



Six Senses to open in Arctic Circle

Svart Eiendom AS, owner and developer of Svart, one of the world's first energy-positive hotels, has brought in Six Senses as its management company.

Designed by Norwegian architecture firm Snøhetta, Svart will be located in Arctic Norway at the base of the Svartisen glacier.

Pre-pandemic, the 94-room property was slated to open in 2022, but the date has now been set for 2024

The glass-fronted, circular building will tread lightly, floating on stilts above the Holandsfjorden fjord. The aim is for Svart to be fully carbon-positive and zero waste to landfill within the first five years of operation.

The hotel will house an indoor-outdoor spa – originally designed by consultant Felicity Leahy and now being fine-tuned in line with Six Senses' approach.

Wellness at Six Senses will cover the 'full gambit' of integrated wellness, from compression boots and vitamin

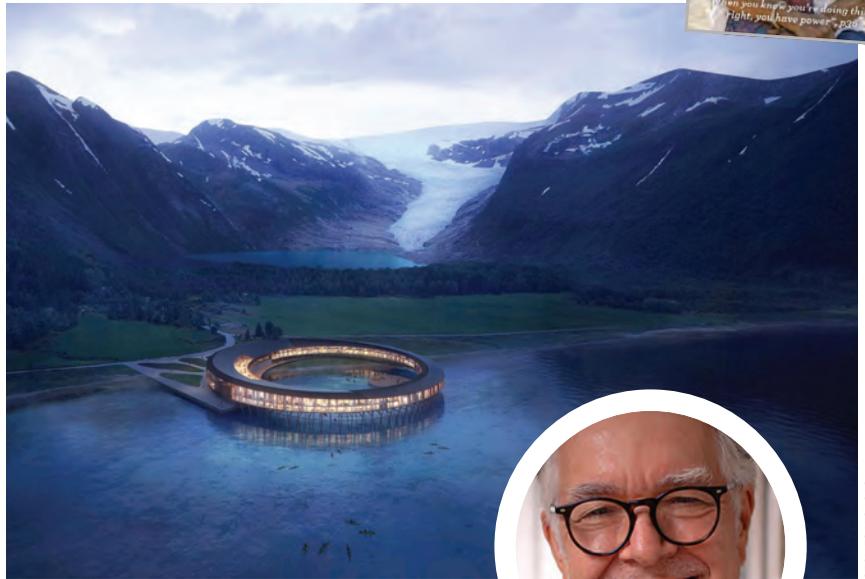


PHOTO: SNØHETTA

PHOTO: SIX SENSES

■ Svart is being built in Arctic Norway



IVs in the biohacking lounge to all-round fitness in the sensory treatment suites.

CEO of Six Senses Neil Jacobs said: "Sustainable properties call for extraordinary creativity, and Six Senses Svart takes us to a whole new level."

[READ MORE ONLINE](#)



Sustainable properties call for extraordinary creativity

Neil Jacobs

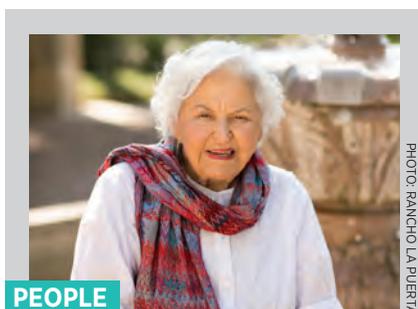


PHOTO: RANCHO LA PUERTIA

PEOPLE

Deborah Szekely turns 100 and is inducted into WellHOF

Szekely is The Wellness Hall of Fame's inaugural Fellow

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PHOTO: IHG HOTELS AND RESORTS

GROWTH

IHG expands Regent brand into Vietnam

Regent Phu Quoc launches with tropical wellness spa

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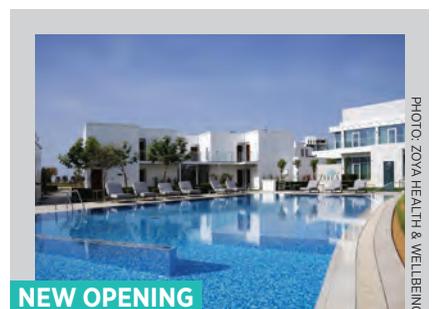


PHOTO: ZOYA HEALTH & WELLBEING

NEW OPENING

Zoya flagship property launches in Ajman, UAE

New integrative retreat debuts in Middle East

[p08](#)

Stephen Pace-Bonello welcomes the industry to gather at W3Spa EMEA in Spain

Industry event W3Spa EMEA was hosted between 26-29 April in Tarragona, Spain, hosted at Le Méridien Ra Beach Hotel & Spa.

