



THE QUEST FOR  
WELLNESS

# ALONG THE SHORE

WELLNESS WEEK WITH  
ALICE EDDÉ AT EDDÉSANDS

BY | KRISTINE BOUJAOUDE

ACCORDING TO THE MEDICAL DICTIONARY, THE TERM WELLNESS IS DESCRIBED AS: "THE QUALITY OR STATE OF BEING IN GOOD HEALTH ESPECIALLY AS AN ACTIVELY SOUGHT-GOAL; LIFESTYLES THAT PROMOTE WELLNESS." SO, IN HONOR OF THIS DEFINITION, EDDÉSANDS PROMOTES A YEARLY PROGRAM IN THE MONTH OF NOVEMBER CALLED WELLNESS WEEK. THE HEART-BEAT OF THIS QUEST FOR HEALTHY AND SOUND LIVING IS NONE OTHER THAN ALICE EDDÉ HERSELF. WITH A ZEST FOR LIFE, AND AN INDISPUTABLE PERSONABLE CHARM, SHE CONTINUES TO BOAST ABOUT LIVING A LIFE FULL OF HEALTHY CHOICES AND PRACTICES, HOPING TO GET OTHER LEBANESE TO JOIN HER. WELLNESS WEEK AT EDDÉSANDS IS A WAY TO ESCAPE FROM THE MADNESS OF OUR DEMANDING LIVES.

I spent the final day of Wellness Week with Alice Eddé. It was a schedule full of healthy food, spa treatments, walks on the beach, an Aqua Gym session, and a lecture about Naturopathy with Gabrielle Paillat. As I savored my fresh fruit and granola breakfast along with a pleasant group of ladies and gentlemen in the early hours of the morning, I had the opportunity to get to know the woman behind the Eddé name. Alice Eddé is a gracious host and her warm hospitality makes a newcomer feel right at home.

As I take my break after a therapeutic Ayurveda herbal body scrub massage treatment (an amazing treatment done with finely ground Ayurvedic herbs mixed with oils) at the Tropical Spa, I stare out at the

gorgeous sea in awe; this is what mid November looks like? Participating in Wellness Week offers a true escape and an awakening. It allows you to focus on the goodness of your being within. Oh and by the way, I was also "obliged" to endure an Ayurveda facial massage... this job is so tough sometimes :)

Sipping on a glass of rosemary infused spring water in the rustic spa, I grab the opportunity to chit chat a little more with Mrs. Eddé. The Wellness Week concept is definitely her baby and rightfully so. Alice Eddé and Lebanon go way back - back before actually meeting Mr. Right (as she calls him), her husband Mr. Roger Eddé. I discover that she travelled the world as a young girl having an American Army Officer father, and fell in love with Lebanon long, long ago.

Speak of the devil, Mr. Roger Eddé pops by for a chat with his trademark hat and dark rimmed glasses. He confesses he would like to go for a swim in the sea. Why did we all stop beaching anyways? The weather is absolutely amazing! Alice reminisces with me about their experience in 1989. Her husband had been kidnapped and was finally released with the aid of the French. Having endured such a traumatic experience, the couple decided to go to the States for a while where friends insisted they needed to go somewhere to unwind. They went to a place called the Golden Door in California. And those days it cost \$1,000 per person/per day to attend! It had a Japanese influence and they enjoyed beautiful gardens, spa treatments, good food, lectures in the evening... and this was her inspiration. So as you can see, the flow of life comes full circle as Mr. and Mrs. Eddé bring to Lebanon this much needed concept.

**THIS BREATHTAKING RESORT HAS BEEN COMPARED A NUMBER OF TIMES TO THE FRENCH RIVIERA. WHO NEEDS TO GET ON A PLANE WHEN THE MEDITERRANEAN SEA IS RIGHT AT YOUR TOES? ONE THING IS EXCEPTIONALLY APPARENT - THE NATURAL BEAUTY IN CONJUNCTION WITH A MODERN DAY TOUCH IS CAPTIVATING.**

Getting off topic just a little bit, we discuss Alice's maiden name, Bradley, which is derived from the word bradle. It means "to preserve and carry on no matter what the circumstances." I find that quite ironic since that reflects the motto of most Lebanese. And off she goes to join her husband for a dip in the sea. This is the life! Bradléy is the name of her leather handbag line. Everything she wears and everything she makes supports Lebanese craftsmen and designers. If only everyone could adopt her positive attitude and zest for life.

Bradléy is the evolution of Miss é. The line is in its final stages and will be complete by next year, still continuing to evolve. Mrs. Eddé also created a few special bags last year and named them after active Lebanese women in different milieus. Vivianne Eddé was the first one; an elegant dinner clutch was created and named after her. The second one, a beach bag, was named after Lola Bambino, a woman from Amchit who loves the beach. And finally, a sporty bag was created and named after Elga Trad at the time of the marathon in 2012. Stay tuned because Bradléy will be pleasantly surprising us in 2014.

In my final hour of peace and relaxation, I realize that I have to pack my bag and head on home. What a perfect getaway. Next year, I encourage all of you to put Wellness Week on your agenda, scheduled in March 2014. You can grab the opportunity to enjoy healthy cooking sessions with renowned Wellness chefs, enjoy various activities such as Pilates, Yoga, Zumba, and biking, and even boost your knowledge with international experts flown in to discuss topics such

as Reiki, Tai Chi, Meditation, and Homeopathy. And guess what? The wellness concept will also be turning into "Wellness Weekends" starting now! You can enjoy a full wellness stay including overnight accommodation, full board wellness meals, and of course, relaxing/slimming spa treatments! And all this right along the sandy shoreline...



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