



PRESS KIT



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Responsible for the Genetic Area and Preventative Medicine:

Dra. Helena Baranova

Responsible for Sleep and Anti-tobacco Treatments:

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Architect

D. Carlos Gilardi Amaro

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Description:

SHA is a world-class pioneering wellness clinic dedicated to the improvement and notable prolongation of people's well-being through the fusion of antique oriental disciplines and revolutionary western techniques. SHA's major fields are Healthy Ageing and Non-invasive Aesthetic Medicine.

Location:

Situated in Albir Beach, nearby the picturesque town of Villa de Altea (Autonomous Region of Valencia), SHA sits on a beautiful mountainside overlooking the Mediterranean Sea, part of the Sierra Helada Natural Park, one of Spain's foremost ornithological reserves. The mild and agreeable micro-climate of the area guarantees fantastic temperatures all year around, the area recognised by the World Health Organisation as having one of the World's best climates, this in itself being an important factor for the maintenance of optimum health.

Access:

80 minutes away by car from Valencia Airport and 40 minutes by car from Alicante International Airport. VIP transfer service is offered from both airports. Furthermore, SHA has its own heliport for the clients..

The concept:

The SHA Clinic has been conceived with the firm intention of helping society through the care of both mind and body by means of the ideal combination of ancient oriental techniques and the ultimate advances in western medicine, thus re-establishing a harmonious balance between body, mind and spirit.

SHA's objective is that our guests, after a pleasant stay, feel more vital, healthful and young, with a more healthy appearance, leaving inwardly and outwardly renewed, producing a fundamental change in the organism, with an improved quality of life, thus slowing down the ageing process and preventing illnesses.





The SHA Method

Enjoying good health means not only the absence of symptoms or discomfort, but rather a state of vitality and well-being.

The *SHA Method* combines the effective elements of modern macrobiotic nutrition and the curative potential of natural therapies with a dynamic and practical educative programme, all completely personalised to satisfy the individual's needs in relation to their health objectives.

The beginnings of this union of ability and wisdom become enriched by the curative power of food through the application of a macrobiotic diet adapted to modern times, and merging Mediterranean and Japanese elements, being prescribed individually for each of the guests by the team of consultants, and realised by masters of haut-cuisine.

Macrobiotics has helped thousands of people to discover a simple and natural way to establish and re-establish good health, often during a serious illness. All this has been realised with a focus on commonsense, creating a diet that adapts to the most up-to-date nutritional investigation, and which reflects the wisdom gained through thousands of years of observation of the country whose people, on average, live longest in the whole world. Modern Macrobiotics is flexible and possesses a dynamic focus that easily allows it to be applied to individual needs. The guidelines for a healthy alimentation include a wide variety of foods prepared with the most sophisticated and delicious arts of the kitchen. For this reason a growing number of personalities from all walks of life are taking the Macrobiotic direction as the path to better health and vitality.

Natural therapies views illness as an unbalance between body, mind and spirit, and thus fostering the power of the organism to cure itself. Acupuncture, shiatsu, yoga, chi-kung, tai-chi, watsu, physiotherapy, laughter therapy, reflexology, moxibustion and reiki, are some of the therapies SHA Wellness Clinic offers you.

Everything is created and supervised by internationally-renowned experts, among whom we find the famous Michio Kushi, named in 1995 The president of the World Association of Natural Medicine, and advisor of many international organisations, the father of modern Macrobiotics, and Director of Natural Therapies at SHA Wellness Clinic.





Healthy-Ageing

The aim of the Healthy-Ageing is to slow down the ageing process and reactivate each person's potential for good health, not only preventing or reversing premature ageing once its causes are diagnosed, but also stimulating and naturally reconstructing the different processes and metabolic systems necessary in each individual case, so as to be able to enjoy good health and vitality in this stage of one's life, avoiding the ailments and discomforts that ageing tends to bring.

