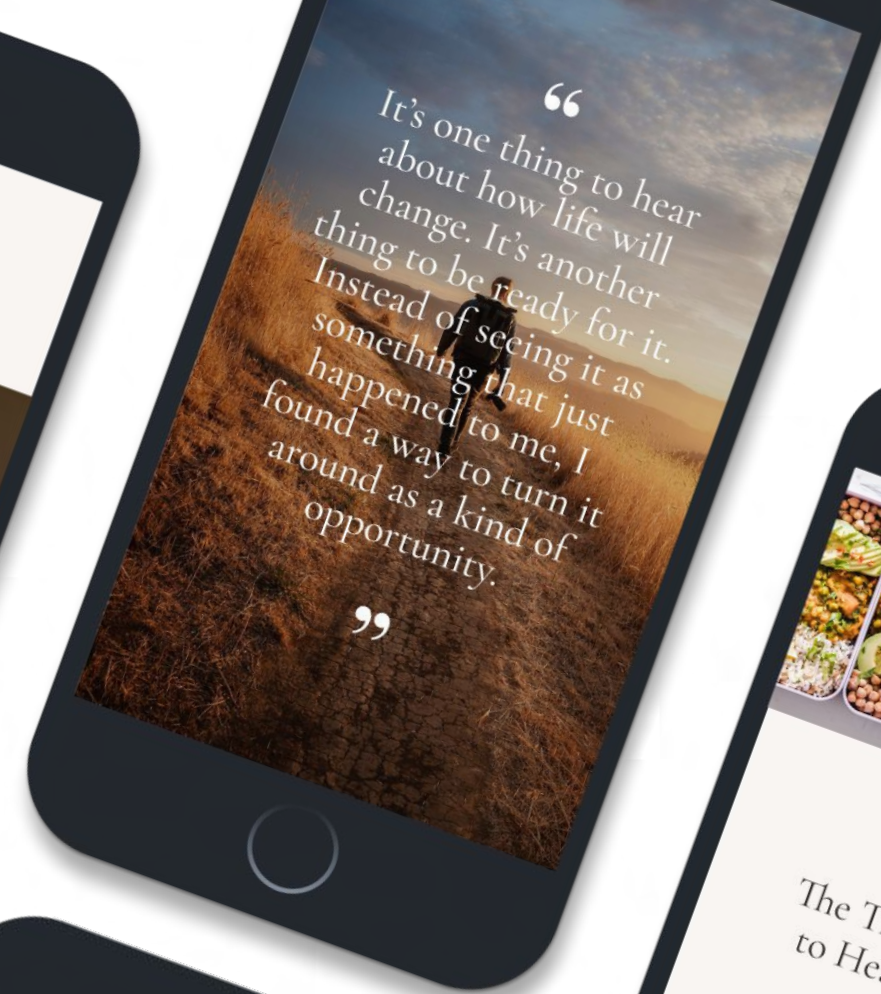


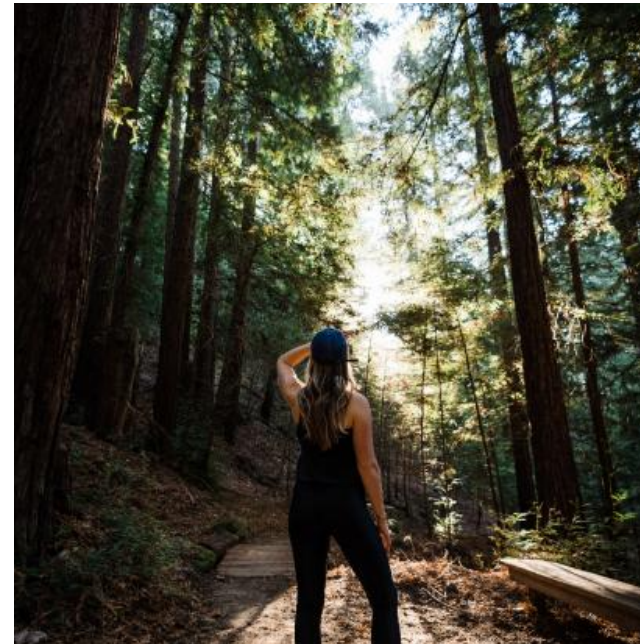
CANYON RANCH

Brand Social Media Program



CONTENT PILLARS

Topics of Conversation: 4 Ps



Place

From exciting reopening or news and promotional announcements and behind-the-scenes content of renovations to natural beauty that surrounds each property.

