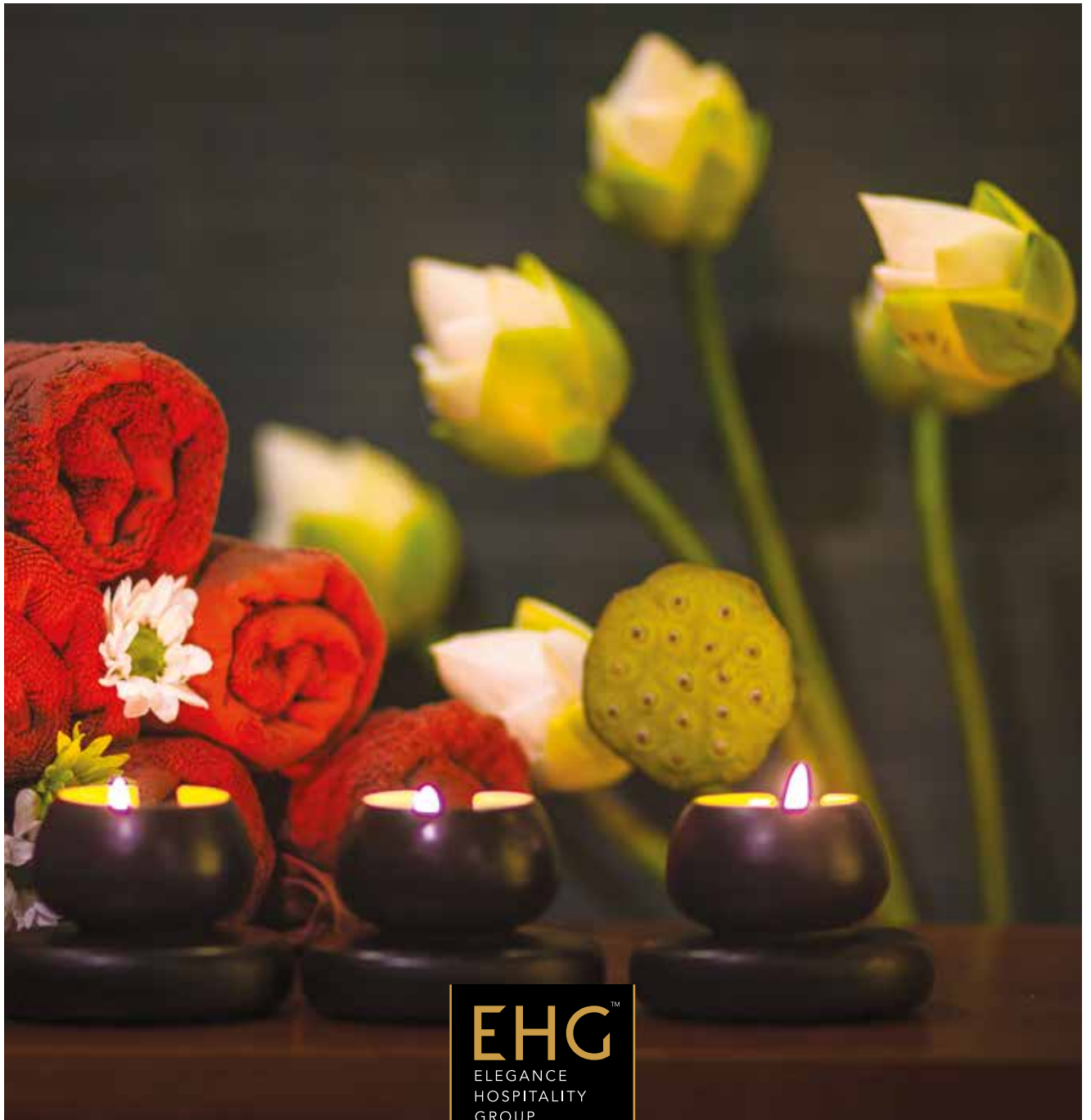


La'gazine

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ISSUE 2 - SPRING & SUMMER EDITION 2019



EHGTM
ELEGANCE
HOSPITALITY
GROUP





Xin chào!

Welcome the second issue of La’gazine, which has been compiled by the La Spa team. To differentiate ourselves from other spa magazines and to really make the content significant and personal to La Spa, all the articles have been written by our staff - from receptionists and cleaners to management and therapists. Everyone was invited to take part in a content writing competition and in just two weeks 47 articles were delivered.

La’gazine therefore is the result of a combined team effort. We introduce you to daily life in La Spa and Vietnam’s culture through the eyes of our people. In addition, we aim to make your visit not simply a treatment, but also a memorable and meaningful experience.

In September 2018, La Siesta Spa was renamed La Spa as part of a new creative rationale. In this issue, we talk about our brand story, including the reasons for, and our vision behind, the spa’s rebrand.

La’gazine is a twice yearly publication. We hope you enjoy reading it and thank you for spending your valued time at La Spa. We greatly appreciate all your support and our team works harder and more passionately every day to ensure a great experience for all our customers.

Ms Kim
Spa Director of EHG



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La'gazine

**Publisher
& Editor-In-Chief**
Thu Nga Nguyen

Editor
Stella Ciorra

Designer
Tan Bui

Photographer
Cuong Bui, Tan Bui, Kim

La Spa Head Office
10 Nguyen Quang Bich, Hoan Kiem, Hanoi
T: +84-24-39234026
www.laspas.vn

La Spa, by La Siesta, is a member of the Elegance Hospitality Group (EHG). The first spa branch opened in 2010 and now the operation has four branches in Hanoi's Old Quarter and one in our Hoi An resort.