Specific aims:

- Identification of the decreased activity of the organs, as well as the deteriorated organs, and the initiation of treatment for their recuperation.
- Prevention and control on wide spectrum of illnesses.
- Identification of stress level and correction.
- Identification of the level of toxins, providing the necessary solutions.
- Chelation of the organism's metals.
- Prevention and correction of muscle-skeletal problems through Global Postural Re-education (GPR)
- Personalised genetic study, with the aim of improving:
 - Different cellular activities against free radicals (the main cause of ageing and of the appearance of environmentally-induced ailments, such as the majority of cancers)
 - The cardiovascular system, especially anti – arteriosclerosis, anti-trombosis, and other objectives.
 - Glucose metabolism and the prevention of diabetes.
 - Weight control and physical exercise.
 - Brain activity.
 - Osseous metabolism and osteoporosis.
 - Skin health (Dermogenetics)
 - Anti-fatigue
 - Personalised diet with strong rejuvenating potential (Nutrigenetics)
 - Bio-identical hormone replacement therapy (having the same molecular structure as the hormones produced by our body)





Aesthetic medicine

SHA's Aesthetic medicine area offers the guests the most advanced techniques. Always the techniques with proven results from works of investigation and which are endorsed by the major international scientific societies.

After the consultation with the aesthetic medicine specialist, an aesthetic facial and corporal diagnosis is made, recommendations are made for the treatments which best adapt to your needs. These are treatments which adhere to SHA philosophy: minimal invasion, and with excellent results, permitting an immediate incorporation to your normal activities.

To prevent or slow down the signs of premature ageing, and to achieve a healthy, young and natural appearance, is possible here at SHA, thanks to therapies such as:

- Cellular stimulation
- Cellular regeneration
- Carboxitherapy
- Mesotherapy with antioxidants and vitamins
- Factors of platelet growth associated with photo stimulation
- Fractionated laser
- Radiofrequency
- Focalised ultrasounds.

Other units

Sleep unit

A renovating sleep is one of the basic pillars of a healthy life, its absence being a frequent cause of premature ageing. Insomnia and Obstructive Sleep Apnea cause the appearance of cardiac disorders and disorders of the respiratory and nervous system, and the correction of these problems lies essentially in their prevention.

To this end we have created a unique treatment in the world, with occidental diagnostic and therapeutic techniques, such as Polisomnographics and Auto-Cpap treatment, are fused with Macrobiotics, Acupuncture and Fitotherapy, all stemming from oriental medicine, thus enhancing the success rate of both approaches when used separately.

Anti-tobacco unit

Tobacco addiction is a clear cause of such diseases as cancer, chronic cardiac, vascular, and pulmonary illness. This is why governments and health organisations are increasingly striving hard to eradicate it.



SHA's anti-tobacco method is based on analyzing the profile of the client who smokes, and to offer the preliminary heart and lung examinations, individualised treatment techniques such as Macrobiotics, Fitotherapy, Acupuncture, Laser Therapy, Magneto therapy, and advanced relaxation exercises are applied to prevent a relapse once the treatment is over.

The SHA Life Learning Centre:

The SHA Wellness Clinic aims to teach the creation and maintenance of healthy habits that improve the individual's life quality, providing them with a sense of physical and mental well-being, and helping them to prevent and cure many of the illnesses of our time. Conferences, talks, activities, introductory classes to macrobiotic cookery, yoga, tai-chi, chi-kung, relaxation, breathing exercises, laughter therapy; all these have the aim of providing them with the tools to continue living healthily after their stay at SHA.

Personalization:

Before arrival at SHA Wellness Clinic the guest fills in a detailed questionnaire in order to help us know about your health problems and your expectations. During your stay the medical team and the professional therapeutic consultants adjust the health plan to the necessities of each individual, creating a programme in keeping with the desired aims, such as purifying the organism, attaining one's ideal weight, slowing-down the ageing process and prevention of premature ageing, stress control and prevention, anti-tobacco treatments, the treatment of sleep disorders, recuperation of vitality, programmes for executives, beauty programmes, and programmes for the woman in menopause, among others. Each night you will find in your suite your personalized programme for the coming day. Our experience shows us that the ideal stay in SHA is two weeks, since the biological rhythm of the organism enters into a phase of profound readjustment during the second week. A week is the minimum recommended period for any of the programmes. Stays for less than a week allow you to familiarise yourself with SHA, be examined, and relax in a marvellous environment at the same time.

