



Green beauty represents at COP26

The Sustainable Beauty Coalition (SBC) will host a virtual beauty event streamed live from the COP26 UN Climate Change Conference on Tuesday 2 November.

As leaders from around the world gather in Glasgow to tackle climate change, the coalition's Planet Positive event will be hosted from 4.00pm – 5.00pm GMT, focusing on how consumers can make greener choices.

Formed by the British Beauty Council, the SBC aims to accelerate sustainability efforts in the beauty and spa industries and work with government representatives to support the Race to Net Zero campaign.

The Planet Positive event will see journalist, author and British *Vogue* contributing beauty editor, Kathleen Baird-Murray hosting a panel to explore ways in which we can all be more planet positive.

She'll be joined by SBC representatives, including Jayn Sterland, Jo-Anne Chidley, Orielle Frank, Helen Cox, Jessi Baker, and Michelle Feeney.



SHUTTERSTOCK/MINERVA STUDIO

■ The SBC wants to help consumers feel more confident making sustainable choices

To drive progress, the SBC also recently produced the *Planet Positive Beauty Guide* to help consumers navigate the current minefield of confusing ingredient jargon, claims and greenwashing.

"Collaboration is critical to tackling climate change," says Millie Kendall MBE, CEO of

the British Beauty Council, "I'm so proud to have witnessed the coming together of some of the industry's leading experts who created this easy-to-follow guide, enabling us to make conscious decisions about beauty products and services."

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PHOTO: MARRIOTT INTERNATIONAL

PEOPLE

Kenneth Ryan: Marriott plans to revamp two spa concepts

Ryan reveals all in exclusive *Spa Business* interview

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PHOTO: SAOTA

GROWTH

Bulgari to open signature spa in Los Angeles in 2025

The opening will mark the brand's second US location

[p9](#)



PHOTO: FAIRMONT CENTURY PLAZA

NEW OPENING

Fairmont Century Plaza launches 14,000sq ft spa

Accor creates sanctuary for LA's health-conscious

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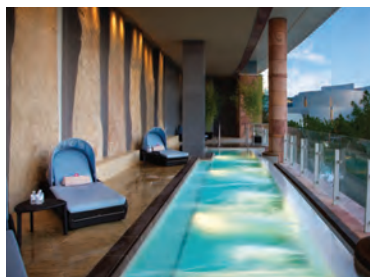


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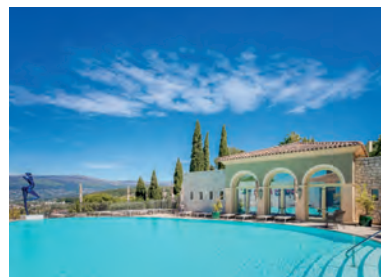
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Marriott innovating to relaunch two of its major hotel spa concepts, reveals **Kenneth Ryan**

Marriott International's global head of spa Kenneth Ryan has revealed the company is preparing two new major spa concepts for its St. Regis and W Hotels hospitality brands, during an exclusive interview with *Spa Business*.

The new concept for St. Regis – called simply, St. Regis Spa – will be rolled out to all St Regis hotels (44 destinations), with the first unveiled recently at the St. Regis Bermuda Resort in June 2021.

“The new concept layers the rich patina of St. Regis traditions with a sheen of contemporary glamour to meet the needs of modern customers,” Ryan told *Spa Business*.



■ Ryan shares development plans exclusively with *Spa Business*

Increasingly our guests want to ‘social-spa’ with family and friends – those who they know, like and trust

The narrative of the new spa, he says, will be “comfortable, familiar,

entertaining and residential.” All upcoming openings – including the Dominican

Republic, Dubai and China – will have the new spa concept, while all existing spas in the collection will be gradually transitioned over time.

The second standout concept to be rolled out this year is a re-imagining of the Away Spa at W Hotels.

The concept will move away from a tranquil concept towards a livelier ‘social spa’ experience; “Increasingly our guests want to ‘social-spa’ with family and friends – and this desire will become even stronger as we come out of COVID-19,” said Ryan

Dallas, Texas, will be the next site to showcase the concept, followed by a new-build project in Philadelphia.

READ MORE ONLINE

PHOTO: MARRIOTT INTERNATIONAL

Twitter co-founder **Jack Dorsey** backs mindfulness app Open in US\$9m funding round



■ Twitter co-founder and CEO Jack Dorsey

Mental health and mindfulness app Open has completed a Series A funding round worth US\$9m, with Twitter co-founder and CEO Jack Dorsey among the high-profile investors.

The round was led by existing investors A.Capital Ventures and Founders Fund, alongside Susa Ventures and Aglaé Ventures. Tony Xu, the co-founder of online food ordering platform DoorDash, also took part.

California-based Open was launched in 2020 by Raed

Meditation is more than a form of stress relief – it can be a tool for personal growth

Khawaja and is marketed as a social space for meditation, movement, and practice.

It offers on-demand and live classes that combine breathwork, meditation, yoga, Pilates and elements of HIIT to support “transformation and personal development”.

Classes have been designed to engage the senses and “regulate the nervous system to reach a meditative state”.

According to Khawaja, their approach “grounds the experience in the senses, using music, sound, breath, and movement to interrupt the chatter in our minds and anchor in the here and now

“We believe meditation is more than a form of stress relief – it can be a tool for personal growth, deeper understanding and vibrancy,” he said.