La Spa, guided by the principles and professional standards of EHG, is a trendsetter in Vietnam's spa and wellness industry.



09



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The La Spa journey

La Spa began its journey as La Siesta Spa in 2010. At the time, spa services in Vietnam lacked standardization. The majority of spas tended to be small operations. With the development of tourism, investors saw the industry simply as a profitable business opportunity and little more.

The Elegance Hospitality Group (EHG) decided to create a spa brand as part of their La Siesta hotels operation to provide guests with a wonderfully convenient and professional service. This business has always been driven not by revenue and profit but by the ambition to provide an exceptional wellness service, exceeding every expectation. Rather than diverting energies to marketing and advertising gimmicks, the focus has always been on improving processes, perfecting the service, refining every detail, investing in training, employee development and human resources. A happy, motivated and passionate team of people results in the best service experience.

Gradually, we realized that our La Siesta Spa operation was outgrowing its position as an in-house hotel guest spa. The number of our customers from outside EHG was rapidly increasing. More than half of the 3,600 customers for the year 2017 were from outside EHG - a percentage share that is still rising.

It soon became evident that La Siesta Spa had established itself as a trendsetter in Vietnam's the spa and wellness industry. Many competitive spas tried to copy us and incorporate some of our characteristics and features into their service, but this never worried us. On the contrary, competition makes us stronger. It inspires us to be more innovative.

Realizing our chance to be a pioneer and recognizing our responsibility helped our spa increase in strength and confidence. This was one of the reasons La Siesta Spa took on a more

independent image leading to its rebrand. At the end of 2018 La Siesta Spa became 'La Spa'. Together with a new logo, color scheme and new rationale, La Spa cements our strong spa heritage.

The name La Spa was chosen as a succinct way to explain our business while keeping it aligned to EHG's La Siesta operation. However, we soon realized the name carries more meaning as La Spa perfectly reflects our brand spirit.

Firstly, keeping the prefix 'La' of the 'La Siesta' brand pays homage to the foundations of our operation and the values that have guided us during our first decade. For our customers, it retains a link and a level of familiarity with our original brand.

'La' means leaf in Vietnamese and this is the main raw ingredient in essential oils, herbal pillows and teas. Leaves are part of the Vietnamese people's culture and daily life. They are used in traditional medicine, healthcare, beauty and skin care products as well as in cultural and spiritual rituals bringing luck and good health.

La Spa's logo features four leaves inside a circle. If you pay close attention, they show the life cycle from a young leaf moving to an old one and back to young. a perfect number, full of energy embodying symbolism.

Four is also important in our business ethics and our core values of being:

Professional and consistent
Luxurious and world standard
Honest and trustworthy
Caring for our staff

Welcome to La Spa as we continue our story and a new chapter in our pioneering journey.

La Spa tea contest

At La Spa, the desire for improvement comes not only from the management, but also from every single member of the team. As such, a number of fun creative contests have been held to encourage staff contribution and ingenuity. In 2018, one of the most impressive was the La Spa Tea contest.





The competition started on 3 July 2018 and immediately received a great response from the staff. Everyone was productive and active really taking time to create a unique tea – from researching ingredients to creating the right recipe. The end goal was to get their tea included on the official La Spa tea menu. A total of 33 tea recipes were entered from Hanoi and Hoi An.

The two-part final round was held in Hanoi on 12 July 2018 with seven shortlisted teas, and in Hoi An on 14 July 2018 eight teas had made it through. The final results were announced on 20 July, with the winning two teas as follows:

First place: White Crane Tea created by Nguyen Thu Nga

Ms. Nguyen Thu Nga, Assistant to the Director, has a special interest in teas and is particularly concerned about those with diabetes who need to be careful when it comes to sugar levels.

Inspired by Hue Royal Tea, Ms. Nga came up with a combination of chrysanthemum, part lotus seeds, licorice, red apples and artichoke. White Crane Tea has a naturally sweet taste and carries a wonderful aroma as well as bringing some health benefits. After winning the first prize, she renamed her tea Autumn - representing one of the four seasons on the La Spa tea menu.

Second place: Vietnamese Rice Drink by Bui Thu Huyen

Mrs. Bui Thu Huyen, a Therapist from La Spa Nguyen Quang Bich, devised this tea which was then renamed Spring. Before becoming a therapist, Mrs Huyen (who embodies the



traditional Vietnamese woman devoting herself to her family and the home) worked for a long time at a well-known restaurant in Hanoi. This was invaluable experience when it came to creating her tea. It is made from Vietnamese rice and pandan leaves, the combination of which surprises many customers. Spring tea is now a firm favorite on the La Spa tea menu.

Two of La Spa's four season teas have been invented by our La Spa staff, taking first and second place in the 2018 tea competition.

Choose your favorite season and enjoy one of our four delicious and meaningful teas. Which season are you going with?

— Diamonds — in the Moonlight



On the evening of 14 August 2018, the La Spa annual event, “Diamonds in the Moonlight” was celebrated at the Diamond Sky Bar – one of Hanoi Old Quarter’s most luxurious rooftop bars. The party was in the style of the 1920’s with a Great Gatsby theme: beautiful, glamorous and elegant. The Invited guests were all La Spa members who came dressed to impress.

