

# JETSTAR ASIA

MAGAZINE

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*maiden*  
**Voyage**

Hong Kong actress  
Myolie Wu rocks the  
boat with her new album

## KING KONG

Show your kids a monster time  
in Hong Kong

## WINNING HAND

From bungy jumping to temple hopping,  
Macau delivers in spades

## SAVOURING SAIGON

Secret eating spots in  
Ho Chi Minh City

## Farida Chettab Brouwer

Founder of spa consultancy  
Salamander Lifestyle

As an independent consultant advising spa operators on everything from concept to quality control, Singapore-based Brouwer's client list includes the St Regis Remède Spa in Singapore and the Westin Resort, Bali. Before venturing out with her own business, Brouwer was the director of Spa and Institut Development for French beauty brand Clarins, and opened the Institut Clarins at the Peninsula Spa in Hong Kong.

**On her business idea:** I've worked in the field of wellness, beauty and spas for 29 years now. Setting up my own was a natural next step. My business ideals are simply to contribute in making people feel good inside out through spa concept, environment, therapy and service.

**On what makes Salamander Lifestyle different:** My experience distinguishes my company from the others. I can create spa menus based on my study of Eastern and Western beauty ideologies, for example, and have also worked in training therapists. This varied knowledge allows me to create different spa concepts without following trends.

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**On business success and sustainability:** I acknowledge competitors and keep myself informed but try not to be worried about competition or influenced by it. I would rather focus my energy on building my business, developing my strengths and doing research and

**On the wellness industry over the next five years:** The Asian region is picking up on professional and result-oriented wellness and healing destinations. I believe this will continue. In the current economic climate, people will seek out spas offering real value for money.



Photo: Rory Daniel