



MINOS PALACE RESORT, CRETE, TO OPEN REVOLUTIONARY NEW WELLBEING CONCEPT

FEATURED, HEALTH, TRAVEL

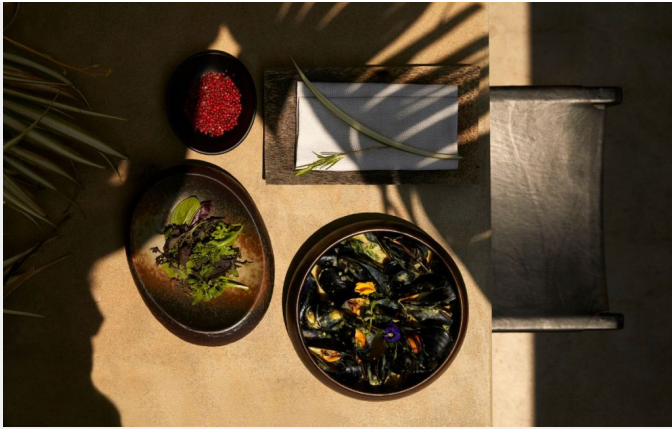
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Five-star [Minos Palace Resort](#) in Crete, a member of [Bluegr Hotels & Resorts](#), proudly announces the opening of the transformational Nao longevity hub in May 2025.

Nao is Greece's newest luxury wellbeing concept destination, that offers a revolutionary, evidence-based approach integrating ancient healing practices with advanced diagnostics and treatments.

In the words of Gina Mamidaki, the visionary CEO behind the project: *"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 spanning more than 50 years."*

A New Era of Longevity



Situated at the heart of Minos Palace Resort, on a secluded private peninsula with 360° views of the Aegean, Nao is designed to inspire a lifestyle evolution. Derived from the ancient Greek word meaning “to flow”, Nao symbolises harmony and continuous transformation. At its core lies a pioneering approach to wellbeing, targeting the **12 Hallmarks of Ageing** —the key biological processes that drive ageing—to guide guests in extending both their lifespan and health span.



Each Nao journey is guided by the four foundational pillars of this wellbeing concept: **Nutrition, Sleep, Movement, and Self-Mastery, each embedding interventions** that target specific aspects of the 12 Hallmarks of Ageing. Together, these create an integrated path to wellbeing, addressing physical, mental, and

emotional health with precision and care.

Science-Driven, Ultra-Personalised Care



The first step of the Nao method is for guests to gain a deeper understanding of their health and wellbeing through scientific insights and advanced diagnostics. The process begins before their visit, with guests completing detailed questionnaires and undergoing initial diagnostic tests to inform their personalised journey. Upon arrival, additional advanced tests and expert consultations provide a comprehensive analysis of their health. Grounded in the latest longevity science, these tests target key biomarkers using state-of-the-art diagnostic tools. This data-driven approach allows Nao's wellbeing team to craft tailored treatments, from custom meal plans and optimised sleep schedules to personalised fitness regimens and mindfulness practices. These programs address physical, mental, and emotional health, helping guests achieve their full potential.





Signature Therapies

Nao offers innovative therapies that blend cutting-edge technology with holistic approaches, including:

- **PBM Red Light Therapy** for cellular regeneration and vitality
- **Cryotherapy** to reduce inflammation and accelerate recovery
- **Vibroacoustic Therapy** using sound frequencies to promote relaxation and better sleep
- **Functional Body Therapies**, evidence-based treatments that blend advanced techniques with premium wellness products to restore balance and resilience

A Transformative Journey

Nao's programs cater to diverse needs, offering options ranging from one-day explorations to comprehensive two-week immersions. Each wellbeing concept program combines advanced diagnostics, cutting-edge treatments, and actionable lifestyle strategies to ensure guests leave not only revitalised but equipped with the tools to sustain their transformation.

