

# spa opportunities

6 - 19 NOVEMBER 2015 ISSUE 228

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## Inclusive wellness destination for NYC's Gov. Island

The new 72,000sq ft (6,689sq m) Governors Island European-style hydrotherapy spa planned for New York has gained approval from the Landmarks Preservation Commission to proceed, bringing it one step closer to construction.

The Governors Island project, located a short ferry-ride away from Manhattan and Brooklyn, includes three landmark buildings originally designed by architecture firm McKim, Mead & White. The buildings, which were once used as officers' quarters, date from the early 1900s, and feature Collegiate Gothic architecture.

New York architect Bob Henry is working on the project in conjunction with Milan-based QC Terme, which operates nine historical spa properties in Europe. This is QC Terme's first US project.

"It's accessible, affordable European elegance, unlike anything in North



Governors Island is located a short ferry ride away from Manhattan

America," Henry told *Spa Opportunities*. "It's done on such a large and gracious scale."

The entire island is being developed as a recreational island for New York City, to include bike paths, children's areas, hiking and biking

trails – and the 72,000sq ft spa, which will also include 30,000sq ft (2,787sq m) of outdoor space with views of New York City and Wall Street.

"It's designed to be inclusive rather than exclusive," added Henry. "It will become a real destination for all the Boroughs – someplace where everybody wants to go."

The spa will include body and facial treatments, relaxation rooms, yoga classes, indoor and outdoor pools, hydrotherapy pools, salt inhalation rooms and a cafe and restaurant. Guests will pay an "affordable day rate" to access the facilities.

Henry said he expects that on busy days, the spa will see 800 to 1,000 guests – who will arrive via a wooden Italian water taxi that passes the Statue of Liberty.

"It's creating a destination, and also a really exciting procession to get there," said Henry. *Details: [http://lei.sr?a=Q3u4X\\_S](http://lei.sr?a=Q3u4X_S)*

### Hilton unveils new spa membership programme

Hilton has launched a global spa treatment membership, which offers local residents a discounted spa treatment each month at a local Hilton, as well as additional perks and discounts.

The Spa Club programme will be available at around 30 Hilton, Waldorf Astoria, Conrad, Curio, Doubletree and Embassy Suites spas globally by the end of this year.

"As wellness becomes less occasional and more habitual for our customers, Hilton wants to be there with an enticing offer," Ryan Crabbe, senior director of global wellness, Hilton Worldwide, told *Spa Opportunities*. *(Continued on back cover)*

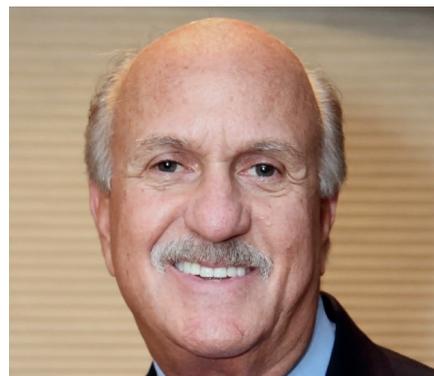
### Steve Kass launches new consultancy

Steve Kass – founder and former CEO of spa, wellness and fitness operator American Leisure – has announced the launch of a new venture and company, Steve Kass Consulting.

Kass sold American Leisure to First Service earlier this year, leaving him free to develop other business interests outside the US.

The new company will be headquartered in Toronto, with offices in London and will specialise in consultancy for the real estate and hotel and hospitality industries, with a focus on spa, fitness, wellness and lifestyle. It will work on hotels, medium- and large-scale residential property developments and public projects.

In an exclusive interview, Kass told *Spa Opportunities* his new consultancy will work with owners and architects to conceptualise



Kass says the consultancy will work with investors

and design wellness and lifestyle facilities internationally, while also offering financial feasibility studies, operational design consultancy and concept development.

Kass has 25 years' experience developing and operating spa, health and wellness facilities. *Details: [http://lei.sr?a=a3S6u\\_S](http://lei.sr?a=a3S6u_S)*

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This year was the 25th ISPA Conference & Expo, and many attendees came to celebrate the anniversary

## Attendance up, mood bright at ISPA

The 25th annual ISPA Conference & Expo was held in Las Vegas last month, and organisers report that attendance was up, with more than 2,300 people at the event.

ISPA chairman Michael Tompkins opened the conference, saying it has come quite a long way from the first ISPA 25 years ago, where attendees “could all hold hands in one circle.”

Lynne McNeese, ISPA president, said the milestone was made even sweeter by having many of the individuals that founded ISPA 25 years ago attend the anniversary event.

The three-day event featured a blend of break-out educational sessions, a tradeshow, networking events and keynote speakers. Eminence Organic's president Boldjarre Koronczay

received ISPA's 2015 Visionary Award, and healthy food activist Alice Waters was honoured with the 2015 Alex Szekely Humanitarian award.

Attendees were generally positive about what they got from the ISPA Conference & Expo – whether they were first-time exhibitors or tried-and-true veterans.

Philippe Therene, founder of industry supplier SpaEquip, has been showing at ISPA for 21 years. “It's a good show,” he said. “We know people here and they buy from us.”

First time exhibitor Danielle Rouault, business development and export director for French skincare brand Cinq Mondes, was impressed with the traffic at the trade show.

“It's a quality event,” she said. “People are here to do business.”

Therese Martirena, director of spa for The Dolder Resort in Zurich, said she chooses a different venue to attend each year in order to stay fresh with trends around the world.

“The last time I came to ISPA was four years ago,” she said. “I came here to find out what the pulse is here – what are they talking about in the US? I will go back with a lot of inspiration for my team.”

Spa consultant Kim Collier of Blu Spas was impressed with how many brands had evolved and changed since she last attended ISPA.

“Consumers are driving change because they're evolving so quickly, but beyond the products, it's the people who are making conscious changes, and doing more of their passion,” she said.

Pierre-Louis Delapalme, director general of Biologique Recherche, said having a presence at ISPA made a lot of sense for the French skincare brand.

“There are people we know already, but it's a nice time to discuss projects,” he said. “And as always, there are some new projects we were not aware of. Participating in this kind of event allows us to be visible. If people are working on a project, this is where they come.”

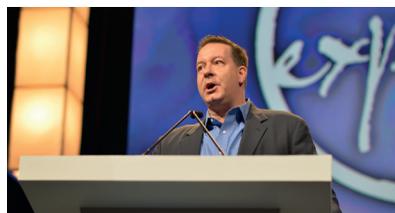
Spa consultant Sylvia Sepielli was at the first ISPA, and she said being at ISPA for the 25th anniversary held special meaning for her.

