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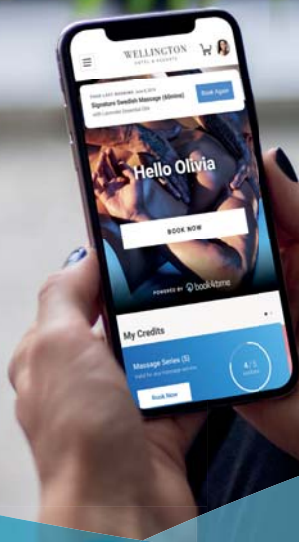
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POLAR TOURISM

Exploring spa potential
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LARRY ELLISON

launches Sensei
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ALEXANDRE CANTIN

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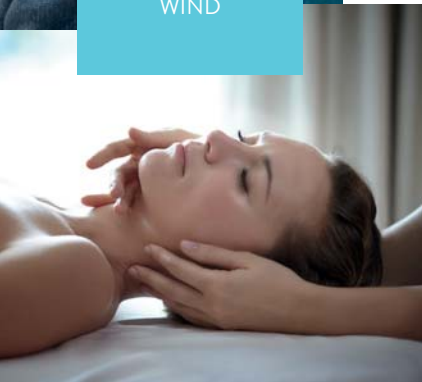
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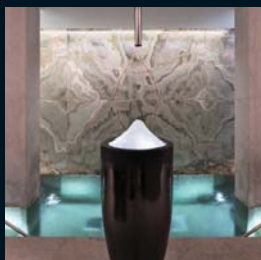
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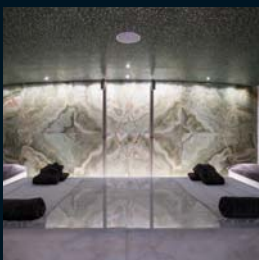
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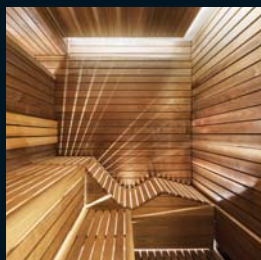
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Democratic wellness

To truly flourish, the spa industry needs to step outside its comfort zone and reach out to different markets with new and exciting business models

There's no denying that the global spa industry is a fabulous one which makes millions of people around the world feel happy and healthy - whether that's with a simple pampering facial or a fully customised, high-tech wellness programme.

The expertly crafted treatments, skills of talented practitioners and luxury facilities, however, come with a price tag which makes them only accessible to people in the top tiers of society who have high disposable incomes. This means the sector is missing out on some serious business opportunities by sticking with its tried and tested, high-end approach, rather than reaching out more broadly to a wider range of potential customers.

In our democratic wellness article on p44, leading industry figures suggest different ways for spas to offer spa and wellness experiences at lower price points, such as looking at economies of scale or using technology to increase operational efficiencies.

Both ISPA (see p72) and GWS (see p82) point to the huge potential presented by the gen Z market - people born after 1996 - a sizeable number of whom have reached the age of majority and are now potential customers.

Despite prioritising healthy living, they're the generation that feels the least comfortable in spas.

At the other end of the scale, the new 'emerging 50+' consumer groups have been billed as the most powerful and discerning generation in history.

All these emerging segments represent gaps in the market for new business models and target demographics which spa and wellness businesses can tap into.



Canada's Groupe Nordik: popular with all demographics

“We expect democratic wellness offerings to give the industry its next phase of growth”

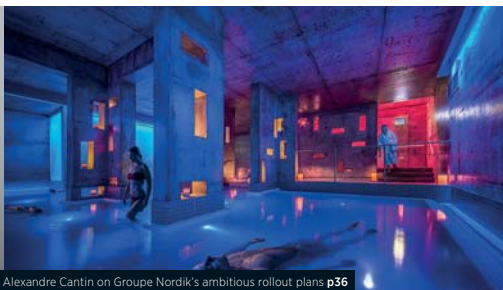
It's possible to combine quality and volume to cross demographic boundaries: Groupe Nordik's spas in Canada (see p36) are popular across all socio-economic groups.

Its two nature spa sites attract 415,000 customers a year who pay CA\$71 (US\$54, £42) for a day pass to multiple bathing and heat experiences and the company is looking to open 10 more facilities across North America by 2027.

As the top end of the market becomes more built out, we expect democratic wellness to flourish as a business model, giving the industry its next phase of growth.

Katie Barnes, editor @SpaBusinessKB

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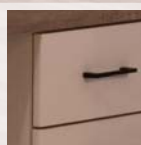
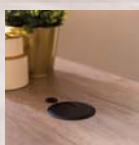
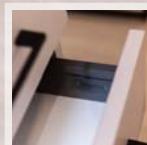
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Pictured Above: The New Florence Nail Bar



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Letters

Do you have a strong opinion, or disagree with somebody else's point of view on topics related to the spa industry? If so, *Spa Business* would love to hear from you. Email your letters, thoughts and suggestions to theteam@spabusiness.com



What are you doing about unwanted textiles?

Noel Asmar, founder, Noel Asmar Group

Sustainability is an issue dominating the global spa industry. Being in the textile industry, I'm only too aware of the complexities affecting its negative carbon footprint – which is more than all international flights and commercial shipping combined – and the daily truckloads of material sent to landfills.

It isn't a simple task to recycle the high volume of uniforms, robes, towels and sheets used in hotels and spas. The durability of mixed fibres (used to withstand repeat wear and washings) and notions such as bare zippers, buttons and accessories all need to be managed, removed and sorted.

Over the past couple of years, my team and I have taken steps to manage our



own textile waste and started asking operators what they do and it became clear that no established policies are in place.

That's why we've launched Hospitality Lifecycle, an initiative to provide hotels and spas – regardless of whom they purchase their textiles from – access to practical, cost-effective

solutions to safely and securely manage their textiles through global recycling experts.

Gone are the days when you can dump product in landfills or simply donate without environmental and financial costs.

● lifecycle@noelasmarm.com



Huge potential in Ecuador

Ian Bell, senior project manager, Raison d'Etre

Having recently spent quite a bit of time in Ecuador, I'm struck by how much potential it has for spa and wellness development.

The country has close to 300 spas and attracts up to 1 million wellness tourists each year, according to the 2018 *Global Wellness Economy Monitor*. This puts it on a par with Costa Rica and the Dominican

Republic which are both smaller countries but which have much more established markets.

During our research, most spas we visited were very busy. Yet, they lacked intelligent and intuitive design (especially when it came to wet areas). The second missing factor was an authentic Ecuadorian spa concept, as nearly all of them focused on traditional European spas with an Asian twist.

Ecuador is not only incredibly rich in natural resources, it's also steeped in ancient healing traditions – from shamen and curanderos (local healers) to fregadoras (traditional masseurs) and yerbateros (herbalists) – that already form a strong foundation to promote wellness in all its facets. Everything needed is there. It's just waiting to be tapped into to unleash its potential.

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We're focusing on products and experiences
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Larry Ellison co-founder, Sensei

When tech billionaire Larry Ellison bought the Hawaiian island of Lana'i, for a reported US\$300m (£269.5m, £232.7m), in 2012 he already had a 'vision for wellness'.

Co-founding software company Oracle, among other ventures, has made him the sixth richest man in the world, yet he found himself powerless watching a close friend die.

As his friend's health deteriorated he began spending more time with a mutual connection, Dr David Agus, a professor of transformative medicine at the University of Southern California and former doctor to Steve Jobs.



Larry Ellison bought Lana'i island as a base for his wellness business

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The mission is to "help people to live longer, brighter lives"

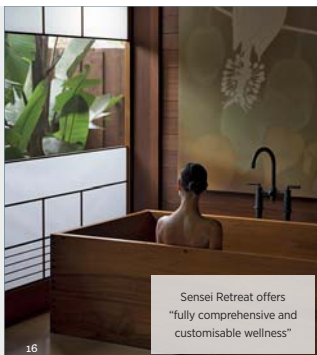
retailers at a more affordable price than imported goods.

With the hydroponics business well underway, Ellison has now turned his attention to hospitality and spa. Last month, Sensei announced a partnership with Four Seasons Hotel Lana'i at Koele - one of two Four Seasons hotels on Lana'i owned by Ellison - to offer the company's first Sensei Retreat which focuses on "fully comprehensive and customisable wellness". Ellison says: "We're focusing on products and experiences to empower you to grow well."

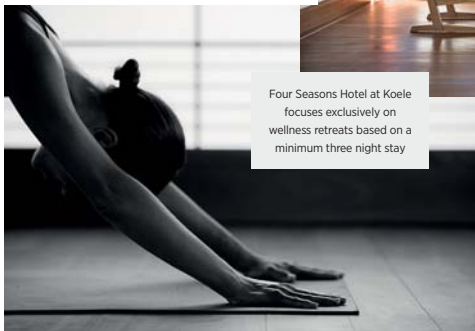
He's been gathering a team of industry experts to drive this side of the business, with input from Agus.

Figures include ex-Accor and Mandarin Oriental spa leader Andrew Gibson as a senior executive; and Civana founder Kevin Kelly as president, who'll also be involved in sustainability and hydroponics. Their goal has been to create the best spa and wellness centre in the world and to enable guests to enjoy the natural and unspoiled beauty of Lana'i.

Four Seasons Hotel Lanai at Koele, a Sensei Retreat reopened in early November following a near five-year



Sensei Retreat offers "fully comprehensive and customisable wellness"



Four Seasons Hotel at Koele focuses exclusively on wellness retreats based on a minimum three night stay



overhaul and a reported US\$75m (€67.2m, £58.2m) investment.

Located inland and surrounded by towering Cook pines and banyan trees, the all-inclusive, adults-only resort has 96 guest rooms, a golf course, a Sensei by Nobu restaurant and – in a Four Seasons first – will focus exclusively on wellness retreats.

The extensive wellness centre comprises 10 private spa hales [Hawaiian for ‘house’] which boast oversized treatment beds, infrared saunas, Japanese ofuro bathtubs, plunge pools and lounging areas. Two hales also have watsu pools for therapeutic water-based treatments.

In addition, there’s an outdoor pool surrounded by gardens, a pavilion with silk hammocks for aerial yoga and lakeside yoga platforms, 24-hour fitness studio and a hair and beauty salon.

To bring the concept to life, Ellison, Agus, Gibson and Kelly have handpicked a team of wellness specialists, nutritionists,

chefs, fitness coaches, therapists and hospitality professionals.

When guests book a retreat, they’ll be matched with a wellness concierge or ‘Sensei guide’ to customise their itinerary in advance. Throughout a guest’s stay, the guides will use thermal body mapping, sleep analysis and other health markers, as well as feedback from the wellness team, to adapt the program.

Agus says: “Our goal is to create experiences, products and services that help people address the gap between their wellness intentions and daily practices. Our retreat provides a great environment to work towards balance, health and wellbeing with the support of a dedicated data-driven wellness team.”

Each stay is assembled around the three core components of movement, cuisine and treatments. The idea is to help people to “maintain a conversation with their body and mind... Movement is how we interact with our environment,



Ellison has put together a team of industry experts including Andrew Gibson (top) and Kevin Kelly (middle). Dr David Agus (bottom) is co-founder of Sensei

nourishment is what fuels us, and rest is how we recover and grow”.

There are around 16 fitness classes a day, plus yoga and daily hikes. Up to 30 body treatments are available – although the resort is keeping the menu under wraps. Meanwhile, Sensei by Nobu will serve healthy meals using locally grown Sensei Farm produce in line with Agus’ own nutritional standards.

The core components are then enhanced with cultural and enrichment activities – think anything from ocean sports, whale watching and horseback riding to stargazing and mindful art sessions.

Prior to leaving, guests will reconvene with their Sensei guide to review what’s been learned during their time and discuss ways forward. There will also be an option to schedule in catch-ups after the stay.

Sensei Retreats start with a minimum three-night stay and prices are upwards of US\$900 (£814, £694) a night on average. ●



The secret to the perfect aufguss is just to be yourself, my show was from the heart and did just that

Karolina Jarzabek
aufguss world champion



Jarzabek is the first woman to be crowned aufguss world champion

Poland's Karolina Jarzabek is the first woman to be crowned top aufguss master in the world at the Aufguss World Championships, held at the new Spa Berendonck in The Netherlands recently.

Aufguss is an entertaining, communal sauna ritual that – at its simplest – involves an aufguss master waving a towel to distribute the sauna's heat, usually set to music and with essential oil fragrances adding to the experience. But the top sauna masters get very creative, weaving in storylines, costumes, and complex movements.

Jarzabek's performance of 'Magic Night – the story of the puppet who came to life once every 7,000 years', earned top honours in the singles category.

"The secret to the perfect aufguss is just to be yourself, my show was from the heart and did just that," Jarzabek tells *Spa Business*. "It's been a tough year for me getting divorced, becoming a single parent and having problems at home and work and I drew inspiration from my favourite songs, smells and the night sky full of stars (which I love too) for the 'transformations' in my performance."

Jarzabek started her aufguss adventure three years ago at Chocholowskie Thermal Baths in south Poland, which is owned by her father and uncle. She

admits to being a complete novice "I'd never been to a sauna before, I came to training in a dress and high heels." But she grew in confidence after getting some tips from fellow Polish aufguss champion Rob Keijzer. She's based in Chocholowskie the majority of the time but also travels to spas across Europe.

Of being the first female aufguss champion she says: "Nothing but hard work and patience will lead you to where you are and when you're there it doesn't matter whether you're a man or a woman."

It's a very special thing for me because aufguss is just at the beginning of its history and I'll definitely be a part of it for a long time



Jarzabek's winning aufguss performance was based on her own life

"It's a very special thing for me because aufguss is just at the beginning of its history and I'll definitely be a part of it for a long time."

Poland also won in doubles, as Katarzyna Klajn and Lukasz Dlużniowski's humour-filled interpretation of the Spanish masterpiece Don Quixote, inspired the international jury.

Over 350 participants from national qualifier events took part in the 7th annual Aufguss World Championships, and the final included almost 100 participants from 11 qualifying countries.

The best teams and shows were presented in a 200-person sauna. The five-day battle attracted sweat enthusiasts from around the world, including representatives from the Japanese Sauna Association and Russia, with daily guests topping out at 1,200.

Jury member Lasse Eriksen says an increasing number of professional dancers, artists and actors are joining the aufguss profession and that the waving techniques and shows are getting more creative. Other shows this year included an interpretation of the film *Billy Elliot* and the story of the Suffragettes.

The 2020 Aufguss World Championships will take place on 7-13 September at the Palac Saturna hotel with Pompeii-inspired Roman baths in Czeladz, south Poland. ●



Shower Mist

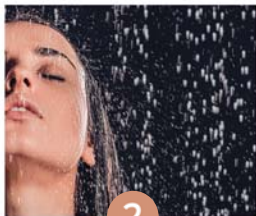
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Sarz Sanctuary is bringing together positive communities to help those who suffer from traumatic grief to find their own peace

Julie & Mark Wallace founders, Sarz Sanctuary

The parents of 21-year-old Sara Zelenak, who died in the London Bridge terror attack in the UK in 2017, have set up a charity in memory of their daughter which will launch Australia's first traumatic grief healing sanctuary.

The charity, Sarz Sanctuary, was founded by Julie and Mark Wallace who want to dedicate their lives to help those suffering from traumatic grief to heal, share their experiences and ultimately find peace.

While struggling with the loss of their daughter, Sara's parents realised there was no institution that provided 'a comprehensive range of therapies to treat grief in one place', and this inspired the charity's creation.

The sanctuary will offer traditional and non-traditional therapies to help people cope with grief, including support from general practitioners,

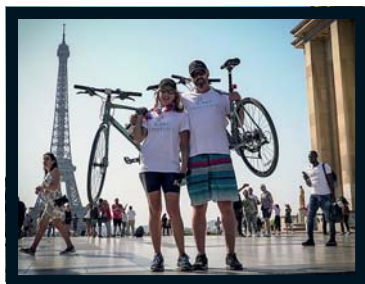
psychologists, counsellors, physiotherapists, kinesiologists, reiki therapists, massage therapists, dietitians, personal trainers, yoga instructors, naturopaths and aromatherapists.

Mark Wallace told *Spa Business*: "Sarz Sanctuary is bringing together positive communities to help those who suffer from traumatic grief to find their own peace".

A site for the sanctuary has been identified in Noosa, Australia, but the charity is still working to fund the project and looking for investors.

In future, the Wallaces have hopes to expand Sarz Sanctuary into a network across Australia, the UK and then the world.

Sarz Sanctuary also has plans to build a digital presence to provide help to those who cannot visit the first Australian site. Online services will include member-only digital forums, podcasts



The Wallace's major fundraiser is a London to Paris bike ride

It will launch Australia's first traumatic grief healing sanctuary



and webinars, which will share holistic healing philosophies and concepts throughout the world.

"Sarz Sanctuary will offer a place where people from Australia, the UK and around the world can come to heal in their own way from the devastating impact traumatic grief has on their body, mind and spirit," says Julie Wallace.

Sarz Sanctuary is seeking financial support to help gather funds for the Noosa sanctuary. Julie and Mark are appearing on TV shows in the UK and Australia to raise the charity's profile and their major fundraiser is www.meetyouinparis.com.au - Meet You In Paris - a bike ride from London to Paris, June 2020, as that's where they were due to next see Sara before she died.

Those who can't be in London can register as a virtual rider and ride the same distance in the month of June, raising funds and awareness for Sarz Sanctuary. ●



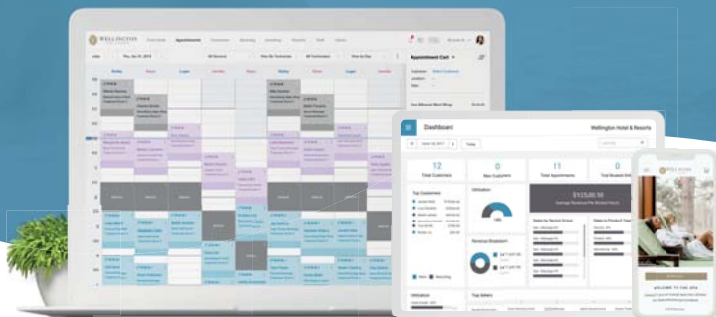
Julie with Sara (left); the couple raising awareness on UK TV (right)





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spa business uniting the world of wellness

Onsen and forest bathing underpin Aman's third Japanese site

Aman has opened its third resort in Japan with a minimalist spa themed around the property's natural spring water and ethereal forest bathing. The 26-room Aman Kyoto is situated in a hidden garden close to the Kinkaky-ji Zen Buddhist temple, a UNESCO World Heritage Site, near the centre of the prefecture.

It's been "masterfully brought to life" by the late architect Kerry Hill and his team, who worked on Aman's two other resorts in the country – Aman Tokyo and Amanemu in Ise-Shima National Park. Hill, an iconic designer, drew on the country's ryokan (traditional inn) and onsen (hot spring) concepts to provide an authentic yet strikingly minimalist and contemporary Kyoto sanctuary.

The natural spring water that flows near Aman Kyoto is central to the philosophy at the resort's Aman Spa, and is something of great rarity in the region.

Traditional onsen bathing facilities, using the water from the spring, deliver relaxation and healing, while treatments tap into Japan's plentiful natural apothecary – including Kyoto green tea, Tanba kuromame (black



"We'll be sharing the secrets of our enchanting garden," says Doronin



beans), saké and cold-pressed tsubaki (camellia) oil. Traditional shiatsu, acupuncture and moxa therapies, where dried mugwort leaves are burned on certain points of the body, are also part of the experience.

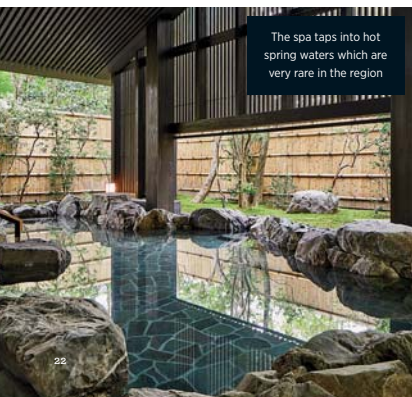
The 80-acre Aman Kyoto site comprises 72 acres of permanent forest and eight acres of impeccably kept gardens which play a starring role at the resort and provide an ethereal setting for guided yoga, meditation and forest bathing. Moss-covered boulders glow emerald-like in the lush undergrowth, streams provide a soothing soundtrack and footpaths meander through a landscape of mature cedar, cypress, camellia and Japanese maple trees.

Aman chair and CEO Vladislav Doronin says: "Aman Kyoto embodies the true spirit of Aman, blending our profound respect for nature with adherence to simple, yet striking, principles of aesthetics and structure."

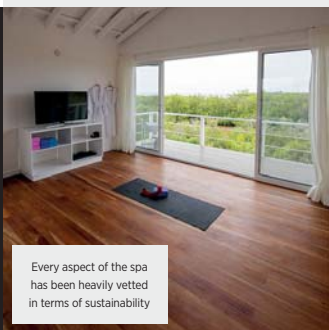
Aman Kyoto is owned by global investment firm the Chartered Group, which has been the driving force behind the development and realisation of the project.

Doronin concludes: "We look forward to unveiling the many dimensions of Kyoto through the eyes of Aman and sharing the secrets of our enchanting garden."

● Read more: <http://lei.sr/V6B7S>



The spa taps into hot spring waters which are very rare in the region



Every aspect of the spa has been heavily vetted in terms of sustainability

The Galapagos Islands get an eco-spa

An eco-friendly spa has opened on the Galapagos Islands – famous as the place where Charles Darwin formulated the theory of evolution and one of the most strictly regulated regions in the world for development.

Spa consultancy Raison d'Etre has collaborated with hotel and tour operator, Metropolitan Touring, to create the sustainable spa for the Finch Bay Hotel on Isla Santa Cruz.

The 27-room property is a member of the National Geographic's Unique Lodges of the World portfolio, a heavily-vetted collection which only includes sites that have a strong commitment to sustainable practices and to protecting natural and cultural heritage.

Ian Bell, Raison d'Etre's senior project manager says sustainability plays a huge role in the spa. "Each item ordered for the spa was assessed to establish its carbon footprint, and also for ease of disposal after use. We don't have disposable slippers at the spa at the moment, as we're still searching for product lines that are recyclable".

Raison d'Etre created the spa menu and was also responsible for training the spa's locally-hired therapists.



Finch Bay Hotel is on Isla Santa Cruz

The spa has one single and one double treatment room and uses Barcelona-based Bruno Vassari products and Aroma Vida, an Ecuadorian wellness brand, which includes ingredients native to the Galapagos, such as palo santo oil, from the native 'holy tree', and Ecuadorian chocolate.

Bell adds: "One of the biggest challenges has been finding high-quality spa products that really reflect the powerful sustainability ethos of Metropolitan Touring."

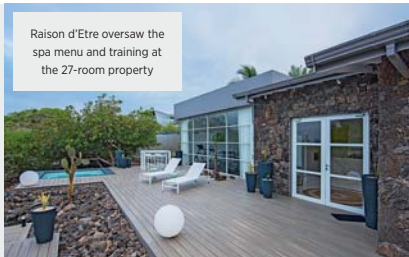
Additional facilities available to guests at the new Finch Bay facility include a gym, yoga studio, and two spa pools. Metropolitan Touring was the first travel company to start operating excursions to the Galapagos 60 years ago. It offers island tours, cruises and owns two other hotels in Ecuador.

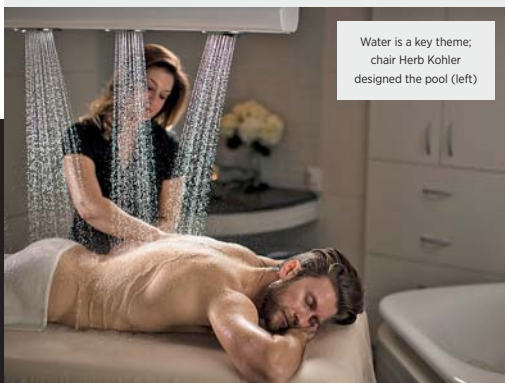
Following the opening of Finch Bay's spa, Metropolitan Touring is now also set to expand the spa offering at Mashpi Lodge hotel in the Andean cloud forest in the coming year.

In other news, Six Senses has just revealed that it's also working on a Galapagos site which is due to open in 2021.

● Read more: <http://lei.sr/v2c8R> and <http://lei.sr/17q3c>

Raison d'Etre oversaw the spa menu and training at the 27-room property





Water is a key theme; chair Herb Kohler designed the pool (left)

Kohler Waters Spa splashes out with Chicago property

Kohler, the bathroom fixtures company, revealed its fifth branded spa in Chicago, USA in mid-October.

True to its roots, the 20,000sq ft Kohler Waters Spa Lincoln Park offers the brand's signature hydrotherapy treatments, alongside location-specific therapies, as well as a range of hydrothermal amenities and full-service salon.