The three-day wellness-centric event represented the first edition of W3Spa EMEA by We Work Well (WWW) – the spa, fitness and hospitality buyer event company.

The conference saw spa suppliers and decision-makers from luxury spas across Europe, the Middle East and Africa gather and connect through one-on-one meetings, networking and educational opportunities.

WWW challenges its attendees to reimagine how they connect, bringing wellness into every aspect of the event



PHOTO: WE WORK WELL

■ Lucy Hugo (L) and Monica Helmstetter (R) with Pace-Bonello

It was our pleasure to spend the past few days with such a diverse group of spa and wellness professionals

experience so attendees can nurture business relationships in more meaningful ways.

“It was our pleasure and privilege to spend the past few days in the presence of such

a diverse group of spa and wellness professionals from across Europe, the Middle East and Africa,” said event director Stephen Pace-Bonello, speaking to *Spa Business*.

WWW has also scheduled W3Spa North America later this year on 19-22 June 2022, at Charleston Place Hotel in South Carolina.

In addition, the company recently announced the launch of two new hosted buyer events, targeting the fitness and hospitality markets in the EMEA regions.

The new forums – named W3Fit and W3Hospitality – marked the company's expansion into the fitness and hospitality sectors.

[READ MORE ONLINE](#)

Andrew Gibson welcomes Deborah Szekely as inaugural WellHOF Fellow on her 100th birthday



PHOTO: RANCHO LA PUERTA

■ Deborah Szekely, inaugural WellHOF Fellow

Deborah Szekely, philanthropist, social activist, teacher and entrepreneur, has been inducted into the Wellness Hall of Fame (WellHOF) as its inaugural Fellow on the day of her 100th birthday.

Szekely co-founded destination spa, Rancho La Puerta, and founded the Golden Door, as well as being a driving force behind the establishment of The International Spa Association (ISPA) and The Green Spa Network (GSN), among other organisations.

We celebrate Deborah for her rich life and her contribution to the health of hundreds of thousands of people

She is also a tireless campaigner and fundraiser for wellness-related, environmental and social causes.

In his commendation of Szekely on behalf of WellHOF, chair Andrew Gibson said:

“We celebrate Deborah for her rich life and her contribution to the health of many hundreds of thousands of people and their families over her career, which stretches

back to 1940 and the opening of Rancho La Puerta.

“In an age where many in the wellness industry preach about the importance of self-care, but do not themselves live a well life, Deborah has walked the talk and has the incredible health, vitality and life force to show for it.”

Nominations for WellHOF are now open at www.WellHOF.org.

[READ MORE ONLINE](#)



■ Kirsty MacCormick will lead Crerar Hotels' spa operations

{ I want to use my experience within the industry to cement our place as home to some of the best spas in Scotland }

Kirsty MacCormick joins Crerar Hotels

Scottish hotel group Crerar Hotels has announced industry figure Kirsty MacCormick as its new group spa manager.

With 30 years of experience behind her, MacCormick has worked for established brands including Mandarin Oriental, Hilton, Champneys Health Resorts and Kohler, as well as Elemental Herbology.

Her appointment is claimed to cement Crerar Hotels' commitment to driving the spa branch of its business, following significant investment in two of its hotels this year.

MacCormick previously held a number of spa director and manager roles – including two years at The Grove's Sequoia Spa – and has overseen pre-opening for a variety of projects.

She also runs her own spa advisory firm – The Spa Consultancy – and nail salon brand The Nail Yard.

MacCormick said: "With the upcoming launches of the refurbished spas, it's an exciting time to join Crerar. I want to use my experience to cement our place as home to some of the best spas in Scotland."

[READ MORE ONLINE](#)

02 We Work Well together

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RESEARCH

Study cracks code for exercise motivation

Exercise scientists at the Les Mills Research Lab have identified the trait of automaticity – turning exercise into a habit – as the key differentiator between active and inactive people.

Their research found 100 per cent of active people strongly agreed that exercise is an automatic aspect of their lives, whereas 92 per cent of inactive people disagreed.

The researchers also explored which behaviours and conditions help



PHOTO: LES MILLS



Habitual behaviours can be learned with the right support

Bryce Hastings

to instil automaticity – discovering that these habitual behaviours can be learned with the right approach and support.

Bryce Hastings, Les Mills' head of research and co-author of the study, summarised: "Our research shows there are substantial differences between seasoned exercisers and complete beginners in how they perceive physical activity and the effect it has on them."

[READ MORE ONLINE](#)

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PARTNERSHIPS

L'Occitane strengthens Accor partnership in Dubai

French luxury brand L'Occitane en Provence has strengthened its partnership with hotel giant Accor with the launch of a new wellness concept at the Sofitel Dubai The Palm hotel.