Cuisine:

The main restaurant offers the most select modern macrobiotic cuisine, fusing Mediterranean and Japanese traditions, and always prepared with natural organic ingredients. Grand Masters of haut-cuisine are in charge of the preparation, permanently supervised by Michio Kushi, the World's leading representative of Macrobiotics.





Installations

Accommodation:

The SHA building is the most recent creation of the prestigious Uruguayan architect, Carlos Gilardi, and the prize-winning European designer, Elvira Blanco Montenegro.

5 architecturally-surprising independent structures, intercommunicated by bridges, comprise the edifice, and contain 93 *suites* with surface areas of between 80 and 320 square meters. The complex includes large swimming pools and waterfalls, and many relaxation areas such as the Zen, Mediterranean and Tropical gardens.

All the suites are of modern design and include lounge, dressing room, air-conditioning, safe, and the very latest technology. Each one has a spacious terrace from which one can enjoy a spectacular view of the Mediterranean Sea and the Sierra Helada. Some suites are also endowed with a *Hydro-spa*. Some include a kitchenette, so that the Chef or one of the members of his team can prepare meals in the suite itself, giving a private class in Macrobiotic cookery, if the guest so desires.

The Presidential Suite, on the top floor, includes 3 bedrooms, a lounge, kitchen, an external room adjoining the suite itself, for the use of the service personnel (who are always available throughout the day) a private swimming pool, and a large solarium with panoramic views of the surroundings.

The Wellness Area

The Wellness Area comprises more than 1300 square meters, divided between the Aqua-lab and the treatment zone.

In the aqua-lab zone one can enjoy therapeutic pools, such as physio-hydro-massage, tone-up pool, pebble path, tepidarium, sauna, caldarium, sensation shower, and relaxation areas, surrounded all by and incredible zen garden. There is also a flotarium with salt water from the Dead Sea, and installations for chromo-therapy and music therapy, where one can enjoy a multi-dimensional or a Watsu massage.

The treatment zone comprises 16 cabins, in which all kinds of natural therapies, massages and beauty treatments are offered, one of these being a “suite” destined for treatments for couples, or for talasotherapy.





One can also enjoy massages and treatments in the open air with heavenly views all around, in a unique environment of Balinese couches set on the terraces surrounding the Infinity Pool, or indeed in one's own suite.

The Wellness Area has at its disposal a hair-styling salon, pedicure and podology salons, and a tea-room with oriental fitotherapy for relaxation and rest.

Sodashi, La Ric and John Masters Organics are just some of the brands of natural cosmetics found in this oasis of relaxation and beauty.

Other installations include:

- | | |
|-----------------------|--------------------------|
| tea-room | treatment cabins |
| medical consultations | yoga and meditation room |
| library | ecumenical chapel |
| conference halls | fitness centre |
| swimming pool | paddle/tennis courts |
| chill-out terrace | gardens and green zones |
| heliport | putting green |

The new PR service and reception places at the guest's disposal a range of reservations for yachts, helicopter tours, automobiles, golf, opera, and many other activities.

Several professional golf courses, designed by experts of Jack Nicklaus's stature, are found in the surrounding areas of SHA, 4 of them less than 10km. away. And at less than 15km. along the coast one can find five marinas.

The SHA boutique:

The SHA boutique exhibits an exclusive selection of products, including natural cosmetics, books, music, scented candles, clothing, herbal teas etc. allowing guests to take a piece of SHA home with them.

Security and Parking:

SHA offers a 24 hour enclosed and vigilated parking with valet service for all its guests. For reasons of privacy and discretion towards its distinguished guests, and in order to maintain the relaxing atmosphere, all access to SHA is restricted.