Ms. Ton Khanh Nhi, La Spa Cau Go Supervisor, Head of the organizing board, said: ‘Diamonds in the Moonlight is a unique party for ladies who work at La Spa. The special thing about this event is that the process of planning and organizing was done, not by a professional event organizer, but by the members of La Spa Cau Go - the newest team in the La Spa chain’.

Ms. Kim, La Spa Director, made the opening announcement: ‘Our achievements and developments over the past few years are something to be proud of. Our ladies only team have created something amazing. Because we all believe that happy people will inspire a happy service. Tonight, the only thing I want us to focus on is to enjoy every single moment of this party. Let us altogether raise a glass to La Spa! ’

As part of the celebrations there were song and dance performances by the La Spa team, competitions and fun games. The successful evening left a strong impression on all La Spa team members.

At the end of the party, Ms. Bui Kim Thoa, La Spa Ma May Acting Supervisor, convincingly won the title “Queen of the Night”. She had blown away the party with her beauty and confidence. ‘Instead of buying an expensive dress, I was wise to invest in accessories!’ she said.

From now on Ladies Night will become a La Spa tradition, held annually in mid-august.





Facial facts

By Le Tra My

1. What is a facial massage?

Facial massage is the second most popular spa treatment, defined as a beauty treatment with many health benefits. It can help slow down the aging process, to relieve stress and migraines, increase blood circulation, and allow skin to heal and repair itself a lot quicker from the damage and traumas we put it through on a daily basis.

2. Where can you experience a facial massage?

In Vietnam, both day and beauty spas, from budget to luxury ones, provide facial treatments. While day spas focus on developing relaxation facial care, beauty spas offer a more diverse menu of services which focus on specific issues of each skin type.

3. What are the main differences?

In a day spa, facial massage is carried out by a professional therapist, mainly using the strength and warmth of the palm and fingers to dilate the capillaries. A facial massage sounds daunting, but

when performed correctly, it is tremendously relaxing. It focuses on draining away tension as well as lifting and sculpting the facial muscles, resulting in a more radiant skin. A thorough massage will include a neckline and ear area cleanse. In addition to hand massage, placing a towel on the nape of the neck for a few minutes can stimulate acupuncture points in the back of the head, preventing dizziness, improving thinking and increasing reactivity. A proper facial massage in a day spa requires well trained therapists following the principles of acupuncture since improper blood flow may lead to a risk of cardiovascular disease and loss of skin elasticity.

In beauty spas, facial massage can be done manually and by machine. Handheld high frequency vibration massage machines, sometimes featuring infrared rays, will help to relax facial muscles and increase the sense of comfort. Ultrasound (deep roller) deepens nutrients for the skin, reduces wrinkles, smoothes skin and increases elasticity. Hot and cold steam with a wide spray and moderate temperature induces a deeper detoxification effect and improves blood circulation. Some spas also have a skin scanner to help identify one's skin type and skin condition. However, machines are not infallible and they could malfunction. Hence the importance of regular maintenance, not to mention ensuring the customer does not experience any pain and irritation during treatments.



Being a spa therapist

By Trang Tran



Over the years Vietnam's tourism industry has continuously been improving and the service sector has also raised its profile, particularly when it comes to spa and wellness services.

It is estimated that by the beginning of 2019, there could be over 200 spa facilities in Hanoi and more than 900 large spa operations across the country. However, this early-bird service industry is still shaking off some historically negative connotations, which even now can be an issue for the therapist.

In the early 2000's, there was a trend where "massage salons" were sprouting up all over the place. These types of establishments were not intended to bring relaxation. Rather, many were unsavory and some even broke the law. Although shortly after, such salons were





Despite the successes, there are still many issues that concern the therapist. Most recruits are working class women who join the industry with little previous knowledge and experience. To become a therapist, they must understand the profession and not be affected by the improper reputation of massage technicians in the past. They need to overcome embarrassment when touching another person's body, especially that of the opposite sex. Vietnam, being



closed down, it took a while for society to wholly accept the image of the professional massage industry.

On a more positive note, the massage industry has many suitable and positive work opportunities for the visually impaired. In 2002, the Department of Labor, Invalids and Social Affairs introduced a massage training course at the Nguyen Dinh Chieu School of Disability and quickly gained support from the public, as well as meeting the demands of Vietnamese customers. Three years later in 2005, there were around 20 training centers nationwide with more than 500 students, not only the blind but also non-disabled trainees. Such an initiative helped give a completely different view of the massage industry, as well as creating jobs and providing stable incomes for the underprivileged.

Statistics show that over the past 20 years of the industry's development in Vietnam more than 6,000 people have worked as massage therapists. What started out as a way to simply make a living, has gradually evolved into a fully-fledged spa service industry, patronized by the Vietnamese with high disposable incomes as well as international visitors.

an Asian country with certain cultures and social expectations, means the therapist must overcome the public's perception of this job and, for many, family opposition. Apart from being skilled and competent, the therapist must be able to deal with a number of scenarios such as how to correctly lift a person's body, how to avoid injury to themselves or how to deal with inappropriate clients and so on.

As with any industry there are challenges and difficulties that must be managed professionally. The spa service sector is no exception. What it definitely needs is a pioneer to lead the way, ensuring that Vietnam's spa services continue to mature and build on its ever increasing successful reputation.

Feel on Cloud 9



“You rest your head tenderly on my shoulders while we sit below the old Oak tree, we smile at each other and gaze lovingly at the fascinating sunset over the hills. This moment makes me feel completely alive as if we have reached not just cloud nine or ten but also cloud infinity!”