Lavender Rain and Rain Man are two signature treatments which celebrate water by using Kohler's Custom Vichy Shower. Lasting 50 minutes, they cost US\$159 (€143, £123) and US\$151 (€136, £117) in the week.

The urban retreat also offers results-oriented and personalised services to those seeking sanctuary

from the everyday grind of Chicago and its harsh Windy City weather. Highlights include a CBD-infused massage, a Phytomer seaweed detox wrap and the 50-minute, US\$180 (€162, £140) City Life Facial which uses concentrated oils, charcoal mud, serums and plant essences to draw out toxins and remineralise the skin.

Water is incorporated into the spa at every turn, starting with a custom-designed waterfall behind the check-in desk. A Thermal Suite is a focal point and its pièce de résistance is a hydromassage pool, designed by executive chair Herb Kohler, which is surrounded by blue-hued mosaic tiles to emulate the movement of water. There's also a hydrotherapy circuit with a steamroom, sauna and plunge pool.

Kohler Waters Spa Lincoln Park also serves as an immersive showroom to display some of Kohler's plumbing products. Two of the 21 treatment rooms feature its vichy showers while other treatment suites and changing rooms boast its DTV Prompt digital showering system and modern wall-hung Veil Intelligent Toilets.

Kohler's newest spa development joins four other locations: the flagship Kohler Waters Spa in Kohler, Wisconsin – a village which grew up around the original Kohler manufacturing plant; two other US sites; and one in Scotland, UK.

In an interview with *Spa Business*, Garrett Mersberger, the group's director of wellness, says it's working on another potential Kohler Waters Spa in the US for 2020 (see SB18/2 p24).

● Read more: <http://lei.sr/v6T8a>



This is the fifth branded Kohler Waters Spa

Dominican wellness on offer at latest Kempinski spa



Emma Darby, COO of Resense

After four years of research, detailed design and planning, wellness consultancy Resense has launched the new spa at the Cabrits Resort & Spa Kempinski Dominica.

The Caribbean island is known for its wellness elements including its rich, volcanic soils; lush mountainous terrain; and abundant clean water. It's also home to a large number of centenarians.

Emma Darby, COO of Resense, says the new Kempinski The Spa embraces this 'live well' philosophy, adding that it will "empower people to fulfil their individual sense of wellbeing utilising the restoring effects of the nature and lifestyle of this unspoilt destination".

With views of the jungle and mountainous surrounds, the spa provides a wellbeing journey through five outdoor cabanas and two suites. These are located around a central wellness garden with a variety of warming and cooling experiences and, here, guests can also enjoy a 'detoxifying mineral bathe' by applying mineral-rich sulphuric mud to both cleanse the body and reduce inflammation. Or they can choose to chillout in one of two relaxation lounges.

Each experience is tailored and enables guests to connect with their environment. Hot stone massages use volcanic stones from the island, which has the highest concentration of dormant volcanoes in the world. Scrubs



The wellbeing journey is spread over a series of cabanas

and wraps have been created from the locally grown organic cocoa, coffee and aloe vera, while anti ageing treatments harness the regenerative power of local coconut oil. Eminence Organics is the selected product house.

Physical activity is a key component to achieving the Dominican sense of wellbeing and the spa is equipped with a 24-hour Life Fitness gym and modern outdoor sala for yoga and functional fitness.

The 151-bed resort sits in Douglas Bay on the north-west side of Dominica and the spa is Resense's second venture in the Americas. A number of restaurants offer 'farm-to-table' and 'sea-to-table' dining and activity abounds with onsite water sports, tennis courts and four pools.

● Read more: <http://lei.sr/m4r4N>

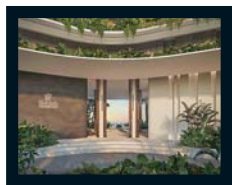


Resense has been researching, designing and planning the resort's spa for four years

Sha to expand internationally, with Mexican resort planned for 2021

Sha Wellness Clinic, a destination spa in Spain focused on integrated medical and holistic wellbeing, has announced plans to take its concept worldwide, with the opening of two new properties on different continents within the next three years.

Building on the success of the original clinic in Spain, Sha Mexico will open in 2021, and a second location will be



Sha Mexico will be located in Cancun and use the Sha Method of wellness



“We want more people to benefit from our philosophy of integrative health and wellbeing”

Alejandro Battaller

announced shortly, with long-term plans to open properties across all continents.

The original Sha first opened in 2008, and uses the Sha Method, which integrates advanced scientific medical treatments with natural therapies and personalises health programmes for each guest.

“After a decade transforming the lives of thousands of people from around the world at our current location in Spain,

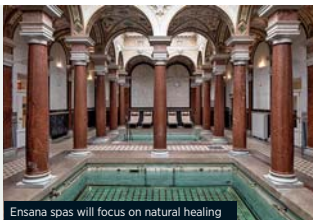
we dreamt of crossing the seas to new continents,” says Alejandro Battaller, vice president of Sha Wellness Clinic. “We want more and more people to benefit from our philosophy of integrative health and wellbeing.”

Sha Mexico will be located in the Quintana Roo state of Cancun, and will include 100 suites conceptualised by Mexican architecture studio Sordo Madaleno. **More:** http://lei.sr/y6g4H_B

Danubius launches new brand for 26 of its European health spas

Danubius Hotels Group (DHG), one of Europe's largest health spa operators, has launched a new brand, Ensana, for its health spa hotels.

Ensana Health Spa Hotels will consist of 26 rebranded DHG sites across Europe, which treat millions of people a year and are famous for tapping into local/natural resources (see SB05/3 p18). The DHG brand will still be used for its 16 city hotels,



Ensana spas will focus on natural healing

while Ensana will focus on natural healing and modern medical expertise, including the therapeutic properties of thermal and mineral waters, muds and salt, which have been harnessed to treat a range of health conditions.

“We are custodians of some of Europe's most powerful and historic natural resources, and

we're harnessing them in new and increasingly innovative ways to enhance the health of our guests,” says Mark Hennebery, chair of Ensana.

Ensana's wider strategy is to expand across Europe, through a combination of asset-acquisition and management agreements with third-party owners.

More: <http://lei.sr/6X3O9>

New president named for CIDESCO as Gund steps down after seven years

CIDESCO International, the standards setter for the global spa and beauty industries, has elected Sandy Fuhr as its new president.

Fuhr, who hails from South Africa, replaces Anna-Cari Gund, who has held the post for the past seven years. Fuhr has served as CIDESCO's PR board member since 2011 and has worked in the beauty industry for more than 30 years. She is the founder of the Sandy Roy Beauty Therapy Institute, which has 12 beauty and nail training colleges, and previously managed 16 beauty salons in South Africa.

Two other board appointments have also been made: Laura Grazioli as the sales and marketing director and Gerard Gordon as the executive director, a newly created position. **More:** http://lei.sr/G6c7d_B



Sandy Fuhr



A spa will be located on two levels

Aston Martin Residences tower packs health and relaxation amenities under its bonnet

Upwards construction of Aston Martin's first real estate project is now well underway, with eight levels expected to be complete by Christmas and four floors of amenities planned among the tower's upper floors.

Developed by G and G Business Developments, Aston Martin Residences will rise 818ft (249m) and 66 storeys in its Miami location. It will contain around 390 apartments ranging from 700sq ft (65sq m) to 19,000sq ft (1,765sq m) in size.

As reported earlier this year, residents will have access to 42,275sq ft (3,927sq m) of amenities spread between floors 52 and 55.

Aston Martin has since released more details, with level 52 featuring a curated art gallery, a business centre and a conference room, as well as kids', teen and games rooms.

Levels 53 and 54 will be mostly given over to a spa and fitness centre, with a lounge area, a group cycling room, a boxing room, treatment suites, a sauna and a meditation room.

More: <http://lei.sr/w2J6F>



This is the first management contract for Chiva-Som

Chiva-Som to open Middle Eastern wellness destination in Qatar

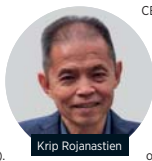
Thailand's destination spa Chiva-Som has announced the 2020 launch of a resort in Qatar.

Zulu Wellness is due to open in Q2 next year and will feature traditional Arabic integrative medicine (TAIM).

Qatar-based Msheireb

Properties is developing the property and appointed Chiva-Som to operate and manage the resort at the coastal location of Khasooma in north Qatar.

"This is the first time we've embarked on a management and operating contract since the opening of our Hua Hin resort in 1995," says Krip Rojanastien, Chiva-Som chair and



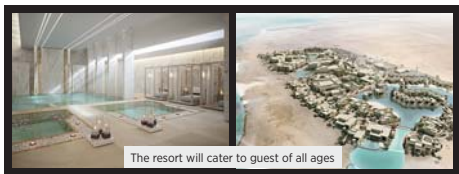
Krip Rojanastien

CEO. "We're excited and proud to have created something completely new, whilst retaining the Chiva-Som DNA at every touchpoint. The ability to serve families, in particular, offers guests great flexibility, and we hope it will inspire wellness for a new generation."

The wellness destination will include a 120-bed family resort and an adjacent adults-only 60-bed hotel.

Industry consultants Simple Lotus, Spa Strategy and Trilogy Spa Holdings collaborated on the early development of the concept.

More: http://lei.sr/K6w4p_B



The resort will cater to guest of all ages

UK's Derby University to cancel spa management degree from 2022

The University of Derby, UK is ceasing its spa management degree as of 2022. The University has yet to confirm the reason, but the UK Spa Association (UKSPA) attributed it to a reduced demand for the course over recent years.

The University of Derby launched the UK's first BSc (Hons) degree course in

International Spa Management in September 2002. A year later, it followed this with a year-long university diploma in International Spa Management. The UKSPA says: "This is a sign that the spa and wellness industry is undervalued and misunderstood".

The UKSPA warns that with academic institutions

retrenching, the market won't have the workforce to sustain it.

Previous students have expressed surprise at the decision.

Dr Gillian Hunter PhD - a University of Derby alumna - says: "During my time at Derby,



Dr Gillian Hunter PhD

the leadership was strong and committed to spa education, the course was thriving and the industry was benefiting. I'm surprised and disappointed

to see the spa management degree is closing."

More: <http://lei.sr/p2e20>

DIARY DATES

23-26 January 2020

Les Thermies

Carousel du Louvre, Paris, France

Water and wellness show with a focus on thermal spas and thalassotherapy.
www.thermies.com

26-29 January 2020

Green Spa Network Congress

The Oaks, Ojai, California, US

GSN's signature event, which brings together sustainably minded spa professionals, with a theme this year of 'transformation'.

www.greenspanetwork.org/green-spa-network-congress/

16-17 February 2020

World Spa & Wellness Dubai

Festival Arena, Dubai, UAE

A leading networking event for CEOs and owners of spas, hotels and wellness centres.

www.worldspawellness.com

6-8 March 2020

Beauty Düsseldorf

Messe Düsseldorf, Germany

An international beauty show that attracts 55,000 trade visitors.

www.beauty.de

11-13 March 2020

APSWC Round Table

Naman Resort, Danang, Vietnam

The Asia Pacific Spa & Wellness Coalition gathers industry leaders across the region to create a white paper focusing on sector challenges and opportunities for growth.

www.apswc.org

13-16 March 2020

Cosmoprof Worldwide

Bologna, Italy

One of the world's biggest beauty trade fairs with 10,000+ exhibitors. Includes a spa symposium.

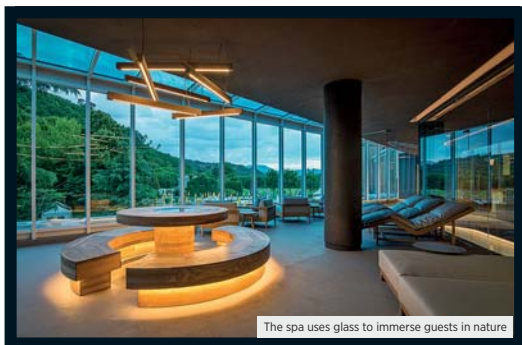
www.cosmoprof.com

29-30 March 2020

World Spa & Wellness Convention

ExCel, London, UK

International spa figures convene for talks, networking and a trade show.
www.worldspawellness.com



The spa uses glass to immerse guests in nature

Temazcal, kotatsu and ayurveda feature at new Apostoli-designed Italian spa

A new spa experience in Montegrotto Terme, Italy integrates spa treatments, ayurvedic medicine and fitness, along with traditional experiences from as far away as South America and Japan.

Néro Spa, located a few kilometres from Venice, has been designed by Studio Apostoli, and created overlooking a centuries-old park, where guests can admire the vapours rising from the panoramic thermal pools, which are open until midnight. The 1,200sq m spa is in addition to two outdoor thermal pools and two indoor pools equipped with hydropools and water jets, for a total water course covering more than 500sq m.

Néro Spa is described by the designers as "a multipurpose, holistic and avant-garde spa, conceived as a work of art and an



Alberto Apostoli

expression of the history of the location". Thermal treatments use the properties of the salsobromoidic waters and natural mud from the Abano and Montegrotto Terme thermal basin.

Unusual in Italy, the spa also features both a temazcal and the kotatsu – two facilities with roots in far-away cultures. The temazcal is a circular, dome-shaped sweat lodge with ancient origins in pre-Columbian South American civilizations used to restore wellbeing, with healing and purification properties. The kotatsu is a Japanese cultural tradition. Located in the relaxation room, it's composed of a circular bench and a central table from which it's possible to enjoy herbal teas while keeping the legs in a low central basin.

More: http://lei.sr/n4N6P_B

Sangha appoints former Aman exec John Reed as COO

Sangha Retreat by Octave in China has appointed John Reed as chief operating officer. Originally from the US, Reed spent 25 years with boutique hotel group Aman Resorts, gaining insights into the markets of southern Asia and Indochina.

With more than 35 years of industry experience, Reed, a graduate of Cornell's School of Hotel Administration, has worked in the US, Australia, Thailand, Myanmar, Bali and Bhutan.



John Reed

Fred Tsao, chair and founder of the Octave Institute, says: "John will be developing a sales-driven culture throughout the organisation and leading the team to the next level."

Jamie Waring, Octave's managing director of wellness, along with Eddy Ram, Octave's managing director of hospitality, village operations and The Living Room in Shanghai, will report to Reed.
More: http://lei.sr/T9W4M_B



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On the menu

We highlight some of the latest treatments, services, initiatives and programmes spas are offering

Deplar Farm, Iceland

€2,720 (US\$3,030, £2,350)
per room per night (based on
two people sharing)

Boundary-pushing wellness in Iceland

Deplar Farm, a remote retreat in north Iceland, has teamed up with adventure specialists Eleven Life to offer a 'boundary-pushing wellness programme'.

The underlying idea is that guests will test their physical and mental limits to come up with a series of personalised, small incremental lifestyle adjustments to help improve their overall health.

More than a holistic spa break, Eleven Life offers a thrilling menu of outdoor adventures

- think adrenalin-pumping snow-mobile races, axe throwing and torch-free night walks under the Northern Lights. These are then complemented with a big dose of hygge in the form of yoga, spa therapies, sleep-inducing gong baths and Viking sauna sessions combining drumming, breathing techniques and hot and cold plunges to stimulate the immune system.

Just shy of the Arctic Circle, Deplar Farm is a prime example of the appeal of 'polar tourism' which we explore deeper on p52.

Spa therapies are combined
with thrilling adventures

Civana gets some horse power

Affordable wellness resort Civana is running a women-only equine, writing and meditation retreat in November.

It's teamed up with the nearby Tierra Madre Horse and Human Sanctuary to offer Equine Assisted Learning sessions where a horse's reactions are used to provide an "honest insight... and a deeper understanding" of guests' emotional wellbeing and improve their quality of life.

The event will be led by Christine Badoux, founder of Equine Experiential Coaching, and supplemented with meditation and journal writing in the presence of horses.

Badoux says: "As prey animals, horses live in the present moment, are guided by their intuition and senses and are masters of non-verbal communication.



Horses are used to tap into
guests' emotional wellbeing

Civana Spa & Resort, US

3 days

US\$1,600 (£1,440, £1,246)
with overnight stay or US\$1,200
(£1,080, £935) for a day package

"As you spend time with them, they not only teach these skills but they also help reveal your thoughts, feelings, history, belief systems and behavioural patterns."

To find out more about equine therapy, read *Spa Business*, issue 1, 2019, p70.

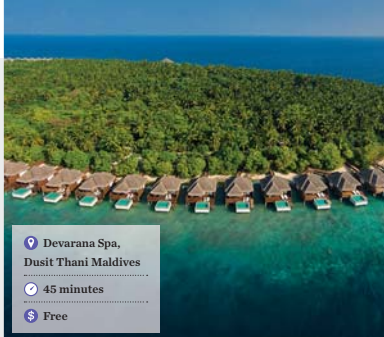
Devarana Spa teaches self-care massage

The Devarana Spa at Dusit Thani Maldives has launched free self-care classes for guests to discover the healing benefits of its Thai massage and Thai stretching treatments and to learn the techniques for themselves.

Every Wednesday, therapists lead a 45-minute session on the spa's Thai yoga massage which includes elements of yoga,

meditation, acupressure and assisted stretching to relieve physical and emotional tension.

Every Saturday, classes are held on traditional Thai stretching postures based the ancient Rusie Dotton method, also known as the Hermit's Body Twist. These exercises are designed to promote flexibility, improve circulation, reduce stress, and boost concentration.



- 📍 Devarana Spa, Dusit Thani Maldives
- ⌚ 45 minutes
- 💰 Free

Therapists teach guests Thai stretching and massage techniques



Robert Thurman leads shamanic retreat

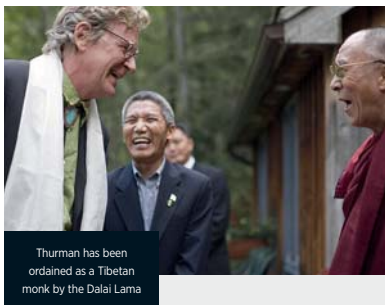
Robert Thurman, father of actress Uma Thurman and the first known westerner to be ordained as a Tibetan monk by the Dalai Lama, led a shamanic retreat at the Menla Tibetan destination spa and retreat near New York in October.

Shamans and Siddhas explored the historical encounters between Hinduism and Buddhism and offered a spiritual retreat, based on meditation, exposure to nature and a philosophical approach.

Thurman is a well-known Tibetan scholar and his wife Nena is managing director of Menla,

- 📍 Dewa Spa, Menla, US
- ⌚ 4 days
- 💰 Starts at US\$675 (£612, £544)

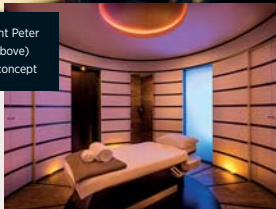
which has its own Tibetan focused spa. Dewa Spa specialises in eastern treatments such as herbal baths and the kunye massage, a method derived from Tibetan medical texts using traditional Tibetan herbal oils such as sesame, juniper and sandalwood. ▶



Thurman has been ordained as a Tibetan monk by the Dalai Lama



Spa consultant Peter Droessel (above) created the concept



24-hour spa concept with Dior launches

Spa consultant Peter Droessel has created a 24-hour wellness concept for Capella's Breidenbacher Hof hotel in Düsseldorf, in partnership with Dior.

The concept, CitySpa Cocoon, offers tailored treatments in one of four noiseless, circular cocoon rooms designed to avoid overstimulation and create a relaxing atmosphere.

Droessel and his team of therapists will manage the spa and take reservations for treatments until 11pm. After this, guests



contact a hotline, which connects to a Cocoon holistic therapist.

Droessel, who's run major European spas such as those at Brenners Park and Bad Ragaz, says: "Guests will benefit from the 24-hour concept, especially if they're travelling from different time zones."

The spa focuses on Dior Homme System treatments and products because the hotel attracts many men on business travel. The signature treatment is a 2-hour full-body sleep ritual.

Other spas Dior has collaborated with include Es Saadi in Marrakech and Plaza Athénée in France.

CitySpa Cocoon, Capella Breidenbacher Hof, Germany

2 hours

€360 (US\$400, £312)



Silent retreat for Amatara Phuket

Amatara Wellness Resort in Phuket has collaborated with Six Spac, a Singaporean self-awareness and mindfulness company, to run a six-day Mindfulness Silent Retreat next June.

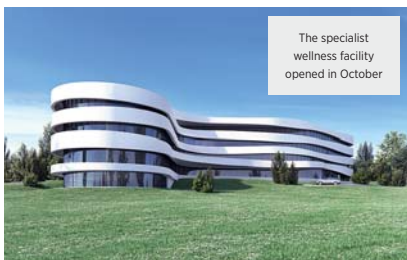
The retreat will focus on practical and theoretical aspects of meditation, using body and breath awareness training, yoga, and gentle stretching and movement sessions. Limited communication will be permitted, however, the majority of the retreat, including mealtimes, will be conducted in silence.

There will also be the opportunity to try traditional Thai treatments and medicine at the 2,000sq m onsite spa. Overall, the goal is to support long-lasting cognitive, emotional and behavioural changes and to foster peace, awareness and greater clarity of mind.

Amatara Wellness Resort, Thailand

Six days

Single retreats start at THB84,800 (US\$2,784, €2,532, £2,259)



The specialist wellness facility opened in October

Anti-inflammatory focus for Longevity Alvor

The new €25m Longevity Health & Wellness Hotel in Alvor, Portugal has opened with a two-storey clinic offering medical treatments and spa and wellness interventions side by side.

The philosophy is to help people "live longer and live better" and it specialises in anti-inflammation treatments which can help with common chronic illnesses such as heart disease, stroke, arthritis, IBS and asthma.

In a signature Hyperbaric Oxygen Therapy Session, guests breathe in pure oxygen

Longevity Health and Wellness Hotel, Alvor, Portugal

75 minutes

€125 (US\$139, £108)

in a hyperbaric chambers under pressure two to three times higher than normal atmosphere. Under these conditions, blood can carry more oxygen to help fight bacteria and to stimulate substances called growth factors and stem cells, which promote healing. ▶

VOYA

A close-up photograph of a person's bare back. Several long, dark, fringed strips of seaweed are draped over the upper back and shoulder blades. The background is softly blurred, showing what appears to be an outdoor setting with a wooden fence.

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spa business uniting the world of wellness



Signature treatments are powerful tools, says Ugrin



Illyria Wellness creates wine and gin treatments

Hotel Monte Mulini, a boutique hotel and spa in Rovinj, Croatia, has partnered with spa consultancy, Illyria Wellness, to create two massage rituals inspired by the region's rich tradition of wine-making and gin distillation.

Its wine rejuvenation ritual, for example, combines dry brushing with detoxifying massage techniques and products derived from grapes and cold-pressed grape seed oil.

Meanwhile, Gin & Tonic on the Rocks is a 90-minute ritual that uses volcanic hot stones and herbal poultices, incorporating native herbs like juniper, rosemary, sage and thyme.

Gregory Ugrin, director and co-owner of Illyria Wellness, believes storytelling and



Hotel Monte Mulini sits in a region known for its wine and gin distilleries

signature spa treatments are powerful devices often underutilised in the industry. He says: "We believe every spa and wellness centre can and should leverage truly bespoke spa services to advance the brand narrative, serve as 'on-ramps' for first-time service buyers, earn word-of-mouth buzz to get on the 'bucket list' of future travellers, and, ultimately, improve business KPIs in the spa."

Hotel Monte Mulini, Croatia

90 minutes

€154 (US\$169, £136)

Quirky sensory couples' treatment at Myconian Collection

Three Myconian Collection hotels in Mykonos, Greece have introduced a quirky treatment for couples that's designed to engage all the senses.

Using Kurland's Salve-In-Terra table, the intimate 25-minute experience begins with couples choosing their own scented oil mixture and personal music styles. They then lie down on a heated bed as a warm clay and oil mixture is applied to their bodies and a fragrant steam fills the room. The sense of sight is enhanced with a light system fitted with Swarovski crystals.

The bed rotates and sways during the treatment and just before the end, the sides of the bed fold up like a clam, creating a brief moment of intimacy... before a warm tropical rain shower cleanses the skin and brings the guests back to reality.

"Most treatments take place in a static position, but this revolutionary approach utilises gentle rocking to boost relaxation, absorption of products, oxytocin release and therapeutic results," says Eleftheria Karapiperaki, group director of Myconian's seven spas. "Salve-In-Terra allows us to enhance our exceptional



Warm clay is applied to the body and the bed rotates and sways



Group spa director Eleftheria Karapiperaki

Myconian hotels, Greece

25 minutes

€400 (US\$443, £345) per couple

anti-ageing, purifying, anti-stress and radiance results like never before."