“I don't come often, so seeing all my old cronies has been great, but I'm really jazzed about all the young people who are so enthused about this industry,” she said.

Kim Matheson Shedrick, senior vice president of WTS International, said she came to ISPA looking for innovative ideas, to reconnect with friends and fellow professionals, and to make some new business connections.

“I've accomplished all that – and I've had a great time,” she said.

Details: [http://lei.sr?a=q8d5v\\_S](http://lei.sr?a=q8d5v_S)



ISPA chair Michael Tompkins takes to the stage

# 'Simplicity, authenticity, integrity are the real luxuries' says healthy food activist Alice Waters

American chef, restaurateur, food activist and author Alice Waters has received the 2015 Alex Szekely Humanitarian Award. Industry icon Deborah Szekely, owner of wellness destination Rancho la Puerta, presented Waters with the award at the ISPA Expo & Conference.

"I admire that she fights for all the good causes," said Szekely, in presenting the award.

Waters said that Szekely has been an "amazing mentor" to her, and the award was particularly meaningful as it honoured Deborah's son Alex, who Waters described as "a true visionary who dedicated so much of his life to improving other people's lives."

Waters, who owns the restaurant Chez Panisse in California, has been a pioneer in the organic food movement, and runs the Edible School Project, which integrates growing and cooking food into the core curriculum of childhood education. Last month, US President Obama awarded her the National Humanities Medal.

Waters said she thinks of herself as a cook and a teacher, and when she first heard that she was to receive the Alex Szekely award, she didn't quite see the connection with spas. Then, she said, she reflected back to her first trip to Rancho la Puerta and the "deep ecological understanding" she felt there.

"I realised Deborah and her family were wanting to do a version of what we are doing at Chez Panisse," said Waters. "We want to help people discover better ways of being, from way down inside themselves. It awakened me to the



Industry icon Deborah Szekely (left) presented Waters with the award

broader possibilities that spas could provide... We're all trying to do the same thing here."

Waters reflected on an experience she had in her 20s, when she visited a Turkish bath house. "Once you went underground to the sanctuary of this bath house, it was all different," she said. "It felt so communal, so safe – so connected."

But the thing that struck her most, she said, was at the end, as she sat in the transition area, and a woman offered her a bright red apple. It

was a profound moment for Waters.

"Eating that apple and savouring it in that space not only nourished me, but grounded me," she said. "Tasting that apple engaged my senses. I felt completely alive, solid and whole, as if I'd almost been rewired, and I had a deeper understanding of and connection to my interior self."

Waters suggested that food plays an important role not just in our day-to-day lives, but also in our places of rejuvenation, and that spas have an incredible opportunity to "edibly educate" people.

"People always think it's the food at Chez Panisse – and it is – but it's also about how food opens them up to everything around them," she said.

She said that food should be "real, vital and locally-sourced – just picked if possible – organic of course."

"It doesn't need to be fancy," she added. "What was so great about that experience in Turkey was that it wasn't rarified... Food becomes a catalyst for the deeper changes we're all trying to foster, and hope our clients foster on their own.

"The simplicity, authenticity and integrity – these are the real luxuries, and the lessons I took to my own life," she said.

Waters said she feels a need for more social places for rejuvenation that everyone can participate in for a ritualised pause in the day – similar to the Turkish bath house she visited so many years ago.

"They'll think they're coming in just to relax – as I did in Turkey – and they'll be reborn." *Details: [http://lei.sr?a=t6Y8V\\_S](http://lei.sr?a=t6Y8V_S)*

## Koronczay wins ISPA Visionary Award

ISPA chair Michael Tompkins presented the 2015 Visionary Award to Boldijarre Koronczay, president of Éminence Organics, at the 25th ISPA Conference & Expo last month.

Koronczay thanked his employees – many of whom have been with him for more than 20 years; his grandmother, who he said helped him through childhood leukaemia and taught him the value of organic food; his brother and business partner Attila, who he described as his best friend and "partner in everything"; and his parents, who travelled from Hungary to see him receive the award.

He spoke to the audience about the work he is doing with his charity Éminence Kids, which partners with local organic farms to deliver fresh organic produce, organic cold-pressed juice, and handmade organic soups to children undergoing treatment for serious illnesses.

Tompkins donned a matching outfit to Koronczay – who was dressed in his signature fashionable style – and the pair surprised the audience with a dance routine, which continued down the aisle and to the Expo to officially open the exhibition.

*Details: [http://lei.sr?a=a8p7x\\_S](http://lei.sr?a=a8p7x_S)*



Koronczay is president of Éminence Organics

## Zuckerberg opens ISPA conference with talk on technology trends

Randi Zuckerberg, CEO of Zuckerberg Media, author of *Dot Complicated*, and sister of Facebook founder Mark Zuckerberg, opened the ISPA Conference & Expo with a high-energy talk about technology trends that are shaping the way we do business.

Zuckerberg shared her personal story of helping her brother get his company started in the days when it was a small operation located over a Chinese restaurant. Zuckerberg, a digital media strategist, said one of the things that helped make Facebook successful was launching with a sense of exclusivity – it started with a few colleges and waited till the demand was there before opening it up to more.

She said focusing on internal company culture is also important, as what you do on the inside bleeds out to everything you do. Zuckerberg pointed to Facebook's famous Hackathons – all nighters where employees work on passion projects and present them in the morning – as an important part of its internal culture.

**“Giving people a safe place to unplug will become increasingly important, and will become a huge industry’**

“It created a culture where a good idea could come from anywhere,” she said – and often the best ideas came from the newest employees.

Zuckerberg said these days, the line is blurring between entrepreneur and employee.

“We are in the age of ‘entremmployee,’” she said. “There are so many ways to be entrepreneurial inside of your company.... Each of us in our own lives can think a little bit more like an entrepreneur.”

Another big trend Zuckerberg pointed to is the idea that everyone is a media company to some extent these days.

“If you have an online presence at all, you are a media company,” she explained. “You have an incredible opportunity to be an expert, a thought leader, to do something in your industry. And you have a huge megaphone to do it.”

Zuckerberg pointed to the boutique 1888 Hotel in Sydney, where if guests have 10,000 Instagram followers, they stay free, or the Birds Eye restaurant in London, where if you take a photo of your meal and post it, you eat for free, as examples of companies that are using social media to their advantage.

Zuckerberg also said that we are in the middle of The Maker Movement, with 3D printing becoming more mainstream,



Zuckerberg said there are many ways that tech can make things fun for the wellness industry

and websites like Etsy, which focuses on handmade goods, gaining in popularity.

