

spa business

Lemi[®]
ITALIAN WELLNESS EQUIPMENT

For more than 30 years, we have been providing
the best solutions for spas.



AMALFI

THE NEW SOLUTION DESIGNED TO COMBINE THE MASSAGE BED WITH THE PEDICURE STATION.
THE RESULT IS A REFINED MATTRESS WITH REMOVABLE SECTION.

www.lemi.it @ f t i

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

Lemi®

ITALIAN WELLNESS EQUIPMENT



FAVORITE
HYDROTHERAPY EQUIPMENT MANUFACTURER

FAVORITE
TREATMENT TABLE MANUFACTURER

Since 1989, proud partner of the **Best Spas** in the world

SIX SENSES SPA
DUBAI - UAE



ARIZONA BILTMORE,
A WALDORF ASTORIA RESORT
PHOENIX - ARIZONA



www.lemi.it info@lemigroup.it



Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

spa business

SPECIAL REPORT

Emotional Healing

Creating transformational guest experiences, p74

Thierry Mallaret

“Nature is a formidable antidote to many of today’s ills”, p12

FIRST PERSON

Susie Ellis and Lisa Starr visit Lanserhof Sylt p66

NEIL JACOBS

“We’re approaching the realisation of a Six Senses ecosystem”, p34

Get *Spa Business* & *Spa Business Insider* magazines FREE on digital: www.spabusiness.com/signup

LET'S FOCUS ON
THE "WE"
IN WELL-BEING.

Courtesy of Faena Hotel, Miami Beach.
Photographer Nik Koenig, USA



Europabad Karlsruhe, Germany

Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup



Chalet Anna Maria, Photographer Alex Kaiser, Austria

KLAFS
MY SAUNA AND SPA

From the start of planning all the way to the finishing touches, we're your partner of choice when it comes to bringing health-promoting sauna and spa solutions to life. Whatever your wishes are and whatever the spa trend is, together we can make it happen. After all, one thing is for sure: guests will be looking for a healthy lifestyle, more than ever before. And where better to find it than in the unique spa experience you offer?

Be inspired, discover your spa vision of the future at www.klafs.com



Kokon Corporate Campus, Liechtenstein

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

swiss line

BY DERMALAB

THE NIGHT IS NOT FOR REST
IT IS FOR REPAIR

INSPIRED SKINCARE, INFORMED BY BIOLOGY

MARINE COLLAGEN • MIMETIC GROWTH FACTORS • PEPTIDES •
SUPEROXIDE DISMUTASE • SNOW MUSHROOM



www.swissline-cosmetics.com

Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup



Salus per natura

Although most spa and wellness journeys take place within the built environment, insightful operators are embracing nature within and without, harnessing its healing powers to help customers find peace

Huge energy, investment and love are going into the creation of the next generation of spa and wellness facilities, making them some of the most stunning buildings on earth.

In this issue we enjoy a look at a number of new developments globally, including Lanserhof Sylt (p66), with its beautiful thatched roof, Banyan Tree Veya (p20) and Soneva Soul (p86), the latest concept from creative powerhouse, Sonu and Eva Shivdasani.

It's timely that our coverage of Soneva Soul features in the same edition of *Spa Business* as our interview with Neil Jacobs, CEO of Six Senses – a business started by Sonu and Eva that's being realised as a truly global eco brand by the talented Six Senses team (p34).

It's exciting to see such great architecture in our market and the buildings being created play a huge part in delivering the guest experience, but the real hero of the story is nature – whether the sand dunes of Sylt, the tropical forests of the Maldives or the icy waters of the Arctic.

As humanity grapples with challenges from war to drought, unfiltered, authentic access to the healing power of the natural world is increasingly in demand. I'd go as far as to say it's as important as water in delivering healing journeys – perhaps our rallying cry should evolve from salus per aquam to salus per natura?

On page 12, economist Thierry Mallaret flags it up, saying: "One of the most significant trends is the remarkable emergence of nature in the wellness space. Nature is a formidable antidote to many of today's ills. It makes us feel good, eases psychological and physical pain and is associated with a multitude of health benefits."

Mallaret says operators not tuning in to this powerful trend will find themselves in a 'precarious situation'.



Perhaps our rallying cry should evolve from salus per aquam to salus per natura?

This flight to nature chimes powerfully with another trend we're spotting – a growing interest in emotional healing, and on page 74, *Spa Business* editor-at-large, Jane Kitchen, talks to operators around the world who are creating and delivering a new generation of healing interventions to support guests in finding peace among the chaos.

Whatever your work, now's the time to get closer to nature, finding ways to integrate it into your business at every level, for the benefit of your own health and wellbeing and that of your people and your customers. ●

Liz Terry, editorial director lizterry@spabusiness.com

Contact Spabusiness: +44 (0)1462 431385 theteam@spabusiness.com
spabusiness.com @spabusinessmag Facebook.com/spabusiness

uniting the world of spa and wellness

www.spabusiness.com



Thierry Mallaret, p12



Lanserhof Sylt, p66



Clinical wellness at Tulah in India, p48



Loisium Spa in Champagne, p32

7 Editor's letter *Salus per natura*
Although great buildings lie at the heart of the spa and wellness experience, operators are turning to nature to deliver healing journeys, says Liz Terry

12 Spa people *Thierry Mallaret*
We talk to the economist behind *Monthly Barometer* about key trends emerging in the wellness sector, such as a greater connection with nature

16 Spa people *Verena Lasvigne*
The founder of VLF Spa Consulting shares her learnings from a career running spas on three continents

20 Spa people *Kim Weller*
The wellbeing director of Banyan Tree tells us about the rollout of the company's new brand, Veya - for mind/body wellness

25 Spa Business news
Kate Moss enters the wellness market; Miraval Life in Balance Spa launches in California and Claridge's unveils its first spa inspired by Japanese temples

30 New opening *Helvetia*
We dive into ancient Roman bathing traditions at the recently opened urban wellness spa in Florence, Italy

32 New opening *Loisium Spa*
A look at the new luxurious spa situated at the heart of France's celebrated Champagne region

34 Interview *Neil Jacobs*
The CEO of Six Senses talks about creating an eco-system around the brand to deliver hotels, clubs, residential, offices and resorts

48 Project Preview *Next gen wellness*
We take our first look at Tulah, the new clinical wellness retreat brand about to make its debut in Kerala, India, and speak to its CEO



Six Senses retreat Ibiza, p34



Neil Jacobs, Six Senses, p34



Sonu and Eva Shivdasani, p86



Emotional healing programmes, p74

50 Menu engineering
At your service

Get inspired by the latest wellness treatments, programmes and services

56 Research Rate of recovery

Russell Donaldson digs deeper into ISPA's 2022 US Spa Industry Study and considers the industry's resurgence since the end of pandemic lockdowns

66 First person Lanserhof Sylt

Susie Ellis and Lisa Starr report on the industry's eagerly awaited wellness experience - nestled within sand dunes on the German island of Sylt

74 Healing Emotional healing

As people increasingly seek support for their emotional wellbeing, Jane Kitchen talks to the operators who are digging deeper to deliver genuine transformation

86 Concept Soneva Soul

The CEO and co-founder of Soneva, Sonu Shivdasani, talks about the philosophy behind the company's new wellness concept, Soneva Soul

94 First Person Berkley Springs

Mary Bemis experiences the spa town that has been a bastion of the US thermal bathing traditions for centuries

98 Software Driving retail sales

We take a look at the software solutions that are helping spas to automate their sales and marketing and grow revenues

107 Product innovation

New product and service launches and specifier insights

114 Spa Business directory

116 Finishing touch

Sugar menace
A study shows how sugar consumption disrupts the gut microbiota, leading to increased risk of metabolic disorders

THE SPA BUSINESS TEAM

For email, use contact's fullname@spabusiness.com



Editorial director
Liz Terry
+44 (0)1462 431385



Publisher
Astrid Ros
+44 (0)1462 471911



Editor
Karen Maxwell
+44 (0)1462 431385



Assistant editor
Megan Whitby
+44 (0)1462 471906



Editor-at-large
Jane Kitchen
+44 (0)1462 431385



Contributing editor
Lisa Starr
+44 (0)1462 431385

Customer service

+44 (0)1462 471901

Advertising

+44 (0)1462 431385

Subscriptions

+44 (0)1462 471910

Circulation

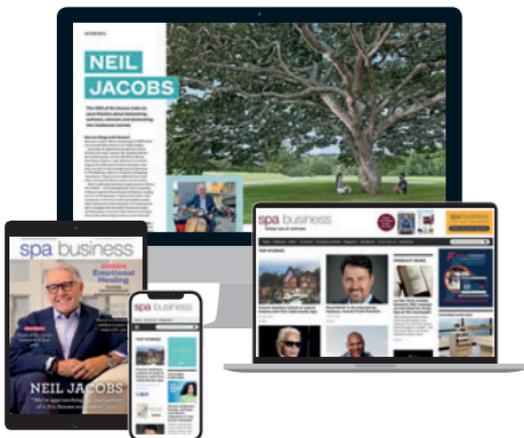
+44 (0)1462 471932

Finance

+44 (0)1462 471930

Credit control

+44 (0)1462 733477



Choose
how you read
Spa Business

Print

Spa Business magazine
is available in print from
www.leisuresubs.com

Spa Business digital

Read free online and enjoy
extra links and searchability
www.spabusiness.com/digital

Spa Business PDF

A PDF edition is available
to read offline at:
www.spabusiness.com/pdf

More resources

Sign up for free digital
www.spabusiness.com/signup
Spa Business insider
www.spabusiness.com/insider
Spa Business Handbook
www.spahandbook.com
www.spahandbook.com/pdf
Spa Business Online library
www.spabusiness.com/archive
Buyer Search Engine
www.spa-kit.net
HCM magazine
www.HCMmag.com
Fit Tech magazine
www.fittechglobal.com

©Cybertrek Ltd 2022 ISSN 1479-912X (print) 2397-236X (online)

To subscribe to Spa Business, log on to www.leisuresubs.com, email subs@leisuremedia.com or call +44 (0)1462 471930. Annual subscription rates are UK £48, Europe £65, rest of world £94, students (UK) £25.

Copyright Spa Business is published four times a year by Leisure Media, PO Box 424, Hitchin, SG5 9GF, UK. The views expressed in this publication are those of the authors and do not necessarily represent those of the publisher. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd.

Print and distribution Printed by The Manson Group Ltd. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally.



OAKWORKS®



Britta
Low Height - 18.9" (48 cm)

ADA Compliant

SoVi System

Zero Gravity

Tilt Function

ABC System

Fuzion Heated Top

Low Height Masters' and Signature Collection



The Performalift creates unparalleled guest experiences at the Beverly Hills Hotel.



The low height ProLuxe tables combine the best features of a spa and treatment table at the Hlatus Spa.



The Talise is feature rich with storage and warming drawer options. Shown here at Laguna Cliffs Marriott.

Jessica Wadley | studio.spatables.com | WhatsApp: +1 717.659.7403



Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup

spa people

“
Nature is a formidable antidote
to many of today’s ills

Thierry Mallaret
economist, The Monthly Barometer

What trends do you see?

One of the most significant is the remarkable emergence of nature in the wellness space.

The clear message that has emerged from the pandemic is that nature is a formidable antidote to many of today’s ills. Nature makes us feel good, it eases psychological and physical pain and is associated with a multitude of benefits in terms of physical and mental wellbeing. In the foreseeable future, wellness companies that miss this obvious trend will find themselves in a precarious situation.

What have you been enjoying personally?

Being based in the mountain resort of Chamonix in the French Alps, I’m very attentive to what happens in nature in the mountains, and the way in which this connects with the wellness industry.

For a while, I’ve been observing an explosion of wellness and fitness festivals. Typically, they combine trail or ultra-trail running with music, often good organic, food and immersion in nature. They constitute a new form of wellness practice, more focused on fitness but also associated with other forms of pleasure. I think these will grow exponentially in the coming years because they appeal very much to the younger generations.

What are the most critical challenges we’re facing?

We face an abundance of issues that will radically alter how industries and companies operate, but the one that overrides all the others is climate change.

It’s no exaggeration to state that it’s an existential threat for many people and regions around



© GETTY IMAGES/OLIVIERO TOSCANI

Mallaret says many global factors are affecting wellbeing



PHOTO: SHUTTERSTOCK/ANDREW HOOKS

There has been a rise in fitness festivals in recent years

the world and also that it's going to get worse and exacerbate all the other issues - making conflict more likely, rendering inequalities more sharply and so on.

The wellness industry - like all the others - will need to change and adjust.

There are many ways to move forward, but only one overwhelming consideration: we must reduce carbon emissions and protect nature. The wellness industry, because of the values it embodies - must be at the forefront of this 'battle' - but this is not the case yet. The longer it waits, the greater the cost of the adjustment.

Will the war in Ukraine impact the industry?

Apart from wellness operators actually in Ukraine, the war won't change the wellness industry. However, it will dramatically

We must reduce carbon emissions and protect nature and the wellness industry must be at the forefront of this 'battle'



► change our overall appreciation of wellbeing (happiness, or 'subjective wellbeing' in the scientific jargon).

Today, there are many conflicts in the world, and each makes it plain that 'feeling well' in a situation of conflict is an impossibility.

Physical security is an absolute prerequisite to experiencing wellbeing and enjoying the benefits of wellness. This is true as in Ukraine, as it is in Yemen, Ethiopia and in any country and region which is a victim of a war or civil conflict. Wars are also anxiety-inducing for those not directly affected, but impacted by fear of the increased possibility of a conflict. In short wars and conflicts destroy wellbeing.

What other threats and opportunities do you see?

Forecasting is a perilous exercise. At the moment every nation and region faces its own challenges, which conflate with those of

others. Take the example of the strong US dollar - this is up by 15 per cent over the past year against a basket of currencies and except for commodity exporters, global companies with US dollar earnings and American tourists this is making everybody's lives more difficult.

There's no immediate respite in relation to this situation in sight because it's hard to think of what could break the multi-year strong

The biggest threat is not economic, but geopolitical – the retreat of globalisation



US dollar 'super cycle'. The dollar's strength is an acute problem for many emerging markets with high levels of US dollar-denominated debt, whether sovereign or private.

For wellness and wellness travel markets, the biggest threat is not economic, but geopolitical: the world's fragmentation, the retreat of globalisation and the fact that some countries are 'retrenching' and turning in on themselves. ●

More: www.monthlybarometer.com



Wars and conflicts destroy wellbeing

PHOTO: SHUTTERSTOCK/ALUMINATE TURBOKOLA



Climate change is a threat to many people around the world

PHOTO: SHUTTERSTOCK/RAJAT CHAMBERA

GLOBAL FACTORS AFFECTING WELLBEING
Thierry Mallaret shares insights

ECONOMIC UNCERTAINTY
Rates of inflation, how far will interest rates rise and global indebtedness

GEOPOLITICAL TURMOIL
Something that's evident across the globe

SOCIETAL ISSUES
Social inequities and polarisation

ENVIRONMENTAL DEGRADATION
Nature and climate change are the two sides of the same coin, with dramatic problems flaring up everywhere

TECH INNOVATION
Where will it lead us? Towards utopia, dystopia or somewhere in-between?

G.M. **COLLIN**[®]

NEW

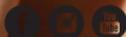
BIOCELLULOSE FACIAL MASK

In just 20 minutes

- Provides intense and immediate hydration.
- Reduces the look of fine lines and wrinkles.
- Visibly improves skin elasticity and tonicity.
- Rejuvenates skin texture and helps renew the plumpness of the skin.
- Renews the skin's radiance for a flawless-looking complexion.

(+1)1.800.341.1531 ext. 270 • export@gmcollin.com

WWW.GMCOLLIN.COM



Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup



Revenue-generating areas must be large enough to offset the operational costs of complimentary amenities

Verena Lasvigne

Director and founder, VLF Spa Consulting



You've operated spas around the world, what insights have you gained?

Working globally has been my career's most powerful building block. In addition, as a passionate luxury traveller, I've embraced and experienced authentic spa and wellness rituals that have inspired and influenced my growing understanding of wellbeing and healing.

How do consumers respond to international offerings?

The Asia-Pacific and Middle-East markets have been successfully integrating a holistic wellness approach for some time, whereas this has not yet become prevalent in urban wellness offerings in North America.

To give an example, a foot wash ritual before a massage is standard in Asia as an essential moment to connect and build trust at the beginning of a



PHOTO: SHUTTERSTOCK/STEFANO

Lasvigne worked for Four Seasons across three continents



PHOTO: SHUTTERSTOCK/STEFANO

treatment. However, in Europe and North America, both employees and guests would rather have longer massages.

Another difference is that consumers in North America like to add treatment enhancements during their allotted time. This differs in other countries where guests expect the treatment to be a complete experience without there being an option to pay for add-ons – even if they enhance the journey.

To meet specific consumer needs, it's crucial to 'glocalize' wellness design, amenities and journey and through research, my aim is to find the balance between invention, experience and consumer expectations.

It's important that operators, wherever they're based, have a deep understanding of their market and develop a concept that's relevant – sometimes locally inspired, sometimes not.

I believe that introducing an authentic concept brings deep engagement through the different touch points a guest traverses during their journey, and becomes a key component of the market positioning of a property.

Tell us about your consultancy?

After many years at Four Seasons, I've launched VLF Spa Consulting and am currently working on projects in urban and destination spa locations that aim to provide exclusive and unique offerings inspired by innovative wellness concepts.

The consultancy appeals to ventures that want to lean on expertise with access to best practice from the luxury market.

Services are tailor-made to every new project, from the initial planning stage to welcoming the first guests on opening day. In addition, I also help existing spas to reposition themselves,

To meet specific consumer needs, it's crucial to 'glocalize' wellness design, amenities and the customer journey



and elevate their reputation and profit, provide operational reviews, mentor spa managers and directors and help them achieve international award status, such as Forbes Travel Guide Five-Star ratings.

What's your advice when it comes to designing the ideal customer journey?

It starts with research, communication with the end consumer, and putting yourself in the guest's shoes.

So often spa operators consider that a client's journey begins when the guest enters the facility and ends when they leave. However, it actually starts long before the guest makes a reservation and extends to the point where they've finished using products purchased during their visit.

Spa and wellness leaders should offer experiences that are ▶

- ▶ unique, authentic, and bespoke. Adding invigorating touchpoints into the guests' journey that surprise with their ingenuity during the early design phase allows an operation to position itself as a market leader.

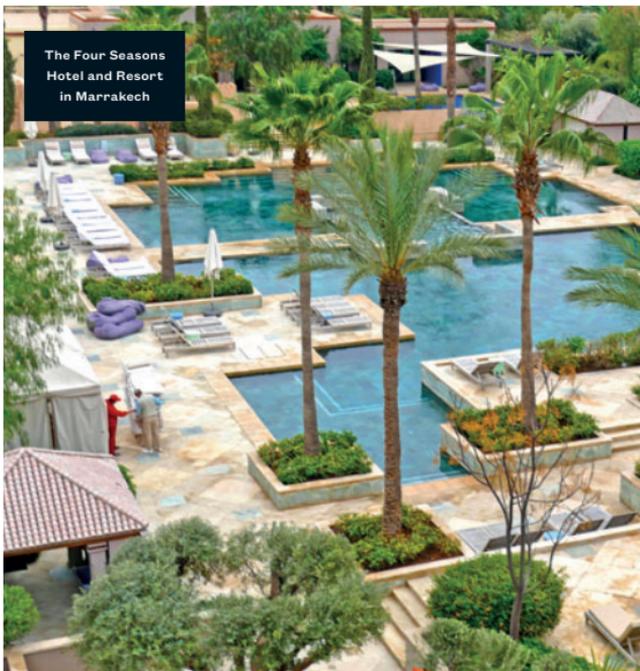
How can operators ensure they don't overbuild or underbuild?

I'd encourage each business to take the time and invest in research to ensure the data aligns with financial long-term success. An often overlooked analysis is that the revenue-generating areas must be proportionally large enough to offset the operational costs of complimentary amenities.