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SHUTTERSTOCK/ FREDERIC LEGRAND - COMEO



SHUTTERSTOCK/CUBANKITE

■ The cut was announced by chancellor Rishi Sunak

This will make the business rates system fairer and timelier with more frequent revaluations every three years

Rishi Sunak: Business rates cut for English beauty sector

Spa, beauty and salon businesses in the personal care sector in England will all receive a 50 per cent cut in property business rates over the next year.

The cut was announced on 28 October in the UK Autumn Budget statement given by chancellor Rishi Sunak and is part of the government's plans to provide a boost for the economy as it looks to recover from the effects of the pandemic.

Speaking at the House of Commons, Sunak said the move will "make the business rates system fairer and more timely, with

more frequent revaluations every three years".

Victoria Brownlie, chief policy officer of non-profit beauty industry representative body, The British Beauty Council (BBC), commented: "We welcome the news that from 2023, every single business will be able to make improvements to its premises without facing higher business rates for 12 months after they're made.

"These measures announced by the Chancellor will help our businesses recover and look towards the future."

READ MORE ONLINE

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DEALS

Major operators sign up to Saudi mega-project

The Red Sea Development Company (TRSDC), the developer behind the regenerative tourism project The Red Sea Project (TRSP) in Saudi Arabia, has signed nine hotel management agreements with international brands.

The following will operate resorts in the first phase of TRSP's development:

■ **Intercontinental Hotels & Resorts** and **Six Senses**, part of IHG Hotels & Resorts.

■ **Fairmont Hotel & Resorts, Raffles Hotels & Resorts** and **SLS Hotels & Residences**, part of Accor.

■ **Edition Hotels** and **St. Regis Hotels & Resorts**, part of Marriott International.

■ **Grand Hyatt**, part of

Hyatt Hotels Corporation.

■ **Jumeirah Hotels & Resorts**, a global luxury hospitality company.

The collection of brands will operate nine of the 16 properties under development.

The majority of the brands provide dedicated spa and wellbeing facilities as part of their offering, however, details about the wellness offering at the individual resorts are yet to be released.

"We're working with leading operators who share our vision to protect the natural environment, benefit our local community and deliver extraordinary guest experiences," says John Pagano, CEO at TRSDC.

[READ MORE ONLINE](#)



PHOTOS: THE RED SEA DEVELOPMENT COMPANY

■ A rendering of the project's planned St.Regis resort



We're working with leading hotel operators to deliver extraordinary guest experiences

John Pagano

AWARDS

2021 World Spa and Wellness Award winners announced

The winners of the World Spa and Wellness (WSW) Awards have been crowned as part of the official 2021 WSW Conference.

Launched in 2012, the accolades recognise destinations that set the standards in client service and care, business management, business models and leadership. The winners are as follows:

- **Sustainable Spa of the Year**
Lapinha, Lapa, Brazil.

■ **Worldwide Health & Wellness Destination of the Year**
Lefay Resort & Spa Lago di Garda, Gargnano, Italy.

■ **Team of the Year**
Six Senses Ninh Van Bay, Khanh Hoa, Vietnam.

■ **Spa Leader of the Year**
Kay Pennington, Aqua Sana, Nottinghamshire, England, UK.

■ **Spa of the Year by region**
Eastern Europe
Six Senses Spa at Porto Elounda Golf & Spa Resort, Aghios Nikolaos, Greece.



PHOTO: SIX SENSES

■ Six Senses' Ninh Van Bay won Team of the Year

Asia & Australasia
TIA Wellness, Da Nang City, Vietnam.

Western Europe & Scandinavia
Spa at Resort Ragaz, Bad Ragaz, Switzerland.

Middle East & Africa
The Spa at Mandarin Oriental Jumeirah, Dubai, UAE.
North & South America
Cartesiano Urban Wellness Center, Puebla, Mexico.

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PROGRAMMING

ESPA creates treatment series for One&Only

Luxury resort operator One&Only Resorts and international spa brand ESPA have partnered to bring new spa programming to select One&Only resorts.

Named Nature's Resonance by ESPA, the concept is crafted to re-connect guests' minds, bodies and senses through binaural beats, soundscapes, nature and massage patterns.

"We're committed to delivering expertly-crafted treatments and by harnessing the essence of each



PHOTO: ESPA



We're committed to delivering expertly crafted treatment experiences

Daniel Golby

One&Only location, we can deliver an unforgettable moment in some of the world's most exceptional locations," said Daniel Golby, ESPA general manager.

Three new rituals are available: a 30-minute sound experience, a 60-minute body experience and a 90-minute face and body experience. Each is guided by the property's natural surroundings and incorporates moments of listening, absorbing and transforming.

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DESIGN

Blu Spas creates spa concept for Las Vegas mega-resort

Las Vegas' vast new integrated mega-resort called Resorts World Las Vegas recently launched its 26,000sq ft wellness facility called Awana Spa & Wellness.

Developed by Genting Berhad, Resorts World features 3,506 rooms and is partnered with Hilton.

The property encompasses three of Hilton's luxury hotel brands and cost more than US\$4.3bn (€3.7bn, £3.2bn) to create.

The resort's new 19-treatment-room spa has been realised by spa and wellness concept, design and consultancy team Blu Spas.



PHOTO: RESORTS WORLD LAS VEGAS

■ The resort cost US\$4.3bn (€3.7bn, £3.2bn)



The quest was to craft a communal bathing hub

Cary Collier

The spa is anchored by a deep social philosophy and is inspired by European and Eastern healing rituals. A distinctive Fountain of Youth hydrotherapy and thermal experience sits at the very heart of the spa.

