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Trilogy Spa Holdings Assumes Management of Two CLOVR Life Spa Locations in Arizona

The deal marks Trilogy's entry into day spa management, bringing a unique value proposition to operations from a company rooted in hospitality

PHOENIX – March 9, 2022 – [Trilogy Spa Holdings](#) (“Trilogy”), the leading boutique spa management firm, has added two [CLOVR Life Spa](#) locations in Arizona to its spa management portfolio, the CLOVR Life Spa – Gainey Ranch in Scottsdale and the CLOVR Life Spa – Uptown Plaza in Phoenix. These portfolio additions mark Trilogy's entry into day spa management, bringing a unique value proposition to spa operations from a company rooted in hospitality.

CLOVR Life Spa Gainey Ranch is located in the relaxed and affluent residential and recreational enclave of Scottsdale, Arizona. The locale showcases upscale fashion boutiques, jewelry, bridal wear, and much more. CLOVR Life Spa Uptown Plaza is located in the heart of North Central Phoenix's historic district. The artfully restored center combines midcentury modern charm with a mix of the best local and national retailers and restaurants. Both spas offer impeccably curated spaces that welcome guests to unique experiences. The Chill Lounge invites guests to relax or meditate while inspiring CLOVR treatment rooms revive, and The Living Room provides a place designed to socialize with the community.

“We couldn't be more excited to welcome CLOVR Life Spa into the Trilogy family. As local operators, we understand the market inside and out, and we look forward to driving business forward while providing the revitalizing guest experience CLOVR is known for,” said John Grunbeck, President, Trilogy Spa Holdings. “We're also thrilled to officially enter the day spa management space. We built our business in the hotel spa industry, so we bring a unique perspective as we approach operations for these day spas. Hospitality is at the center of any spa – and we were built on hospitality.”

CLOVR Life Spa offers guests a personalized experience that prioritizes choices to enhance well-being. From its curated spaces to its membership structure and its personalized treatment approach, CLOVR is designed to put guests first to allow them to be their best selves. Trilogy is perfectly poised to bring a unique value to CLOVR's spas. Founded in 2011 as one of the world's few spa management companies made up of professionals from the hospitality and spa industries, Trilogy offers management, consulting, leasing, asset management, auditing, and pre-opening services that drive profits forward for day spas and hotel spas. Properties in the portfolio include but are not limited to: BABOR Signature Spa at The Dominick in New York City; The Green Valley Ranch Spa and The Red Rock Spa, by Well & Being in Las Vegas; SpaWell at El Conquistador Tucson, A Hilton Resort in Arizona; and the Sisley Spa at The Ritz Carlton in Marina del Rey, California.

About Trilogy Spa Holdings

Founded in 2011 by David Stoup, Co-Founder of La Prairie Cosmetics and former CEO of Red Door Spas, Trilogy Spa Holdings is one of the world's few spa management companies made up of professionals from the hospitality and spa industries. Trilogy's portfolio of hotel brands includes Four Seasons, Fairmont, Ritz-Carlton, Waldorf Astoria, and Westin, in markets as diverse as New York City, California, Arizona, Texas, and Puerto Rico. Lessening the burden on hotel ownership and management, Trilogy oversees spa departments, including marketing, human resources, operations, and retail. Pre-pandemic Trilogy revenues were up by an average of 20% year-over-year at the spas they manage, and post-pandemic, *all* of Trilogy's spas are profitable. The Arizona-based company focuses not only on a spa's bottom line but also on how to fortify the "soul" of each of their clients in this unique, personalized, and service-forward business. For more information, visit www.trilogyspaholdings.com.

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