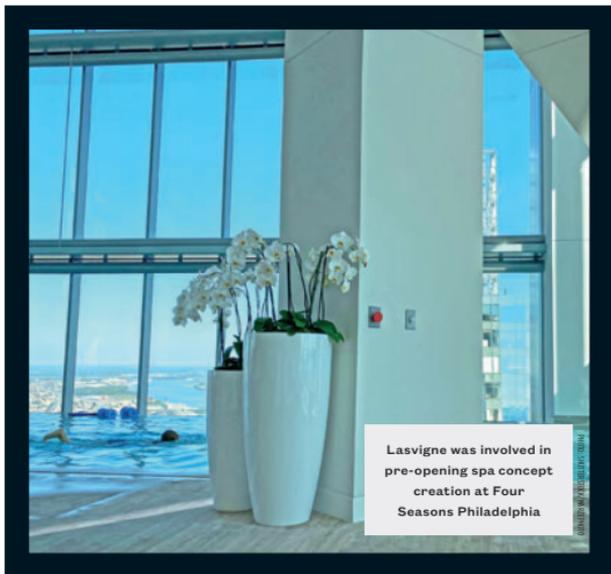
How can operators improve their spa retail?

The retail component is often mistakenly added on as an afterthought and not strategically

PHOTO: DAVID HODGSON/SHUTTERSTOCK



The Four Seasons Hotel and Resort in Marrakech



Lasvigne was involved in pre-opening spa concept creation at Four Seasons Philadelphia

PHOTO: ANDREW HARRIS/SHUTTERSTOCK

incorporated into the design and guest journey from the beginning of a project. This disrupts the integration of home care into the spa services.

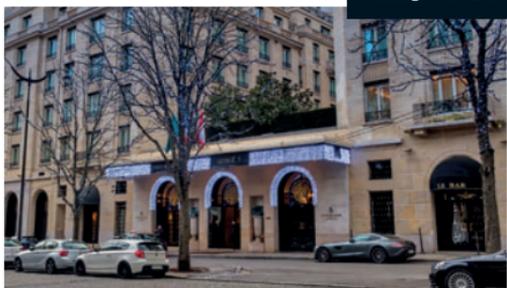
We often see no or inadequate retail space at the opening stages, which can potentially lead to costly renovations a few years later.

In the past, retail in spas included skincare only. Today these areas have developed into inspiring high-end lifestyle boutiques offering exclusive and appealing merchandise to satisfy the consumer's wellness and lifestyle demands.

Many spa and wellness leaders are not strategically bold with their retailing. A 15 to 20 per cent retail revenue out of total spa revenue would be my recommended benchmark. Some spas can reach 30 per cent, which is likely to be related to higher guest satisfaction scores.



Lasvigne ran the spa at the Four Seasons George V in Paris



What have operators done well since the start of the pandemic?

Many got creative and showed flexibility and adaptability – demonstrating a deep resilience, and I was impressed by how many repeatedly pivoted to create safe environments for their staff and guests.

A focus on mental health has also impacted hotel operations, with mental and physical wellness influencing the employee experience, plus the spa became an important revenue department.

What do you feel hasn't been handled well?

I'm disappointed with the spas that missed this opportunity within the hotel environment and the wider community.

Some also struggled with recruitment during this time, so some spa managers and employees had to work extensive hours in their commitment to

servicing guests and those that didn't receive additional resources from hotel management, or facility owners were more likely to experience burnouts.

Another aspect that struck me, especially in the luxury market, was that spas and hotels removed some amenities which meant a large part of the guest experience was missing – resulting in guests only receiving, for example, a bottle of water during their visit, rather than a more meaningful offering which may have helped the spa become the market leader.

I missed some operators defending the integrity of their concepts and compromising on the experience for the sake of a cost-saving approach. The spa was one of many businesses' first targets for cost-saving initiatives.

I also wonder if there was enough effort paid to both attracting talent and retaining it, as low turnover rates save costs.

A 15 - 20% retail revenue is my recommended benchmark. Some spas can reach 30%



How should the industry's recruitment crisis be tackled?

This crisis is affecting the hospitality industry in general. Operators need to work towards becoming an 'employer of choice' to attract employees and encourage retention by offering a workplace where employees' personal development, continued education and wellbeing drives team motivation and ultimately lowers turnover rates.

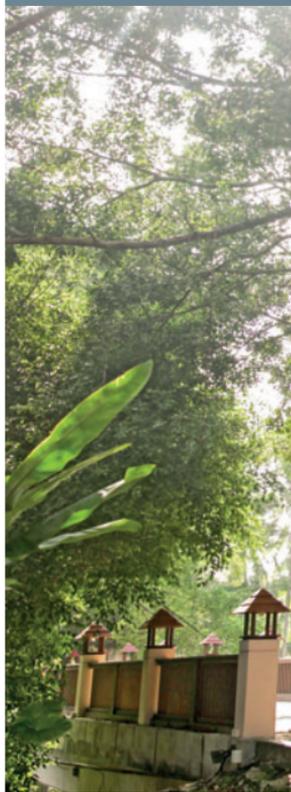
My job as a consultant has become more critical in this tense hiring climate. It's crucial to appoint the most suitable leadership and help the managers and directors become the strong leaders they need to be, while fostering an engaging employee experience for long-term success together.

My one-on-one coaching focuses on this, developing spa managers into strong leaders with a vision and strategy to match. ●



“Veya offers modalities to help with modern-day issues and to respond to what guests say they need – which is a safe, supportive environment

Kim Weller wellbeing director,
Banyan Tree



The Veya concept
is an antidote to
today's stressful lives

20 spabusiness.com issue 3 2022

Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup



Banyan Tree has launched a new wellbeing brand, Banyan Tree Veya, within its multi-brand ecosystem.

The flagship resort in Phuket opened in March 2022, and the second Veya will be opening in Q4 2022 in the Maldives. Created in direct response to the COVID-19 pandemic, Banyan Tree Veya aims to address a world with an urgent need for reconnecting mind and body on a daily basis.

"The pandemic has caused extraordinarily high levels of fear, stress and anxiety for many," says Kim Weller, Banyan Tree's wellbeing director. "A silver lining is that it has also underscored the importance of wellbeing and sustainability, and the way the two are interlinked. Veya is a place of peace and discovery, offering

our guests access to wellbeing specialists and practices that can honour their commitment and aspirations to live a better life of balanced wellbeing."

Wellbeing journey

Veya means 'to weave', and is designed to provide a safe space for guests to integrate their own path to wellbeing. The Veya experience is led by certified multidisciplinary wellbeing hosts around a three-step protocol of awareness, discovery, and sustenance.

The resorts offer bespoke programmes with an emphasis on what the brand calls 'embodiment therapies,' built on Banyan Tree's proprietary eight pillars of wellbeing: Sleep and Rest; Dietary Awareness; Bonding and Connection; Physical Vitality;

People are seeking purpose-driven holidays that make a difference to themselves and their lives

“

Cultivate the Mind; Learning and Development; Harmony with Nature; and Sustained Practices.

The Veya journey begins with a private consultation with a wellbeing host, certified and trained in Eastern medicine, naturopathy and coaching. After an assessment against the brand's codified wellbeing approach, a personalised itinerary is aligned to each guest's needs and priorities, centering on embodiment therapies and somatic practices.

Mindfulness practices, including classes such as Ocean Breath and Conscious Grounding, raise sensory awareness through breathwork, sound therapy and guided imagery meditation techniques in natural environments. A focus on somatic movement includes intuitive forms of dance, yoga ▶

SPA PEOPLE

► and classes such as Balance and Stability, which focus on the internal experience of movement to release chronic tension patterns and calm the nervous system. A new range of signature therapies combines rehabilitative floatation with body stretch massage techniques and meditational sound therapy to create a restorative sensory experience.

Lifestyle learning

Veya also includes a focus on lifestyle learning, with workshops aimed at introducing wellbeing rituals into daily life such as creative therapies, integrative nutrition, and classes such as Positive Resilience, which help guests bring the retreat experience home.

"We are not one to rest on our laurels," says Weller. "We find there are new needs surfacing; mind-body connection is lacking with so much digital work and the chronic stress of being always on. Veya offers modalities to help with current modern-day issues and to respond to what guests

say they need, which is not more information, but a safe, supportive environment. People are seeking purpose-driven holidays that make a difference to themselves and their lives when returning home. A wellbeing holiday traditionally looked like a solo woman trip, but now includes couples, solo male and like-minded groups of travellers who come to Veya and love the freedom, acceptance and aspirational nature of the journey they experience with us."

Veya experience

Each of the 23 one-bedroom Veya Pool Villas have been designed

We want the guests to interact and bond to share their wellbeing experiences and journey

‘

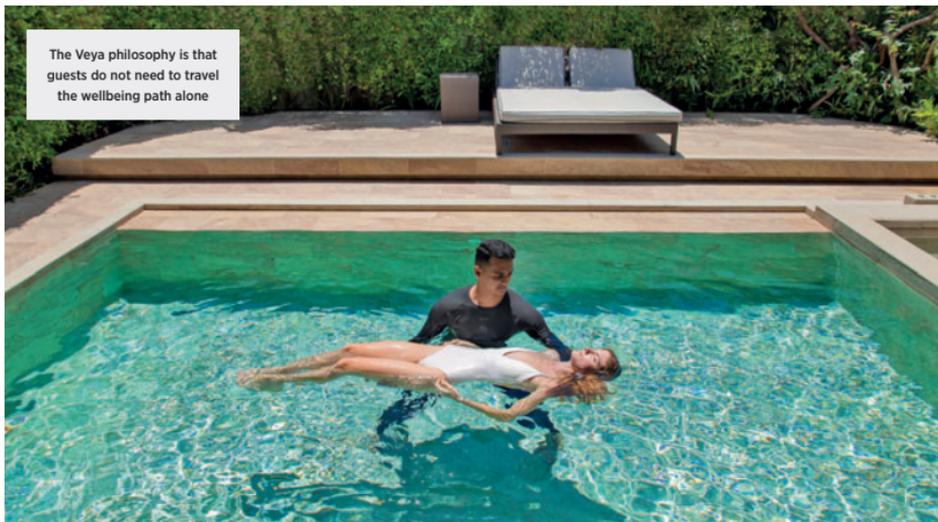
for optimal rest, and feature organic cotton bedlinen, choice of pillows, black-out curtains, night time aromatherapy, sleep light and music. Each villa also comes equipped with amenities including a wellbeing mini-bar, yoga mats, sound therapy bowls, and exercise stretch bands.

Veya showcases plant-forward cuisine that weaves together Asian and Mediterranean influences created around a Fuel-Balance-Repair daily sequence. Resident nutrition sommeliers assist guests in curating a tailored menu during their stay to fulfil dietary needs and preferences.



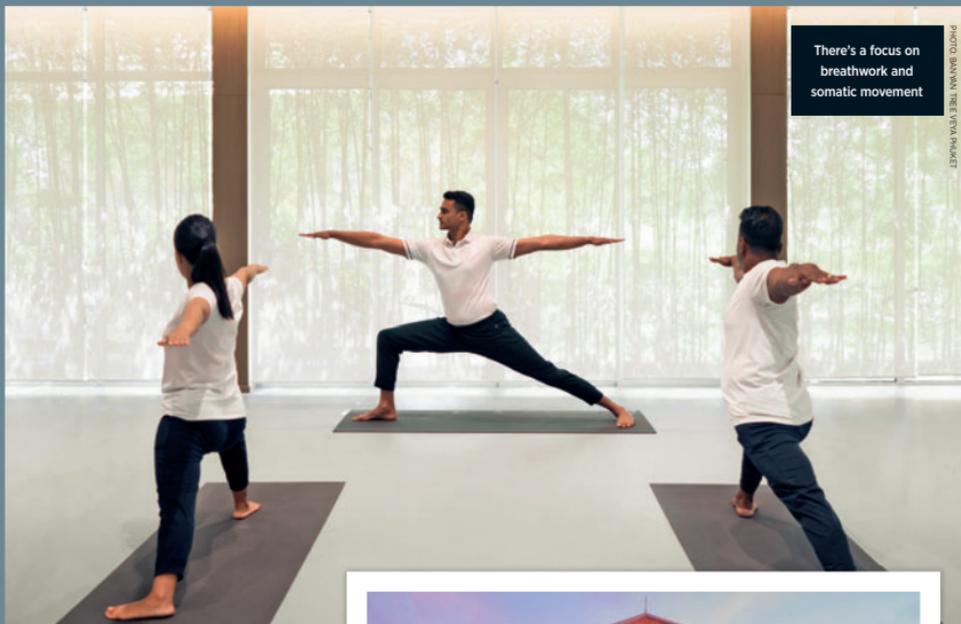
The flagship Veya resort opened in Phuket, Thailand

SPABUSINESS.COM/STANLEY DUNN



The Veya philosophy is that guests do not need to travel the wellbeing path alone

PHOTO: BANWAN TIRIE VEYA PHUKET



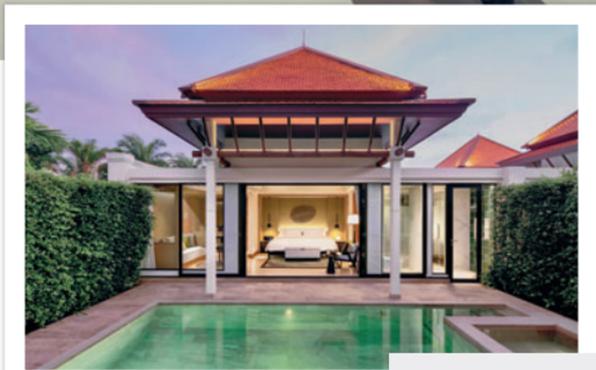
There's a focus on breathwork and somatic movement

PHOTOS: BAHAMNA TRAVEL VENA MARKET

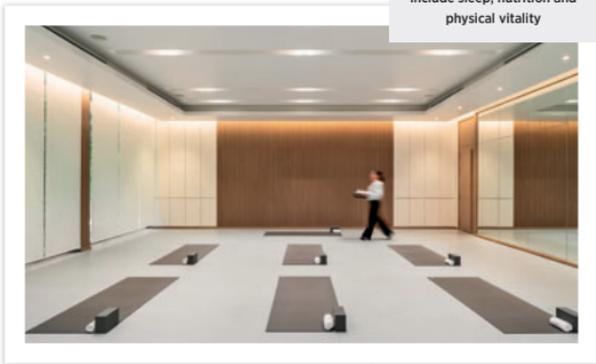
Guests also can access a wellbeing centre with a White Room for sensory detox and meditation, and a herb pharmacy workshop is set to open soon. Prior to departure, a journey reflection consultation is offered, which provides personalised programmes and lifestyle practices so guests can continue their wellbeing journey at home. Veya will also host Veya Circles – retreats with visiting practitioners that bring people together and focus on different sustainable wellbeing practices.

“Many people are hesitant to join in wellbeing retreats or events that seem to require experience and a high level of fitness and strictness,” says Weller. “We want to foster an atmosphere of inclusion, diversity and flexibility by offering a unique range of practices that are accessible and enjoyable.

“We expect 20-40 guests at these events to foster a sense of intimacy and connection and want them to interact together to share their wellbeing experiences and journey. We do not travel the path of wellbeing alone.” ●



Veya's eight wellness pillars include sleep, nutrition and physical vitality



PHOTOS: BAHAMNA TRAVEL VENA MARKET

Full Body Boost.

Works on the skin,
body and mind.

Expand your center's wellness offering with i-Boost, a unique experience of body exercise and beauty treatment.

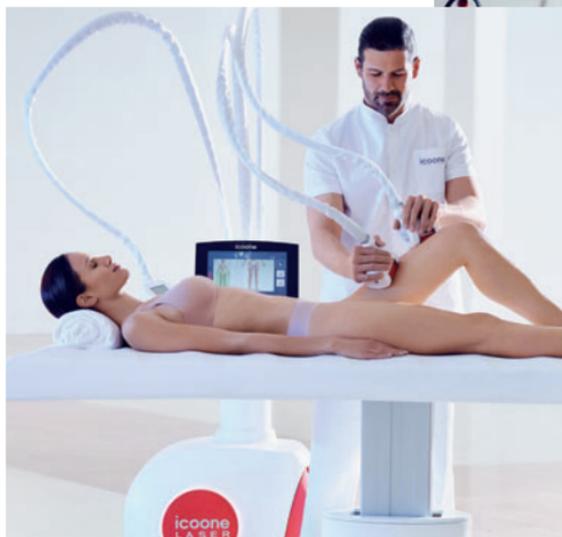
i-Boost stimulates the skin and muscles - offering a tech-based, holistic treatment for total-body wellbeing.

Your clients will achieve results they have never seen before, thanks to technologies that will regenerate their skin with microstimulations and sculpt their body with Elispheric movement.

We offer you technology, marketing and training to revolutionise your center.



Photo: Florian Sommer®



Contact us to enhance
both your business
and treatment results:
+39 051 6259797
info@i-boost.it

i-Boost[®]
Move Beyond Beauty

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

Construction marches ahead for Saudi giga-projects Amaala and The Red Sea

The Red Sea Development Company (TRSDC), the developer behind ultra-luxury Saudi tourism destination Amaala, has now signed over 300 contracts worth more than SAR 6.62 bn (US\$1.7bn, €1.7bn £15bn).

Amaala is being designed for ultra-high net worth individuals and will centre on wellness and sports, arts and culture and sea, sun and lifestyle.

Spanning 4,155sq m of the Saudi Arabian coastline, Amaala will feature 3,000 hotel rooms, 25 hotels and 900 residential villas, apartments and estate homes.

These will be complemented by retail, fine dining, wellness and recreation facilities.

To support the development of the wellness component, TRSDC advisory



TRSDC is responsible for developing and managing The Red Sea and Amaala projects

THE RED SEA DEVELOPMENT COMPANY

board announced the appointment of industry figure and founder of Espa Sue Harmsworth earlier this year.

The advisory board is composed of regional and international leaders in business, tourism, environmental sustainability and conservation and they lend their expertise to both Amaala and its sister-project, The Red Sea.

Stay tuned for the Q4 issue of *Spa Business* for an exclusive interview with Aradhana Khowala, chair of the



Sue Harmsworth

TRSDC advisory board and a strategy specialist in travel and hospitality, diversity, inclusion and women's health. **More:** http://lei.sr/c8K3Q_B



Historic public baths in Oslo restored by Nordic Hotels & Resorts

Nordic Hotels & Resorts has announced the grand opening of its newest luxury hotel, Sommerro, located in the heart of Frogner in Oslo's West End.

The urban retreat is set within the former headquarters of Oslo's original electrical company and is designed to pay tribute to Norway's cultural heritage.

As of November, the hotel will be crowned with a 1,394sq m wellness space, including the city's first year-round rooftop



Rituals will include Nordic thermotherapy experiences

pool, sauna and terrace. Named Vestkantbadet, the spa has been conceived following the restoration of one of Norway's last remaining public baths, which first opened in 1932.

Vestkantbadet has been reimaged as a subterranean spa, which Nordic Hotels claims will be the largest of

any city hotel across the Nordic countries.

The spa's centrepiece will be an original mosaic created by 1930's Norwegian artist Per Krohg. It will also feature 12 treatment rooms, restored Roman baths, an infrared sauna, a gym and a plunge pool. **More:** http://lei.sr/e7n4g_B



Supermodel Kate Moss

SPAIN/REUTERS/ALAN HAYES/AGENCY

Kate Moss enters wellness market with self-care brand

Supermodel Kate Moss has branched into wellness with a new self-care brand named Cosmoos.

Launched in September, Cosmoos is described as 'self-care created for life's modern journeys' and includes a collection of skincare products, two tea blends and a signature fragrance.

Moss commented: "Cosmoos draws on my life experiences and journey of discovery and transformation. It's a celebration of every day exactly as it is, with all its imperfections."

More: http://lei.sr/a2y6s_B



Japanese temples and Zen gardens inspired the design

Claridge's unveils first-ever spa, inspired by Japan

Upmarket London hotel Claridge's has opened the doors to a brand new subterranean spa retreat as part of a seven-year, property-wide overhaul.

Located three floors below the Mayfair hotel, the softly-lit, minimalist spa has been designed by interior architect André Fu who drew inspiration from his visits to traditional Japanese temples and Zen gardens in Kyoto.

Fu has incorporated natural elements such as limestone, wood and water into the interiors to create a natural calming atmosphere.

This Japanese influence has also influenced the spa menu, which pays homage to the art of ceremony in Japanese culture through the incorporation of opening and closing rituals during each wellness treatment. Rituals range from an authentic Japanese-inspired Bambo and Silk body ritual to a selection of facials provided by Augustinus Bader or Facegym.

Facegym founder and spa consultant Inge Theron played an important role in bringing the space to life – thanks to her role as creative director of spa and wellness for Maybourne Hotel Group – Claridge's parent company.

