



BRACH

UN STYLE DE VIE

The Harawell® Method and its founder
Céline Benche choose Brach Paris
as its urban retreat location

FOR ANYONE LOOKING TO LIVE BETTER
AND REGAIN THEIR ENERGY

PRESS RELEASE



What is the "Hara"?

The "Hara" is the body's energy centre, the source of our energy. It is the source of our balance, and therefore of our well-being.

When we're exhausted, under pressure, having difficulty slowing down and settling down, our "Hara" becomes unbalanced and weakened. This is precisely when we experience problems: fatigue, stress, anxiety, insomnia, body aches, eating disorders, digestive problems, irritability, dissatisfaction...

In the midst of the hustle and bustle of Paris, time stands still for an urban well-being and holistic health retreat thanks to the exclusive Harawell® Method.

This innovative experience is designed as a 4-hour urban retreat combining physical, energy, mental and emotional rebalancing. An all-in-one, bespoke experience in one place: Brach Paris.

The aims: to refocus, reduce stress and all kinds of tension, free ourselves from the aches and pains or blockages that spoil our lives, gain all the tools we need to live better, and finally, to restore balance. Your balance. The kind of balance that will enable you to reconnect deeply and completely with your core vital energy.

Urban retreat with the Harawell® Method @Brach Paris: a unique, personalised and immersive programme

Céline Benche and her team of experts trained in the Harawell® Method offer a unique experience in one of the Brach Paris treatment rooms. This rebalancing experience will leave you with a feeling of well-being, receptiveness and inner peace that will last well beyond the 4 hours and 4 steps® of this programme:

The consultation: an opportunity for an in-depth examination of our lifestyles, an assessment of our general state of health and tailored recommendations resulting in a personalised programme.

Reconnecting movements: reactivating our famous Hara, the centre of our vital energy, by practising specific movements.

Rebalancing energy: this session is at the core of the Harawell® method. The OEM® "Protocol Source" (Ortho Energy Method created by Dr Christian Roche) is based on the body's energetic geography and works by precisely stimulating points and areas of the skin to release physical and emotional blockages and improve energy circulation.

Harawell® massage: deep stimulation of key areas to release tension and reconnect with yourself.

All these stages are complementary and inextricably linked to each other, thereby increasing their effectiveness. The results are immediate and long-lasting: greater holistic balance, increased vitality, tranquility and lightness.



To prolong the benefits and prepare for the next stage, nutritional advice and a new well-being routine are offered at the end of the programme.

The 4-hour Harawell® urban retreat provides a real boost to well-being and overall health. However, for those on a tight schedule, it can also be done over several appointments, to suit your schedule.

Harawell® offers bespoke programmes tailored to your needs and goals:

- "Free yourself from stress and restore your serenity".
- "Detoxify the body and calm the mind".
- "Improve your physical fitness".
- "Start an effective and sustainable weight loss plan".

The exclusive Harawell® Method: holistic, tailor-made, delivering concrete results

The Harawell® Method is a unique and innovative approach to the concept of inner balance, based on three interconnected aspects:

- The mind-body aspect
- The time aspect: past/present/future
- The aspect of masculine/feminine balance and of connection with others

"Holistic health is based on an understanding of the interconnected nature of these 3 aspects. When we are too focused on one or other of these aspects, our balance is upset, leading to tension, chronic pain, negative emotions and so on."

Céline Benche, founder of the Harawell® Method

Harawell®@Brach is all about taking advantage of a break in Paris to trigger a real transformation, both physically and emotionally, adopting new lifestyle habits and gaining concrete tools to use autonomously in everyday life.

Harawell®, well-being through balance...

Prices:

- The 1st Harawell® 4-hour urban retreat: €650
- 3 additional Harawell® urban retreats: €590/retreat
- OEM® "Protocol Source" energy rebalancing session (1 hour): €200
- Diagnostic consultation (1 hour): €200

Each retreat includes access to the Brach Paris swimming pool, hammam, sauna and salt grotto.

Information and booking:

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ABOUT CÉLINE BENCHE,
CREATOR OF THE HARAWELL® METHOD

"I've investigated a myriad of methods, therapies, courses, retreats... I've been searching, experimenting and training for over 15 years, always looking for something new. I progressed step by step, but never managed to find THE effective, rapid and lasting solution I was looking for to help me feel good, and balanced" Céline Benche

Céline spent 20 years working in International Sales Management at LVMH, leading an exciting, hectic and very intense life. Eager to learn, to experiment, to find answers to her stress and tension and to better manage her emotions, her research led her to a pivotal experience with the Ortho-Energy-Method® (OEM), which she decided to train in with its creator, Dr Christian Roche. At that moment, it was as if all the pieces of the jigsaw puzzle of everything Céline had learned, all the training she had undergone, all the experiences she had had, had finally fallen into place... She understands the importance of the concept of inner balance, the solid foundation from which everything stems, from our deep-seated symptoms to our well-being, our vital energy and our sense of harmony with ourselves and the world.

Creating the 4 stages of the Harawell® Method seemed to her to be an obvious way of finding or re-establishing inner balance, the foundation of every individual's being. Harawell® was created with the mission of revealing everyone's full potential!

"Connecting head, heart and body means re-establishing the natural and perfect harmony between our three great assets: a clear mind that liberates, a heart that fills with joy, and a balanced and aligned body that energises. Achieving harmony means rediscovering our entirety". Céline Benche



ABOUT BRACH

Brach Paris is located in the heart of Paris' magnificent 16th arrondissement, where Evok has taken a welcoming and sophisticated approach.

It provides visitors with a joyful, authentic, immersive experience, a contemporary interpretation of life in this community. Here, wellbeing, energy and attention to detail are for everyone.

The visionary designer Philippe Starck was given carte blanche over its 7000 m² surface area. The result is 1930s-architecture-meets-modernism, Bauhaus, Dada and surrealism, with warm tones and natural, raw materials such as wood, leather, concrete, glass, marble and metal. With its 59 rooms and suites, together with its terraces and the rooftop with breathtaking views over Paris' skyline and the Eiffel Tower, Brach offers a privileged, cosmopolitan and truly astonishing setting. Thanks to its pools, Sports Club, bar, restaurant, delicatessen and patisserie, it is a place of culture and wellbeing, a meeting place that can be enjoyed from morning till night. Intimate yet welcoming to all, Brach is a combination of contrasts and contradictions that are complementary, not clashing.

A vibrant, authentic, unique patchwork.

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