniques on the legs to increase flexibility **followed by** thumb pressure on key reflexology points to relieve tired legs. When all tension is released, experience a foot herbal compress filled with warming herbs to revitalize the body and mind.

Informative
(chronological order)

Hot Stone Massage: (90 minutes)

Warm Basalt stones glide smoothly over the body concentrating on muscle aches and tensions through deep heat penetration. These stones, renowned for their healing capabilities help to promote a deep sense of well-being.

Informative

Aromatherapy Massage: (60 minutes / 90 minutes)

A full-body massage with aromatic oils, focusing on muscle relaxation and the harmony of body and mind. Smooth and soothing movements will gently lull you into a realm of tranquil dreams, leaving you totally rejuvenated. **Personalize** your spa journey with your own choice of aroma oils.

Informative

Swedish Massage: (60 minutes / 90 minutes)

Designed with the sports enthusiast in mind, this massage is effective for loosening tight muscles and relieving aches associated with strenuous activity or exercise. Light or medium pressure is customized to your personal needs.

Informative
(passive form)

Athletic Touch (Deep Tissue): (60 minutes / 90 minutes)

Perfect for the athletic individual who requires body work to release muscle tension and increase joint flexibility. Aimed to target knots, this session will bring relief to tired muscles. Light or medium pressure is customized to your personal needs.

Informative

Hai Muea (Village Rituals for Back Relief): (60 minutes)

Inspired by household healing traditions, this muscle relief ritual was invented by our master therapists using deep tissue, Swedish, and stretching techniques to relax tired muscles of the back, shoulders and neck. **Take** pleasure in a delightful back compress aided by our therapist's expert hands and warm garden herbs. Perfect for those seeking a Traditional Thai experience.

Informative
(passive form)
(imperative)

Marma Abhyanga Massage: (60 minutes / 90 minutes)

A rejuvenating massage using medicated oils to alleviate mental and physical stress, the Marma Abhyanga massage includes pressure points to stimulate vital energy points, to

Informative

promote the life force energy throughout the body and mind. This therapy is renowned for its ability to stimulate the body's own natural cleansing processes.

Shirodhara: (60 minutes)

Based on the ancient teaching of Ayurvedic medicine, soothing herbal oils flow in a continuous stream on the 'third eye' (forehead) to lull your senses into a deep ocean of calm. The therapy improves mental clarity while it relaxes the whole body. Treatment is ideal for those seeking relief from Insomnia, jet lag or mental stress.

Informative
(passive form)

Shirobhyanga (Indian Head Massage): (45 minutes)

Using warm herbal oils, this therapy sweeps away tension in the head and shoulders. A perfect, relaxing treatment after a busy day of meetings or activity.

Informative

Body Care

Body Polish

A delectable line of all natural exfoliates using plant essence, fruit extracts, ground nuts rich in anti-oxidants to nourish the skin. Our body scrub treatments begin with a dry body brushing to gently buff the skin and to stimulate lymphatic flow.

Informative

FLORAL SCENT Botanical Bliss Body Scrub

Capturing the smell of fresh garden, the mixtures consist of fresh flower petals, rice blend, and oatmeal to restore lost vitality on the skin.

Informative

WOODS Siamese Herbal Scrub

A cleansing scrub, this therapy is popular with its detoxifying properties. Combination of Thai herbs increase lymphatic drainage and rid the body of toxins. Perspiration through herbal steam is recommended prior to body scrub.

Informative

FRUITY SCENT Coco Malakor Body Scrub

Using a blend of papaya, coconut and turmeric, this therapy stimulates the growth of new skin cell, leaving you a refined skin tone. Rich in AHA & enzyme, this body scrub increases skin elasticity and firmness.

Informative

FRUITY SCENT Mangosteen & Citrus Body Scrub

An antioxidant rich body scrub to defy the signs of aging. We

have added the natural protection of mangos teen extracts to promote healthy skin cell. The mixture is blended with bright citrus and fresh floral notes to rejuvenate the skin. Informative

FRUITY SCENT Apple & Green Tea Body Scrub

A delicious, skin-smoothing body scrub rich in fruit enzyme to buff away dullness, giving the skin a radiant glow. Mixture is rich in antioxidants to nourish skin. Informative

SOFT ORIENTAL Honey Sesame & Almond Scrub

A sweet smelling scrub inspired by local beauty rituals, it incorporates ingredients such as almond nuts and golden honey to smoothen skin. This treatment is effective to lighten skin blemishes. Informative

CITRUS SCENT Creamy Coco & Orange Body Polish

Feel the divine firmness of a body with fresh oranges. An AHA scrub with rice blend, coconut and citrus extracts to target at cellulite areas. Informative
(imperative)

CITRUS SCENT Wild Lemongrass & Almond Body Polish

A guest's favorite, we use a blend of almond nuts, lemongrass, safflower and cucumber to reduce muscle soreness and gently buff away ageing skin cells, leaving the skin a healthy glow. Informative

Body Wrap

DETOXIFYING Hot Herbal Clay Wrap

A cleansing and detox wrap using white clay and Thai herbs to refine skin tone. This treatment features a mixture of beneficial herbs such as plai, turmeric and black pepper to draw toxins from skin and eliminate water retention. A tension relieving scalp massage is performed while you relax in the warm cocoon. Informative

DE-AGING Papaya Embrace Wrap

An aromatic Papaya-Pineapple wrap to gently remove impurities. Formulated with yoghurt to moisturize the skin, this treatment provides firming and brightening effects. This soothing tropical wrap is ideal to counteract premature aging and sun damage skin. Informative

BODY FIRMING Galangal Firming Wrap

Also known as an 'anti sagging body booster', we use

traditional diuretic herbs such as Galangal, Turmeric and Black pepper to tone the skin structure. Drift into a deep relaxation with a soothing head massage while your body is enveloped in a warm infrared thermal blanket.

Informative

ANTI CELLULITE Sea Champagne Body Contour Wrap

Fight cellulite with this cutting edge anti cellulite treatment. This treatment stimulates your body's ability to break down fat, increase metabolism and eliminate water retention. Pure 100% natural ingredients such as coffee, seaweed, green tea, and sea salt are combined to enhance your skin's overall texture.