More: http://lei.sr/y5t9b_B



HYATT HOTELS

The spa will cover 1,394sq m and feature 20 indoor and outdoor treatment rooms

Miraval's signature Life in Balance Spa concept to arrive in California in 2023

Destination spa and wellness operator Miraval Resorts & Spas has revealed plans to open its fourth Life in Balance Spa in the US. The new facility will be located at Park Hyatt Aviara Resort in San Diego, California.

The spa will be realised following a complete redesign of the resort's existing 1,394sq m wellness facility, conducted by Wimberly Interiors. Once complete, the project will mark the final phase of a US\$60m (£58.8m, £49.7m) resort-wide renovation at the five-star Carlsbad resort.

The full-service Life in Balance Spa concept is the centrepiece of each of Miraval's three full-scale resort and spa destinations in Tucson, Arizona; Austin, Texas; and Lenox, Massachusetts.

"The world needs wellbeing now more than ever, making this the perfect time to expand the Miraval Resorts & Spas



Susan Santiago

portfolio," said Susan Santiago, head of Miraval Resorts.

"Our Life in Balance Spa experiences create a sanctuary for guests to pause, rejuvenate and reflect as they find balance in their lives."

According to Miraval, the spa's design will harmonise natural materials and local building methods to create a space that is both refined and elemental.

The space will also be populated with crystals, cairns and mandalas to create a re-energising haven for relaxation and personal reflection.

More: http://lei.sr/C3g5B_B

WHOLE FOODS



John Mackey, co-founder of Whole Foods

Whole Foods co-founder rumoured to be launching new US wellness brand

John Mackey, co-founder and former CEO of US organic supermarket chain Whole Foods, is reportedly set to launch a new wellness brand named Healthy America.

Plans involve unveiling destinations featuring whole goods, plant-based restaurants, medical and wellness centres – all rooted in lifestyle medicine and offering a wide range of wellness programmes and health education.

According to a now expired job vacancy, the medical and wellness

centres will take a "holistic approach to health and leverage the best of Western and Eastern medicine, alongside wellness, educational and fitness and spa services to offer a best-in-class solution".

The company is also backed by other former Whole Foods executives including Betsy Foster – previously Whole Foods senior vice-president – who's been appointed to serve as Healthy America's CEO.

More: http://lei.sr/3f6C9_B



THE WELLNESS REVOLUTION

Myrtha Wellness creates, engineers and manufactures sustainable products that delight the clientele. Myrtha modular panels technology are the epitome of 'Made in Italy' thermal bathing wellness products - including saunas, steam rooms, vitality pools, plunge pools, ice fountains & experience showers and swimming pools. The exceptional technical team of experts at Myrtha Wellness works globally in concert with architects, designers and engineers throughout the project lifecycle to create memorable experiences, leading the latest technological trends in the hospitality sector.

www.myrthawellness.com

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

▶ DIARY DATES

25-28 October 2022

Interbad

Messe Stuttgart, Germany

Creative design, state-of-the-art technology, top quality and pioneering trends in swimming pools, saunas, spas and wellness combined in one event.

www.interbad.de

25-28 October 2022

Synergy - The Retreat Show

Ca Na Xica, Ibiza

A trade show unifying hospitality and wellness professionals through experiential learning, meetings, social events, wellness and education.

www.theretreatshow.com

31 October-3

November 2022

Global Wellness Summit

Hilton Tel Aviv, Israel

Spa and wellness leaders gather to discover innovations and network.

www.globalwellnesssummit.com

6-9 November 2022

W3Spa North America

Estancia La Jolla Hotel

& Spa, California, US

Spa suppliers and decision-makers from high-volume luxury spas across the US will connect through a schedule of one-on-one meetings.

www.weworkwellevents.com

16-18 November 2022

Cosmoprof Asia

Singapore Expo, Singapore

A B2B event for global wellness and beauty professionals interested in business opportunities in the Asia-Pacific region.

www.cosmoprof-asia.com

19-22 January 2023

Les Thermalies

Carrousel du Louvre,

Paris, France

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

www.thermalies.com



The resort is set in Argentina's wine region of Mendoza

Luxury spa suites launched in Argentina's wine country

Argentina's first female winemaker Susana Balbo has opened her flagship hotel in the Mendoza wine region, called SB Winemaker's House & Spa Suites.

After four decades dedicated to the wine industry, Balbo created the bespoke estate and luxury boutique hotel in Argentina with her daughter, Ana Lovaglio Balbo.

With striking views of the Andes, the hotel has been conceived to reflect Balbo's authentic wine roots in everything from design, décor and setting to wellness, culinary experiences, art and nature.

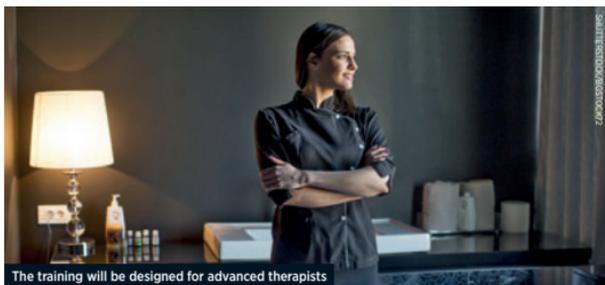
The estate's wellness offering consists of seven glass-walled spa suites, claimed to be the first ever offered at a Latin American wine resort. Each one features

a steamroom, experience shower, massage table and access to a Wellness Butler. Four of the accommodations are also equipped with a dry sauna.

In addition to their own living room, terrace and curated wine fridge, the suites all feature a private garden with an outdoor fire pit and heated loungers – hidden by a wall of foliage and volcanic stone. Upon arrival, every guest is greeted with a 15-minute massage on their suite's heated loungers.

The seven individually-designed suites are completed with a deep bathtub, which is inspired by the concrete egg wine tanks used in the fermentation process.

More: http://lel.sr/F9e6c_B



The training will be designed for advanced therapists

SATCC developing therapist training for lymphoedema

The Standards Authority for Touch in Cancer Care (SATCC) is working on a new industry training standard for the treatment of lymphoedema.

Lymphoedema is the build-up of fluid in soft body tissues when the lymph system is damaged or blocked – a condition that people living with cancer and those undergoing treatment for cancer are at high risk of being affected by.

The SATCC says health services are struggling to support cancer patients with lymphoedema as they don't have enough appropriately-qualified staff

or appointment times to answer the demand. In light of this, the board feels the spa industry has an opportunity to support in a preventative capacity and help clients with cancer avoid or minimise the effects of lymphoedema.

SATCC board member, trainer and cancer care specialist Christine Clinton said the training will equip therapists with the skills to determine the client's risk factor for lymphoedema and modify the spa treatment accordingly. Plus, they will also be taught about how to offer home care advice to the client.

More: http://lel.sr/z9c3n_B



IYASHI DÔME
INTERNATIONAL

JAPANESE HIGH TECHNOLOGY
CONTACTLESS AND HANDS-FREE

With almost 20 years of experience serving beauty, wellness and health professionals, the authentic Japanese long infrared sauna offers deep detox treatments with benefits recognised and proven by measured clinical studies

**DETOX | SLIMMING | ANTI-AGEING
PREPARATION | MUSCULAR RECOVERY**



www.iyashidome.com

Get **Spa Business & Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup

Florence spa splashes out with ancient Roman bathing traditions

An urban wellness sanctuary has opened in the heart of Florence, Italy, inspired by ancient civilisations and their tradition of communal bathing. Italy-based spa and wellness consultancy *bbspa_Group* devised the spa concept for the five-star *Helvetia & Bristol* hotel, owned and managed by *Starhotels*. Spa management company *Snow Group Italia*, of which *bbspa_Group* is a shareholder, has been brought on board to helm the spa.

The team chose to channel a minimalist and modern vision of the historic Roman bathing tradition into its design. *Regis Boudon Doris*,



The site is built on the foundations of ancient patrician Roman baths

CEO of *The Snow Group Italia* and *bbspa_Group*, told *Spa Business* this decision was due to the fact that the building is built on the foundations of ancient patrician Roman baths which, until recently, had been buried underneath a bank vault.

"Being in the heart of Florence is already magical - especially in a building with such rich history - but bringing the city's ancient Roman baths back to life is what makes this project so unique," he says, adding that the concept means that spa guests can view various period finds from the ancient Roman empire dotted around the spa.

"We've revived the baths to bring a fundamental pillar of spa culture into the 21st century. It's been an exciting challenge and we're delighted to bring



PHOTO: STARHOTELS

Spa facilities include two pools, a tepidarium, caldarium and sudatorium

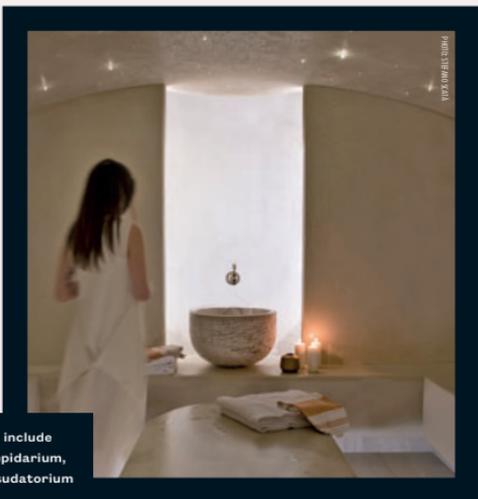


PHOTO: STARHOTELS



Being in the heart of Florence is magical and bringing the city's ancient Roman baths back to life makes this project unique

this traditional offering to both hotel guests and local Florentines," he says. "The property is the first spa in Italy to be added to a portfolio of 60 international properties managed by The Snow Group. There are also other projects in Italy in the implementation or contracting phase which form part of our ambitious development plan."

bbspa_Group also worked with Starhotels' architecture and interior design departments to execute the Florence project. The team collaborated closely with Starhotels architects Silvia Stoppacciarri and Francesca della Rosa, as well as Starhotels' president Dr Elisabetta Fabri, who influences the mood and design of each hotel in the group. ●

WELLNESS FACILITIES

The 550sq m La Spa Helvetia & Bristol provides a Roman-inspired bathing journey featuring two pools with whirl-pool functions, a tepidarium, caldarium, frigidarium, sudatorium and an aquae Jet Pathway. Guests can complete their experience by reclining in either of the spa's two relaxation rooms.

In addition, the facility is home to two single treatment rooms, a couples' suite, a hand and foot treatment room, a beauty room, a check-up space and a suite for water massages.

Shower system specialist Aquaform supplied all water technologies within the facility, while wellness equipment supplier Lemi Group provided the treatment beds and accessories.

Visitors are also able to upgrade their experience by choosing from a menu of Cinq Mondes spa treatments, including signature treatments and massages. A selection of fitness and movement activities are also available.

Loisium Spa

Champagne-inspired spa hotel opens in French wine country

Hospitality group Loisium Wine and Spa Hotels has opened a new four-star spa hotel perched upon a hill in France's Champagne region.

With two existing locations in Austria, the group's vision involves creating properties which fuse modern architecture, wellness, wine experiences and relaxation.

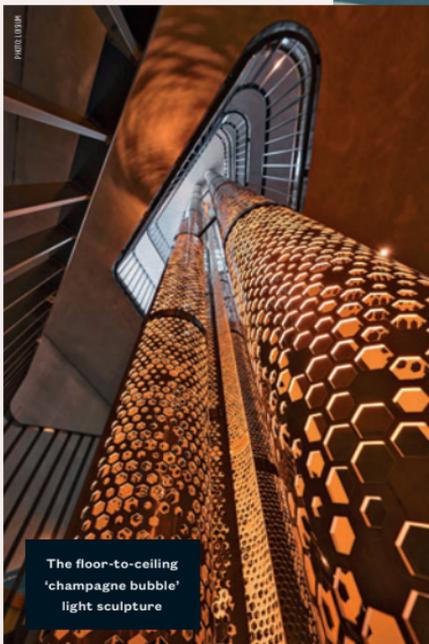
The latest addition to the portfolio is Loisium Wine and Spa Hotel Champagne – a property developed by SAT Manager (Artec Groupe) and inspired by the natural beauty of the region, overlooking vine-covered hills and forests.

Architecture and interior design firm Studio Jouin Manku was appointed to design and deliver the 101-room property and its 1,000sq m spa in Mutigny.

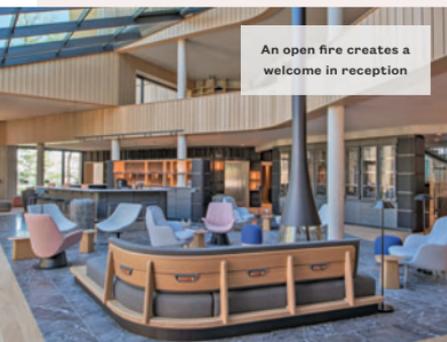
The studio was keen to divert from the sense of opulence typically associated with champagne and instead conceptualise a raw and honest homage to the work that goes into creating the beverage.

Upon entering the wood-clad property, guests are welcomed by a large open fireplace and access to the spa is via a dramatic staircase anchored by a floor-to-ceiling light sculpture designed to mimic champagne bubbles.

The spa area is decorated with a pallet of natural materials and populated with cosy nooks



The floor-to-ceiling 'champagne bubble' light sculpture



An open fire creates a welcome in reception



PHOTO: BENJAMIN BARRON

Our project is a mix of simple pleasures and sparkle
Sanjit Manku



PHOTO: MICHAEL MANNING

The spa's pool has indoor and outdoor access

and bright colours intended to bring nature indoors. Large glass-fronted areas also reveal expansive views of the forest and vineyards, while four alcoves offer exclusivity and privacy.

Interiors mirror the terroir

In an ode to Champagne, the Loisium spa features chalk-toned renders on the walls and vertical surfaces to replicate the particular soil characteristics typical to the province. Blue slate-coloured floor ceramics complete the facility in another subtle nod to the terroir.

"Our project is a mix of simple pleasures and sparkle," says Sanjit Manku, architect, associate partner and co-founder of Studio Jouin Manku.

The design team felt the building's purpose is to promote the diversity and beauty of the Champagne area.

"The design carefully navigates the site's natural attributes while the interior design scheme is both functional, natural, yet stylish."

Guests are invited to visit the spa's pool that traverses the building – with both indoor and outdoor access – as well as a spa bar, Finnish sauna, sanarium and a steam bath supplied by Klafs.



PHOTO: MICHAEL MANNING

Decor features natural materials

Alternatively, they can recline outdoors on the spa's terrace or sunbathing area.

The menu offers treatments by herbal brand Saint Charles Apothecary, including massages, scrubs, facials and signature Loisium rituals. The brand is a long-term partner of Loisium and is partnered with its two other spas.

Guests can also find the apothecary-inspired products as amenities in their rooms, as well as in the spa's retail boutique.

Additional facilities at Loisium Wine and Spa Hotel Champagne include two distinct dining experiences and multiple conference spaces. ●

NEIL

JACOBS

The CEO of Six Senses talks to Jane Kitchen about biohacking, wellness, retreats and growing the residences market

How are things at Six Senses?

Business is good. We're mostly back to 2019 levels and considerably ahead of our 2022 budget.

Last year we opened five properties and all of them are super-special. We started with Six Senses Botanique, outside São Paulo, Brazil; then Ibiza in Spain in July; Shaharut in Israel in August; Fort Barwara in India in October; and then we took on the management at Kanuhura in The Maldives, which is currently undergoing renovations. They're all so different from each other, but the Six Senses values remain intact.

Ibiza in particular has been a huge success in terms of numbers - we're hitting 80 per cent occupancy. In May we opened 19 residences, ranging from three- to 10-bedrooms. They've had 70 per cent occupancy in the first month and added a whole other dimension to the property. The townhouses don't compete with the hotel rooms and suites, as the product is more an alternative to renting a villa on the island; they've been so well-received.

You're getting into the festivals market too...

We're getting ready to host the first Alma Festival in Ibiza - it's a three-day event in November centred around spirituality, celebration and wellness.

Designed as a 'soul adventure', Alma will bring together a community to find a meaningful way to connect and breathe new life into modern spirituality via a rich programme of fun and engaging events and workshops, live music, artistic performances, and culinary experiences.

It will include talks with people such as Dave Asprey, who many consider the father of biohacking. ▶



Jacobs is leading the expansion and extension of the brand

PHOTO: SIX SENSES / LOUÏSE MARIE DE LAMOND



Wellness and nature sit
at the heart of the Six
Senses global business

PHOTO: SHUTTERSTOCK

“ *After 10 years, we’re
approaching the realisation
of a Six Senses ecosystem* ”

spabusiness.com issue 3 2022 35

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

For Six Senses, festivals and retreats are the way to go and are a huge piece of our future. Our goal is to have a greater presence in this market

Six Senses is venturing into the retreats and events market to optimise the shoulder seasons

PHOTO: SIX SENSES

The Alma Festival will take place at Six Senses Ibiza



Dave Asprey, father of biohacking (left) and Calm's Michael Smith

Our expert-led retreats such as Alma (www.spabusiness.com/sixsensesretreats) provide much-needed space to achieve this, while offering access to spa facilities, wellness activities, and 'extra' extras, depending on the daily schedule.

Wellness has been at the core of Six Senses since the brand was born. We see significant interest in room night increases for guests attending wellness retreats since we launched this initiative in 2021, while our virtual platform, At Home with Six Senses, continues to attract broader audiences, with over 10,500 sign-ups for 'Friends of Six Senses' and 'Masterclasses' in the last one-and-a-half years. That's very encouraging, given that the world has reopened and people can travel.

What's special and different about your spas?

At Six Senses we have a Wellness Innovation Team (WIT). It's a think tank/incubator that researches and creates content and design, keeping us relevant and in tune with new modalities in the context of where and how we operate.

We're putting cryotherapy into our spas, along with infrared saunas and, where possible, extensive wet circuits. The upcoming Six Senses Rome, for example, will offer a beautiful journey with cold, warm and hot features in a cave-like environment. This has been designed to reflect the history of the city which is home to the original Roman baths.

We're including biohacking lounges in many locations, while six Senses Crans-Montana will feature a recovery lounge specially designed for avid skiers.

Longevity is also high on our list and the soon-to-open Rose Bar in Six Senses Ibiza will offer a non-invasive take on longevity with both tech and touch.

How is tech underpinning your wellness offerings?

Biohacking sounds futuristic, but it's simply a way to recover from travel to get the most out of a stay. Guests become more aware of what's going on inside and out to make improvements in a playful, experiential way. ▶

- ▶ Also planned are wellness workshops with Jasmine Hemsley and transformative workouts with The Class founder, Taryn Toomey, Mindvalley CEO Vishen Lakhiani and CEO of meditation app Calm, Michael Smith. Typically few people go to Ibiza in November, but we've brought in some big names, so we think it will be a success.

For us, festivals are the way to go, and are a huge piece of our future. Our goal is to have a greater presence in that market - we've got owners who are happy to host them at less busy times.

What do spa and wellness mean to Six Senses?

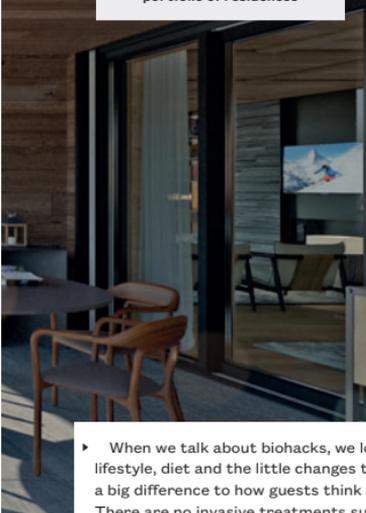
Wellness is in our DNA and not just confined to the walls of our spas. It's also at the forefront of people's minds and we see them travelling with different sets of intentions, seeking transformational experiences led by experts that allow them to deepen self-knowledge and awareness and connect with like-minded individuals.



PHOTO: JOHN HUNTER/ISTOCK
The new Six Senses
Rome will have a 360°
rooftop view of the city

Six Senses Residences
Courcheval – part of a growing
portfolio of residences

SIX SENSES



► When we talk about biohacks, we look at lifestyle, diet and the little changes that can make a big difference to how guests think and feel. There are no invasive treatments such as gene editing or inserting microchips under the skin.

For us, biohacking is a shortcut that can help change our bodies and brains, enabling a smarter, fitter, and longer health span. We've always believed in the principle, but refocusing around this term has helped us to reach more guests and see some great results.

