



Celebrated Living, March/April 2005
Shore Thing
By Elaine Glusac

Shore Thing: What's a family vacation without sand and surf? These deluxe villas offer the perfect combination of fun in the sun and sophisticated surroundings.

(excerpt)

Pure Kauai

Day 1: massage for parents, beach walk for the kids

Day 2: family horseback riding at Princeville Ranch

Day 3: morning family surf lesson, afternoon family hike

Day 4: parents' pilates, kids' hula lessons

Day 5: mountain tubing in the morning, afternoon lei-making for the kids

Pure Kauai puts together itineraries that mimic a resort. But it's done in private villas or estates on the lush garden island, bringing all the necessary talent to you, including cooks, personal trainers, massage therapists, surf instructors, and others to teach and entertain the keiki (that's Hawaiian for "children").

The custom vacation service is the brainchild of Phil Jones, former owner of Muscle Truck Company, which brought mobile gyms to on-location stars such as Russell Crowe, Jim Carrey, and Keanu Reeves. His new venture provides custom escapes on Kauai with an emphasis on health and relaxation. Families build their own itineraries that range from ocean watsu treatments, life-coaching sessions, and tarot card readings for the parents to outrigger canoeing, beachfront yoga, and shell collecting for the kids or the entire clan.

Accommodation options on Kauai include a two-bedroom villa with a four-poster bed, mountain views, gourmet kitchen, and a private path to the beach. Another overlooks the scenic Bali Hai headland and has its own private beach. Others include a 4,000-square-foot Japanese style three-bedroom home with a guesthouse on Anini Beach, a four-bedroom on Tunnels Beach with snorkeling in front of the house, and a nine-bedroom estate on the edge of the Kalihiwai Ridge with unparalleled views of five surrounding mountains.

The service is preparing to bring its custom planning to Aspen as Pure Aspen in 2005 for a change of climate. Villas from \$3,200 per person for a family of four for six nights, food, lodging, and activities included, (866) 457-7873