Informative

SUN SENSITIVITY Red Rice Sunburn Soothing Wrap

Following the healing wisdom of ancient traditions, a soothing wrap of red rice and ground herbs cooked in milk is applied to promote healing for sun exposed skin. This is followed by the application of fresh aloe vera & cucumber gel to cool the skin. Perfect for after sun care.

Informative

Facials

SKIN DETOXIFICATION

The Queen of Plant Essence: (90 minutes)

Treatment combines local facial massage techniques with a deep cleanse, tone, scrub, mask along with organic aromatherapy oils to relax facial muscles. Traditional ingredients such as lemongrass, tamarind, oatmeal, cucumber are used to promote silky smooth complexion.

Informative

ANTI AGING

Jurlique Intense Recovery: (60 minutes)

An intensive facial to treat sun damaged and nutrient deprived skin with natural antioxidants derived from organic herbs and plant oils. Facial includes cleansing, exfoliation, steaming followed by an intense recovery mask to revitalize skin. Finishing touch includes wrinkle softening cream to soften appearance of fine lines.

Informative

EYE CARE

Jurlique Absolute Eye Bright: (30 minutes)

A therapy aims to firm, brighten and refresh the delicate skin around the eye area. Using Arnica and Elder cream to ease

Informative

tired eyes and gently refine eye contours.

FACE HYDRATION & GLOW

Jurlique Deep Cleanse: (60 minutes)

This facial is designed to unclog pores whilst improve skin tone. Facial includes cleansing, exfoliation, steaming, cleansing mask to rid impurities and excess oils. An ideal treatment for oily and acne prone skin.

Informative

SOOTHING SUNBURN

Jurlique Sunburn Sensitivity Facial: (45 minutes)

A therapy to prolong tan, prevent peeling and saturate your skin with a much needed moisture boost. Lavender hydrating mist is used to soothe and calm sun-stressed skin, followed by a delicate hydrating application of Calendula & Witch Hazel cream to repair skin.

Informative

Nail care

Luxurious Spa Manicure or Pedicure (80 minutes)

Hands or feet will be smoothed with anti-oxidant Citrus & Sugar scrub. Nails are filed and shaped to perfection followed by gentle pressure point massage with Soybean Jojoba Hydrating Serum. Next, unwind and relax as we apply warmed paraffin wax to replenish moisture to the skin. Complete with your choice of nail polish paint to perfection.

Informative

Classic Manicure or Pedi Beauty (60 minutes)

A basic maintenance for beautiful hands or feet. Hands will be exfoliated and hydrated, cuticles tidied, nails shaped and painted to perfection.

Informative

Classic Combo : Manicure & Pedi Beauty (Time to be advised by reception)

Spa Cenvaree Classic Combo includes all the essential nail care components of the manicure and pedicure plus additional exfoliation and light massage to soften skin and heighten relaxation of the senses.

Informative

French Manicure or French Pedicure (60 minutes)

Basic nail care includes hands or feet exfoliation, nail shaping, cuticle maintenance, and a French Manicure or Pedicure painting with nail polish followed by gorgeous

Informative

French manicure or pedicure.

Exclusive for him

Stress Relief: (120 minutes)

Ideal for those wanting a retreat to release tension. Begins with a Swedish massage combining vigorous strokes, trigger point and stretching techniques on the areas of the body that accumulate the most stress and tension. Session is then followed by a rejuvenating Jurlique Men's Facial, leaving you refreshed from head to toe.

Informative

Par Excellence: (120 minutes)

Bring the most valuable strategy to the tee, your golf fit body. Begins with dry body brushing followed by a cooling stone mint scrub to smooth rough skin. Your therapist then combines the curative elements of warm coconut compress with muscle melt massage to ease tight muscles and stimulate blood stimulation.

Informative
(imperative)

Golfers Getaway: (90 minutes)

Suffering from tense shoulders and an aching back? This package is perfect for golfers to unwind after a session of golf. Package includes a 'Muscle-Melt Massage' focusing on the shoulder, back and hands followed by a relaxing foot massage. Massage technique is paired with Thai Yoga Stretching to increase joint mobility.

Informative

Jetlag Recovery: (90 minutes)

Designed to help you recover from travel fatigue or insomnia due to time zone changes, this treatment includes a body massage with your choice of aroma oils to promote relaxation, **followed by** an Ayurvedic scalp massage to improve circulation to the head.

Informative
(passive form)
(chronological order)

Jurlique Facial Formula for Men: (60 minutes)

A facial personalised for men. Specific men's products are combined with our unique cleansing regime to provide essential vitamins to benefit tired and dehydrated skin. Facial includes a face massage and a soothing face mask to relieve razor burn.

Informative

Executive Sole Delight: (60 minutes)

A super hydrating foot care for Men. Feet are cleansed with a

detoxifying Citrus & Neem bath soak followed by exfoliation. Treatment includes nail clipping and cuticle maintenance for a refined look.	Informative
Men's Sports Manicure: (60 minutes) Session includes all of the services of a classic manicure with hand exfoliation, nail clipping and cuticle maintenance, leaving your nails a clean and professional look.	Informative
Spa packages	
THAI TRANQUILITY Experience Created by a team of spa experts, our spa's signature program comprise of a series of rejuvenating therapies with the unique touch of Thai traditions.	Informative (passive form)
Mix & Match: (90 minutes) A perfect choice to create your own customized spa experience.	Informative
COUPLE SPA Experience A unique retreat to pamper yourself and your loved one with therapies designed from indigenous traditions to rekindle the sparks in relationships.	Informative
Special Offers	
Book early and save more!	Informative
Save on your travel expenses and enjoy huge savings when you pre book the spa treatments online. Receive up to 25% off best available rates when you book at least 24 hours prior to your check in date.	
Spa Boutique	
Enhance your favourite home spa experience	Persuasive (slogan)
Soothing and Relaxing.....	
At SPA Cenvaree, we believe you should look and feel great every day – even in between spa visits. We recommend you use the same professional spa products at home, as we use in our spas. We carry the best spa products available and they are always in stock.	Persuasive