"The quest with for our project team was to craft a communal bathing signature hub with sizzle and a fun gathering vibe," said Cary Collier, Blu Spas' co-founder.

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GROWING FOOTPRINT

Bulgari to open signature spa in LA

Premium hotel brand Bulgari Hotels & Resorts has signed plans to launch a new luxury resort in Los Angeles, scheduled for 2025.

Nestled amid the Santa Monica Mountains, the property will be surrounded by 33 acres of a lush hillside park, natural wildlife and striking views.

Wellness will take centre-stage with plans including a signature 10,000sq ft (929sq m) Bulgari spa and gym.

Bulgari CEO Jean-Christophe Babin says: "We're extremely



Los Angeles has always been a major Bulgari inspiration

Jean-Christophe Babin

happy and proud to announce the signing of definitive agreements to develop the new Bulgari Resort in Los Angeles, the capital of cinema and art which has always been a major Bulgari inspiration."

Plans call for 58 rooms and suites and eight private residences.

Having grown from three locations in Milan, London and Bali, The Bulgari Resort Los Angeles will become the twelfth property in Bulgari Hotels & Resorts' portfolio.

[READ MORE ONLINE](#)

PHOTO: BULGARI HOTELS AND RESORTS

PROGRAMMING

New Ritz-Carlton spa ritual focuses on female wellbeing

A new spa ritual designed to promote feminine wellness, ease menstrual discomfort and improve blood circulation has launched at The Ritz-Carlton Hong Kong.

The 90-minute Ladies Wellness Therapy treatment begins with the application of a Womb Wellness mask on the guest's lower abdomen, topped with a soothing heat patch.

The treatment is claimed to improve blood circulation to relieve period pain, relax muscles to ease cramps and encourage lymphatic drainage in the entire pelvic area.



SHUTTERSTOCK/JULENOCHER

■ The treatment focuses on womb and breast health

Therapists then turn guests onto their front to conduct a 40-minute massage focusing on the upper back, lower back and pelvis to stimulate lymphatic drainage and relieve any tension caused by wearing bras, desk-working and standing up for too long.

Following this, guests turn to face upwards, have the womb mask removed and receive a 30-minute breast meridian massage inspired by Traditional Chinese Medicine,

to remove toxins, encourage drainage and provide lifting and firming effects.

The ritual is completed with a 20-minute visceral abdominal massage to relieve lingering tension.

The spa team explained to *Spa Business* that the treatment is rooted in the experiences of a specialist in female health, concentrating on womb and breast wellness techniques.

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RESEARCH

Study: Exercise stops cancer growth

Exercise has been highlighted as a crucial weapon in cancer patients' battle against the disease.

Research from Edith Cowan University (ECU) in Perth, Western Australia, has found that myokines – proteins that are secreted into the blood during exercise – can suppress the growth of cancer cells and trigger mechanisms that destroy them.

A clinical trial saw obese prostate cancer patients undergo regular exercise training for 12 weeks, giving blood samples before and after the exercise programme.

Researchers then took the samples and applied them directly onto living prostate cancer cells.

Professor Robert Newton, research supervisor, said the results help explain why cancer progresses more slowly in patients who exercise.

"The patients' levels of anti-cancer myokines increased in the three months of the study," he said.

"When we took their pre-exercise blood and their post-exercise blood and placed it over living prostate cancer cells, we saw significant suppression of the growth of those cells from the post-training blood.

"That's a substantial finding, indicating that regular exercise creates a cancer suppressive environment in the body."

[READ MORE ONLINE](#)



PHOTO: SHUTTERSTOCK/LIGHTFIELD STUDIOS

■ The research was conducted in Perth, Western Australia



“

Regular exercise creates a cancer suppressive environment in the body

Robert Newton

EVENTS

Healing Summit hosts Visionaries' Table event



“

We explored the connection between healing and responsibility

Elisabeth Ixmeier

Anne Biging and Dr Elisabeth Ixmeier, founders of Healing Hotels of the World and the Healing Summit, gathered activists, scientists and inspired leaders to host a virtual Healing Summit event on 23 October.

Called the Visionaries' Table, the event explored the connection between healing and responsibility on an individual, social and planetary level.

Ixmeier said: "We want to explore the connection between healing and responsibility for the benefit of all and are truly happy with the support of our mission from our extraordinary speakers."



■ Dr Vandana Shiva gave a keynote at the event

Highlights included a keynote from Alternative Nobel Prize laureate scholar, environmental scientist and activist Dr Vandana Shiva, who stressed the interconnectedness of human and the earth. Shiva shared her insights on how our individual choices contribute to positive change for sustaining the earth.

