


September 26, 2019

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## THE WELL Debuts Flagship Club in NYC

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THE WELL, an 18,000 square foot modern membership-based club, opened its doors in New York's Flatiron. The first of its kind, THE WELL builds best-in-class, integrated and highly personalized plans for each of its members, marking a completely new style of members club, with community and wellness at its core.

The idea for THE WELL first came to CEO and CoFounder, Rebecca Parekh (Former COO for Deepak Chopra and Deutsche Bank Executive), in 2009 when she was seeking a concept like this in her own life. Rebecca was finding it difficult to prioritize her own health and well-being with so much conflicting information and advice out there—and after visiting a destination spa in Sedona, Arizona, became inspired to bring destination wellness to an urban market. Her CoFounders, Kane Sarhan (Former Head of Brand for Starwood Capital Group and 1 Hotels) and Sarrah Hallock (Former Marketing Executive at vitaminwater, Bai and WTRMLN WTR), both had similar struggles, which is why they are so passionate about bringing this model of wellness to busy professionals in cities like New York.

“Our mission is to be the gold standard for wellness,” says Rebecca Parekh, CoFounder and CEO of THE WELL, “We’re building a movement to empower people to take greater agency for their health.”

THE WELL has curated an expert team of renowned practitioners trained in Functional & Integrative Medicine, Chinese Medicine, Sports Medicine, Ayurveda and other modalities to offer a holistic approach to health and wellness. Practitioners are communicating in real time to help members reach their goals and address topics including stress management, sleep hygiene, gut health and immunity. THE WELL practitioners include Chief Medical Officer - Frank Lipman, M.D., Head of Sports Medicine - Keith Pyne, D.C., and Head of Traditional Chinese Medicine - Aimee Raupp, M.S., L.Ac.

“We believe in bio individuality which means there is no one size fits all protocol” adds Sarrah Hallock, CoFounder and COO of THE WELL. “THE WELL is a place where members receive trusted, personalized plans to help them achieve their individual health goals.”

Membership includes monthly one-on-one sessions with a dedicated health coach who serves as a guide to help members drive their own experience and craft a highly personalized wellness plan. Unlimited yoga, meditation and movement classes are also included in membership, as well as access to the private training gym, relaxation lounge, sauna and steam room. THE WELL also offers an extensive treatment menu in its ten room spa including acupuncture and acupuncture facials, reiki, craniosacral, dry brushing and lymph drainage, deep tissue massage, myofascial release, neuromuscular and trigger point therapy and several other integrated modalities.

Opening in October, THE WELL Kitchen & Table will be a market-fresh restaurant focused on seasonal, local and organic offerings, from the team behind Cafe Clover and Clover Grocery. The ever-evolving menu features Ayurvedic-inspired and plant-centric entrees, with an international flare. Sample dishes include Grass-Fed Beef Bone Broth steeped with chaga, wild kombu, moringa and noni leaves; Seed-Crusted Wild Salmon with roasted baby artichokes, sunflower sprouts, castelvetrano olives and preserved lemon; and Heirloom Summer Squashes with watercress pesto, pistachio, preserved lemon and crushed chili flake. Healthy juices, smoothies, organic and biodynamic wines and low ABV cocktails complete the offering.

“We want to change the narrative and relationship around wellness,” concludes Kane Sarhan, CoFounder and CCO of THE WELL, “This club is our first step towards building a global brand that changes the way people think about their health.”