

AN ADVENTURE IN WELLNESS PURIST

HEALTH

A PLACE TO HEAL

The Well, a full-service integrative wellness center—the first of its kind—opens in Manhattan.

BY JULIA SZABO

We anticipate a spa stay with delight, while we dread a visit to the doctor. What if one destination combined the offerings of a luxury resort with medical insight from a team of top-notch physicians? A one-stop health haven, serene as a yoga studio and sophisticated as a highly ranked hospital—that would help any medicine go down. Opening this month in Manhattan's Flatiron: The Well, a membership-based wellness club designed for time-pressed urban professionals.

Embracing healing wisdom from both the Western and Eastern medical arts, The Well offers access to MDs (including *Purist* contributor Dr. Frank Lipman, The Well's chief medical officer), plus practitioners trained in acupuncture, Chinese herbs, physical therapy and Ayurveda. Members enjoy unlimited yoga and meditation classes in a 18,000-square-foot space beautified by Miami's Rose Ink Workshop, the design team responsible for the renovation of the Riviera Resort in Palm Springs, California.

The club is equipped with a full-service spa, private training gym, steam room, sauna, relaxation lounge, library, juice/coffee bar, and a "veggie-forward" restaurant—THE WELL Kitchen & Table—open for breakfast, lunch and dinner (the eatery is a project of Café Clover's Jeff Kadish, David Rabin and Kyle Hotchkiss Carone). For added convenience, there's even an on-site apothecary.

The Well's co-founders are a trio of



Enter the Reflexology Lounge for top-notch bodywork techniques.

enlightened entrepreneurs: Rebecca Parekh (CEO), a certified yoga instructor who formerly worked for Deutsche Bank and Deepak Chopra; Sarrah Hallock (COO), a certified health coach and a veteran of brand marketing; and hospitality industry pro Kane Sarhan (CCO). They teamed up to create "a beautiful experience, where taking care of ourselves feels like a luxurious indulgence," says Parekh. "But we're

healing power of self-care since her diagnosis with Hashimoto's thyroiditis; frustrated by doctors pushing prescription meds, she experienced firsthand the benefits of complementary medicine, and is pleased with how her team of coaches optimizes The Well experience: "Often, people get frustrated and overwhelmed; they don't know where to begin a wellness journey—then they go to Google and get conflicting advice," says the former marketing exec. "Our coaches help take the confusion, noise and clutter out of it."

The Well's practitioners are a dedicated brain trust with a rare collaborative spirit: the chief medical officer, head of Chinese medicine, and Ayurveda director hold regular meetings "to collaborate and brainstorm on the best approaches to gut health, stress management, sleep protocol, and overall immunity," Parekh adds. "They can then offer truly customized plans for our members. We refer to this as our secret sauce: This integration makes The Well special, because it doesn't exist anywhere else." Memberships from \$375/month; 2 E. 15th St. New York City; the-well.com



The Well founders (from left): Kane Sarhan, Rebecca Parekh, and Sarrah Hallock

also saying that self-care is more than a luxury—it's a necessity. Taking time out to get a massage is something we need to do for our overall well-being."

Hallock has appreciated the

Courtesy of The Well

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