People

Thought leadership, wellness influencers, Canyon Ranch staff highlights, guestimonials.

The transformative ethos that cements CR's expertise in the wellness space.

Product

Pathways programming, classes, consultations, treatments, collaborations.

The competitive elements that set CR apart within the wellness space.

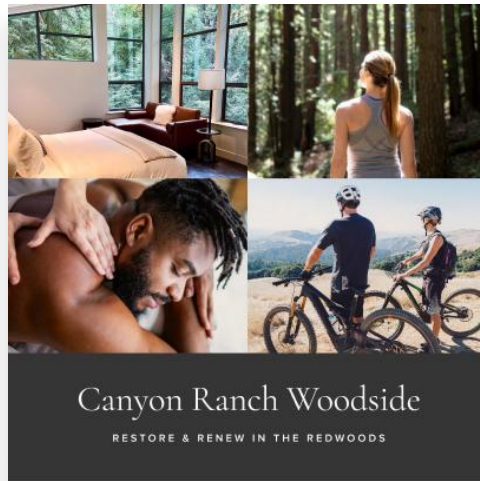
Practice + Perspective

Formulated content to address needs and wellness topics of interest like ailments, focus areas, health trends, and other search topics to help our social audience start new rituals.



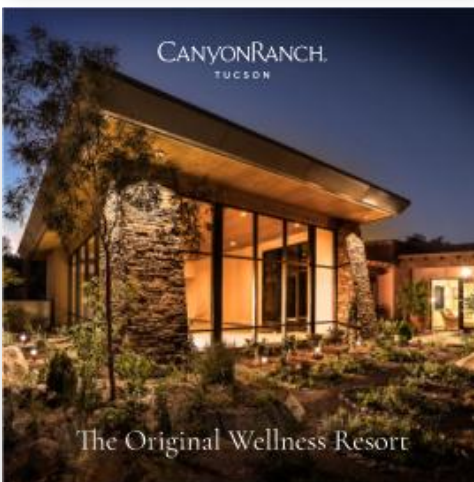
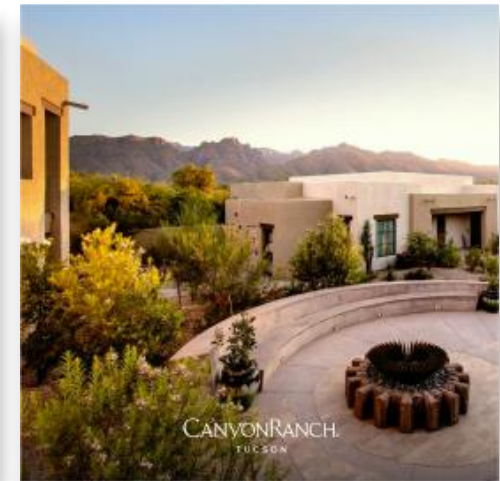
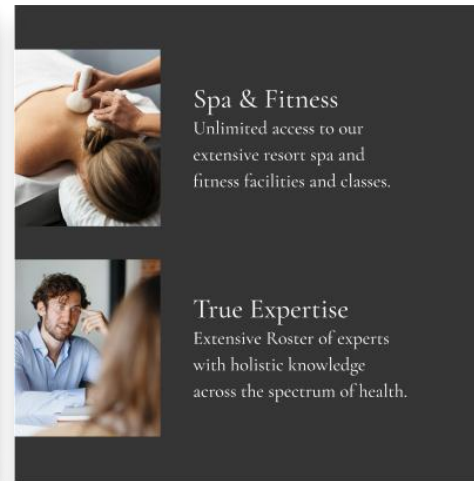
“
 I don't consider myself a visionary, I consider myself a person who's fortunate enough to have had a certain experience that transformed everything about my life.
 ”