SHA Scientific Committee:

SHA's Scientific Investigation Committee aims to measure the efficiency of each methodology and always offer the guests the most advanced techniques in the fields of diagnosis, and the prevention and treatment of ailments and disorders. The committee is formed by experts and international specialists in, among other specialities, general medicine, neurology, rehabilitation, aesthetics, genetics, integrative medicine, biochemistry, laboratory medicine, endocrinology, environmental medicine, nutrition, holistic medicine, and dental care. It is headed by Dr. Helena Baranova, president of the European Institute for Personalised Prevention.

SHA's guests may exceptionally be able to count on the services of the experts from the Scientific Committee.

The SHA Foundation:

In keeping with the SHA philosophy, based on well-being, peace, and human spirituality, we have created the SHA Foundation, to which a percentage of its benefits will be destined, in order to help Latin America's most needy children cover their requirements, defend their rights, and above all offer them an education in line with our way of understanding the World, instilling in them values with which we can all build a better one. In this way, each time you permit us to care for you, you are collaborating at the same time with this good cause.

SHA's History:

The SHA Wellness Clinic was born as the fruit of the personal experience of Alfredo Bataller Parietti. Having followed during years a traditional treatment with medicaments unable to remedy an illness he had suffered since his youth, he found the solution to his ailment through following a Macrobiotic diet. After his total recuperation, his family and many of his friends chose to follow his Macrobiotic principles, bringing them all surprising results, along with very positive changes to their lives.

Having witnessed the organism's auto-curative potential through the application of natural therapies and a diet based on Macrobiotic principles, he was drawn to investigate the origin and the scope of such knowledge, which led him to contact with the World's foremost master in the field, Michio Kushi.

Acknowledging the advances and contribution of western medicine, Alfredo saw in these therapies from the oriental medical tradition a great treasure to be used and shared, as they tended to look for the deeper reasons for health problems rather than simply eliminating or alleviating the



symptom, which in itself is a valuable alarm signal given by our organism.

Out of this grew a dream to create a place where age-old oriental techniques could be fused with the most recent western advances in the service of good health, well-being and beauty. The SHA Wellness Clinic was born.

To this end he chose a place very dear to his heart: the site of his family's holiday home, high in the Sierra Helada, part of a protected natural park with one of Spain's largest ornithological reserves, and with spectacular views over the Mediterranean Sea, and the picturesque town of Villa de Altea.

Alfredo is the head and the soul of the project, in which the whole Bataller family participate together with a team of prestigious, dedicated professionals, to make this dream a reality.

Human Resources:

The SHA Clinic has looked for excellence in each member of its group, beginning with the medical area, which can boast distinguished professionals, up to date with the very latest techniques in the field of preventative medicine, and including the greatest maestros in the arts of oriental medicine, not to mention the professionals dedicated to accommodation, all with a wide experience in luxury resorts, who make the guest feel appreciated and at ease throughout his or her stay at the clinic. Every one of these shares a common aim, to care for your physical and psychological health and well-being.

Michio Kushi Natural Medicine Director:



First hand witness of the war between Japan and China, and later of the Second World War, Michio decided to dedicate his life to the search for harmony and World Peace, once having seen around him the awful consequences of war.

During his studies, he realised the necessity of creating a World Federation to put an end to war for all time. He began to correspond with the organisation, America's United World Federalist and through this institution connected with the World Government Association in Tokyo. There he met the man who would be his master: George Ohsawa, who taught that what we eat is the key to our good health, and good health the key to peace.

Michio Kushi thought then that, if it were possible to control certain factors, then human would change. He began by considering these factors one by one, ignoring those which



could not be manipulated, such as light, air, environment, until he discovered one with which it was clearly possible to work: our alimentation.

To a great extent diet can be controlled, and through this human actions can be improved. Depending on what we eat, we could be more materialistic and aggressive, or, on the contrary, more peaceful and spiritual. Food is converted to energy, which changes our ways of seeing Life, and our behaviour.