The newly-renovated 2,500sq m Sofitel Spa with L'Occitane offers an integrated and holistic wellbeing journey featuring a wide range of therapies, combining ancient traditions, therapies, music and treatments from around the world.

The spa includes 28 treatment rooms, hammam facilities, a steamroom, a sauna and female and



PHOTO: ACCOR/SOFITEL

■ The new L'Occitane spa at Sofitel Dubai The Palm



We look forward to launching our latest innovations

Catherine Tran

male relaxation rooms. There's also an infinity pool with striking views of the Palm Jumeirah.

Catherine Tran, director of spa business development at Spa L'Occitane, said: "We're truly honoured with this partnership and look forward to launching our latest innovations supported by experienced professionals, committed to delivering our meaningful brand experience."

[READ MORE ONLINE](#)

EVENTS

2022 GWS theme unveiled

The Global Wellness Summit (GWS) will host its 2022 conference in Tel Aviv, Israel, from 31 October – 3 November with a theme of 'Open Minds. Open Hearts. Open for Business'.

Nancy Davis, GWS creative director and executive director, said: "This is an important moment to embrace an 'open' attitude, as the world reels from global challenges that have consumed our lives for years. At this 16th GWS – in a place that knows about resilience – we'll open



PHOTO: GWS

people's minds to cutting edge technologies, disruptive businesses and ideas and insights that will shape the future of the wellness industry and the world.

"Make no mistake, the wellness industry is open for business."

This is the third time the GWS has been scheduled to be hosted in Tel Aviv, as the past two summits (2020 and 2021) were forced to relocate due to the pandemic and political unrest.

[READ MORE ONLINE](#)



Make no mistake, the wellness industry is open for business

Nancy Davis

NEW OPENING

Regent Phu Quoc's tropical retreat launches in Vietnam

IHG Hotels & Resorts has unveiled the Regent Phu Quoc resort in Vietnam – its first destination in South East Asia under its luxury Regent brand.

Located off the southwest coast of Vietnam, the resort is home to a new wellness sanctuary rooted in three pillars: high touch, high frequency and high energy. It provides a range of contemporary and traditional wellness treatments supplied by Biologique Recherche, as well as nail services at a Pedi:Mani:Cure salon, created by podiatrist Bastien Gonzalez.

Holistic wellness programmes include



PHOTO: IHG HOTELS & RESORTS

■ The spa offers a holistic wellness coach service

vibrational therapy facilitated by Gharieni Group's Welnamis System concept bed. Gharieni is also supplying its MLX Quartz treatment tables for Egyptian-inspired hot sand therapy experiences.

"Regent Phu Quoc will surely be a brand-defining resort in Vietnam and South East Asia that will deliver a truly captivating interpretation of the Regent experience," said Juan Losada, resort GM.

[READ MORE ONLINE](#)



Regent Phu Quoc will be a brand-defining resort in South East Asia

Juan Losada

PHOTO: IHG HOTELS & RESORTS

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■ Premedion plans to grow the Zoya concept with two more locations

Raising the bar

The inaugural Zoya property has launched in Ajman to set new standards for wellness in the UAE

A new integrative retreat named Zoya Health and Wellbeing has opened in a protected nature reserve in Ajman, in the UAE. The brainchild of Saudi entrepreneur Ameer Said, Zoya is a new health, medical wellness and fitness concept designed to set the gold standard for wellness in the Middle East.

Said lost both his wife and mother to cancer, which inspired him to invest in preventative health care in their memory.

In the latest issue of *Spa Business*, he explains how he brought in spa and wellness consultancy and contract management company Premedion to handle operations. “Zoya is my life’s work,” Said explains, “our methods are integrative and holistic and we use a range of treatments to create customised journeys for guests.”

“Detoxing and therapeutic fasting are central to what we offer, combined with physiotherapy, aesthetic medicine and nutrition.”

Premedion CEO Dr Yasser Moshref adds: “Zoya addresses the ailments of the modern world by offering preventative rather than curative treatments. We provide exceptional support to enable our guests to live well without the need for medication and assistance.”

The 61-room resort falls under the umbrella of the Al Zorah mixed-use hospitality and residential development – co-developed by the Government of Ajman and developer Solidere International.



PHOTO: ZOYA HEALTH & WELLBEING

■ Zoya focuses on three main pillars – Prevention and Rehabilitation, Fitness and Recreation and Pampering

Wellness facilities

Zoya's offering is anchored by an integrative wellness facility complete with 45 treatment rooms comprising an integrative medicine clinic, aesthetic and anti-ageing centre, chronic disease management and diagnostics services, physiotherapy and a medi-spa.