The Myconian Collection prides itself on thalassotherapy treatments, which are included in the room price of the nine hotels. Guests move between several seawater pools, from those filled with lavender and aloe vera oils to a therapeutic pool, and finally a jet pool. This offering gets guests into the spas, where they're often tempted by other treatments – one reason the spas have an impressive 70 per cent capture rate. ●



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spa business uniting the world of wellness

Alexandre Cantin

Groupe Nordik already runs two successful nature spas in Canada and aims to have 10 sites in North America by 2027. Katie Barnes talks to the VP of growth and strategy to find out more



"We provide something that people need – relaxation and a chance to lower stress levels," says Cantin

The facts speak for themselves. Groupe Nordik owns and manages two Nordic-themed nature spas in Canada which attract 415,000 visitors a year and employ over 460 staff. It's invested more than CA\$60m (US\$45.3m, €41.1m, £35.3m) in these so far.

In 2017, the company revealed its innovative purpose-built headquarters – think high-tech, user-friendly and open plan spaces – in Ottawa for more than 80 staff across all its divisions, as well as a customer call centre. Most recently, it announced an ambitious rollout plan – to have eight more spas across North America in the next seven years. And it's also exploring different management and partnership models.

Yet for all of its successes and for being in the spa business for nearly 15 years, Groupe Nordik is relatively unknown on the spa industry scene. Alexandre Cantin, who's overseeing the company's growth and development, shares some insight into how the business has got to this point and why he thinks we'll be hearing a lot more about it in the future.

Affordable and appealing

The philosophy behind Groupe Nordik is an altruistic one. Its mission is to 'transform people's lives one visit at a time' by providing a wellness break away from it all with its Nordic-inspired spas surrounded by nature which focus on bathing and thermal cycles. It places an emphasis on 'thermotherapy'

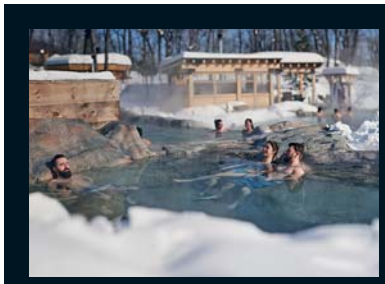




The bathing and thermotherapy circuits at Nordik Spa-Nature attract up to 300,000 people a year



A day pass costs CA\$71 and half of the visitors then pay extra for treatments



and alternating between hot and cold experiences to really feel the benefits. Spa treatments, some using Comfort Zone products, are offered too of course.

"We provide something that people need," says Cantin as way of explaining the company's 415,000 visitors a year. "Yes the thermal cycle generates adrenalin, endorphins and numerous physical benefits, but the main reason people say they visit is to evade stress. Today, we live fast-paced, high-stress lives and one of the best ways to relax is to visit for a day, to really leave their troubles behind, re-focus themselves and lower stress levels."

Groupe Nordik's first property, Nordik Spa-Nature, opened in the picturesque village of Chelsea, Québec in 2005 and today it claims to be the largest thermal spa

in North America, covering 210,000 sq ft. Ten years later came Thermëa, a smaller sister site near Winnipeg, Manitoba.

The appeal of the sites can also be attributed to their affordability and scope of facilities (see p40). At Nordik Spa-Nature, for example, access to its 10 pools and nine distinct heat experiences costs CA\$71 (US\$54, €49, £42) and the space is so expansive that it's split into three distinct areas – the Kaskad (silent zone), the Borëa (whisper zone) and the Panorama (social zone). Visitors then pay extra for treatments – a classic, 60-minute Swedish massage is priced at CA\$110 (US\$83, €75, £65) – or sessions in specialist facilities such as CA\$65 (US\$49, €45, £38) to relax in the källa floatation pool or for a banya session. "We're affordable

for any type of client," says Cantin, "even students who don't have much money or older folk who just want to relax."

"This also means that our audience is really broad. Most normal companies have two to three marketing personas to target, whereas we have about seven or eight. Women are our major clients and they account for 70 per cent of business, but when you break it down further into ages it's an even split between 18 to 55-year-olds."

It's an interesting business model, says Cantin. While everyone goes for the thermal cycle option, additional revenue is generated by F&B, massage, källa and facial/aesthetic treatment add ons, respectively. He's reluctant to give away percentages of popularity as competition ▶



People are encouraged to alternate between hot and cold experiences

► in the area is tight and rivals are watching the Groupe Nordik model closely.

Innovation and inspiration

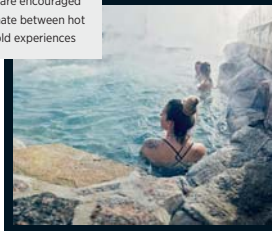
Scandinavian-themed spas, in particular, are very popular in Québec and the surrounding regions. They're traditionally set in nature, but some, such as SkySpa, are now making their way into the urban sprawl. Nordik Spa-Nature and Thermëa are top of the chain and pride themselves on 'pushing the industry to new heights by offering innovative and leading edge rejuvenation'.

"Our philosophy as leaders in the industry is to look ahead and not at the competition because if you do that, you're not moving forward," says Cantin, adding that profits are reinvested back into the company to develop new features. Nordik Spa-Nature, for example, started on an initial investment

of CA\$5m (US\$3.8m, €3.4m, £2.9m) but this has increased to CA\$45m (US\$34m, €30.8m, £26.5m) over the years.

"Martin [Paquette, co-founder] gets ideas from his travels around the world, different experiences such as the Russian banya or German aufguss and from customer feedback, but also just from his mind - he's really a reader and sees things others don't," Cantin explains. "He has so many patents on exciting designs such as heated hammocks, where you can lie outside in winter with only your face exposed, and we have lots of other ideas like that for saunas, bedrocks and other things."

"The next thing that's coming is our hammam and we're on our fourth concept of it now because we want it to be perfect. There's been an empty space for it at Nordik Spa-Nature for a few years and we're now looking to implement it next year."



Cantin says the källa saltwater floatation pool is another prime example of innovation. The 1,200 cubic feet pool, big enough for 40 people, has been carved into the rock, filled with 12 tonnes of Epsom salts and is one of the only one of its kind in the world. "Engineers told him 'it's never going to work', but Martin kept going until he found the guy who could make it happen," he says.

To make its offer stand out further, Groupe Nordik has a strong internal design ►

RISKING IT ALL

Today, Groupe Nordik is a flourishing business on the brink of an exciting rollout. But getting to this point has been a labour of love for founders Martin Paquette and Daniel Gingras who risked everything to pursue their passion for wellness.

While training for the Ottawa marathon Paquette experienced the benefits of thermotherapy at a spa in the mountains near Montréal. The visit sparked a dream of developing a company on his deepest held belief of helping people and healthy living.

"When you live a life-changing experience - an experience which makes you feel so great, you want to share it with the people you love. Then came the idea of opening a spa to share it with an even greater amount of people," declares Paquette.

When you live a life-changing experience, you want to share it with the people you love

He had already worked as an educator at a young offenders facility, a police officer and dabbled in real-estate, but at the age of 30 he found himself starting over again. He sold his house and real-estate assets and moved into his parents' basement to get the project off the ground.

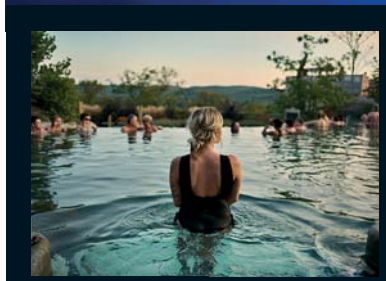
Paquette first met and shared his idea with Gingras, a fellow entrepreneur, while working with at-risk youth. Their friendship grew and they quickly became partners and associates. They personally felled the first trees on the land in Chelsea and stuck together over five years of believing in an idea, moving forward, stepping back, falling, getting back up again, facing financial hurdles, dealing with reluctant and skittish investors, taking risks and working hard to make their dream a reality.



Groupe Nordik co-founders
Martin Paquette (top) and
Daniel Gingras (above)



The floatation pool is a popular add on and is big enough for 40 people



Nordik Spa-Nature has 10 bathing pools and nine distinctive heat experiences



Whatever we do, we make it our own and we make it world class



spa business uniting the world of wellness



Ideas for experiences, like the aufguss sauna, come from around the world. Next to arrive will be a hammam concept

► team – this is a company that even makes its own furniture in its Nordik Workshop to create the perfect atmosphere. “Keeping that corporate memory is very valuable to us,” Cantin says. “Whatever we do, we make it our own and we make it world class.”

10 sites by 2027

What Groupe Nordik has created so far is testament to the founders Martin Paquette and Daniel Gingras who were driven by a love of wellness and helping people, and who risked everything to get to this point (see p38). Now, having paid back initial investments and with a shiny, new HQ in place, the company is on the brink of an exciting rollout.

The goal is to have 10 nature spas by 2027. Cantin, who has a background in business development and marketing, was brought in as corporate development director three years ago to support this rapid expansion. “It’s the greatest opportunity I’ve ever been given to work for these two guys,” he says of Paquette and Gingras. “They’re tremendous leaders. Their level of performance is so high that everyone else naturally raises their game.

“I’ve always been development and growth oriented, so it was a natural fit for me. In my role, I cover anything from strategy and the expansion of existing spas to acquisition and construction.

“One of the fastest growing parts of the company is business intelligence where we



extract client data for better forecasting. We look at the personas of existing clients and see where we can replicate them in new markets to help us forecast our function rate and make sure we have the right place. Being focused on growth also means I travel a lot searching for sites.”

While Groupe Nordik spas boast thermal waters, these do not come from natural sources, so finding future sites isn’t restricted by this.

Construction is already well underway for a third development in Whitby, Ontario – about 45km from downtown Toronto – which is scheduled to open in December 2020. Meanwhile, on the west side of Canada, a site has been picked in Edmonton and another in Calgary will be announced imminently. The remaining five spas are likely to be in the north part of the US, says Cantin, explaining that the remit is to look for locales surrounded by nature but which have easy access ►



One of the fastest growing parts of the company is business intelligence where we extract client data for better forecasting

GROUPE NORDIK: AT A GLANCE

Nordik Spa-Nature

Chelsea, Québec

Opened: 2005

Investment: CA\$5m initially, but up to CA\$45m over the years

Employees: 300

Visitors: 300,000 annually

Facilities: 10 outdoor pools; nine saunas; 25 indoor treatment rooms and eight outdoor massage pavilions; a panoramic pool; a källa floatation pool for up to 40 people; and four restaurants

Thermëa Winnipeg, Manitoba

Opened: 2015

Investment: CA\$11m

Employees: 100

Visitors: 115,000 annually

Facilities: Three outdoor pools; four saunas; 13 treatment rooms; and a restaurant

Whitby Ontario

Due to open: December 2020

Investment: CA\$50m

Expected employees: 300

Visitors: Can accommodate up to 1,100 a day

Facilities: five outdoor pools; five saunas, including one event sauna for 120 people; 25 treatment rooms; a floatation pool; and three restaurants

Parkland County Edmonton

Construction to begin: 2021

Investment: CA\$50m

Expected employees: More than 450

TAKING WELLNESS TO THE NEXT LEVEL



The Lamp Hotel
Norrköping, Sweden

HYDROTHERAPY



La Butte aux Bois
Lanaken, Belgium

SLEEP THERAPY



Caesars Palace Bluewaters
Dubai, UAE

INFRARED THERAPY



Bergamos Retreat
Friendswood, USA

TREATMENT TABLES



The Breakers
Palm Beach, USA

PEDI/MANI CHAIRS



Galgorm Resort & Spa
Ballymena, Northern Ireland

QUARTZ THERAPY

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The new Whitby site, which can accommodate up to 1,100 people a day, will serve as a blueprint for the rollout

► to a city – about a 30 minute drive from major cities with over a million people.

Blueprint for success

Located in Cullen Central Park, the newest CA\$50m (US\$37.7m, €34.3m, £29.4m) development in Whitby covers just under 9 acres and is being created by Montréal-based architecture and design firm LemayMichaud along with Groupe Nordik's own internal projects and design team. It will be able to accommodate up to 1,100 visitors and day and promises to be 'an avant-garde, innovative and multisensory rejuvenation experience'. Highlights include a floatation pool (included because of its popularity at Nordik Spa-Nature) and at the heart of the site will be a Groupe Nordik first – a sauna event space, big enough for 120 people, which is equipped with visual and multisensory tools to support a wide range of auroguss rituals. In addition, virtual reception posts will allow guests to reserve a treatment or ritual and plan their spa visit themselves – an impressive option considering Groupe Nordik has built its own software system from the ground up.

Perhaps most interesting, however, is that the site will serve as a blueprint for the rollout. Cantin says: 'Nordik Spa-Nature started small and grew organically and if we were to redo it, we would build it differently and that's what the Whitby spa is. We're addressing all the little details and operational inefficiencies and it's designed to be phased out. For example, water is our main component and instead of having

We're overbuilding at the beginning but we're fairly confident that it's going to be worth the investment

going to be worth the investment."

New models and partnerships

As the company grows, part of Cantin's remit is to also examine other business models and possibilities for brand extension. One avenue he's looking into is the op-co, prop-co relationships high-end hotel chains such as Marriott and Accor have, where they just manage operations rather than own the buildings.

Another area he's researching is the potential for partnerships. "Over the past 15 years, we've built up our expertise in designing and running spas and we think there's the potential to share that as well as offer support from our IT, marketing and



head office teams," says Cantin. "I don't mean pure consultation. This would be partnering with a company to develop an urban model, something that fits with our DNA, and we'd either put our name to it or gain some kind of equity."

That said, his main priority at the moment remains the growth of nature spas and the business in a sustainable and viable way because 'now' is the prime time for Groupe Nordik to do this. "Martin and Daniel are both ambitious leaders," concludes Cantin. "It [the rollout] comes down to the fact that the company is healthy and able to sustain growth. The reason we're aiming to grow so fast is because we have the vision and the capacity to do it and the potential is there. When you go to the US, there's nothing like our offering. It's a land of opportunity." ●



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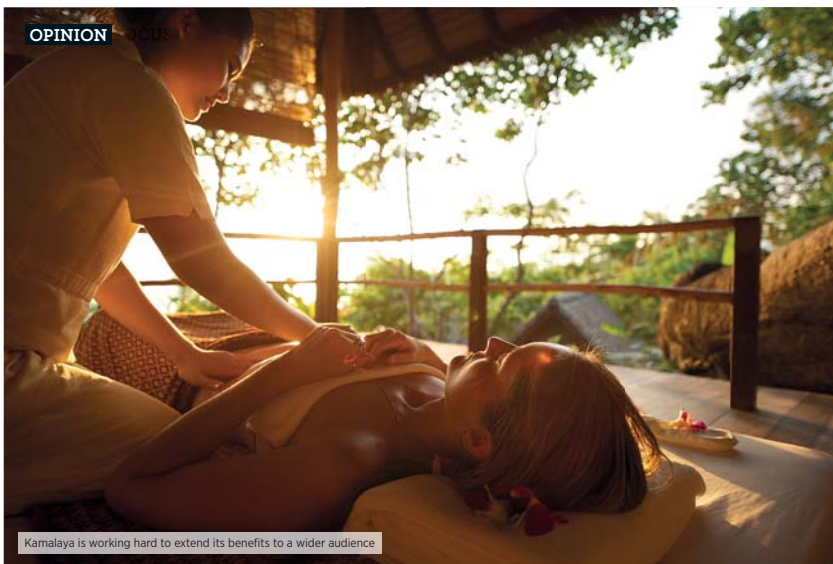
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spa business uniting the world of wellness



Kamalaya is working hard to extend its benefits to a wider audience

Everyone's talking about...

democratic wellness

Seen as a caring industry and one which looks after the wellbeing of people, is it incumbent for spas to devise wellness offerings which are accessible to all socio-economic groups, rather than the top tier? Kath Hudson investigates



Kath Hudson is a regular contributor to *Spa Business*
 ■ kathhudson@leisuremedia.com

While the benefits and experience offered by the wellness industry is something everyone could enjoy, at the moment the high price point means the industry is only able to reach the elite few who can afford the destination spa prices.

For its own health, does the industry need to broaden its reach beyond its current restricted market and is it possible to become affordable without hitting the bottom line hard, or treating therapists unfairly? With their high personal touch, how can spas be brought into the mainstream without losing their essence? After all, the reason the industry has become a luxury proposition is because of the cost associated with its deep programming.

And what is an affordable price? Kevin Kelly, who curated the price-accessible

wellness resort, Civana in the US, believes a quality, cost-effective 60-minute massage should be priced at US\$99 (€90, £30). This figure is based on a balance between a fair wage for the practitioner and affordability for the customer. "This is still a push, but possible for a monthly, or bi-monthly, investment in wellbeing," says Kelly.

So what is the way forward for the industry? Should spas democratise their services, or keep going as they are? Is more education needed to prompt people who don't currently invest in their health to review their spending priorities? Is different marketing needed in order for people to feel wellness is for them? Or do we need different business models? Different products and services? Dynamic pricing? Or could technology provide the answer? We canvass opinions from those in the industry

Karina Stewart co-founder, Kamalaya Wellness Sanctuary and Holistic Spa

I'm definitely in favour of making wellness available to more people. It's not a luxury, and is increasingly needed by everyone. However, at the same time, most businesses working in the industry are not charities, philanthropic endeavours or educational institutions, so they need to look after the bottom line and cannot afford to drop their price point.

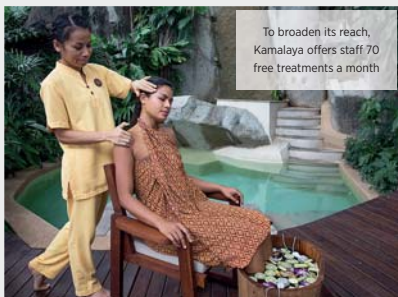
The Kamalaya experience was costly to both create and deliver, but we're keen to do what we can to extend the benefits to a wider audience.

Our first tool to broaden the reach of our offering is to look after our community, with a number of initiatives for our staff. We run workshops and health lectures biannually, give away an average of 70 treatments a month to



our team and allow access to the fitness facilities and restaurant during off peak hours, subject to availability.

Secondly we focus on outreach programmes and have created bitesized videos giving tips on healthy living and cooking, for social media platforms. Also we regularly travel the world to give talks and tastings – taking pop-ups into the community is a great way to democratise wellness.



We've created bitesize videos giving tips on healthy living and cooking for social media platforms

Although I will always prefer the human touch and a heartbeat, technology can play an important role in bringing our industry to a wider audience, by educating people and forming good habits, for example with meditation apps and online fitness programmes.

Education is vital to democratising wellness and needs to happen simultaneously with

affordability. Unless people understand the benefits, they won't see the value in our services. Once individuals have the motivation to look after their health they will start to realign their spending priorities.

■ Karina Stewart launched Kamalaya in Koh Samui with her husband, John, in 2005. It's one of the leading destination spas worldwide

Kevin Kelly CEO, Civano Development

The in-depth science, service and alternative programming associated with a luxury spa is justified and meets the value proposition. However, 90 per cent of the travel market is being underserved, and this provides a business opportunity to address an unmet need in a larger marketplace.

Technology could be the driver for this and could help grow the market by allowing the collection of data to build algorithms, to make a business more efficient. The more data an operator can collect on their customers, the more targeted



and accurate they can be with their marketing. This makes the whole operation more cost effective and means there's potential to lower price points.

To date, the way the industry has made services more affordable is to compromise

Ninety per cent of the travel market is being underserved, and this provides a business opportunity

the experience, but instead, the efficiencies of technology should be used to bridge the difference between low price experience and high price experience.

The old rules of market segmentation used to be along an income scale, but wellness is so broad, that operators should be looking at values system alignment, and not income: people who value their health and shop at whole food

shops fit into lots of different economic strata. My daughter is in a different income bracket than me, but shares my values. In three job moves she'll be in my market segment, so why would I lose her today?

■ Kevin Kelly created Civano Development to consult on sustainable and wellbeing real-estate projects, including the affordable Civano resort concept in Arizona ▶

Melissa Evans group spa manager, Spa Experience by Better

Better is the operator of a chain of nine UK spas in the public sector which are run on a not-for-profit making basis. This is a sideline for the company which operates a number of leisure centres previously run by local government.

Our aim is to make the day spa experience more accessible and affordable to a wider demographic. We want more people to view coming to the spa as a lifestyle choice, rather than a rare treat or off limits altogether.

We offer a membership which, on a concession basis, can be as low as £9.50 (US\$12, €10.68) for people living locally on a low income. These have been popular and some



members come twice a week for the thermal spa experience, where they have access to a range of spa facilities and relaxation lounges.

In terms of therapist training and product quality, our treatments are comparable with those offered in the private sector, but the price point is lower. A full body

We offer a membership which, on a concession basis, can be as low as £9.50 for people living locally on a low income

scrub in the hammam is £15 (£17, \$18) and a 60-minute massage is £60 (US\$74, €68) or £48 (US\$59, €54) outside urban areas. We find there's about a 50/50 split between the thermal spa and the treatments in terms of revenue.

Despite charging less, all of our spas make a healthy bottom line. However, since we are a non-profit making trust we don't have the pressure to make large profits. Our spas are also busier than most private spas, which is a compromise for users.

Making spas more accessible to different people doesn't just come down to pricing: they can be intimidating environments to those who have never been. Going forward, spas could look to break down some of these barriers. This could mean reassessing the look and feel of the marketing material and marketing in different places.

■ Before running Better's public sector spas, Melissa Evans managed spas in leading hotels in the Middle East

Jean-Paul Blisset director, Melt Design Hub

It is possible to democratise wellness, but there needs to be the will, the desire and the imagination.

At the moment there's too much focus from hotel owners on building premium spas. Once a facility is pitched at such a high level it becomes difficult to drop prices. Even so, there may be opportunities to open them up to a wider audience with dynamic pricing/cheaper offers in quiet times and partnerships with social enterprises, charities or healthcare providers.

While it might be difficult to offer treatments at cheaper prices, facilities could broaden their reach through economies of scale – by offering group sessions in activities such as pilates or



meditation to the wider public at a lower price (especially during quieter periods).

Going forward, new concepts will broaden the market and challenge the dominance of hotel spas. Melt Design Hub is already working on concepts for urban environments which don't have the overheads of a big hotel and so can potentially

Going forward, new concepts will broaden the market and challenge the dominance of hotel spas

offer a more affordable price point. Neither a gym, nor a spa, but something in between, they will expose more people to wellness and could deliver relatively affordable services by offering health optimisation, integrating bio-hacking, as well as supporting people to improve their diet and lifestyle.

Another concept we're working on in the UK in association with doctors in the private care sector is wellness villages within retail complexes. These 2,000sq m facilities will encompass a broad range of services

including primary care, bio-hacking, rehab, physio, related retail and wholesome food that are available to a wider range of people/patients who prioritise their health.

I would like to think we could stop this constant race for the premium. There's definitely room for intelligent, good quality wellness at more affordable prices. ●

■ Jean-Paul Blisset has worked in the leisure field for over 30 years and includes Chiva-Som and Six Senses among his clients

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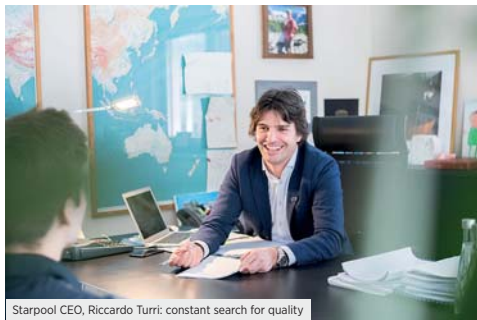
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spa business uniting the world of wellness

STAR QUALITY

Wellness expert, Starpool, is known for offering complete wellness solutions with Italian design flair, enabling operators to create world class treatments and experiences



Starpool CEO, Riccardo Turri: constant search for quality

The spa of the future will be tailored to the needs of people searching for spaces that instill emotions that enhance personal wellness," says Starpool CEO, Riccardo Turri.

The company offers a wide range of services for designers and specifiers, including spa equipment, consultancy, training and support.

Starpool's DNA is based on creating customer journeys and treatments that are delivered via three main elements: heat, water and rest. "This formula, with

its ancient origins, is the true essence of every Starpool spa," says Turri.

The company starts from the assumption that wellbeing experiences revolve around the person, their expectations and their needs.

"Achieving wellbeing means re-appropriating the ability 'to be well' in multiple aspects of life," says Turri, "from nutrition to physical activity and from the environment in which we live, to the way the mind copes with the tensions and stresses to which it is exposed."

Quality ethos

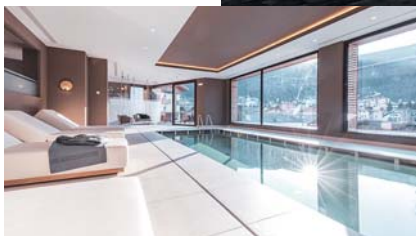
Starpool focuses on producing technically crafted products to ensure optimum performance. These are characterised by attractive design with pure lines and a focus on technology and functionality.

The company also has an absolute commitment to quality, with a team of professionals involved in developing spa projects.

