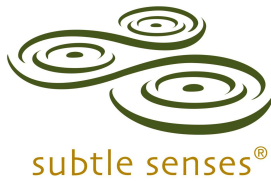


**For Immediate Release**



## **AN EVOLUTION OF THE WELLNESS SPA INDUSTRY**

**SINGAPORE, 25 April 2010** – HealthTrends Group and the True Group announce today that they have formed a strategic alliance to expand their health and wellness portfolios to offer a holistic range of health, beauty and wellness services to their customers.

The True Group, which was established in Singapore in 2004, is one of the largest fitness and wellness groups in Asia, comprising the brands of True Yoga, True Fitness, True Spa and True'Est. Mr Patrick Wee, Group CEO and Founder of the True Group says, *"This strategic collaboration is a natural evolution of our business in offering a holistic range of health and wellness services to our customers. We chose HealthTrends Group because we recognize its vision and reputation as a key player in Singapore's wellness and aesthetics industry. We are confident that the HealthTrends Group will deliver a high standard of service to our customers."*

Dr Billy Hardie, Founder CEO of HealthTrends Group, reinforced the collaboration. *"We recognise a unique opportunity in this industry consolidation for HealthTrends to play a major role in creating the Medi-Spa of the future – one that provides a holistic healing experience for our patients and customers to achieve optimum wellness for themselves and their families."*

*"We will work with the True Group to create a unique experience for all our customers. Like what HealthTrends has done with Medical Aesthetics in Singapore and Hong Kong, we welcome healthcare and wellness practitioners to come onto our Wellness platform in building this vision together. This will ensure a professional and responsible approach in the delivery of our holistic care concept. I envision this platform to be a primer as we position Singapore as a premier Health and Wellness destination along the likes of Switzerland's La Prairie and Thailand's Chiva-Som".*

**-MORE-**

The HealthTrends Group has a healthcare portfolio of medical, aesthetics and wellness clinics in Singapore and Hong Kong. The Group operates reputable aesthetic brand names like The Sloane Clinic® and Astique Medical® in Singapore, and the CliniCentral brand in Hong Kong.

HealthTrends also owns popular wellness spa, Subtle Senses Pte Ltd. Since its inception in 2003, Subtle Senses has picked up many accolades including numerous Excellent Service Awards, the 'Promising Brand' award at the 2007 Singapore Prestige Brand Award, and the 'Established Brand' award just two years later. CEO Gerald Lim was also recognized as Entrepreneur of The Year in 2007.

*"This collaboration convincingly affirms our place as a market leader in Singapore," says Mr Lim. "It brings us a few notches higher in the business consolidation occurring in the spa and wellness industry".*

Subtle Senses and HealthTrends Wellness will respectively assume the business operations of True Spa and True 'Est in Singapore. Existing True Spa and True 'Est customers will continue to enjoy the facilities along Orchard Road's Ngee Ann City and Cuppage Terrace, with no change in services within their existing packages. Mr Lim assures that *"the transition will be seamless as we will be honouring all existing membership packages"*. Existing True Spa and True 'Est customers will also have access to a wider range of health, aesthetics and anti-aging services in HealthTrends Group's various locations throughout Singapore, which will complement their pursuit of optimum health and wellbeing.

-END-

**For media enquiries, kindly contact:**

Glenn Lim  
Director  
20twenty public relations  
Office: 6536 6683  
Email: [glenn@20twentypr.com](mailto:glenn@20twentypr.com)

Jennifer Hardie-Connery  
Vice President, Marketing  
HealthTrends Group  
Office: 6732 7368 Ext. 207  
Email: [jenconnery@healthtrends.com.sg](mailto:jenconnery@healthtrends.com.sg)  
URL: [www.healthtrendsgroup.com](http://www.healthtrendsgroup.com)

Vivien Ho  
Vice President, Marketing  
The True Group  
Office: 62359919 Ext 234  
Email: [vivien@trueyoga.com.sg](mailto:vivien@trueyoga.com.sg)

### **About HealthTrends**

The HealthTrends Group is a regional healthcare enterprise with the vision of “bringing optimum health and wellness to everyone, everywhere”. Founded by CEO Dr Billy Hardie, the Group currently operates 20 medical, aesthetics and wellness clinics in Singapore and Hong Kong, offering a holistic range of “look good, feel good” services aimed at helping patients and customers achieve optimum health and wellbeing.

The Group’s services include primary care, health screening, specialized anti-aging diagnostic tests, nutritional therapy, paediatrics and a comprehensive range of non-invasive and invasive aesthetics procedures and proprietary cosmeceutical treatments.

Our brand names in medical aesthetics include The Sloane Clinic® and Astique Medical® in Singapore, as well as the CliniCentral brand in Hong Kong. The Group also owns award-winning ladies wellness spa Subtle Senses. For more information, visit [www.healthtrendsgroup.com](http://www.healthtrendsgroup.com) and [www.healthtrendswellness.com](http://www.healthtrendswellness.com).

### **About the True Group**

The True Group, comprising of True Yoga, True Fitness, True Spa and True’Est, is one of the largest fitness and wellness groups in Asia, offering a complete approach to health and well-being.

Established in 2004 in Singapore by Founder and Group CEO Mr Patrick Wee, this Singapore brand has established its presence in five countries – Singapore, Malaysia, Taiwan, Thailand and India. Committed to providing the best yoga and fitness facilities, True Group has invested in excess of US\$50 million regionally and now has more than 100,000 members across the region.

In line with the vision of bringing yoga and fitness to the communities we operate in, the True Group has also introduced Bikram Original Hot Yoga to our current stable and has launched True Dance in Taiwan as part of our expanded offerings.

Currently, the True Group has 30 centres and aims to grow to 100 centres in the next 5 years. The acquisition of a minority stake in the True Group by Dubai International Capital (DIC) in March 2008 will provide a launch pad for the Group’s international expansion plans, establishing the True Group as a truly global wellness brand.

### **About Subtle Senses**

Subtle Senses is an award-winning ladies spa dedicated to the total wellness of our members. Established in 2003 with a team of only five staff, the business has since grown exponentially, becoming one of Singapore’s most popular ladies spas with branches along Mosque Street and at Ngee Ann City and Cuppage Terrace.

Led by CEO and ‘Entrepreneur of the Year’ (2007) Gerald Lim, the spa has received numerous awards including Excellent Service Awards, the ‘Promising Brand’ award at the 2007 Singapore Prestige Brand Award, and the ‘Established Brand’ award just two years later.

Subtle Senses is a serene haven for women to rejuvenate, refresh and revive tired minds, bodies and spirits. From the warmth of its service approach to the epicurean spa indulgences delivered with finesse and fine attention to detail, a visit to Subtle Senses is always a lavish experience. For more information, please visit [www.subtlesenses.com](http://www.subtlesenses.com).