T17 : Refresh@24 Spa and Massage

	Functions
<p>Welcome to Refresh @ 24 Spa and Massage. Our spa is one of the biggest and luxurious spa in the heart of Bangkok city. The location is so convenient that you can simply hop from any shopping centers to our spa.</p>	<p>Informative (emotional)</p>
<p>Refresh@24 Spa and Massage, offers an extension range of massages, body scrubs, body wraps, bath therapies, traditional Thai herbal body steam, and facials. Our massage therapist will guide you through the most sensual massage with the use of our pure and natural aromatic products. After massage, you will wake up feeling rejuvenate and refresh.</p>	<p>Informative</p>
<p>Our top hit menu is our specially designed spa packages. These packages are created to provide perfect balance of body and soul.</p>	<p>Informative</p>
<p>Refresh@24 Spa and massage aim to provide our customer Quality Massage with Low Day Spa price. Therefore, customer can rely on us to give them the best service they can have.</p>	<p>Informative</p>
<p>Treatments</p> <p>-Body Massage</p>	<p>Expressive</p>
<p>Signature Massage The sensual power of touch is highlighted in this massage. This powerful and strong massage combines advanced Swedish and Thai massage techniques. Here we use hot aromatic oil to create warm, smooth, and flowing feeling. <i>After</i> the massage you will really be rejuvenated and de-stressed.</p>	<p></p>
<p>Relaxation Massage You will choose from our 4 specialized blends of essential oil for this massage. We will pamper you with soft, slow, flowing and rhythmic massage techniques to ease away tension. These oils provide healthy equilibrium to your body, mind and spirit. Thus your whole body will be totally stimulated and your spirit will be carried away to the</p>	<p>Informative (emotional)</p>

stage of relax.

Swedish Massage You will be massaged with Sweet Almond Oil with the pure Swedish massage technique. It helps to promote **blood circulation, detoxification, and release tension**. It is perfect for one who is suffering with **insomnia and headache**.

Informative
(healthy)

Sport Massage

This is a deep tissue massage geared for pre and post physical activities to relieve **overworked muscles**. This massage will focus on using strong and intense massage techniques. It is perfect for **muscular distress**.

Informative

Refresh Thai Massage

This is the traditional Thai massage. It is oil free acupressure massage that includes stretching and passive yoga to release muscle tension and Sen. At Refresh @ 24, we created our Refresh Thai Massage by combining the best techniques from two types of traditional Thai massage method.

Informative

This is the traditional Thai massage. It is oil free acupressure massage that includes stretching and passive yoga to release muscle tension and Sen. At Refresh @ 24, we created our Refresh Thai Massage by combining the best techniques from two types of traditional Thai massage method.

Thai Herbal Compress

It is a Traditional Thai herbal therapy. We special made our herbal ball with 10 different types of local herbs. By compressing this heated ball on the body the medication from these herbs will permeate into the skin thus immediately relieves sore muscles, stimulates blood circulation, and leaves the skin glowing.

Informative

Thai Massage with Herbal Compress

Informative

The traditional Thai massage follow by the Herbal Compress to relives muscle tension and relives sore muscle, stimulate

blood circulation, and leaves skin glowing.

Back & Shoulder Massage

Informative

This is a quick massage concentrating only on back and shoulder. It helps to relief pain and stress tender.

Foot Massage

Informative

Foot Aroma Spa Massage

This treatment begins with a relaxing footbath with the Australian Sea Salt, followed by exfoliation to scrap off rough skin. It is then finished with aroma foot massage with Shea Butter Cream; focusing to release leg muscle tension.

Foot Reflexology

Informative

This massage involves the application of pressure upon reflex points on the foot.

VIP THAI MASSAGE ROOM Extra 200 Baht per room

VIP TREATMENT ROOM Extra 300 Baht per room

-Treatment

Informative

Body Glow

(herbs)

This treatment exfoliates the skin and remove dull surface cell. This refinement of the epidermis, not only makes the skin feel smoother: it actually accelerates the growth of new cells. It allows the skin to have better absorbent thus making the skin to look clearer, fresher and brighter. You can choose from our 3 famous scrubs

- Thai Herbal Scrub
- Dead Sea Salt Scrub
- Cranberry and Cocoa Scrub
- Green Tea Scrub

Body wrap helps to hydrate the skin leaving the skin soft and smooth. In addition it allows the whole body to re-mineralized.

Informative

This is best after our body glow program.

(herbs)

We have 3 types of scrubs to match with our body glow program

- Thai Herbal Mask

- Dead Sea Mud
- White French Clay
- Green Tea Mask

-facial

Informative

Jurlique Facial Treatments

Jurlique skin and health products are holistically formulated and produced by a unique Biointrinsic extraction method, which protects and preserves the natural life force of the healing herbs. All herbs are grown organically and bio-dynamically in Jurlique's own Herb Farms in South Australia, it improves the soil through composing rather than exploiting the environment with chemicals. Jurlique products are Hypo-allergenic and pH balanced, and is suitable for all skin conditions. Discover just how great your skin can look and feel using pure natural skin care rich in antioxidants, vitamins and herbal extracts to revitalize, nourish and strengthen your skin.

Aromatherapy Facial

Informative

This classic facial provides holistic benefits for radiant healthy skin. A cleaning and relaxing is performed using aromatherapy preparations personalized for individual skin type and conditions.

Intense Recovery Facial Treatment

Informative

An effective revived treatment delivers optimum results, combining with a unique massage technique and powerful antioxidants. Your skin will feel smooth, energized and glowing, leading to a younger and healthier appearance.

Skin Fitness for Men

Informative

A deep cleansing and purifying facial designed exclusively for men. **Antioxidants** revitalize the appearance of skin damage by sun and pollution.

(medical)

SOS Hydrating Facial Treatment

Informative

An intensive therapeutic treatment rich in natural **botanicals**, **anti-oxidants** and hydrating designed to nourish **nutrition-deprived** skin .A face with floral water mask sheet is certain

(medical)

to ease your mind and spirit while massage of the hands will emphasize relaxation.