"We're the only company in the field that guarantees a 360° service, not only creating high-level products and spa

For 45 years, Starpool has been crafting wellness solutions on a global scale.

48 spabusiness.com | March 2019



Dry floatation solutions

Regeneration for body and mind

While undertaking a scientific study in 2016, Starpool identified the need for relaxation as one of the main reasons people chose to spend their time in a spa

Research established that floatation creates the purest and deepest form of relaxation, by significantly reducing levels of cortisol in the body and Starpool decided to establish an internal division of the business entirely focused on float systems, with a special focus on dry floatation.

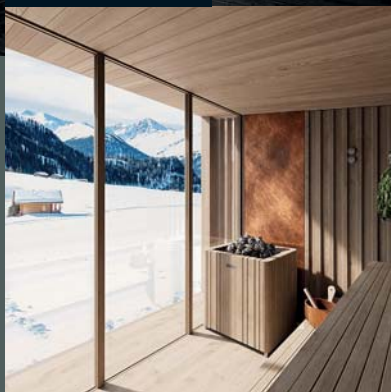
As a result, the Zerobody and Nuvola Experience solutions were born, with the aim of offering more versatile, easy-to-use solutions, when compared to traditional

'wet' floatation tanks, which immerse users in salt water.

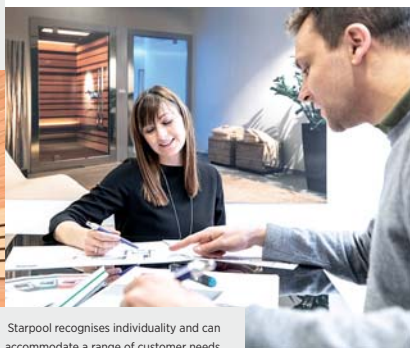
The Zerobody system has been designed for use in three sectors: the hospitality market, the corporate wellbeing sector and the sports industry, where it's deployed to help with muscle recovery.

Nuvola Experience has been created for the beauty sector, where it boosts the effectiveness of aesthetic treatments, revolutionising the business model of beauty centres.

Technically crafted products with attractive design and pure lines



Many of Starpool's products are patented designs.



Starpool recognises individuality and can accommodate a range of customer needs.

**We're the only company in the field
that guarantees a 360° service**



► fit-outs, but also offering everything from constant after-sales care and spa therapist training to marketing and communication support," says Turri.

Services are delivered by the starpool_activities team, which supports customers in the creation of new spas with the Starpool signature – an ambience that provokes emotion, through both architectural features and equipment.

The team also advises on all aspects of operation, from hygiene to safety and from professionalism to entertainment, making the starpool_activities service a real bonus for clients.

Comprehensive range

When outfitting spas, it's necessary to choose products that best suit the project and meet technical and performance goals.

Starpool offers a wide range, from steam baths, heat baths, saunas and salt products to reaction baths, sensory baths, Kneipp treatments and water and beauty equipment.

Combining innovation and industrial capabilities with the philosophy of the atelier, Starpool can satisfy the needs of all customers, from standardised products to those built to specific

customer needs and in a variety of styles, from modern to classic.

R&D is a priority

The Starpool R&D team conceives and develops the best solutions, patenting new prototypes – the company has numerous registrations for its industrial designs, highlighting its capacity for innovation.

In 2018, Starpool announced a world's first, making saunas and steam baths available in five different colourways.

"Colour is a fascinating tool that's still largely unexplored," says Turri "Now architects and interior designers can choose a customised heat solution that's colour-based, making it stylish and emotional at the same time, transforming the outcome and opening up exciting possibilities in terms of design freedom."

The birth of SPA_SYSTEMS

Born in 2013, the SPA_SYSTEMS range is the result of in-depth R&D which has been carried out by a team of spa and sports medical experts.

The concept is based around four customer journeys, each of which is customised to deliver a personalised wellness experience.

Four coloured wristbands are available – one for each path. Called Excite, Purify, Tonic and Relax, they've been designed to satisfy four specific wellness desires: to energise, purify, tone and relax.

The wristbands show the right sequence for using the equipment and the time to spend in each. The system also assists guests in the correct use of wellness equipment, while at the same time, allowing them to personalise their own wellness journey.

In addition, Starpool has created spa_system self-treatment, the first cosmetic products kit for the spa, to be used during the wellness experience.

Starpool's goal is to be able to exceed the expectations of designers, architects and operators, enabling them to create immersive, engaging and healing experiences. As Turri concludes: "We express our passion for the culture of wellbeing through the design and constant search for quality of our products and services". ●

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POLE POSITION

With today's travellers prioritising 'extraordinary experiences', luxury operators are setting their sights on the Arctic and Antarctic. But what role do spas have to play? Leisure and tourism advisor Ben Martin takes a closer look



SARAH SCHULTZ

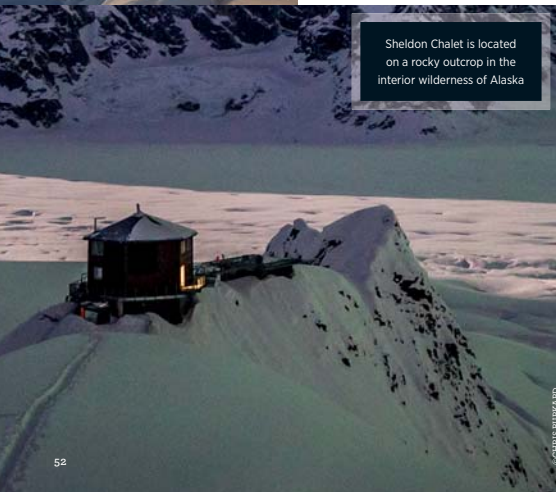
Are you feeling the 'pull to the Poles'? If so, you're in good company. Around 10 million tourists travelled north of the 66th parallel last year to visit Greenland, Alaska and the Arctic regions of Scandinavia and Canada, and this number has been increasing steadily. Heading to the Antarctic is altogether more time consuming, costly and challenging but in order of 45,000 visitors take the 'penguin pilgrimage' each year and this number is also rising.

These trips can be pricey, with a seven-day visit to South Pole setting you back around US\$50,000 (€45,510, £40,790). The weather is unpredictable, accommodation options are decidedly limited, and trips

often take us slightly outside our comfort zone – but maybe that's what we're looking for these days. Having explored the smorgasbord of coastal beach resorts on offer today and ticked-off our fair share of must-see cities on weekend breaks, more of us are looking to 'experience the extraordinary' and, if we're honest, the likes of David Attenborough and National Geographic also bear some responsibility in the growing interest in remote locations.

Handful of trailblazers

Iceland, which sits a few degrees outside the Arctic Circle, but still epitomises polar tourism, is one of the countries leading the way. Tourism numbers have quadrupled in the last decade to reach 2.3 million in 2018 as guests from all over the world



Sheldon Chalet is located on a rocky outcrop in the interior wilderness of Alaska



CHRIS BURKARD



Polar tourism is all about 'challenge and reward' and the White Desert resort in Antarctica is a prime example of this



PHOTOS COURTESY OF WHITE DESERT

A seven day visit to the South Pole costs around US\$50,000, but provides an experience unlike any other in the world



descended on the island to experience its wild nature and rich heritage, or sign up for a super-jeep tour or whale watching. And then to really turbo-charge growth in the market you simply have to factor in the Northern Lights, which if we're honest feature on everyone's bucket list.

Predictions from travel specialist Virtuoso in its 2019 *Luxe Report*, must have brought a smile to the faces of destination marketers in the Arctic region. The survey - which sees travel agencies analysing motivations for luxury travellers - included exploring new destinations; crossing-off bucket list items; seeking authentic experiences and staying in unconventional accommodation.

There are a handful of trailblazers in the lodging sector acting as catalysts for this trend. The Ice Hotel in Swedish

Lapland launched a remarkable 30 years ago now, but continues to expand and reinvent itself. Other more recent additions include the low-key, but exquisitely isolated Deplar Farm in northern Iceland and Sheldon Chalet, which is located on a rocky outcrop in the interior wilderness of Alaska.

At the other end of the globe options sit the luxury pods of the White Desert resort which only hosts 100 or so visitors each year on a strict zero-impact basis; or the Union Glacier Camp just 1,000km away from the South Pole which only operates from November to January but can accommodate up to 70 guests in its two-person double-walled tents. Both these properties promise a thoroughly memorable, challenging and highly Instagrammable, visitor experience. ▶

Every leading luxury brand will have a 'polar property' in its portfolio in the next decade

The Union Glacier Camp is just 1,000km from the South Pole and can accommodate up to 70 guests in its double-walled tents

► Arctic spas

Interestingly, none of these establishments boasts a particularly remarkable spa offer. The general focus is on saunas and hot tubs that allow you to connect with the majestic natural setting. Iceland's Blue Lagoon geothermal springs, attracting up to 1 million visitors a year, is ahead of the curve, having built a hotel and a subterranean lava spa last year (see SB18/2 p40). But as the sector matures, there are other intriguing schemes on the horizon with a stronger emphasis on spa. These include the Arctic Bath, a floating wellness hotel that's scheduled to launch on the Lule River in Swedish Lapland in February 2020 and the recently announced Six Senses Össurá Valley, set on a 4,000 acre estate in south Iceland that's expected in 2022.

Some developments are tapping into local folklore. The eco-focused Arctic Elements Lakeside Spa, due to open in Finland's far north in December 2019, will offer traditional shamanic wellbeing rituals and five saunas named after mythological Gods and Goddesses – including a two-storey panoramic heat experience dedicated to watching the Northern Lights. Meanwhile tales of trolls, elves, monsters and invisible men roaming Iceland's spell-binding volcanic landscape inspired Johannes Torpe's Red Mountain Resort design (see SB17/4 p36) – although, admittedly, this project seems to be more of an 'idea' than a reality at this stage.

The growing trend in cold spa therapies and extreme bathing plays right into the hands of the polar tourism market,

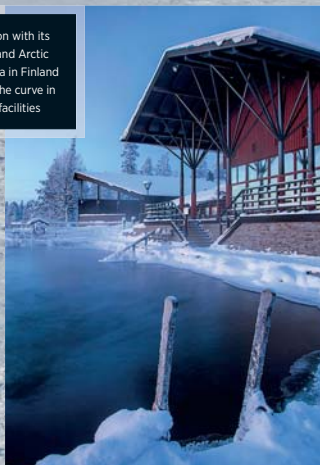
inviting participants to explore the limits of hot and cold, breathing and breath retention, exertion and relaxation. It seems inevitable that the likes of Wim Hof (SB17/4 p22) and Dr Marc Cohen (see SB19/1 p46) will take the methods they've been evolving and work with local partners to apply them in spectacular settings.

In an interesting twist, Nordic wellness concepts – those focused on bathing and thermal circuits based on alternating hot and cold experiences – are also becoming a popular export. Raison d'Etre is championing this with its LivNordic offering on board Viking Cruise Ships and beyond. While Groupe Nordik's stunning hot spring facilities (see p36) are a prime example of the Scandi spa influence in Canada. ►

The Moxy Hotel, Norway is one of two polar properties under development by Marriott



Iceland's Blue Lagoon with its new lava spa (left) and Arctic Elements Lakeside Spa in Finland (right) are ahead of the curve in terms of wellness facilities



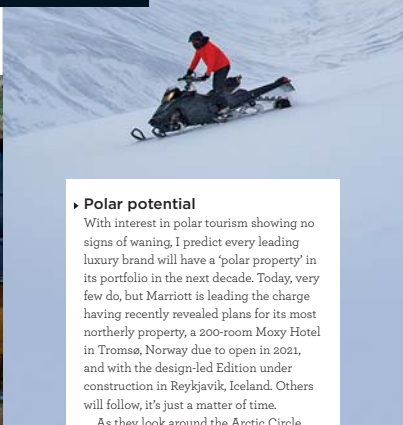
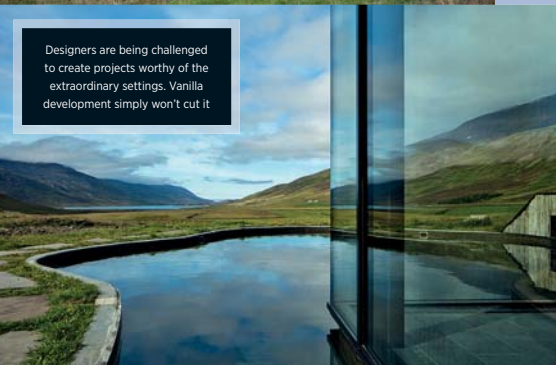
spa business uniting the world of wellness

TOURISM

The Eleven Life programme pushes people to the edge of their comfort zone



Designers are being challenged to create projects worthy of the extraordinary settings. Vanilla development simply won't cut it



► Polar potential

With interest in polar tourism showing no signs of waning, I predict every leading luxury brand will have a 'polar property' in its portfolio in the next decade. Today, very few do, but Marriott is leading the charge having recently revealed plans for its most northerly property, a 200-room Moxy Hotel in Tromsø, Norway due to open in 2021, and with the design-led Edition under construction in Reykjavik, Iceland. Others will follow, it's just a matter of time.

As they look around the Arctic Circle, there are three core product types for developers to focus on. The first are tried and tested city hotels, and the other two comprise nature-based resorts, often in a coastal setting, and the 'winter wonderland' option, which has witnessed the most growth recently.

These hotels offer nights in igloos, some with glass roofs to ensure you never miss the Northern Lights, Ski-Doo and husky treks, reindeer herding and ice-hole fishing.

Demand peaks in the colder months and business in the summer can prove challenging, though the inclusion of a spa offering can help extend the season.

A principal foundation is 'challenge and reward' – experiences which take guests to the edge of their comfort zone, followed by a good dose of hygge



Deplar Farm in Iceland offers a mix of adrenalin pumping activities and spa therapies

One principle that's foundational to this new generation of polar properties is that of 'challenge and reward'. Guests are equipped with the requisite kit and training allowing them to undertake an experience on the very edge of their comfort zone – think bouncing on a RIB boat between icebergs, or spending the night in an igloo – before being welcomed back to a roaring fire, excellent food and the opportunity to recount their adventure with fellow travellers (a dose of hygge, if you like).

A careful balance has to be struck, however. The 'reward' without the 'challenge' is a little pedestrian and less memorable and the 'challenge' without the 'reward' is a surefire way to destroy repeat business.

It's easy to see how the emerging trend for cold spa therapies and extreme bathing fits into this notion. And Deplar Farm is certainly on point with its new 'boundary-pushing wellness programme'.

Eleven Life (see p30), delivered in partnership with adventure-specialists Eleven, offers a juxtaposing mix of adrenalin-pumping snow-mobile races, axe throwing and torch-free night walks under the Northern Lights, alongside yoga,

spa therapies, sleep-inducing gong baths and Viking sauna sessions combining drumming, breathing techniques and hot and cold plunges to stimulate the immune system and test endurance.

Value over volume

However, development in the polar regions is neither easy nor cheap. Quite rightly, environmental considerations and the looming threat of overtourism are taken very seriously, as these are pristine and delicate locations. As a consequence, securing permission or planning for a new camp, hotel or spa can take time and the whole construction process is inevitably a little protracted, given issues of accessibility and the unpredictability of the weather at certain times of the year. In addition, operating costs are comparatively high, given ambient salary levels, certainly in the Nordic countries.

For these reasons, this growing sector is likely to focus on 'value' rather than 'volume'. A room at Deplar Farm is typically priced at well over US\$2,000 (€1,830, £1,640) per night, for example, and it will cost you this

much per person at Sheldon Chalet and each has a minimum length of stay.

Given the frequency with which exciting new polar camps, hotels and spas are being announced, designers are also being challenged to evolve projects worthy of the calibre of their extraordinary natural settings. Vanilla development simply won't cut it in this context.

There's no doubt that you'll be hearing more news from the poles shortly. These are regions that continue to draw us in and get under our skin. Jean-Baptiste Charcot, a leader of French Antarctic expeditions in the early 1900s, was quoted saying "Why then do we feel this strange attraction to the polar regions, a feeling so powerful and lasting, that when we return home we forget the mental and physical hardships, and want nothing more than to return to them?" It's all about challenge and reward, but the rewards live on within us while the challenge is temporary – and more of us are discovering this truth. ●



Ben Martin leads the resort real estate practice for HKS Advisory Services
■ bmartin@hksinc.com

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Eden Roc, Switzerland



Shillington says Lobster and Resense hope to solve a real industry challenge with the new training

Covering all bases

Spa consultancy Resense has teamed up with online training provider Lobster Ink to create a web-based training program for multiple spa roles. But what does it cover and why is it so needed in the industry?

The lack of skilled management and qualified spa staff has been a well-known industry threat for many years and now that wellbeing is in the spotlight, the pressure on spa teams will deepen," says Kasha Shillington, CEO of spa consultancy and management company Resense. So when Lobster

Ink, an online learning specialist whose clients include the likes of Marriott, Hilton and Kempinski, approached Resense to help guide the content

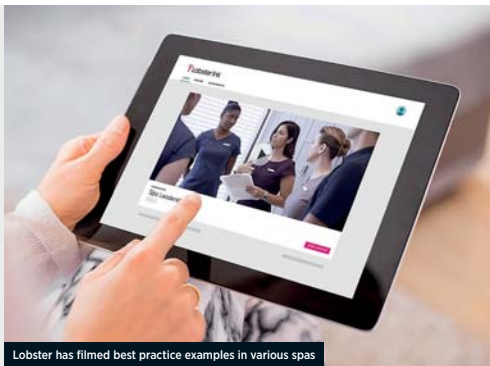
and strategy behind a comprehensive web-based program for those working in wellness it saw a great opportunity.

Four years on and Lobster Ink has just launched Spa Professional, an online training program designed to equip employees with the skills needed to provide superior guest experiences while improving profitability. "We hope to solve a real industry challenge," Shillington says.

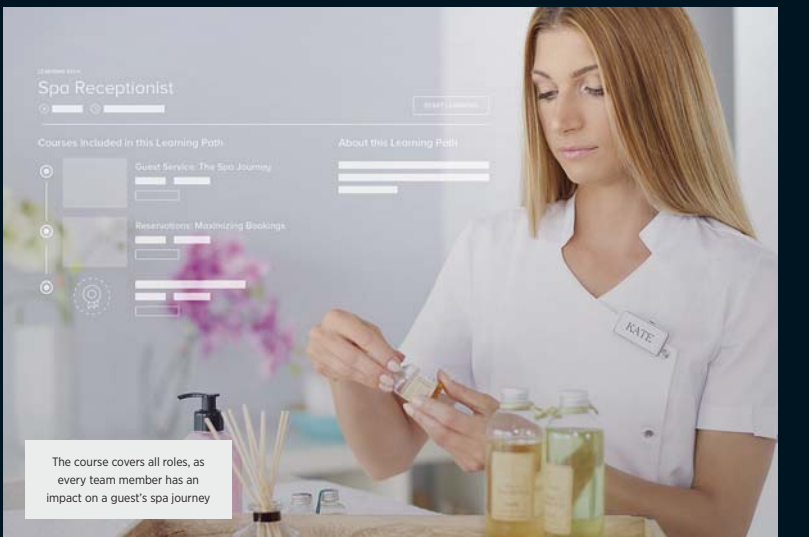
Addressing mistakes

Resense has worked on over 90 spa projects worldwide and currently manages 52 facilities. During this time, it's seen spas make a common set of errors time and again, even in high-profile properties. Lobster has developed the Spa Professional curriculum to tackle these head-on.

One course, for example, is dedicated to inventory management. "Everyone knows the words, yet every spa we audit seems to have a challenge with this," says Shillington. "Expensive products, in particular, anti-ageing and facial products, are not always affiliated with the most popular treatment which elevates the need to critically balance supply and demand. Spa Professional teaches the necessary skills, knowledge and behaviours to address this and has specialist training for spa leaders who need to take it to the next level by connecting it to their ordering routines and P&L."



Lobster has filmed best practice examples in various spas



The course covers all roles, as every team member has an impact on a guest's spa journey

The focus is on skills and duties rather than fixed roles

Another course focuses on booking optimisation. "While most spa staff have been trained to suggest treatment time slots to fill non-peak periods, the majority are not practising this simple step and are still handing guests a menu and asking them when they'd like to visit," explains Shillington. The Spa Professional approach is to break down the booking process into manageable and memorable tasks so the "learner cannot imagine doing it any other way".

Overall the idea is to inject the general business acumen which is so often lacking in spas and to pay special attention to the visitor experience and engaging with guests, something which underpins all successful facilities.

All spa roles

While some web-based spa therapist or management training programs already exist (see p62), Spa Professional claims to stand out because it covers all four main roles – attendants, receptionists, therapists and managers/directors.

WHAT DOES THE TRAINING COVER?

Spa Professional covers four spa learning paths: attendant, receptionist, therapist and leader (for managers/directors). Each learning path is made up of some or all of the following courses, with the level of knowledge adapted accordingly:

- Guest Service: The Spa Journey
- Reservations: Maximizing Bookings
- Spa Therapy: Caring for the Guest
- Spa Attendants: Caring for the Spa
- Retail: Enhancing the Guest's Experience
- Inventory: Effective Management
- Spa Management Fundamentals: Inventory Management
- Spa Management Fundamentals: Operations
- Spa Management Fundamentals: Marketing
- Spa Management Fundamentals: Finance

The program is currently available in English but versions in Chinese, German and Spanish are in development

"It's essential to cover all roles because every person is vital in caring for a guest throughout their spa journey," explains Shillington. Imagine a guest who dislikes their treatment and is planning to leave quietly and not return. In this case, the program teaches all spa team members, including receptionists, how to pick up on body language, tone and expression and gives them tips on how to turn a dissatisfied customer into a happy, loyal guest while still remaining professional and respectful to their therapist colleague.

Learning path outline

Training for the four spa roles – what Lobster refers to as 'learning paths' – is broken down into courses which cover everything from looking after the spa to caring for the guest and a range of spa management fundamentals. There are 10 courses in total (see above) and each of these comprises lessons that deliver on very specific outcomes.

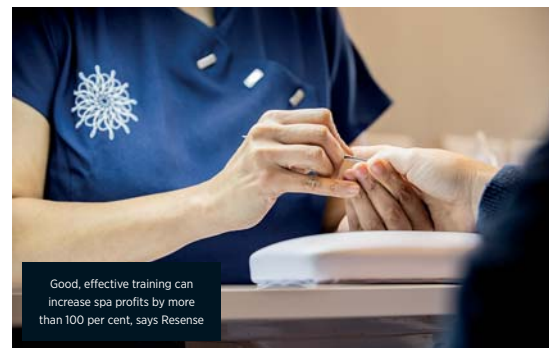
Importantly, the learning paths are made up of a mix of these courses, so the focus is on skills rather than duties, as

- Shillington explains. "Due to increased labour costs nowadays, less spas employ attendants so these duties are often completed by other team members."

Each learning path includes 8-10 hours of training, but the intention is not for employees to work through all of the material in one sitting. The curriculum has been designed to enable learning on the job – learn a lesson, apply it on your next shift and revisit if necessary. Once a course is complete, employees face theory and practical assessments and they must achieve a mark of 80 per cent or more to receive their certificate of completion.

Embedded learning

Spa Professional is different from other web-based industry training, because it 'embeds' learning. Trainees don't just watch a presenter speak or study text-heavy presentations. Instead, Lobster uses a mix of animation, videos of different scenarios filmed in spas and other interactive approaches. "Animation is a great way of bringing a booking schedule or P&L lesson to life," says Shillington. "Filming also makes it easier to educate. We show the wrong way and the right way of doing something which makes it easier to comprehend – especially



Good, effective training can increase spa profits by more than 100 per cent, says Resense

{ We show the wrong way and the right way of doing something which makes it easier to comprehend }

with potentially sensitive subjects like how to handle guest misconduct."

The learning methodology Lobster has honed over the last 15 years also employs contemporary cognitive understanding and behavioural science techniques. These include 'managing cognitive load' by paying attention to the length of a lesson, the speed of a voice-over, camera angle, music etc which all affect how information is absorbed and transferred into memory. Behavioural science studies show that up to 80 per cent of knowledge is lost within 30 days unless that knowledge is applied, practiced or reinforced, which

is why Lobster takes a learn, apply and revisit approach for each lesson.

The value of training

Currently, Spa Professional is available in two packages and pricing structures – Spa Professional for Business, for independent or smaller spa groups looking to train less than 60 associates; and Spa Professional for Enterprise for groups looking to train over 60 associates. The minimum package includes five licenses – a least one manager learning path and any four associate learning paths – which, altogether, cost US\$1,885 (£1,711, £1,469) a year with volume discounts being applied to larger packages and multi-year agreements.

"It was important to Lobster to ensure pricing is affordable," says Shillington. "If you compare it to what spas pay for a trainer to visit for five days, plus flights and accommodation, this course is much less and covers many more aspects."