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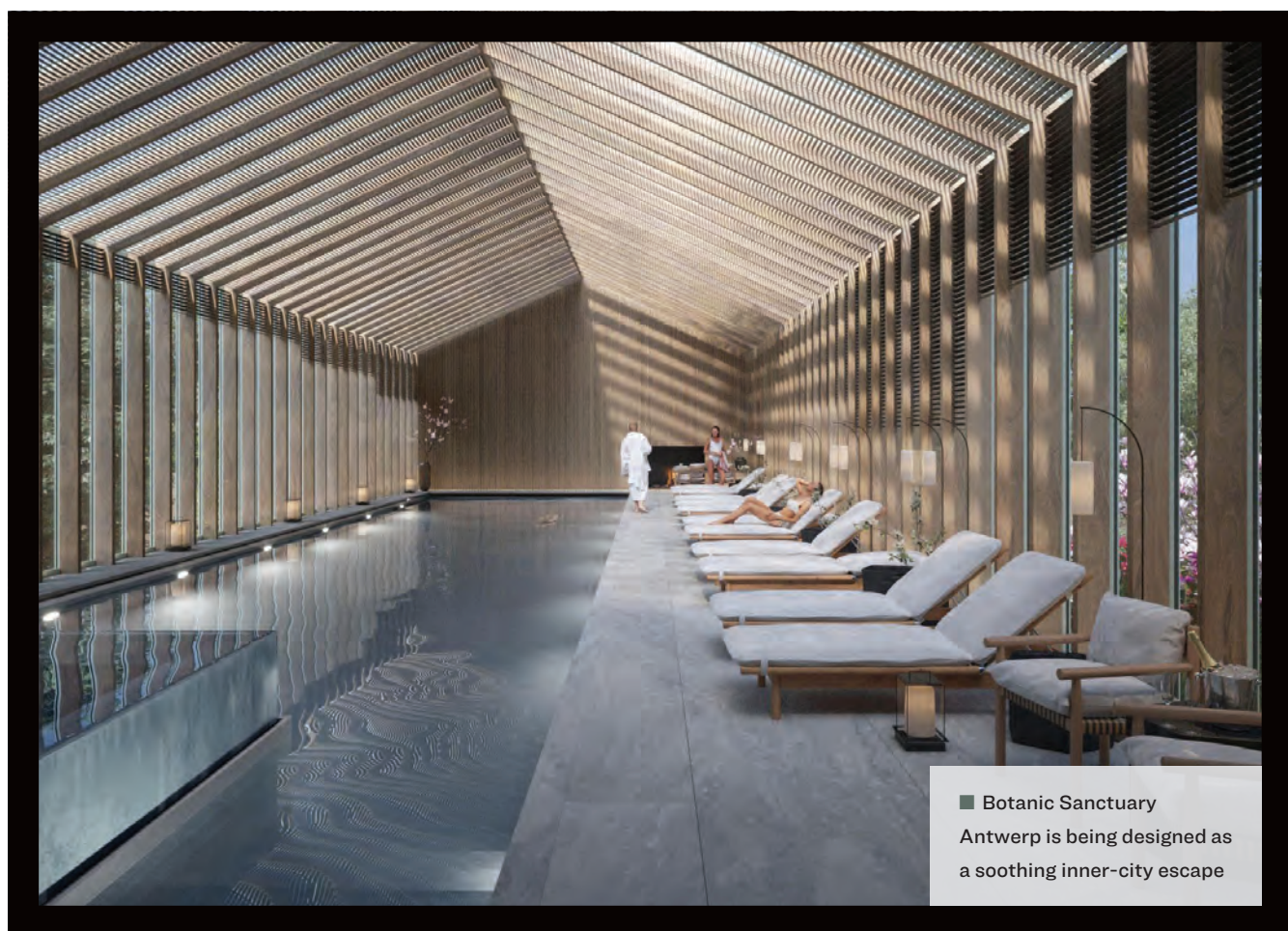


PHOTO: AIDARCHITECTEN

■ Botanic Sanctuary
Antwerp is being designed as
a soothing inner-city escape

Botanical beauty

Urban spa sanctuary inspired by herbal healing and renowned apothecary to open in former monastery in Antwerp

A 15th-century monastery and chapel in Belgium's capital city of Antwerp are being transformed into a brand new five-star hotel and botanical spa called the Botanic Sanctuary Antwerp.

Located next to the city's botanic garden, the hotel and spa is due to open on 9 December 2021 and will be home to 108 rooms including spa suites.

The hotel's setting adjacent to the Botanical Gardens will be integral to the

1,000sq m Botanic Health Spa, which has been designed to reflect a cloistral devotion to healing plants and herbs.

The spa will tap into naturopathy, phytotherapy and alternative medicine to support holistic health.

The focus on herbal healing stems from the monastery's past, when the original convent's brothers and sisters would grow vegetables and herbs for food and remedies.

Furthermore, in the 16th century, renowned apothecary Pieter Coudeberg

established a medicinal herb garden next door – considered the precursor of the city's modern-day Botanical Garden.

Developer IRET Development is working to retain the location's identity and create an urban retreat. As part of the restoration, the monastery's former pharmacy is also being restored.

Herbal apothecary brand Saint Charles Apothecary will open its flagship store within the pharmacy for holistic wellbeing and balance through herbal pharmaceutical products.



■ Spread across three floors, the 1,000sq m Botanic Health Spa will have ten treatment rooms

The spa will feature ten treatment rooms with simple yet contemporary interiors, featuring wood, stone and floor-to-ceiling windows.

The overall aesthetic is being designed to reflect an 'elegant and harmonious' atmosphere for a city escape focused on community, sanctuary and healing.

The spa will be spread across three floors and feature a swimming pool, relaxation spaces, infrared loungers, waterbeds, whirlpool baths, vitamin and herbal bars and the Spa Bistro.



The vision is to create and operate Belgium's leading destination spa where botanical wellbeing is central

Additional facilities will include a historically-inspired steamroom, panoramic Finnish sauna, textile sauna and a thermal zone with a Kneipp walk, ice fountain, salt and mineral sauna.