Algoane Facial Treatments

Informative

This is a new face and body cosmetic care line, dedicated to professional treatments in Thalassotherapy Centres, Spas, Beauty Farms and Institutes. Algoane is the result of 20 years of expertise from the French laboratory Science et Mer, leader in the European market for cosmetic products made of marine active principles.

Purifying Facial Treatment

Informative

A toning and rebalancing wave. Sea mist to purify. Algae and green clay wrap to help rebalance, followed by the application of cream containing high concentrations of Osmocean® active ingredient for intense hydration.

High-Tolerance Treatment

Informative

Total immersion into a marine world for ultimate tenderness. Gentle exfoliation with apricot. Soothing beauty massage with essential oils. Soothing and decongesting wrap, followed by soothing skin care.

Replenishing Moisture Treatment

Informative

A moisturizing and replenishing cocoon treatment to be enjoyed without moderation. Gentle exfoliation with apricot. Soothing beauty massage with essential oils. Moisturizing wrap with pampering textures, followed by preventive skin care.

Complexion Radiance Treatment

Informative

A breeze of light to revive the radiance of the complexion. Gentle exfoliation. Wrap with laminaria algae to help restore suppleness and firmness. Regenerating beauty massage with spirulina.

Promotional Packages

Informative

Refresh Sabai Mak Mak (2hrs 30 mins)

(chronological order)

Start with a welcome drink, one 30 minutes Thai Herbal Scrub, and **finish with** 120 minutes Aroma Relaxation

Massage.

Refresh Indulgence Package (2hrs 30 mins)

Start with a welcome drink, one 30 minutes Scrub, and one 90 minutes Signature Hot Oil Massage, and **finish with** 30 minutes Aroma Oil Compress.

Informative
(chronological order)

Summer Refresh (3hrs)

Start with a welcome drink, one 60 minutes Thai Massage, and one 60 minutes Aroma Relaxation Massage and **finish with** 60 minutes Replenishing Moisture Facial Treatment (Marine product by Algoane Paris).

Informative
(chronological order)

Himalayan Retreat (3hrs)

Start with a welcome drink, one 30 minutes Himalayan Salt Scrub, and one 90 minutes Signature Massage and **finish with** 60 minutes Hot Oil Indianhead Massage.

Informative
(chronological order)

Winter Sensation Package (4hrs)

Start with a welcome drink, one 30 minutes Floral Milk Bath ,and 30 minutes Cereal Milk body scrub, and 120 minutes Aroma Relaxation Massage + Aroma hot oil compress ball, and **finish with** 60 minutes Thai Herbal facial Treatment.

Informative
(chronological order)

Thai Treatment Package 4 Hands: Foot and Head (90 mins)

Two therapists serve together

Start with a welcome drink, and one 60 minutes Foot Reflexology, and **finish with** one 30 mins Thai Herbal Compress that will massage **together with** 90 minutes Head, Shoulder, and Hand Massage.

Informative
(chronological order)

Refresh Thai Ultimate (2hrs 30 mins)

Start with a welcome drink, one 30 minutes Thai herbal scrub and, 90 minutes Thai massage and **finish with** 30 minutes Thai Herbal Compress.

Informative
(chronological order)

How to spa

Informative

When to arrive

(definite verb with-to)

To make the most of your experience, we recommend you arrive 15 minutes prior to your scheduled appointment for any spa services. This will allows you time to check in, change to your spa robe and slippers, and fill out a health

questionnaire before treatment.

When to wear Informative

We will provide a spa robe, underwear and locker for you plus a range of amenities. During treatments, you may wear the spa underwear. If possible, please do not bring valuables and jewelry to the spa. If you are pregnant, or have special medical concerns, please advise us at the time of booking, so that we may carefully select which treatments are best suited to you

In the spa Informative

The spa is a non-smoking area. We **do not recommend** that consumption of alcohol before, during or directly after you treatment. Directive

Late for an appointment Informative

All treatments are completed as scheduled; therefore, arriving late will give you less time in which to enjoy your treatment **so that the next guest is not delayed.**

Requesting Therapists Informative

You can request a male or female therapist by simply indicate your preference at the time of booking

Cancellation/ Postponement Informative

Please **give** us 4 working hours' notice for cancellation or postponement (imperative)

Thank you for considering others and our policy Expressive

T18 : Rosemarin Natural Beauty Spa & Massage

Functions

Home of Relaxation in *the Land of Smile* Persuasive

(slogan)

Find your way into a home of **rest and relaxation** at Rosemarin Natural Beauty Spa and Massage. We understand your needs in *high standard treatments, natural products* and feeling of wellness.

Persuasive
Cumulation
Compound nouns

Our team of experiences Therapists (lead by Montree Pusiri, one of the Best Therapist in Bangkok, recommend on the Conde' Nest Magazine Hot List Spa May 2006 issue) combines the best of traditional Thai Hospitality, we have **hand picked up** some of the best massage Therapists in town not only for their unique and superior skills, but also for their genuine desire to take good care of our guests. Placing a true value in customer service, our staff will make your spa experience the ultimate retreat, **where you will feel right at home.**

Informative
Word formation
Persuasive

T19 : Neva Spa

	Functions
The River of Beauty.	Persuasive
“They say paradise is only found in dreams. We invite you to get lost in ours”.	(slogan)
Spa Packages	Informative
Time Zones Recovery 120 mins/ B. 3,300	
Flight Reviver, Scalp Massage and Lavender floral Bath	
Deluxe Crystal Therapy 120 mins/ B. 5,800	Informative
Crystal Body Massage and Crystal Facial Treatment	
The Ultimate Siamese 150 mins/ B. 3,800	Informative
Siamese Herbal Bath, Traditional Siamese Massage, Siamese Herbal Body Compress and Siamese Herbal Compress Facial	
Aromatherapy Detox 150 mins/ B. 4,700	Informative