This is complemented by two separate-sex spas, a mixed spa, beauty services, fitness facilities and yoga and meditation spaces, as well as a library, lecture room, vegan restaurant and juice bar.



Zoya addresses the ailments of the modern world by offering preventative rather than curative treatments

Thermal facilities include a hammam, steam sauna, infrared sauna, Finnish saunas and therapy pools, alongside whirl tubs, a medical bath, Kneipp pathways and experience and Vichy showers.

Fitness is also a key pillar at Zoya, so guests are given access to a medical gym, aqua gym, boot camp sessions, PT services and up to 60 weekly classes that include cycling, water sports and golf.

To read the recent *Spa Business* interview with Ameer Said, follow this link (www.spabusiness.com/zoya). ●



We want our guests to imagine what Hot Springs was like in the Roaring 20s, yet be in contemporary comfort

Louis Cella, president of Oaklawn Racing Casino Resort



Going back in time

The Astral Spa inspired by the Roaring 20s era opens in the historic Hot Springs National Park in Arkansas



PHOTO: DERO SANFORD/THINKDERO PHOTOGRAPHY, LITTLE ROCK, ARKANSAS

■ The reception area is complete with an illuminated quartz crystal wall to reference the area's history of crystal mining

Celebrated as one of America's most popular spa destinations, Hot Springs National Park in Arkansas has gained a new spa and wellness destination.

Powered by history

The new 8,000sq ft Astral Spa has opened at Oaklawn Racing Casino Resort and has been designed with a nostalgic ambience inspired by the city's past and Oaklawn's history of horse racing.

Hot Springs National Park is known for its 47 natural thermal springs and history of bathing, showcased by Bathhouse Row, a high street turned tourist hotspot with eight original bathhouses from the 19th- and 20th-centuries.

"Our vision was to create a unique spa experience that regional guests

■ Astral Spa's design was led by HBG Design and WTS International



PHOTO: DERO SANFORD/THINKDERO PHOTOGRAPHY, LITTLE ROCK, ARKANSAS



With multiple amenities, the spa offers a throwback vibe with modern luxury



have never seen before,” says Oaklawn president Louis Cella, whose family has owned and operated the resort for over 100 years.

“With multiple amenities, the spa offers a throwback vibe with modern luxury.”

Marrying crisp modern lines with historical overtures, Astral Spa's design was led by HBG Design and WTS International.

Spa consultant and operator WTS International also developed the spa's treatment menu and is operating the spa.

“Relaxing in the lounges, we want our guests to imagine what Hot Springs was like in the Roaring 20s yet be in contemporary comfort,” adds Cella.

The guest journey begins in a reception area complete with an illuminated quartz crystal wall

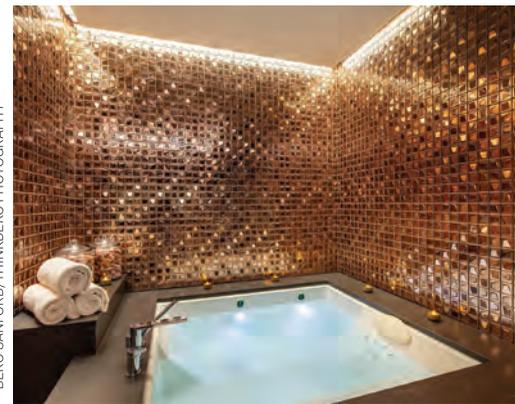
designed to reference the area's history of crystal mining.

The spa then splits into separate female and male spas, each with distinct parlours, changing rooms and thermal lounges featuring vintage-inspired 360-degree vintage-inspired needle showers.

Both areas are equipped with contrast bathing circuits where guests can cycle through steamrooms, infrared saunas, ice lounges, vitality pools and thermal lounge areas.

Guests can also relax in the open air at either the spa's new outdoor pool with cabanas or outdoor event lawn.

The offering is rounded out with a 750sq ft salon and a co-ed lounge with upholstered chaises lounges and a Himalayan salt wall. A fitness centre equipped with LifeTime Fitness equipment is also on offer. ●



DERO SANFORD/THINKDERO PHOTOGRAPHY

■ WTS International developed the treatment menu and is operating the spa



Celebrating THE SEA

The story surrounding Phytomer is one of a unique wellness vision, a loyal family, remarkable marine science and pioneering skincare. We talk to deputy general manager Mathilde Gédouin-Lagarde as the company celebrates its 50th anniversary



Wife and husband Mathilde and Tristan spent a decade gaining experience in every part of the family business

It's been five decades since French entrepreneur Jean Gédouin sought to harness the essential benefits of the sea around his native Brittany, and turn its powerful properties into an iconic skincare brand that's now loved and used the world over.