— MEL ZUCKERMAN, CANYON RANCH FOUNDER



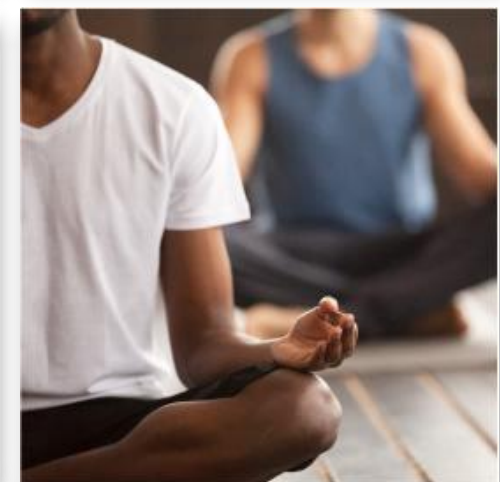
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“
 It is hard enough at best to make lifestyle changes – I learned techniques at Canyon Ranch that have stood the test of time.
 ”

— JULIE FOSTER, CANYON RANCH GUEST



“
 I have loved Canyon Ranch from the first time I came in 1982. It's a gift I give myself that allows me to be free. I can't think of a happier, healthier place to be.
 ”

CANYON RANCH TUCSON

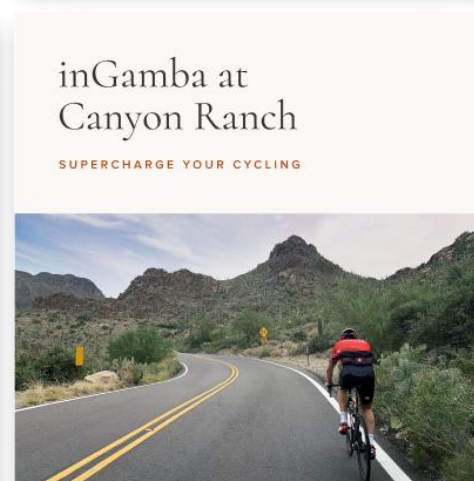


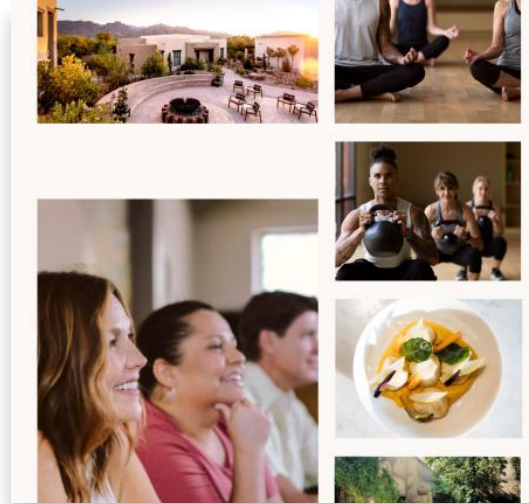
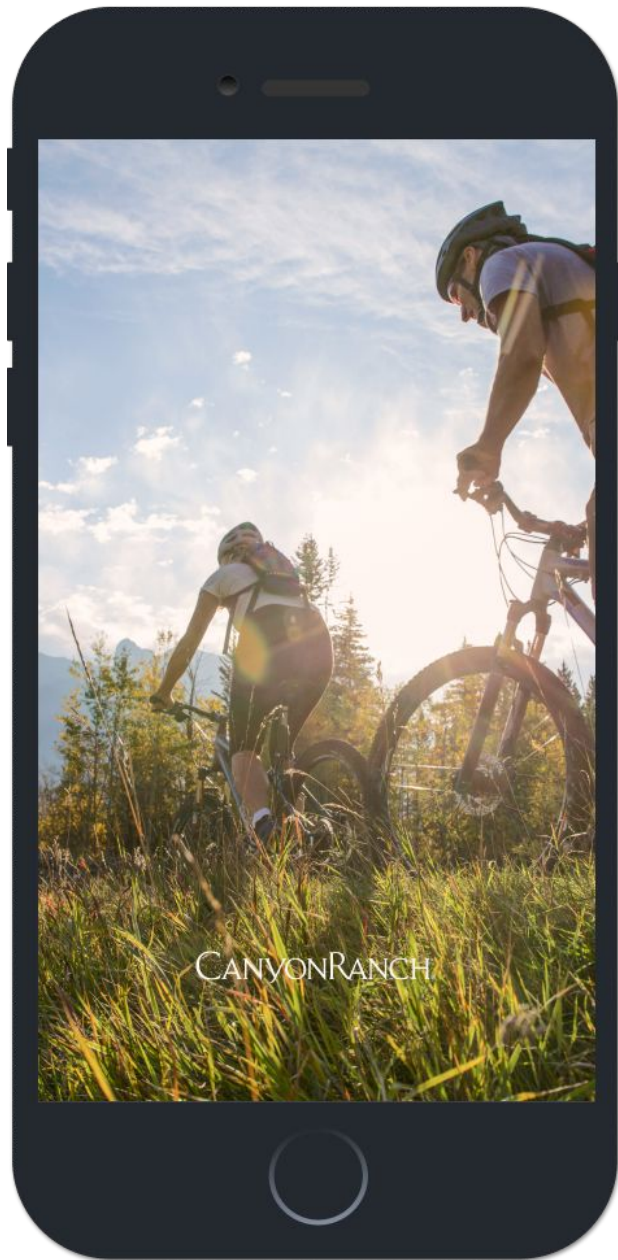
ONE

