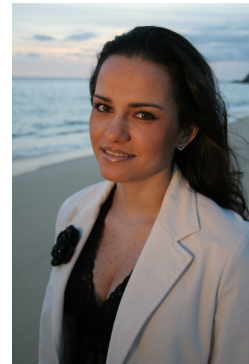


## Yolanda Amador Origel

International Business Relations College Degree  
Instituto Tecnológico y de Estudios Superiores  
de Monterrey /Campus Ciudad de México

- Spa Consultant / Skin Care Specialist /Spa Director
- Spa Business & Solutions Mexico Founder
- Repêchage Mexico Director



Yolanda Amador is a graduate of Mexico City's campus of Tec de Monterrey (ITESM) and has spent the last 16 years of her career dedicated to the development and operation of day spas, hotel & resort spas, as well as spas based in fitness centers. From the initial stage of concept definition through the project design phase and on to the implementation of effective systems and procedures, Yolanda endeavors to ensure the ideal administration of the spa facility.

As Director of Repêchage Mexico, she is also responsible for the promotion, sales and distribution of a world-class line of technologically advanced skin care products. She offers continuing education workshops to cosmetologists, therapists, estheticians and Spa Managers.

Yolanda also was Director of **"the spa at Sports World"** chain of spas having established for the first time in Mexico a spa concept component operating within an important group of fitness facilities. Using her industry knowledge and experience, Yolanda has extended her vision of the business model in the sector to create a company dedicated exclusively to consulting, operating and re-engineering other spa businesses. Her company has created a program to study and develop a business plan, execute facility design, recommend equipment and furniture selection as well as implement optimal operation systems and promotional activities.

One of her projects is the **"Thalassotherapy Spa at the Playa Grande"** Resort, located in Cabo San Lucas, Mexico. It is considered the most important thalassotherapy center in Mexico. With almost 12,000 sq. ft., the spa opened in April of 2005 and now offers a wide variety of treatments and therapeutic programs housed in facilities especially designed for the use of seawater. The project immediately generated a positive cash flow enabling a 100% return on investment within just over a year. Yolanda as former Spa Director for 8 years visited monthly to verify that protocols were satisfied, service excellence maintained and budget revenues achieved. Playa Grande was recognized in the book **"Best 100 Spa's of the World"** by spa experts Bernard Burt y Pamela Price.

Another of her projects is the re-launching of Villa Group 17,000 sq. ft. **"Tatewari Spa"** conveniently located between Villa del Palmar Flamingos and Villa La Estancia in Nuevo Vallarta, both resorts offering more than 600 rooms together. As a Spa Director and Consultant the new spa staff received from Yolanda an intense training on spa standards, protocols and professional treatments; as well as spa operation and management procedures. Tatewari is Award winner as the "Best Resort Spa in Mexico by Travel Age West Wave and also Award as Spa de Beauté of the Year 2009 from Skin Inc Magazine.

A unique project is the creation of **Mélange World Spa** located at Marival Residences in Riviera Nayarit. Mélange is a French word that means "mixture of components" and from that she brought different cultures from around the world with the most specialized therapies such as Thailand, Bali, Japan, Italy, Turkey, India, Mexico, Russia and United States of America inside each one of the spa treatment rooms. Award winner for "Best Destination Spa of the Year" in August 2010 by Le Nouvelle Estetiques Magazine.

Yolanda launched in 2012 in Puerto Vallarta, Mexico a new concept in skin care and beauty. **WOW! Facial Bar** is a skin care salon, a shop, a touch of spa and even a place to enjoy a glass of wine. **WOW! Facial Bar** was born from the idea of offering a fresh, attractive and different space focused on retail of beauty and skin care products as well as professional spa level facial treatments. There are different facials in the menu, there is a facial for everyone. As everything is different in this place, there are no closed cabins at **WOW!** the customers can try a bit of everything, just like in those cosmetic sections of the big department stores.