Lavender Salt Scrub, Aromatherapy Massage and
Detoxifying Marine Wrap

Luxury Holistic Aromatherapy 180 mins/ B. 5,200 Informative

Lavender Salt Scrub, Lavender Floral Bath, Neva Massage
and Aromatic Facial Treatment

Paradise on Earth 240 mins/ B. 6,000 Informative

Lavender Floral Bath, Lavender Salt Scrub, Marine Mud
Wrap, Neva Massage and Aromatic Facial

Massage Informative

Neva Massage

Swedish massage

Flight Reviver Massage

Aromatherapy Massage

Foot Reflexology

Back, Neck and Shoulder

Traditional Siamese Massage

Look Prakob Body Compress (Herbal Compress)

Healing Crystal Massage

Facial Treatment Informative

Aromatic Facial

Catio-Vital Treatment

Lifting with Marine Collagen

Healing Crystal Therapy Facial

Eye Treatment

Look Prakob Facial

Luxurios Body Treatment Informative

Lavender Salt Scrub

Lavender Rose Body Scrub

Lavender Scrub

Soft Loofah Scrub

Siamese Herbal Polish

Detoxifying Marine Wrap

Thai Herbal Steam

Water Therapy

Informative

Lavender Floral Bath

Revitalizing Milky Bath

Siamese Herbal Bath

Waxing

Informative

Under arm

Half leg

Full arm

Full leg

Bikini

Chest

Back

All prices are subject to 10% Service Charge and 7% VAT.

Informative

T20 : Avanti Beauty & Spa

Functions

We offer an array of treatments and packages with **natural** products substances, each designed to a client **particular**

Informative

need including massage therapy, facial, body treatments and etc. We located right in the shopping and entertainment districts, easily accessible by the Sky Train (BTS) via Siam Squires and Thong-Lo Station.	(emotional)
Slimming Treatment	Informative
Wonder One Slimming Massage	
Old Shape Slimming Massage	
Bio-Burner Slimming Hand Massage	
Anti-Cellulite Massage by G5	
Body Firming Wrap	
Slimming Package (cannot use with other promotion)	
-Bio-Burner Slimming Hand Massage+G5+body Wrap+Pro-Trim	
Slimming Course 40 Treatments	Informative
Bio-Burner Slimming Hand Massage	
G5 Anti-cellulite Massage	
Body Firming Wrap	
Body Firming by Pro-Trim	
Day Spa Package	Informative
Facial Treatment- Body Massage- Scrub- Mask- Foot Massage	
Touch of Luxury with Red Wine Body Package	Informative
Massage of your choice-Body Scrub- Body Mask with Red Wine	
Avanti Rebalancing Package	Informative
Hydro Collagen Facial Treatment-Ear, Head, Back & Shoulder+Body Massage	
Body Treatment Package	Informative

Avanti Basic Package	
Body Massage 1.30 hrs- Body Massage	
Classic Package	
Body Massage-Scrub-Mask	
Silver Package	
Body Massage- Scrub- Mask Milky	
Whitening Body Treatment Package	
Body Massage- Scrub- Whitening Mask	
Special Whitening Body Treatment Package	
Body Massage- Scrub- Whitening Mask- Milky	
Dead Sea Rejuvenation Body Treatment Package	
Detoxifying Body Massage- Scrub- Mask with Dead Sea product	
Anti-Dryness with Organic Brown Jasmine Rice	Informative
Body Treatment Package	
Anti-Dryness Body Massage- Scrub- Mask with rich moisture organic brown jasmine rice products	
Facial Treatment	Informative
Standard Course Facial Treatment	
Skin Whitening with pure Vitamin C Treatment	
Anti-Wrinkle with Collagen Treatment	
Hydro Whitening Collagen Treatment	
Total Effects Face, Eye and Lip Treatment by Galvanic Spa System	
Total Effects Face, Eye, Lip and Neck Treatment by Galvanic Spa System	
Total Effects Face, Eye, Lip and Neck+ Wrinkle Treatment by Galvanic Spa System	

Eye Treatment	
Black Head Removal	
Body Massage and Body Treatment	Informative
Aroma, Swedish, Deep Tissue Massage	
Body Oil Massage	
Traditional Thai Massage	
Head, Neck and Shoulder Massage	
Foot Massage and Reflexology	
Bio-Aroma Body Massage	
Shea Butter/ Milky Oil/ Red Wine Aroma Massage	
Body Scrub of your choice	
Body Mask	
Skin Whitening Treatment	
Milky Wrap in Thermo Blanket	
Paraffin Treatment for Moisturising and Nail Treatment	Informative
Facial Paraffin Treatment	
Hand and Nail Paraffin Treatment	
Foot Paraffin Treatment	
Body Paraffin	
Manicure and Pedicure Treatment	Informative
Eyelashes Treatment	Informative
Eyelasha Permanent Curling	
Eyelashes Extension	
Waxing Treatment	Informative
Calves	
Full legs	

Full arms

Under arms

Back

Bikini

Brasilion Wax

Foot Treatment

Informative

Spa Foot Care

Cracked Heel Treatment

Appendix B

Classification of Language Types

Spa menus	Types of Language										
	Emotional	Healthy	Herbs	Medical	Technical	Informative	Expressive	Directive	Persuasive	Slogan	
T1	15	18	2	-	5	10	-	1	2	1	
T2	28	9	8	-	2	9	5	1	4	1	
T3	33	17	26	6	4	28	3	-	-	1	
T4	11	1	7	2	5	9	2	-	1	-	
T5	23	1	-	1	1	7	-	1	-	-	
T6	12	18	2	12	12	5	-	-	2	1	
T7	5	6	5	1	-	12	2	-	1	1	
T8	34	25	9	5	4	37	-	3	1	-	
T9	18	6	-	-	1	17	2	4	-	-	
T10	21	8	7	-	2	14	3	-	2	-	
T11	16	30	20	4	1	25	-	-	-	-	
T12	28	10	4	-	2	14	1	1	-	-	
T13	38	15	20	9	1	21	1	-	-	-	
T14	26	3	11	6	1	12	2	-	1	1	
T15	73	31	21	23	5	41	1	3	-	-	

T16	46	22	51	16	11	50	-	-	2	1
T17	41	15	22	15	4	38	2	1	-	-
T18	10	-	-	-	-	1	-	-	3	1
T19	6	4	7	4	-	12	-	-	1	1
T20	9	-	7	9	1	8	-	-	-	-
(occurrences)	493	239	229	113	62	370	24	15	20	9
Total										
(Percentage %)	98.6	47.8	45.8	22.6	12.4	74	4.8	3	4	45

The Specificities of Spa Language

Emotional Terms

Text 1 Example of Emotional language

.... The massage, using aroma oil distilled from Thai herb, is a **unique** combination between our Leelawadee Spa **gentle and strong** pattern, the weight will be transferred through therapist's thumb and hands.

