



Our bodies generate heat through a variety of metabolic mechanisms from the food we digest and liquids we drink. We dissipate approximately 85 percent of body heat through the skin. The skin serves as the principal area of entry and exit for heat and cold within the body; the skin provides the primary link between the body's temperatures and the brain's hypothalamus. The two linking pathways between the skin and the hypothalamus are through the peripheral nervous system and the circulation system's capillaries, the small lacework of blood vessels that reach from our fingertips to our toes. Spa involves not only the role of the skin but also the rhythm of daily activities and nighttime sleep. Spa time and temperature touches the whole person in full time/space and energy. Spa is more than skin deep; spa is also deep dreaming sleep. Solus Per Art - Healing through art

The solus per art concept is a contemporary thinking. Healing of mind, body and spirit is achieved through making use of the different art forms. The most common among them is music therapy. There are ample evidences from the scientific community. Indian traditions have very well used the therapeutic nature of music and dance. The ripples of healing effects emanating from the perfor-

mance of art forms at the temples festivals with all its charm and religiosity is marvelous example. The art of cooking, the art of gardening, the art of painting, the art dancing and movement, the art of making crafts, the art of acting, art of singing, art of writing and the list goes on and on.

All the artistic expressions do give the human mind a satisfaction generating from the freedom of expression. Solus per art concept emphasizes that when all these artistic expressions are channelized and well balanced, they very well create an environment of healing, a regeneration of self and society. This could be attained even by creating a solus per art environment at our office spaces, our homes, our gardens, our kitchens, our bath rooms etc.

The art of touch, an endangered thing in our lives could also be looked at from the healing through art concept.

A Spa culture is a blending of four areas, and, for Jonathan, spa as culture encompasses all these:

- Art - in terms of beauty and esthetics
- Science and technology - what is repeatable and provable
- Politics (including economics and law) - relationships and values
- Spirituality - the mystical, invisible

It is saddening to note that the emphasis has shifted from spa culture to spa industry, slowly consuming and diluting the other three areas through commoditization, and the marketing of that which was previously sacred. Wellness loses its soul in retails and sustains when focused in service. The mushrooming massage parlors along with some of the well designed and run branded Spas in the resorts, hotels and day spas in different destinations across Kerala.

If Kerala is the God's own country, with its age old cultural heritage in art, knowledge, wellness, naturally blessed landscapes with fresh water bodies, pristine coastal lines, inviting mountains; and above all as a spiritual hub of cohesive living could very well be qualified as the 'The World Spa'. This could be achieved with minimum investments, coupled with a commitment for the genuine wellness of people and our fragile environment, a passion for wellness education, a societal acceptance of the wellness industry without ambiguities, as a respectable and value added profession worth cherishing. Welcome to world of wellbeing ... physical ... mental ... spiritual!

