

TARA[®]

spa therapy

TARA SPA THERAPY LAUNCHES “TARA[®] REIMAGINED,” A FRESH NEW LOOK FOR THE ICONIC WELLNESS LIFESTYLE BRAND

PRESS RELEASE November 6, 2020. TARA Spa Therapy, a leader and innovator in the spa and wellness industry for over 25 years, proudly introduces the next evolution of its legacy brand, TARA. Inspiring wholistic well-being since its inception, TARA provides spa professionals and consumers alike an impressive collection of organic and eco-conscious treatment and personal care products to support immune system resilience and vital well-being.

The stunning new modern apothecary with its eco-luxury design elevates the TARA brand, while staying true to its core values of: uncompromising purity, eco-conscious integrity and therapeutic effectiveness. TARA innovates a solutions-oriented approach by featuring holistically formulated wellness collections, which makes it easy to focus on our most common, every day health concerns. These include: CALM for stress relief; REST for sleep and deep relaxation; RENEW for restoring depleted energy; BALANCE for centering and grounding; LOVE for nourishing and nurturing; RECOVER for soothing muscles and joints; DETOX for cleansing and purifying and IMMUNE BOOST for supporting immune resilience.

The full breadth of the refreshed TARA Wellness Lifestyle brand can be found across 7 Spa Therapy Collections: Aroma Wellness, Bath Therapy, CBD, Skin Therapy, Herbal-Ease Pillows and Packs, Sun Restore and TARA's renowned Ayurvedic Rituals. Many world-class resorts and spas incorporate TARA professional products to create signature treatment experiences, while their spa boutiques offer the TARA retail component, encouraging guests to extend the benefits of their spa visit with self-care rituals at home.

“Now, more than ever before, maintaining and sustaining vital well-being is essential. Wellness lifestyle programs and self-care rituals must be at the core of our daily practice. And TARA Spa Therapy guides users on this path,” says Tara Grodjesk, Founder and President of TARA Spa Therapy.

“The stunning, new ‘TARA Reimagined’ packaging design will open new doors to the TARA experience, as well as strengthen TARA’s long-standing partnerships with many renowned 5- Star spas, hotels and resort properties,” comments Jim Chenevey, CEO of Earthlite, parent company of TARA Spa Therapy.

“Our deeply-rooted TARA Spa Therapy mission ‘To inspire, empower and cultivate the integrity of well-being’ has never been more appropriate. Especially in today’s challenging times, our TARA products are the vehicle for our vital mission and message, which is more timely than ever before.” adds Ms. Grodjesk. The TARA Reimagined Collection is launching this November, 2020. For more information, please contact Wendy Loftin at info@makmllook.com or visit TARA Reimagined online: www.taraspa.com.

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