FAKE IT TILL YOU MAKE IT

Pretend that you believe in yourself, and eventually you will. "I've got this" is a powerful statement to reinforce your capability. Say it to yourself until you do.

CR





INTRODUCING
IMMERSIONS

Immersion focus on guests who are all-in on a topic of inspiring shared interest. They seek to integrate the full range of canyon ranch powers around a single unifying theme.

INTRODUCING CANYON RANCH

IMMERSIONS

<p>Full Deep Dives</p> <p>Canyon Ranch's most powerful blend of the full range of services, programming, custom options. The deeper the immersion the more lasting the impact.</p>	<p>Small Group Dynamic</p> <p>Canyon Ranch's most powerful blend of the full range of services, programming, custom options. The deeper the immersion the more lasting the impact.</p>
<p>Expert-Led Programs</p> <p>Canyon Ranch's most powerful blend of the full range of services, programming, custom options. The deeper the immersion the more lasting the impact.</p>	<p>Dedicated Space</p> <p>Canyon Ranch's most powerful blend of the full range of services, programming, custom options. The deeper the immersion the more lasting the impact.</p>





Improving Your Spiritual Resilience

WITH JONATHAN ELLERBY, PHD
NOVEMBER 3-6, 2022

CANYONRANCH.
WOODSIDE

RESET YOUR MIND,
BODY, SPIRIT.



CANYONRANCH.
WOODSIDE

Enjoy artful dining with healthy cuisine that delights, satiates, and inspires every palate from Canyon Ranch Grill™ and Culinary Rebel.™



CANYONRANCH.
LENOX

"I want to protect myself



SPRING PEA SOUP

CANYONRANCH.



SCALLOPS WITH GARLIC SAUCE

CANYONRANCH.



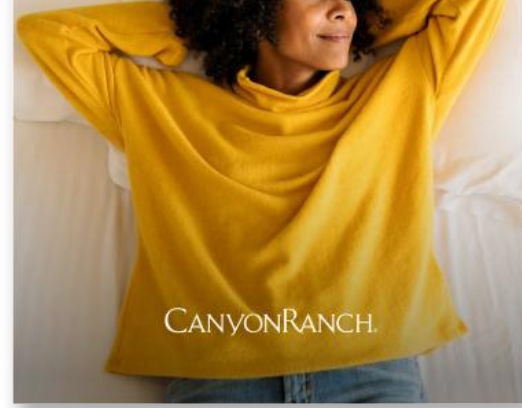
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- MEL ZUCKERMAN,
CANYON RANCH FOUNDER

CANYONRANCH.