So what does the Cloud 9 package consist of?

This unique treatment is a combination of La Spa’s two most popular therapies: Hot Stone body massage and Vietnamese Foot Care.

The Cloud 9 package, as well as other treatments in La Spa, begin with a relaxing foot ritual. The feet are probably the most hard-working part of the body but not everyone gives them the attention they deserve. The La Spa team has researched and discovered the most suitable ingredients for a foot bath which include black tea, ginger, cinnamon and lemongrass, boiled down for several hours. Soaking your feet in warm herbal water for five minutes, followed by a short massage targeting reflexology pressure points, will make you feel as though you have been pampered from head to toe.

The foot ritual is immediately followed by a three-step thirty minute Vietnamese Foot care treatment. This includes a raw salt and lemon scrub, rubbing with two different types of foot file. The coarse one removes stubborn, hard skin on soles and heels

while the other is smooth providing firm and gentle exfoliation.

Last but not least, there is no doubt that hot stone massage is the all-time favorite in La Spa. It is not just a massage therapy helping to relax and ease tense muscles and damaged soft tissues throughout the body. By placing hot stones heated to between 130 to 145 degrees, along the spine or on the palms, combined with long massage strokes, kneading and a circular motion technique helps bring relief to those who suffer from insomnia or stress.

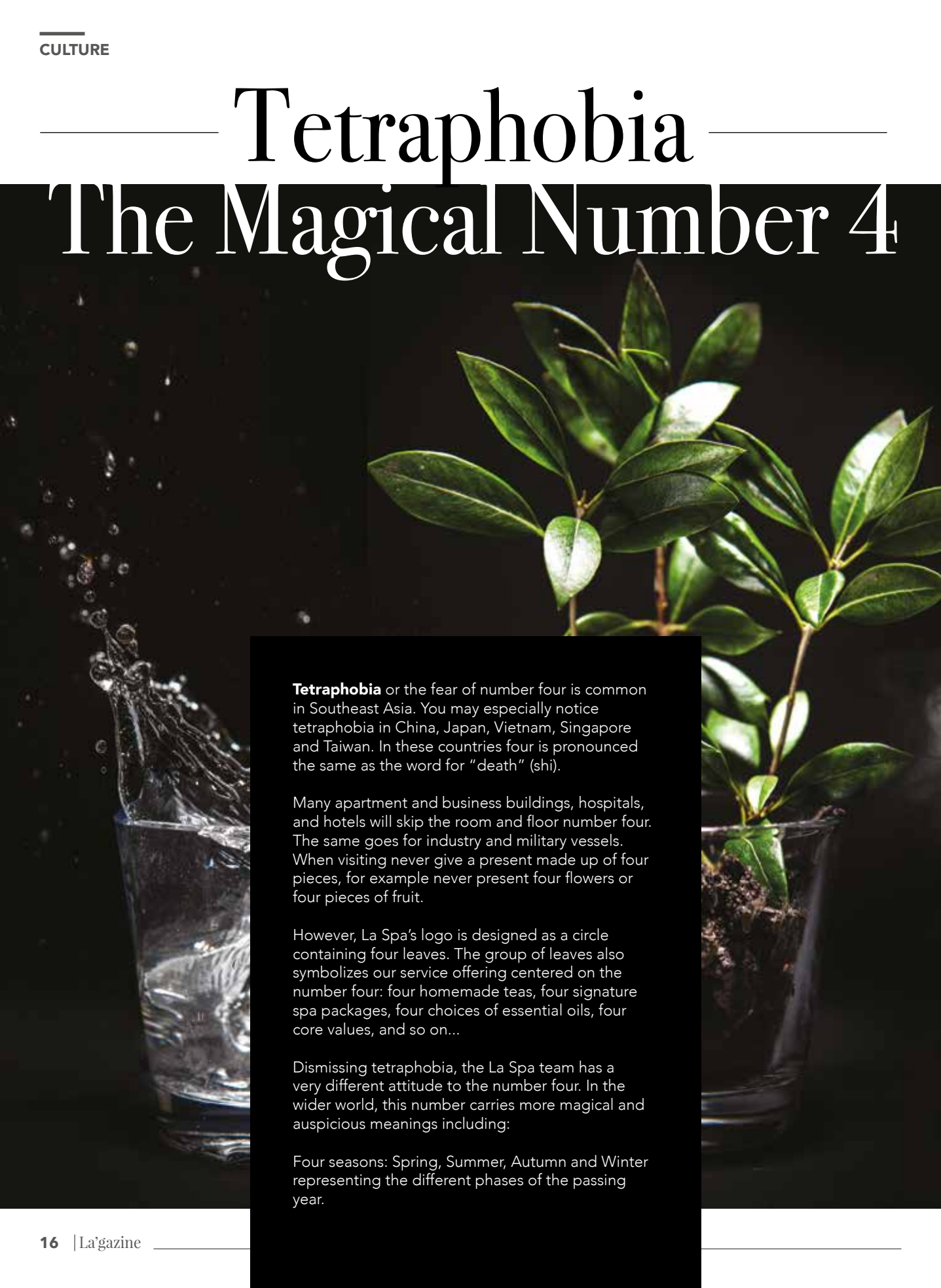
A comforting foot care combined with a good body massage will make you feel on cloud nine.