“Your customers and clients want to be in the DIY movement,” she said. “Give them the tools to take control of their health and wellness.”

Zuckerberg is excited about the trend of virtual reality, and what it can do for health and wellness. She envisions ways in which virtual reality can help people with phobias or PTSD by putting them in virtual settings to help them overcome their fears.

We are at a new frontier of education and healthcare, said Zuckerberg, and with today's technology, there's no reason for anyone to stop learning.

She pointed to sites like Skillshare, where one-on-one lessons are available in anything from how to play the ukulele to a lesson with a yoga master in India. Zuckerberg suggested those in the wellness industry could take advantage of this, and create an online “infotainment” course that generates new clients.

Zuckerberg said “gamification for motivation” – or using the techniques of online gaming to motivate people into a behaviour

– has many applications for health and wellness.

She pointed to the Nike Running app, which is successful in motivating runners by automatically posting to social media when users go for a run; every time a friend likes the status, the app sends cheering noises to your headphones.

But she also said there is a new generation of apps for motivation – everything from Zombie Run, which puts users in the middle of a story where they're the last person on earth, to Gym Shamer, which posts to Facebook if users don't reach their fitness goals.

“There are so many ways that tech can make this fun for health and wellness,” she said.

But perhaps the biggest trend with application for the wellness industry is one Zuckerberg defined as ‘Unplug to Refresh.’

While technology has hugely improved our lives, “Maybe our habits with technology are not completely healthy,” suggested Zuckerberg.

Giving people a safe place to unplug will become increasingly important, she said, and unplugging is going to become a huge industry, with things like mind gyms and technology detoxes becoming increasingly important.

*Details: [http://lei.sr?a=z9Y5Z\\_S](http://lei.sr?a=z9Y5Z_S)*



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## Getting to the point in today's spa menus



**CLIVE MCNISH**  
general manager,  
GOCO Hospitality

Is it time to rethink how we write today's spa menu?

At the beginning of every project, every spa invests an enormous amount of time and money in creating a spa menu full of fancy words and descriptions that we believe entice the reader to make a choice of one service over another.

I have personally written and rewritten many spa menus, and I can't remember one that made me want to leave my desk and rush out to enjoy one of the 'rituals,' 'journeys' or 'experiences' I was writing about.

How many of these menus are printed? Thousands. How many are read? Very few.

My belief is that these menus are created without any real thought for the end-user, and what she's looking for.

The budget-conscious are looking for the entry-point massage; the gift-buyer is looking for the most-expensive or second-most-expensive service; and the experienced spa-goer knows exactly what she wants before she arrives.

For others – particularly first-time spa-goers or male clients – the menu may as well be written in another language.

So is it time to move into the modern, fast-paced world by being more realistic and to-the-point about our spa menu descriptions? Are consumers more interested in a realistic picture of their spa treatments?

Perhaps we should be seeing spa menus with descriptions like:

*'This is a quality massage: no fuss, no ceremony, but well worth your money.'*

Or how about this description to tempt first-timers:

*'If you've never tried a facial, then this is for you: we'll explain the science, you just need to lie down and close your eyes.'*

And of course, for the hopelessly husband or partner running into the spa at the last minute on Christmas Eve or before a birthday looking for a spa gift certificate, we can get right to the point. How about an option on the spa menu that says:

*'This one covers everything: It is a whole day including lunch, plenty of great treatments and guaranteed relaxation. And yes, you will have enough time for a round of golf.'*

## Rudnitsky to lead Miraval's expansion

Steven A. Rudnitsky has been named president and CEO of Miraval Group, tasked with leading the global expansion of the company's luxury resort, spa and wellness portfolio. He will also support the growth of ESPA International, working in collaboration with ESPA CEO Michael Harmsworth and ESPA founder Susan Harmsworth.

Miraval and ESPA are both affiliated with private equity firm KSL Capital Partners.

"Steve Rudnitsky will marshal the resources needed to capitalise and grow the portfolios of both Miraval and ESPA," said Michael Shannon, Miraval Group chair of the board and founder of KSL Capital Partners.

Shannon said Rudnitsky will initially concentrate on developing Miraval resorts and spas as well as ESPA spas and product sales throughout the United States. Rudnitsky has held leadership positions with Dolce Hotels



Steve Rudnitsky will also support the growth of ESPA International

& Resorts, Wyndham Worldwide, the former Cendant Corporation, Johnson & Johnson, PepsiCo, Pillsbury, Kraft Foods and Nabisco.

"Steve built a reputation for generating strong top- and bottom-line growth, turning around distressed businesses and expanding into global markets," Shannon said.

*Details: [http://lei.sr?a=s4H7T\\_S](http://lei.sr?a=s4H7T_S)*

## Healthy profits for hotel spas in 2014

Hotel spa department revenues grew 5.1 per cent in 2014, while profits grew 10.5 per cent, according to the 2015 edition of *Trends in the Hotel Spa Industry*, conducted by PKF Consulting.

The report also found that hotel properties with on-site spas had a higher average daily rate in 2014, and were able to increase room rates to a greater degree.

"The benefit of having a hotel spa can go beyond the direct financial contributions of the spa department," said Andrea Foster, managing director of PKF Consulting.

Foster said the numbers suggest that guests find greater value in properties that have more extensive amenities and services available.

Spas operating within urban hotel properties enjoyed a stronger 7 per cent gain in revenue, compared to 4.4 per cent at resort hotel spas.

"This is consistent with the strong performance of the primary urban markets and the return of group demand," said Foster.

Massage services continue to generate the most revenue for hotel spas, comprising 54.5 per cent of total spa revenue, followed by sales from skin-care/body work (17.1 per cent), salon services (10.4



Andrea Foster, managing director of PKF Consulting

per cent) and retail operations (9.9 per cent). Revenues from these sources all increased by between 4-5 per cent from 2013 to 2014.

Leading in spa revenue growth on a percentage basis in urban hotels were the fees generated from selling memberships to local patrons.

"Revenues from local residents and members contribute 59 per cent of the revenue earned by urban hotel spas, compared to just 38 per cent at resort hotels," Foster said.

The cost of operating a hotel spa increased by 3.4 per cent in 2014.

*Details: [http://lei.sr?a=4s5k2\\_S](http://lei.sr?a=4s5k2_S)*

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## DIARY DATES

**10-11 November 2015****Spa Life UK**

Holiday Inn, Stratford-upon-Avon, UK

Includes a spa supplier/buyer forum, conference and product showcase. Featuring new product innovations, shared industry insights, networking opportunities and management education. Also includes a champagne reception with gala dinner and the Good Spa Guide awards.

