



LI' TYA

Australian Dreamtime
Living Essence for the Soul



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LI'TYA. Ancient Aboriginal
plant knowledge entwined with
modern technology for a
luxurious spa experience and
profitable spa business.

Why LI'TYA?

LI'TYA is a high-performance range of natural skin and body care products that blends potent native Australian botanicals, clays and sea fruits with the latest in skincare technology.

For the spa client, LI'TYA's holistic spa treatments enable maximum therapeutic benefit. Combining ancient Australian indigenous philosophy, medicines and massage techniques with aromatherapy, colour therapy, sound therapy and herbalism principles, LI'TYA spa treatments enrich the client's body, mind and spirit.

Today the LI'TYA Spa Experience is respected and enjoyed across the globe for its dedication to excellence and truly holistic, performance-based techniques that care for the individual inside and out. LI'TYA prides itself on its ability to deliver a marketable concept that brings a profitable bottom line.





LITTY

Spine Care from the Australian Doctor

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The story of LI'TYA Philosophy



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When we talk about LI'TYA we identify with an amazing ancient wisdom and concern for the planet, resonating with the needs of many of today's spa clients. These teachings underpin the knowledge that is woven through the LI'TYA philosophy and treatment training provided to therapists.

For more than 40,000 years, the indigenous Aboriginal people of Australia have kept the world's oldest continuous living tradition of sacred knowledge, known as the Dreamtime, from which all aspects of Aboriginal life, context and meaning are derived. This includes an innate understanding of the relationship between humankind and nature's precious resources.



According to the Dreamtime, everybody, everything, and all time and space are intimately linked to the sacred seed of creation, from which everything has grown and continues to grow. Every thought, footprint, gust of wind, plant or animal that lives, has lived or is yet to live, is seen to impart its own vibration upon the earth, which in turn resounds across all eternity as part of the ongoing creation of the world. Living in harmony with this understanding, Aboriginal Australians view their lives here as custodians of the physical and spiritual dimensions of this earth. They tread lightly and with the greatest of respect.



It is in honour of this wisdom that tribal elders and members of Australia's indigenous community have willingly shared with the LI'TYA organisation their intimate knowledge of native plants, healing treatments and their deeply respectful and reciprocal approach to the workings of nature.

“The dreaming”

Developing the LI'TYA range from ancient wisdom and modern technology

"I wanted to create a uniquely Australian product and Spa treatment experience that paid homage to over 40,000 years of ancient Aboriginal healing and plant wisdom."



Gayle Heron, the founder of the LI'TYA brand, set out to develop a truly unique range of all natural spa-orientated skincare products, based upon the ancient plant knowledge held by the Aboriginal people of Australia.

Gayle recognised that to truly do this knowledge justice, she needed a unique methodology to source, harvest and preserve ingredients and combine them with other healing approaches such as herbalism, colour therapy and aromatherapy.

After much research into Aboriginal plant wisdom and treatments , investigative journeys across the Australian continent and years of product research and trials, Gayle launched her unique range under the name LI'TYA, meaning 'of the earth' in 2000.



LI'TYA ingredients for success

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The LI'TYA spa experience

- blends natural products with the latest in skincare technology to purify, nourish and harmonise the body
- works with unique Australian Aboriginal healing treatments, integrated into modern-day knowledge, to create a truly unique spa experience for an excellent competitive advantage
- is derived from Australian native plants for their positive active properties
- is developed from botanical bases and uses only pure grade essential oils
- is built on a 'tread lightly' philosophy that ensures minimal damage to the environment
- is certified organic
- supports indigenous Australians who have given so much wisdom to this concept through the LI'TYA Foundation
- Importantly, LI'TYA is highly concentrated and economical, delivering a 100% mark up on retail products and a low per-treatment cost of sales



Why Spa Creators and LI'TYA?

Spa Creators is the exclusive distributor of LI'TYA products and treatments.

