



AQUAVITA SPAS

LIFE . STYLE .

A WELL-EARNED HISTORY OF TRUST

Steamboat Springs. A special community. From the early settlers and pioneers to local residents, to those who have selected this unique locale for their second homes, we're here to enjoy the environment found only in our Yampa Valley.

Aqua Vita Spas. A special spa company. As a family owned local business, our growth comes from the same values that built the West and Steamboat Springs; hard work, honesty and determination. In a

special community like ours, where customers are often our neighbors and friends, our name, our reputation, is all we really have. With customer relationships reaching back well over 20 years, the phrase *'customers for life'* is more than a slogan – it's the natural result of that same spirit of hard work, honesty and determination. At Aqua Vita Spas, these virtues are the key to our past success – and they continue to guide our daily commitment, today and into the future.

"I think the fact that you are here for me and are so helpful is almost as important as the 25 years you've been in business. Whenever I think about your store, I just know it will be there when I need it. Aqua Vita has been a reliable landmark in town as far as businesses go."

Rhonda Woodward





Remember our Name. And Relax.™

“Being an out-of-town owner of a resort property, dealing with Aqua Vita is like built-in comfort. After using other spa service companies, we really appreciate the job you do for us. With Aqua Vita’s quality service and trustworthiness, my spa is one less thing to worry about.”

Twyla Barrett

IT’S ABOUT YOUR LIFE. AND YOUR STYLE.

Steamboat Springs has always been about a lifestyle. From our working cowboy heritage to the energized recreational activities enjoyed by many today, a healthy outdoor environment has always been at the center of it all. But then we wind down, in quiet contemplation, as we commune with nature – whether across a campfire of long ago or in the soothing waters of a spa today.

At Aqua Vita Spas, we like to think of it as Life. And Style. Real life – for many, getting away from the stress of weekly work – takes on

a special meaning here. For our customers, Aqua Vita Spas is the right way to relax. From the first time a customer walks in the door to a friendly Steamboat ‘howdy’, to how we handle things in the background, ensuring your spa is ready to enjoy when you’re here, we know our job is to seamlessly enhance your experience. And there’s certainly a Steamboat Springs style. Whether it’s quietly treasuring the gift of ‘today’, or the action at an après-ski party, your Coleman brand spa creates the perfect personal environment. Aqua Vita Spas. *Life. Style.*

'THERAPY' CAN MEAN A LOT OF THINGS

There has always been a powerful attraction to water in Steamboat Springs. In earlier times, people would take to the healthful waters in one of our soothing mineral springs. Today, we have the convenience of personal hydrotherapy right at home – in a Coleman brand spa from Aqua Vita Spas.

So, what does therapy mean to you? Massaging tired muscles after a day on the

slopes or walking the woods? Of course. But how about some therapy for your soul as the warm waters quietly soothe away the cares of the day? A private moment with your special someone? Or focused time with your children? Yes, therapy can mean a lot of things. Massage your body, massage your mind, or maybe massage a relationship – viewing life from the seat of a Coleman spa from Aqua Vita Spas, all things are possible.

“The reason we have stayed with Aqua Vita Spas is because of the consistency of service, consistency of performance and your honesty. It sounds kinda corny, but you guys are doing everything right. When we have sent people to your store, they have told us how much they appreciated being sent to Aqua Vita. It’s nice to know everybody you refer will be treated the same great way we are.”

Ron Roundtree





For over 100 years, the Coleman name has, in many ways, defined the outdoor experience for most families. Today, Aqua Vita Spas brings the outdoor experience home, as the exclusive retailer of Coleman brand spas in Steamboat Springs and the Yampa Valley.

“Frankly, I liked Aqua Vita so much I probably would have bought whatever brand you sold. But the trusted, reliable reputation of the Coleman brand was definitely a factor in my purchasing decision. I’ve loved it ever since. We’re in it almost every day. Have people call me – I would recommend the product to anybody.”

Frank Ariano

AQUA VITA SPAS: THE VALLEY’S PROVEN SPA EXPERTS

In Steamboat Springs, we’re often caught in that confusing place of wanting to share the wonders of our Yampa Valley, while still wanting to quietly keep it just to ourselves – the ongoing challenge of change.

Yet at Aqua Vita Spas, while many things have changed over our 25-year history, one thing has remained constant: the desire to build our reputation, day by day, as the Yampa Valley’s proven spa experts. First, we’re firmly focused on serving only the residential spa customer in Steamboat Springs and the Yampa Valley. Second, we

specialize only in spas – in our store, we don’t sell unrelated products. As a result, we have achieved the highest Coleman Spa rating for customer satisfaction in the U.S. Third, we only market Coleman brand spas. Why? Because the well-known Coleman brand, like the Aqua Vita Spas name, represents reliability and trust. Our personal commitment to every customer demands a spa of equal respect. Simply put, at Aqua Vita Spas, we’re specialists: down-to-earth people, providing advice, and a product, on which you can absolutely rely. Ask anyone.

SERVICE, DONE RIGHT

There's always a lot to do in Steamboat Springs. The variety of available experiences is one of the joys of being here.

Similarly, Aqua Vita Spas brings value to our customers in a variety of ways long after we've installed a spa. Our technical service is unmatched anywhere in the Yampa Valley, delivered by trained professionals in fully equipped service vehicles, for any brand of spa. Our service promise is simple: when we accept a job, we do it right, every time. We also make it easy. Aqua Vita's

EZCarePlus™ spa care manual takes the guesswork out of spa maintenance. And with FilterCare™, our unique process using proprietary equipment, soiled filters look, and perform, like new. Our in-store water analysis lab, AnalyzePlus™, delivers effective solutions to every water chemistry concern. And, our professional on-site SpaCare Services™ allows you to work less and relax more. Our overriding goal? Your ultimate enjoyment of the spa experience. For our customers, our friends, that's the promise of Aqua Vita Spas.

"Your computerized water analysis is great! It's especially helpful if you have a problem. I like being able to get my water analyzed, and then just have to add the chemicals it says to add. It takes the guesswork out."

Debbie Abate



Hi. My name is Kyle Puleo.

My family and I would like to personally invite you to drop by and visit as Aqua Vita Spas celebrates its 25th Anniversary in Steamboat Springs. Let us explain how we've built a reputation as the Yampa Valley's proven spa experts, and let us demonstrate how a Coleman brand spa will help you relax, recharge and truly enjoy the Steamboat Springs lifestyle.



**25 YEARS SERVING STEAMBOAT SPRINGS
AND THE YAMPA VALLEY**

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