Tel: +44 (0)1268 745892

[www.spa-life.co.uk](http://www.spa-life.co.uk)**11-13 November 2015****Cosmoprof Asia**

Hong Kong Convention &amp; Exhibition Centre, Hong Kong

Asian business-to-business show covering spa products and equipment as well as the beauty, haircare, natural health, perfumery and cosmetics sectors. This year marks the 20th anniversary of the event.

Tel: +852 2827 6211

[www.cosmoprof-asia.com](http://www.cosmoprof-asia.com)**6-8 December 2015****Spameeting Middle East**

Dubai, UAE

Set meetings of 30-minutes that put spa suppliers in front of distributors and those heading up new developments. The 14th edition of the event will see the launch of The Conference Programme on 6 December, a move designed to allow spa professionals from the region to benefit from learning about new trends in spa operations.

Tel: +33 1 44 69 95 65

[www.spameeting.com](http://www.spameeting.com)**20-21 January 2016****The London Health Show**

Olympia, London

The London Health Show brings together buyers and distributors from the UK's healthy living and wellness marketplaces.

Tel: +44 (0)207 127 4501

[www.londonhealthshow.com/](http://www.londonhealthshow.com/)**21-24 January 2016****Les Thermalies**

Carrousel du Louvre, Paris, France

French water and wellness show with exhibition themes focused on thalassotherapy, thermal spas, balneotherapy, day spas and beauty.

Tel: +33 (0)1 45 56 09 09

[www.thermalies.com](http://www.thermalies.com)

Participants at last year's Global Wellness Summit

**13-15 November 2015****Global Wellness Summit**

The St Regis, Mexico City, Mexico

A top event for spa and wellness professionals worldwide, which brings together leaders and visionaries to positively impact and shape the industry's

future. The theme for the ninth summit is Building a Well World, and Dr. Deepak Chopra heads up a list of high-profile presenters. A variety of interactive sessions are also on the Summit agenda.

Tel: +1 212 716 1205

[www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)**31 January - 1 February 2016****Professional Beauty GCC**

The Meydan, Dubai

Brings together beauty, hair and spa brands in the Middle East.

Tel: +971 (0)40 375 7300

[www.professionalbeautygcc.com](http://www.professionalbeautygcc.com)**28-29 February 2016****Professional Wellness & Spa Convention**

ExCeL, London

International spa and wellness figures convene for two days of talks and networking, plus the World Spa Awards.

Tel: +1 (0)207 351 0536

**31 January - 2 February 2016****Spatex**

Ricoh Arena, Coventry, UK

UK exhibition for the wet leisure sector. Includes spas, saunas to hydrotherapy, steam rooms, pools and children's play equipment.

Tel: +44 (0)126 435 8558

[www.spatex.co.uk](http://www.spatex.co.uk)**6-8 March 2016****IECSC New York**

Javits Convention Center, New York, US

The International Esthetics, Cosmetics & Spa Conference comes to New York with a roster of speakers and timely topics.

Tel: +1 212 895 8234

[www.iecsc.com/ny](http://www.iecsc.com/ny)**24-26 February 2016****BeautyAsia**

Suntec Singapore, Singapore

Cosmetics, fragrance, skin and hair product, equipment and packaging exhibition.

Tel: +65 6299 8611

[www.beautyasia.com.sg](http://www.beautyasia.com.sg)**7-8 March 2016****Healing Summit**

Berlin, Germany

Inspirational talks for wellness professionals hosted by Healing Hotels of the World.

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[www.healinghotelsoftheworld.com](http://www.healinghotelsoftheworld.com)

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# CLARINS



## Biologique Recherche's flagship spa

Biologique Recherche opened a flagship spa and training centre at its headquarters in a private mansion on the Champs-Elysees in Paris.

The spa contains a reception area with bar and fireplace, a Skin Instant Lab, five beauty cabins, two VIP cabins with private shower rooms, a Haute Couture Apartment and a hands and feet cabin.

The Haute Couture Apartment is dedicated to the Haute Couture care programme, created with made-to-measure products, and visitors access the apartment via a private boudoir, where they undergo a skin diagnosis and an interview with a Biologique Recherche expert before treatments.

Biologique Recherche has had its Ambassade de la Beaute in the private mansion, which was once home to French politician Edouard Daladier, since 1992. The renovation of the second part of the private mansion was done by Joanne de Lepinay, who preserved the Parisian spirit of the 19th century building while also



The renovation pays tribute to the 1970s and the 19th century

paying tribute to the 1970s – the decade when Biologique Recherche was founded.

An elegant porch and Hungarian point wood floors were renovated, and the original mouldings and cornices were preserved. The display cabinet design was inspired by gilded mirrors.

The curved lines of the furniture, the reception desk and the stools, and the decision to use Pierre Paulin seating and Jules Wabbes wall lamps all pay tribute to the 1970s.

Details: [http://lei.sr?a=A6h5Y\\_S](http://lei.sr?a=A6h5Y_S)

## Four Seasons Moscow is 'oasis of calm'

Four Seasons has opened a 3,000sq m (28,000sq ft) Amnis Spa at its city centre hotel in Moscow.

Located on the fifth floor of the hotel, the Amnis Spa features 14 treatment rooms (including three couples suites), spacious wet areas, relaxation facilities and a sunlit lap pool in a glass-covered central courtyard. There are also Finnish saunas, steam baths, cold plunge pools, hydrotherapy baths, lifestyle showers, a chromotherapy feature, a hair salon, nail bar and 24-hour fitness centre.

The spa is using Swiss anti-ageing skincare line Dr. Burgener, including Vitaskin, a treatment combining ultrasound and galvanic technologies, and Diamond Dermabrasion by Dr Burgener – both created for Amnis Spa.

Dr. Burgener also created a signature Green Caviar Beauty treatment, which uses the Vitaskin Ultrasound to penetrate on a cellular level with an intense dose of green caviar



Located on the fifth floor, the Amnis Spa features 14 treatment rooms

and gold trace elements for skin repair.

The Amnis Spa is also using French spa brand Therae's star range, which contains the Four Teas Elixir, to reflect Russia's deeply rooted tea traditions, as well as Hungarian brand Omorovicza, inspired by Hungary's famous thermal baths.

Treatment beds, including the MLX Quartz bed, are from Gharieni.

Details: [http://lei.sr?a=r7V8T\\_S](http://lei.sr?a=r7V8T_S)

## Global Wellness Institute gains non-profit status

The Global Wellness Institute has been granted its 501(c)(3) status – the most common form of tax-exempt non-profit organisation – from the United States Internal Revenue Service.