Other of her creations was Mamma Mia Salon & Facial bar in Guadalajara that addressed a very specific market offering a perfect place for mothers and daughters to enjoy skin care and beauty treatments together, but also at the same time within their own space for the mommys and the little ones. And last, but not least, the trendiest concept in the barber shop industry, Yolanda has opened a gentlemen's personal care shop and a lounge bar area called "Barber & Booze". Clients step in either for a hair cut, shave or any other service and they can get a "drink" at the same time. Or just come in for one of the signature mixology drinks offered and enjoy with their friends.

Yolanda is a pioneer of the Spa concept and evolution in Mexico and has a detailed understanding of the limitless number of specifications required to establish and maintain a successful business in the industry. Her vision is to create and implement innovative ideas in order to protect and promote the interests of her clients and ensure that each project sustains the level of excellence and attains the success expected. As Director of *Spa Business & Solutions*, Yolanda devotes her boundless energy to make certain that each new project achieves its potential and is a truly viable business entity.

### **About Spa Consulting Projects:**

Spa de Beauté Lomas de Chapultepec México, City (2000)  
The spa at Sport World Branches: Tecamachalco , Satélite, Valle and Centenario México, City (2003)  
Playa Grande Thalassotherapy Spa Los Cabos, México (2004)  
Spa Hotel Sheraton Centro Histórico México, City (2004)  
Smart Spa Smart Fitness. Torre Altum México, City (2004)  
Repêchage Spa, Guadalajara, Jalisco (2004)  
Body Workout Center & Day Spa, San José del Cabo, BCS. (2005)  
Fiesta Americana Coral Beach Cancún, QR (2006)  
Tatewari Spa Villa del Palmar & Villa La Estancia, Nuevo Vallarta, Nayarit. (2007-2008)  
Bay Breeze Spa Villa del Palmar, Puerto Vallarta, Jalisco. (2007-2008)  
Intra Mare Spa Marival Resorts & Suites, Nuevo Vallarta, Nayarit. (2009) Full remodelling (2017)  
Varanasi Spa Holístico Hindú, Panamá City, Panamá. (2009)  
Mélange World Spa at Marival Residences, Nuevo Vallarta, Nayarit. (2009-2010)  
D'Spa at Vallarta Fitness, Puerto Vallarta, Jalisco. (2009-2010)  
Spa Palenque en Paradise Village Resort & Spa Nuevo Vallarta, Nayarit (2010-2011) Full remodelling (2017)  
Spa Hacienda del Paraíso at El Tigre Club de Golf Nuevo Vallarta, Nayarit (2010-2011)  
Spa at Grand Solmar, Cabo San Lucas (2011-2012)  
Wow! Facial Bar, Downtown Puerto Vallarta, Jalisco(2012)  
Wow! Facial Bar, Cabo San Lucas, BCS (2013)  
Bonterra Spa, Durango, Dgo. (2013)  
Curiel Medical Spa, Mexicali, BC (2013)  
Barbierattoo Barber, Tattoo & Spa Guadalajara, Jalisco (2013)  
Corpo Scultura Monterrey, NL (2013)  
Deep Blue Spa, Barceló Grand Faro San José del Cabo, BCS (2014)  
Spa Hyatt Ziva, Puerto Vallarta (2014)  
U Spa at Barceló Resort, Mismaloya Puerto Vallarta, Jalisco (2015)  
Wow! Facial Bar, Romantic Zone Puerto Vallarta, Jalisco (2015)  
Mamma Mía salon & facial bar, Guadalajara, Jalisco (2015)  
Barber & Booze Puerto Vallarta, Jalisco (2016)  
Acqua di Mare spa, Crown Paradise Puerto Vallarta, Jalisco (2017)  
Imagine Spa Mousai Garza Blanca Puerto Vallarta, Jalisco (2017)  
Palenque Spa Paradise Village Nuevo Vallarta, Nayarit (renovación total) 2017  
Melange World Spa at Marival Armony Punta Mita, Nayarit (2018 - 2019)  
Barber & Booze San Miguel de Allende, Gto (2018)  
Glow & Go! Facial Bar, San Miguel de Allende, Gto. (2019)  
Inspiration Spa Sensira Resort Cancún, QR (proyecto 2019-2021)  
Clínica del Hombre Spa at Almar Resort Puerto Vallarta, Jalisco (2019-2021)  
Spa La Casona del Banco Parras, Coahuila (2021)