

## press release

# Sunita Passi: meet the modern voice of Ayurveda

*A pioneering product and training developer, holistic spa expert and authoritative writer and speaker.*

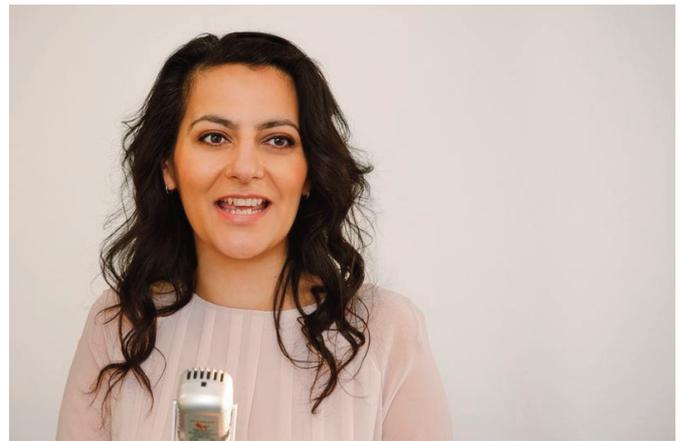
**A natural wellness entrepreneur in every sense, Sunita Passi has demystified the ancient Indian system of Ayurveda to a new generation, helping it make sense in a modern world.**

Having observed her grandfather in his Ayurveda clinic in India as a child, Sunita honours his legacy with an inimitable passion for holistic living. Internationally renowned for her knowledge and technical expertise, her words of wisdom have educated and inspired readers of *European Spa; Foodservice Consultant; The Telegraph – Stella Magazine – The Knowledge; Yoga & Health; Inspired Times; Choice Health; Massage World and Aromatherapy Times Magazine.*

In 2005, she consolidated her experience and developed her own natural line of spa products, treatments and training programmes under the banner of *Tri-Dosha*, which has become a leading Ayurvedic brand, gracing the shelves and hushed treatment rooms of the best spas in the UK including *The Scarlet Spa; Herb House at Limewood; Solas Croi, The Clover Mill*, as well training 600 independent holistic therapists across the country. Hands on in all aspects of design, marketing, product development and training, Sunita is behind every tailor-made holistic spa menu, integrating Ayurvedic philosophy with her clients' ethos to bring out the 'soul' of the venue.

Tri-Dosha now extends to *The Neem – Sunita Passi*, whose philosophy is simple: natural effective formulas, which are produced by scouring the sub-continent for the best and most powerful ingredients to deliver high performance, quality products.

Thanks to her media clout, accessible advice, approachable manner and intelligent business sense she has gained significant recognition: in 2011 she was listed as one of the top four Wellbeing experts in *Red Magazine (UK)*, who practice what they preach. And the previous year, in 2010, she was voted 17th out of the top 20 leading personalities in the *Natural Beauty Yearbook (UK)*, heading up the natural beauty field.



*Sunita Passi is available for business consultations, comment on spa and holistic trends, and speaking events covering areas such as:*

- *Ayurveda / therapeutic body work*
- *Meditation*
- *Personal and Professional Development*
- *Natural Skincare*
- *Natural Health*
- *The Business of Holistic Wellbeing*

*Sunita has also developed concepts, based on her own life experiences, and can offer short interviews, to long hour slots or several hour specials, on:*

- *Awareness and Freedom*
- *Opening to the Flow of Love*
- *Living from a Higher Vibration*

**For bookings, or more details, please contact:**

**Sunita Passi**

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