It's no secret that many spas are reluctant to allocate a training budget, but this is a short-sighted approach given the value it can bring to a business, she concludes. "We defined the [Spa Professional] curriculum based on training we've conducted in the spas we manage. Existing spa operations have experienced on average 112 per cent increase in departmental profit in the first year after takeover. Many of these spas achieved significant revenue increases as well, however, the largest impact was on profit, demonstrating that managing the business better [with better training] will minimise costs, thus increasing your margin." ●

OTHER ONLINE SPA TRAINING

A number of other companies and organisations offer online spa training for various roles. Some are exclusively web-based, while others include a mix of internet-based learning and classroom sessions. Examples include:

- Glion Institute of Higher Learning (Excellence in Spa Operations)
- FH Joanneum University of Applied Science (International Hospitality and Spa Management)
- International Spa Association (Certified Spa Supervisor Program)
- IST-Studieninstitut (Wellness and Spa Management Diploma)
- Spa Business School (Online Business Accelerator and Management Development Platform)
- Spa Education Academy (Online Level 4 Spa Management Qualifications)
- Raison d'Etre (The Spa Management Online Program)
- University of California, Irvine (Certificate of Spa and Hospitality Management)
- Wynne Business (Spa Director's Management Intensive Course)

Other useful resources

www.spaandwellnesscareers.com/education
www.spahandbook.com/courses



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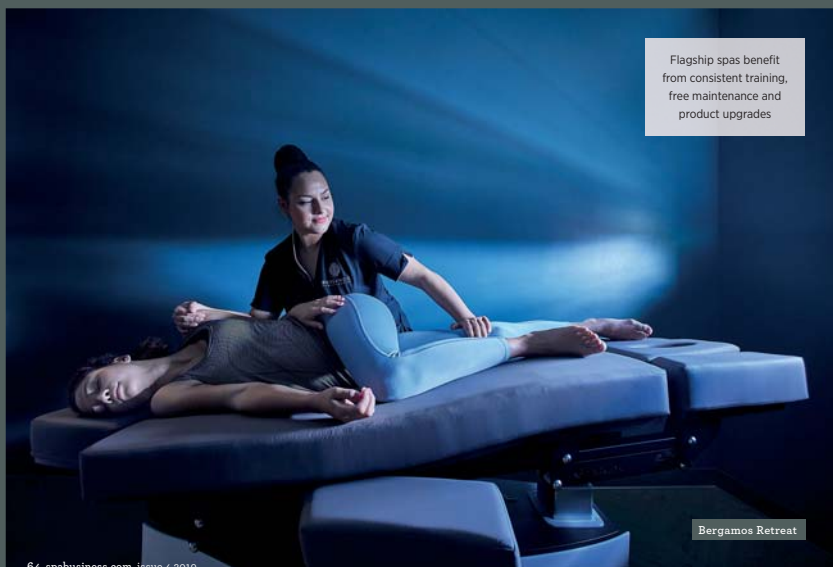
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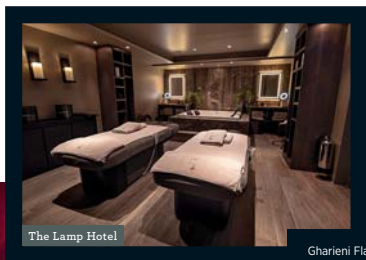
Gharieni expands partnerships with flagship spas

Spa equipment innovator, Gharieni, is partnering with leading spas around the world to showcase its products to clients in real world settings, as CEO, Sammy Gharieni, explains

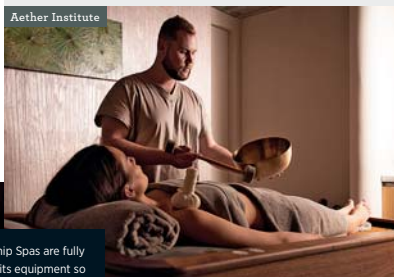


Flagship spas benefit from consistent training, free maintenance and product upgrades

Bergamos Retreat



The Lamp Hotel

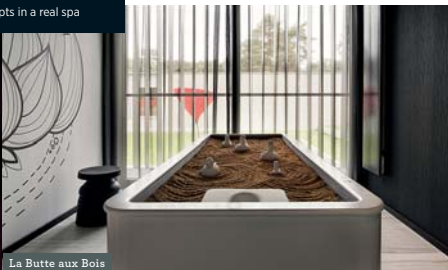


Aether Institute

Gharieni Flagship Spas are fully furnished with its equipment so clients can experience wellness concepts in a real spa



JW Marriott Turnberry



La Butte aux Bois

What's the vision and inspiration behind Gharieni Flagship Spas?

We've been collaborating with premium partners to take exceptional spas to the next level.

The idea behind our flagship spa is to create wellness facilities - fully equipped by Gharieni - where our clients can experience our wellness concepts in a real spa environment.

Under this arrangement, the spas benefit from constant training on new products, free maintenance and service and special product upgrades. That creates a win-win situation for all.

Why should spa buyers visit a Gharieni Flagship Spa?

It's difficult to fully appreciate the potential of our equipment on a trade show booth or even in one of our showrooms around the world.

We can demonstrate the functionality of our treatment beds, but it's more challenging to present the features which create the emotional journey, such as scent diffusers, integrated chromotherapy or brainwave entrainment tools like the SpaWave System.

Testing a spa table for a couple of minutes in a showroom is worlds

GHARIENI FLAGSHIP SPAS

JW Marriott Miami Turnberry Resort and Spa, Florida
Bergamos Retreat, Friendswood, Texas
La Butte aux Bois, Lanaken
The Lamp Hotel, Norrköping, Sweden
Aether Institute, Prague

LOCATIONS

USA
USA
Belgium
Sweden
Czech Republic

away from the experience of getting a 60-minute massage at a Gharieni Flagship Spa, but that's exactly what you need to do if you really want to appreciate the quality of our products.

What innovations are you showcasing?

All flagship spas need to offer a minimum of 10 treatment rooms to provide enough space to display a wide variety of Gharieni products.

All partner spas have a different focus when it comes to their spa menu, but besides our treatment tables, they use our high-end spa concepts like the Quartz concept, the SpaWave System, MLX Dome, the WellMassage 4D treatment concept or highlights from our HydroSpa Collection, like the Libra Edge horizontal shower experience.

Do these relationships inspire you to develop new concepts?

We're in permanent dialogue with our flagship spas, which enables us to react quickly to suggest upgrades. Each improvement we make goes directly into our development pipeline to improve our products.

Through the training we do, we also have lively exchanges with local therapists, who come up with new ideas and suggestions that help us create new wellness concepts or treatments.

We don't want to reveal too much yet, because 2020 is already just around the corner, but there are still a few surprises to come. ●

GHARIENI
www.gharieni.com

Four Seasons occupies the top 12 floors of the 60-storey Comcast Center, designed by Norman Foster



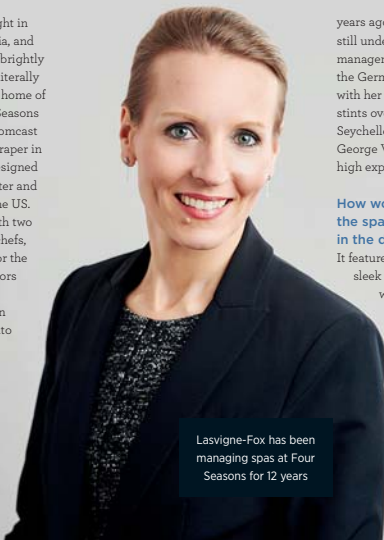
Crystal palace

A gem-themed spa brings some sparkle to the new Four Seasons Philadelphia which is housed in one of the tallest buildings in the US. Senior spa director, Verena Lasvigne-Fox, tells Lisa Starr what makes it such a significant opening

There's a dazzling new light in the sky over Philadelphia, and this one will be shining brightly for years to come, both literally and figuratively. It's the home of the sophisticated Four Seasons Hotel Philadelphia at Comcast Center – a 1,121 ft, 60-storey skyscraper in the heart of the city that's been designed by the world-famous Norman Foster and is one of the tallest buildings in the US.

The 219-bed hotel, complete with two restaurants from award-winning chefs, is a flagship, world-class facility for the group. It takes up the upper 12 floors of the building and at the top is a crystal-themed spa with more than 700 pounds of gems embedded into the walls, seven treatment rooms, an infinity pool offering amazing views and a fitness centre created in consultation with celebrity trainer Harley Pasternak.

Longtime Four Seasons spa leader Verena Lasvigne-Fox is steering the ship, having arrived at her lofty post two

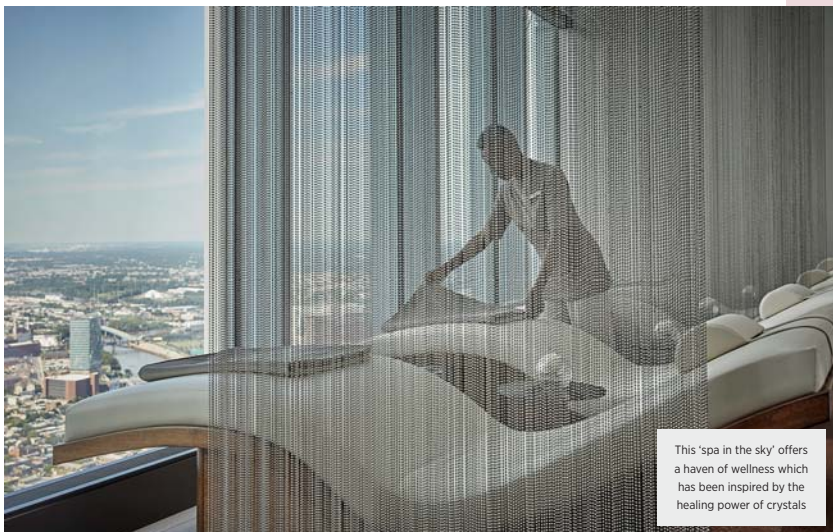


Lasvigne-Fox has been managing spas at Four Seasons for 12 years

years ago while the hotel and spa were still under construction. With 12 years' spa management experience under her belt, the German native moved to Philadelphia with her husband and two children after stints overseeing Four Seasons spas in the Seychelles, Marrakech, and the renowned George V in Paris. Here, she shares her high expectations for 'the spa in the sky'.

How would you describe the spa and how involved in the design were you?

It features an ambience of elegance, with sleek and modern décor, highlighted in warm tones of birch wood, metallic finishes and the spectacular artistry of fresh flowers by the world-renowned florist, Jeff Leatham. Our spa consultant Sylvia Sepielli completed this before I arrived, but the spa concept and menu development were left all for me... a wonderful playground, a chance to create something unique, exciting and healing.



This 'spa in the sky' offers a haven of wellness which has been inspired by the healing power of crystals



More than 700 pounds of gems have been used to decorate the spa



For me, it was very important to give the spa an identity and a soul, and I developed a concept around crystals. Many ancient healing traditions utilise crystals, yet they also underpin the technology of today - this building is the headquarters for telecommunications company the Comcast Corporation. It's clearly a yin and yang, the idea of high-tech versus high-touch.

How does the crystal theme manifest itself?

Crystals are present in our spa through different touch points like our signature therapies and crystal-enhanced water. All

seven treatment rooms are named after a specific crystal, which is used in the décor - we have over 700 pounds of gems embedded in the walls - each has a singing bowl and also aligns with a chakra point with appropriate artwork and colours. The third eye and crown chakra rooms are used for aesthetics, and the heart chakra room is used for couple's treatments.

But there's much more to the spa experience than that and all of these details could go unnoticed and unremarked upon. They simply help to create a space in which optimal wellness and healing can resonate around and within the guest.

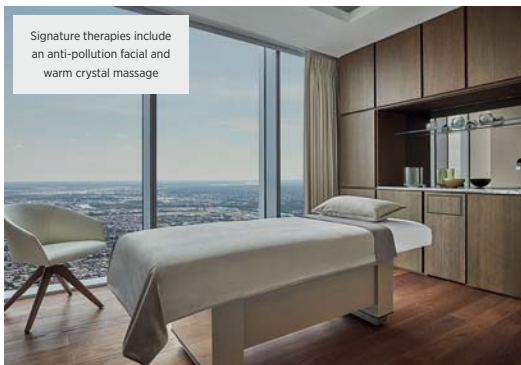
What are the most exciting treatments you offer?

I love the Warm Crystal Massage, which costs US\$195 (€175, £151) for 60 minutes, as it allows you to indulge in a full body massage while experiencing the healing properties of warm crystals and their respective oils: anti-stress, regeneration or harmony. In performing this holistic treatment, the therapist will adapt the pressure to best soothe your tired muscles, creating a very pampering experience, and concluding with gifting the guest with a crystal to take home. I've also become addicted to the

NEW OPENING



This is a flagship property for Four Seasons



- 75-minute Crystal Anti-Pollution Facial, which starts at US\$395 (€355, £307).

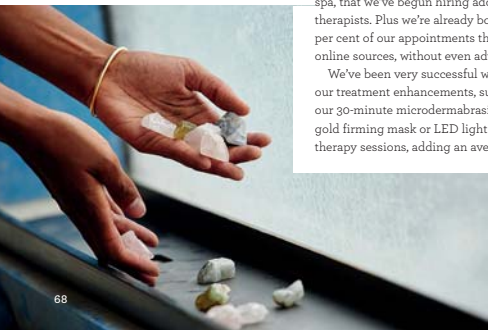
Dr Burgener Switzerland has created an anti-pollution collection exclusively for us which has cosmetic credibility and is ideal in an urban environment like Philadelphia. This treatment incorporates the scrub, which I love – it's unique, and a day cream.

We've had incredible feedback from our guests on these products and treatments.

What aspects of the spa are you most proud of?

First, I must mention my dream team of 29 therapists who are so passionate and committed to providing personalised experiences to our guests. I'm extremely proud of every single one of them.

Also, the unique elegance of the spa facility with its infinity edge pool on level 57. With a 30ft high ceiling, guests can admire expansive, panoramic Philadelphia views along with an invigorating swim or tranquil dip, and they can soak in the sunlight or gaze at bright city lights.



We've only been open two months, but there's already such an incredible demand for the spa we've begun hiring additional therapists

Additionally, the supportive brand partners that we've selected: Dr Burgener Switzerland, Dr Barbara Sturm for darker skin tones, Vitaman for male customers, May Lindstrom Skin's organic line and Côte nailcare. I also want to highlight, our crystal healer Rasha Bell from The Cristalline, a specialist crystal interior design and lifestyle company, whose knowledge and expertise has added a whole different level to our experience.

How's the spa performing so far?

We've only been open for two months, but our target audience of hotel guests as well as the local community have already created such an incredible demand for the spa, that we've begun hiring additional therapists. Plus we're already booking 15 per cent of our appointments through online sources, without even advertising.

We've been very successful with our treatment enhancements, such as our 30-minute microdermabrasion, gold firming mask or LED light therapy sessions, adding an average

of US\$31 (€28, £24) to more than half of our therapies. Our team really believes in them and their ability to deliver a better result for the guest.

Retail sales currently make up 18 per cent of revenue but I expect that to grow to 30-40 per cent. My vision for our lifestyle boutique was for guests to browse through an exclusive collection of curated items – from crystals and jewellery to designer swimwear – for themselves and others. Our spa products are the most popular, representing 70 per cent of retail sales.

How important are spas and wellness to Four Seasons?

Wellness isn't just about appearance or feeling good, it's about restoring and maintaining balance, physically and mentally.

Four Seasons' appointment of Harley Pasternak as global fitness advisor is an indicator of how committed our company is when it comes to wellness. From the beginning, Four Seasons as a company has supported Global Wellness Day, as we strongly believe that raising awareness for living a well life is important.

A luxury hotel without a spa is a rarity, and today Four Seasons is one of the largest luxury spa operators in the world. Our spa allows guests to immerse themselves in a haven of wellness and serenity, inspired by the healing power of crystals, and experience pure bliss in the clouds. ●



Lisa Starr is a senior spa consultant and trainer at Wynne Business
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POSITIVE {PICTURE}

The US spa industry continues to grow across key metrics and trends to watch include CBD, gen Z and the role of technology. Russell Donaldson takes a closer look at ISPA's latest research



It's been 20 years since ISPA launched its first study analysing the US spa industry

It's been 20 years since the International Spa Association (ISPA) launched one of the first studies to provide an outline of the US spa industry, particularly its size and growth. Back then, in 1999, there were around 4,140 spas located in North America which were generating US\$4.2bn (£3.8bn, £3.3bn) in revenues.

This year the 2019 ISPA US Spa Industry Study, carried out in collaboration with PricewaterhouseCoopers (PwC) and released at the annual ISPA conference in September, paints a positive picture of an industry going from strength to strength across all key metrics. This includes annual revenue which has more than quadrupled since the first study to exceed US\$18bn, making the spa sector the fourth biggest leisure

There are now 22,160 spas in the US, generating US\$18.3bn a year in revenues and employing 377,900 people

industry in the US behind health clubs, golf clubs and cruise ships respectively.

The study also aims each year to unearth some of the industry's emerging trends to help spa leaders get ahead on the 'next big thing'. With record participation from 700 spa directors and managers in the study this year, it allows for a comprehensive view into where the industry's leaders see growth.

The big five

With a backdrop of strong economic growth in the US in 2018, all of the study's famous 'Big 5' statistics – revenue, employment, locations, spa visits and revenue per visit – increased to record high figures (see Table 1). The 22,160 spas across the nation generated US\$18.3bn (£16.3bn, £15bn) in revenues, a rise of 4.7 per cent since 2017, and this has been attributed to a growth in revenue per visit which has gone up by 3 per cent and now sits at US\$96.5 (£86, £79.4).

The number of jobs in the industry has continued on an upward path. Total employment is estimated to have risen to

TABLE 1

ISPA 2019 US Spa Industry Study Big Five Statistics

	2017 (Year End)	2018 (Year End)	% Change
Revenue	\$17.5 billion	\$18.3 billion	4.7%
Spa visits	187 million	190 million	1.6%
Locations	21,770	22,160	1.8%
Revenue per visit	\$93.70	\$96.50	3.0%
	2018 (May)	2019 (May)	% Change
Total employees	372,100	377,900	1.6%
Full-time	170,900	172,000	0.6%
Part-time	173,900	178,500	2.6%
Contract	27,300	27,400	0.4%



TABLE 2

CBD Offerings Available in 2018

	All	Day	Resort/Hotel	Other
Yes	18%	16%	33%	18%
No, but plan to add in next 2 years	56%	58%	48%	48%
No, and no intention to add offering in next 2 years	26%	25%	19%	34%

377,900 as of May 2019, indicating a 1.6 per cent increase. In recent years, the part-time workforce has tended to grow more quickly than the full-time complement and the latest figures continue on this trajectory with spas employing part-time staff at a faster pace (+2.6 per cent) than full-time positions (+0.6 per cent). In contrast to previous years, however, the number of people employed on a contract basis went up slightly (0.4 per cent) in 2018.

CBD – the next big thing

Each year, study participants share insights on what they believe will be the next big new trend to shape the US spa industry. While the traditional notion of spas being sanctuaries for beauty

and pampering are still at play and these remain a prominent feature, the overarching theme from this year's data shows the role of spas in encouraging wellbeing. The industry believes its key mission is to provide services focusing on care of body and mind – from diet counselling, fitness and meditation to sleep therapy and energy work.

An overwhelming number of insiders predict a rise of cannabidiol products and treatments (CBD). While still in its infancy, CBD oil has burst onto the spa scene and 43 per cent of survey respondents said they felt it could become the industry's next big trend.

Almost one in five spas (18 per cent) had a CBD offering in place in 2018 (see Table 2), although the prevalence

varies considerably according to each region's legislative provisions, with spas in the north-west and south-west regions more likely to have a CBD offering than elsewhere in the country.

A clear majority of facilities which already have a CBD offering are incorporating it into massage treatments (86 per cent) or offering CBD products for sale as retail items (75 per cent).

Interestingly, at an overall level, more than half of spas (56 per cent) said they plan to add a CBD offering in the next two years. Of course, it's impossible to predict just how much CBD will grow as a trend, but if that statistic does develop into reality, it would see the number of spas with a CBD offering rise from 18 per cent now to 74 per cent by 2022. Were that to happen, ▶

56% of spas plan to add CBD treatments – an increase from 18% now to 74% by 2022

RESEARCH

- the early adopters could be in a lucrative position to capitalise on a new trend.

For a greater insight into how operators are embracing CBD treatments and products see the last issue of *Spa Business* magazine (SB19/3 p52).

Gen Z - up and coming

Another emerging trend that came through in this year's study was market expansion for spas through targeting new groups of clients, such as the male spa-goer, athletes or gen Z consumers. Among those groups, gen Z have been proving to be of particular interest to industry leaders. They're the consumers younger than millennials. Born after 1996, a sizeable number have already reached the age of majority, and as more start work and earn money, they'll undoubtedly become a crucial part of spas' customer base in the future.

The ninth edition of ISPA's Consumer Snapshot Initiative, published in June, highlights spa-goer habits across different age groups (see SB19/3 p74) and found that gen Z feel the least comfortable when visiting spas. The spa industry very successfully engaged with millennials as they transitioned to adulthood, so these findings serve as a timely reminder of the need to be relevant to gen Z as the 'up and coming' generation. The consumer snapshot suggests this is a group which prefers a shared experience - whether that's visiting with friends or, more obviously, with parents or family. A vital first step will be making a good early impression ensuring they feel comfortable during their experience, have their preferences heard, and ultimately feel welcome in the spa environment.



UNDERSTOCK

Gen Z will become a crucial part of the customer base for spas in the future

Gen Z consumers prefer a shared experience - whether that's visiting a spa with friends or family

Role of technology

Finally, the role technology plays in spas also came across as something increasingly shaping the industry. More specifically, it's worth looking at how it can be used to a greater extent to improve operational and customer service functions. Online booking is a good example.

All industries are constantly looking for ways to take pressure off more manual services through the use of technology. This year's study found that the vast majority (88 per cent) of spas had at least one online booking feature available in 2018. Having those features in place, however, does not necessarily mean they're used to their full potential. The generational Consumer Snapshot survey found that 70 per cent of spa-goers prefer to make an appointment over the phone or in-person at reception, compared to just 29 per cent online or using an app.

Considering just how much online booking has grown in other leisure industries such as travel and recreation, it's worth thinking how spas can make people

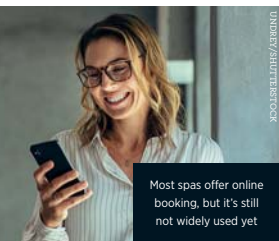
more comfortable with online booking to maximise the use of digital methods and ease the pressure on manual services.

Positive footing

Other potential emerging trends highlighted in the study include the role of mobile and in-home services, express options for time-constrained consumers and greater implementation of alternative and complementary treatments. Time will tell whether these come through more emphatically in future.

Many trends come and go, and some make more of a lasting impact than others, but the emergence of CBD, gen Z and the greater use of technology to improve the business are all proving to be significant talking points. Their lasting impact will only become known over time, but with the 2019 *ISPA US Spa Industry Study* highlighting an industry in a strong position, the spa industry is heading into the future on a positive footing. ●

A full copy the 2019 *ISPA US Spa Industry Study* is available at experienceispa.com. It's free to ISPA members or can be purchased by non-members for US\$800 (€724, £632).



UNDERSTOCK

Most spas offer online booking, but it's still not widely used yet



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Best foot forward



Brian Paris

Living Earth Crafts has created a bespoke solution for one of its top clients – a convertible foot massage table. We meet up with Brian Paris to learn more

Spa equipment designers and manufacturers Living Earth Crafts are known for their innovative pieces as well as their customer service, but sometimes, those two qualities intersect, creating products that are truly unique.

Since LEC mills and manufacturers solely within their own factories, they often build products specifically for the resort and hotel groups they do business with. So when Todd Hewitt, assistant vice president of spa for Shangri-La, approached the company about creating a product to expand their foot massage rituals, Living Earth Crafts was ready to act.

"Living Earth Crafts has always been known for our ability to build truly bespoke furniture for our clients," says Brian Paris, EVP of Living Earth Crafts. "We've been experiencing our strongest year ever in international sales, partly because we've worked so hard in recent years to deepen our relationships with our customers."