Tetraphobia

The Magical Number 4



Tetraphobia or the fear of number four is common in Southeast Asia. You may especially notice tetraphobia in China, Japan, Vietnam, Singapore and Taiwan. In these countries four is pronounced the same as the word for "death" (shi).

Many apartment and business buildings, hospitals, and hotels will skip the room and floor number four. The same goes for industry and military vessels. When visiting never give a present made up of four pieces, for example never present four flowers or four pieces of fruit.

However, La Spa's logo is designed as a circle containing four leaves. The group of leaves also symbolizes our service offering centered on the number four: four homemade teas, four signature spa packages, four choices of essential oils, four core values, and so on...

Dismissing tetraphobia, the La Spa team has a very different attitude to the number four. In the wider world, this number carries more magical and auspicious meanings including:

Four seasons: Spring, Summer, Autumn and Winter representing the different phases of the passing year.

Four cardinal points: North, South, East and West.

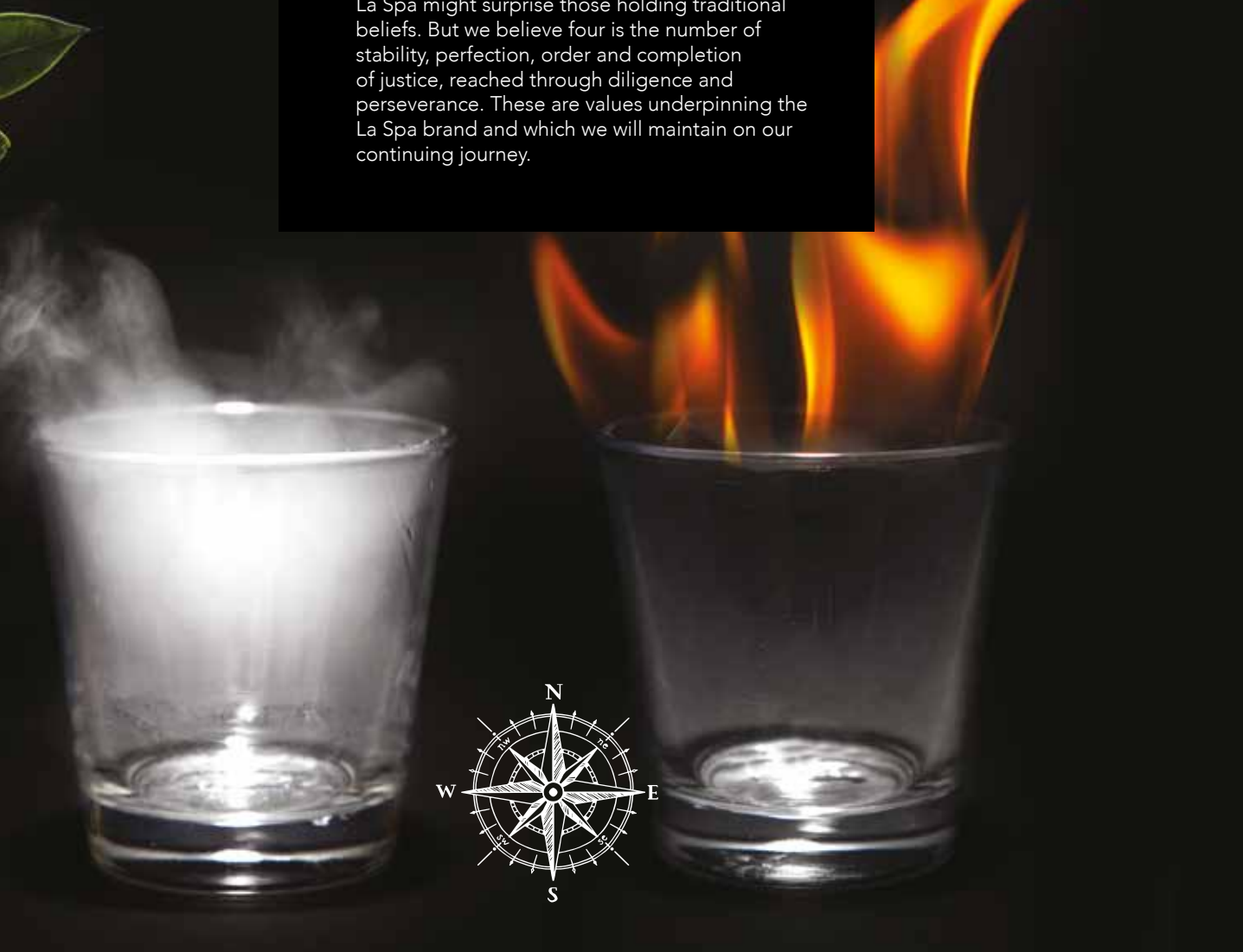
Four sacred animals in Asia bringing luck and safety to humans: Dragon, Unicorn, Turtle and the Phoenix.

The ancient Greeks associated the number four with earthly balance, believing that everything was made up of four elements: earth, air, fire and water.

In the tarot the number four is the card of the Emperor.

In addition, many things are arranged in fours. There are four suits in a deck of cards, four points of the compass, and four phases of the moon. There are four wings on a bee and four leaves on a clover (if you are lucky).

By centering the brand around the number four, La Spa might surprise those holding traditional beliefs. But we believe four is the number of stability, perfection, order and completion of justice, reached through diligence and perseverance. These are values underpinning the La Spa brand and which we will maintain on our continuing journey.