Many of our locations now offer biohacking, and the tech is constantly developing. When it opens, we'll have 15+ biohacking options available at Six Senses Rome, and Six Senses Crans-Montana will have a Recovery Lounge focused on biohacking.

In addition to offering biohacking, we also integrate science into our programme through our wellness screening, a collaboration with the Timeshifter jet lag app and through our Friends of Six Senses who are experts in their field.

Tell us about Vana

We've recently taken over our first destination spa. We always said it wasn't our model, but then Vana came along.

What the owners have created is amazing, and we're very respectful of that, so we didn't want to come in and change too much; it will be called Six Senses Vana. We'll bring in Six Senses touchpoints such as the Alchemy Bar and the Grow With Six Senses programme for kids, and we'll make it easier for guests to come for shorter periods of time, such as three nights. We also want to introduce more activities and take guests out into the surrounding area rather than just having them be in their



Spa and wellness
innovation is a core
purpose of the company

SIX SENSES

A goal is to connect the dots
between our experiences
and regular life so guests can
continue their journey
when they get home

bathrobes for a week – we want to broaden the offer without diluting what's already been created.

Deep, immersive wellness experiences will be available, with a blend of Eastern and Western therapies. Guests will journey into self-discovery and transformation, where everything is personalised. Traditional practices such as Ayurveda, yoga, and Tibetan Medicine will be integrated into a daily routine, alongside complementary therapies, nudging guests gently along their path to vitality. An Ayurvedic Panchakarma retreat will welcome guests for up to a month to completely detoxify body and mind.

Can you share any other notable plans?

I'm excited about what's happening with Six Senses generally – where we're going and the types of properties we're doing. We bought Six Senses just over 10 years ago, and when I look at where it was then and where we are today, we have become a global company.

It was always a goal to connect the dots between our resort and wellness experiences and regular life and for guests to be able to continue their journey in a meaningful way when they get home. ►



London will open in 2024 and include the first Six Senses Place private members' club

- Our urban properties are about being able to bring the value proposition into the city – particularly around wellness and sustainability – so they're as much for the local guest as they are for hotel guests.

We're on the edge of launching the club concept we've been talking about for a couple of years. It's called Six Senses Place, and the first one will be in London, opening at the end of next year.

We're looking at other brand stretches too – we're certainly not the biggest when it comes to branded residential, but we're the fastest-growing hospitality residential company out there.

So we have all these products that are converging, which influence our strategy and our focus around development, because a key goal is to be able to create that community and a whole Six Senses lifestyle.

Tell us more about Six Senses Place

At a high level, Six Senses Place will be a social club concept with a membership model. It will have food and beverage, a great bar, restaurant, lounge and some casual shared workspaces.

The ideal scale will be about 3,000 members, and hotel guests will have temporary membership during their stays, as well as access to the spa. The underlying difference is that it will be based on a platform of wellness: we'll have practitioners and doctors guests can talk to, and we'll partner with a medical concierge, so there'll be a lot available; food will follow the Eat With Six Senses programme and we'll have talks on wellness topics.

In London, the Six Senses Place will have a biohacking lounge, and a focus on longevity.

We're looking at projects where we can offer branded offices too. Once this is in place we'll have hotels, clubs residential, offices and resorts

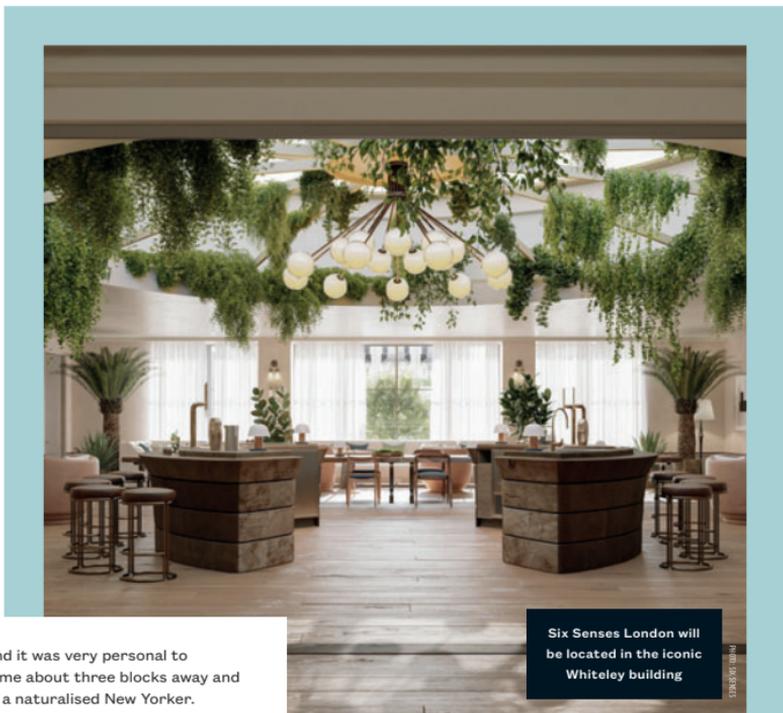
Although wellness will be a huge part of Six Senses Place, it won't be a clinic – it needs to be a fun, social club that has a great story around wellbeing in all its aspects. All of this will play well in a post-pandemic world, where wellness will be much more relevant. So much is about how you live your life every day and we can influence that.

The main goal is to be able to create a community and that Six Senses lifestyle. We want to be in select urban destinations, but only in cities that have a level of leisure business to them – such as New York, Bangkok or London – where 60-70 per cent of business could be leisure. And we also want to be in cities with populations that connect the dots to our resorts.

What happened with your New York property?

The new owners decided to put in another operator.

There's a lot that's already been written about it, and I don't want to comment too much more, as I spent five years of my life planning



that location, and it was very personal to me - I have a home about three blocks away and consider myself a naturalised New Yorker.

I went into mourning for a couple of weeks when I heard the news, but now we're continuing to look at key strategic locations throughout the Americas.

How are plans going more generally for the US?

We're looking at projects in the US where we could offer branded offices too; we think we can add value to a post-COVID office environment by bringing what we do into the office space and creating healthy environments through programming and wellness amenities in the building.

Once this is in place, we'll have hotels, clubs, residential, offices and resorts. It's all connected - all these functions are converging - we're seeing the opportunity to bring all this together, and that in turn reinforces our Six Senses community.

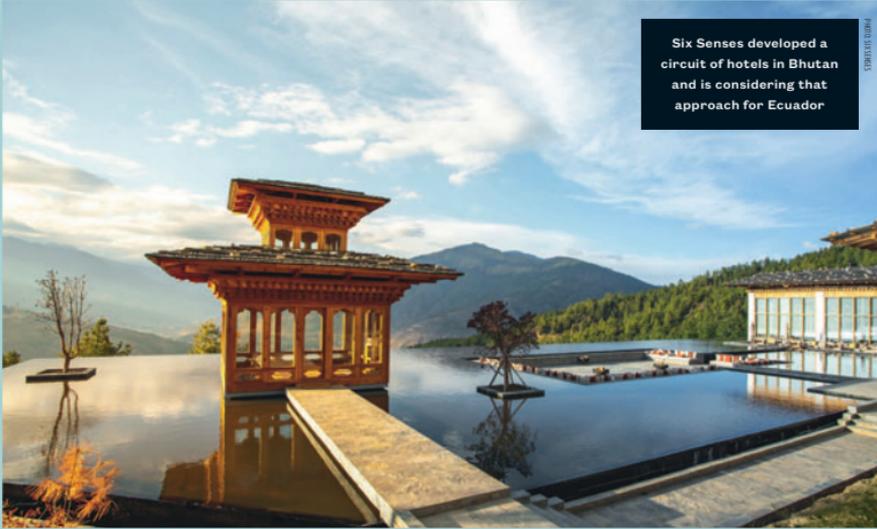
That's actually what I'm the most excited about - after ten years, we're approaching the realisation of a Six Senses ecosystem.

How's the development pipeline looking?

We've got 23 hotels. In three to four years, we'll be at 50, so there are exciting projects in the works.

We hope to open Crans-Montana in Switzerland by Christmas, Rome in early 2023 and London by the end of 2023. Lisbon is under construction and we should open in late 2024, and we also have locations in Iceland as well as Kitzbuhel, Austria, and of course Svart in Norway. ▶





Six Senses developed a circuit of hotels in Bhutan and is considering that approach for Ecuador

PHOTO: SIX SENSES

► The fastest-growing area in the world right now for us is Europe, but although Europe has the largest pipeline, our focus is very much on growing in the Americas. We don't have a physical presence there other than a small location in Brazil, and we lost the New York property, as I said. We're actively pursuing opportunities.

Six Senses Galapagos is already in development, and the fact we can get permission to go there is a great tribute to our values. It takes us not only to a great place, but also gives us more of a presence in South America. Ecuador is a place where we see potential to do a circuit – as we did in Bhutan – there's so much there besides the Galapagos: beaches, mountains, volcanos, and cities.

We've also got several projects in development in Saudi, with the first due to open early next year at The Red Sea development. We also have Six Senses Kyoto in the works, which will be our first Japanese property, and we're looking at locations in sub-Saharan Africa.

What are the main challenges of operating in wild, remote, places?

We've always done wild and remote – it's part of what we're known for, but it's not without its challenges.

The creation of Shahrut in Israel, which opened last year, has been complicated, partly because of the remoteness of the location.

It's difficult to get people to go and work in the desert 50 kilometres from the nearest large city, so we're trying to build our own culture – the key is

to create an environment that's very special where you build an employee community. We took over a kibbutz 20 minutes off-property and restored it for the employees to stay in – the food is good, the social spaces are good, and we run shuttles to the resort so they can get to work. You have to go that extra mile to make people feel amazing, and communicate that our mission is wellness and that philosophy extends to the way we care for employees.

Residences are increasingly a part of your eco-system. What do they bring to the mix?

Although not the largest, we're the fastest growing company in the branded residences business, with 50 per cent of our new projects featuring a 'for sale' residential element.

They'll sell at the high end of the market. In London, for example, prices are between £3,000-£4,000/sq ft, so they're very luxurious properties.

Residential is important to our world, as it supports our goal of creating community and reinforcing a Six Senses way of living. We're excited about the future and the demand for this element of our brand extension work.

Residences at Six Senses Dubai – on the Palm – started moving robustly immediately after we commenced sales, for example.

Clearly if residential pre-sales are strong, these revenues support the entire development financially. That said, we want to ensure the hotel will get built independently of the pace of residential sales.



PHOTO: SHIVDASANI

The company, started in Asia by Sonu and Eva Shivdasani, is now going global as part of IHG

Our Six Senses Residences sell at the high end of the market.

In London they'll cost between £3,000 and £4,000/sq ft

How do you approach architecture and design?

The design of our properties is very purposeful. We've never ever wanted Six Senses to be cookie-cutter.

Because we go into such diverse places and each is so different, we look at them as a blank canvas when it comes to what should go where, whether it's a new-build or the repurposing of an old building.

It's very important there's context when it comes to design and that we celebrate where we are, but that doesn't mean it has to be traditional - I'm okay with reimagining in a more contemporary sense.

Even at Six Senses Fort Barwara in Rajasthan some of the touches are contemporary. We left much of the historic architecture and detail without trying to pretty it up, so it's a mixture of restoration rather than renovation, but we wanted to leave the scars on it - to leave the distress on the walls and celebrate that this was and is an extraordinary place.

It's a 'less is more' approach, but we make sure the materials we use are as local as possible and that the design can be interpreted in a sophisticated and beautiful way.

In Six Senses Rome, the location is a very old palazzo right in the centre of the city, but we purposely chose a very contemporary interior designer, Patricia Urquiola. It won't look as you'd expect a hotel in Rome to look, but it will feel Roman - the building is extraordinary, and it has a rooftop with a 360-degree view of the city.

That's how we address design - it can be modern, but it must be contextual and take on the spirit of where we are in the world, and it needs to have a degree of playfulness. We talk a lot about being fun and quirky; this may be seen in a detail such as a door handle or a little surprise that makes the design extraordinary and memorable. ▶



Each Six Senses property has an organic farm

Fifty hotels isn't big for most hotel companies, but for us it's a big number and we've got to keep that specialness in every single one

How are things going now you're part of IHG?

We're three and a half years in and I only have hugely positive things to say. We maintain a certain degree of independence. They're very respectful of who we are and what we believe in, and the power of the IHG infrastructure makes us a better, more effective company without us losing the essence of who we are.

How far will you take Six Senses?

Ten years ago, we had eight hotels; today it's 23, with 35 in the pipeline. In seven years, we could be at 70 or 80.

How many is too many? It can never be about how many – it's not a numbers game, it's about one at a time, and as long as each property is accretive to what we do and represents who we are and what we believe



Guests recharge by connecting with nature

in, then we're okay. Of course we have to be able to execute, but that's the subject of people and systems.

We have to be even more diligent today than we were in the early days, because not that many people knew about us when we had eight hotels – today people know about us, and they can be critical.

As an operator, if you have problem hotels that are not up to standard, it will impact the entire company and this is something we guard against.

Consequently, the design piece is fundamental to our ability to grow – and grow with credibility. Fifty hotels is not big for most hotel companies, but for us, it's a big number, and we've got to keep that texture and that originality and that specialness in every single one to remain in the position we're in. ●



BELTRAMI®
designing textile experiences

MADE IN ITALY

+39 035 716315 • export@beltrami.it • www.beltrami.it

Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup

Partnering with Rodale Institute is a great step on our journey to make the world more beautiful through sustainability



Davide Bollati, founder, Comfort Zone

Beauty, ethics & REGENERATION

Comfort Zone has partnered with the famous Rodale Institute to support soil health, biodiversity protection and decarbonisation through regenerative organic agriculture

Beauty grows from deep within the soil, from the ground up, and it's our responsibility to preserve, protect and nourish it.

Research is proving that human activity has increased CO2 emissions, causing loss of biodiversity, desertification and climate change.

Acting on this responsibility, Comfort Zone has been embracing sustainability through initiatives such as B Corp certification, conscious product formulations, eco-design and reforestation initiatives.

Now the company has taken this commitment a step further by establishing the first European Organic Regenerative Centre (EROC) next to the Comfort Zone Village in Parma, Italy.

In partnership with the Rodale Institute – a pioneer in organic agricultural research – this hub

will be devoted to regenerative organic farming and produce ingredients for Comfort Zone's products, as well as being a research centre and educational establishment for use by farmers and the public.

Comfort Zone is launching EROC as part of its 'We Sustain Beauty' campaign to extend its sustainable operations and promote environmentally-friendly agricultural practices.

Using best practice

Regenerative organic agriculture mitigates climate change and restores our planet's resources through the revitalisation of soil and it's been proven to use less energy and sequester more carbon in the soil. The principles behind it include minimal soil disturbance, crop diversification, no use of pesticides or herbicides, the deployment of cover crops, the use of organic fertilisers and the cultivation of enhanced plant species diversity.

A partner in regeneration

Founded in 1947 in Pennsylvania, US, by Robert Rodale. The Rodale Institute is a not-for-profit organisation dedicated to growing the organic movement through research, training, and consumer education.

Rodale created the concept and practice of 'regenerative organic' to distinguish this type of farming as extending beyond sustainability, due to it not only maintaining the earth, but also improving it.

Comfort Zone further supports Rodale Institute initiatives through its support for environmental network, 1% for the Planet.

Commenting, Comfort Zone founder, Davide Bollati, says: "Partnering with Rodale Institute is a great step on our regenerative journey





PHOTO: SHUTTERSTOCK

Regenerative agriculture revitalises the soil and promotes biodiversity and decarbonisation

to make the world a more beautiful place through beauty, ethics and sustainability.”
Barbara Gavazzoli, Comfort Zone global communications and education director adds: “As Comfort Zone we are proud to promote regeneration through our community of professionals and end consumers: together we can regenerate the Earth and be regenerated in return.” ●
More: www.comfortzoneskin.com

CALL TO ACTION

‘Let’s change the future through regenerative organic agriculture’

Comfort Zone’s ‘We Sustain Beauty’ campaign offers educational opportunities, plus special promotions for consumers wanting to experience treatments and will ensure a specific donation to 1% for the Planet.

The new limited-edition ‘We stand for regeneration’ kit, including travel-sized products from Comfort Zone’s Ecocert-certified Sacred Nature range, will be part of the campaign running this September in partner spas and online.

ABOUT SACRED NATURE

Sacred Nature uses ingredients produced by regenerative organic agriculture that contain powerful antioxidants:

- **Pomegranate**
Punicalagin, a polyphenol known for its powerful antioxidant effect, is extracted from pomegranate peel and protects skin from UV damage
- **Myrtle**
A Mediterranean evergreen with anti-inflammatory, anti-ageing properties
- **Elderberry extract**
Grown in wild regenerated forests, it is rich in anthocyanins, which support skin health and vitality

Get *Spa Business* & *Spa Business Insider* magazines **FREE** on digital: www.spabusiness.com/signup

Next generation *wellness*

Spa Business digs deeper into Tula – the new clinical wellness retreat brand due to debut in India

Kerala, India, has been selected as the location for the first Tula property – the new clinical wellness brand spearheaded by UAE-based KEF Holdings (KEF).

The brand's inaugural 30-acre facility will open in Chelembra and will offer a comprehensive healthcare programme that will provide access to a hospital, clinical wellness, spa services, fitness activities, wellness education and healthy cuisine.

Set in the unexplored region of Malabar, Tula will provide guests with a clinical wellness experience that will integrate modern and traditional medicine – drawn from both local and global communities.

Medical expertise from Meitra – KEF's flagship hospital, based in the Indian city of Kozhikode – will be at the heart of Tula's offering, while traditional Ayurvedic practices, yoga, Tibetan medical rituals,

sound healing, sports, rehabilitation, healthy nutrition and a holistic living academy will round out the offering.

The modern medical expertise from Meitra will help to guide the offering at Tula, where specialists will conduct orthopaedic and cosmetic, rehabilitation and physiotherapy services.

Wellness consultancy The Wellness Dubai has also been brought on board to help realise the 8bn rupee (US\$100.3m, £84.6m, €99.5m) project.

The Kerala retreat is being built in a phased approach and will feature 130 rooms once complete, with 60 of those rooms expected to be operational by March 2023.



Faizal Kottikollon



The property will include a solar power farm, tree plantations, high-tech farming and a radiant cooling system



The first Tulah wellness facility will open in Chelembra, in Kerala, India

PHOTO: KEF HOLDINGS

The first Tulah property will combine traditional healing practices and medical science, fitness and movement experiences with healthy cuisine and recreational activities



PHOTO: KEF HOLDINGS

Looking ahead, KEF has also outlined aspirations to launch similar clinical wellness destinations in the UAE and South East Asia, and hopes the first retreat in Kerala will strengthen state tourism by attracting visitors from the GCC, Europe and South Asia.

“The purpose of Tulah is to realise a unified life,” explained Faizal E. Kottikollon, founder of KEF.

“By integrating a multi-disciplinary approach to wellness, the first Tulah property will combine traditional healing practices and medical science, fitness and movement experiences, healthy cuisine and recreational activities, within a breathtaking 360-degree view of misty hills and lush greenery.”

International architects and designers - including KEF Designs, Kinnersley Kent Design, LAMI Architects and SquareM - are conceiving the space.

Sustainability will be cemented firmly within Tulah's philosophy as KEF plans to kit out the first property with a solar power farm, tree plantations, high-tech organic farming, water technology, composting and radiant cooling instead of air-conditioning. Tulah will also work with the local community by providing training and employment opportunities.

Tulah's Kerala outpost will also be home to a 44,000sq m swimming pool and a farm-to-table restaurant. ●

ABOUT KEF HOLDINGS

Self-described as an ‘industry agnostic company’, KEF Holdings is a privately held family-owned diversified business conglomerate headquartered in Dubai.

The business is split into three branches; wellness, investments and healthcare. In 2017, KEF Healthcare was created to make premium healthcare more accessible, which led to the opening of Meitra Hospital.

KEF founder, Faizal Kottikollon, started a scrap metal business in the UAE in 1995, then set up a foundry for industrial valves and steel castings in 1997. This was bought by US corporation Tycor 15 years' later for US\$400m (€403.3m, £347.9m).

This led to the formation of KEF Investments and later KEF Infra which was merged with Softbank-funded Silicon Valley company, Katerra, in 2018. Since then, KEF has set its sights on ‘redefining healthcare in India and across the world’.