Michio Kushi visited different celebrities who believed in the same ideals as he did, such as Albert Einstein, Thomas Mann, Upton Sinclair, Robert M. Hutchins and other prominent scientists, writers and statesmen. All encouraged him to continue with his search, but were of the opinion that finding a lasting solution towards attaining a more peaceful humanity would be difficult.

During the last thirty years, Michio Kushi has dedicated himself to giving master classes, in the USA and the rest of the World, on diet, the importance of good health, and the peaceful interconnection between East and West. Permanent Advisor to the World Health Organisation, his work has been recognised by countless organisms (including the United States Congress).

Michio Kushi was named in 1995 President of the World Federation of Alternative Natural Medicine constituted by 300 medical and natural therapy organisations. Michio Kushi has published more than 100 books, translated into more than 15 languages. At present he is health advisor to renowned leaders and artists.

Mr. Bill Tara
Head of Natural Medicine:



Since 1967, Bill Tara has actively worked for natural health care, as a health councillor, professor, author, businessman, and as the creator of health education centres in Europe and North America. His innovative and creative teachings about traditional health awareness, curing and personal development have taken him to more than 20 countries as a seminar leader. He has participated in numerous radio and television programmes in England, America, and Australia, talking about the politics of alimentation and environment.

In collaboration with Michio Kushi he founded the Kushi Institute and worked as Executive Director of the Institute's programmes in London (England) and Boston (USA). Bill has been a member of the teaching staff of the Kiental Institute in Switzerland, and of the Naropa University in Boulder,



Colorado. He held the post of President of the European Macrobiotic Assembly for four years, and was President of the North American Macrobiotic Congress for two years. In 1975, he edited and published "Your Face Never Lies" based on the teachings of Michio Kushi, which continues to be one of the most popular books on Oriental Diagnosis. In 1985 he published "Macrobiotics and Human Behaviour", the first book ever written by a westerner about the Chinese theory of body-mind connectivity. His latest book "Natural body / Natural mind" was published in September 2008. Bill Tara is coordinating, under Michio Kushi's direction, the Natural Therapy area at SHA Wellness Clinic.

Dr. Miguel Martínez del Campo
Director of the Healthy Ageing Area



A firm defender of preventative medicine, Dr. Miguel Martínez del Campo has dedicated his whole career to the prevention of premature ageing.

After Doctoring in Medicine, Dr. Miguel has studied under the most internationally renowned masters in anti-ageing. He is member of several outstanding international institutions, such as the World Society of Anti-ageing medicine, (WOSAAM). With 20 years of experience, and having led different anti-ageing clinics in the United Kingdom, Spain, and the United States, Dr. Miguel is in charge of the Healthy-ageing team at the SHA Wellness Clinic.

Dr. Julmer Castañeda Rojas
Director of the Aesthetics Area:

A specialist in Aesthetic medicine, and a Medical Surgeon for the International Association of Aesthetic Medicine in Brazil, he has specialised in, and is a firm defender of, the application of non-invasive techniques. He is a member of the Brazilian Society of Aesthetic Medicine, and the Brazilian Society of Cosmetic Medicine and Surgery, and during recent years has led renowned aesthetic medicine clinics and Medicinal Spas in Latin America. A recognised expert in facial and corporal treatments, Dr. Julmer is Director of the Aesthetic Area at the SHA Wellness Clinic



Dra. Helena V. Baranova

In charge of the Genetics Area, and Preventative Medicine:



Dr. Helena Baranova was named Woman of the Year by the French magazine, “Les Femmes Chefs de Entreprise”. Renowned inside the European Union as an international expert in health genetics, and President of the European Institute for Personalised Prevention in Nice, she is not only a professor of genetics, but also a Doctor of Medicine and Sciences.