Fresh as a daisy

By Ha My, Thu Nga & Phuong Thao



Once upon a time in Vietnam, there was a poor little girl and her mother living together peacefully in a small village. One day, the mother fell sick, her eyes were dim and her ears were deaf. They were too poor so no doctor wanted to help them. The girl had to wander around to find some herbal medicine for her mother just to ease the pain. One day, passing a temple, the Buddha witnessed her daughterly devotion. He transformed himself into a monk and gave her a

five-petal flower, and explained that every year a petal fell off would be how long her mother would live. The daughter loved her mother so much and did not want her to die so she tore the petals into countless tiny pieces. Thanks to the magical flowers, they lived together for many years. The story of the pious little girl and the goddess flower spread far and wide and people in the village have grown that flower ever since. They named it Daisy.



Vietnamese people plant, admire and, enjoy the daisy as the noble symbol of prosperity and human love.

The daisy is one species of chrysanthemum, of which there are more than 1,500 different varieties. In Vietnam, four species of chrysanthemum are the most prominent.

1. Field Daisy

Hanoians love flowers and for each season Hanoi has its own signature flower, such as white cheesewood for autumn, lily in the early summer, peach blossom for spring while winter beckons the daisy. Field daisies are prevalent in the streets, from the yoke of peddlers to porcelain vases full of daisies hanging in front of houses while young girls wearing traditional ao dais love to have their photos taken with these flowers.

The field daisy looks the most brilliant in sunlight. At night it withers. People say the daisy symbolizes silent love: lonely and sad when the night comes but still cheerful and looking forward the sight of



one's beloved. Daisy flowers are often chosen as decoration for large spaces or as gifts for lovers of flowers, especially for girls because of the flower's delicate beauty.

2. Marigold

In the Orient, the marigold stands for immortality, a symbol of eternal bliss. In South Vietnam, on the occasion of the Lunar New Year, every single house displays two pots of marigolds to pray for health and luck for the coming year. The marigold is also a precious ingredient used in many local remedies.

3. Chamomile

Chamomile tea is a popular variety of tea that is believed to have some positive affect on one's health. Unlike most other members of the Asteraceae (Daisy) family, chamomile requires a higher standard of water quality and soil. Growers have to spend a lot of time and money cultivating this plant; therefore, it is mostly organic with a strong seductive scent. Chamomile is also the most beautiful flower among the Asteraceae family of plants.

4. Yellow Chrysanthemum

The yellow chrysanthemum is the largest species of chrysanthemum, blooming mainly in December. This flower has long been associated with ancestor worship in Vietnam and is a favorite flower for decorating the family altar on the first and fifteenth days of the lunar calendar.

The daisy stands for autumn in the culture of the Vietnamese. At La Spa, this flower is used both for decoration and as a main ingredient in Autumn Tea. It is not only beautiful but it also embodies many humanistic meanings.

A Northwestern Tet

By Cham Le

In Vietnam, the Lunar New Year is known as Tet Nguyen Dan, or Tet for short. Besides a materialistic Tet holiday of “chung cake”, traditional calligraphy pictures or pairs of parallel sentences written on red paper hung in the place of honor, colorful five fruit tray and candy bars or a Kumquat tree, there is the very different Tet to be experienced of the ethnic people in the northwest mountainous region. It is a rustic but very original Tet.

The first sign of spring in the Northwest is pure white plum blossom covering every single hill, just like the clouds wrapped around the villages. The white forest plum blossom covered in dew makes the scenery look even more fanciful. Plum blossom is called The Princess of the Northwest forests and mountains, shy and tender but also radiant just like the early morning sunshine.

Tet starts for the Northwestern people at the fair-ground in the market which takes place only on the last day of the year. This is an occasion for locals from around the region to bring goods to exchange and to sell. Some people living too far away have to wake up around three o'clock in the morning just to be on time for the market. Because families live in the hills and mountains, far from their neighbors, the chances for them to meet are very limited. Also because the ethnic minorities in the uplands work hard every day, the market is a good place for them to meet up, sharing the happiness and sadness in their lives. After their shopping is done, they often gather in a corner to talk and to drink alcohol, women and girls included.

Tet Lunar New Year's Eve differs from that of the city where the new year is welcomed

with stunning firework displays. Instead, in the Northwest the night is lit up by camp fires. Young people in the villages sing and dance around the fires, drink and exchange New Year's wishes, many couples use this chance to express their affection for each other. On New Year's Day morning young boys and girls in the villages play folk games like shooting a crossbow, horse racing and playing the notch flute.

Highlanders have a difficult life throughout the year. Sometimes their

prayers at New Year are for just for enough food or new clothes. But the people are very hospitable and kind, poor people can go to wealthier neighbors to enjoy a meal during Tet and stay as long as they want to.

The original Tet in the Northwest is not just a unique Vietnamese culture but for the people living there it embodies gratitude, generosity, sincerity and the tradition of keeping their national identity.





What makes Hoi An special

By Thao Nguyen and La Spa Hoi An team

Hoi An is one of Vietnam's most favorite tourist destinations. The town and area boast all elements that appeal to tourists: from beaches, mountains and rivers, to the evocative ancient town decorated with colorful lanterns. From fragrant rice fields to local villages and traditional handicrafts. Despite its diversity, Hoi An is really just a very small town. People say one can explore it in a day. But the locals and others who love Hoi An, believe it takes a lifetime to fully understand this area. Hoi An

leaves a deep impression in the hearts of visitors and undoubtedly what makes it so special are the people who live here.