At your service

We share some of our favourite treatments, programmes and services

The Saxon Hotel, Villas & Spa, Johannesburg, South Africa

105 minutes

R 2,460 (€147, US\$153, £125)

The massage is aided by local instruments such as the rungu stick

MAE SPIN/SHUTTERSTOCK/PAUL WILSON

Celebrating South African healing rituals in Johannesburg

Spa guests at Johannesburg's Saxon Hotel are getting to grips with South African wellness traditions thanks to the Soul by Saxon Signature Journey.

Commencing with a mindfulness element, the ritual comprises three steps: a body exfoliation with a moringa scrub, a red African mud mask, and finally a full-body deep pressure massage using marula oil and African tools such as the rungu stick, calabash and rain stick - all of which serve to encourage cell renewal, boost circulation and promote lymphatic drainage.

The treatment is based on products by Soul, a South African company that uses local and natural ingredients from carefully-selected farmers across the country.

Mandarin Oriental champions girl power

Mandarin Oriental Boston has upgraded its wellness menu with empowerment coaching for women over 40 looking to enhance their midlife years.

The offerings are conducted in partnership with women's empowerment coach, Kira Hower, who has more than 20 years' experience. Hower customises each session based on the guests' goals, helping women to strengthen their voices by tackling topics such as powerful communication, relationship wellness, perfectionism and influencing with impact.

The programme also covers midlife transitions and visioning, creating vibrant relationships, celebrating ageing and declaring your deepest desires. Hower says: "This coaching can help to bring clarity, courage and connection to women of all ages."

The Spa at Mandarin Oriental, Boston, US

75 minutes per session

US\$1,050 (€1,030, £869) for three sessions over six weeks or six sessions over three months, US\$2,100 (€2,060, £1,738)



The spa now offers empowerment coaching for midlife women

📍 Rosewood Castiglion del Bosco, Montalcino, Italy

🕒 30 minutes

💰 €190 (US\$196, £161)

Experience La Dolce Vita with olive-based facials in Tuscany

Tuscan olives are the star ingredient in Rosewood Castiglion del Bosco's brand-new facial, designed to showcase the nourishing power of the region's olive crop.

A gentle exfoliation with olive-kernel powder kicks off the ritual and then therapists apply extra virgin olive oil to refresh the skin and remove impurities. The lifting massage that follows is said to reduce muscle tension and promote relaxation throughout the rest of the body. Claimed to be rich in vitamins E and A, olive oil cream is then applied to bring nourishment and luminosity. The treatment's finale sees guests sample local extra virgin olive oil with a selection of savoury snacks.

PHOTO: SHUTTERSTOCK/ALAN BAUD
PHOTO: ROSWOOD CASTIGLIONE DEL BOSCO

Guests can benefit from the natural nourishment of the Tuscan olive crop

Wade into wellness with stream climbing in Okinawa

The popular Japanese adventure activity of stream climbing (sawanobori) has inspired new programming on the Japanese island of Okinawa, a designated UNESCO World Heritage Site.

Claimed to promote mental and physical wellbeing, the new Wade Through the Waters of Yanbaru programme is designed to offer an energising experience that consists of wading and swimming through plunge pools and streams in ancient forests, rewarding guests with unique views of the rugged terrain.

Each experience begins with a kayak trip across the largest dam in Okinawa, plus a guided tour of a forest where guests can observe the region's endangered species and indigenous plants.

📍 Halekulani Okinawa, Japan

🕒 Three hours

💰 US\$181 per person (€177, £150)

PHOTO: HALEKULANI
Guests experience plunge pools set amid ancient forests

Re-wilding is all about getting back in touch with nature

PHOTO: ANDREW COOPER



Into nature with Lime Wood's new wild retreat

Lime Wood Hotel's award-winning Herb House spa has launched Re-Wild Yourself retreats. Designed to ground guests in nature, the three journeys have been designed to recharge mind, body and soul and restore balance, health and creativity.

The active Forest Fix Retreat, for example, is designed for adventurous guests looking to immerse themselves in the great outdoors while taking time to reflect on their health. Led by head

of fitness Justin Pimm, the experience includes forest runs, mobility and strength sessions and a kettlebell and Forest Combat Session in the woods, as well as a relaxing 60-minute full body massage and recovery time in the spa.

- 📍 Lime Wood Hotel, Hampshire, UK
- 🕒 One day
- 💰 £325 (€384, US\$393)

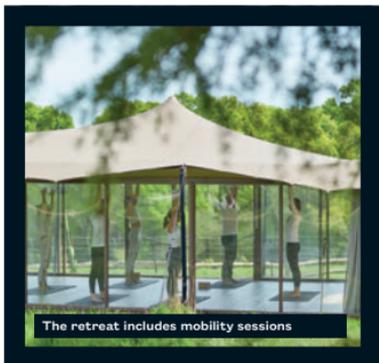


PHOTO: STEVE HODSON

The retreat includes mobility sessions

- 📍 Sofitel Legend Santa Clara, Bolívar, Colombia
- 🕒 150 minutes
- 💰 COP634,000 (€146, US\$150, £124)

Spa with sparkle: emeralds power treatments in Colombia

Therapists in Colombia are working with emeralds in a body treatment designed to cleanse energy centres. Spa director Carina Garcia Gironé claims emerald is "a stone of wisdom which calms emotions".

During the spa's Legendary Emerald Ritual - featuring a body scrub, an aromatic pindas bath, a facial and a Swedish back, leg and foot massage - therapists incorporate emeralds, quartz and skincare products infused with the vibrant green stone. Guests also drink a half cup of emerald-infused elixir to help them fully embrace its benefits.

Emerald is seen as 'a stone of wisdom which calms emotions'



Carina Garcia Gironé

PHOTO: SOFITEL LEGEND SANTA CLARA

PHOTO: ANDREW COOPER FOR SPABUSINESS

L'Art

the Art of fine linen

du linge raffiné



RKF[®]
LUXURY LINEN

Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup

It's important we're able to prove the effectiveness of our products, to ensure customers trust our processes

Marc Sayer, president, GM Collin



A passion for INNOVATION

Continuous R&D and evaluation is the foundation of GM Collin's approach to creating effective skincare products

Over the past 35 years, GM Collin (G.M. COLLIN), a leader in dermo-corrective skincare products, has established a strong collaboration between its R&D team and skincare professionals to achieve excellence in the creation of solutions for every skin type and condition.

More than 95 per cent of GM Collin's products are developed from concept to creation at the family-owned and operated business in Montreal, Canada.

According to president Marc Sayer, it takes more than two years to develop each product. "Before getting to the R&D stage, the team explores ideas from all over the world. To be a pioneer in any field, you need to know it perfectly and systematically question your direction by listening to the needs of customers," he explains.

SCIENTIFIC PRODUCTION

The original GM Collin brand was founded 65 years ago in Paris, by Dr Eugene Lapinet who pioneered the use of collagen sheets on burn victims. Sayer's company, which was established in 1976, was a skincare distributor within the Canadian market before Marc became interested in creating his own formulations. "We founded Laboratoires Dermo-Cosmetik in 1990," he says, "and then purchased the GM Collin trademark for the North American market, at a time when the French company was looking for financial partners."

Sayer's objective was to harness GM Collin's expertise in collagen technology to enhance and develop state-of-the-art formulations to drive global growth. This led to the construction of research labs and an investment in scientific expertise – including chemists, dermatologists and biologists – to create innovative, high-performance skincare made from high-quality, effective ingredients.

GM Collin's skincare products are made from high-quality, effective ingredients



Authenticity is essential for us, as our products have to deliver on their promises



Treatments come in pre-dosed measures, simplifying protocols for therapists

65-YEARS OF G.M. COLLIN

1957 – Creation of GM Collin in Paris, France by Dr Eugene Lapinet

1976 – Phytoderm, the distribution company in Canada, founded by Alexander Sayer and his wife, Linda Garon

1990 – Marc Sayer, brother of Alexander, joined the company to found Laboratoires Dermo-Cosmetik

1990 – Purchase of GM Collin trademark in North America

1991 – The first GM Collin product manufactured by Laboratoires Dermo-Cosmetik

1996 – Expansion and relocation of laboratory

1997 – Creation of Clinical Evaluations department

1999 – Launch of Ceramides Comfort capsules

2002 – Laboratory relocation to current headquarters – a 10,000sq m state-of-the-art facility

2005 – Launch of Bota-Peptides line and Botinol clinical treatment

2010 – Launch of Phyto Stem Cell line

2019 – Launch of Hyaluronic Filler Serum

2020 – Start of international exports

"I oversaw the planning, construction and development of our state-of-the-art laboratories," he says. "The original 2,000sq m facility, built in 1991, housed a team of 12 experts. Today, our headquarters occupies 10,000sq m and houses our complete production process – from research to product development – all under one roof."

Expertise within the R&D team has also grown during this time. "Our researchers share a passion for innovation and this philosophy extends to everybody that works within the company," Sayer says.

As a qualified engineer, he believes in results-driven growth, which is why, in 1997, he created a Clinical Evaluation department to carry out product testing.

"It's important we're able to prove the effectiveness of our product formulations, to ensure our customers understand and trust our processes," he explains.

More than 1,000 volunteers, with different skin types and conditions, participate in clinical evaluations on all dermo-corrective products

using methods such as imaging, profilometry and colorimetry. A number of factors are taken into consideration within the analysis, such as the lifting effect, reduction of skin redness, decrease in pore size, and reduction in wrinkles.

EFFECTIVE EVALUATION

"Each formula is the culmination of years of R&D to obtain the most effective skin care solutions on the market," Sayer says. "Authenticity is essential for us, as our products have to deliver on their promises. During the development of each formulation, we ensure evaluation results surpass each established benchmark, otherwise it goes back into development."

To ensure delivery of treatments is seamless, they come in pre-dosed measures, simplifying protocols for therapists. "They simply need to follow the steps to ensure incomparable results for clients every time," says Sayer. ●

More: www.gmcollin.com

RATE OF RECOVERY

PwC's Russell Donaldson breaks down the spa industry's resurgence and digs deeper into ISPA's 2022 US Spa Industry Study



New research from the ISPA Foundation shows clear evidence of a swift bounceback in the industry's key metrics right across the US. The pre-pandemic heights of 2019 have come back into sight, and the industry has moved well down the road to recovery as it welcomes back customers.

Challenges persist, however, amid an uncertain economic climate - not least when it comes to staffing - a problematic issue the industry has been facing long before the arrival of COVID-19.

At the same time, the so-called 'new normal' has created opportunities, with spas ever conscious of the need to show agility and make important choices and decisions to keep the industry moving forward in this new era.

A RETURN TO GROWTH

The economic shock in the second quarter of 2020 inevitably had a major effect on the spa industry. The 2021 US Spa Industry Study, compiled by ISPA in collaboration



PwC's report
shows the market
rebuilding strongly

Spa revenues-per-visit now sit at an all-time high for the industry

with PricewaterhouseCoopers (PwC), showed a sharp fall in each of the industry's 'Big Five' statistics in 2020, with revenues falling 36 per cent year-on-year, their first significant fall since the impact of the Great Recession in the late 2000s.

However, comparisons between these two periods of economic turmoil may not be all that helpful, as the pandemic saw a very different economic context to that of just over a decade ago.

The Great Recession generated a crisis of demand – people had less disposable income, so demand for activities such as spa-going fell. Conversely, the pandemic was a short-term crisis of supply and like so many businesses, most spas had to temporarily close, so spa-going became one of the many things people were unable to do.

At the same time, large parts of the population were able to save more money than usual, creating pent-up demand for the time when some normalcy resumed. That generated a 'V-shaped recovery' in the wider US economy – a relatively quick

recovery after a sharp decline. And with consumers flocking back to spas, the data from ISPA's *2022 US Spa Industry Study* shows the sector has benefited from this phenomenon, with the surge in demand.

Industry revenues bounced back to US\$18.1bn (€17.9bn, £15bn) in 2021, a 49 per cent rebound from the 2020 figure, bringing the long sought-after target of US\$20bn (€19.7bn, £16.6bn) back into view. Spa visits recovered by 40 per cent to 173 million, and bringing these two metrics together sees a sharp jump in the ever-important revenue-per-visit metric which – at US\$104.50 (€103.13, £86.79) – now sits at an all-time high for the industry.

This said, the visitation number is still almost 20 million visits short of 2019's record high, so where have the other 20 million visits gone? Consumer data suggests this is partly down to people finding it difficult to get an appointment – but there is also a group of people who feel they need a little more time before they venture back to the spa.

RESEARCH

PHOTO: SHUTTERSTOCK/JOJO

► So this means that, put simply, those who were visiting spas in 2021 were spending more.

THE STAFFING CHALLENGE

We know the pandemic had an impact on the total number of spa sites and people who work in them. Despite the difficulties, openings and closures appear to have stayed steady in the last year after the 2020 hardships, with the number of US spas still in excess of 21,500.

The pandemic severely restricted spas' operational capacity during 2020, and while the majority were fully functioning again in 2021, ISPA's study shows that almost a third (31 per cent) were either operating at reduced hours (29 per cent) or temporarily closed (2 per cent). When asked about the reasons for this, the overwhelming factor is staffing.

For the majority (70 per cent), staff shortages are a problem; but staff sickness has also played its part (41 per cent).

Wellness continues to be seen as a big opportunity

ISPA's latest research estimates that there were over 345,000 people working in the US spa industry in 2021, making it a significant contributor to the health of the wider economy. But staffing remains a hot topic for industry leaders. It's not a new challenge for the industry, but few spa leaders would likely disagree that the pandemic has made it a problem of greater magnitude.

More than two thirds (68 per cent) of spa professionals who responded to this year's industry study said they don't have enough staff to service guest requests, meaning lost revenue for the industry, but unfilled vacancies are an old problem. Back in 2019, ISPA's research estimated almost 29,000 service provider vacancies. This year's research estimates a 46,760 shortfall in total across all service provider positions, with around 30,000 massage therapist vacancies alone.

2022 ISPA US Spa Industry Study Big Five Statistics

	2020 (Year End)	2021 (Year End)	% Change
REVENUE	\$12.1 billion	\$18.1 billion	49.4%
SPA VISITS	124 million	173 million	39.5%
LOCATIONS*	21,560	21,510	-0.2%
REVENUE PER VISIT	\$97.5	\$104.5	7.1%
	2021 (Jan)	2022 (Jan)	
TOTAL EMPLOYEES	304,800	345,000	13.2%
FULL-TIME	140,600	162,800	15.8%
PART-TIME	149,000	167,100	12.1%
CONTRACT	15,200	15,100	-0.7%

*Count includes spas temporarily closed at the end of 2021

Get *Spa Business* & *Spa Business Insider* magazines **FREE** on digital: www.spabusiness.com/signup



US spas are only 20 million visits short of the 2019 high

The pandemic's impact on the US spa industry seems to have been a short, sharp dip and not the onset of a sustained downturn

Looking specifically at massage therapists, half of spas responding to the survey said the recruitment challenges were driven by a lack of qualified candidates. A smaller number (43 per cent) said recruitment was being made more difficult by therapist concerns about COVID-19 and the close-contact nature of the work - perhaps a statistic that will fall as time moves on from the pandemic's darkest days.

CHALLENGES & OPPORTUNITIES

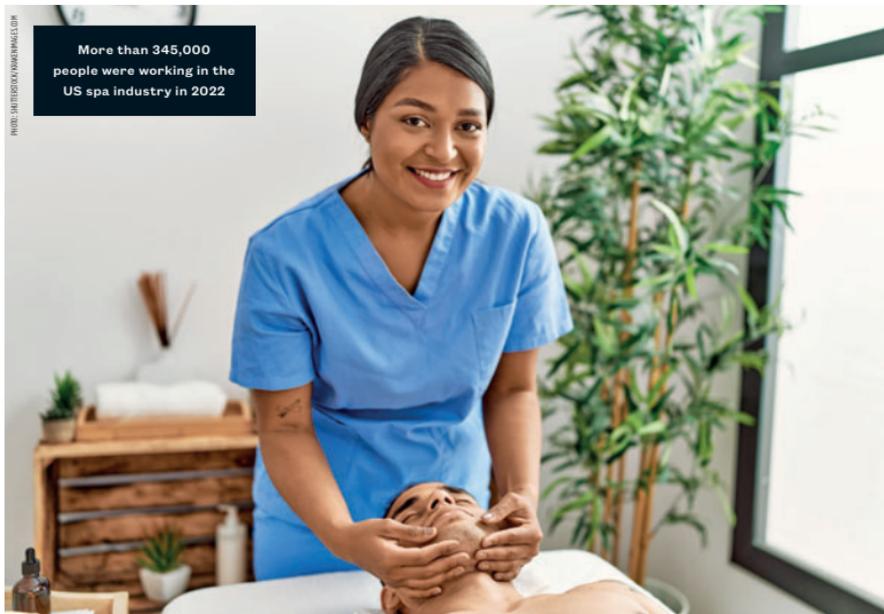
A specific challenge for the industry will be reinforcing the attractiveness of the work to potential candidates, with many spas saying recruitment of massage therapists is hindered by simply attracting candidates to apply (39 per cent), work schedules (32 per cent) and perceptions of compensation (26 per cent). Perhaps it's no surprise that 82 per cent of spas reported at least some level of increase in massage therapist compensation in 2021.

In spite of the concerns around staffing and the wider economic picture, spa leaders see cause for optimism. When asked about what they see as the single biggest opportunity for the industry in the US, many saw the current staffing challenges as giving impetus to further enhance both service provider education and staff wellbeing to help encourage greater retention of staff, with 'workplace wellness' featuring as a theme in a number of responses.

More widely, wellness continues to be viewed by leaders as a big opportunity for the industry, and is an important service that spas can provide as 'safe spaces' for the public at a time when concerns around anxiety, isolation and stress remain high.

In the wake of the pandemic, for many spa leaders the opportunity is for a return to what the industry does best. With many people becoming more comfortable with a gradual return to 'close contact services' ▶

More than 345,000 people were working in the US spa industry in 2022



▶ and the return of travel and tourism, many see the time ahead as an opportunity to capitalise on what remains of the pent-up demand created by the pandemic.

FOUNDATION FOR THE FUTURE

The pandemic's impact on the US spa industry seems, thankfully, to have been a short, sharp dip and not the onset of a sustained downturn. Spa-going surged as the economy reopened and the pent-up demand for services was unleashed as people started to spend the money they saved during the economic shutdown. Spa-going's resurgence has also benefited from the increased focus on health and wellbeing following the physical and mental scars left on society by the pandemic, with wellness on the minds of many consumers.

All the same, the sudden upturn in demand continues to shine a light on the industry's staffing challenges. Many industries have had trouble recruiting during the pandemic, but for the spa industry it has made a difficult issue even more challenging and will remain a top priority in industry leaders' minds.

The other major immediate concern for spas is challenges for the wider economy. The spa industry's performance has long been regarded as a bellwether of the wider US economy – so far, demand generally seems to

More than two-thirds of spas involved in the study don't have enough staff to service guest requests, meaning lost revenue for the industry

have remained steady, but if the last two years have taught us anything, it's the impossibility of knowing what lies ahead. So, the risks of headwinds in the wider economy influencing the spa industry remain. That said, ISPA's *US Spa Industry Study 2022* shows that the spa industry has returned to a strong position after the shock of the pandemic and has real momentum to fuel its long-term growth. ●

More: A full copy of the 2022 ISPA US Spa Industry Study is available at www.experienceispa.com



REM
MADE IN BRITAIN



Model Shown Legacy Spa Couch, Warm Cherrywood Laminate with Pearl Manta Upholstery £2,678+VAT



LEGACY SPA COUCH

The Ultimate in Affordable Luxury

Contoured laminated frame for safe unhindered use. Luxuriously upholstered for maximum comfort with 2 lower storage drawers, motorised vertical feature, gas release adjustable backrest, face hole and infill and foot control electrics. Available in a choice of 21 fabric and laminate finishes.

REM (UK) Ltd | Glenfield Rd | Nelson | Lancs | BB9 8AW UK | T: +44 (0) 1282 619977 | E: sales@rem.co.uk | W: www.rem.co.uk

Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup

DELIVERING RESULTS

Innovation is the hallmark of Gharieni experiences, meeting the rapidly evolving needs of wellness seekers within the spa and wellness environment

Gharieni has evolved its products and services to create a range of 21st century wellness experiences that are inspired by trends, combined with the findings of third-party research.

