

VLCC continues expanding its wellness services in UAE with the 10th branch in Ras Al Khaimah

VLCC opens its 10th branch in UAE, Ras Al Khaimah

Oct. 5, 2009 - [PRLog](#) -- VLCC continues expanding its wellness services in UAE with the 10th branch in Ras Al Khaimah

Ras Al Khaimah, 05 October, 2009: Following the successful launch of its Al Ain branch last month, VLCC – Middle East’s premier preventive healthcare services and beauty brand – has added one more branch to its successful chain of slimming, skin & hair care centers in the region, at Ras Al Khaimah (RAK). This is the 10th VLCC centre in UAE and the 13th addition in its regional network.

The Ras Al Khaimah branch of VLCC was inaugurated by HH Sheikh Mohammed Bin Kayed Al Qasimi, Vice Chairman of RAK Economic Development Department. Present for the occasion was Mr Mukesh Luthra, Chairman, VLCC Group and other top officials from VLCC International.

Industry experts foresee a tremendous growth in the wellness sector, anticipating the growth pattern to continue for the next two years. As a response to the growing market demand, VLCC announced earlier that it will increase their 13 centers to 35 branches across the GCC by the end of 2010.

Growing health and obesity problems which are becoming increasingly challenging global issues have also led VLCC to customize and maximize their offerings and concepts with the aim to ease these problems related to cosmopolitan lifestyles – especially in this region. VLCC continues to be committed towards enhancing the health of each human being, as well as effectively up-scaling the fitness quotient of the region.

This newly opened centre in RAK is expected to provide a totally new weight management and health experience both for residents and tourists of RAK. As an inaugural promotion, VLCC RAK will offer complimentary consultation and one free trial session on weight loss / body shaping treatment. The latest services from VLCC: Waist and Tummy Trim (WTT) Treatment, Arms, Hips & Thighs (AHT) Treatment and hair treatments for hair loss and dandruff will also be available in the RAK branch.

Speaking on the occasion Mukesh Luthra, Chairman, VLCC Group, says: “We are indeed delighted to have arrived in Ras Al Khaimah. We are always looking at moving closer to our customers to provide them state-of-art facilities and services in a relaxed environment. Our expansion to various locations in the UAE and across the GCC is an essential step towards this objective. The new VLCC centre in Ras Al Khaimah is yet another milestone in our strategy to meet growing demand spurred by a burgeoning population and a higher standard of living. We have observed a crucial need for a reliable solution that provides holistic health and complete wellness, which VLCC helps to address.”

Commenting on the occasion, Sandeep Ahuja, Managing Director, VLCC, said: “Despite irregular market conditions VLCC is continuing to keep up the pace of its aggressive growth plans through intensive expansion and investment in the UAE and the region. Last month VLCC opened new centres in Al Ain and Bahrain, which is now followed by the RAK centre and our second outlet in Muscat.”

VLCC’s distinct offering has been extremely well received in the UAE over the last three years, prompting an acceleration of their proposed roll-out across the region. The Group has now earmarked AED 200 million to fund this intensive expansion plan, which includes new VLCC centres in Ras Al Khaimah, Fujairah, Muscat and Bahrain besides forays into Kuwait, Qatar, Saudi Arabia, Egypt and other countries in the MENA region. Plans of expansion in Europe and North America will follow regional expansion.

The new centre at RAK will offer VLCC’s signature brand of customised slimming and weight management services including Weight Loss, Body Therapy, Body Firming, Body Contouring, Gel Therapy and Lipofit programmes. Also on offer are beauty services, encompassing regular hair wash, conditioning, hair massages, spa therapies, skin-care services and make-up packages.

Apart from its emphasis on world-class fitness and beauty services, the centre will also showcase VLCC’s

comprehensive range of skin-care, body-care and hair-care products. Patrons can choose from over 100 herbal-based VLCC Personal care products.

For VLCC, each individual is unique, in terms of lifestyle, attitude, and 'body logic' – viz. the kinds of pressures and constraints he/she faces, or aspects like dietary habits. The slimming programmes are strictly based on scientific principles and are customised as per the individual's need, medical status and body composition analysis.

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About VLCC:

Starting as a single centre in New Delhi in 1989, VLCC is today the leading chain of health, beauty and fitness centres in India and GCC. Widely recognized for its scientific weight loss solutions and therapeutic beauty approach, it offers services over a quarter million square feet of retail space across nearly 225 centres in 75 cities across India and the UAE.

Established as the leader in the Indian beauty, health and fitness industry, VLCC is today regarded as an authority in the business of wellness. Having pioneered the concept of complete well-being, both inside and outside, VLCC has further integrated into product and brand extensions -- VLCC Personal Care range of products (www.vlccpersonalcare.com) and VLCC Institute (www.vlccinstitute.com).

For further information, please contact:

VLCC centres in UAE:

- Mezzanine Floor, Spinneys, Trade Centre Road, Near - Burjuman, Dubai; Tel: +971 4 3599 552 - For Men & Women
- 1st Floor, Emarat Compound, Near - 1st Interchange, Off - Sheikh Zayed Road, Dubai; Tel: +971 4 3218 008 - For Men & Women
- LS- 19, Uptown Mirdiff Mall, Mirdiff, Dubai, Tel : 04-2884880 - For Women Only
- Show room # 12 and # 13, Al Qusais Building, Damascus Street, Al Qusais, Dubai; Tel: +971 4 267 8611 - For Men & Women
- 3rd Floor, Crescent Tower, Near - Millenium Hotel, Buhaira Corniche, Sharjah; Tel: +971 6 5566 228 - For Men & Women
- Mezzanine Floor, Prestige Car Showroom Building, Khalidiya Junction, Opp. - Khalidiya Park, Abu Dhabi; Tel: +971 2 681 4771 - For Men & Women
- Mezzanine Floor, Al Dana Center, Al Maktoum Street, Deira, Dubai; Tel: +971 4 2347870 - For Men & Women
- Villa #10, Al wasl road, Jumeira, Dubai; Tel: +971 4 344 1128 - For Women Only
- Ugdat Al Ameriya Community, 25th Street, Hamdan Ibn Mohammed Street, Al Jimi District (Next to Al Jimi Mall), Al-Ain; Tel: +971 3 763 0890 - For Men & Women
- 1st Floor, Emirates Bank Bldg, Nakheel Road, Mamoura, Ras Al Khaimah; +971 7 226 0656

Toll Free: 800-VLCC (800-8522)

Website: www.vlccinternational.com

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