Hoi An people live simply and sincerely. This shows in their style of dress and their daily activities. They love wearing traditional outfits. It is not unusual to see a young woman wearing the 'ao ba ba' (a traditional southern Vietnamese garment) and carrying a bamboo yoke on her shoulder, or slender school girls



dressed in white “áo dais” - raising a few smiles from the cyclo drivers tanning themselves in the sun. The Hoi An people - open hearted and altruistic-are easy to talk to and easy to make friends with.

Their simplicity is shown by the phonetics of “Quang Nam” province. The pronunciation of this region is not easy to imitate, and it can be hard to hear and understand. Many try to mirror the Hoi An accent like a cute joke, and Hoi An people often laugh at the bewildered faces of guests who have no idea what they are saying. With their accent, the Hoi An people have a signature characteristic – they love an argument. They have a habit of straight talking without thinking first, a trait very different from the more reserved North or the sweetness of the South.

When it comes to food Hoi An locals love spice and their chili sauce is a regional specialty. Visitors can savor many dishes such as “Banh My Phuong”, Quang noodles, “Cao Lau”, chicken rice, beef

vermicelli and so on, all wowed by the spice of Hoi An chili sauce. It is appealing for its crimson color, the pungent taste of chili and aroma of sesame seeds mixed with the fatty taste of soybean oil. In making this sauce, one must carefully select fresh chili from the fertile alluvial soils along the Thu Bon river. The seeds are removed, the chili boiled and ground with tomatoes. Excess oil is extracted, roasted sesame and garlic are added and the sauce is stirred until it thickens.

Hoi An is a rare place where life carries on peacefully, where the flow of time does not seem to have changed the ancient, tranquil atmosphere.

Although the town and area welcome millions of visitors each year, the Hoi An people still retain their own unique character and culture. They are Hoi An born and bred, growing up and growing old here. Even those who move away will probably never love a place more than their Hoi An homeland.

The natural way to massage

Massage therapy has long been an integral part of Asian cultures which, over time, has gradually evolved to suit the needs of the modern-day traveler. In Vietnam, traditional massage is not only a form of healthcare, but for centuries now it is considered a national treasure, and herbalism an essential component of Vietnamese therapy. La Spa always promotes locally sourced products in order to give back to, and support, traditional regional and ethnic communities while adding value and benefit for the customer.

One example is provided by the Hapaku brand using 100% natural ingredients in its wide range of products such as natural handmade soaps, air fresheners, hanging scented sachet bags and mineral salts. La Spa treatments incorporate a number of other Hapaku items. These include herbal bath and massage bags, portable heat pads and herbal compress balls. Heat pad application targets specific parts of the body such as shoulders, lower back, feet and eyes, while the compress balls are used as a massage technique.

The products are filled with natural ingredients including herbs, ginger, turmeric, lemongrass, lemon peel, cinnamon, grapefruit leaves and anise. The Hapaku range combines the benefits of both hot therapy and aromatherapy to bring about a natural form of stress and pain relief. There are a number of potential health benefits such as inducing deep relaxation, relieving stress and fatigue, boosting emotional and physical well-being, assisting alignment and postural integrity of the body, improving blood circulation and stimulating the internal organs.

Hapaku focuses on helping people lead healthier lives. At the heart is effective research and the development of natural healthcare products which makes Hapaku products the perfect partner for La Spa massage therapies.

