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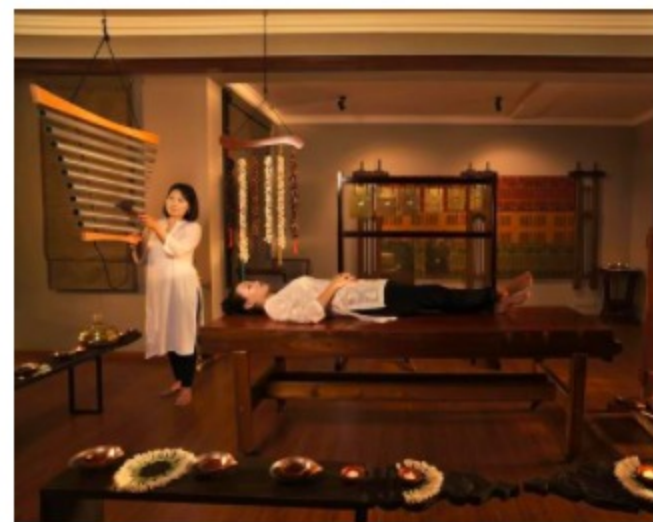
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**Latest news**

15 Nov 2017

**'Sound healing therapy' launched by Indian boutique spa hotel**

BY TOM WALKER



Therapists administering the treatment will use a resonator to create vibrations and an acoustic massage

photo: Svatma hotel/Perowne International

The owners of Svatma, the experiential boutique hotel in Thanjavur, India, have created a new sound healing therapy which they will market as a new "destination experience" for the property.

Described as the first of its kind in India, the treatment will look to tap into the healing qualities of music through a vibrational sound therapy session, which will be offered at the hotel's Soukyam Spa.

The treatment is based on the Veena, a string-instrument used in traditional Indian music and dance.

According to Svatma, the number of frets on the Veena equals that of the human vertebrae and when the instrument is played, each note "stirs a physical and emotive connection".

To mimic the frets on a Veena, the Soukyam Spa has created a new 'sound bed', in partnership with musical instrument specialist Svaram.

The massage table, which has 50 strings, has been carefully tuned and stretched underneath.

Therapists administering the treatment will use a resonator to create vibrations and an acoustic massage, which "nurtures the emotional-physical system".

"The session will create a deep harmonising effect of pure sound and a deep state of relaxation," a spokesperson for Svatma said.

"The aim is for the sound bed to project the individual into a deeper, dreamlike, relaxed alpha state, which will alleviate stress and relax the muscles, re-aligning the body to stimulate inherent self-healing transformative powers - leaving the client content, clear minded, positive with a new-found sense of energy."

The sound bed therapy is the latest offering at the hotel's Soukyam Spa, which specialises in offering treatments and therapies using the ancient siddha school of wellness, which predates Ayurveda.

The luxury day spa has four private full body massage/treatment rooms as well as a relaxation area for foot and shoulder massages.

The 38-bedroom Svatma hotel is housed in a 100-year-old period mansion and is owned by entrepreneurs Krithika and Sumanth Subramainian.



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**Spa Business magazine 2017 issue 3**



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