“Our mission is to empower wellness worldwide by facilitating cross-industry collaboration and providing proprietary global research with the ultimate vision of ensuring optimal wellbeing for people everywhere,” said Susie Ellis, chair and CEO of the GWI. “Education is paramount to that vision and is the cornerstone of the GWI's goals and initiatives.”

While the GWI is a private educational foundation and not a public charity, it is nonetheless able to accept financial support (tax deductible) from individuals and organisations interested in furthering the GWI's work.

“We believe that the GWI has been instrumental in propelling wellness from an industry trend into a global movement,” said Ellis.

Details: [http://lei.sr?a=X8G4W\\_S](http://lei.sr?a=X8G4W_S)



The spa will be situated within Palm Club Egypt

## Raison d'Etire opening Cairo spa overlooking the pyramids

Raison d'Etire is opening a 3,500sq m (37,764sq ft) spa in Palm Hills, Cairo, with a soft opening set for November. The spa will use Phytomer and Therae products.

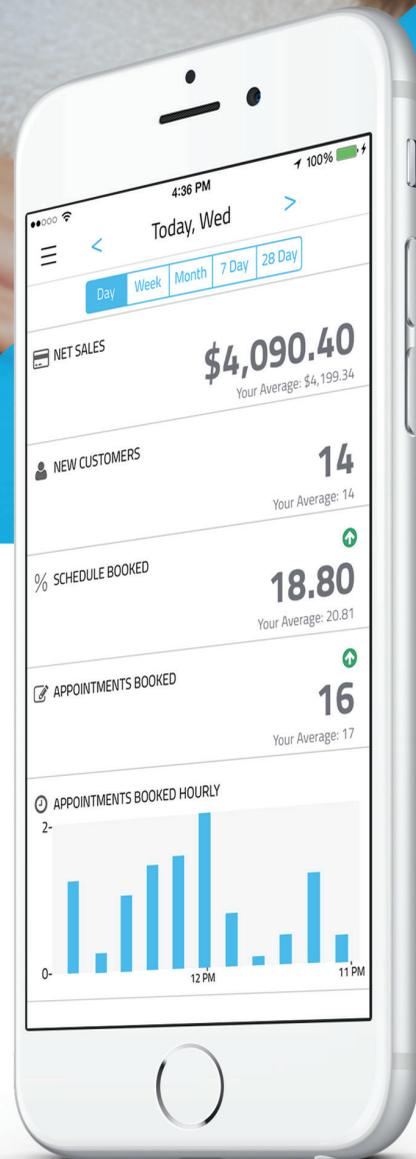
Situated within the area of Palm Club Egypt, a recreational and sports club and part of Palm Hills Developments' flagship project, the spa will include 11 treatment rooms, a double treatment suite, nail spa, a relax and lap pool with whirlpool, spa cafe and tea garden, and will add two double-treatment cabanas by the outdoor pool.

“The managerial staff and the therapists are all international, highly experienced professionals, trained by Raison d'Etire, Phytomer and Therae,” said Nikos Kouremenos, education and project manager for Raison d'Etire.

Details: [http://lei.sr?a=B2M2E\\_S](http://lei.sr?a=B2M2E_S)



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## Aromatherapy Associates adds new facial mask

Aromatherapy Associates has added the Rose Infinity Triple Effect Mask to its Rose Infinity collection for age defence skin care.

The new mask is designed to revitalise skin for a luminous, youthful complexion and works to target three areas of the skin: skin surface, fine lines and cellular turnover.

Hyaluronic acid, millet and oak extracts and microalgae are combined in this product, which can be used two to three times a week on the face and neck.

The mask can be followed with the Rose Infinity Moisturiser or over a layer of Aromatherapy Associates.

**KEYWORD: AROMATHERAPY ASSOCIATES**



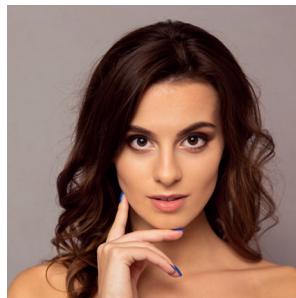
## Massage bed pillows developed with new filling technology

Living Earth Crafts is presenting its newly developed FacePillow and Strata FacePillow. Both products use Cloudfill - Living Earth Craft's blend of comfort filling including poly gel fibres that provide a downy soft, supportive cushion.

The FacePillow™ has premium needle stitching and is made with eco-friendly Natursoft™ upholstery.

The Strata FacePillow™ has viscoelastic memory foam as well as the Cloudfill blend.

**KEYWORD: LIVING EARTH**



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## Voya launches new Oily Skin Facial Range with seaweed

Irish organic skincare line Voya has launched a new Oily Skin Facial Range as part of the brand's evolution to meet demand on a global scale.

The introduction of the new facial range for oily skin is the first phase of a three-stage evolution and enhancement of the current facial line. A Dry Skin range is due to launch in the coming months, followed by a Sensitive Skin range in 2016.

Targeting those with problem, oily and shiny skin, the Oily Skin facial care line combines extracts of a new type of certified organic Irish seaweed with natural active ingredients to help clear blemishes and gently rid the skin of any unwanted shine and open pores.

Seaweed naturally cleanses and purifies skin, helping to improve its suppleness and elasticity. Himanthalia Elongata seaweed supports the reduction of signs of ageing by toning, smoothing, moisturising and stimulating skin cells. This seaweed is full of vitamin A, C and E and essential amino acids that function to naturally balance the skin's moisture levels.

The Voya Oily Skin Facial Range includes Cast Away, a facial wash; Porefec-tion, a toning gel; Even Pure, a day cream; Dusk to Dawn, a night cream; Get Glow-ing, an illuminating clay mask; Luminosity, a pore-refining radiance exfoliator; and Balancing Act, a correcting serum.

**KEYWORD: VOYA**



## Hamam rituals inspire new treatment by Terres D'Afrique

Terres d'Afrique has developed a new treatment which fuses the hammam traditions of cultures from the Middle East, Africa and Asia. The Fusion Hammam warmth and cleansing treatment starts with heat and steam to prepare the body and skin for the detoxifying process by opening the pores. This is followed by a foot ritual, then



a full body exfoliation. Bentonite Clay is combined with African Buchu and Aloe Ferox for a mud pack to remove heavy metals and toxins.

**KEYWORD: TERRES D'AFRIQUE**

## Scent and design combined in GX Diffusers

Guoxin Electric has designed and manufactured a range of ultrasonic aroma diffusers and humidifiers called the GX Diffusers.