THIS
WEEK'S
MANTRA



CANYONRANCH.

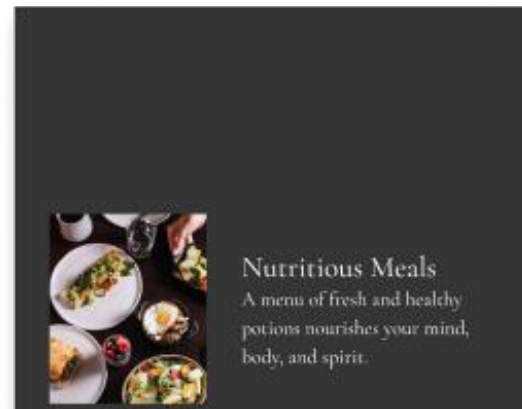
Move toward your most effective approach to fitness guided by Canyon Ranch experts.



TWO

INCORPORATE EYE-HEALTHY NUTRIENTS

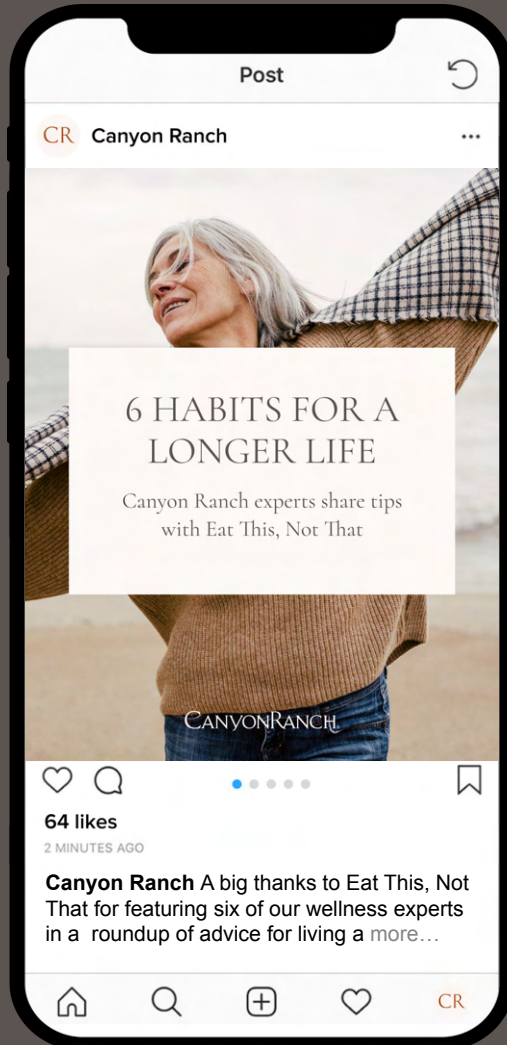
Besides the beta-carotene found in carrots, leafy greens are packed with antioxidants lutein and zeaxanthin that can shield the eyes from light and glare. Other sources include egg yolks, corn and spinach.



Nutritious Meals

A menu of fresh and healthy potions nourishes your mind, body, and spirit.



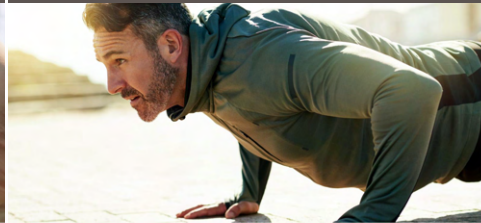


REST UP

"Nighttime sleep and naps both reduce stress... Create a sleep routine that works for you. This may include turning notifications off on your phone an hour before bedtime, reducing screen time, meditating to unwind, or incorporating blackout curtains."

— DUSTIN NABHAN
VICE PRESIDENT OF HEALTH & PERFORMANCE

CANYONRANCH.