Text 2 Example of Emotional language

Flutter away from the daily routines to discover a **new** journey in Spa Experience. Silavadee Wellness Spa, a **truly unique** spa design combining 'back to nature' concept with **inspirational** views over the Gulf of Thailand. Blending **ancient** Thai and **modern** Western massage techniques, the **beneficial** treatments we have

developed with our **highly skilled** therapists will leave you feeling totally **relaxed, refreshed and rejuvenated.....**

Text 3 Example of Emotional language

Deevana Spa promises the **total natural** experience and the **ancient beauty** traditional. The **tranquil** Deevana Spa is situated in the **lush** garden and **rejuvenating** pools that guarantees a **natural** experience to **healthy** well-being for **modern** day living. The spa has been designed for couples and those who need **unique** treatment in **luxurious** environment and privacy.

Healthy Terms

Text 4 Example of language about Health

Thai Herbal Steam 30 min. 800 THB

A fresh Thai herbal steam to release **stress** and **toxins** and to improve **blood circulation.**

Text 5 Example of language about Health

Slimming Massage 60 mins Baht 2,000

The effects of massage have consistently proven to reduce **cellulite** by softening **fibrotic tissue**, improving **circulation** and helping to **drain excess fluids** from problem area.

Text 6 Example of language about Health

Special health considerations

Please notify our receptionist when booking your treatments if you have **high blood pressure, allergies, other physical ailments, disabilities or pregnancy**. Please ask our receptionist to advise you which treatments are safe for your condition.

Text 7 Example of language about Health

Body Parts Massages

ENT Aromatherapy

1,550 B./60 Minutes

Massage to relax **facial, forehead** and **ear muscles** and prepare for the traditional natural heat therapy in the **ear, nose** and **throat**. The gentle heat and pressure from the smoke by ENT Aroma candle will help massaging the inner glands and tissues around the **outer ear hole**. The process is based on the idea of natural healing causing the **circulation of lymphatic gland** in the **head and throat**. The treatment will solve various **ear, throat and nose problems**. For instance **sinus, flu, minor cold, sore throat, infection in the ears, lymph, lymphatic gland system, swollen, snoring, balance, hay fever, deaf**. Decrease the **ear hole pressure** effected by flight, diving, or long stay on the highland, and will improve the **overall health conditions**.

Herbs Terms

Text 8 Example of language about Herbs

After Sun Treatment 60 mins Baht 1,800

After a day of outdoor activities, nourish your dry dehydrate skin by using hogh concentration of **algae extracts, green tea, avocado, and shed butter** in facial mask.

Text 9 Example of language about Herbs

..... Starting from cleansing and scrubbing using Leelawadee's secret **black sesame cream**. Then massage all over the face using pure natural **honey**. Finishing with facial mask process with the selection of **cucumber, tomato, carrot, and mixed fruit** according to skin types.

Text 10 Example of language about Herbs

.....4 steps to brighter skin starts from **herbal steam** and body scrub to get rid off dead cells, with either **fresh herbs, aroma salt, coffee, or black sesame cream**, Then the process of body mask follows with the selection of **fresh herbs, fruit, vegetables, avocado, clay** from natural spring, and finished by skin moisturizing using Royal Jelly.

Text 11 Example of language about Herbs

..... Scrub all over the body with the wide selection of

- **Fresh herbs** for those who want brighter and whiter skin.
- **Fresh coffee** for those who want soft skin and skin tanning effect.
- **Aroma salt** for those who to scrub off dead cells.
- **Black sesame** cream for those who have dry skin.

Then, after wash the whole body using **aromatherapy products**, the skin will be moisturized by natural Royal Jelly.

Royal Honey

Enjoy **local seasonal fruits** of **guava, papaya and orange** - mixed and expertly blended with **oatmeal** as a scrub. It effectively helps cleanse and remove dead skin cells - leaving you with radiant and glowing complexion.

Text 12 Example of language about Herbs**Thai Fresh Herbal Wrap**

This magical blend of **Thai fresh herbs** guarantees with a delightful result. **A mix of Plai, Lemongrass, Thai Bergamot, Turmeric and White Camphor** is applied to your skin - leaving you feeling fresh and smooth. The exclusive **fresh herbal scent** helps to soothe your mind.

Medical Terms

Text 13 Example of language about Herbs

Traditional Thai Massage	60 mins	Baht 400
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Experience an exotic and unique traditional Thai Massage. Try an ancient art to relieve pain and stress accumulated in **sore muscles**. Focus is applied on **pressure point, muscles, joints and ligaments** to provide you with a wonderful healing experience.

Text 14 Example of language about Medical

Slimming Massage	60 min	1,500
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Using **anti-cellulite** oil, this deep pressure massage will stimulate **lymphatic circulation** in problem areas and is highly effective on the chain of **lymphatic ganglions**. It will also eliminate body **fat surplus** and **cellulite** build up, reduce **edemas** and help **detoxify** the body and stimulate the **immune system**. Regular use of this treatment will help you keep your body in perfect shape.

Technical Terms

Text 15 Example of Technical language

Silavadee Wellness Signature
Vadee Wellness 1.5 Hours 3,900 THB

Combining Ancient Thai massage techniques with **Tuina and Yoga stretching principles**.....