Hewitt and Paris worked together to strategize on a concept for a foot massage table, which was built specifically for the Asian market, where foot massage is an important part of any spa treatment – often



Paris and Hewitt worked together to create the Pan Pacific table



Todd Hewitt, assistant vice president of spa for Shangri-La

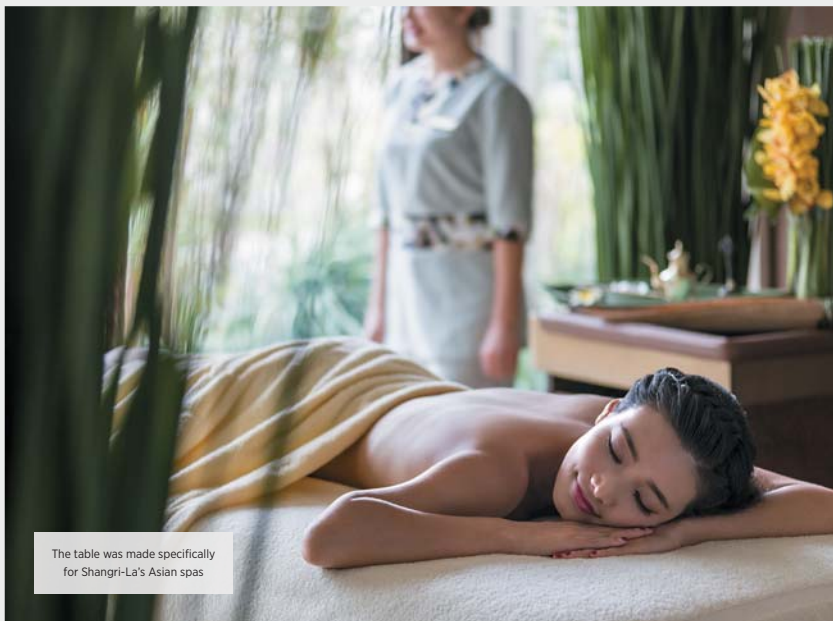
at the beginning of a spa ritual. Hewitt wanted a solution that would allow guests to enjoy a foot soak and massage from the same table as a traditional massage, making the transition from the ritual to the main treatment more seamless for the guest and therapist alike.

"Todd is a unique and brilliant spa strategist – he knows how to deliver exceptional services and is the ideal partner," says Paris. "It only took a few design sessions, and we started to create this beautiful table, working in harmony with his protocols and service standards."

The resulting product, created by the Living Earth Crafts design team, is the Pan Pacific Convertible Treatment

Table – a versatile, luxurious convertible couch with a plumbed foot soaking tub hidden beneath retractable cushions. The tub easily disappears under the table with the push of a button, meaning that after a foot massage or ritual, guests can relax back on the

{ Todd is a unique and brilliant spa strategist – it only took a few design sessions, and we started to create this beautiful table }



The table was made specifically for Shangri-La's Asian spas

plush table for the next part of their treatment.

The Pan Pacific also features LEC's Cloudfill upholstered slipcover; an embedded Caress self-adjusting facecradle; and whisper-quiet height adjustments and electric back-tilt, so it can be used for everything from Chinese foot massage to traditional massage, pedicures and manicures. Upgraded upholstery options are also available, as are flex arms, which allow the table to be used for seated treatments like pedicures.

"This was a piece specifically built for the Asian market, but it's the perfect example of Living Earth Crafts' ability to create a bespoke masterpiece for one of the world's most prolific and highly regarded spa operators," says Paris.

The product was so successful, Shangri-La is now rolling it out across all its spas around the world. "Living Earth Crafts is my go-to company whenever I need any spa equipment – whether traditional massage tables, pedi chairs or getting them to design something completely new on the market," says Hewitt. "Their customer service is outstanding, which is what has kept me as a loyal customer after all these years."

One of the reasons for that exceptional customer service may be that Paris has a unique understanding



The foot soak tub disappears under the convertible table

Creating extraordinary solutions has always been in the DNA of the company

of the clients' needs; before becoming a partner in Living Earth Crafts, he sold spa equipment, and before that, he was a Living Earth Crafts client.

"Living Earth Crafts has always been the innovator and listened to my needs," he explains. "Creating extraordinary solutions has always been in the DNA of the company. As a former spa director, it was vital to have unique, yet reliable furniture for my spa. As a builder and designer, there's nothing more enjoyable than helping create the perfect spa environment."

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spabusiness.com issue 4 2019 77

Wellness and medical tourism in Africa was a focus; Rupert Schmid from Biologique Recherche, a key sponsor (below)



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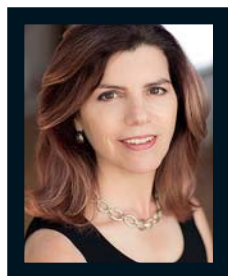
Out of Africa

Lisa Starr shares her highlights from the annual conference of the Spa & Wellness Association of Africa

Around 75 government officials, hospitality executives, physicians and spa operators from a dozen African countries convened in the sunny seaside town of Mombasa, Kenya in September for an annual industry conference organised by the Spa & Wellness Association of Africa (SWAA).

With the backdrop of the UN's Sustainable Development Goals which outline a plan of action for planetary health and wellbeing, and Africa adding 2030 and 2063 Agendas which focus on this, the 2019 SWAA conference was dominated by exploring the difference between medical and wellness tourism, and the status of those markets in Africa. "Tourism is on the rise [in Africa] and health is as important as it's ever been before," says Elaine Okeke Martin, president of the SWAA's board of directors.

While defined data is difficult to come by concerning many things African, it would seem that South Africa and Mauritius have more well-developed markets in wellness tourism, but Africa as a continent sees very little inbound medical tourism. Sukd Kalirai, a former UK spa industry representative at government level and current spa owner, shared some reasons for the scarcity of medical tourists including a lack of both standards



of treatment and supporting regulatory structures, as well as contracts and processes that meet global expectations.

However, progress is being made, and Dr Betty Radier, CEO of the Kenya Tourism Board, explained that ageing populations in advanced economies, urbanisation and an increase in time spent on leisure activities are factors driving health tourism in Kenya.

One issue flagged up by public health specialist Meelan Thondoo is the fact that African countries have enough challenges providing sustainable healthcare for their own communities, and that available funding should go towards that effort.

Having previously held director roles at Six Senses and Anantara, Naim Maadad, CEO of Gates Hospitality, moderated an excellent panel on the intersection between wellness and health tourism. The major theme emerging was that wellness tourism is typically elective and even recreational, while health tourism is often driven by need as well as economic factors.

Meanwhile, medical aesthetics were highlighted to spa operators, including live botox demonstrations. Isabel Roos of Isa Carstens Academy in South Africa explained the current framework of beauty certifications in this part of the sector.

Ancillary workshops engaged African spa operators with practical and actionable education. The well-attended events included two full-day spa management courses in Nairobi and Mombasa delivered by Wynne Business, Wellness for Cancer training delivered by Julie Bach, both sponsored by Biologique Recherche, and LCN nail training sessions.

The overall takeaway is that SWAA continues to bring high-quality educational and networking experiences to the spa and wellness operators in Africa. ●

Lisa Starr is a senior spa consultant and trainer at Wynne Business
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Chenot Palace Weggis offers icelab sessions to treat chronic inflammation, to relieve pain and to improve sleep quality

COOL CUSTOMER

Rainer Bolsinger, who heads up hotel and spa sales of icelab at Zimmer MedizinSystems, and icelab customer Chenot Group, explain how cryotherapy can be incorporated into your business

Spas exist to pamper guests in a luxurious and relaxing environment, but today's clients are seeking more than a quick fix. Today, the most successful spas are those that can deliver real wellness results with long-term benefits to their clients. At the same time it's vital for spas to be economical. Why not offer whole body cryostimulation, which can serve up to four guests at one time?

Ideal to combine with other spa menu offerings, group classes and leisure activities, whole body cryostimulation is the perfect upsale that can be offered without the need for additional staff.

Zimmer's customers include the Chenot Group. Dr George Gaitanos, COO and scientific director of the Chenot Group, talks about Chenot Palace Weggis, which will open in Switzerland in May 2020, and why they have chosen to work with icelab -110°C.

What services you offer?

We deliver medical wellness through hospitality. Chenot Palace Weggis is designed to offer unique Chenot programming and treatments that detox, energise and reset body and mind. Customised treatments serve the personal needs of our guests. The intention is to reset and to start a lifestyle, that promotes wellness and ultimately, enhances active longevity.

What's special about your business?

Consistency and connectivity are the key tenants of the Chenot philosophy. From the moment that a guest walks through the door, their whole being is evaluated by our team of health professionals, while in-house screening tests and state-of-the-art diagnostics allow for the personalisation of their programmes. There is continuous monitoring throughout the guest's transformational experience. This bespoke service is



Rainer Bolsinger

fundamental to our success. The staff is integral to the process to ensure the guests are listened to, valued and esteemed during their stay. This is what makes us leaders in the industry.

Why have you chosen to work with icelab

-110°C in your operation?

It can be combined with other treatments to maximise the wellness benefits for our guests. It's also pleasantly refreshing, psychologically enlightening, gives a glow to the skin, relieves pain and improves sleep quality. Under the instruction of a medical doctor, the whole body is progressively exposed to -110°C in the cold chamber for a maximum of 3 minutes. When performed regularly, this short treatment has long-term effects. ●

Chenot Palace Weggis is currently recruiting. View all job positions on: <http://lei.sr/54s6p>

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David Udell, group president of Hyatt Asia Pacific, and GWS chair Susie Ellis welcome delegates

UNSTOPPABLE

Despite a last-minute change of venue, the Global Wellness Summit returns to its roots in Asia – and looks ahead to a bright future. Jane Kitchen reports

Delegates to the 13th annual Global Wellness Summit had red scarves draped around their necks as they entered the conference at the Hyatt Singapore, a welcome ceremony designed to bring luck. Inside, GWS chair Susie Ellis and David Udell, group president of Hyatt Asia Pacific, welcomed attendees as giant crimson and gold dragons danced and shook their fantastical heads on stage while a percussion group drummed a deafening beat. It was an auspicious beginning indeed.

We were not supposed to be here; unrest in Hong Kong had forced the GWS team to relocate the conference to Singapore just two months before. Hosting the conference there, however, was a return to its roots of sorts as the idea of the Global Wellness Summit was first born at a conference in Singapore in 2005, when Ellis and other key industry executives saw the need to bring the global spa industry together for an international event.

This year saw 86 flags line the hall, representing the number of countries with attendees at the summit. Four new flags – Bahrain, Panama, Nepal and the Bahamas – joined the movement, and half of all delegates were first-timers.

In 2007 – the year of the first summit in New York – there were no statistics on the value of the wellness

industry, Ellis noted in her opening remarks.

Now, she said, “because of the numbers and the research, we’ve really showcased the opportunity. We’ve created an industry, an economy, and a movement that’s unstoppable. We’ve made wellness something people are really out to learn about and embrace.”

That the event was held in Asia was no accident; with wellness tourism poised to reach US\$1tn (€903.5bn, £771.7bn) globally by 2022, “no wellness tourism market is growing faster than Asia,” said Ellis. And while the GWS is international in scope, part of the remit for this year’s theme, ‘Shaping the Business of Wellness’, was to explore the ways in which the growing Asian wellness market will indeed change the way wellness business is done around the world.

The Asian century

Co-hosts Catherine Feliciano-Chon and Yoriko Soma each kicked off the conference with a keynote – Feliciano-Chon on the Asian Century, and Soma on the future of wellness in Japan.

Feliciano-Chon slapped some eye-opening statistics on the table: Asia boasts 60 per cent of the world’s population, and by next year, will have 50 per cent of the world’s middle class. “It’s been reported that Asian economies are set to be larger than the rest of the world combined, and drive 40 per cent of

Co-hosts Yoriko Soma (top) and Catherine Feliciano-Chon set the tone for the summit



GLOBAL WELLNESS SUMMIT 2019

OCTOBER 15-17 | GRAND HYATT SINGAPORE

Mickey Beyer-Clausen spoke about jet lag, while Amrita Banta presented research on millennials and gen Z

Amrita Banta presented research on millennials and gen Z



Delegates received red scarves, John Wood (above) wants to end illiteracy, and Irene Forte led a panel on next-gen leaders



the world's consumption," she said. "Simply said, Asia is on track to top 50 per cent of global GDP." And Asia has the ideal conditions for a wellness boom to take place, Feliciano-Chon went on to explain: a swelling population, an ageing population, declining fertility rates, critical environmental issues, looming health crises, and dense cities. "While the ancient Greeks and Romans may lay claim to the origins of wellness, Asia's ancient healing practices, our customs, our rich traditions, our youth, our modernity, our aspirations, and our ambitions will continue to influence the future of wellness," she said. "If you look at modern wellness today, you are seeing it through the eyes of Asia."

New frontiers

Udell spoke about the business of wellness at Hyatt, which was the host sponsor of the event. "We're working hard on making wellbeing a greater part of Hyatt's DNA every day," he said. "What we've learned from Mia Kyricos [global head of wellbeing at Hyatt], is that wellness is a road, and wellbeing is the destination - and our job is to partner with experts like all of you along the way."

Partnering is key in the wellness industry, and one such partnership is that between Six Senses and Timeshifter, an app designed to fight jet lag.

All delegates received a one-year subscription to the service in hopes that they'd trial it on their way to Singapore, and CEO Mickey Beyer-Clausen spoke to the audience about the long-term health implications of jet lag, which mirror those of shift workers. Beyer-Clausen said circadian neuroscience has come a long way in the past few years, and he predicts that soon we'll see things like jet lag reduction areas in airport lounges, and jet lag intelligent in-flight entertainment and in-flight meals. There is opportunity here for spas, some of which are already addressing the issue of jet lag - at the Rome Cavalieri, guests can choose a jet lag butler, while the Spa on Arrival package at London's Aqua Spa is made specifically for jet-lagged guests.

Viome CEO Naveen Jain suggested that it's not just jet lag services that are ready for change, but the entire healthcare system. "The healthcare system was designed at the time that we were dying from infectious diseases," he explained. "Now, we're dying from chronic diseases, the root of which is chronic inflammation." He suggested looking at what causes people to have these chronic diseases, and how food can be a medicine. "We really are going back to the future, but now we have the science," he said. "Ours is the generation that will solve this problem." And spas have an

If you look at modern wellness today, you are seeing it through the eyes of Asia



Bill Bensley gave a keynote and received the Leader in Sustainability award

► opportunity to help with this; the newly opened Longevity Health and Wellness Hotel in Portugal, for instance, specialises in anti-inflammation treatments (see p34).

Solving problems was a recurring theme at the summit, with keynotes from John Wood, founder of nonprofit Room to Read, on ending illiteracy, as well as architect Bill Bensley on environmental preservation and building sustainably in Asia. Bensley spoke passionately about his love for animals and his mission to rethink hospitality design, and was moved to tears when he was presented with the award for Leader in Sustainability after his keynote.

A fashion show created by Sloane Jesse, daughter of BuDhaGirl CEO Jessica Jesse, focused on re-using clothes from other eras, in a bid to tackle the environmental damage done by the textile industry, and the amount of clothes that wind up in landfill, while Noel Asmar, CEO of the eponymous uniform company, announced a plan to recycle old hospitality textiles, including uniforms, towels and sheets (see p15).

New numbers – new generations

Always a highlight, GWI researchers Katherine Johnston and Ophelia Yeung presented their latest data on what they've come to call physical activity (see p92), a departure from the word 'exercise', as the research has now created multiple sub-categories that look at everything from sports and active recreation to fitness and mindful movement. As Yeung remarked: "For most of human history, we had to move to stay alive. Now, all of the unwanted physical activity we have unloaded onto machines. In less than 100 years, we went from harvesting potatoes to *being* potatoes."



The GWI's Yeung (left) and Johnston

In less than 100 years, we went from harvesting potatoes to being potatoes



Wellness leaders recognised

The GWS honoured five leaders who've made exceptional contributions to the wellness industry. Clockwise from far left: architect Bill Bensley, Leader in Sustainability; Mia Kyricos, Hyatt's global head of wellbeing, Leading Woman in Wellness; Ronna Chao, chair of Novetex Textiles, Leader in Innovation; John Wood, Room to Read, Leader in Social Impact; Gerry Bodeker (centre of photo, bottom left), Leader in Furthering Mental Wellness.

With updated numbers from the research, Johnston and Yeung now value the global wellness industry at US\$4.5tn (€4.1tn, £3.5tn) and they also highlight numerous ways that spas and health clubs can encourage more people to get moving.

A presentation from Amrita Banta, managing director of Agility Research, featured new research on millennials and gen Z in China, prepared specifically for the summit. Banta revealed that for both generations, living a healthy life is a key priority – over money, career, personal enjoyment, finding love or having a family. "This is an audience that has already accepted the idea of a wellness lifestyle," she said.

Irene Forte, group project director for Rocco Forte Hotels, led an inspiring panel on next-gen leaders, and was joined by six other women under 40 who are shaping the business of wellness.

The emerging 50+

And while many are paying attention to this new, younger demographic, older consumers were a focus of the summit as well. David Harry Stewart, CEO of Ageist, spoke about the new emerging 50+, calling them "the most powerful, most discerning consumer in human history". Stewart said that because people today are living longer and investing in their personal wellness, "a 50-year-old can believe that they're only halfway through life, and they can envision a 2.0 version of themselves."

Dr Chris Renna, founder of LifeSpan Medicine, spoke about rejuvenation medicine, including fisetin, an inexpensive compound derived from plants that can help ►



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► the body get rid of senescent cells – cells which have lost function as they've aged and can affect neighbouring cells by secreting pro-inflammatory molecules. He also detailed how nicotinamide adenine dinucleotide, or NAD⁺, can help increase energy inside the cells, which can help the ageing process. "Energy helps our dynamic system avoid entropy and keeps cells organised and efficient," he explained. "The more energy we have, the more energy we can create, the more functional we will be – and if ageing is defined as the loss of function over time, the younger we will get."

Dave McCaughan, founder of Bibliosexual, reported that nearly 600,000 people are projected to be centenarians by 2025, and that in every Asian country, the fastest-growing demographic is between 65 and 80.

Even aibo, the AI dog from Sony who paid a visit to the summit, is focused on being an electronic companion as people age. His creators have found that the companionship has a positive effect on the immune system of the elderly and those with dementia.

J-Wellness

Soma opened the summit with a talk on 'J-Beauty' and 'J-Wellness' – a boom in Japanese wellness tourism due to a surge in inbound visitors and a renewed interest in the country's hot springs and onsens. "J-Wellness is a bridge between new thinking and tradition, and between science and wellness," she said.

The incredible benefits of the Japanese tradition of shinrin-yoku, or forest bathing, were revealed by Dr Qing Li, president of the Japanese Society for Forest Medicine at the Nippon Medical School. Dr Li led the audience through studies which have shown not just the many ways it has been proven to benefit anxiety,

depression, anger and fatigue, but also forest bathing's use in fighting hypertension, cardiovascular disease and stress. Some particularly impressive research Dr Li has done showed an increase in NK cells – or natural killer cells, known for their anti-cancer properties – that lasted 30 days after a forest bathing session.

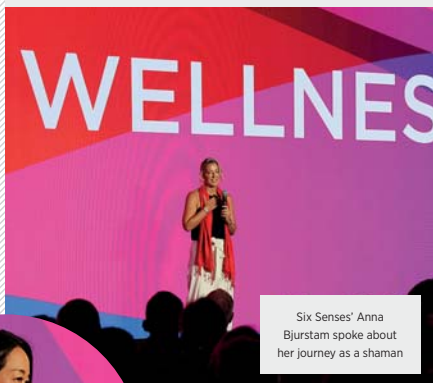
Miwako Date, president and CEO of Mori Trust Company, which operates 100 properties in Asia, looked at the wellness investment climate in Japan. "There's a shift and focus towards employee health management, and an understanding that business performance is influenced by employee wellbeing and satisfaction," she said. "Caring for employees' wellbeing and health is essential for productivity, and providing a comfortable workplace will encourage innovation and productivity."

Mind, body and soul

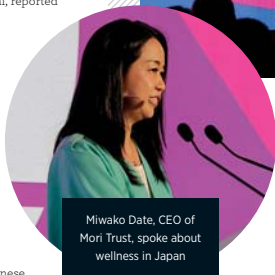
The spiritual side of wellness was also explored, through everything from shamanism and sacred geometry to gong healing. "People are wanting to go deeper than they ever have, to connect with something bigger," said Anna Bjurstam, wellness pioneer for Six Senses, who spoke to delegates about her journey as a shaman. "We need wellness, but we also need energy medicine."

Guests staying at the Hyatt could opt for an evening gong-healing session each night, but the entire audience was also treated to a session at the end of day 1 by Martha Collard, CEO of Red Doors Studio in Hong Kong.

Professor Martin Palmer – who advises the UK's Prince Phillip on all things religious – spoke about the connection between faith and wellness. "We have



Six Senses' Anna Bjurstam spoke about her journey as a shaman



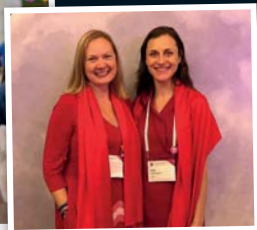
Miwako Date, CEO of Mori Trust, spoke about wellness in Japan

Caring for employees' wellbeing and health is essential for productivity



Clockwise from left: Dave McCaughan on ageing consumers; professor Martin Palmer talks about faith and wellness; Dr Qing Li explores forest bathing





Food and dancing: the other side of wellness

One of the most important facets of the Global Wellness Summit is the networking, and this year was no exception. In addition to the conference's many networking breaks, delegates were treated to 'Makan Mania', an evening exploring Singapore's hawker food scene, as well as a night of dancing in the Grand Hyatt Ballroom.



► these great traditions that feed into much of what you do as wellness, and it's mind, body and soul," he said. Palmer quoted from Daoism, the Upanishads, the Bible, the Torah and more, and also explored the relationship between faith and the environment.

Finding passion in wellness

Passion stories throughout the summit had wellness industry icons sharing what was important to them personally in wellness. Marc Cohen, founder of the Extreme Wellness Institute, shared his story of redefining himself at age 55, while Melissa Gelula, co-founder of Well+Good, talked about the importance of taking a vacation from wellness. And Jeremy McCarthy, Mandarin Oriental's group director of spa and wellness, read a letter he wrote to his two young sons on growing up well in Hong Kong, where he predicted: "The health challenges you face will most likely be diseases of affluence," and worried about the effects of today's fast-paced, digital age. "I can't help but feel that my job is to shield you from this new digital landscape and instil in you the values of what it means to be a non-digital human," he said. "I want you to learn how to use your mind and your heart as a human first, and then bring that humanity to the use of technology later."

Delegates were also treated to a samurai presentation from Nash Siamwalla, founder of The Zen Solution. We're all samurais he said, going on to remind us to take care of ourselves before we take care of others.

Peggy Chan, executive chef and founder of Grassroots Pantry, a vegan restaurant in Hong Kong, talked about the connection between food, health and sustainability, and how her passion for plant-based food and a desire to help the community led her to open her successful restaurant, which stands out as an example of high-end, healthy cuisine.



Veronica Schreibeis Smith on the importance of architecture; a samurai demonstration from Nash Siamwalla

We come from many cultures, but we're all in this race together

Conscious capitalism

Veronica Schreibeis Smith, CEO of Veronica Iconica Architecture, invited us to demand more from our architecture. "We come from many cultures, but we're all in this race together," she said. "What we design better be good, and be good for us."

The idea of doing good while doing good business was key throughout much of the conference, from Bill Bensley's mission to put sustainability at the heart of all hospitality design, to Neil Jacobs discussing how Six Senses' wellness programming was key

to the brand's recent sale to IHG for US\$300m (£231.6m). Jacobs revealed Six Senses' plans to have 50 hotels within the next five to six years, up from its current 19 in operation now. Six Senses Place will be the brand's first urban club in New York when it opens next year, and will feature not just a spa and health club, but restaurants, bars and gathering places, all driven by wellness.

And Fred Tsao, founder of Octave Institute, which runs Sangha Retreat - part of China's first wellness community - spoke about holistic wellness, the quantum world, and a new era of wellbeing. "There's a silent wellness revolution in China that's not showing up in the wellbeing market yet, but it's happening in the leadership of China," he said. "This industry can save the world, and the world is at a crossroad. They want it, they need it and they're desperate for it. What we need is conscious capitalism."

He called on those in the industry to help change the conversation. "It's our responsibility to help people to understand - wellbeing is an alignment unification process. It's a journey, not a destination. It's a world view, and it's a way of relating - especially inside ourselves." Tsao urged all of the delegates to go on that journey themselves. "Be the industry we promote," he said, "and we can change the world". ●



SAVE THE DATE Next year's Global Wellness Summit will be held in the Middle East for the first time in Tel Aviv, Israel on 10-13 November



Peggy Chan, founder of vegan restaurant Grassroots Pantry, and Six Senses CEO Neil Jacobs



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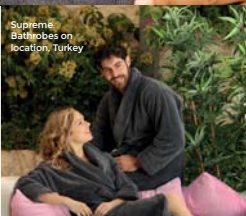
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Rupert Schmid and Pierre-Louis Delapalme

SKIN DEEP

Biologique Recherche has spent the past 40 years developing technology and products to understand the skin on an individual level. Pierre-Louis Delapalme and Rupert Schmid tell us about the Parisian brand's latest innovations



The Skin Instant® Lab is a medical device that analyses, diagnoses and prescribes treatments

Biologique Recherche has built its business on the concept of personalisation. Can you explain how this works?