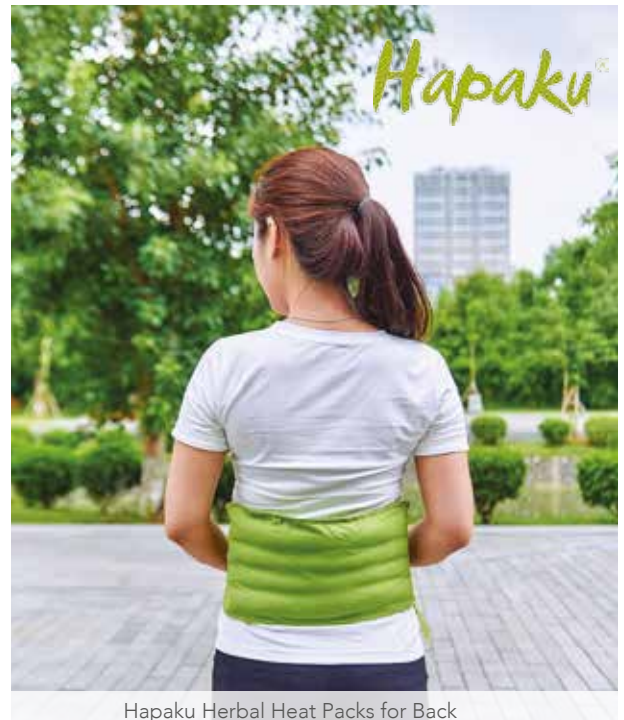
www.hapaku.vn



Hapaku Herbal Heat Packs for Shoulder



Hapaku Herbal Body Compress Ball



Hapaku Herbal Heat Packs for Back

Speaking Vietnamese

DAILY CONVERSATION

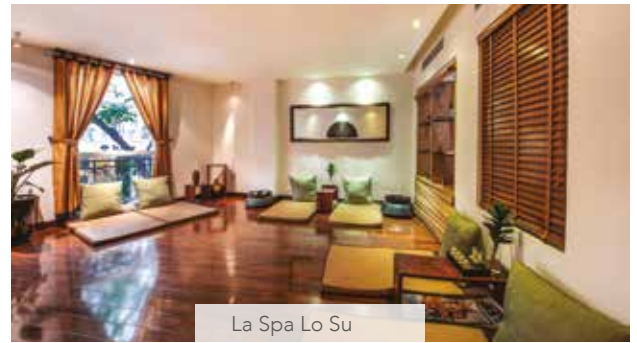
ENGLISH	VIETNAMESE	PRONUNCIATION
Hello/ Hi/ Good morning/ Good afternoon/ Good evening	Xin chào	Sin chow
Goodbye	Tạm biệt	Tam bee it
Good night	Chúc ngủ ngon	Chook ngu ngon
See you again	Hẹn gặp lại	Hen gawp lie
How are you?	Bạn có khỏe không?	Ban co kwe khome?
I'm fine, thank you!	Cảm ơn bạn tôi khỏe	Gahm un ban thoy kwe
What's your name?	Bạn tên gì?	Ban thane zee?
My name is...	Tôi là...	Thoy la...
Thank you	Cảm ơn	Gahm un
You're welcome	Không có chi	Khom go chee
Sorry/ Excuse me	Xin lỗi	Seen loy
No problem	Không sao	Khome xao
Yes	Vâng	Vung
No	Không	Khome
Can you help me?	Bạn giúp tôi được không?	Ban zoop thoy duc khom?
I don't understand	Tôi không hiểu	Toy kung hey-oh
I understand	Tôi hiểu	Toy hey-oh
Happy New Year!	Chúc mừng năm mới!	Chuck moong numb moi!

SHOPPING

ENGLISH	VIETNAMESE	PRONUNCIATION
I would like something else	Tôi muốn cái khác	Toy muan kai khac
Souvenir	Quà lưu niệm	Wa lew niem
Bag	Bao	Bao
How much?	Bao nhiêu tiền?	Bow neww tee-en?
Can you give me a discount?	Bớt được không?	Bot duoc kung?
That's too expensive	Đắt quá	Dat wa
I can't afford it	Tôi không đủ tiền	Toy kung du tien
Ok, I'll take it	Tôi mua cái này	Toy moo-ah kuy nay
I don't want to buy this	Tôi không mua	Toy kung moo-ah
Smaller size	Cỡ nhỏ hơn	Cor nyor hurn
Larger size	Cỡ lớn hơn	Cor lurn hurn
What is this?	Cái gì đây?	Kie zee day
Can I have a look?	Tôi có thể xem được không?	Toy co the xem duoc kung?

LA SPA BRANCHES

La Spa Lo Su is located on the second floor of La Siesta Classic Lo Su Hotel. This was the first La Spa branch to open back in 2010. La Spa Lo Su is proud to be the favorite destination of customers in the La Spa chain. The first impression when stepping through the Spa door is the spacious reception area with minimalist decoration and filled with natural light. Seating is in the form of cushions and mats laid on the floor making for a traditional Asian feel.



La Spa Ma May, which opened in January 2015, is located on the third floor La Siesta Classic Ma May Hotel. It is classically designed and each service room comes with its own private sauna. Experiencing La Spa Ma May allows you to feel exquisitely cozy. It enjoys a prime location on the edge of the Old Quarter and not far from Hoan Kiem Lake.



Adjacent to La Siesta Trendy Nguyen Quang Bich Hotel is **La Spa Nguyen Quang Bich**, located in a quiet oasis that is Nguyen Quang Bich Street, away from the Old Quarter crowds. The spa reception is spacious and on show is a prominent design feature of a stylized wooden lotus leaf. In fact, the decoration throughout the spa including treatment rooms, is more like a work art. La Spa Nguyen Quang Bich is the ideal location for a photo shoot and a favorite branch for customers who love to save their memories with pictures.



As the newest member of the La Spa operation at La Siesta Premium Cau Go Hotel, **La Spa Cau Go** represents a concept we aim to integrate in the future. A brand identified by modern black and grey tones creating a simple yet luxurious design. Another major strength of La Spa Cau Go is its closeness to Hoan Kiem Lake, the heart of Hanoi.



La Spa Hoi An opened in November 2013 and is located in the colorful tropical gardens of La Siesta Premium Hoi An Resort. The spa is housed in a series of garden villas styled as an ancient Vietnamese village with tiled roofs and bamboo trees bordering a winding stream making La Spa Hoi An undoubtedly the most naturally picturesque of all the branches. It also benefits from extra facilities such as saunas, steam room, Jacuzzi, herbal baths and outdoor rain showers. La Spa Hoi An is everything a spa should be.

When the spa operation re-branded to La Spa it solidified its conceptual unity of the operation. However, each branch retains its individual characteristics which leave their own impressions in customers' hearts. They choose to come to La Spa not only because of the professional design but also the reputation and guaranteed high quality of service.





**THERE ARE A THOUSAND WAYS TO TRAVEL
AND JUST AS MANY WAYS TO SAY... THANK YOU**

If our group continues to grow, it is above all thanks to all those travellers in search of new experiences, who do us the honour of staying at our hotels and using our spa service. We would also like to warmly thank all those who, every day, work towards making EHG an ever more prestigious and astonishing brand.

A photograph of a hotel room. In the foreground, a bed is neatly made with white linens and several white pillows. To the right of the bed, a bedside table holds a lit lamp with a white shade, a clock, and a small red object. On the wall above the bed, three framed pictures are displayed. To the right, a window is partially visible with blue curtains. A black tray with some items is on the bed in the lower right.

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