



J Wellness Circle

BRAND INTRODUCTION



SELEQTIONS

VIVANTA

GINGER

amã
STAYS & TRAILS

Qmin
guaranteed quality cuisine





WELLNESS
CIRCLE

STAY BALANCED NATURALLY

Immerse in our signature experiences, seamlessly blending ancient rituals with natural ingredients.

★ SIGNATURE EXPERIENCES ★ HOLISTIC THERAPIES ★ YOGA ★ MEDITATION ★ AYURVEDA



WELLNESS
CIRCLE



WORLD'S STRONGEST HOTEL BRAND
INDIA'S STRONGEST BRAND
Brand Finance | 2022

Tajness

A COMMITMENT RESTRENGTHENED

LAUNCH OF J WELLNESS CIRCLE @ TAJ DUBAI

10th JUNE 2023



EMBRACE THE BETTER YOU

In the lap of our universe, an intricate dance ensues between the five sacred elements—Akash, Vayu, Agni, Jal and Prithvi. In this delicate rhythm, the path towards holistic healing unfolds.

Our ancestors discovered this secret several millennia ago and passed it down through generations. Seek this ancient wisdom at J Wellness Circle—a sanctum rooted in Ayurvedic principles and elevated by luxuries of old-world Indian royalty.

Embark on a journey through your inner world. Immerse yourself in emotions, energies and experiences you hold within. Meander towards a revived consciousness, guided by soothing scents, serene sounds, and touch—gentle yet transformative. When you emerge, find your mind, body and soul aligned.

Feel at one with yourself and the universe.



WELLNESS
CIRCLE

STAY BALANCED NATURALLY

The philosophy of **J Wellness Circle** is inherently rooted in India's ancient approach to wellness. Inspired by traditional Indian healing wisdom, we believe that a wellness journey unfolds the path of life that opens out channels to nurture one's life force. J Wellness Circle embraces a deep understanding of mind, body and soul.





HOLISTIC REJUVENATION OF MIND BODY & SOUL

Embark upon a wellness journey that immerses you in energies and experiences inspired by ancient Indian healing.



WELLNESS
CIRCLE



HOLISTIC
THERAPIES



SIGNATURE
THERAPIES



MEDITATIONS



AYURVEDA



YOGA



1. What does J stand for?

J, at its core, means Jiva, or one's *life force*.

At J Wellness Circle, we want to help align your mind, body and soul in a holistic manner—resulting in a stronger, renewed life force.

2. What does J mean by wellness?

J means a holistic approach to wellness, one that believes true healing is found when the mind, body and soul are all taken care of.

3. Where has Jiva gone?

Your beloved Jiva Spa now finds a new avatar in J Wellness Circle - a haven where your wellbeing is looked at with a holistic approach to ensure your inner world is rekindled and life force, refreshed and recharged so that you can embrace a better you.

4. Why did we migrate from Jiva to J Wellness Circle?

For nearly two decades, Jiva has made its mark with luxurious therapies rooted in ancient Indian healing, coupled with Taj's unparalleled service.

Now, as a new definition of wellbeing arises across the globe—one in tune with our modern lifestyle—it's our mission to expand our offerings, and adopt a more holistic approach focused on long-lasting benefits, and customisation.

Now, you can experience wellness not only through our signature Indian therapies and rituals based on Ayurveda, but also through the new holistic and multi-sensory healing treatments, practices, nutrition and much more.

To achieve that complete and long-lasting equilibrium, J Wellness Circle will also offer retreats, enhanced experiences, a curated line of wellness products, and a membership program for long-term benefits.

5. Some hotels have Jiva, is that better/worse?

We are committed to provide you with the best experience that we pride ourselves on. You will still enjoy the various treatments and therapies that Jiva is known for, from our signature Indian therapies to yoga and Ayurveda.

6. Has flagships of Jiva changed?

Yes, our flagship Jiva Spas have now transformed into J Wellness Circle to ensure that we are able to provide our guests with an enhanced experience.

7. Have the treatment's changed or only the name?

All your favourite therapies from Jiva Spa are very much available. We have added new holistic and multi-sensory healing treatments to the menu that are aimed at better sleep, lifestyle management, and more. So that your mind, body and soul are aligned and you are ready for all that awaits you in your life.

8. Has your pricing changed? Or therapists changed?

Not at all, with J Wellness Circle, we are committed to bring to you the ethos of Jiva Spa with an enhanced and more holistic approach. Your favourite/ preferred therapists are awaiting to welcome you back for your regular treatments, and they will also be able to assist you with our new healing treatments and more.