The diffuser range includes an elegant classic wooden style with mini and desktop design; an ornate painted variety with various settings; a USB-



powered design for smaller or on-the-go settings; a flower petal shaped variety with music sensor and a perfume bottle shape design with changing colour LED lights.

Guoxin Electric, which is based in China, currently exports its range of slim, lightweight diffusers to spa customers in Thailand, Canada and Chile.

KEYWORD: GUOXIN

## Murad develops tailored exfoliating range



Specialist skincare company Murad is bringing out a new range of exfoliating products, specifically tailored to achieve smooth and youthful-looking results across all skin types.

A Skin Smoothing Polish is designed to reveal a brighter complexion in dull, uneven skin textures, and features pomegranate seed extracts, cinnamon and witch hazel.

The AHA/BHA Exfoliating Cleanser is best for dehydrated, ageing skin, and features glycolic acid, salicylic acid and lactic acid to dissolve dead skin cells for smoother skin. It also includes skin-polishing jojoba beads to soften and hydrate skin.

The Transforming Powder is designed for oily skin types that are prone to blemishes, and utilises exfoliating bio-enzymes to digest oil and impurities and salicylic acid to purify pores and keep blemishes at bay.

KEYWORD: MURAD



## Spashell offers innovative modular 'plug and play' solution

Spa Creators is launching a new spa concept which offers a pre-designed and built self-contained spa called a Spashell.

A Spashell is a fully functioning, working spa complete with eight fully furnished treatment rooms, thermal experiences, deep relaxation area, juice bar and a spa lounge that leads to an outdoor balcony terrace overlooking the hot tub.

The concept, developed and designed by Spa Creators, is designed to provide an additional revenue stream for boutique hotels and venue-based businesses markets which might not have the time, money or expertise to create a large-scale spa build.

Designed using eco-modular construc-

tion methods, the spas have a central building and eight spa treatment pods that are connected to the main building. The spa footprint measures 20m by 20m.

The client provides the mains electric and water which the hub of the spashell is plumbed into.

The core building and each spa pod is clad in Siberian Larch Wood chosen for low maintenance, high manufacturing standards, and for being an aesthetically beautiful timber. Siberian Larch was chosen to blend sympathetically with the countryside and its environment and is naturally resistance to decay.

KEYWORD: SPA CREATORS

## Biologique Recherche using RKF Luxury Linen in its spas

After partnering with luxury spa linen specialist RKF Luxury Linen last year, beauty care brand Biologique Recherche is now offering the range of spa linen they created together in all Biologique Recherche's partner spas and institutes across the world - in 70 countries.

"For our institutes, we were looking for linen with innovative material, (that was) high-end and met our quality criteria even after numerous washes," said Pierre-Louis Delapalme, Biologique Recherche's CEO.

Biologique Recherche's directors were particularly interested in RKF Luxury Linen's new Dreamsoft fabric and its numerous qualities.

"We loved the Dreamsoft innovation offered by RKF Luxury Linen," said



Delapalme. "(It is) such a light, ultra-soft and silky-smooth material with remarkable absorption capabilities."

And so an entire range of Dreamsoft products was created: pareos, slippers, bathrobes, sheets, towels, bath mats and headbands.

KEYWORD: RKF

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### The Madison Collection announces innovative new towel collections at Global Wellness Summit

The Madison Collection, which supplies towels, robes and spa accessories to leading hotels and spas around the world, has announced it will be a sponsor of this year's Global Wellness Summit in Mexico City. The company will also reveal two new products at the event.

Charmaine T Lang and her team at The Madison Collection spent four years researching and testing a high-quality, lightweight, durable towel that meets the needs of all generations. The result is The Urbana Collection.

The new bath towel weighs only 8.03lbs per dozen, and the company says it saves energy, water and labour – and also requires 40 per cent less storage space.

The second new launch – the Hot Springs Collection – has been inspired by the resurgence of the hot springs market and the pattern reflects the illusion of bubbles. The bleach and blotch resistant towels are resistant to challenges presented by the compounds found in thermal spa waters.

The company uses superior cotton and a sophisticated dyeing process to ensure its products last more than 500 washes (tested in industrial

laundry) and still feel and look great. All products are made in a purpose-built factory in Brazil, which is one of five in the world where spinning, weaving, dyeing, cutting and sewing takes place in one location – ensuring consistency of supreme quality as well as environmental sustainability.

The family-owned business – which was established in 1951 – has a wellness ethos, with high levels of staff welfare: fitness instructors conduct twice-daily workouts, healthy food choices are available and fair wage and profit-share schemes apply for employees.

The company works with leading hotels and spas around the world and is renowned for impeccable linens with an emphasis on operational use.

**KEYWORD: MADISON COLLECTION**



### Elemis debuts Pro-Collagen Super Serum Elixir

Padina pavonica, the key ingredient of Elemis' Pro-Collagen range, is being launched in a most concentrated form in the new Super Serum Elixir. The fan-shaped water algae, which is used to act as a natural filler and reduce the signs of ageing, is now available in a pump pack in the Pro-Collagen Super Serum Elixir.

Also included in the formulation are African birch bark, a natural anti-oxidant, to simultaneously help restore and maintain collagen; peptides to strengthen and plump the skin, and red seaweed extract to boost drainage.

British-grown camelina oil rich in Omega-3 and hyaluronic acid is incorporated to moisturise and prevent water-loss.

The Super Serum works on two levels. Beneath the surface it is designed to help cells maintain their optimal condition, and above it is designed to delicately fill in any fine lines and wrinkles.

**KEYWORD: ELEMIS**



### Uniform ordering gets easier with Fashionizer's online tool



Fashionizer, creator of couture uniforms, has developed an online ordering and management portal service letting clients work out their order and adjust their requirements online before submitting it.

Once logged in, the client is able to see images of the full range of garments in their own uniform collection. From there, they can make their selection across the whole range, choosing the quantities in each size and style they require. The system automatically creates a quote and the client can then choose to submit the order, or save it and come back to it later to make any changes.

This enables the user to present their potential order as a quote to their financial department, for example, without commitment. It is only when the order is submitted that it comes through to Fashionizer for delivery. The client can change their order as many times as they like before placing it, giving them control.

**KEYWORD: FASHIONIZER**



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- + Excellent customer service skills
- + Strong business acumen and able to work under pressure
- + Able to speak, understand and write English fluently
- + A professional image and a high standard of personal presentation
- + Be aware of their own and others' Health & Safety within the spa and comply to any procedures
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**Salary:** Competitive

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Knowledgeable in how businesses work; knowledgeable in current and possible future policies, practices, trends, technology, and information affecting his/her business and organisation; knows the competition; is aware of how strategies and tactics work in the marketplace.