Text 16 Example of Technical language

Sila Wellness 2 Hours 5,500 THB

Using Exclusive Silavadee **Stress Relief techniques, a Thai Herbal Hot Compress** with **warm oil** and **Elbow massage movements**...

Text 17 Example of Technical language

Thai Harmony **Four Hands Massage**: (90 minutes / 120 minutes)

A four hand massage performed by **2 therapists in unison**, his unique journey coordinates a blend of **Thai, Swedish, Shiatsu and Reflexology** rituals using **deep rhythmical movements** to leave you feeling completely renewed in every sense.

Part II: The Function of Language Used

Informative Language

Text 1 Example of Informative Language used in “Let’s Relax”

We offer **extensive line up** of massages and body treatments.....

Text 2 Example of Informative Language used in “Let’s Relax”

We also **offer** THAI HERBAL STEAM & FLORAL BATH in selected branches **only**.

Text 3 Example of Informative Language used in “Silavadee”

We apologize for any inconvenience; we do not have **male therapist**.

Text 4 Example of Informative Language used in “Leelawadee Spa”

...for those who have quite limited time, **Starting from** cleansing and scrubbing using Leelawadee’s secret black sesame cream. **Then** massage all over the face using pure natural honey. **Finishing with** facial mask process with the selection of cucumber,...

Text 5 Example of Informative Language used in “Leelawadee Spa”

4 steps to brighter skin **starts from** herbal steam and body scrub to get rid off dead cells, with either fresh herbs, aroma salt, coffee, or black sesame cream, **Then** the process of body mask **follows with** the selection of fresh herbs, fruit, vegetables, avocado, Clay from natural spring, and **finished by** skin moisturizing using Royal Jelly.

Text 6 Example of Informative Language used in “Bamboo Spa”

Foot Spa Treatment	60 min	1,000
<p>Give your feet the attention they deserve with this complete foot care treatment. Start with a foot bath to clean, deodorize and soften then skin and remove dead skin cells. Continue with a lemon grass foot salt scrub and conditioning mask. Finally nails are cleansed, trimmed and shaped according to your preference. A head and shoulder massage will complete the experience.</p>		

Text 7 Example of Informative Language used in “Devana Patong”

Romantic Dream	180 mins	Baht 4,500
<p>This treatment is perfectly designed for a aromatic couples or honeymooners. The treatment will begin with the seaweed mud scrub to exfoliate the dead cell and impurities. Seaweed mud wrap will follow to eliminate the excess fluid and envelop your body with the romantic aroma. Floral Bath will be the finale. Complete the treatment with clarifying treatment, which is relaxing and suitable to all skin types.</p>		
<p>Rejuvenate</p> <p>Treat yourself to rejuvenating with a whole body experience. Begin with Tropical Fruit Scrub, followed by a luxurious nourishing milk bath. Indulge yourself and reduce tension with our signature The Royal Experience Massage and ended with Aromatherapy Facial. The result will leave your skin with a fresh, clean and glowing complexion.</p>		

Text 8 Example of Informative Language used in “The Royal Spa”

Detox Your treatment **starts with** a Ground Coffee Scrub to deeply cleanse, **remove** dirt and dead skin cells. **Then followed by** Thai Herbal wrap and Thai Herbal Bath to deeply nourish and revitalize your body. Lymphatic Drainage Massage drains impurities & waste away from the body. The treatment **ends with** a Deep Cleansing Facial.

Text 9 Example of Informative Language used in “Pimalai Resort &Spa”

Body massage

Royal Siam Massage

1 hour 30 mins @ 2,500 Baht

This traditional Thai massage is an ancient method of **aligning and balancing** the energies of the body. This massage originates from the time of Buddha...

Text 10 Example of Informative Language used in “The Royal Spa”

The Royal facial

For all skin types This rich honey, tingly lime and soothing cucumber facial treatment has been passed down through the generations in Thailand. It is ***an active healer, skin softener and moisturizer***. This is the perfect treatment to reduce skin irritation while promoting new cell growth.

Text 12 Example of Informative Language used in “Samsara Wellness & Spa”

Reduces tension, anxiety and high blood pressure, relief mental fatigue and refreshing the mind and body.

Increase “Prana” or life force flowing through the entire body, achieves happiness of mental balance.

Improves blood, circulation and lymph, stimulates marma points or charkas (chi) and anti-aging process.

Help weight loss and **loosens** stiffness in the joints, **tone up** stretch flabby muscle, **enhances** removal of metabolic wastes and **speed up** healing process.

Text 13 Example of Informative Language used in “Bamboo Spa”

Spa Packages

Touch of Heaven	2 hrs	2,550
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- Organic Herbal Drink
- Foot Care
- Classic Swedish Massage
- Choice of Facial

Text 14 Example of Informative Language used in “Bamboo Spa”

Lost in Paradise	3 hrs	3,200
<ul style="list-style-type: none"> - Organic Herbal Drink - Foot Care - Traditional Thai Massage with Luk Pra Kob - Aromatherapy Oil Massage - Lymphatic Drain Facial 		

Text 15 Example of Informative Language used in “Siam Spa”

All of these combined are aimed at we call a **NEW START**.

N. NUTRITION – eating healthy foods.

E. EXERCISE – exercising regularly.

W. WATER – drinking clean water as well as using water-related therapies.

S. SUNSHINE – getting regular exercise outdoors in the sunshine helps provide vitamins to strengthen the immune system build red blood cells and strengthen the skin.

T. TEMPERANCE – regular exercise and a moderate lifestyle.

A. AIR – exposure to fresh air.

R. REST – getting sufficient rest to bring balance to the body.

T. TRUST – believing in a spiritual reality greater than oneself that can provide one with assurance in life.

Expressive Language

Text 1 Example of Expressive Language used in “Oasis Spa”

Simply **Fantastic!**

Text 2 Example of Expressive Language used in “Silavadee”

...with our highly skilled therapists will leave you feeling totally **relaxed, refreshed** and **rejuvenated**.