9. I used to Love Jiva, I want Jiva back?

We are happy to say that the ethos of Jiva Spa is still very much an integral part of J Wellness Circle. From the signature treatments to the service, to even the Vishuddhi chai, you will find that the new experience is still grounded in the philosophy of ancient Indian healing - but now, with a more holistic approach towards your wellbeing!

10. President Mumbai has Jiva, why?

For the moment, Jiva Spas at all Taj hotels have evolved into J Wellness Circle. The President falls under the SeleQtions family, and will join soon.

11. What all is under J Wellness Circle?

At J Wellness Circle, it's our mission to expand our offerings, and adopt a more holistic approach focused on long-lasting benefits, and customisation.

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To achieve that complete and long-lasting equilibrium, J Wellness Circle will also offer retreats, enhanced experiences, a curated line of wellness products, and a membership program for long-term benefits.

12. Does the Jiva philosophy and ethos change?

At J Wellness Circle, we are committed to bring to you the ethos of Jiva Spa with an enhanced and more holistic approach. You will find that the new experience is still grounded in the philosophy of ancient Indian healing - but now, with a more enhanced approach towards your wellbeing.

13. Is there any change in products and services?

All products remain the same. All services under Jiva will remain, and only be enhanced with a new set of holistic experiences.

14. What makes J Wellness Circle better than Jiva?

Our holistic approach—ancient Indian practices come together with multisensory therapies to heal the mind, body and soul—this ensures an enhanced experience with J Wellness Circle.

15. Will all Jiva spas become J Wellness Circle spas?

Yes, in time, we will be incorporating this new approach at all our Jiva Spas, so that you can experience complete equilibrium at all your favourite Taj destinations.

JWC New / Enhanced Services & Experience

introduction

- Changing Customer Needs
- Customers looking for benefit-driven therapies
- Target New Segments
- Deploy across all Spas in Taj Hotels



2023

J WELLNESS CIRCLE

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JWC New Services

Holistic Healing Therapies

- Pain Relief Therapy | Svastha
- Sleep Therapy | Nidra
- Detox Therapy | Shodhana
- Men's Massage | Mardana

JWC New Services

Svastha | Relief | 120 Mins

Objective: Today, with increasingly sedentary lifestyle, aches and pains are on the rise. Guests are looking for solutions which will give them relief!

- Ventoz – cupping alleviates pain
- Hot Fomentation is the traditional Indian way to relieve aches and pains

Combination of the technique of the above two-therapies

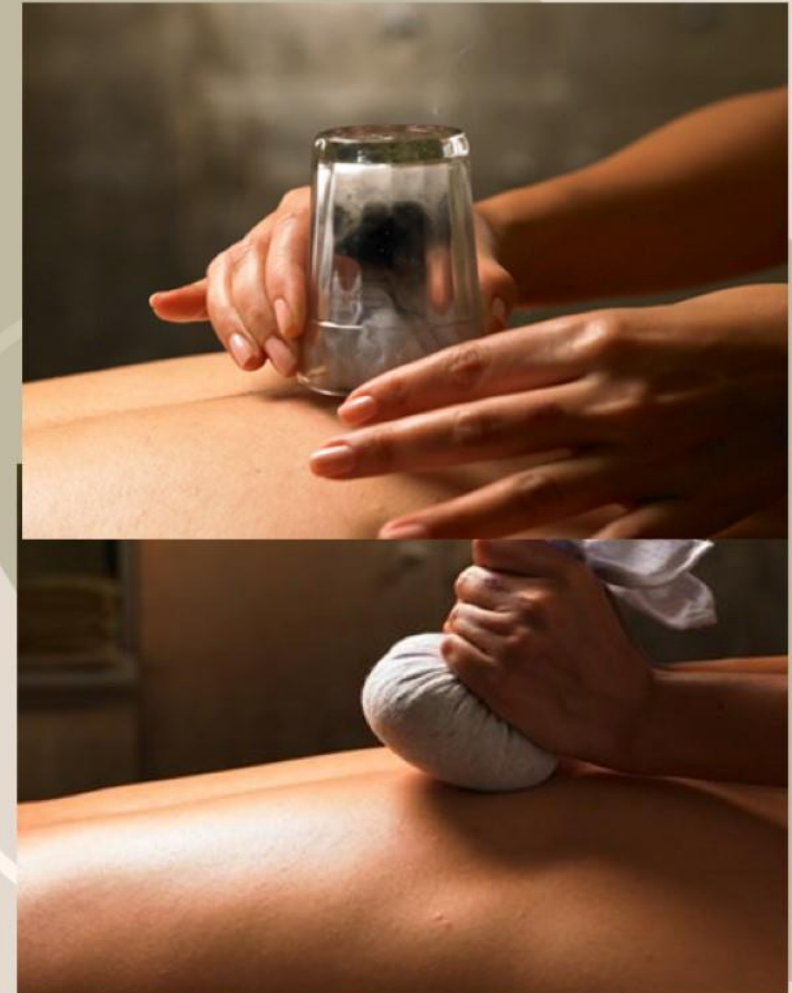
Steam for 10 mins

Blend: Powerful Massage Blend

Treatment Sequence:

- Foot Ritual - 3 mins
- Healing and Scanning - 2 mins
- Back of the Body - 50 mins
 - Rocking
 - Back - Application of Blend
- Cupping - 10 mins
- Body Walk x 2
 - Application of Blend
- Fomentation x 2
 - Back of the legs - Application of Blend
- Fomentation x 2
 - Front of the Body - 30 mins
- Face up & Healing
 - Front Leg - Application of Blend
- Fomentation x 2
 - Abdomen - Application of Blend
- Fomentation x 2
 - Arms - Application of Blend
- Fomentation x 2
 - Decollete - Application of Blend
- Fomentation x 2
 - Face Harmonisation

Relaxation Lounge Experience



JWC New Services

Nidra | Sleep | 120 mins

Objective: Today, everyone is sleep deprived and looking for sleep solutions.

Sleep does not necessarily have to be long, but should be deep and of good quality!

- Relaxation Techniques
- Addressing marma points on face
- Heavenly scalp massage
- Music is key!

Refreshed & Renewed feeling!

Steam & Hot Water Shower

Blend: Relaxation Blend

Treatment Sequence:

1. Foot Ritual - 3 mins
2. Healing and Scanning - 2 mins
3. Relaxation Massage Strokes - 60 mins
4. Face (facial blend) - Marma points - 15 mins
5. Relaxation - 10 mins (To offer dry scalp massage)
6. Background Music

Relaxation Lounge Experience



JWC New Services

Shodhana | Detox | 120 mins

Objective: With increasing lifestyle issues, guests are looking to detox, lose water retention and inches. Supplemented with an exercise routine, balanced and nutritious diet, this can help improve health!

Garshana – the friction works on our lymph flow and removes toxicity

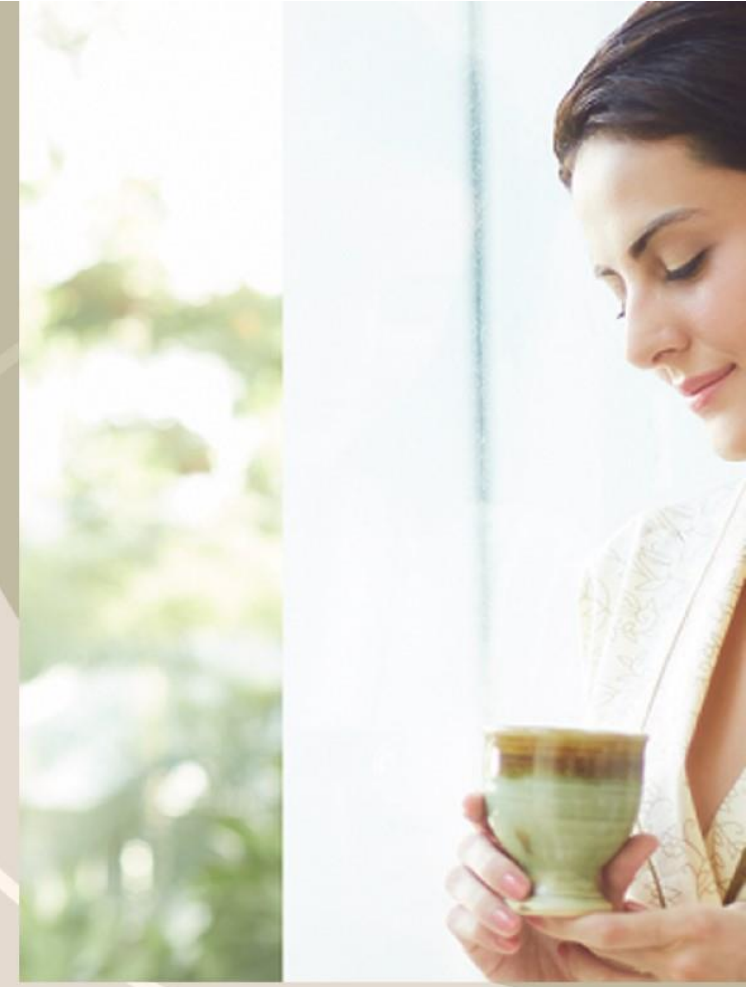
Feather-touch – unlike a regular massage, but extremely helpful with detoxification and removes water retention and puffiness! This acts beneath your skin and hence it helps in draining of the toxins.