Spa and wellness consultancy services are being provided by Schletterer Consult as well as Claudia Reichenberger of Marketing Deluxe.

Reichenberger explained that the vision is "to create and operate Belgium's leading destination spa where botanical wellbeing is central".●



Fairmont Spa Century Plaza is one of the most exciting wellness developments for Accor globally and a blueprint for our spas across the group

Emlyn Brown, Accor's global vice president of wellbeing



PHOTO: ACCOR

Sanctuary of wellbeing

Fairmont Century Plaza has opened a 14,000sq ft spa opens to underpin its wider mission to become sanctuary for the health-conscious



PHOTO: FAIRMONT CENTURY PLAZA

■ The spa encompasses a collective of wellness specialists, including Dr Rita Rakus, London-based rejuvenation and anti-ageing aesthetic treatment pioneer and Dr Oz Garcia, a biohacker and authority on healthy ageing

Fairmont Spa Century Plaza is now open at the new Fairmont Century Plaza hotel, in Los Angeles, formerly home to the iconic crescent-shaped former Century Plaza Hotel.

Since opening in 1966, the property has hosted generations of celebrities, foreign dignitaries and multiple US presidents.

Fairmont's five-year US\$2.5bn (€2.1bn, £1.8bn) refresh has seen the hotel updated with 400 guest rooms, 63 residences, four dining concepts, 24,000sq ft of event space and a 14,000sq ft spa.

The wellness facility has been realised to deliver experiences beyond those currently available in the luxury market and to reinvent traditional spa culture.

Designed by international design team Yabu Pushelberg, Fairmont Spa Century



PHOTO: FAIRMONT CENTURY PLAZA

■ The spa has been conceived as a minimalist sanctuary

“The spa is an intrinsic service platform within the hotel’s narrative, a sanctuary for the health-conscious”

Plaza has been conceived as a minimalist sanctuary of quiet and serenity.

Soft lighting illuminates slate-coloured tiles, high ceilings, warm woods, sleek black accents and natural polished grey stone.

Through its doors lie experiential rain showers, sanariums, aromatherapy steamrooms, a Himalayan salt room and a hammam.

The spa is complete with nine treatment rooms including two suites and two couples’ rooms, outfitted with custom Lemi treatment tables.

“Fairmont Spa Century Plaza is one of the most exciting wellness developments for Accor globally and a blueprint for our spas across the group,” said Emlyn Brown, Accor’s global vice president of wellbeing.

“Under the leadership of the spa’s general manager Magdaleena Nikolov,

the management team has thrown down the gauntlet of what a hotel spa can be.

“As a result, the spa and our broader wellness activities become an intrinsic service platform within the hotel’s narrative, a sanctuary for the health-conscious.”

Nikolov told *Spa Business* the treatment menu takes inspiration from nature, with offerings including a signature Sunset treatment to transport guests to the ‘moment of pause’ experienced while watching a glorious sunset.

The menu also offers an array of facials, body treatments and relief and recovery massages. All are performed on smart-linen provided by Nollapelli.

Rituals are supplied by Dr Levy Switzerland, Ultraceuticals, LILFOX and Natura Bissé – including its brand new line of Diamond Well-Living rituals.●



PHOTO: FAIRMONT CENTURY PLAZA

■ The hotel is also home to a 24/7 gym featuring Technogym equipment

Beyond Sensitive

With an increasing number of people reporting hyper-sensitive skin, Biologique Recherche has created Toleskin, its first range targeting extreme inflammation. Laure Bouscharain, head of R&D, explains why these products are needed now more than ever



PHOTO: BIOLOGIQUE RECHERCHE

If you have a client with hyper-sensitive skin, we have a Toleskin treatment you can use to help them

Laure Bouscharain, Biologique Recherche

Known for its unique methodology and results-driven personalised approach, French skincare brand Biologique Recherche has something of a cult following among its discerning clientele, who love the highly customised solutions that cater to individual needs. The company has spent the past 45 years developing its rigorous methodology, investing in R&D to bring the most cutting-edge products to market.

Now, Biologique Recherche has drawn on its decades of skin biology expertise to create its first collection designed specifically for those with intolerant skin – skin that goes beyond just being sensitive and overreacts with an inflammatory response.

The power of Skin Instants

In the world of Biologique Recherche, these overreactions are known as Intolerant Skin Instants – these clients have skin that needs to be



PHOTO: BIOLOGIQUE RECHERCHE

The Toleskin range includes supplements, topical products and rituals

soothed and rebuilt, often because they're coping with things such as cancer treatment, atopic dermatitis or medical-aesthetic treatment.

Biologique Recherche's new Toleskin range has been created specifically for Intolerant Skin Instants, and includes supplements, topical products and rituals, so it addresses problems from the inside out.

"We've noticed increasing numbers of people reporting that they suffer from sensitive skin – many are even having reactions to products that are specifically designed for sensitive skin," says Laure Bouscharain, head of R&D for Biologique Recherche. "One reason for this is that our world is becoming more and more sterilised. The human immune system needs to express itself, or it will break out against otherwise harmless substances that it comes

into contact with. In addition, many surfactants found in soap products can also damage the skin barrier, making it more permeable and susceptible to irritants.