The captivating family story of Phytomer involves three ambitious generations – grandfather Jean, who pioneered the idea of turning the sea into wellness skincare; his son Antoine, who focused on developing exceptional marine research and development standards, and putting Phytomer on the international stage; and Antoine's daughter Mathilde, who together with her husband Tristan have spent more than a decade gaining detailed experience in every part of the business – from product development, branding and distribution, to launching two Phytomer spas.

Mathilde and Tristan are the dedicated couple who are now poised to lead the brand into its next exciting half century. Mathilde says: "We've made Phytomer a leading spa brand while remaining true to my grandfather's aspirations. We believe more than ever in a world where people want to reconnect with what is essential: nature; physical and mental wellness, and other people."

Passion for research

The bracing coastal environment around St Malo in Brittany is still very much the physical home and spiritual heart of Phytomer. It's where

1972

Jean Gédouin creates Phytomer so that everyone can experience the sea's exceptional benefits. Launches Oligomer, a powerful sea concentrate

1978

Phytomer opens its first laboratories on the former family farm in Brittany

1981

Jean's son Antoine joins the family business. He develops the company internationally and invests heavily in state-of-the-art research facilities

1982

International expansion begins, with the first country being Italy



The captivating family story of Phytomer spans 50 years and involves three ambitious generations



The coastal environment around St Malo in Brittany is the physical home and spiritual heart of Phytomer

the company has developed 10,000sq m of laboratories that are setting the benchmark for marine biotechnology globally.

Mathilde says: "Research has been a key driver from the very beginning. We've extended our science facilities and invested in the most advanced technologies and human skills, year on year.

"We have state-of-the-art processes to cultivate marine plants micro algae and plankton to produce natural active ingredients which deliver remarkable results for the skin.

"We have the testing capabilities today that would have only been open to medical facilities in past decades. Our scientists are using advanced genetic and biological analysis models to evaluate the effectiveness of these molecules on skin cells."

Within those impressive R&D facilities can be found 30 researchers (many of Phytomer's staff have been with them for decades), 1,000sq m of sustainable algae and 4,000sq m of organic plant cultivation, plus a manufacturing plant that processes two million units per year.

Phytomer products and treatment protocols can now be found in over 10,000 spas across

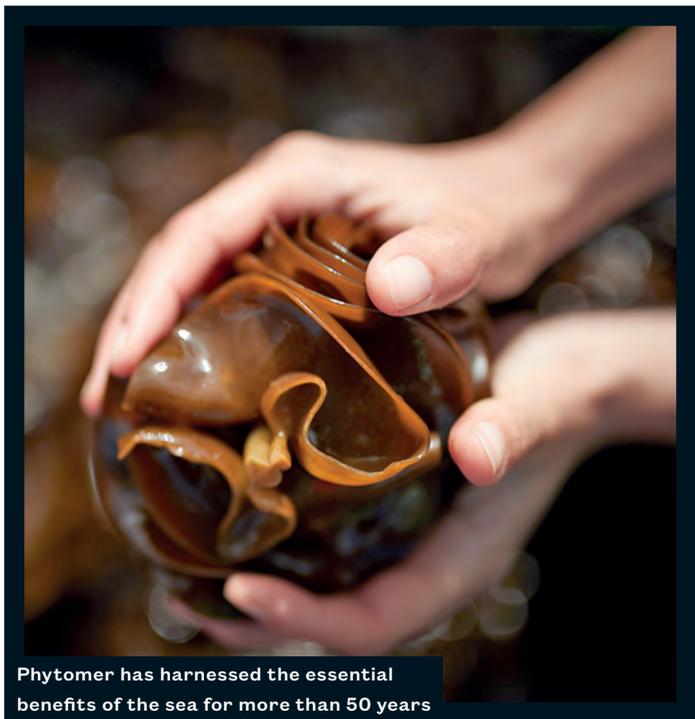


PHOTO: PHOTOMER

Phytomer has harnessed the essential benefits of the sea for more than 50 years

1985

New R&D labs opened, with Romuald Vallée, who is still Phytomer's head of science. Also, first joint venture in the US

1991

Antoine Gédouin co-founds the International Spa Association (ISPA) in the US

1998

Major success in Japan. The Japanese love Oligomer!

2000

Phytomer opens its first spa, in St Malo, Brittany



PHOTO: PHYTOMER

10,000sq m of laboratories are setting the benchmark in marine research

80 different countries - from Mongolia to the Maldives, Finland to Australia.

Mathilde says: "We always partner with local distributors who have a very strong knowledge of their own culture, and make the most of their feedback to adjust our offers locally."

"We started as early as 1983 In Italy, 1985 in the USA and Canada, before exploring the whole world. It has made us very humble when it comes to deciding which treatment is going to be a hit in each country, or which tone of voice we should use. We listen to local needs and customise the offer as much as we can. I think this is the cornerstone of our success abroad."