World-over, this is extremely popular when done right and highly effective!

Steam for 10 mins

- **Blend:** Detox Blend
- **Treatment Sequence:**
- Foot Ritual - 3 mins
- Healing and Scanning - 2 mins
- Back of the Body - 35 mins
- Start with Back of the leg
- Gharsana with silk gloves
- Massage - Revised Pavitri strokes
- Continue with Back
- Gharsana with silk gloves
- Massage - Revised Pavitri strokes
- Front of the Body - 20 mins
- Face up & Healing
- Front Leg
- Gharsana with silk gloves
- Massage - Revised Pavitri strokes
- Abdomen
- Gharsana with silk gloves
- Massage - Revised Pavitri strokes
- Arms
- Gharsana with silk gloves
- Massage - Revised Pavitri strokes
- Decollete
- Gharsana with silk gloves
- Massage - Revised Pavitri strokes
- Foot Massage - 20 Mins
- Wrap feet with hot towel
- Face - Lymphatic Face Massage strokes - 10 Mins

Relaxation Lounge Experience



JWC New / Enhanced Experiences

J Wellness Circle | Meaningful Rituals | “Atithi Devo Bhava”

Foot Wash Ritual | Enhanced

- A welcome ritual performed nurturing the concept of “Atithi Devo Bhava”. This ritual is performed at the beginning of most therapies.
- Adding Hot Water in a copper-spouted Jug – to release fragrance of Blend

Post-Treatment Ritual | Enhanced

- A ritual performed during farewell to honor to divinity within the guest.
- Water with Lemon | Fresh Flowers Garland

Dhoop Ritual | New

- An Indian traditional purifying ritual which is used to naturally cleanse the environment.
- Dhoop is an ancient way of creating an environment of purity & serenity



JWC New / Enhanced Experiences

Arrival | Foot Wash Ritual

Products & Accessories:

- Footbath blend which is enriched with Ajwain, Ashwagandha & Limbu essential oil
- Tray Set-up - Hand Towel, Loofah, Fresh flowers, Copper Spout with warm water infused with footbath blend

Ritual:

- ❖ This would begin with our Therapist welcoming the guest with our talk line “Namaste! We believe *Atithi Devo Bhava* which means guest is like God, hence I wash your feet”
- ❖ We would use a Copper jug to pour warm water into the Urli, infused with our signature footbath blend while the feet are soaked in warm water with fresh flowers.



JWC New / Enhanced Experiences

Post-Treatment Ritual

Products & Accessories :

- Tray with fresh flower garland
- Manjira

Ritual:

- ❖ This ritual will start with the mild sound of Manjira which is a traditional Indian instrument that will awaken the guest from deep relaxation state post therapy.
- ❖ Followed by serving a glass of water along with lime slice to rejuvenate & hydrate body.
- ❖ And will end with traditional fresh flower garland while we express gratitude by saying “To honor & respect the divinity within you”



JWC New Experience

Dhoop Ritual

Products & Accessories:

- Brass Thali with floral petals (marigold/rose/jasmine)
- Signature Dhoop
- Kapoor/Camphor
- Charcoal
- Dhoop Holder
- Match Box or Lighter
- Clipper / Tong
- Hand Fan

Ritual:

An elaborate ritual performed with an intention of Sankalp with our Jiva Chants in the background. A serene experience combining the benefits of Dhoop purification along with J Chants powerful sound vibrations around. An experience that will work on all 5 senses & 5 elements bringing about ultimate wellbeing of all.



JWC New Experiences

Relaxation Lounge Experience

- **Beverage Station/Trolley with:**
 - **Infused Water** – Orange | Mint Leaves | Cinnamon
 - **Vishuddhi Chai** - Detoxes
 - **Jeera Water** served warm - Packed with Antioxidants, Improves Digestion, Increases Metabolism
 - **Ajwain Water** served room temperature – Improves digestion, reduces bloating and acidity.
 - **Til ka Ladoo** – Good source of fibre, good for skin and hair.
- Holistic | Signature Experiences - **2 hours or more** - **Healthy regional savoury/specialities.**

2023

RELAXATION LOUNGE

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Honoured To Be Ranked As
**WORLD'S STRONGEST
HOTEL BRAND 2022**
&
**INDIA'S STRONGEST
BRAND 2022**