

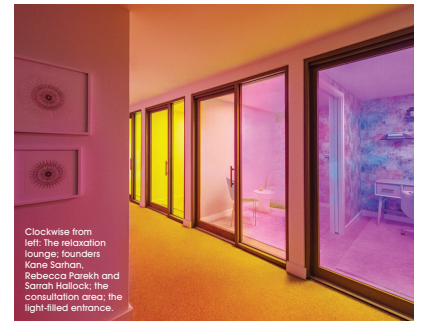


self BUZZ

# Wellness Redefined

THE END OF THE SUMMER MARKS THE BEGINNING OF A NEW WELLNESS ADVENTURE IN FLATIRON . WE SIT DOWN WITH REBECCA PAREKH, CO-FOUNDER AND CEO OF THE WELL (THE-WELL.COM), TO LEARN ABOUT THE MEANING BEHIND THE ECOSYSTEM FOR WELLNESS THAT IS HER INTEGRATED CENTER FOR HEALTH.

BY LUKE HIMMELSBACH



Clockwise from left: the relaxation lounge; founders Kane Sarhan, Rebecca Parekh and Sarah Hallock; the consultation area; the light-filled entrance.



**G**ive us the 411 on The Well? We know how busy your daily lives are and how much noise there is in the wellness space. That's why we built The Well, a complete ecosystem for wellness with everything you need in one place. The 18,000-square-foot club includes a full-service spa, organic restaurant, reflexology lounge, yoga and meditation studios, private training gym and a classroom with innovative weekly programming.

**What is your main goal?** We aspire to be a trusted source of information for our community and offer best-in-class services led by a team of world-renowned practitioners and partners. I was inspired by

the integration of destination wellness and wanted to bring that model to an urban market.

**How are you different from other wellness centers around the city?** The Well is the first modern membership-based wellness club of its kind. Consumers are becoming more conscientious about their health, and they are eager to take greater agency for their well-being, but with so many different offerings in the health and wellness space, they find themselves running around town and often receiving conflicting advice. Our expert team creates customized plans for each member.

**How are you changing the perception on full-body wellness?**

When we look at wellness through a truly holistic lens—acknowledging the relationship between our physical, mental, emotional and spiritual health—real transformation can occur.

**What does it take to become a member?** Membership is \$375 per month and includes access to practitioners trained in Eastern healing and Western medicine; monthly personalized one-on-one sessions with a dedicated health coach; unlimited yoga, meditation and movement classes; access to our private training gym and personal trainers; curated weekly programming and more.

**What are some of the standout aspects of your center?** The expert team we've brought to

The Well—and how they work together within an integrated model—is one of the main differentiators and most exciting parts of our offering. We are working with 50 experts across a breadth of modalities. Key practitioners include Dr. Frank Lipman, chief medical officer; Dr. Keith Pyne, head of sports medicine; and Aimee Raupp, head of Chinese medicine.

PHOTOS COURTESY OF THE WELL