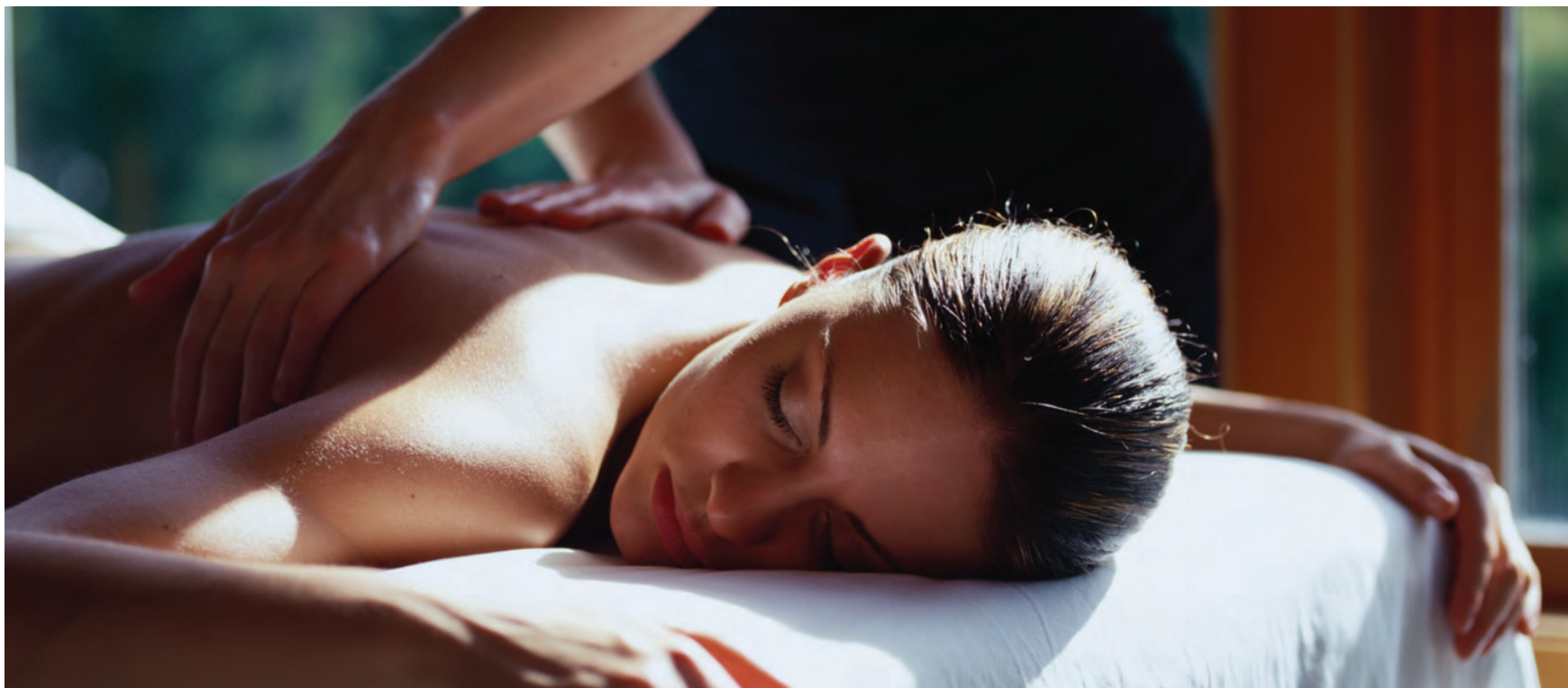
At Spa Creators we can provide the vision and practical expertise to help you establish or upgrade your spa by:

- introducing the LI'TYA products
- training your staff in LI'TYA therapies and retail sales
- providing incentives to your staff
- assisting in the setup of your spa
- supporting you to help you deliver an outstanding experience for your guests
- helping you to realise high levels of profitability
- Offering you LI'TYA's marketing exposure and brand recognition

Spa Creators can offer a one-stop service for all your needs in creating, managing and developing a successful spa that delivers both an outstanding experience for your clients and positive bottom line results.



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Spa Creators, exclusive LI'TYA distributors

Spa Creators and the LI'TYA organisation together have a diverse and extensive background in operations and management within the spa environment. Drawing on our knowledge, we offer every spa a tailor-made spa support package to meet individual requirements.

Business Support

LI'TYA and Spa Creators value the relationship with their spa partners and work to ensure that we provide a support package that goes beyond the supply of product to embrace all aspects of spa business, ensuring an efficient and effective business relationship.

Spa Creators in close association with LI'TYA can help with:

- marketing and PR support and advice
- pricing and advice on maximising sales and profits on treatments
- staff training and development
- treatment and menu planning
- retail and merchandising
- assistance with hotel integration
- on-going operational support to the management team
- stock control advice
- an allocated account manager to provide support, information on products and treatments and on-site refresher training.

Spa business and marketing support activities and materials include:

- Product Profiles, Testers, Product Recommendation Forms etc.
- annual promotional calendar
- promotional event collateral
- event merchandising
- PR and marketing support
- monthly management conference call meetings
- onsite account visits
- LI'TYA newsletters
- site specific treatment and retail training

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Retail Sales Incentive

Client homecare recommendations and effective retailing are an essential part of a successful spa business and an important part of the guest care journey. Within our training programme we give you the tools and strategies to motivate staff and maximise profits from your retail sales.

We are committed to helping you develop a strong culture within your team to ensure the delivery of client homecare recommendations is carried out effectively and with integrity.

Training

The comprehensive LI'TYA training programme is tailored specifically to your spa's environment and staff needs. The training processes and delivery systems we use are renowned as 'best practice' worldwide, aiding you to offer the highest of standards in your spa. Treatment protocol, product knowledge, philosophy, guest care and retailing skills are all covered in our standard training sessions.



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Respecting Nature

What comes from the earth eventually returns there. LI'TYA exclusively uses minimal, functional, biodegradable and recyclable packaging, helping to preserve our environment for future generations.

LI'TYA has developed a product perfect for the most sensitive skin – a certain indication that animal testing is not necessary. We are totally convinced that testing on animals is an inhumane, unjust and completely unnecessary practice.

European Union (EU) compliance

In respect and appreciation for the eons of experience passed down, stored, and walked within these lands by its traditional custodians, the Aboriginal peoples of Australia, LI'TYA consistently provides funds for cultural, educational, and spiritual assistance to various organisations and Aboriginal communities throughout Australia with close consultation with recognised elders.

“We feel compassionate in our beliefs and together with the advice of Aboriginal elders, set about giving back to the communities, as integral extension of our entire operation, to return a portion of our income to the Aboriginal people.”

Gayle Heron.





Find out more

To learn more about the Limegrove management package and how Spa Creators can design, implement and manage a profitable Spa on your behalf in today's competitive environment, simply call us on +357 25 376111 or email info@spacreators.com. You can visit us on the web at www.spacreators.com.

Spa Creators, Exclusive LI'TYA Distributors in over 35 countries in the following regions: Europe, Middle East, North Africa, Russia & China



spa creators



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