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**‘MUCH TO
CELEBRATE’**
IN 25 YEAR UN-
AZERBAIJAN PARTNERSHIP



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REGIONAL CEOs ‘VERY CONFIDENT’
IN BUSINESS PROSPECTS, BUT CHALLENGES LIE AHEAD



CHENOT PALACE HEALTH WELLNESS HOTEL IN GABALA

BODY DETOX – WITH PEACE OF MIND – CLOSE TO MOTHER NATURE

By **ARSLAN ABBASOV**
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Tourists and travelers visiting Azerbaijan have been given a new opportunity fall in love with Gabala, a green-bosomed picturesque region some 225 km away from the capital city of Baku. Chenot Palace Health Wellness Hotel, a top-class five-star facility, has recently opened in this area to offer the renowned Chenot method – a signature combination of aesthetic treatment with a special diet – to curious customers desiring an effective preservation of their body's vitality through detoxification.

Nestled in the foothills that cascade down to the Nohur reservoir, this matchless compound surrounded by pinewoods embodies the Chenot philosophy. The surrounding landscape greets guests with tranquil waters, murmuring springs, babbling waterfalls, silent forests and harmonious lines formed by the crests of the surrounding mountains.

Henri Chenot is said to have taken several helicopter flights over the territory of Azerbaijan to discover the ideal location for his health and wellness facility – the location he finally approved is a perfect synthesis of natural beauty, serenity and energy.

The windows in each of the 72 hotel rooms and three villas provide a stunning view of the Nohur reservoir – there the change of color palettes is perpetual, the light and shadows leaving a lasting impression on observers keeping watch.

The interior design – large-frame windows, wood floors and simple furniture – evokes the ease, coziness and inspiration that is characteristic of being in a natural environment and conducive to leisure and relaxation.

The state-of-the-art medical spa facility occupying 6,000 square meters is designed to meet everyone's specific evaluation, treatment and dietary needs.

A sizeable park of 26 hectares has several ponds and



multi-step waterfalls, as well as walking and running routes – a perfect synergy of relaxation and wellness.

DIAGNOSTICS

Being a rejuvenation facility, the Chenot Palace Health Wellness Hotel is not available for stay without taking part in a wellness programme. Upon arrival each guest undergoes three diagnostic examinations. The first is the *classic examination* – a general assessment of the guest's current state of health and medical history in order to recommend a treatment procedure, taking into consideration the needs and wishes of the guest. The second is the *bioenergetics exam* where waves are run through the body to get precise information about the transformation of energy in his/her viscera and his/her functional capacity. The third examination is a *nutrition consultation* to assist the guest in getting well and feeling better. Each guest sits down with a nutritionist to learn about his/her daily food allowance which is based on the results of anthropometric measurements, metabolism and other tests to identify deficient nutrients.

Based on these examinations, each guest receives an individual programme involving procedures for the treatment and removal of toxic substances, accompanied by a special diet, to improve his/her health.

PROCEDURES

Chenot Palace Health Wellness Hotel offers a wide range of procedures to make your retreat a pleasant experience. Hydromassage with a special mixture of essential oils is a good energizer in the morning. Changing water temperature – with the impact of herbal extracts –

produces a thermodynamic effect on vasoconstriction and vasodilatation and reinforces the life functions responsible for the removal of toxins and elimination of adipose deposits. Application of microalgae-enriched white or green clay over the whole body, with the use of pure essential oils, is the second phase of hydro-energetic treatment. The synergy of essential oils and minerals draws out excess fluids for a detoxifying and rejuvenating effect. Massage through a shower with a body jet spray has a restorative effect and increases stamina to accelerate the metabolism and increase peripheral blood circulation, thereby leading to the recovery of life force.

The Chenot detox massage is a mandatory daily procedure to direct persistent toxins to 'exit' points by means of special techniques and consumption of food with an anti-oxidative effect. The combination of manual technique and vacuum cupping-glasses causes an undulatory motion of liquids in the body, facilitating the release of toxins and promoting the regeneration of cells.

For people with abdominal fat there is Laser-Lipo (light laser) treatment to eliminate fatty tissue in the areas of the body that do not respond to diets or body exercises. Applying laser electrodes flat on to the skin allows red laser rays to penetrate into the skin deep enough to reach the adipose layer. Laser energy entering into fatty cells provokes a fast chain reaction that prompts the cells to release the fat constituent without disintegration. Subsequently, the lymphatic system removes fat the same way it takes out digested food intake. The entire procedure does not take long to complete and does not require surgical intervention – a highly effective and absolutely painless treatment.





After exploring all the other beautiful corners of the Chenot property, you will want to find your way to the cryogenic chamber to experience the three-stage cooling procedure. Your thrilling 'journey' starts with putting on protective gloves and a face mask and proceeding to the first chamber, in which you stay for a couple of minutes at a temperature measuring minus 10 degrees centigrade. Lost in your thoughts, you move placidly to the second chamber to resist minus 60 degrees centigrade for two and a half minutes. Your quickening pulse activates your brain, and you proceed to the third chamber where you remain for around one minute at a temperature measuring minus 110 degrees centigrade. The invigorating electricity that courses through your body does not leave any room for you to shiver with cold. This experience lasts for a maximum of three minutes, after which your skin becomes clear and flexible and gains resilience, your stamina increases, and your wrinkles disappear completely. Now you are truly ready to enjoy your life.

CHENOT DIET

To increase the efficiency of all Chenot procedures, every guest gets either a detox or *biolight* dietary regimen tailored to his/her needs.

The detox diet is a seven-day nutrition scheme with a focus on calorie restriction to regulate biomarkers (i.e., reduce glucose and insulin levels) and mitigate oxidative stress by depleting the energy flow and slowing down the metabolism, or the pace of life. As part of an intensive treatment, the detox is a good short-term deprivation diet. Observing the detox diet one or two days a week after returning from the hotel can prolong the benefits of the Chenot treatment because the body will recover its strength and feel better. This diet, with



a daily consumption of 700 (large) calories, is based on the food of non-animal origin only.

The *biolight* diet is a daily nutrition scheme based on the right balance of various major mineral elements and aimed to maximize the functional capacity of the patient and restore correct hormone levels. This diet, with a daily consumption of 1,200 (large) calories derived from the food of animal origin, is the ultimate solution to restore and optimize energetic metabolism to achieve and maintain the optimal healthy weight (for height).

SERVICE FEE

Chenot Palace Health Wellness Hotel has been designed to provide accommodation and procedures to an exclusive number of customers desiring to benefit from the assistance of foreign professionals.

The service fee for the standard three-day/three-night active detox programme starts at 1,580 euros per guest, while the seven-day Henri Chenot core detox programme will cost around 3,000 euros per person. Finally, the 14-day Henri Chenot method for metabolism optimization for excess weight loss works out to 7,600 euros per person.

The services are affordably priced compared to a similar 7-day programme at Clinique la Prairie, a highly promoted health retreat, where the guests are charged almost 40,000 euros (without the cost of transportation and accommodation).

At a time when the capital city is overcrowded with foreign travelers yet the regions largely remain an unknown quantity, the Chenot Palace Health Wellness promises complete reversal of tourism trends drawing elite foreign tourists out of the city and to the regions of Azerbaijan.