LIVE WITH PURPOSE

"Purposeful living is linked with lower risk of heart attack and stroke, less inflammation (and therefore reduced risk for chronic diseases) and diminished rates of Alzheimer's...when we find a sense of meaning in our daily life we become more resilient."

— TERESA COWAN JONES
DIRECTOR OF SPIRITUAL WELLNESS

CANYONRANCH.



FIND BALANCE

"For optimal health, I encourage people to engage in physical activities that they enjoy, to make healthy food choices, to avoid tobacco, to moderate alcohol intake, and to prioritize sleep. I also emphasize how important it is to connect with others, to manage stressors and to get outside in nature."

— DR. JENNIFER BAKER-PORAZINKSI, PHYSICIAN

CANYONRANCH.



AVOID EXTREMES

"Overdoing it does nothing but result in breakdown of the body through overuse syndrome, disordered eating habits, and unnecessary stress from maintaining insurmountable expectations. One needs to find a happy, manageable balance. This is where moderation is key."

— DR. STEPHEN C. BREWER, MEDICAL DIRECTOR

CANYONRANCH.



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What does “getting a good night’s sleep” actually mean? How can more or less sleep affect your mood and concentration?

CANYONRANCH.
TUCSON


 Join us at Canyon Ranch Tucson for a five-day retreat about the art of getting a good night’s sleep featuring Dr. Michael Grandner, a licensed clinical psychologist who is board-certified in Behavioral Sleep Medicine and serves as the Director of the Sleep and Health Research Program at the University of Arizona.

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TUCSON

MASTERING SLEEP
 THIS ALL-INCLUSIVE RETREAT INCLUDES

Full Deep Dive <small>5-day expert-led program with a multi-disciplinary curriculum highly focused on optimizing your sleep</small>	Custom Experience <small>3 individualized services and 3 choices from the list of optional services</small>
Immersive Setting <small>5 nights at our original wellness resort, set on 150 acres in the lush foothills of the Sonoran Desert</small>	Nourishing Cuisine <small>Unlimited delicious, healthy meals and snacks sourced from organic, unprocessed whole foods and ingredients</small>
Daily Activities <small>Unlimited access to our 35+ daily activities, spa, pools, and fitness center</small>	Transportation <small>Transfers to and from Tucson International Airport</small>



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TUCSON



MASTERING SLEEP
 EVENT TAKEAWAYS



- An understanding of the role of sleep in overall health
- Renewed mind, body, and spirit to put new practices in place
- Meditation tools for quieting running thoughts
- Strategies for relaxing the body for better sleep
- Guidance on optimizing sleep through nutrition and diet
- Sleep-oriented yoga practices and postures
- Science-backed tools to break the connection between sleep & stress

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TUCSON

MASTERING SLEEP
 OCTOBER 23-28, 2022
 An All-Inclusive Immersion Retreat with Dr. Michael Grandner

CANYONRANCH.
TUCSON



Bohemian Chicken Soup

Ingredients

2 cups chicken stock	1/2 cup cauliflower florets
1 1/2 cups vegetable stock	1/2 cup broccoli florets
2 pieces of chicken breast	1/2 cup mushrooms, sliced
Pinch of red chili flakes <i>(optional)</i>	1/2 cup celery, diced
1/2 tsp garlic, minced	3 oz farfalline pasta, cooked
1/2 tsp salt	1 Tbsp parsley, chopped
Pinch of black pepper	1 Tbsp scallions, chopped
1 carrot, chopped	1 Tbsp chives, chopped

CR Time: 45 Minutes • Difficulty: Medium • Serves: 6 People

Bohemian Chicken Soup

Instructions

- 1) In a large saucepan, bring chicken and vegetable stock to a boil.
- 2) Dice chicken breast and add to stock. Reduce heat to medium-low and simmer until chicken is cooked, about 10 minutes.
- 3) Add red chili flakes, garlic, salt, and pepper. Continue to cook for 5 minutes.
- 4) Add vegetables and simmer until tender, about 15–20 minutes.
- 5) When ready to serve, stir in your cooked pasta, parsley, scallions, and chives.

CR Time: 45 Minutes • Difficulty: Medium • Serves: 6 People