Holistic treatments

Treatment protocols have always been as important to Phytomer as its products, and as early as the 1980s, Phytomer created

Phytomer is proud to work with some of the most prestigious spa resorts worldwide



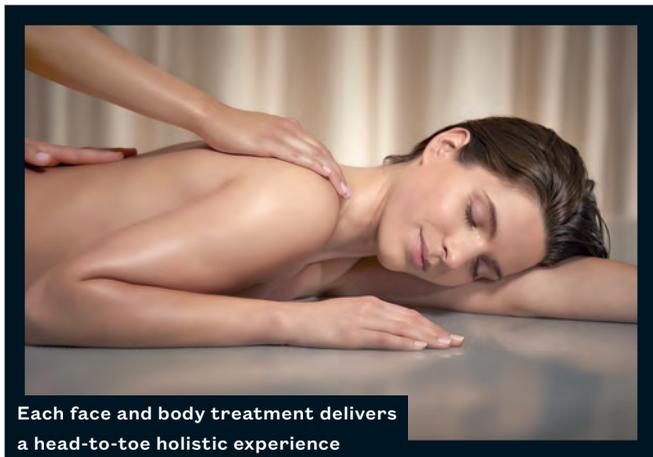
a holistic spa experience that was as good for the skin as it was for the mind.

Mathilde says: "Each of our facials and body treatments deliver a head-to-toe holistic experience. Our protocols are 100 per cent manual, valuing human contact, and replenishing body and soul, all using spa formulas with the highest concentration of natural, active ingredients."

"Phytomer is proud to work with some of the most prestigious spa resorts worldwide, and assist them in creating bespoke spa menus and signature treatments that cater perfectly for their customer profile."

The first Phytomer spa opened in St Malo in 2000, and in recent years the brand has opened two flagship spas in Paris. Providing a focus for the brand, Mathilde says the spas have also created a space to gain valuable direct feedback from customers on products, and to better shape its treatment and therapist training protocols in a live environment.

While a large chain of its own spas is not in the masterplan, Mathilde says Phytomer may consider opening a few more flagships in different countries, if there is an appetite from its leading distributors.



Each face and body treatment delivers a head-to-toe holistic experience

2007

New filtering gardens in Brittany to clean the production water in a sustainable and eco-friendly way

2010

Mathilde Gédouin-Lagarde and her husband Tristan Lagarde join the family business

2012

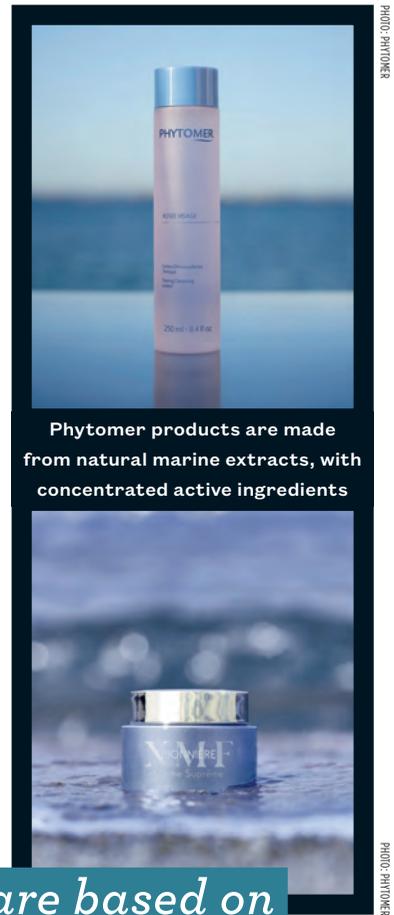
Creation of a new marine biotech laboratory, where the iconic Pionierre XMF line is born a few years later

2017

Phytomer receives the EcoVadis Gold Certification in recognition of its CSR work, ranking it among the world's most sustainable companies



The first Phytomer spa opened in St Malo in 2000, and the brand has recently opened two flagship spas in Paris



Phytomer products are made from natural marine extracts, with concentrated active ingredients

Much to celebrate

So what celebrations lie in store for Phytomer's 50th anniversary this year? Mathilde says she's very happy to leave behind the multiple pandemic lockdowns of the past two years and get back out meeting B2B customers face to face. There will be a big event for the company's international distributors in St Malo in May, an anniversary roadshow visiting 10 cities around France, as well as many celebrations across Phytomer's worldwide network.

Innovation-wise, Phytomer will release Oligo 6, a marine concentrate, packed with trace elements, vitamins and prebiotics, as well as a premium facial treatment, offering remarkable anti-aging results.