"We've identified the factors that lead to intolerant skin," says Bouscharain. "There's often a hereditary link – more than half of children with atopic dermatitis have a first-degree relative who also suffers from it – and the physical structure of this skin type makes it particularly sensitive to external stress factors such as UV radiation or pollution. This skin type is healthy but fragile, and will react strongly when it's overwhelmed.

"We've designed products that relieve intolerance and tackle its causes in depth, restoring the skin barrier, rebalancing the skin microbiota, and reducing redness, roughness and inflammation."

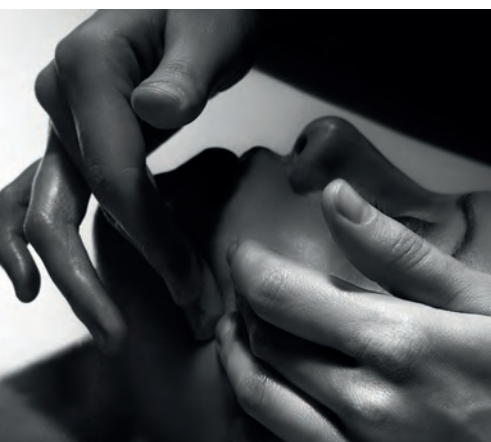


PHOTO: BIOLOGIQUE RECHERCHE



PHOTOS: BIOLOGIQUE RECHERCHE

The skincare brand has strong ties to the medical world and focuses firmly on product performance



About Toleskin

The new Biologique Recherche Toleskin range includes four innovative products

Toleskin [DS] - A dietary supplement based on lactic ferments to strengthen the immune system and reduce the inflammatory response

Toleskin [B] - Desensitising booster powder and sterile serum designed to improve skin tolerance and make it less reactive to aggressors

Toleskin [M] - A pre-impregnated mask which immediately calms discomfort caused by skin flare-ups

Toleskin [C] - A reconditioning sterile cream that reduces the skin's sensitivity and contributes to restoring the skin barrier



Detailed evaluation

The personalised Biologique Recherche programme begins with a 'Skin Instant' measurement session in which highly trained skin professionals assess the state of the skin with the help of the Skin Instant Lab – a medical device that can measure moisture content, transepidermal water loss, skin elasticity, melanin and sebum content – and then diagnose and prescribe products and treatments. The evaluation is backed by a visual analysis, photographs and a dermo-cosmetic questionnaire, as well as a cosmetological evaluation of the skin by expert therapists from Biologique Recherche.

Toleskin spa treatments incorporate manual techniques that are adapted to hyper-sensitive skin, including drainage to reduce inflammatory fluid retention, use of acupressure points,

no rubbing of the skin, and relaxation to bring down overall stress levels. As with all Biologique Recherche product lines, recommendations and treatment protocols are personalised for each client, and the therapist will determine whether to use the full range, or only certain products, depending on how the skin will tolerate them.

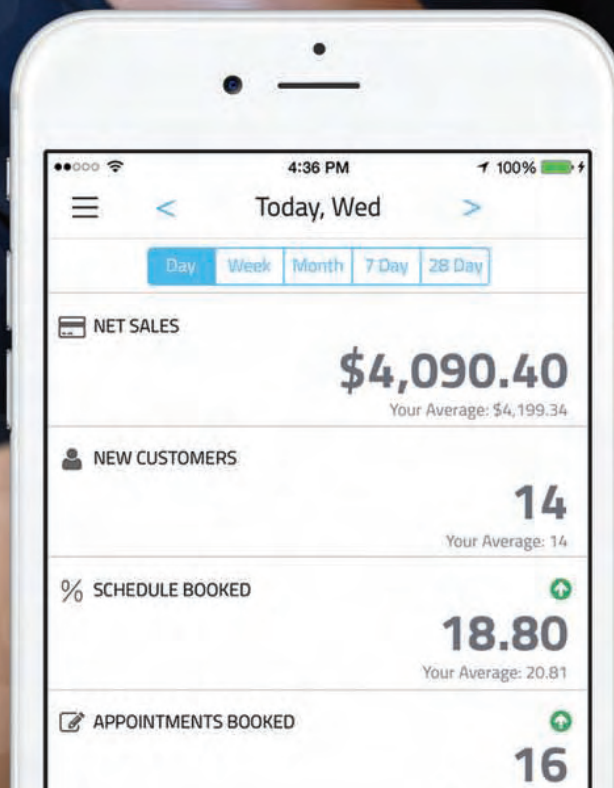
"Biologique Recherche is a brand that's primarily focused on performance," explains Bouscharain. "We listen closely to our customers' feedback, and we have strong ties to the medical world. With increasing numbers of people reporting intolerant skin, we knew it was time to create products and treatments targeting ultra-sensitive skin types. Now, if you have a client with hyper-sensitive skin, we have a treatment range that you can use to help them." More: www.biologique-recherche.com



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■ The technology can be used for a range of different sized chambers – up to an eight-person model – and still reach extremely low temperatures

CryoAction launches electronically-cooled whole body cryotherapy chambers



■ Ian Saunders, CryoAction CEO

CryoAction has unveiled a new range of electric cryotherapy chambers with temperatures going as low as -140°C .

The new electric models are chilled solely from inside the chamber, meaning they cool more quickly and don't have the same temperature losses between treatments as other electrical chambers.

According to CryoAction, the units are super-efficient and have extremely low running costs. They can run for up to 10 hours per day with automatic scheduling of cooldown and regeneration cycles.

The cryo chamber also allows both temperatures and durations to be tweaked to offer personalised session.