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- ▶ Be dedicated to meeting the expectations of customers
- ▶ Have strong business acumen
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### ■ Spa Attendant Dormy House

Salary: Competitive  
Job location: Worcestershire, UK

### ■ Spa Therapist Celtic Manor Resort

Salary: £7.36 - £7.71 per hour  
Job location: Newport, South Wales

### ■ Spa Therapists Lifehouse Spa and Hotel

Salary: Competitive  
Job location: Essex, UK

### ■ Spa Assistant Front of House Manager The Grove

Job location: Watford, Hertfordshire, UK

### ■ House of Elemis Spa Therapist - Speed Spa Elemis

Salary: Competitive, plus commission  
Job location: Mayfair, London, UK

### ■ Spa Therapists Fletcher's Cottage Spa, Archerfield House

Salary: Competitive  
Job location: Dirleton

### ■ House of Elemis Spa Therapist Elemis

Salary: Competitive + gratuities at 12.5%, plus commission  
Job location: Mayfair, London, UK

### ■ Spa Manager Gomersal Park Hotel

Salary: Competitive (dependent on experience)  
Job location: West Yorkshire, UK

### ■ International Spa Operations Manager ESPA International

Salary: Competitive  
Job location: Farnham and International travel, UK

### ■ House of Elemis Spa Coordinator - Front of House Elemis

Salary: Competitive, plus commission  
Job location: Mayfair, London, UK

### ■ Beauty Therapist (Weekend Only) Center Parcs Ltd

Salary: £8.25 per hour  
Job location: Sherwood Forest, Nottinghamshire, UK

### ■ Beauty / Laser Therapist Énergie Group

Salary: Competitive  
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### ■ International Business Development Manager ESPA International

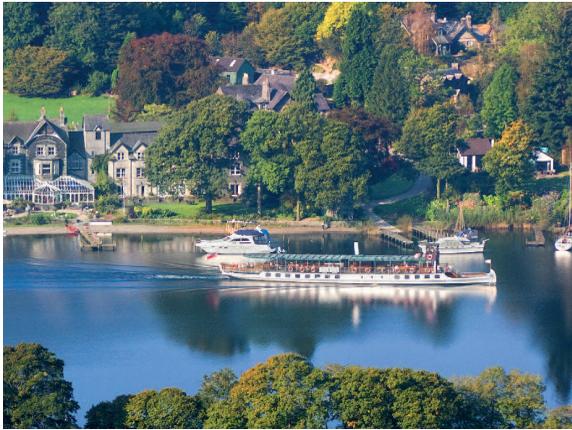
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**Salary:** Competitive

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## INTERNATIONAL BUSINESS DEVELOPMENT MANAGER

**Location:** Farnham, UK and International  
**Salary:** Competitive

### KEY AREAS OF RESPONSIBILITY

- ✓ Develop a strong understanding of ESPA's markets, existing spas and spa clients and competition.
- ✓ With this understanding, identify international regions to approach and target Spas which are well suited
- ✓ Present to and win new spas, measured against budget for the continued international growth of the Company
- ✓ Communicate with the ESPA international sales network to work collaboratively and transparently
- ✓ Targeting Spas will involve various approaches including use of personal network, company network, research, cold-calling, site meetings and following up on warm leads
- ✓ Evaluate each business opportunity with respect to financial value, licensing logistics, strategic fit, culture fit and risk profile
- ✓ Feedback to Global Director of Spa Operations on tools or support which would help to unlock greater sales opportunities

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The following skills are required:

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- Fluency in English is also required.

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Location: Worcestershire, UK



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Job location: House of Elemis, Mayfair, London  
Salary: Competitive, plus commission

### Qualifications:

- GCSE in Maths and English (grades A-C or equivalent)
- Beauty therapy qualification desirable, but not essential

### Previous experience and knowledge

#### for the role:

- Excellent administrative skills and high standards of computer literacy

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## Spa Therapists

Job location: House of Elemis, Mayfair, London  
Salary: Competitive, plus commission

### Qualifications:

- Beauty therapy qualifications at least to NVQ Level 3 or equivalent

### Previous experience and knowledge for the roles:

- At least one year practical experience

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## Speed Spa Therapists

Job location: House of Elemis, Mayfair, London  
Salary: Competitive, plus commission

### Qualifications:

- Beauty therapy qualifications at least to NVQ Level 3 or equivalent

### Previous experience and knowledge for the roles:

- At least one year practical experience

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### Skills required for all roles

- Proven record of retail selling skills
- Previous experience working within a professional spa environment highly desirable
- \*Knowledge of our philosophy highly desirable
- \*Elemis treatment and product knowledge is highly desirable
- \*Training provided

# SPA THERAPISTS

**Location:** Essex, United Kingdom

**Salary:** Competitive



## The person

- Experienced spa therapists, ideally having worked in a highly customer service oriented spa environment
- Outgoing, nurturing and friendly people
- Passionate about the health and well-being industry and be able to communicate that passion appropriately to our guests
- CIDESCO/BABTAC qualified (or equivalent) and experienced (NVQ level 3 or similar).
- Flexible in approach and work best in a team-working environment
- Have excellent communication skills.
- Fluent in spoken English
- Preferably own their own car
- Have a legal right to work in the UK

## The rewards

- Highly competitive basic salary
- Uncapped commission of 10 per cent on retail sales
- Free accommodation support available
- Excellent training and development opportunities
- Excellent career progression opportunities within a growing successful spa
- Further qualifications in retail and customer service diplomas
- Meals on duty and uniform provided
- Free use of the pool, spa and gym – plus discounts on spa days and overnight stays

Apply now: <http://lei.sr?a=V3J5b>

## Hilton's Spa Club members get benefits

*Continued from front*

Crabbe continued: "The Spa Club targets the growing number of global customers seeking wellness through generously priced treatments and ongoing engagement with local spas."

For a 12-month commitment, the programme will offer consumers one 50- to 60-minute massage each month, as well as access to the hotel's spa facilities and fitness centre on the day of the treatment, complimentary hotel parking, discounts on retail items, and at least a 5 per cent discount on any additional spa treatments. Properties can also select their own benefits, such as discounts at restaurants or other facilities.

Prices for the 12-month membership reflect at least a 30 per cent discount to the price of a massage or facial, while a six-month commitment is priced at at least a 20 per cent discount. There is no initiation or maintenance fee.