Above all, she acknowledges the privilege of soon heading up a spa skincare company that has remained an independent family business for 50 years. "We remain true to our values and work ethics," she says. "With no outside pressure from investors, we can make all our decisions based on what's right for the brand, our employees, our customers, and of course the environment."

"We're proud of what we've accomplished thanks to our partners and colleagues, and excited for the future."

Our decisions are based on what's right for the brand, our employees, our customers and the environment



Over the next two years, there will be more focus on developing organic lines (the first, Cyfolia, launched in 2020), a biotechnology production unit (2024), an ambitious merchandising programme to help clients with spa design and product staging, and refillable product containers.

So much has been achieved in the past 50 years, but when it comes to harnessing the power of the sea, Mathilde admits that science has only just scraped the surface. "Around 90 per cent of marine organisms are microscopic and only 1 per cent of them have been identified. And from just one extracted organism comes the potential for many different formulas. So there is still much work to do, and so many incredible marine wellness benefits yet to discover." ●

2018

Phytomer opens its first wellness spa in Paris, a few minutes from the famous Champs-Elysee

2020

Launch of new sustainable packaging, and the organic Cyfolia line

2021

Phytomer opens its second spa in Paris, a short walk from the Eiffel Tower

2022

Phytomer is celebrating its 50th anniversary in more than 80 countries, in collaboration with 10,000 spas and some of the best therapists in the world

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SHUTTERSTOCK/FIZKES

■ Zenoti provides a series of pre-loaded guest segments, such as visit frequency, average spend, services bought and client demographic data

Zenoti software prioritises customer needs, personalisation and flexibility



PHOTO: ZENOTI

■ **Sudheer Koneru, Zenoti CEO and founder**

Zenoti's fully integrated CRM module allows spa and wellness businesses to apply deep segmentation and micro-targeting to help deliver highly-relevant promotions and communications to their current and potential customers.

The all-in-one solution includes:

- AI-driven marketing that creates targeted campaigns based on customer profiles and business needs.
- POS front desk alerts promoting upselling and promotions.
- A campaign dashboard that monitors trends and results.

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□ Promotions and marketing campaigns – set at the centre, regional and corporate levels.

□ Easily customised email and SMS templates with images and business logos that can be previewed before sending.

In addition, Zenoti provides a series of pre-loaded guest segments, such as visit frequency, average spend, services bought and client demographic data. Plus, the system allows businesses to build their own segments

by using drop-down options within the intuitive interface.

The software also features integrated reports that allow businesses to check on customer responses by capturing clicks and bookings derived from marketing campaigns via email, SMS, Google and Facebook.

These reports allow managers and owners to understand what's working and what's not, so they're able to adapt where necessary, target offers to suit customer needs and fill up empty appointment slots.

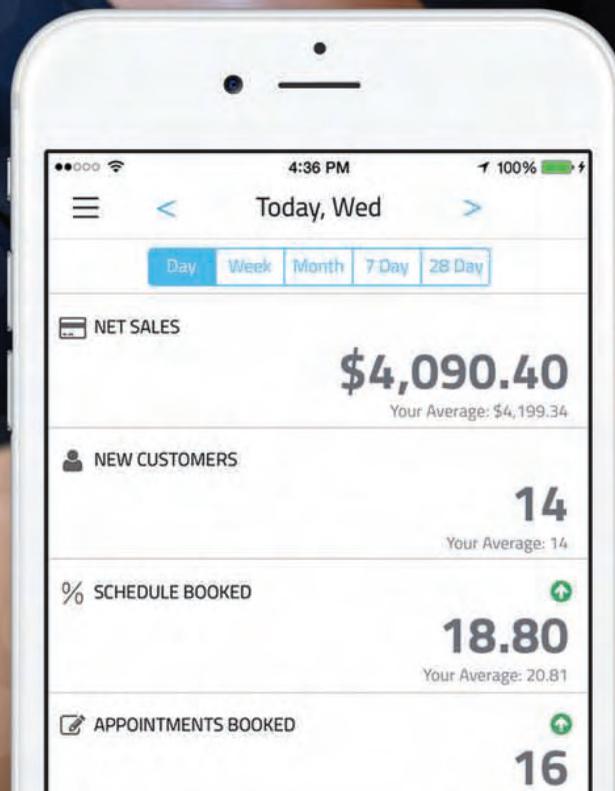
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Ashmira Botanica unveils TCM-inspired skincare and spa range

British beauty and waxing brand Ashmira Botanica has launched a new skincare range to power its recently-unveiled suite of spa treatments.

The new menu of rituals features five treatments including facials, exfoliation and a full body massage. All protocols are based on Traditional Chinese Medicine's (TCM) concepts of the meridian system, acupuncture and the Five Elements; wood, fire, earth, metal and water.