Winner of the award for the “best scientific paper” by the World Endometriosis Congress, she is recognised as an expert by the Commission of Genetics, Science, and Biotechnologies for Health. During her long career she has written many articles and books on the subject of Genetics, and has founded and created the very first Diploma in Preventative Medicine.

For several years she belonged to NUGO (the international network of Nutritional Genomics) and to the American Society for Human Genetics. Doctor Baranova will now lead the Genetics and Preventative Medicine team at the SHA Wellness Clinic.

Dr. Salvador Ruso Pacheco

In charge of the Department of Sleep-related Medicine and Anti-tobacco:



Dr. Ruso is a Bachelor of Medicine and Surgery, and a specialist in Internal Medicine, Pneumology, Allergology, and work medicine for Valencia University. A professor at several different universities, and the author of numerous articles, such as “The value of respiratory re-adaptation in the treatment of EPOC”, he has taken part in numerous studies and congresses world-wide, such as the International Congress of Clinical Allergology and Immunology in the United States. He is General Director of various hospitals, including Elche and Alicante General Hospitals. In recent years he has given courses and seminars on sleep-related disorders, and cures for tobacco addiction, as well as on lung diseases. He is the winner of many prizes, such as that awarded by the Valladolid Savings Bank for his work on respirometer values, and their influence in tobacco addiction. Most recently he has collaborated as Heart and Lung specialist in numerous hospitals. Dr Ruso is responsible for unit of Sleep and Anti-tobacco Medicine at the SHA Wellness Clinic.



Ms. Béatrice d'Orléans
Communications and Public Relations:



Her Royal Highness, the Princess Béatrice d'Orléans is a descendant of the French Royal Family. She studied Political Science in the Sorbonne in Paris, and has a Master in Marketing from the Cambridge University. Throughout her professional career she has worked as a journalist for the prestigious North American magazine, "Womens Wear Daily" and for "Vogue". She was the first woman Managing Director in Spain, a position she filled for 18 years, during which time she was responsible for introducing Dior into Spain. Likewise she leads seminars and conferences on Public Relations throughout the world. After leading the communications section of the house of Christian Dior in Spain, she has joined SHA Wellness Clinic as Chief Public Relations Officer.

Architecture and Decor.

Mr. Carlos Gilardi
Architect at SHA Wellness Clinic:

Having passed through the prestigious Montevideo University, where he could learn from some of the most renowned architects, including his mentor, from the school of La Corbusier, the architect Carlos Gilardi has specialised, during his more than 38 years of professional career, in super-luxury housing projects. Gilardi has designed edifices

in places as far apart as Moscow, Switzerland, Barcelona or Marbella.

In the building of SHA, the architect Gilardi has given priority to adapting the structure to the land around it, aiming to blend it totally into the privileged surroundings in which it stands. With this in mind he has designed a completely open building, in which the guest feels him or herself a part of this environment, through the impact of the numerous gardens, and common areas, the large windows that dominate all the interior areas, and the wide terraces attached to each of the suites, at the same time managing to convey a real sense of intimacy by the use of the prominent window boxes that cut off the view from one terrace to the next.



Carlos underlines the shared work with the designer Elvira Blanco, which has enriched each other's efforts, achieving an excellent result.

Ms. Elvira Blanco Montenegro
Interior Designer at SHA Wellness Clinic

Elvira Blanco Montenegro, graduate of Interior Design at the IADE (Madrid), of Interior Architecture from the University of Miami, and Member of the Navarra College of Interior Designers, with more than 20 years of experience as a interior designer, has realised just about every kind of project of Interior Architecture and Decoration.

One can define her style as minimalist, but with warmth, as she combines colours, materials and textures harmoniously to bring a personal and creative touch to interiors with her own personal designs.

Among her achievements, she has won the recognition of many institutions as important as Conde Nast or Sleeper magazine, which have brought her to the forefront as one of Europe's most famous interior designers.

SHA has also been able to count on the collaboration of another of Spain's most renowned designers, Mr. Francisco Sánchez Palacios, a specialist in the field of lighting.