Text 3 Example of Expressive Language used in “Devana Patong”

Detoxifying	60 mins	Baht 1,800
<p>Revitalize, re-mineralise and soothe your skin with a selective skin treatment from purified natural minerals and black mud obtained from the Dead Sea Facial Mud Mask.</p>		

Text 4 Example of Expressive Language used in “Pimalai Resort & Spa”

On completion, **you will feel spiritually and physically refreshed, strengthened** and **rejuvenated**.

Text 5 Example of Expressive Language used in “Jamahkiri Boutique Resort & Spa”

And if you want to **go to heaven for three hours**, we recommend the Jamahkiri package for just 1,950 Baht.

Text 6 Example of Expressive Language used in “Bamboo Spa”

Jasmine Body Scrub 45 min 1,500

A **delightful, wonderfully scented and highly effective Body Scrub** with natural, mineral rich Dead Sea salts renewed since ancient times for their beneficial effects on the skin...

Text 7 Example of Expressive Language used in “The Royal Spa”

.....All natural honey is the basis of this treatment. Honey has been used as a beauty product since the days of Cleopatra and continues to be used today in homemade skin and hair care products. Honey is **naturally hydrating, and non-irritating and suitable** for sensitive skin types.

Text 8 Example of Expressive Language used in “Let’s Relax”

Let’s Relax at Sukhumvit

Inspired by *sophistication and serenity of White Antique House...*

Text 9 Example of Expressive Language used in “Let’s Relax”

Let’s Relax at Chiang Mai

Highlighted by *warm and homey Thai atmosphere...*

Text 10 Example of Expressive Language used in “Let’s Relax”

Let’s Relax at Ratchadapisek Road is classically **designed** in *an Oriental Style manner with its traditional ambience ...*

Text 11 Example of Expressive Language used in “Let’s Relax”

Let’s Relax at Patong Beach, Phuket

Get **captivated by** *the elegant touch* of Andaman spa

Text 12 Example of Expressive Language used in “Let’s Relax”

Let’s Relax at Dolphin Circle, North Pattaya

Conquered by *exquisite location and refined tropical garden decors*

Directive Language

Text 1 Example of Directive Language used in “Silavadee Wellness Spa”

...we recommend you **to book ahead** for all treatments **at least one day in advance**.

Text 2 Example of Directive Language used in “Silavadee Wellness Spa”

When to Arrive

To maximize the best value for your Spa Experience, we kindly recommend you **to arrive** 15 minutes prior to your appointment time.

Text 3 Example of Directive Language used in “Pimalai Resort & Spa”

Before this pampering massage, **you are asked to choose** your oil by the scent you are attracted to or by the feeling you would like to experience...

Text 4 Example of Directive Language used in “Phothalai”

Advance booking for Spa services are *highly recommended* to ensure availability.

Text 5 Example of Directive Language used in “Bamboo”

Valuables

Please **do not bring** any jewelry or valuables in to the Spa. Personal effects may be stored in your in-room safe deposit box.

Text 6 Example of Directive Language used in “Bamboo”

Please **remember that the Spa environment is one of tranquility and relaxation.

Please **keep** noise to a minimum, **refrain** from using mobile phones and **do not smoke**. Alcohol consumption prior to a treatment is not recommended.

Part III: The Persuasive Language**Persuasive Language****Text 1** Example of Persuasive Language used in “Let’s Relax”

...we will pamper you to a **pure** luxury of life and enjoy the **fineness** pleasure of **incomparable** therapy experience.

Text 2 Example of Persuasive Language used in “Let’s Relax”

Good health & hygiene is our priority....

Text 3 Example of Persuasive Language used in “Let’s Relax”

...that will make you feel **heaven right here on earth**

Text 4 Example of Persuasive Language used in “Rosemarin”

Find your way into **home of rest and relaxation** at Rosemarin Natural Beauty Spa and Massage. We understand your needs in **high standard treatments, natural products** and feeling of wellness.

Text 5 Example of Persuasive Language used in “Silavadee”

Vadee Wellness is **a special mixture of Energy and Beauty** reducing muscular tensions, stretching the tendons and **enhancing Feelings of Peace and Well-Being**.

Text 6 Example of Persuasive Language used in “Kandara Spa: Marriott”

Stress Relief & Relaxing Massage [30 minutes] 450 Baht
 This short treatment **helps to soothe** muscle tension across the scalp and neck **to combat** headaches, aching neck and shoulders.

Text 7 Example of Persuasive Language used in “The Oasis Spa”

Come away...*unwind and relax...rejuvenate and indulge* yourself at The Oasis Spa Bangkok. **Come into** an *exotic world of beauty, serenity and pleasure*. **Choose** an individual treatment that is perfect for you. **Spend** an hour or an afternoon. You will enjoy a complete menu of treatments and therapists: scrubs, wraps, facials, foot and body massages, Jacuzzi, outdoor showers, steam baths and much more. Using therapeutic Thai herbs and techniques both ancient and modern, the trained specialists gently coax you to *a state of better health, beauty and tranquility*. For spa experience like no other, allow us to pamper you in your own private garden villa designed to delight all your senses.

Text 8 Example of Persuasive Language used in “Jamahkiri Boutque Resort & Spa”

Walk down the stairway and **it’s like walking into a wonderland**

Slogan**Text 1** Example of Slogan used in “Let’s Relax”

The Perfect Balance of **Body and Soul**

Text 2 Example of Slogan used in “Samsara Wellness & Spa”

Balance your health **with our treatments**

Text 3 Example of Slogan used in “Methawee Spa”

World of Spa in your Mind

Text 4 Example of Slogan used in “Rosemarin”

Home of Relaxation in **the Land of Smile**

Text 5 Example of Slogan used in “The Royal Spa”

Touch **Exotic** Thai Spa Experience

Text 6 Example of Slogan used in “Neva Spa”

The River of Beauty

“They say paradise is only found in dreams. We invite you to get lost in ours.”

Appendix C

Spa Menus from websites

www.leelawadee.com

www.jamahkiri.com

www.silavadeeresort.com

www.pimalai.com

www.spacenvaree.com

www.deevanapatong.com

www.siamspa.com

www.phu-chaisai.com

BIOGRAPHY

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