Each element has unique characteristics and is associated with a season, the weather, colour, personality type and emotion.

Ashmira Botanica says the holistic rituals can be personalised to each client



PHOTO: ASHMIRA BOTANICA



PHOTO: ASHMIRA BOTANICA

■ Tracey Smith, Ashmira Botanica director

depending on their biorhythm (year of birth), meridian, skincare issues or emotions, as well as being suited to the season and time of year.

Each treatment features a cup of ceremonial drinking

cacao and sound healing ritual to offer an extra layer of relaxation and differentiate the journey from other offerings.

The brand offers a two-day therapist training course that includes the theory of the Five

Elements, as well as practical demonstrations to experience the products and learn the techniques for each treatment.

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Premier Software prioritises staff mental health

Premier Software is prioritising staff wellbeing by training team members in Mental Health First Aid.

The two-day course, held by St John's Ambulance, aims to equip leaders with the knowledge to identify peers who require support, and have the confidence to offer assistance and guidance where required.

Helena Cottrill, chief marketing officer, and Kimberley Flint, office manager for Premier Software, attended the course in Birmingham UK in March.

After successfully completing the programme, both were awarded the Level 3 Adult

Mental Health: Workplace First Aider qualification.

"I'm so pleased to have been given the opportunity to attend Mental Health First Aid training," says Cottrill.

"It means a lot to work for a company who recognise the importance of supporting their staff."

"There's never been a more important time to look after our mental wellbeing. By completing the course, I now feel better equipped with the skills to respond to colleagues who need assistance, and offer reassurance moving forward."

"I found the training very insightful," Flint adds. "I am certain that the



PHOTO: PREMIER SOFTWARE

■ Helena Cottrill (L) and Kimberley Flint (R)

skills and knowledge we gained during the course will prove very useful."

The Mental Health First Aid training is in accompaniment to the current Employee Assistance Programme (EAP) in place to support Premier's workforce. Through the EAP, staff have free

and confidential access to a GP on demand, plus an employee assistance service, including access to face-to-face counselling and online cognitive behavioural therapy.

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HydraFacial lands in London with complimentary treatments



■ Zoe Graham, HydraFacial's corporate accounts manager.

PHOTO: HYDRAFACIAL

Advanced aesthetic technology company HydraFacial has opened the doors to its first permanent home in the heart of central London.

Located in Portman Square, the stylish HydraFacial LDN Flagship has launched with a brand new scheme where it offers 750 free appointments every month for a 45-minute Deluxe treatment worth £130 (US\$170, €156).

Consumers will then be directed to their nearest provider to continue their journey with the brand.

PHOTO: HYDRAFACIAL



■ The flagship releases 750 free Deluxe treatments every month

"Having a place where not only the public but also our partners can experience the magic of HydraFacial in a branded setting is truly unique," said Zoe Graham, HydraFacial's corporate accounts manager.

"Our innovative approach to engaging with the end consumer consistently proves that generating brand awareness and having people fall in love

with the treatment drives footfall and recurring revenue directly to our providers.

"Having allowed consumers to experience their first HydraFacial for free, we've seen a 170 per cent uplift in consumable orders. That is the power of HydraFacial."

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Victoria Dello Ioio joins Sothys Group as new UK director of sales

French skincare and spa brand Sothys Group has named Victoria Dello Ioio as its new UK sales director in order to grow its presence in the UK spa and beauty market.

Dello Ioio began her career as a therapist in 1998. She then progressed into training and later spa business development which led her to work for brands including Shiseido and Natura Bissé across markets in the EMEA, UK and Ireland.

Christian Mas, owner and CEO of Sothys Group, commented: "We're thrilled to have Victoria on board at Sothys UK.

"We'll benefit from our mutual experiences so we can give Sothys the extra



PHOTO: SOTHYS



PHOTO: SOTHYS

■ Christian Mas, owner and CEO of Sothys Group

boost it needs in the market as well as position the brand at the same level globally as it stands in France."

Dello Ioio commented: "I'm delighted to be representing a brand such as Sothys, a company

which truly embodies quintessential French luxury, along with incredible results-driven spa treatments and skincare.

"I'm excited to be taking Sothys to the next level within the UK spa market."

Dello Ioio will be joining the brand in the coming months and will also be attending key industry events to represent Sothys.

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■ 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.abcpas.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.europeanspas.eu

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

Federterme

■ www.federterme.it

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

GSN Planet

■ www.gsnplanet.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

Sauna from Finland

■ www.saunafromfinland.com

Serbian Spas & Resorts Association

■ www.ubas.org.rs

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 & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.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

Wellness Tourism Association

■ www.wellnesstourismassociation.org