



THE FARM | PREVENTION RECOVERY WELLNESS

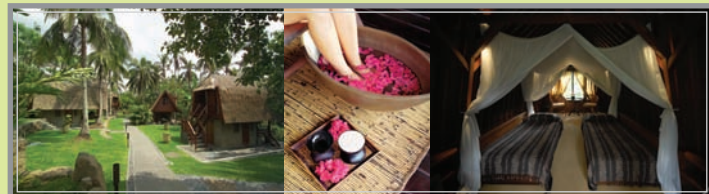
Maximizing Human Potential Through Optimal Health



REDISCOVER THE WELLNESS WITHIN YOU AT THE FARM, ONE OF THE FEW TRULY MEDICAL AND WELLNESS RESORTS IN THE WORLD. LOCATED AN EASY TWO-HOUR DRIVE SOUTH OF THE PHILIPPINE CAPITAL OF MANILA, THIS AWARD-WINNING 48-HECTARE RESORT OFFERS AN EXCEPTIONAL HEALING ENVIRONMENT FOR THE HOLISTIC TREATMENT OF THE BODY, MIND AND SOUL. MAKING USE OF NATURE'S OWN REMEDIES, OUR MISSION IS TO GUIDE AND EDUCATE YOU TOWARD YOUR MAXIMUM TOTAL HEALTH POTENTIAL.



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PHYSICIANS AT THE FARM BY ALILA 9 SEPTEMBER 2008

A 58-year-old Spanish woman diagnosed with a precancerous colon tumor undergoes a five-day natural detox program of wheatgrass infusion therapies, psychoemotional sessions and daily meditation at The Farm. Seven months later, a colonoscopy reveals no signs of the tumor.

A 57-year-old Filipino businessman who had been repeatedly warded in Intensive Care Unit with the heart condition, arrhythmia, undergoes natural therapies at The Farm that focus on the importance of rhythm in health and that address his electrolyte and mineral deficiencies. Five years later, he has yet to experience another arrhythmia attack.

Physicians at The Farm, the multi-award-winning health and spa resort newly managed by Alila Hotels and Resorts, have created numerous medical breakthrough experiences such as these for its guests through its holistic approach to health.

Located an easy two-hour drive south of the Philippines capital of Manila, The Farm sits 1025 feet above sea level on a former coconut and coffee plantation, gently nestled in the foothills of Mount Malarayat. The Farm covers 48 hectares of gardens, ponds, mountains, rivers, lagoons and waterfalls, providing an exceptional healing environment of tropical serenity and an extraordinary source of pure, natural healing water. Surrounded by this soothing luxuriance of nature are spacious suites and villas, meditation pavilions, an organic garden, walking and jogging trails, four swimming pools, a waterfall heated pool, fully-equipped gym, medical clinic and spa.

The Farm's fully integrated medical facility specializes in alternative techniques of diagnosing and treating illness and "dis-ease" of the body, mind and soul. The belief is that deficiencies and congestions are the root cause of all dysfunctions, and that these can be prevented or cured according to the laws of nature. An experienced team of certified professional medical doctors, therapists, fitness consultants and 'living food' chefs combine their expertise in The Farm's medically guided prevention and recovery therapies and wellness programs.

The prevention programs focus primarily on eliminating toxins using therapies such as colon hydrotherapy, target organ cleansing and guided fasting to restore the optimum ability of the body to absorb nutrients. The recovery programs help to provide supportive treatment for a wide range of health conditions and ailments, including the management of hypertension, infertility, diabetes and cancer. The wellness programs of good nutrition, massage and spa therapies, fitness and spiritual development sessions will improve overall well-being. Organic vegan live foods, comprising solely of fresh uncooked fruits, vegetables, germinated grains, nuts and seeds are exclusively served at the resort.

A medical program is customized for every guest by the medical team at The Farm based on his or her needs and therapeutic goals.

"Any unwell organ is part of a system, which affects all other functions of the human body. It is important as such to holistically treat the body, mind and soul. The tranquillity of nature, the beauty of our architecture, highly nutritious food, spa services with healing as the main goal and medical doctors and nurses knowledgeable in both mainstream and natural medicine here at The Farm – all of these are important components in helping our guests achieve optimal health," said Resident Physician Dr. Marian Alonzo.

Although this connected approach to health has only recently begun to be acknowledged by the mainstream medical profession, The Farm's success has already earned recognition from some quarters such as the National Psoriasis Club. Dermatologists and doctors there are keen to understand how The Farm's 12-day detox program has succeeded in healing a patient of a chronic and severe skin disorder, guttate psoriasis, where six years of traditionally prescribed treatments have failed.

The Farm's dedication to healing the whole person with specialist care and attention has made it one of the leading health and spa resorts in Asia. The Farm is an ideal retreat for anyone seeking to maximize their health and life potential.

The Farm won the SpaAsia Crystal Awards for the Best Medical Spa of the Year in 2006 and the Best Spa Cuisine of the Year in 2006 and 2007.