Ian Saunders, CryoAction CEO, said: "Unlike other electrically-cooled cryo chambers on the market, ours don't rely on forced convection with the intensive use of fans to direct cooled air onto the user. We've no need to simulate session temperatures in our units because the temperatures are real, as is the efficacy of the session."

"The introduction of our electric chambers breaks down barriers, meaning cryotherapy

can be more accessible to a wider audience across the wellness, fitness, leisure and sports sectors like never before.

"We're well aware that cooling via electrical refrigeration and nitrogen offer similar results at different price points and clients need to be able to make an informed choice for themselves based on their business needs and personal preferences."

"Our ability to offer our clients the choice between nitrogen or electric chambers is very important to us."

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WDT enhances its experience showers with nature visuals



■ Rainer Rieger, managing director of WDT

German wet area specialist Werner Dosiertechnik (WDT) has unveiled a new experience shower accessory consisting of a 75" HD screen and immersive nature visuals.

Called ShowerVision, the technology complements traditional sensory shower elements – chromotherapy, aromatherapy, audio content and water jets – which correspond to three different settings; Tropical Rain, Waterfall and Fog Shower.

With the activation of one of these programmes, corresponding nature visuals start simultaneously on the screen.

For example, the Tropical



■ The model is designed for the luxury hotel and spa segment

Rain sequence begins with big, smooth water drops, complemented by a fruity, lively aroma and the light in the shower changes from white to red. Next, the screen will project a soothing video of a tropical beach setting to totally relax the user.

Managing director of WDT Rainer Rieger said that the ShowerVision “lifts the sensual

experience in an experience shower into the next dimension”.

In combination with a WDT Experience Shower, the ShowerVision is designed as a unique attraction for the luxury hotel and spa segment, as well as exclusive private homes.

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Book4Time launches integrated payment solution

Book4Time – supplier of spa and wellness business management solutions for the hospitality market, has unveiled Book4Time Pay – the company's new all-in-one payment processing platform.

Book4Time Pay provides its customers with the ability to take guarantees at the time of booking, accept EMV credit/debit card payments at the point of sale, sell gift cards online and manage recurring membership billings, as well as providing self-service mobile checkouts.

The system also comes with flat-fee pricing and no hidden or set-up fees, enabling spas to realise significant savings to the bottom-line.

“The idea is to provide our clients with a complete end-to-end solution,” says



PHOTO: 123RF/ZINKEVICH

■ The model is designed for the luxury hotel and spa segment

Ali Mroueh, director of payments, Book4Time.

“The release of Book4Time Pay was driven by the need for simplification. Our clients often struggle with limited

IT staff and having to juggle various technologies, now they have one less vendor to work with for sales and support.”

CEO Roger Sholanki told *Spa Business*: “Book4Time is



■ Ali Mroueh, Book4Time's director of payments

hyper-focused on empowering our spas to manage every aspect of their business within a single, highly intuitive platform. It represents an avenue for us to help our clients further elevate the guest experience and drive more efficiencies and cost savings.”

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Klafs announces acquisition of luxury pool supplier Guncast

Klafs, a leader in the design and installation of sauna and spa facilities, has announced its acquisition of UK-based swimming pool supplier Guncast.

The two companies' partnership began in 2016 when Guncast was selected by Klafs to supply its products to the UK market. Both organisations deliver wellness facilities across luxury hotels, private residences, commercial spas and high-end residential developments.

The relationship has since evolved to a marriage of the two wellness companies which now offer UK clients a comprehensive spa package under one roof.



Stefan Schöllhammer, CEO of Klafs, commented: "We're delighted to be welcoming Guncast into the family.

"Since we first partnered with Guncast in 2016, we've enjoyed tremendous growth in the UK.

"With them under the Klafs umbrella, we'll be able to successfully provide this comprehensive package in-house, streamlining the process for clients and ensuring an exceptional final design."



■ Stefan Schöllhammer,
CEO of Klafs

Klafs was acquired by independent pan-European investment company Egeria in January 2021.

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Introducing Esthetica's multi-function treatment table



■ Lalit Sharma,
MD at Esthetica

Esthetica has unveiled Mudra – a multi-function treatment table to cater to a host of different spa clients' needs.

The table is complete with professional features, including: electronic height adjustment via two lifting columns; electronic backrest adjustment; electronic leg and foot section adjustment; pneumatic, lowerable armrests; large storage compartment; face cradle with removable plug and; optional integrated heating system.

Crafted at Esthetica's factory in India, Mudra is available in a variety of wood finishes, such as exotic Teak Wood, American White Oak, White Ash, English Maple or Steam



■ Mudra is a multi-function spa treatment table made in India

Beech, as well as multiple upholstery choices, including a fire-retardant grade leatherette.

"As specialists we understand your requirements and can customise the size and finish of your treatment table to make it perfect for you," says Lalit Sharma, managing director at Esthetica.

Combining design innovation with style, Esthetica strives to be the leading spa furniture manufacturer in India. "We deliver diverse products using modern technology to achieve quick lead times," adds Sharma.

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We create environments where the wisdom of self-care and healing meets the 21st century – with huge benefits for customers and the creation of unparalleled guest journeys

Exceeding Expectations

The Gharieni Group is one of the world's leading manufacturers of treatment tables and equipment for spa and wellness.