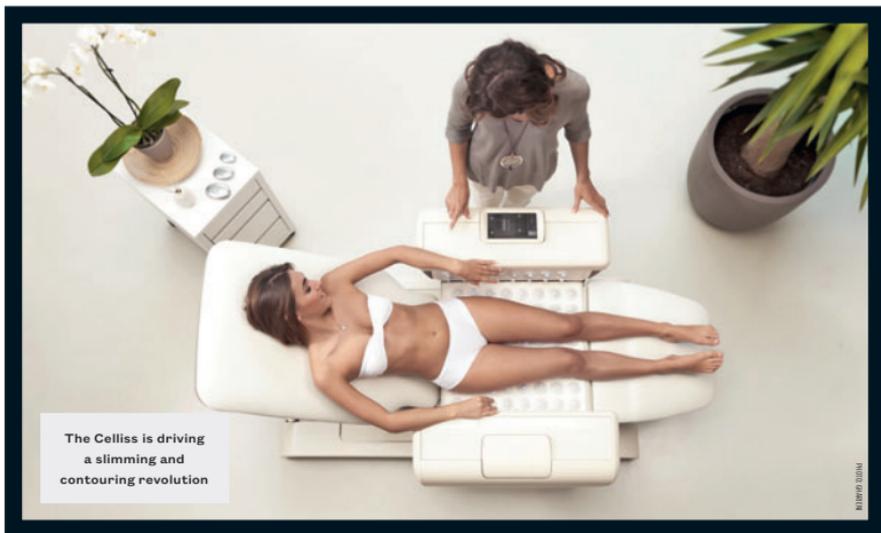
These mind/body technologies deliver the benefits of touchless treatments in combination with traditional therapies, to provide verified wellness outcomes that exceed customer expectations.

Commenting on this 'verified wellness' approach, founder and CEO Sammy Gharieni says: "Wellness trends are not just about product, but also about 'experience'. Our third-party research ensures that scientific knowledge guides the development of our

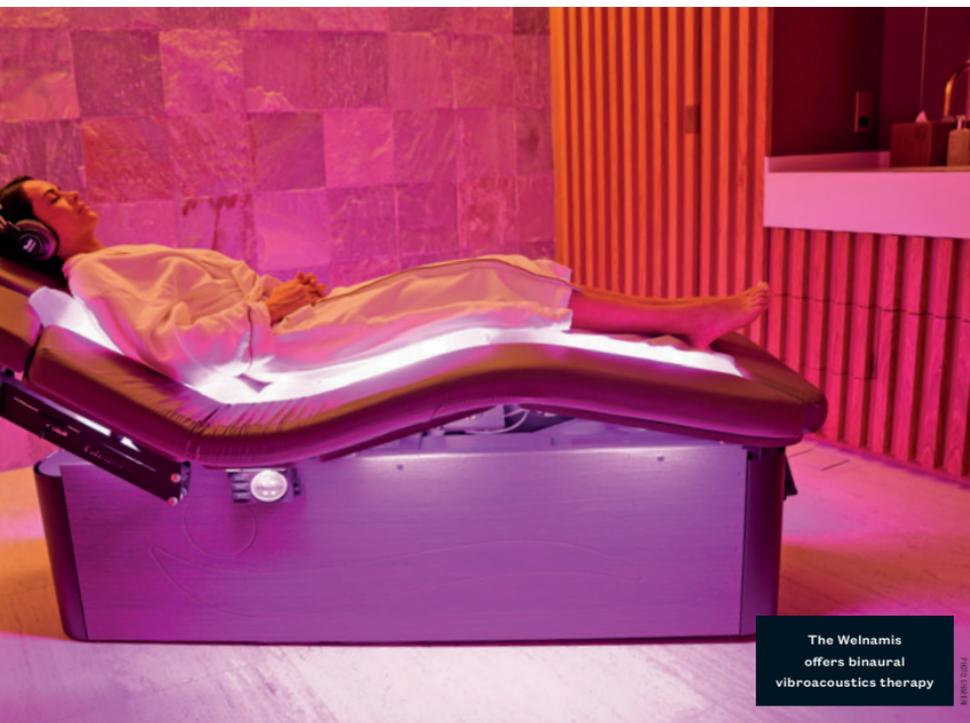
“

Wellness trends are not just about 'product', but also about 'experience'

*Sammy Gharieni,
CEO, Gharieni*



The Celliss is driving a slimming and contouring revolution



technologies, so they deliver exact health benefits for guests looking for wellness experiences that really work."

WELLNESS TRENDS

Gharieni's USP is based on aligning with consumer mindsets and needs. The company's ability to respond rapidly to shifts in wellness trends means constant enhancements to its product line.

Technologies that offer a multitude of consumer benefits are especially popular – for example, the Celliss is driving a slimming and contouring revolution, offering shaping and toning results. It can also be used for sports preparation and recovery, while improving skin tone.

The emergence of medical wellness, which combines a diverse range of modalities and treatments – complementary and allopathic – with expert advice from qualified physicians, is enabling guests to improve their health and quality of life through a preventative lifestyle approach.

This is achieved through a combination of treatments based on technologies and hands-on methods that offer mid- to long-term benefits.

This approach is already popular in Europe and the Middle East and is growing in popularity in the US. In

Germany, for example, medical wellness is an economic driver in the health, tourism and leisure sectors, resulting in a growing trend towards the provision of travel packages based around these principles.

INDUSTRY INNOVATOR

Gharieni's focus on delivering verified wellness benefits through the efficacy of its technologies, sees it applying knowledge found in scientific literature and third-party research into the development of treatment beds which can be used to deliver results using beneficial mind/body technologies.

Each Gharieni bed has its own specific features. These mind/body wellness technologies are designed to work individually, for the delivery of standalone treatments, or to be deployed as part of a spa's wider treatment menu, to deliver optimal results.

The use of technology for hands-on and touchless experiences is delivering treatments that prevent chronic disease, improve mental fitness and provide an increased feeling of wellbeing.

All the company's flagship products have been developed using this approach, including the Augmented Massage bed which delivers symphonic and symbiotic massage treatments via sound, with

GHARIENI MIND/BODY WELLNESS TECHNOLOGIES

Holistic therapy benefits

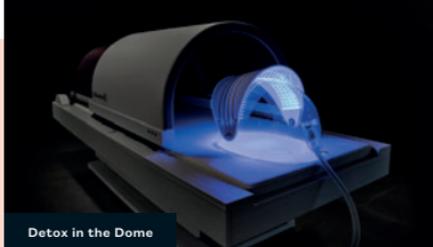


MLX Quartz

TREATMENT: *Psammothrapy*

BENEFITS:

- Potent anti-inflammatory
- Pain relief
- Deep relaxation
- Supports the immune system
- Increases blood circulation



MLX i³Dome

TREATMENT: *Triple Detox Therapy*

BENEFITS:

- Improved wellbeing
- Promotes detoxification
- Sports recovery
- Supports metabolism
- Reduced stress & depression



RLX Satori Wellness Lounger

TREATMENT: *Targeted vibroacoustics*

BENEFITS:

- Guided meditation
- Weightless relaxation experience
- Relieves stress, anxiety and depression

► the treatment directed by the touch of the therapist delivering a singular massage experience every time.

Another example is the Welnamis, which uses binaural vibroacoustics therapy and brainwave entrainment to enhance mood and reduce stress, as well as improving sleep quality and quantity. The effects of this can support the treatment of PTSD and are also anti-inflammatory.

EVIDENCE BASE

The importance of evidence-based treatment protocols, enhanced experiences and the growth of interest in wellness, means experiences, such as the Libra Edge bed, can elevate a property's offerings and add real value for guests.

A hydrotherapy treatment, Libra Edge delivers a choreographed shower experience that supports immune function and benefits the nervous system while increasing bloodflow.

Wellness loungers are disrupting the Wellness space. Gharieni's RLX Aurasens Experience Lounger uses the latest haptic technology to create an immersive sensorial sound experience to support relaxation and healing.

EDUCATION IS KEY

As treatments become more sophisticated and coaching components continue to be integrated into all aspects of the wellness journey – especially in medical wellness – making sure therapists are trained to deliver a rich, compelling range of treatments is essential. As Gharieni explains: "Continuing education is paramount in ensuring effective and consistent treatment delivery to maximise results, particularly as treatments get more complex," he says. "We offer training packages with purchases so therapists can be confident in the knowledge and application when it comes to using these sophisticated machines". ●

More: www.gharieni.com



GLOBAL WELLNESS
SUMMIT 2022

OPEN MINDS. OPEN HEARTS. OPEN FOR BUSINESS.

TEL AVIV, ISRAEL | OCTOBER 31-NOVEMBER 3

JOINING TOGETHER. SHAPING THE FUTURE.

The 2022 Global Wellness Summit will be a compelling and provocative exploration of cutting-edge businesses in the health and wellness arenas. Reserve your place at the leading conference in the business of wellness, where the theme encapsulates what you might find—and what you are encouraged to bring.

TO LEARN MORE, VISIT GLOBALWELLNESSSUMMIT.COM

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

Lanserhof Sylt



Lisa Starr reports from Lanserhof Sylt, one of the most eagerly awaited spa and wellness openings in the world this year

The building, by architect Christoph Ingenhoven, is reported to have the largest thatched roof in Europe

PHOTO: LANSERHOF SYLT

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

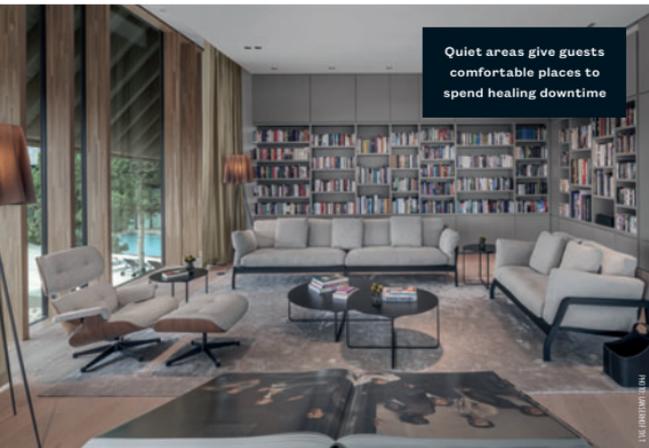
“

*The experience centres
around the Lanserhof Cure
which has a focus on the
health of the microbiome*



Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup

“ *Guests experience privacy and deceleration within their own bodies* ”



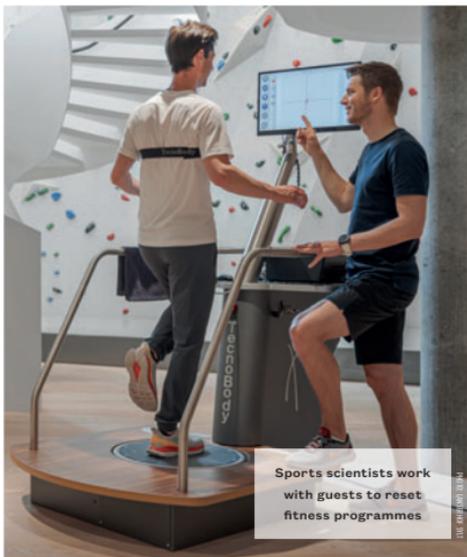
Since Lanserhof opened its first property – Lanserhof Lans – near Innsbruck, Austria, in the mid-80s, the company’s reputation for delivering highly effective results for guests has fuelled the brand’s growth into additional locations.

Urban clinics have opened in London and Hamburg and a resort – Lanserhof Tegernsee – in Bavaria. The company’s much anticipated fifth property and third health resort, opened on the German island of Sylt in July 2022.

An additional venture – the planned relaunch of Greyshott Hall in the UK – fell victim to the pandemic.

The unique location of Lanserhof Sylt, situated within a nature reserve and nestled among the sand dunes and wild grasses along the edge of the Wadden Sea, provides the perfect environment for a programme that combines the Mayr cure with innovative Western medicine and the guest-specific diagnostics for which the Lanserhof brand is famous.

While guests may book their stay for regeneration, energy therapy or a stress-free holiday, the holistic health concept is designed with the aim of meeting each guest’s needs, while activating their self-healing mechanisms through a programme of fasting.





Architecture is calming and intriguing, using the local venacular

JULIA HERRMANN

The development of the Sylt property – designed by long-time Lanserhof collaborator, architect Christoph Ingenhoven – began in 2017, however, due to development issues and COVID-19 complications, it took five years to complete.

Project financing was a mix of equity and debt, and construction costs were approximately €125m (US\$124m, £107m at the time of writing).

Design elements

The thatched, low-profile buildings integrate sympathetically into the natural dune landscape, in fact the 20,000sq m building can barely be seen even when standing nearby. The intentional design concentrates on what's necessary and appropriate to create a healing environment, without any unnecessary adornment.

The colour palette is soothing and neutral, the materials natural and tactile, while huge glass windows showcase the natural surroundings.

Comfortable relaxation areas, including a library, are situated adjacent to a welcoming lounge with fire-pit – a Lanserhof signature element. There are 68 large and comfortably appointed guest rooms, some of which have internal staircases to create multi-level apartments.

Spa and treatment areas

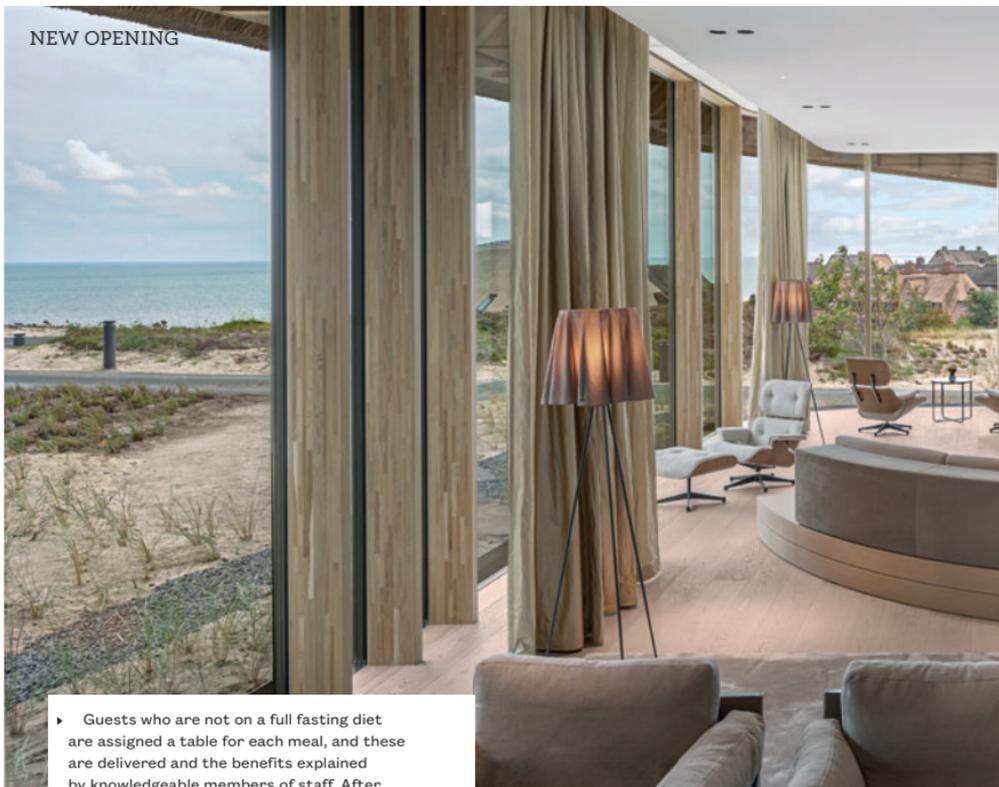
The 5,000sq m medical and spa treatment areas are spread across two floors, and the property also has an indoor/outdoor saltwater pool and a wet area that features steam, sauna and lounging spaces.

According to Lanserhof's Alica Sievert, the team set out to create healthy buildings and environments in which guests can fully concentrate on themselves, while at the same time feeling at home, by being able to "experience privacy and deceleration within their own bodies".

Although the main building is complete, some outbuildings will not be ready for use until early 2023. However, visiting guests will remain unaware of that; the main building includes everything needed to ensure a comfortable and results-driven visit.

Lanserhof Cure

The Lanserhof experience centres around the Lanserhof Cure which has a focus on the cleansing and rebalancing of the microbiome using the Mayr method. Each guest's experience includes fasting and/ or a strict diet, with the approach being determined by tests and a consultation with a doctor at the beginning of each stay. No alcohol or caffeine are offered, although a range of herbal teas are available. ▶



► Guests who are not on a full fasting diet are assigned a table for each meal, and these are delivered and the benefits explained by knowledgeable members of staff. After starting the meal with a small serving of bitters and a 'chewing trainer' of rusks, guests are encouraged to eat slowly and chew mindfully while enjoying the property's beautiful views.

The therapy and treatment programmes are extensive and designed for the purification of mind, body and soul. Guests can sign up for energetic treatments to eliminate mental ballast, or detox lymphatic packs with liver wraps to assist in releasing waste from the body. The menu also includes abdominal massages, oxygen and cryotherapy sessions.

Therapists are specialists, armed with appropriate qualifications and work closely with the physicians and field manager. Each Lanserhof location, while sharing the same philosophy and treatment menu, is unique in its approach. Lanserhof Sylt, for example, has an skin scanner that can detect and analyse moles, and this data is saved for a recheck during the guest's next stay.

There are 50 employees in the Sylt spa/medical clinic alone, and they work together to provide individual programmes for each guest. Lanserhof also has a product manager who works with selected companies to create bespoke

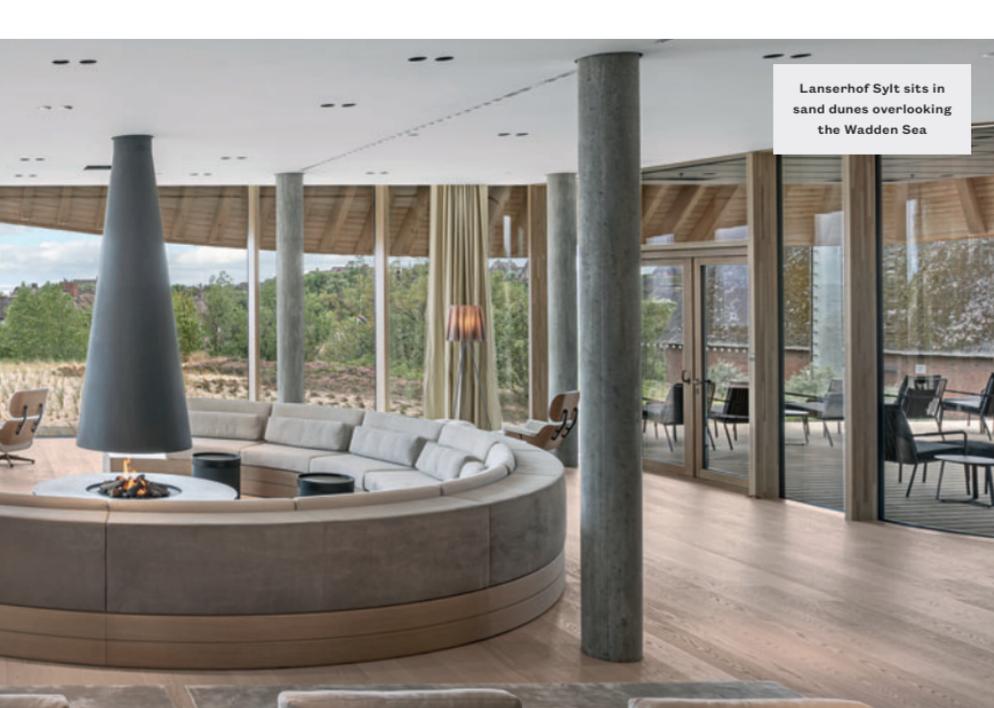


Guests can sign up for energetic treatments to eliminate mental ballast

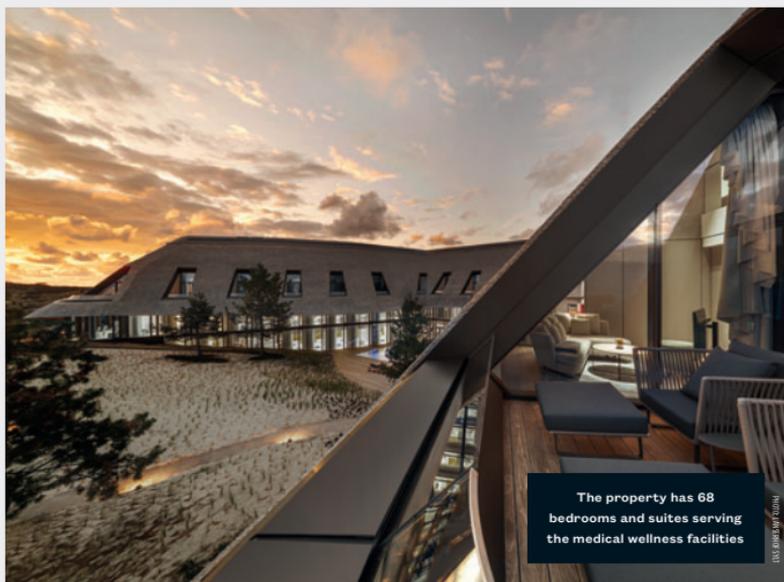
products. The company is mindful that guests will get the best results when they continue their healthy lifestyle after their stay, so these products are developed with that outcome in mind.

