

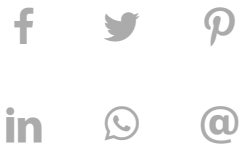


Minos Palace Resort

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MINOS PALACE RESORT ON CRETE OPENS LONGEVITY CENTER

The luxurious Minos Palace Resort on Crete will take a new approach to wellness with Nao, its longevity center, set to open in May 2025.

BY CLAUDIA HILMBAUER
JANUARY 30, 2025

The stunning **Minos Palace Resort** on Crete boasts many outstanding features. Nestled on a secluded peninsula, it offers breathtaking 360° views of the Aegean. As an adults-only retreat, it

provides guests with **absolute tranquility** and seclusion. Now, the resort is expanding its offerings with Nao, a new longevity center designed to enhance its already extensive wellness program. With this addition, Minos Palace aims to establish itself as a leading luxury wellness destination.



Minos Palace Resort

Minos Palace Resort

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Doubles incl. breakfast from € 232

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LIVE BETTER, LONGER AND WITH MORE BEAUTY

But what exactly can guests expect when Nao, Crete’s first longevity center, opens its doors in May 2025? "Nao was created as a purely **natural response** to the global call for a happier and healthier world. The concept is the true embodiment of our deep commitment to care, sustainability, innovation, and excellence—a commitment that has lasted for over 50 years," says **Gina Mamidaki**, the visionary CEO behind the project. Derived from the Ancient Greek word for flow, Nao symbolizes continuous transformation and harmony.

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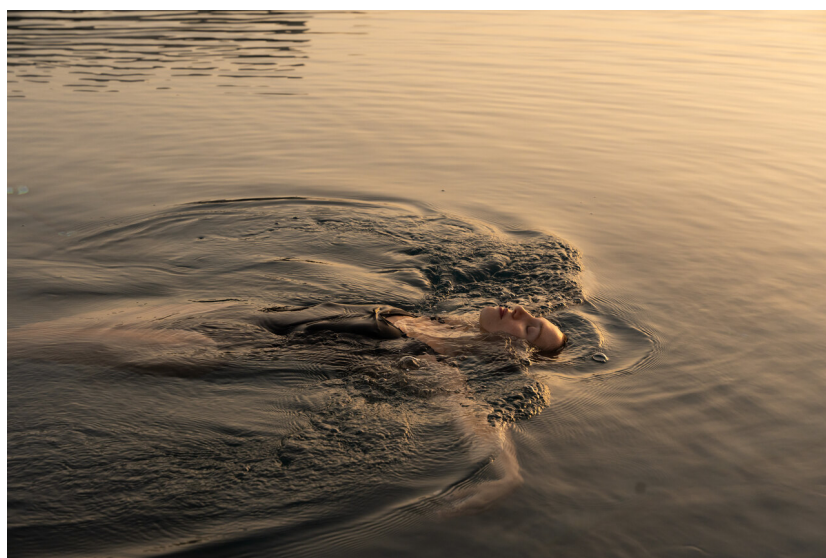


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At the heart of the longevity center's offerings is a groundbreaking wellbeing approach that targets the **12 hallmarks of aging**. By directly addressing the key biological processes that drive aging, the goal is not only to **extend your lifespan** but also to enhance the years spent in good health—*longevity at its finest*. The program focuses on four key areas: **nutrition, sleep, movement**, and **self-mastery**. Combined, these elements create a **holistic approach** to physical, mental, and emotional well-being.

SCIENTIFICALLY SOUND

Guests therefore fill out an extensive questionnaire before their arrival. This helps the therapists on site to plan the basic direction of the stay. After arrival, detailed tests and expert advice are used to plan the personal wellness journey even better. This ranges from individual nutrition plans to personalized fitness programs and optimized sleeping times.



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Of course, nothing is left to chance when it comes to therapies. The center utilizes **cutting-edge technologies**, combined with holistic approaches, to create innovative signature treatments. These

include PBM red light therapy for cell regeneration and vitality, cryotherapy to combat inflammation and accelerate healing, vibro-acoustic therapies for relaxation and better sleep, as well as functional body therapies. For these treatments, **premium skincare products** and **advanced techniques** are used to enhance the experience and results.

DIFFERENT NEEDS

Since the Nao programs are tailored to each guest's unique needs, every stay is different. If you're interested, you can opt for a **one-day introductory program** or embark on a profound, transformative journey lasting up to two weeks. A key component of every program is the development of a strategy to ensure that the newly adopted lifestyle can be easily integrated into daily life.



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The setting for this comprehensive wellness experience couldn't be more perfect. In addition to the stunning location, guests can enjoy **two restaurants** with seasonal menus, **two bars**, and a diverse activity program. Offerings range from watersports and tennis to hiking and leisurely walks. Guests can choose from **121 elegant rooms, bungalows, and suites**. While large parts of Minos Palace Crete were renovated last year, the brand-new Nao longevity center will officially open in May 2025.

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