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Greece

By Wendy Golledge

25 February 2025

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A new longevity-centric wellbeing concept called Nao is set open at Minos Palace Resort in Crete in May 2025.

The new spa and longevity hub is part of a €5m (£4.1m) overhaul of the Minos Palace Resort, which sits atop a private peninsula on the island.

Developed in collaboration with Nigel Franklyn from [Moss Wellness Consultancy](#), the Nao concept will focus on the '12 hallmarks of ageing' using four pillars of wellbeing – nutrition, sleep, self-mastery and movement.

An evidence-based wellbeing concept, Nao will be inspired by ancient wisdom and powered by cutting-edge science and tailored diagnostics.

The eight-treatment-room retreat will adopt a data-driven approach to longevity, not just while guests are at Nao but after they return home.



A series of outdoor pavilions are part of the relaxation zone

The Nao longevity hub

“Nao has naturally emerged as a response to the global call for a happier and healthier world – a true embodiment of our deep commitment to care, sustainability, innovation and excellence,” said Gina Mamidaki, CEO, Minos Palace Resort.

Derived from the ancient Greek word meaning ‘to flow’, Nao will symbolise harmony and continuous transformation.

Inspiration has been drawn from water, as the source of all life, and Nao aims to inspire a lifestyle evolution in its guests. At its core, the spa's focus will be on guiding guests to extend both their lifespan and health span.



"When we created the Nao Method, we knew we wanted a framework that celebrated Greek heritage, but was also anchored to longevity science and holistic wellbeing. Minos Palace offers a new hybrid landscape of precision wellbeing and luxury leisure hospitality, where the mind-body-soul triad interacts with wellbeing science, aging hallmarks, self-mastery and lifestyle optimisation."

Nigel Franklyn

Founder, Moss Wellness Consultancy

"Nao will continue to evolve as longevity science itself evolve," adds Franklyn.

"There is something incredibly special and beautifully transformative about the Minos Palace peninsula. We have created something that honours it perfectly."

Spa facilities at Nao

Facilities will include a cryo chamber, meditation spaces and vibroacoustic lounge rooms.

There will be a brain gym and a sensory tunnel experience, plus indoor and outdoor relaxation areas.

Thermal facilities will include infrared sauna, hot and cold plunge baths, and a vitality pool.



An aerial view of Minos Palace Resort

The personalised guest journey will begin with advanced diagnostics that target key biomarkers, to give guests a comprehensive understanding of their health.

This process will begin before guests visit, with detailed questionnaires and initial diagnostic tests carried out at home.

Nao's wellbeing team will then craft each guest a programme of tailored treatments, meal plans, sleep schedules, fitness regimens and mindfulness practices to address physical, mental and emotional health.



Wellness programming at Nao

Programmes will range from one-day experiences to immersive two-week retreats. Guests will also be able to self select from an a-la-carte treatment menu.

Split into seven sections the menu will include wellbeing technologies such as neuromodulation, intermittent hypoxia-hyperoxia treatments, red light therapy, cryotherapy and vibroacoustic sound therapy.

Functional body therapies will be available in partnership with The Tides. Skincare therapies will be in partnership with The Tides, QMS Medicosmetics and Déesse Pro.





Minos Palace Resort has set out to redefine modern wellness in Greece

Minos Palace Resort

The 149-room Minos Palace Resort, a member of Bluegr Hotels & Resorts, has set out to redefine modern wellness at its new spa retreat.

The hotel also has its own organic herb and vegetable gardens. Its two restaurants, reception and the F&B areas were all refurbished in 2024. The resort has a private beach and infinity pool. Activities available include water sports, tennis and hiking to complement the spa's therapeutic offer.

Bluegr Hotels & Resorts is family owned, with properties in Crete and Athens. A pioneer in barefoot luxury, the brand prioritises sustainability, simplicity, innovation and authentic guest experiences.

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