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Verita Healthcare taps Medical Wellness Industry

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Verita Healthcare Group has entered into a joint venture with Minor Group's Anantara Hotels, Resorts & Spas to collaborate on a global network of integrated, property-based health centres.

Singapore-based multinational company, Verita joins Anantara in signalling growing confidence in medical and wellness tourism within Thailand and around the world. Wellness tourism is currently worth around $639bn annually and this is set to rise rapidly over the coming years.

The project recognises increasing demand for personalised innovative travel and wellness offerings that go beyond traditional fitness and spa services. Launching initially with a centre currently in development at the Anantara Riverside Bangkok and scheduled to open in Q1 2020, the JV plans to expand into multiple locations around Asia Pacific and Europe.

Verita Healthcare Group Founder and Chief Executive Officer, Julian Andriesz says:"The Anantara Verita partnership will allow people to take proactive, personalised steps towards extending their healthy lifespans, reversing the effects associated with aging, and enhancing their overall human performance – all within the luxury of a modern and comfortable environment. Minor Group have a database of over 70 million people and we look forward to launching Verita centres early next year in Thailand and then across their stunning flagship properties in Asia Pacific and Europe."

The centre's 677 sqm of modern luxury will feature dark IV infusion rooms with sleep-promoting light therapy, streamlined VIP suites, a meditative garden and ergonomically-designed private consultations pods.

Owing to aging populations and increasing levels of chronic diseases due to modern lifestyle habits, there has been a rise in the demand for more sophisticated, scientifically-based therapies and services focused on smart early prevention and life extension. The health facility's treatment menu will reflect Verita's distinct offerings combining the world's most ground-breaking diagnostics and a cutting-edge digital health platform.

State-of-the-art technology provides advanced health analytics and reports in real-time for immediate consultation and recommendation of personalised programmes. The latest innovations such as the recovery XR cryotherapy chamber and vascular pulse therapy “cardiosynchronised vascular physiotherapy” specifically target issues such as biological age reduction and performance improvement. Whether clients are interested in customising diet and fitness plans to suit their genetics, whether they need to focus on specific areas of concern like weight, sleep, libido or immune system or they simply need a fast detox or energy boost they will find what they are looking for.