We talk to CEO, Sammy Gharieni, about his relentless drive to deliver innovative products to underpin operators' success



Sammy Gharieni

“We live in challenging times,” says Sammy Gharieni, CEO of Gharieni Group. “Not only are people more time-starved, but when they go for a wellness experience, they also want more personalised service.

“They want to experience moments that add value and exceed their expectations – success comes from always keeping the customer journey fresh for wellness seekers. This fosters customer engagement and loyalty, enhancing their lives and creating a sense of the spa as an oasis.”

Shifting trends

“Gharieni Group began by specialising in medical and spa equipment, so innovation has always been deeply embedded in our DNA,” says Gharieni. “We foresaw the shift in our industry from spa to the more holistic spa and wellness offering and we’ve been meeting the needs of the industry in delivering on this trend, by adapting our offering to keep one step ahead.

“This approach has accelerated the growth of both our company and our client’s businesses and our capacity for responding rapidly to trends has seen us continue to lead the way in delivering

high-end tech-driven experiences through our wellness concepts.

“However, in spite of this focus on technology, we still value the human response above all else,” says Gharieni. “Authenticity and quality of experience are cornerstones of everything we do. We create environments where the wisdom of self-care and healing meets the 21st century – with huge benefits for customers and the creation of unparalleled guest journeys.

“Spa investors should give more thought to individual or more personalised client treatments. One size no longer fits all.”

Selling concepts, not products

“It’s important to stay on top of trends and what consumers need,” says Gharieni, “addressing these needs means higher returns for the operator and the creation of a fulfilling immersive environment for spa and wellness customers that keeps them coming back, so everyone wins.

“Combining holistic treatments with innovative technology is a key differentiator when it comes to the success of any wellness offering.

“Touchless treatments can also provide new options that can be integrated into wellness programmes to deliver proven benefits, with the assurance of knowing clients will be delighted with the results.”



Libra Edge uses a unique choreography of water temperatures

The Welnamis system is a binaural acoustic and dynamic stimulation device which calms the mind



PHOTO: BERGAVOS RETREAT, USA



PHOTO: GHARIENI

Positive effects on the nervous system were seen after just one Quartz bed treatment

ABOUT THE RESEARCH

Gharieni's study into two of its touchless spa treatment concept beds looked at their effects on the Autonomic Nervous System, which is responsible for regulating important bodily functions and stimulating fight-or-flight reactions.

Good health and prevention rely on a sense of balance throughout the ANS.

The trial investigated whether Gharieni's Welnamis (www.gharieni.com/welnamis) and MLX Quartz (www.gharieni.com/psammo-concept-quartz) beds initiate an anti-inflammatory effect in users and help rebalance their ANS.

Researcher and early human development specialist Sergio Pecorelli, MD, PhD, led the study, in collaboration with Alina Hernandez, vice-chair of the Global Wellness Institute's Mental Wellness Initiative.

Hernandez told *Spa Business* Gharieni launched the trial to provide scientific evidence to prove its products' efficacy. She added that

these kinds of studies will be crucial for spa and wellness going forward.

She believes this kind of evidence will help spa and wellness businesses stand out from the crowd and benefit the industry by reassuring customers that healing modalities are scientifically-backed, safe and worth their money.

"We immediately saw improvement in the ANS right after treatments. In fact, we saw peak improvement after three to four treatments, with maintenance and sustained improvement over the eight weeks of the study.

"Chronic stress is one of the greatest challenges to health and wellbeing, because it can trigger chronic inflammation which is ultimately the root of nearly all chronic diseases," she said.

"This study is especially meaningful during a time when value and authenticity are highly important to the end-consumer," said Hernandez.

To find out more about the research, go to www.spabusiness.com/Gharieniresearch



Authenticity and quality of experience are cornerstones of everything we do

Research - an industry first

"We saw a unique opportunity during the early stages of the pandemic to start a programme of groundbreaking research to prove the efficacy of our products," says Gharieni. "This research began with an investigation into two of our key lines - the Welnamis system and the Gharieni MLX Quartz bed and we intend to continue to research more of our products going forward.

"The Welnamis system is used to calm the mind during treatments, while the MLX Quartz Bed is filled with warm quartz sand that cocoons the body and replicates the benefits of a day spent at the beach.

"Our research found they both positively impact the Autonomic Nervous System, leading to greater levels of healing relaxation," says Gharieni. "This is the first study of its kind in the wellness market, so we're pioneering in bringing these products to market, and undertaking research to prove their efficacy.

"We're committed to the highest standards and to creating verified wellness experiences through our ongoing clinical studies," he says.

● See Gharieni's product in action at its global network of flagship spas
Find out more at www.gharieni.com



PHOTO: GHARIENI

The MLX i3Dome treatment can have an anti-inflammatory effect on the body

WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to spatteam@leisuremedia.com

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Spas Association

■ www.abcs spas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

Estonian Spa Association

■ www.estonianspas.eu

European Historic Thermal Towns Association

■ www.ehtta.eu

European Spas Association

■ www.espa-ehv.com

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.org

Green Spa Network (GSN)

■ www.greenspanetwork.org

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

The Iceland Spa Association

■ www.visitspas.eu/iceland

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

Japan Spa Association

■ www.j-spa.jp

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Portuguese Spas Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Serbian Spas & Resorts Association

■ www.serbian spas.org

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swaafrika.org

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

Spa & Wellness International Council

■ www.lswic.ru

The Sustainable Spa Association (SSA)

■ www.sustainable spas.org

Taiwan Spa Association

■ www.tspa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA