

AMRIT OCEAN RESORT & RESIDENCES ANNOUNCES PARTNERSHIP WITH 'UNDER A TREE HEALTH AND WELLNESS CONSULTING' AND 'TWIG CONCEPTS'



Amy McDonald and Laura Boss bring over 50 years of experience in wellness curation to Amrit leading up to completion in early 2020.

*Amy McDonald (left), Amrit Aayush Pools (center), Laura Boss (right)
Hi-res images [linked here](#).*

Singer Island-Riviera Beach, FL (June 2019) - Spanning over seven acres of pristine Atlantic shoreline, [Amrit Ocean Resort & Residences](#) (Amrit), arguably the most wellness-immersive development currently under construction, has announced two new wellness partners, Amy McDonald, principal of [Under a Tree Health and Wellness Consulting](#), and Laura Boss, principal of [Twig Concepts](#). The dynamic duo has individually played a fundamental role in the strategy and creation behind Amrit's evolution and upon completion in early 2020, will continue to enhance the true essence of the Amrit's wellness lifestyle through activations, design, programming and treatments, conceptualized through the incorporation of The Five Pillars (nutrition, fitness, mindfulness, sleep and relaxation).

"Amy and Laura have brought a plethora of refined spa curation experience to Amrit. Their extreme attention to detail has unified our vision at Amrit with the recommendations from numerous industry experts that have come together to bring this new concept to market." – Dilip Barot, CEO of Creative Choice Group and Founder of Amrit Ocean Resort & Residences

About Amy McDonald:

A 30-year veteran of the spa and hospitality industries, Amy McDonald is a pioneer in wellness, sustainability, and transformational programming. As the creator of one of the first 100 percent organic spa products and recyclable containers in the world, McDonald played a key role in demanding verifiable "greening" of the industry when green-washing threatened the health of both employees and the environment.

After serving as spa director at both Miraval Arizona and The Living Spa at El Monte Sagrado, she founded Under a Tree Health and Wellness Consulting in 2004, where she has gained recognition for projects such as Chablé Spa. McDonald also served as The Global Wellness Institute's chair of the Hot Spring Initiative for the past two years and received the American Spa's Consultant of the Year award in 2018.

"Amrit is creating an inspirational way of life, not available anywhere else. As we work together to bring this project to life, I will play an essential part in the curation of spa programming, activations and treatments that will set a precedent for the wellness industry for years to come." – Amy McDonald, founder of Under A Tree Consulting

About Laura Boss:

Laura Boss opened her San Francisco-based Spa Consultancy, Twig Concepts, in 2012, focusing on the concept and creation of unforgettable spas at the luxury end of the market. Prior to launching Twig, Boss worked both in design and hotel management before combining the two interests into an art form, developing design concepts to extend brand identity into physical properties.

After successfully extending the Mandarin Oriental Hotel Group identity into the US spa industry, she became Director of Design and Projects for ESPA International, where she oversaw the development of an enviable portfolio of Spa design projects for over 10 years. Boss has worked with luxury brands such as The Peninsula Hotels, One&Only Hotels, Mandarin Oriental Hotel Group, Four Seasons Hotels and Resorts and The Ritz Carlton Hotel Company, as well as numerous independent developers and operators on spa projects ranging from \$3.5 million to \$12 million.

"It has been an inspiration to contribute to the fruition of Dilip Barot's vision of a fully-integrated lifestyle brand dedicated to the longevity and well-being of everyone who comes in contact with Amrit and their first property on the beautiful Florida coast." – Laura Boss, Principal of Twig Concepts

For more information on Amrit Ocean Resort & Residences, please visit, www.amritocean.com

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About Amrit Ocean Resort & Residences

Spanning over seven acres of the Atlantic shoreline in Palm Beach County's picturesque Singer Island, Amrit Ocean Resort & Residences (Amrit) is a new paradigm of mindful living for those pursuing an unparalleled wellness lifestyle. Developed in partnership with world-renowned Himalayan Institute, Amrit has been developed to offer a 24/7 custom experience centered around teaching and providing the tools to improve the quality of one's life. By offering expert education, instruction, and influence on positive lifestyle changes based on The Five Pillars (nutrition, fitness, mindfulness, sleep, and relaxation), Amrit offers a means to embark on a personalized journey towards greater physical and mental well-being. Upon completion, scheduled for early 2020, the property's two towers will be home to a 152 resort rooms and 182 wellness residences. Prices range from the \$1 million to over \$4 million. Address: 3100 North Ocean Drive, Singer Island, Riviera Beach, FL 33404. For more information, please visit, www.amritocean.com

About Under A Tree Health and Wellness Consulting:

Under A Tree by Amy McDonald specializes in integrated wellness design, programs, sustainable solutions for spas and health care facilities including depth of education in health and wellness and the integration of conventional medicine with integrated medicine within a wellness environment. For more information please visit www.underatree.com.

About Twig Concepts:

Twig is an independent spa consultancy engaged in the concept and creation of unforgettable spas at the luxury end of the international hotel and resort market. Their collaborative work ethic successfully balances the long-term goals of the owner, the brand cohesiveness of the operator and the vision of the designers to deliver results: spas that are commercially viable and operationally functional without compromising on beauty. For more information please visit <https://twigco.com/>

About Creative Choice Group

Creative Choice Group (CCG) is a successful US-based investment and development company involved in the business of private real estate investment, development and management. Founded in 1984, CCG employs over 2,500 professionals and manages investments in a multitude of commercial and mixed-use real estate. Over the past 30 years, this private venture has acquired or developed over 40 properties, including over 7,000 rental units and in excess of 20 million square feet of residential leasing space, much of which continues to be managed by the Group. The majority of CCG properties maintain high occupancy and have created great value for their stakeholders. For more information, please visit, www.creativechoicetagroup.com

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