Crabbe says customers are seeking ongoing engagement with spas

But Crabbe said that many spas have and will exceed those minimum discounts.

For instance, Hilton Short Hills, in New Jersey, has priced its Spa Club membership at US\$79 (€71, £51) a month, which reflects a 40 per cent discount on the usual price of a massage.

"We are going to encourage (locations) to be as generous as they can to attract the right volume," Crabbe concluded.

*Details: [http://lei.sr?a=C4Q5v\\_S](http://lei.sr?a=C4Q5v_S)*

## Linser: Luxury will be 'invisible' in future

Dr. Franz Linser, managing partner of Linser Hospitality, delivered a compelling keynote on the second day of the Piscina & Wellness Barcelona conference last month. Linser spoke about new trends in wellness, suggesting that the ways in which consumers approach wellness is changing, and said the spa industry needs to react at a faster pace.

"It's no longer enough to put people on a nice bed and give them a massage," he said.

Linser said people are facing increasing pressures – both internal and external – to do more and be more. Urbanisation, insecurities and "having too much stuff" means that today's consumers have new desires.

"We want to be closer to nature, we ask for simplicity, and we say 'Less is more,'" said Linser.

Incorporating nature and being closer to nature are two important trends consumers are increasingly looking for, said Linser.

Linser suggested in marketing a property, showing images of views or natural elements is more important than showing off spa equipment, pools or treatment rooms.



Dr. Franz Linser says we are observing a redefinition of luxury

"Give (consumers) an idea of what they would feel like if they came to your place," he said.

Mindfulness is also playing an increasingly important role in consumer expectations of wellness, and people are looking for time to sit back and be still.

"We are observing a redefinition of luxury," Linser explained. "The luxury of the future will be invisible."

*Details: [http://lei.sr?a=E9J4x\\_S](http://lei.sr?a=E9J4x_S)*

### Argentina Spa Association

T: +54 11 4468 0879 W: [www.asociacionspa.org](http://www.asociacionspa.org)

### Association of Malaysian Spas (AMSPA)

T: +603 4253 3478 W: [www.amspa.org.my](http://www.amspa.org.my)

### Australasian Spa Association

T: +61 4 3003 3174 W: [www.spaandwellness.com.au](http://www.spaandwellness.com.au)

### Bali Spa and Wellness Association (BSWA)

W: [www.balispaandwellness-association.org](http://www.balispaandwellness-association.org)

### Brazilian Spas Association

T: +55 11 2307 5595 W: [www.abcspas.com.br](http://www.abcspas.com.br)

### Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

T: +359 2 942 7130 W: [www.bubspa.org](http://www.bubspa.org)

### China Spa Association

T: +86 21 5385 8951 W: [www.chinaspaassociation.com](http://www.chinaspaassociation.com)

### Association of Spas of the Czech Republic

T: +420 606 063 145 W: [www.jedmedolazni.cz](http://www.jedmedolazni.cz)

### The Day Spa Association (US)

T: +1 877 851 8998 W: [www.dayspaassociation.com](http://www.dayspaassociation.com)

### Estonian Spa Association

T: +372 510 9306 W: [www.estonianspas.eu](http://www.estonianspas.eu)

### European Spas Association

T: +32 2 282 0558 W: [www.espa-ehv.com](http://www.espa-ehv.com)

### Federation of Holistic Therapists (FHT)

T: +44 23 8062 4350 W: [www.fht.org.uk](http://www.fht.org.uk)

### French Spa Association (SPA-A)

W: [www.spa-a.com](http://www.spa-a.com)

### German Spa Association

T: +49 30 24 63 692-0 W: [www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

### Hungarian Baths Association

T: +36 1 220 2282 W: [www.furdoszovetsegu.hu/en](http://www.furdoszovetsegu.hu/en)

### The Iceland Spa Association

W: [www.visitspas.eu/iceland](http://www.visitspas.eu/iceland)

### The International Medical Spa Association

T: +1 877 851 8998 W: [www.dayspaassociation.com/imspa](http://www.dayspaassociation.com/imspa)

### International Spa & Wellness Association (ISWA)

T: +49 69 130 25 86 0 W: [www.iswa.de](http://www.iswa.de)

### International Spa Association (ISPA)

T: +1 859 226 4326 W: [www.experienceispa.com](http://www.experienceispa.com)

### Japan Spa Association

W: [www.j-spa.jp](http://www.j-spa.jp)

### Leading Spas of Canada

T: +1 800 704 6393 W: [www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

### National Guild of Spa Experts Russia

T: +7 495 226 4289 W: [www.russiaspas.ru](http://www.russiaspas.ru)

### Portuguese Spas Association

T: +351 217 940 574 W: [www.termasdeportugal.pt](http://www.termasdeportugal.pt)

### Romanian Spa Organization

T: +40 21 322 01 88 W: [www.romanian-spas.ro](http://www.romanian-spas.ro)

### Salt Therapy Association

W: [www.salttherapyassociation.org](http://www.salttherapyassociation.org)

### Samui Spa Association

T: +66 7742 08712 W: [www.samuispaassociation.com](http://www.samuispaassociation.com)

### Serbian Spas and Resorts Association

T: +381 36 611 110 W: [www.serbianspas.org](http://www.serbianspas.org)

### South African Spa Association

T: +27 11 447 9959 W: [www.saspaassociation.co.za](http://www.saspaassociation.co.za)

### Spanish National Spa Association

T: +34 902 1176 22 W: [www.balnearios.org](http://www.balnearios.org)

### Spa Association of India

T: +91 995 889 5151 W: [www.spaassociationofindia.in](http://www.spaassociationofindia.in)

### Spa Association Singapore

T: +65 6223 1158 W: [www.spaassociation.org.sg](http://www.spaassociation.org.sg)

### Spa & Wellness Africa Association

W: [www.spaassociationofafrica.com](http://www.spaassociationofafrica.com)

### Spa & Wellness International Council (SWIC)

T: +7 4957640203 W: [www.iswic.ru](http://www.iswic.ru)

### Taiwan Spa Association

W: [www.tspta.tw](http://www.tspta.tw)

### Thai Spa Association

T: +66 2168 7094 W: [www.thaispaassociation.com](http://www.thaispaassociation.com)

### Turkish Spa Association

T: +90 212 635 1201 W: [www.spa-turkey.com](http://www.spa-turkey.com)

### The UK Spa Association

T: +44 8707 800 787 W: [www.spabusinessassociation.co.uk](http://www.spabusinessassociation.co.uk)

### Ukrainian SPA Association

T: +3 8044 253 74 79 W: [www.spaua.org](http://www.spaua.org)