An Unparalleled Setting for Longevity

Nestled on a serene private peninsula, Minos Palace Resort is an exclusive adults-only sanctuary offering 360° sea views, setting the scene for a peaceful, healing experience. Two restaurants offer sustainably locally sourced and seasonal menus as well as restorative ingredients with proven health benefits. Guests can also enjoy two exceptional bars offering expertly curated drinks by Baba au Rum – ranked among the World's Top Bars.

Activities range from water sports and tennis to scenic hikes and wellbeing classes, while tranquil gardens, a private beach, and an infinity pool reflect the boundless horizons. The hotel's 121 rooms, bungalows, and 28 suites with private and shared pools, as well as the reception and the F&B areas were all completely refurbished in 2024. With the addition of Nao in 2025, Minos Palace Resort transcends into a

leading luxury wellness destination, harmonising science, nature, and ultra-personalised care to help guests live longer, happier and more fulfilling lives.

Nightly rates at Minos Palace Resort start from £189.

For more information on Nao and to download the full brochure, please click [here](#).

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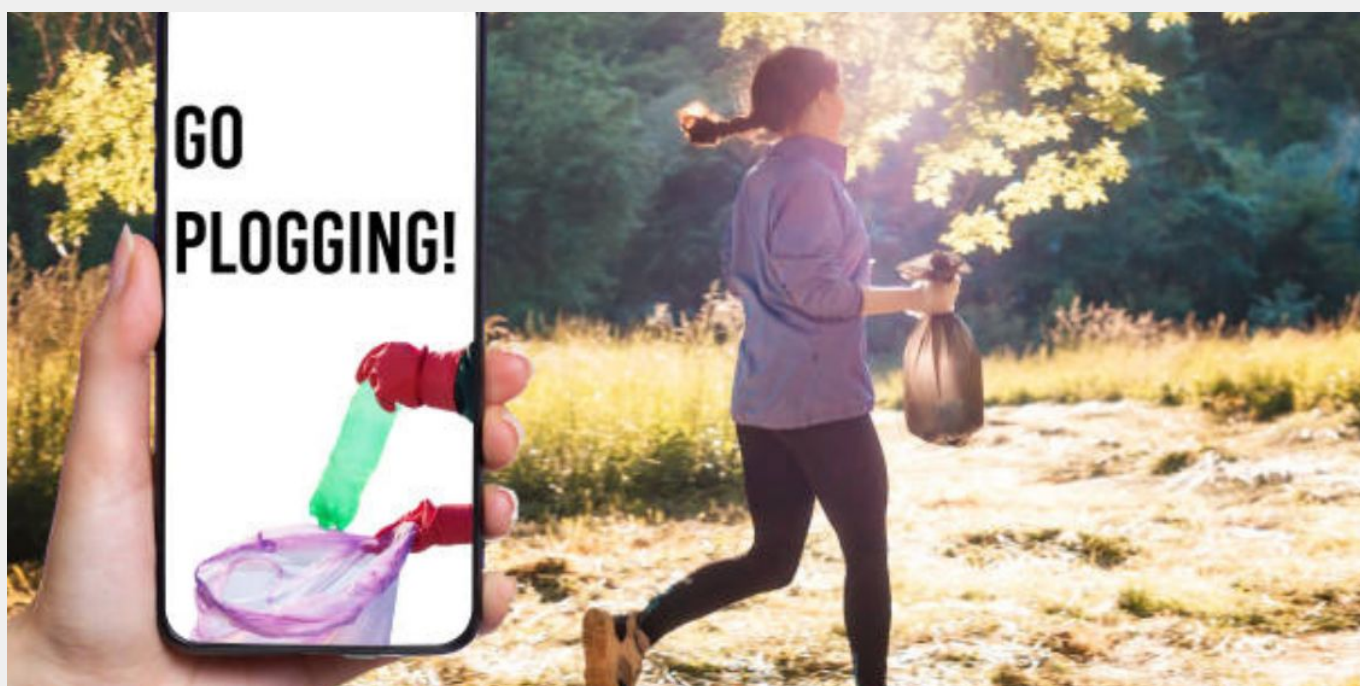
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