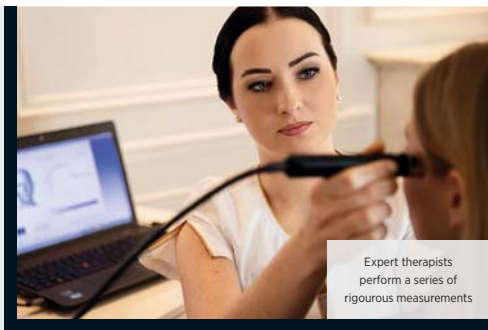
Pierre-Louis Delapalme: Everyone is talking about personalisation today, but we started focussing on personalisation 40 years ago. So for 40 years, we have slowly built a sophisticated methodology, adding new products to make sure that we cover all possible skin issues and problems. When you have 40 years + to develop personalisation, then it gives you the time to reach a certain level of sophistication.

Rupert Schmid: The Skin Instant® Lab, which we've had for five years, was a major breakthrough in the industry. It's a medical device, which analyses, diagnoses and prescribes products and treatments. It's a three-step methodology, which starts with a cosmetological evaluation of the skin by our expert therapists, which is then followed by a series of rigorous measurements using the Skin Instant® Lab. Five probes are connected to a computer, and can measure moisture content, transepidermal water loss, skin elasticity, melanin and sebum content.

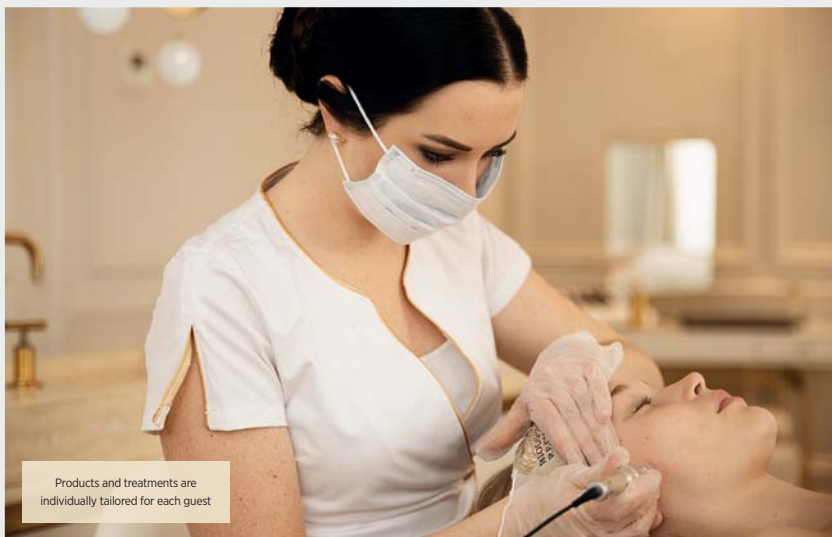
The combination of all these things generates a personalised dermocosmetic file, which will recommend a selection of Biologique Recherche products and treatments specifically tailored for each client. Guests love that we give them the tools to be involved actively in their treatment. Every step, we select the right product for the right diagnosis, so the possibilities are endless. Because of that, we get results.

P-LD: The diagnosis is where we try to innovate - this year we added a visual app, which takes pictures and measures the pores, skin pigmentation, and the length and depth of wrinkles, so it's really another angle on the skin.

Every time the guest comes to us, we assess their skin and identify how it's changed. Your skin will change every time you come back to us, depending



Expert therapists perform a series of rigorous measurements



Products and treatments are individually tailored for each guest

on stress, what you eat, hormonal cycle – there are so many reasons why your skin can change. Biologique Recherche spas keep a personalised history for each guest, monitoring the changes over time so that recommendations can be dynamically adjusted for a long-term treatment programme.

Why is it important to have such a deep level of understanding of the skin?

P-LD: Many people think the cosmetic industry is an ingredient battle – what's new, what's best etc. We work a bit differently, because a main source of inspiration is understanding the skin's functioning. This is very important, because one of the mistakes that can be made is that you only select ingredients to treat the problem, but you might miss the cause of the problem. Our formulations have the highest quality active ingredients, and high concentrations – usually over 20% – of botanical, marine and biological extracts. We try to be as rigorous as possible in getting the full picture, and that's why our formulations are so complex – because we really want to treat not only the symptoms but also the root cause. Treating the root cause is very different, and requires different actives.



Formulations are complex and have the highest quality active ingredients

What we hear from a lot of our customers is that they feel the methodology has really transformed their skin. They see the difference – they see their skin coming back to life. Once they've rediscovered their skin, they're a little bit hooked.

You invest heavily in research and innovation. What are some of the newest things you're offering your customers?

P-LD: We're launching our own DNA testing methodology in January 2020, 'My Beauty DNA', which measures what you cannot see: the skin you are born with. Science used to think that 25% of your skin was controlled by DNA, and 75% by your life conditions; now,

the studies suggest it's more like 50/50, so DNA is actually a big part of skin health. 'My Beauty DNA' is a tool for prevention; if you can identify issues early on, then you can change the skin's condition.

It's a simple saliva test, and the results are sent to the spa, where the therapist can read them and be able to say exactly what the strengths and weaknesses of that person's skin are from their DNA. The therapist combines this information with the testing on our machines and recommends products and treatments specifically for that guest.

RS: This is a programme that is devoted to people who are really involved in understanding the skin. The future of beauty will rely on knowledge and experience. And knowledge and experience is something you do not get overnight – that is why we invest heavily in training and technology. We want our therapists to have the tools and the knowledge to understand the skin and the treatment options. We really believe that we're just at the beginning, and that our experience of the past 40 years, always developing new products and new diagnostic methodology, puts us at the forefront of innovation.

<http://www.biologique-recherche.com/>

*Eligibility: 'My Beauty DNA' will not be available if its use violates any local, state or national applicable law or regulation in the jurisdiction of residence

91

on the move

A new study shows the global physical activity market is worth US\$828bn. But what are the emerging trends and what does this mean for spas?

A s spas around the world continue to embrace wellness, the more important physical activity is to their offering. By their very nature, spa-goers are interested in health.

They come for a massage or facial to not only look good, but to feel good. Chances are they also keep fit in some way and they expect to see the latest workouts and innovations they're accustomed to when they visit. It's prudent, therefore, for spa operators to get an idea of the physical activity market – where it sits within the wellness arena, what the emerging trends are and what initiatives could encourage more people to move.

SIZE OF THE MARKET

Cue a new study by The Global Wellness Institute (GWI). *Move To Be Well: The Global Economy of Physical Activity* was released at the Global Wellness Summit in Singapore in mid-October (see p82) and shows that the physical activity market is valued at US\$828bn (€752bn, £655bn) and that it's expected to reach US\$1.1tn (€1tn, £870bn) by 2023.

The market is made up of six sectors: sports and active recreation (US\$230bn); fitness and gym (US\$109bn); mindful movement (US\$29bn); apparel/footwear (US\$333bn); equipment/supplies (US\$109bn); and fitness technology (US\$26bn). Significantly, it's the second largest market in the global wellness economy (see Diagram 1) which now jumps to US\$4.5tn (€4.1tn, £3.5tn) in value with the new data.

“

Physical activity is the second largest market in the global wellness economy, which now jumps to US\$4.5tn in value with the new GWI data

North America is currently the world's largest physical activity market, but it will soon be overtaken by Asia-Pacific



JLIDENNA/SHUTTERSTOCK

“Given our frenetically-paced, stressful, sleepless and chronic-pain-plagued world, GWI expects the mindful movement sector to skyrocket... predicting an increase of 12.4 per cent annually

MINDFUL MOVEMENT

The mindful movement sector - which includes yoga, pilates, tai chi, qi gong, stretch, barre, Gyrotonic, etc - perhaps has the most affinity with spas. Of the world's population, 3.8 per cent now regularly participates in mindful movement, spending US\$101 a year on average.

Currently, it's the second smallest sector in the physical activity market, yet given our frenetically-paced, stressful, sleepless and chronic-pain-plagued world, GWI expects mindful movement to skyrocket. In fact, it predicts it will become the fastest-growing sector, increasing 12.4 per cent annually and jumping from a US\$29bn market in 2018 to US\$52bn by 2023.

Breaking the sector down further, yoga is the biggest in terms of participants and value (165 million and US\$16.6bn), followed by tai chi and qi gong (94.7 million and US\$5.4bn) and pilates, barre and other modalities (28.9 million and US\$6.7bn).

The US is by far the largest mindful movement market in terms of participation rate (17.7 per cent) and expenditures (US\$10.4bn), followed by China (US\$5.8bn), Japan (US\$1.9bn), Russia (US\$1.3bn) and Germany (US\$1.2bn). Other countries with high participation rates include Australia,



Globally, 3.8 per cent of people practice mindful movement and spend US\$101 a year on it

Canada, Denmark and New Zealand (all over 10 per cent). Although the sector is concentrated in wealthier countries at present, the report says "practices are spreading fast throughout the world".

Fitness tech is another sector which spas can potentially tap into and should be paying attention to. Technologies make exercise more fun, affordable, personalised, portable, social, gamified and trackable and are experiencing an extraordinary uptake by consumers all over the world - even in countries that don't have developed gym/fitness offerings. GWI marks this as the second-fastest-growing sector in the overall physical activity market and expects it to grow by 8.6 per cent a year to reach US\$39.8bn by 2023.

WHERE IN THE WORLD

Ninety per cent of the world's spending on recreational physical activities takes place in North America, Asia and Europe (see Table 1). Globally, spending averages US\$306 per participant per year: US\$136 on activities and US\$172 on equipment, apparel/footwear and technology. That number may seem low, but the study captures a broader range of physical activities than the US\$200 a month elite gym membership or US\$35 spinning class out of reach for most of the world.

In the future, the report predicts the physical activity economy will grow 6.6 per cent annually from 2018-2023, to surpass US\$1.1tn. It says Asia-Pacific will

RESEARCH

► overtake North America as the largest market, accounting for 40 per cent of all global growth. China and India together will drive nearly one-third of growth, while the US will account for one-quarter.

Market size and the highest rates of recreational physical activity participation don't often correlate, and the report looks at what percentage of the population of 150 nations regularly take part in sports and active recreation, fitness or mindful movement. Australia and Taiwan lead the world with 84 per cent recreational physical activity participation rates. Interestingly, when you compare the happiest nations from the 2019 *World Happiness Report* to the countries with the highest rates for recreational physical activity, there's very striking overlap. Fourteen nations make both top 20 lists, with Nordic countries such as Norway, Iceland, Sweden, Finland and Denmark all ranking in the top 10 for "happiest" and most physically active. The movement and "mood" connection seems powerful.

MIND THE GAP

Despite the ever-increasing consumer spending on physical activity, the report highlights that expenditure is "not necessarily the solution to the global crisis of physical inactivity"



and that up to two-thirds of adults lead sedentary lifestyles according to the World Health Organization.

From a public health perspective, the aim is simply to get more people more active, more often – regardless of whether they spend more money while doing so. Yes innovations – from apps and US\$100 fitness bands to a US\$2,500 high-tech treadmill – can enhance the exercise experience, but they also remain out of reach for large swaths of the world's population.

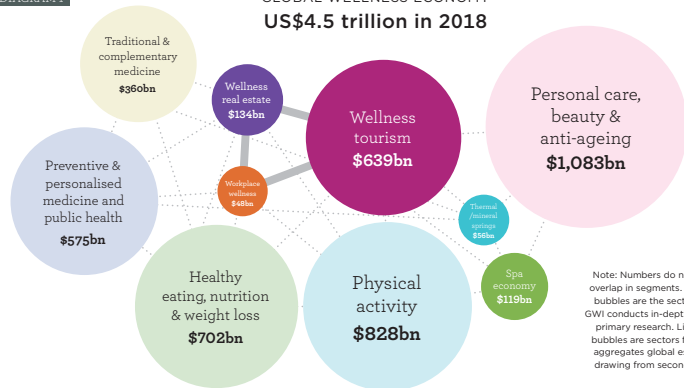
In fact, we do not have to spend any money at all in order to be physically active and stay healthy, especially when we have access to good parks, recreation, and outdoor amenities, and when we get

enough "natural movement" in our daily lives. Government investment in public infrastructure, parks, outdoor gyms, school programmes and physical education, is critically important in this respect. But GWI firmly believes that both the public and private sectors – including spas and fitness centres – must work together to address the physical inactivity crisis.

The solution lies in addressing the major barriers to physical activity and GWI reviewed over 75 studies and surveys across 60 countries to identify the problem areas. Among adults, the top reasons for not engaging in physical activities are: lack of time; lack of interest; physical or health conditions; and lack of motivation

DIAGRAM 1

GLOBAL WELLNESS ECONOMY US\$4.5 trillion in 2018



Note: Numbers do not add due to overlap in segments. Dark coloured bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light coloured bubbles are sectors for which GWI aggregates global estimates only, drawing from secondary sources.

Source: Global Wellness Institute

There are huge opportunities for businesses to get more people active – beyond the affluent urbanites, the young and the already healthy

TABLE 1
The regional picture:
market size & spend per participant per year

Region	Market size	Annual spend
North America	US\$282.7bn	US\$1,345
Asia-Pacific	US\$240.4bn	US\$176
Europe	US\$225bn	US\$528
Latin-America/Caribbean	US\$42.2bn	US\$176
Middle East/ North Africa	US\$22.6bn	US\$181
Sub-Saharan Africa	US\$15.3bn	US\$45

Spas can use fitness tech to make exercise more fun, personalised and sociable

or habit. Among younger people, the main reasons are: lack of time; lack of convenient facility or activity near home; not having fun; and prefer to do something else.

The full 180-page report provides numerous examples of innovations, new business models, and public policy initiatives that can help overcome barriers to physical activity, increase participation, and extend the many benefits of movement to more people around the world. Some of the approaches most relevant to spas are summarised below:

Mitigating time constraints and increasing convenience by using apps and digital services to enable workouts on demand; or via the fitness-hospitality nexus which makes it easier for people to exercise when travelling.

Making physical activity a daily habit by offering workplace wellness initiatives which incorporate physical activity into work days.

Making physical activity fun and appealing by introducing things like 'dance as exercise'; by incorporating technology to make fitness enjoyable and

For free access to the full 180-page *Move to be Well: The Global Economy of Physical Activity* report, visit www.globalwellnessinstitute.org



rewarding; or by building connections with leaders, teams, tribes, and communities.

Enabling movement in all physical conditions. Most businesses today serve people who are already active or capable of conducting physical activity, excluding those who find it difficult to participate such as people with physical conditions related to age, medical conditions, disability, injury, etc. There are opportunities to serve this population from mainstreaming therapeutic and recovery fitness to tapping into the grey market or working on exercise as a prescription.

Embedding physical activity in the built environment – take a look at the wellness real-estate model for example.

Making physical activity affordable and accessible to everyone by introducing high-value, low price fitness options; by making spaces safe and comfortable for women; and by recognising the importance of small businesses in serving communities.

In summing up the findings of the research, GWI senior researcher and report co-author Ophelia Yeung says: "This new global data stream is meant to encourage business leaders and policy makers to see physical activity as a comprehensive sector, and one that's critical in supporting lifestyles that are crucial to good health.

"Yes, physical activity has become a massive US\$828bn commercial segment, but the conundrum is that sedentary lives, obesity and chronic disease are all exploding right alongside it."

Katherine Johnston, also a GWI senior researcher and co-author, concludes: "When people think 'fitness industry' they think gyms, boutique studios, yoga and fit-tech like wearables, but there are so many ways we can exercise to stay healthy – from playing sports to dancing to biking to work. And there are huge opportunities for businesses to get more people active – beyond affluent urbanites/suburbanites, the young and the already-healthy." ●



SpaSoft is just so much more efficient and has been a real time saver for us. Prior to using SpaSoft, it used to take us about 48 hours to complete our inventory. This now only takes us six hours, and we're still finding ways to reduce this time

Kristi Dickinson, director of spa and wellness, Rancho Valencia

SPASOFT

Onwards & upwards

SpaSoft Spa Management System represents a fully-integrated, dynamic activities management and scheduling software used by more than 65 per cent of the world's five-star spas.

SpaSoft also supports a robust interface library to integrate with your existing systems. The enhanced integration between SpaSoft and multiple PMS systems will help your team save time, remove the possibility of human error and create an elevated guest experience.

True Innovation

At SpaSoft, we're always looking for ways to enhance and improve our leading spa management software. We truly believe in always moving forward and never standing still. With that being said, new features and functionalities have been added to the already robust solution, providing a more complete spa management solution overall that will impress your guests.

In addition, SpaSoft continues to modernise its software by enhancing the overall cloud capabilities, offering greater mobile functionality in the process.

Centralised Dashboard

With the new and improved Control Center within SpaSoft, all utilities are located in a single, centralised location. This enhancement truly simplifies the usability and makes it

easier for spa managers to access and use the information in the system.

Key functionalities such as automatic email and text messaging, KPI reports and data imports can all be completed within the application directly from the Control Center. Group booking capabilities have also been further enhanced, allowing groups to be managed through a seamless Excel integration, creating a more efficient booking process for hotel staff.

Online Booking Updates

SpaSoft's Online Booking Engine generates an immediate return on investment through its 24/7 booking window, available directly from your website with its effortless user interface. The SpaSoft Online Booking Engine now supports Secure Payment Solution (SPS) with PXP Financial. With this,



only secure tokens are forwarded to the SpaSoft system, therefore, cardholder data never enters your network or passes through SpaSoft. Secure tokens are stored within SpaSoft and cannot be decoded by the application or any user.

Customisation Enhancements

SpaSoft now provides the ability to customise the booking website to use non-spa revenue centres or special activity types. Your guests can now book pool cabanas, water activities and much more through the same online booking engine. Other capabilities include label customisation, all-day availability, disabling gender preference, treatment duration display, and more. ●

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spa business uniting the world of wellness

Monetising

From selling beauty products, gift cards and memberships online to targeted communication, how are software companies helping spas to monetise their relationship with customers?

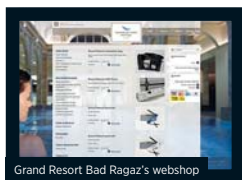
Today's tech-savvy consumers represent a large and influential market and the latest figures from the United Nations show that global e-commerce grew by 13 per cent in 2017, hitting an estimated US\$29tn (€26.5tn,

£23.4tn). But with spas up against e-commerce giants like Amazon, which is starting to operate in the pro-beauty retail space (see SB16/4 p56), the landscape is a competitive one. Help is at hand, however, in the form of software companies offering spas the technology to navigate the market, opening up new ways to interact with clients to enhance their guest experience, while at the same time helping to monetise the relationship.

SETTING UP SHOP

Selling beauty products and other branded accessories – think anything from mugs to loungewear – to customers online is a particularly exciting way for spas to generate extra revenue. Yet, this function is still very much in its infancy with only a handful of operators such as Canyon Ranch, Golden Door and Deep Nature setting up their own webshops.

At present The Assistant Company (TAC) is one of the only spa software providers to offering this functionality through its integrated, responsive webshop. MD Günther Pöllabauer says: “Grand Resort Bad Ragaz in Switzerland



Grand Resort Bad Ragaz's webshop

uses our TAC Webshop where they offer various products. The software can link the online product sales up with the in-house stock levels. When only a few products remain, an alert message is generated.”

Leonie Wileman, COO of Premier Software, says her company is currently developing this capability for the future. She adds: “The demand for software which enables visitors to be able to book spa days, appointments and classes is in much higher demand than selling beauty products online. However as spas diversify and expand their online capabilities, the need for an e-commerce function will become a ‘must-have’ feature.”

OPEN ALL HOURS

The most obvious e-commerce platform for spas is online booking, the preferred method of booking for up to 25 per cent of spa-goers, according to a new ISPA study (see SB19/3 p74). It enables spas to book at anytime, whether the doors are open or closed, yet it's something that many operators still haven't embraced.

Frank Pitsikalis, founder and CEO of ResortSuite, says: “Built on a guest-centric technology platform, ResortSuite Spa allows guests to choose their services,

By integrating our software with our payments partner, CardConnect, spas can securely store clients' credit details

JEFF DICKERSON,
DAYSMART SOFTWARE



Canyon Ranch is one of only a few operators offering online retail

As spas expand their online capabilities, e-commerce options will become a must



We've seen an increase in quantity of sales online, as well as in the overall revenue average per gift card sold

MYLISA HENDERSON,
SCANDINAVE SPA BLUE MOUNTAIN



Scandinave Spa Blue Mountain, Canada, uses ResortSuite software

spa treatments, activities and dining reservations while enjoying a simple, intuitive and quick online booking process using a single electronic payment. This not only allows guests to easily book their entire experience in real-time, but also enables spas to generate revenue 24/7. Our solutions allow spas to showcase everything their property has to offer in ways that are easily accessible and engaging to the modern generation."

Premier's Wileman agrees with this sentiment: "Core by Premier Software has been developed as the complete business software solution and includes multiple functions to enable spas to boost their revenues 24/7."

She adds: "Online is our most advanced sales tool as it enables spas to sell spa days, packages and memberships, among

other offers. One of our large independent spas witnessed a 20 per cent rise in spa bookings in its first month of installing Online, and this is steadily increasing"

GIFT FOR ALL

Being able to explore and easily book and buy everything a spa has to offer in one place using a single online transaction is key to e-commerce says Pitsikalis, adding that gift cards and certificates are a great revenue stream.

Mylisa Henderson's use of ResortSuite WEB to sell gift cards online has proved highly successful. The director of sales and marketing at Scandinave Spa Blue Mountain in Ontario, Canada, says: "The purchaser receives their gift card email immediately, regardless of whether

the purchase was made during or after operating hours and they also receive a separate receipt email. We've seen an increase in quantity of sales online, as well as in the overall revenue average per gift card sold. It's also reduced our phone calls to order gift cards together with our postage and delivery costs. The online store also gives international customers a one-stop solution regardless of time zone."

Jeff Dickerson, CEO of DaySmart Software, makers of Orchid Medical Spa Software, says there are a number of ways spa operators can derive more revenue from customers: "One of our most commonly used methods is the ability to sell and manage spa gift cards. By integrating our software with our payments partner, CardConnect, spas can securely store clients' credit card details on file." ▶



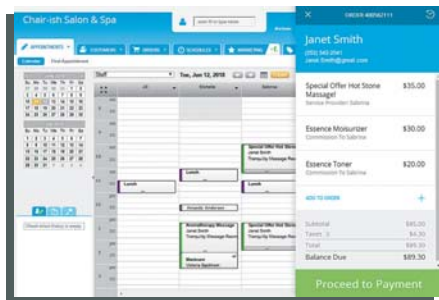
Customer engagement is the key to monetising, says iSalon's Alice Smithson

► He adds that this also “enables the sales of memberships to more active clients; a great source of passive recurring income.”

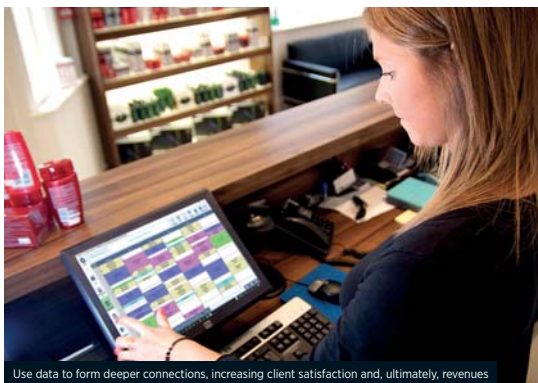
TAC has found the main drivers to boosting clients' revenues to be gift certificates as well as the real-time online booking. Pöllabauer says: “Our Webshops allow our clients to extend the opening hours of their shops virtually, a huge boost to profit, with purchases and bookings made throughout the night. Our TAC software is like a toolbox, depending on a spa's needs, different options for maintaining the relationship with its customers are possible such as membership cards, special rewards or gift certificates.”

TOUCHPOINTS

Spas can create additional revenue by providing software solutions that engage with customers and collect data about their preferences at every touchpoint



Book and pay for memberships, gift cards and products with Mindbody's Booker



Use data to form deeper connections, increasing client satisfaction and, ultimately, revenues

of their journey. This allows for better and more focused communication which results in deeper connections meaning superior customer satisfaction and, of course, extra revenues.

And sometimes something simple can make a big difference says Wileman who reports that one Premier Software client “has seen a 7k per cent return when investing £20 on an SMS text campaign”.

Alice Smithson, marketing manager of iSalon Software, says: “Email and text marketing can be used to run targeted campaigns to win more clients by using offers such as ‘recommend a friend’ or personalised birthday messages that come with a discount code. Appointment reminders can dramatically reduce no-shows, by 60 per cent on average, and our automated templates allow

owners to set the campaigns and let them run automatically,” she adds.