The target audience for all Lanserhof locations are people who want to improve their overall health. These include those who may have an unhealthy lifestyle and want to de-stress, as well as people who feel healthy but are seeking a reset. ●

● Turn the page for Susie Ellis's Lanserhof insights



Lanserhof Sylt sits in sand dunes overlooking the Wadden Sea





Lanserhof has a mind/body approach

STYLING: ANNE WILSON

Thoughtful luxury

Susie Ellis shares her thoughts on her Lanserhof Sylt experience



STYLING: ANNE WILSON

Recently, when travelling in Germany, I had a 36-hour opportunity to experience the new Lanserhof resort on the island of Sylt. During my stay, I experienced the "ah ha!" moment I was hoping for and understood why the famous brand has had so much success — and why Lanserhof properties typically enjoy a 75 per cent guest return rate, being fully booked most of the time.

Luxurious discipline

Lanserhof Sylt has that magical formula of being strict and luxurious in all the right ways. Guests are required to stay a minimum of seven days and in my view that timescale works. I've experienced this type of programming once before when I worked with the Golden Door in Southern California in the 70s. The programme there was strict and this is where Hollywood movie stars would go to get ready for a film — and they felt and looked terrific after only a week.

The combination of discipline and thoughtful luxury is a winner. Lanserhof removes temptation and guests end up doing the one thing that almost all of us have trouble accomplishing — saying no to easily available things that are not good for us.

They do this by offering marvellous substitutes — at Lanserhof Sylt there's no coffee or alcohol, no cookies, no snacking and very low calorific intake. Plus, there are gentle gut cleansing protocols, a daily exercise programme and medical consultations. At the same time, there are also enjoyable and luxurious spa treatments on offer, together with caring people, beautiful views, high quality books to read, soothing music, highly-qualified medical staff, health education, abundant



Lanserhof Sylt has that magical formula of being strict and luxurious in all the right ways

hydrotherapy options, beautiful skincare products, delicious (if very little) food, a connection with other like-minded guests, sumptuous sleep and more.

Simply effective

This is a model that's increasingly difficult to find, as most resorts offer a smörgåsbord of options (even the Golden Door now offers coffee and alcohol).

Many destination spas offer a wide variety of options because they say "this is the real world where people have choices and they need to learn to make good choices". But that's actually the point. People need a break from the abundance that most of us live around all the time. And while no one wants to feel deprived, uncomfortably hungry, bored or lonely, when a place mitigates all of those things with thoughtful substitutes, that really is a formula for success.

Is it expensive? Yes. Will you see results? Yes. The challenge for the operator is substituting wisely and even artistically and that takes thoughtful programming.

I'm glad there are still places that succeed with a strict yet thoughtful luxury formula. In my opinion, it's the most effective and comfortable way to kick-start a new, healthy lifestyle. Sign me up! ●

BC SoftWear

a touch of luxury

The Spa Linen Experts



Courtesy of Bokeh Spa
at Montcalm East

UK & INTERNATIONAL enquiries@bcsoftwear.co.uk

Sales: +44 (0) 845 210 4000 www.bcsoftwear.co.uk



Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

Emotional Rescue

Emotional healing is becoming more popular than ever. Jane Kitchen finds out how spas are digging deep to offer guests real transformation

Long before COVID-19, the idea of emotional healing was gaining traction in serious wellness destinations and in the wake of the pandemic, the war in Ukraine, and fears about climate change, demand has skyrocketed.

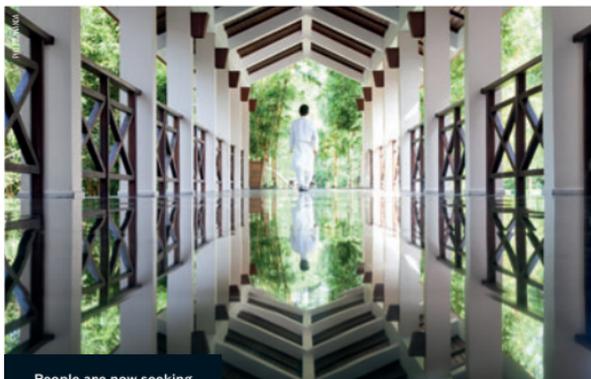
The World Health Organization reports nearly 40 per cent of people are facing a wide range of emotional stresses, with the pandemic triggering a 25 per cent increase in levels of anxiety and depression globally.

Spas are a natural place for people to turn to for help, and last year, the Global Wellness Summit identified emotional healing as a trend to watch. "People are in pain and seeking mental healing and a deeper meaning in life," said GWS CEO, Susie Ellis. "The future lies in more intensive, comprehensive emotional wellness solutions."

Luxury travel advisor, Jill Taylor, says she's noticed a change in demand. "I'm seeing more of a need to recharge, connect with nature and focus on making positive changes and not keep to the status quo," she says. "Clients are looking for creative ideas on how to travel more consciously."

Some of the biggest names in spa and wellness have identified this change and are offering new programmes and treatments to help guests do more than relax – by looking at ways to help them heal from past traumas and make a meaningful change in their lives.

We take a more in-depth look at how wellness properties around the world are addressing this growing need.



People are now seeking optimal mental healing and deeper meaning in life

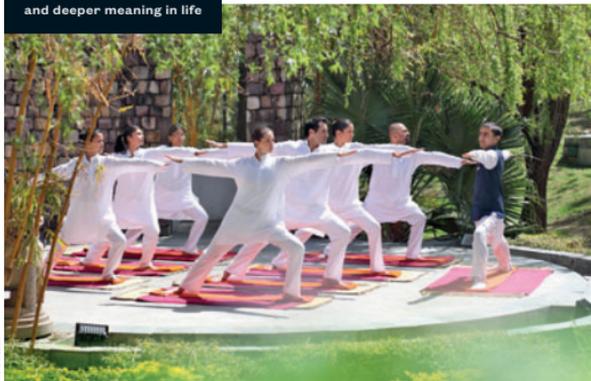


PHOTO: SHUTTERSTOCK



Ananda offers its guests a reflective emotional wellbeing programme

ANANDA

UTTARAKHAND, INDIA

Ayurveda, yoga and meditation, healthy cuisine and spiritual inquiry rooted in the Vedantas (one of the six schools of Hindu philosophy) have always formed the foundational pillars of Ananda's approach, but now the wellness retreat has added a new focus on emotional healing.

Spearheaded by resident experts Dr Roma Singh and Chandana Ganguly, individual emotional wellbeing coaching sessions are now incorporated in all Ananda's offerings.

"Everyone who comes for a wellness programme goes through this emotional wellbeing session," says Mahesh Natarajan, COO at Ananda. "It's been the single most transformative step we've taken. It will change what guests get out of a wellness retreat."

A 90-minute cognitive assessment looks at personal challenges and blockages and includes deep subconscious work. Dr Singh works

with clinical hypnotherapy and reiki, combining both modalities to create a powerful healing technique and address issues which are physical, emotional, mental and spiritual.

"My sessions offer a chance to go deep into the recesses of the subconscious mind, identifying the source of traumas and providing emotional release. This kind of inner work promises true transformation," says Dr Singh.

Ananda's 2,323sq m spa has also added a range of traditional therapies to its menu, including Traditional Chinese Medicine (TCM), acupuncture, cupping, moxibustion, Tibetan Kuu Nye, Kundalini and Japanese Shiatsu. Used to address health issues including chronic pain and migraines, immune enhancement, disease prevention, anxiety and depression, these therapies are designed to work on a deep energetic level to provide powerful healing and enhance the effectiveness of Ananda's wellbeing programmes.

"After the last two years, wellbeing also involves delving deep into our emotions, blockages, beliefs, and values," says Natarajan. ▶

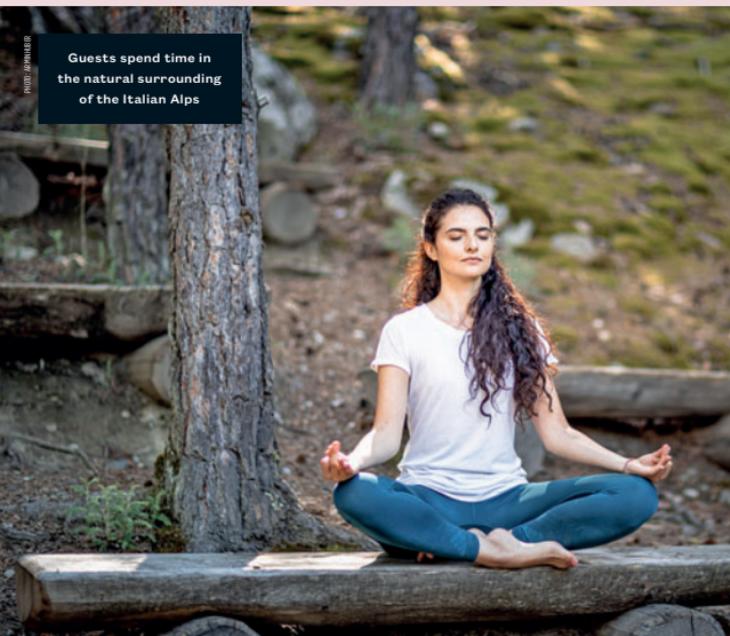


Mahesh Natarajan

"After the last two years, wellbeing also involves delving deep into our emotions, blockages, beliefs, and values"

**Mahesh Natarajan,
COO**

PHOTO: DANIEL HUBER
Guests spend time in the natural surrounding of the Italian Alps



PREIDLHOF

SOUTH TYROL, ITALY

A leader in holistic, preventative and medical health, the 71-bedroom Preidlhof in South Tyrol, Italy, has launched a Transformational Journey

Retreat under the guidance of wellness project manager, Patrizia Bortolin. With more than 5,000sq m of wellness space and a six-floor Sauna Tower, the five-star resort and spa boasts a remarkable setting in the Italian Alps where guests spend time connecting with the natural world.

Based on new research into synaesthesia, the retreat is designed to facilitate inner transformation through the engagement of the senses, opening new emotional and neurological pathways and enabling people to find fresh perspectives.

Bortolin, who studied psychosomatic naturopathy, dedicated her research to finding innovative

ways to deliver meaningful and enjoyable wellness programmes.

The retreats were introduced in February 2022, and she says they've already become the top activity at the spa – making up 50 per cent of revenues. Bookings for retreats are up 80 per cent from last year.

"My aim is to create an inner transformation that comes as a surprise, through unexpected experiences and perspectives that come together by the end of the retreat," she says. "The last two years have transformed this vision from a niche, pioneering approach to it being our most requested offering."

Massages stimulate the sense of touch, smell, taste, sight and hearing; the Colour Massage uses a visual-intuitive test to identify which colour the guest needs, and then the therapist selects corresponding massage oils, while the Sound Experience – performed on Gharieni's MLX Quartz bed – uses Tibetan bells, gongs and voice to engage guests with their sense of sound and touch.



PHOTO: JANE WOODHEAD
Patrizia Bortolin

"My aim is to create an inner transformation through unexpected experiences and perspectives"

Patrizia Bortolin,
Wellness project manager



PHOTO: STEFANO BATTAGLIA

The retreats include a session with Dr Alexander Angerer

The Water Awake Massage is a floatation treatment using elements of watsu, and is offered in the saline pool at sunrise or sunset, or in the indoor thermal pool – where guests can see themselves in the reflective ceiling – to either stimulate the senses in the morning, or to enhance intuition in the evening.

These massage treatments are combined with wellness experiences outside the spa. An Apple Journey combines sensory analysis and mindful eating, and guests learn how to taste, observe and develop their senses while enjoying the region's famous apples. Forest bathing immerses guests in the healing properties of nature, accompanied by the resort's 79-year-old mountain guide, Irmgard Moosmair, who brings spiritual wisdom and decades of experience in natural remedies, aromatherapy and Chinese medicine.

The Retreats include a session with Dr Alexander Angerer, who specialises in complementary medicine. A simple heart rate variability test offers a glimpse into overall health, and he's able to prescribe and provide supplements to help with

Master therapist Stefano Battaglia's healing sessions are unique to each person

issues such as sleep problems. The programme also makes use of Preidlhof's Deep Sea Relaxation room, a chamber where guests absorb vibrations and the energy of colour and Yoga Nidra sessions which help guests explore the moments between sleep and wakefulness.

It is perhaps the promise of a session with internationally-renowned master therapist Stefano Battaglia that has attracted guests from across the globe. Specialising in Trauma Touch, Battaglia's healing sessions are unique to each person and combine a mixture of physical therapy, massage, reiki and other energy work, all designed to release blocked emotions.

"Spas with a serious and consistent team of healers and therapists can make a massive difference," says Bortolin. "We're seeing people experience wonders thanks to the trauma healing sessions of Stefano Battaglia, while his work as coordinator for all of our holistic experts has really enhanced all the staff's skills, intuition and healing touch, allowing the team to offer life-changing experiences.

"People really need this kind of deeper healing now – they want to go beyond passive wellness and trends."

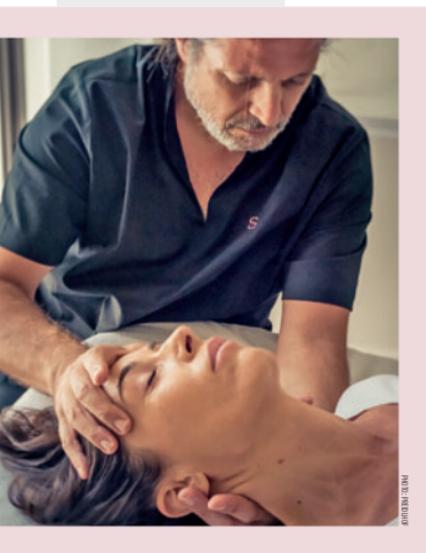


PHOTO: STEFANO BATTAGLIA



Guests enjoy forest bathing walks with Irgard Moosmair

PHOTO: STEFANO BATTAGLIA

Meditation, breathwork and yoga are incorporated in the retreat



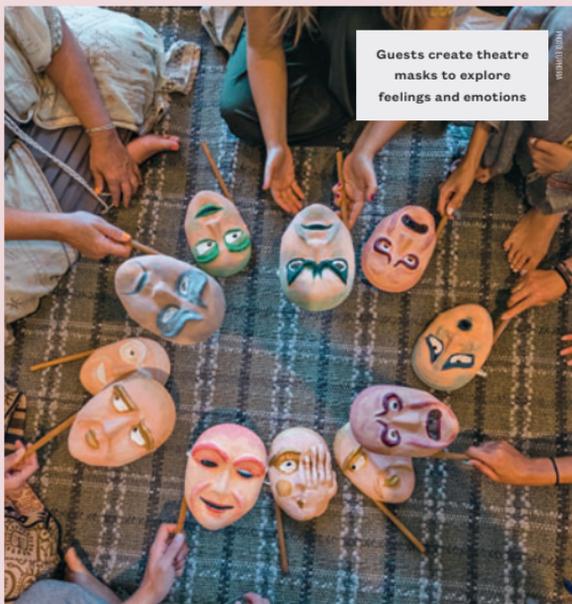
EUPHORIA RETREAT

MYSTRAS, GREECE

On the Greek Peloponnese, Euphoria Retreat has created a Feel Alive Again programme, specifically designed to bring guests fresh energy and vigour. The four-night programme is described as "perfect for anyone feeling exhausted, lethargic, bored, confused, lost or numb" and offers "an opportunity to process and purge the effects of the pandemic".

The group retreats run for three hours each morning, leaving the afternoons free for guests to explore the resort's extensive spa, enjoy the natural and historical surroundings, or find quiet time alone. The programme can either be booked by itself and customised with additional treatments, or added to one of Euphoria's other programmes. Hosted by founder Marina Eframoglou along with Euphoria's spiritual mentor, Mary Vandorou, the retreat is limited to nine participants to foster a sense of group connection and trust.

Meditation, breathwork, expressive dance, journaling, personal mandala making and even treasure hunts all are incorporated to help guests reconnect and re-energise. Performance work,



Guests create theatre masks to explore feelings and emotions

The retreat is restricted to nine participants to foster connection and trust



YOUNG BLEN

Marina Efraimoglou

“The Feel Alive Again programme is designed to help people put everything into perspective”

**Marina Efraimoglou,
Founder**

rooted in the Greek myths and tragedies, includes a session using traditional masks from Greek theatre to explore feelings and emotions.

Euphoria has built its philosophy around the five elements and the retreats make use of this, helping guests identify and connect with elements they're drawn to and offering ways to balance the elements they need more of in their lives.

Euphoria has a wealth of other holistic programmes offering personal journeys of transformation. The Odysseus Journey helps guests learn about themselves through the story of Homer's Odyssey. Incorporating group discussion and the five elements, the retreat is designed to be a fun, engaging way

for guests to reflect on life decisions and where they're leading them.

The Emotional and Physical Transformation retreat offers an intensive seven-day programme, combining group sessions with solo treatments, while a two-day Self Awareness Through the Five Elements is designed as a mini-retreat to give a taste of Euphoria's core philosophy of joyful transformation.

The Feel Alive Again retreat is running every month as it's so popular with guests, and Euphoria will soon reveal additional emotional healing retreats.

“The Feel Alive Again programme is designed to help people put everything into perspective, which is essential in these challenging times,” says Efraimoglou. ▶

KAMALAYA

KOH SAMUI, THAILAND

Kamalaya's Embracing Change programme focuses on enriching emotional wellbeing and addressing life circumstances. Designed for guests seeking support with change or challenging situations, the programme can benefit anyone navigating loss, anxiety and grief.

Through either five- or seven-night stays, the holistic programme helps guests learn to recognise and understand their habits to release, heal, rebuild, and strengthen emotional patterns before learning how to sustain a personal practice and establish healthier levels of balance.

While the programme has been on Kamalaya's menu since before the pandemic, John Stewart, founder of the resort, says he's seen a more interest since the start of the pandemic. "Many people are dealing with loss, isolation that results in feelings of loneliness, separation in long-term relationships, or simply anxiety," he explains. "This programme has always been one of our most popular, but now that's true more than ever."

Guests work with naturopaths, TCM practitioners and a life enhancement mentor to embark on a journey of self-discovery, exploring their inner life and emotional patterns. Specially

selected holistic massage therapy and TCM facilitate the rebalancing of the physical body to accompany guests' renewed emotional stability.

Kamalaya has also introduced a Resilience and Immunity programme in response to the pandemic, which supports physical health, optimal immunity, and resilience of the mind. "Resilience and Immunity is highly beneficial for anyone with post-viral fatigue, auto-immune concerns, or simply wishing to feel more robust and fortified in the face of life's uncertainties.

"The importance of health and mental resilience is paramount when dealing with challenges and unexpected hardships," he says.

The programme benefits guests navigating loss, anxiety and grief



John Stewart

"The importance of health and mental resilience is paramount when dealing with challenges and unexpected hardships"

▶ John Stewart, founder



Specially-selected holistic massage therapy facilitates body rebalance





saltability®

NOURISHMENT FROM THE SEA

In a third-party survey of spa-goers, 83% preferred Saltability's Himalayan salt stone massage over traditional massage, and 62% said their skin felt better after the salt stone massage. **Learn more** — saltability.com or call **+1-561-515-5142**. *International shipping available.*



Turn your treatment room into a
PRIVATE *halotherapy*
EXPERIENCE

Add a new therapeutic experience
– with minimal human contact.