Where reaching out to customers is concerned, Mindbody uses its marketing suite to help spas rescue lost customers. Its Booker platform enables consumers to book and pay for treatments online, while also allowing for membership purchases, gift card buys and retail transactions. Using an AI-driven formula, its marketing functionality sends out customised emails and alerts with the intent of driving back lost customers to the business.

Dan Chandre, Mindbody's VP strategic development, says: “This is a powerful engagement and retention tool that has proven incredibly effective and one that we are continually refining.”

MULTIPLE BENEFITS

While it might seem daunting to set up an e-commerce option for your spa, it's a simple process delivering multiple benefits. Mobile technology is now ubiquitous, shifting guest expectations in the process, with spas needing to stay ahead of the curve in order to engage with and meet the needs of a large and influential market. As Pitsikalis asserts: “Guests appreciate when they are provided with a choice, accessibility, speed of delivery, ease of booking and, most especially, personalisation.” Get it right and your spa reaps the rewards. ●



Kate Parker is a regular contributor to *Spa Business*
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"Online integrates seamlessly with Core by Premier Software® and we have complete control of the date, time and treatments available. In the first month, we saw spa treatment booking increase by 20 per cent and we are looking to maintain this level going forward, whilst expanding the treatments that can be booked."

**Stuart Russell, Health Club & Spa Manager,
Crown Spa Hotel**



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spa business uniting the world of wellness



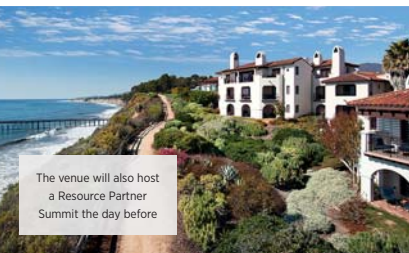
Attract Great Talent with **Seth Mattison**

One of the spa industry's greatest challenges is attracting and retaining employees in today's competitive labour market. The demand is high for quality employees as the industry continues to grow.

To help the spa industry solve some of these challenges, the International SPA Association (ISPA) is hosting an inaugural event – and it has an expert on this topic lined up as a keynote speaker to guide ISPA members.

Seth Mattison – an internationally renowned expert and author on workforce trends, generational dynamics and business strategy – will discuss his book *The War on Work* and more at the 2020 ISPA Talent Symposium on 15 April 2020 at The Ritz-Carlton, Bacara in Santa Barbara, California.

The Talent Symposium will be the first of its kind for the spa industry and will focus solely on workforce issues. In this keynote speech, Mattison will provide attendees with insights into how to harness the power of their top talent, tap into the hidden brainpower throughout their entire organisation and learn how to adapt more quickly and proactively to changes in the marketplace.



The venue will also host
a Resource Partner
Summit the day before



Mattison is an expert
on workforce trends
and business strategy

**The Talent Symposium will be the first
of its kind for the spa industry and
will focus solely on workforce issues**

"As our industry continues to grow, it's imperative that our leaders cultivate a strong workforce," says ISPA president Lynne McNees. "Seth Mattison is perfect for our inaugural Talent Symposium as he will empower our attendees to establish an ongoing system to nurture and harvest the best ideas from their employees."

The event will be held in conjunction with the ISPA Resource Partner Summit on 14 April, 2020, at the same location. The vendors-only Resource Partner Summit will focus on the issues that matter to ISPA's resource partner members, such as the rise of online retailing, how to capture the attention of spa decision-makers and more. In this distinct event, leading spa industry professionals will offer feedback and guided think-tank discussions to emphasize resource partners' voices in the spa industry.

Mattison – the founder and CEO of Luminate Labs – advises leaders on key shifts happening around talent management, change and innovation, leadership and the future of work. His goal is "to help facilitate a shift in consciousness around what work and leadership will mean in the 21st century and the role individuals can play in intentionally leading organisations and legacies that bring deep value to the world." ●

● To register or learn more about the event, visit experience.ispa.com or contact ispa@ispastaff.com



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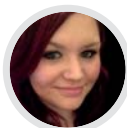
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Product innovation



by Lauren Heath-Jones,
assistant product editor

Industry suppliers tell Lauren Heath-Jones about their latest product, treatment and equipment launches



“It’s an honour to receive this award at a time when sustainability and planet health is at the forefront.”

Athleisure uniforms are made from recycled plastic bottles



Asmar received the award at ISPA's annual conference

Noel Asmar wins ISPA Innovation award

The Noel Asmar Group, a specialist in uniforms for the spa industry, has won the ISPA Innovation of the Year award.

The company was nominated for its range of sustainable athleisure uniforms which are made from recycled plastic bottles.

This is the brand's first foray into sustainable design and to create the fabric, reclaimed plastic bottles are crushed, pelleted, spun into cloth and then treated with an eco-friendly finish that makes it odour resistant, moisture wicking and anti-bacterial.

Available in a range of styles and sizes, the uniforms are comfortable, durable and breathable, and can be worn during the delivery of most spa treatments.

Group founder and creative director Noel Asmar says: “It’s an honour to receive this award at a time when sustainability and planet health is at the forefront. The Noel Asmar sustainable uniform collection is simply the beginning – so much more must be done.”

KEYWORDS: NOEL ASMAR



Sensora is a 'pure light experience', says Anadi Martel



“It supports the body's homeostasis and has been clinically proven to help the brain rest”



The latest spa installation is at Amilla Fushi in the Maldives

The Jaavu Spa at Amilla Fushi, a luxury Maldivian resort, has introduced Sensora Light Therapy, a new multi-sensory immersive experience that combines light, sound and vibration therapies.

It was developed by physicist Anadi Martel, who's studied the therapeutic effects of light for more than 40 years, and features an advanced colour-light system that's designed to re-charge the brain's electrical field, as well as positively interact with various bio-rhythms such as brainwaves, breathing and the heartbeat.

Reported benefits include deep relaxation, enhanced alertness and a reduction in chronic pain. It's also believed to help with insomnia, fatigue, anxiety and depression.

“Sensora offers a pure light experience of exquisite beauty, bringing peace to the mind and balance to the autonomic nervous system,” explains Martel. “It supports the body's homeostasis and has been clinically proven to help the brain rest, effortlessly reducing stress and inducing deep relaxation,” he adds.

KEYWORD: SENSORA

Mike Bruggeman on why HAIA skincare is gender neutral and inclusive

○ M4, a US-based organic skincare brand, has created what it calls a new 'gender neutral line' with an emphasis on inclusivity.

Called HAIA, short for Happy As I Am, the unisex range is separated into five mini-collections with their own range of products, each bearing an affirmation such as 'I am confident', 'I am bold', 'I am worthy'.



“Our goal was to create a clean and inclusive skincare brand”

Formulated to promote a healthy skin microbiome, the products feature extremophiles, microorganisms that exist in extreme conditions, and mesonutrients, antioxidants found in superfoods, as well as plant stem cells.

The company has also developed an app offering personalised advice and skincare recommendations. It

features animated characters, designed to reflect the brand's diverse target audience.

“Our goal was to create a clean and inclusive skincare brand to help change the idea of living up to the social norm and remind you to love exactly who you are every day,” explains CEO Mike Bruggeman.

KEYWORD: HAIA



[comfort zone]

Comfort Zone's new Sublime Skin additions tackle menopausal skin and hyperpigmentation, says Barbara Gavazzoli

Throughout life, the skin's demands become more complex. At the point of menopause, women experience accelerated ageing leading to dry, thin and dense-less skin and face the consequences of the build-up of chronic sun exposure which causes dark spots, wrinkles and loss of tone. Italian skincare brand Comfort Zone tackles the effects of both of these with the latest additions to its Sublime Skin range – a facial and four products developed by the internal R&D team with the support of hormone health specialist Dr Alyssa Burns Hill and nutridermatologist Dr Maria Bucci.

Not only do women experience physical symptoms in the menopause, such as mood swings and hot flushes, their skin is also at a unique stage of fragility. Inefficient cellular communication influenced by the drop in oestrogen levels leads to lack of structure and



"We support women in regaining their beauty and confidence with innovative and effective skincare solutions"

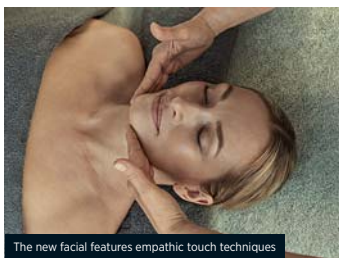
density in the skin. Slower regeneration of collagen and elastin, in combination with compromised vitamin D synthesis, also means the skin becomes thin and especially delicate. Sublime Skin's 50+ Oil Cream and Oil Serum are formulated with the brand's exclusive Cell-Support Technology™ and rich and nourishing abyssinian seed oil to provide protection and enhance regeneration. For day use, the Oil Cream gives the skin immediate comfort, encourages collagen production and provides a protective barrier. As an overnight treatment, the Oil Serum stimulates cellular regeneration to combat dry, thinning skin.

Uneven complexion and skin tone are one of the main concerns that come with ageing, and although hyperpigmentation can be actualised by many factors, sun exposure is a lifetime foe that marks the skin with dark, sporadic spots. Inflammation

is the mechanism that causes melanogenesis, meaning the skin provides extra melanin as a defence which appears in an accumulation on the skin. To prevent the formulation of spots, it's crucial to integrate a daily SPF into the beauty routine. Sublime Skin Color Perfect is an SPF 50 with a delicate texture that illuminates and restores an even skin tone, acting as a base for makeup. Meanwhile, Dr Bucci says the Sublime Skin Corrector, with its exclusive Tri-white complex, imitates the Kligman Triad dermatology method to treat spots saying it "acts on several levels, for example the inflammatory part, the exfoliating part and depigmenting part".

Barbara Gavazzoli, Comfort Zone's education and communication director concludes: "We support women in regaining their beauty and confidence with innovative and effective skincare solutions."

SPA-KIT.NET KEYWORDS:
COMFORT ZONE



The new facial features empathic touch techniques



A nutridermatologist and hormone health specialist helped develop the products

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The bike is made from sustainable hard wood

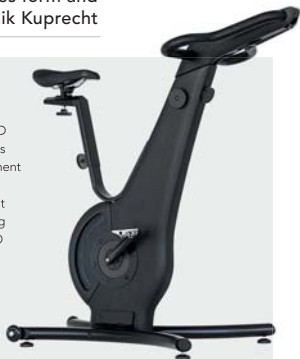
NOHRD Bike combines form and function, says Dominik Kuprecht

NOHRD, sister brand of WaterRower, has developed the NOHRD Bike, that could be used in spas wanting to offer fitness equipment with a design-led aesthetic.

The bike was in development for six years and was something of a passion project for NOHRD CEO and lead designer Dominik Kuprecht, who says he was driven by a mission to create an indoor cycle that fuses functionality with style.

The bike is made from sustainable hardwood and boasts a number of high-tech features, including advanced planetary gear technology, adaptable resistance, wear-free braking and an eddy brake current to ensure smooth pedal action.

Kuprecht says: "The needs of the customer is at the heart of everything we do. When



developing a product, my priority is to deliver a machine that gives the user a best-in-class workout experience, only then do we turn our attention to creating something that's also visually stunning."

KEYWORD: NOHRD

My priority is to deliver a machine that gives the user a best-in-class workout experience



Jörg Demuth reveals sustainable spa slippers for multi-use

Urb'n Nature, a skincare brand owned by The Organic Spa Company, has expanded its Zero Waste collection of hotel and spa amenities to include a range of environmentally friendly slippers.

Unlike traditional spa slippers, which are single-use and made from plastic-based materials such as PVC, Urb'n Nature's are designed for multiple-uses and are made from natural, sustainable materials, such as responsibly-sourced cotton, cork,

Urb'n Nature's slippers are recyclable and compostable because they're made from natural fibres



wool, palm leaves and coconut.

The slippers are available in a range of styles and colours and can be customised to include the spa/hotel's logo.

Jörg Demuth, chief product officer at Urb'n Nature, says: "Hotel slippers are usually made from plastics, which can take up to 500 years to degrade. Urb'n Nature's slippers are recyclable



Different colours and logos can be added to tie in with a spa's brand

and compostable because they're made from natural fibres. They're designed to be used multiple times and reduce the need for single-use items in spas."

KEYWORDS: URB'N NATURE

Materials include cotton, cork, wool and palm leaves





Sandra Bryant, MD and founder of Ozone Therapy Worldwide, explains how spas can benefit from offering PEMF therapy

Clients coming to spas want more than just to look good – they're seeking experiences that aid wellness, promote athleticism and boost their beauty regime. They also want to prevent ill-health by correcting oxidative stress and mitochondrial dysfunction.

I'm a big fan of high intensity Pulsed Electro-Magnetic Field (PEMF) devices, which are described as 'impulse' or 'spark gap' PEMF systems. These are widely used at wellness facilities the world over.

Directing energy waves

PEMF is widely studied and used within integrative medicine and therapy. The process involves directing energy waves at the human body.

Each of our trillions of cells vibrates at a certain frequency, balancing and continually recalibrating the body. Waves from a PEMF device communicate with each cell, in essence rebalancing our electrical and magnetic fields.

HUGO™ PEMF mats

The product I represent via my company, Ozone Therapy UK, is a pioneering nanosecond PEMF



Pulsed Electro-Magnetic Field devices rebalance the body



High intensity PEMF is known to stimulate the mitochondria, the cell structures that orchestrate cellular energy production.

wellness device called 'HUGO™', from manufacturer Signature Health.

This PEMF device utilises two mats, one above the body and one below. Users lie between these, creating a full-body, high-intensity session of nanosecond PEMF.

High intensity PEMF devices like this utilise higher intensity waveforms, and they're used for short durations of 10-15 minutes, depending on the manufacturer's instructions.

They affect the cells deep in the body by disturbing all the frequencies on the electromagnetic spectrum at once, and targeting the intracellular structures.

High intensity PEMF is known to stimulate the mitochondria, the cell structures that orchestrate cellular energy production, and to resolve mitochondrial dysfunction which is linked to a wide range of human disorders.

PEMF is also widely believed to improve skin health, and boost collagen production.

Steam/sauna cabinets

A further way to offer clients PEMF is with Signature Health's HOCATT™ ozone bio-chamber sauna which incorporates a high-intensity PEMF setting.

The HOCATT™ units – effectively steam/sauna cabinets – are designed to introduce ozone transdermally via the skin, with outcomes including boosting bodily health and function and also correcting oxidative stress which causes chronic inflammation.

The addition of a PEMF setting to HOCATT™ steam/sauna cabinets, among their many other modalities, is very exciting.

SPA-KIT.NET KEYWORDS:
OZONE THERAPY



The HOCATT™ ozone bio-chamber sauna boosts health and function

Guido Bierther announces plans to launch Spiroyal into spa market



Oxygen therapy is becoming popular in spas

Airnergy, a German company specialising in oxygen treatments, has launched AvantGarde, a breathing station, offering 'healthy forest air', for the spa market.

The AvantGarde, which will be sold under Airnergy's Spiroyal brand name, uses a patented process to produce purified air. Founder Guido Bierther says the air can be used to optimise cell oxygen utilisation and to promote mitochondrial cell activity, leading to regulated metabolism and increased energy release.

It's designed as a complementary addition to spas and can be easily combined with existing treatments to enhance the client experience.

The breathing station, described by the company as a 'small work of art', can be adapted according



Airnergy offers detoxification, regeneration, vitality and anti-ageing in its original form – air

to a spa's decor thanks to a wide variety of finishes including marble, granite and mother-of-pearl.

Bierther adds: "Airnergy offers detoxification, regeneration, vitality and anti-ageing in its original form – air. Everything is nothing without air."

KEYWORD: AIRNERGY

Thémaé takes inspiration from Asian tea ceremonies, says Dr Assia Clément

French spa brand Thémaé has created a treatment and accompanying body scrub inspired by Asian tea ceremonies.

The 90-minute treatment, called Freshness Ceremony Tea in Asia, begins with the body scrub to leave the skin smooth and nourished. A back massage to alleviate tension follows, before a green tea body wrap is applied. A green tea facial to refresh and brighten completes the ritual.

The scrub, called Gommage Thé en Asie (Tea In Asia), is formulated with papaya enzymes, black rice extract, coconut and sugar to offer manual and enzymatic exfoliation. Other ingredients include an antioxidant 4 Tea Complex to reinvigorate, while cranberry and jojoba oils leave the skin hydrated.



This sensorial body scrub, enriched with tea polyphenols, combines innovative ingredients to provide double exfoliation

Dr Assia Clément, director of operations, says: "This is our latest innovation. This sensorial body scrub, enriched with tea polyphenols, combines innovative ingredients to provide double exfoliation."

KEYWORD: THÉMAÉ



The launch includes a body scrub and 90-minute treatment

PROMOTION



Edgar Hakobyan is executive of international affairs at Reebok Sports Club Armenia



Iyashi Dôme has worked on a new partnership with Reebok, as Edgar Hakobyan reports

World-class service and individual approach to our customers is at the heart of service delivery at the Reebok Sports Club Armenia.

The club is committed to offering innovations of the highest quality and that's why we've chosen Iyashi Dôme. We believe a holistic approach to wellness is the secret to success, and Iyashi Dôme delivers that.

Iyashi Dôme offers a unique experience, which our customers need and we're happy to offer this state-of-the-art treatment within our club.

The treatment is not only good for your health, but is also a very powerful tool that athletes and sports lovers can use to achieve the utmost results in their training.

The heat penetrates the body, helping to purify the system and in addition, clients who use it on a regular basis confirm that it affects the quality of their skin and gives amazing results.

The equipment is easily controlled, allowing the therapist to set it up extremely quickly. Most importantly it doesn't have any resource limits so you can use it as much as you want.

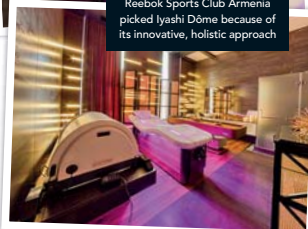
When it comes to staff training, this was performed to a very high standard by Iyashi Dôme's Florent Cornelis who came to deliver it at the Reebok Sports Club Armenia.

He not only explained the operational and philosophical aspects of the brand, but also trained our marketing team, highlighting the marketing tools they can use to attract new clients.

SPA-KIT.NET KEYWORD:
IYASHI DÔME



Reebok Sports Club Armenia picked Iyashi Dôme because of its innovative, holistic approach



IYASHI DÔME

What is Iyashi Dôme?

The brand was created in 2004 and has become the generic term for a Japanese sauna – the combination of dry heat and Japanese technology.

Iyashi Dôme sessions take 30 minutes. Guests strip and then spend 15 minutes lying on their front and 15 minutes on their back. The first 15 minutes feels like a sunbathing session and is very relaxing – many people fall asleep. The second 15 minutes is described as a 'sport session', as users sweat intensely during it.

Barbara Close introduces Naturopathica's CBD collection



Naturopathica has developed a line of skincare products with CBD oil as its key ingredient.

Created by Barbara Close, founder and CEO of Naturopathica, the Chill CBD collection, consists of two products, the Chill Full Spectrum CBD Microdose Elixir and the Chill Full Spectrum CBD & Kava Balm.

An ingestible oil, the Microdose Elixir features cannabinoid-rich hemp flower extract and cold-pressed hemp seed oil to promote a sense of calm and aid restful sleep. While the CBD & Kava

Balm is a body balm that relieves tension. It contains kava root and vetiver alongside hemp flower extract and hemp seed oil.

Close says: "CBD is a naturally occurring compound found in hemp, a plant with a rich history in herbal medicine.

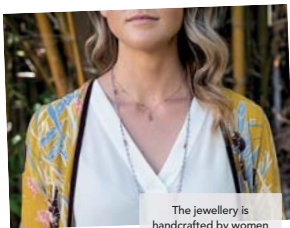
"Our CBD is CO2 extracted – for maximum potency – and contains an array of cannabinoids, as well as beneficial vitamins and fatty acids. When combined, these elements deliver an 'entourage effect' for enhanced relief."

KEYWORD: NATUROPATHICA



Chill CBD, created by Close herself, includes a body balm and ingestible oil

"Our CBD is CO2 extracted – for maximum potency – and contains an array of cannabinoids, as well as beneficial vitamins and fatty acids"



The jewellery is handcrafted by women in the Philippines in a fair trade co-operative

Mala + Mantra collection inspired by birthstone traditions, says Judith Compton

Mala + Mantra, a jewellery and lifestyle brand, has launched a line of birthstone necklaces for retail in spas and resorts.

The Birthstone Gem Collection, which debuted in September, consists of 14 karat gold-plated bezel pendant necklaces for each of the 12 birthstones.

It was inspired by founder Judith Compton's love for birthstone jewellery as a child.

"I've always been intrigued by the tradition and story behind birthstones," she says. "As a child I held dear the pieces of birthstone jewellery my parents gave me.

The pieces are handcrafted in the Philippines by female artisans in a fair trade co-operative, which provides a sustainable way for the women to support themselves, gives them a safe working



"I've always been intrigued by the tradition and story behind birthstones"

environment, and ensures they are compensated fairly for their work.

In other news, Mala + Mantra is hosting a retreat at Red Mountain Resort, USA, in November. Guests will learn how to meditate, make their own bead bracelets and write personal mantras.

KEYWORDS: MALA + MANTRA

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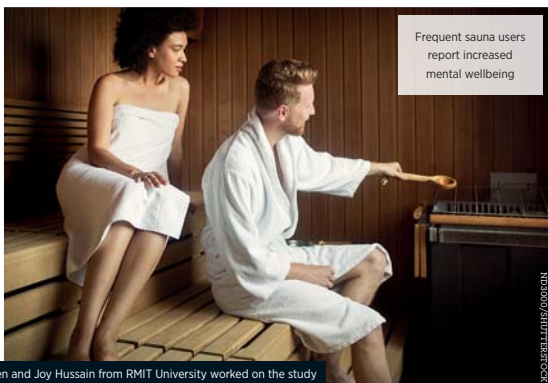
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Frequent sauna users report increased mental wellbeing

Marc Cohen and Joy Hussain from RMIT University worked on the study

Finishing touch

HEAT OF THE MOMENT

Why do people use saunas? A new Global Sauna Survey documenting the habits of 480 heat experience enthusiasts sheds some light

A growing body of scientific evidence shows that sauna sessions can lower the risk of cardiovascular disease, strokes, high blood pressure, respiratory diseases and dementia. But is this what actually motivates people to sweat it out in extreme temperatures? Or are they going for other reasons? No one has ever asked.

To find out, a team of researchers, including industry figure Marc Cohen and lead author Joy Hussain, from Australia's RMIT University conducted the first known global study on sauna-related habits via an online survey.

Data was gathered from 482 men and women with a mean age of 45 years, from 29 countries. A vast number came from either Finland (28.4 per cent), Australia (25.3 per cent) or the US (20.5 per cent) and this bias was noted as a study limitation, along with the fact that it was not randomised sample.

On average, respondents experienced sauna sessions once or twice a week.

The study, published in Elsevier's *Complementary Therapies in Medicine* in April, found that relaxation/stress reduction was the top motivation for sauna bathing for all respondents. Other key reasons for using a sauna were to relieve aches and pains (88 per cent), to meet and talk with friends (85 per cent), to help circulation (85 per cent) and for detox (83 per cent).

{ Eighty-four per cent of respondents said they slept better for one to two nights after having a sauna }

Increased mental wellbeing was linked to those using a sauna more frequently (five to 15 times a month), compared to those who went less often. An interesting find given that spas are starting to focus on mental wellness, although further research is needed to confirm a definite association.

Eighty-four per cent of respondents said they slept

better for one to two nights after having a sauna. Another intriguing correlation as spas continue to embrace sleep health but, once again, a link that requires more scientific investigation.

Inside the sauna, the top three activities reported were relaxation (100 per cent), talking with others (79 per cent) and meditation (68 per cent) - with the last two highlighting the need for operators to handle the balance between those who want quiet and those who don't.

Two wider contrasting points were brought to light from the results. Firstly, people are going to saunas to help with mental health and sleep, or, in other cases, to ease back pain and musculoskeletal problems. However, there's no research to prove that heat experiences can actually help any of these ailments.

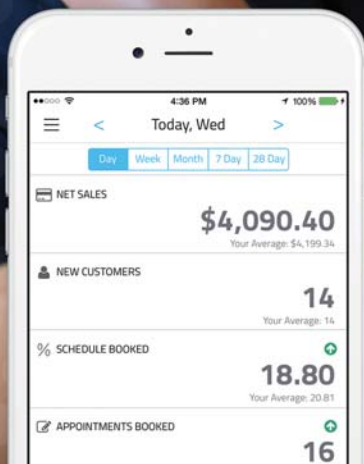
On the other hand, respondents did not cite high blood pressure or heart conditions as motivators for using a sauna - despite scientific evidence showing it can help. Spas could have a role, no matter how small, in helping to educate people about these proven benefits. ●



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