Offer as a standalone treatment
(no therapist commission) or as an
add-on/upgrade in conjunction
with a facial or massage.

New — Himalayan Salt Pods.
Convenient and positively impactful
for pulmonary health. Pay off in as
few as 10 weeks.

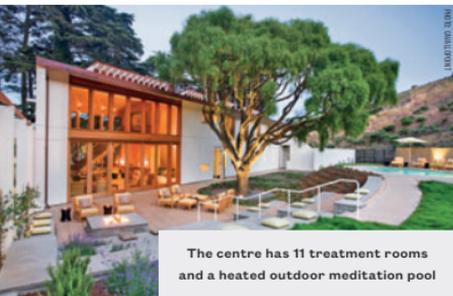
himalayansource.com
+1-888-576-3525

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

PHOTO: CAVALLO POINT



Guests are becoming more focused on self care



LEAD PHOTO: STEWART

The centre has 11 treatment rooms and a heated outdoor meditation pool



HEATHER STEWART

Therapies are designed to create positive changes in guests' emotional, physical and mental wellbeing

HEALING ARTS CENTER & SPA

CAVALLO POINT, CALIFORNIA, US

Nestled at the northern end of the Golden Gate Bridge within more than 75,000 acres of national parkland, Cavallo Point includes the 1,022sq m Healing Arts Center & Spa, which opened in 2010.

With its 11 treatment rooms and a heated outdoor meditation pool, the center integrates cultural healing practices from around the world, with services including energy work, meditation and reiki, chakra energy balancing, hypnotherapy and guided imagery, as well as applied kinesiology, herbal remedies and shamanic journeys. Also on offer are neuro-graphic art, cacao ceremonies, intuitive readings, sound baths and more – all designed to create positive changes in guests' emotional, physical and mental wellbeing.

Since the pandemic, interest in these healing offerings has grown,

says director, Heather Stewart. A monthly guided meditation session has seen a big increase in attendees, as well as the number of repeat guests, and sessions such as craniosacral work and reiki have also seen a substantial increase, she says.

"Everyone is coming in with their own needs," says Stewart. "I think people are wanting a way to connect to themselves and others. Finding that 'space within' through guided meditation or energy work can really open people up.

"Spas can play a crucial role by creating a place for people to focus on emotional wellbeing, and by letting them know they're not alone," she explains.

Stewart has had an increase in bookings for 90-minute services, as well as multiple treatments in one day – a trend she thinks will continue as people want to pamper themselves, and also focus more on self-care. ●



HEATHER STEWART

Heather Stewart

"Spas can play a crucial role by letting people know they're not alone"

Heather Stewart,
director



THE
INSIGNIA™
COLLECTION
MULTI-PURPOSE TREATMENT TABLES



INSIGNIA™
WAVERLY

Replaceable Strata Cloudfill™ mattress · Thermasoft™ Dual-Zone Embedded Warmer
Ergonomic, extended low height range · Sustainably built hardwood cabinetry · Flo-Tech™ programmable lift system

+1 760-597-2155 | livingearthcrafts.com | info@livingearthcrafts.com

Scan to discover the
entire Collection!



Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

A hand is shown in silhouette, holding a small, glowing object. The background is a dark, starry night sky with numerous bright, out-of-focus stars and light trails. The overall mood is serene and contemplative.

LOOK UP TO THE SKY.
BREATHE THE COLD AIR.
AWAKEN YOUR SENSES.

Nature comes inside.

Experience a new wellness journey at Interbad 2022. Hall C2, booth 2D30

TECHNO  **LPIN** INDOOR

Get ***Spa Business*** & ***Spa Business Insider*** magazines
FREE on digital: www.spabusiness.com/signup

*The SnowRoom is used
in combination with
radon therapies*



POWERFUL CONTRAST

The wellbeing
setting creates a
'magical wintry vibe'

Spa clients can enjoy super-cool relaxation and pain-relief at Sächsische Staatsbäder in Bad Brambach thanks to a TechnoAlpin SnowRoom

Imagine experiencing the benefits of contrast therapy by stepping out of a sauna and into a room full of soft, powdery snow. This is just one of the creative ways that Sächsische Staatsbäder - the radon therapy centre in Bad Brambach - is using its TechnoAlpin SnowRoom to create a wellbeing experience for customers.

The room is an immersive, cold-intensive wellness experience operators can use in many settings and creative programmes to suit location, business model and client needs.

Each bespoke installation allows operators to create a unique SnowRoom experience for customers, using an online design configurator to access step-by-step visual design options.

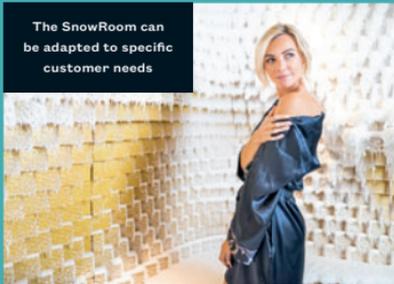
The company offers a choice of natural forest or rock landscape winter environments, as well as the Cubic Design - an angular style which was created by architects, Snøhetta (see image).

SnowRooms can be customised to fit any room size or shape and come in custom colours with a range of accessory, glass door and lighting options.

Hot and cold in Bad Brambach

Sächsische Staatsbäder benefits from Bad Brambach's unique location close to natural radon sources in Saxony, Germany. The wellness facility uses this resource in its wellness and rehabilitation programmes that include bathing in, drinking and inhaling radon, as well as radon mouth washes.

The SnowRoom can
be adapted to specific
customer needs



The SnowRoom is used in combination with pre- and post-heat radon therapies as part of a three-phase 55-minute programme. This includes a full-body warm up in the tepidarium, a three- to eight-minute cool down in the SnowRoom - where customers experience temperatures of -10 degrees C - and reheating in the light and heat room.

The cold-warm contrast causes blood vessels to constrict and dilate, stimulating the supply of blood and oxygen to the tissues to strengthen the immune system and deliver anti-inflammatory and chronic pain relief benefits. The treatment is particularly helpful for customers suffering from inflammatory rheumatic disease, osteoarthritis, fibromyalgia and circulatory and stress disorders.

While the SnowRoom is used as part of a therapeutic treatment at Sächsische Staatsbäder, it adapts to every location and business model, giving a magical wintry vibe all year round anywhere in the world. ●

More: www.technoalpin.com



Much of the design work for Soneva Soul took place in Istanbul while I was undergoing chemotherapy for stage four cancer

A photograph of a man and a woman walking on a beach at dusk. They are both wearing white, long-sleeved, button-down shirts and white shorts or pants. The man is on the left, wearing glasses and a watch, and has his arm around the woman's shoulder. The woman is on the right, smiling. The background shows a beach with soft, out-of-focus lights and a small structure made of sticks. The overall mood is serene and romantic.

Sonu Shivdasani

The CEO and co-founder of Soneva talks to Liz Terry about the philosophy behind his new wellness concept, Soneva Soul



The concept of wellness permeates all that Soneva offers - from all-natural locations to a barefoot ethos

PHOTO: ALAN TRENT/ISTOCK

What was the inspiration behind the new brand - Soneva Soul?

It's the culmination of everything we've learned since we launched our spa at Soneva Fushi in 1995 - the very first resort spa in the Maldives. Along Soneva's journey we've gathered knowledge and wisdom from medical science and technology, along with ancient healing practices.

We're pioneering an approach that combines apparent opposites, to offer our guests a transformative and completely personalised wellbeing experience in inspiring surroundings that reconnects their mind, body and soul.

The concept of 'wellness' permeates all we do: our sustainable, barefoot philosophy that reconnects our guests to the earth; life-affirming natural locations; health-focused cuisine; and life-changing guest experiences.

Soneva Soul is located at Soneva Jani on the Island of Medhufaru in the Maldives, and I chose an area on the island's east coast for the development, high above the mangroves, because it's such an incredible setting.

Much of the design work for Soneva Soul took place when my wife Eva and I were staying in Istanbul while I was undergoing chemotherapy for stage-four cancer, which is now in remission.

We've always been inspired by nature's majesty, magnitude and mystery. Eva and I feel privileged to be guardians of this area of incredible natural beauty. Nature is awe-inspiring and its beauty is such an important contributor to overall wellbeing.

I believe 60 per cent of healing and wellness comes from the mind. During our stay in Istanbul, I was ▶

PHOTO: ALAN TRENT/ISTOCK

Soneva Soul is guided by the principle of 'lifestyle evolution', with experts working in partnership with guests to help them reach their potential

▶ reading Dr Kelly Turner's book, *Radical Remission* – it features nine chapters that talk about a particular action one needs to take in order to achieve radical remission, and six of these focus on mental wellbeing.

How is Soneva Soul different?

We offer each guest a personalised pathway, which means no two journeys will look the same.

Each can start at any point – whether an individual is looking to kick-start a healthier lifestyle, heal following an illness or injury, improve physical or mental performance, or simply relax.

Based on outcomes that target guests' specific needs, the treatment menu at each Soneva Soul unites traditional wellness philosophies, such as Ayurveda, Traditional Chinese Medicine, herbalism and medicinal mushrooms, with innovative treatment methodologies and therapeutic biomodulation, which will include heart rate variability testing, platelet-rich plasma (PRP therapy), nutrient IV therapy, cryotherapy, ozone therapy and hyperbaric oxygen therapy.

Yoga, Pranayama Breathing and Meditation programmes reinforce the link between mind, body and soul, while an expert-led sleep programme creates a personalised intervention for healthier long-term sleeping habits.

What makes the concept unique?

We offer a depth of wellness not typically found in a resort spa, as we include traditional wellness philosophies and practices, combined with cutting

edge diagnostic technologies, and pioneering treatment methodologies such as stem cell injections, biomodulation, biophotonic therapy and ultraviolet blood irradiation therapy.

Soneva Soul is guided by the principle of 'lifestyle evolution', with experts across a spectrum of wellness disciplines working in partnership with guests on rest, recovery, and regeneration, as well as detoxification, movement, and optimisation, following principles such as balance, mindful living and self-care.

Each Soneva Soul is built in harmony with its surroundings, elevating guests' experiences far beyond pampering or traditional spa therapies.

Our 'no news, no shoes' ethos isn't just about removing shoes and relaxing with the sand between the toes. It's about re-grounding – making a connection with the earth's natural electrical charge which has a profound effect on red blood count and has been found to reduce inflammation, promote healthier organ function and better sleep.

Clocks at all of our resorts are set to 'Soneva Time' – an hour ahead of local time. Not only does this enable guests to witness remarkable sunrises and sunsets, it also helps reharmonise their circadian rhythms. Likewise, our remote locations mean we don't have light pollution, and our evening lighting remains deliberately soft, which enables guests to look up to see the star-filled night skies in all their glory, which can also be enjoyed from our private open-air bathrooms – a signature feature in every Soneva villa.



Clocks are set to 'Soneva Time' – an hour ahead of local time – to help reset circadian rhythms

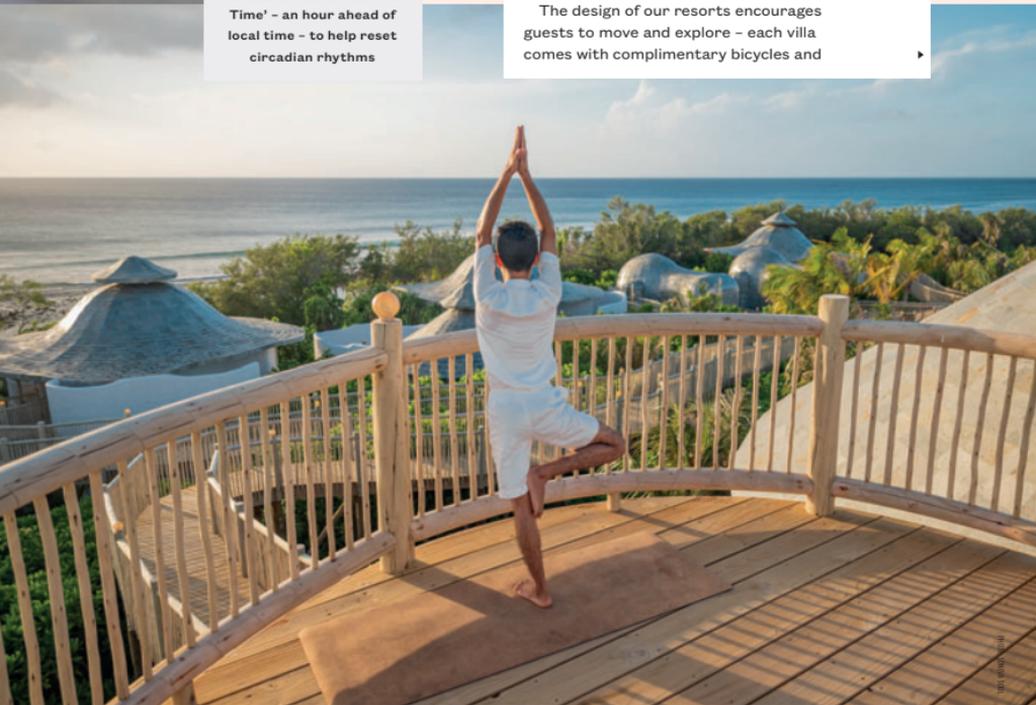
Who delivers these high-end services?

Our experts draw on their knowledge and healing heritage to offer treatments that are unique to them. These include rituals such as the Tok Sen massage by Piyada – an energising, traditional northern Thai massage that uses wooden mallets and pegs to hammer tension away. The rhythmic tapping of the tools uses vibration to work deeply into the fascia while providing a hypnotic relaxation effect. This massage stimulates the circulation, soft tissue and tendons, as well as acupressure points.

How will the concept develop?

We're privileged to have a high return rate, so want to ensure every visit offers guests something new and memorable. One way we achieve this is through our Soneva Stars calendar, which welcomes experts throughout the year: athletes, Michelin-starred chefs, astronomers, artists and authors; as well as Soneva Soul wellness residencies by health and wellbeing specialists across a spectrum of wellness practices, healing modalities, spirituality and fitness.

The design of our resorts encourages guests to move and explore – each villa comes with complimentary bicycles and



CONCEPT



Soneva guests come for a deeper sense of recovery, rest and regeneration

Get *Spa Business* & *Spa Business Insider* magazines **FREE** on digital: www.spabusiness.com/signup

► tricycles, and paths and boardwalks are rarely straight, their curves and bends invite guests to be mindful of every moment.

We offer cross-functional gyms, equipped with the latest fitness technology and our experiential fitness and movement programmes take place within nature, whether morning yoga sessions on the beach or training at the jungle gym.

Our culinary offering across our dining destinations honours Hippocrates: 'Let thy food be thy medicine, and thy medicine thy food'. Our skilled chefs craft dishes that are healthy and nutritious, while also being sustainable and organic. For example, we've asked chefs to vastly reduce the use of red meat, dairy products and refined ingredients such as sugar and white flour. We've already reduced beef by 75 per cent, and dairy has been greatly reduced, too – our ultimate goal is to bring the consumption of these two almost to zero.

What's next for Soneva Soul?

We've recently opened the Soneva Soul resort wellness centre at Soneva Fushi, and are introducing the concept to Soneva Kiri in Thailand.

In the longer term, we'll work with like-minded partners to launch one-of-a-kind Soneva Soul wellness destinations across the world.

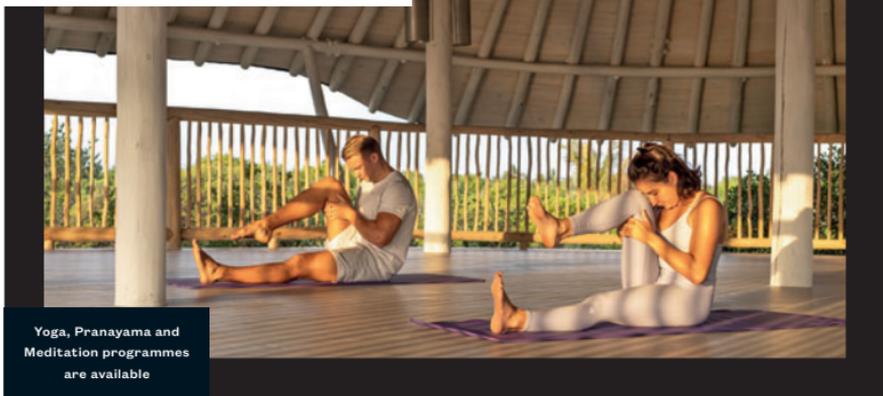
Over the coming months each Soneva Soul will also establish a full permanent team that includes an Ayurvedic doctor, Traditional Chinese Medicine practitioner and integrative medicine doctor alongside our therapists and wellness specialists.

In addition to the Soneva Soul wellness centres across our resorts, we're also hosting a series of Soneva Soul wellness events and workshops across destinations in Europe and India to showcase our wellness offerings and introduce our management to our key customers in these markets. ●



Therapies go beyond pampering, to address the whole person

In the longer term, we'll work with like-minded partners to launch Soneva Soul wellness destinations across the world



Yoga, Pranayama and Meditation programmes are available

SPONSORED

Body scanning shows before and after results

PHOTO: GETTY IMAGES/STOCK

NEXT LEVEL CRYO

Art of Cryo is combining cryotherapy and well-tech to elevate and enhance the traditional cryotherapy experience

It's well-documented that cryotherapy can have a multitude of benefits for both physical and mental health, but Rainer Bolsinger, chief sales officer and chief marketing officer at Art of Cryo says the company wants to take this to the next level. "We're now combining our whole body cryotherapy with advanced technology and complementary therapies," he says. "The inspiration behind these innovations is the desire to offer even more results from cryotherapy."

MADE TO MEASURE

Bolsinger says Art of Cryo has begun using 3D body scanning equipment to create a millimetre-precise avatar of the body in just 40 seconds. "This technology not only documents the effects of cryotherapy," he explains, "but also gives users a clear insight into the physical impact of their chosen programmes."

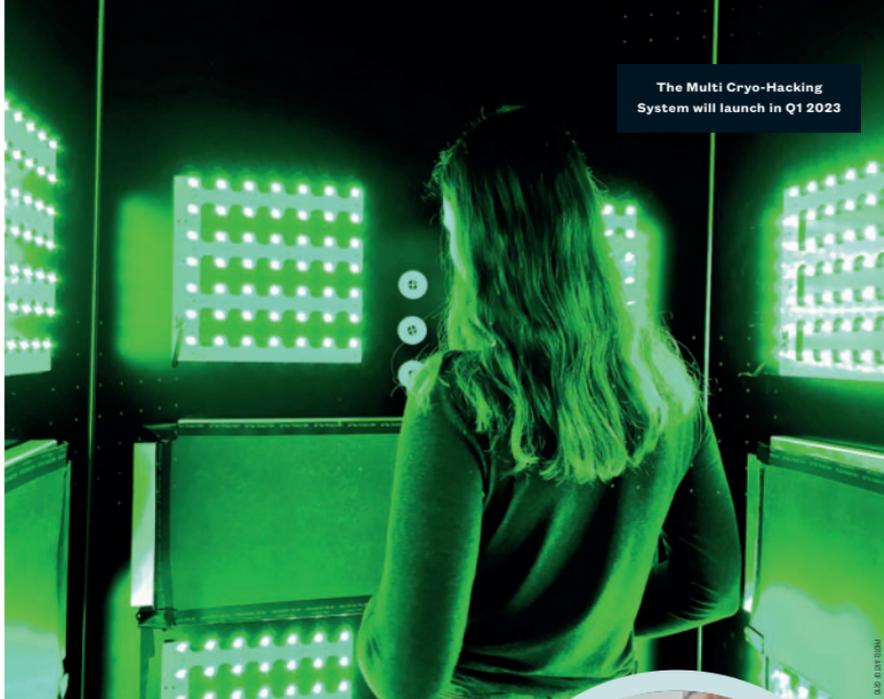
The scan measures values such as weight, fat-free mass, body mass index, waist-to-hip ratio and waist-to-height ratio. In addition, a posture analysis is created and basal metabolic rate is determined. Art of Cryo suggests clients have a scan during their first and last visits to compare results.

To complement the experience, the company has partnered with wearable specialist, MCRC, Vital X – makers of smart rings – to enable customers to track their vital

Time in the cryotherapy chamber is being combined with well-tech

PHOTO: GETTY IMAGES

The Multi Cryo-Hacking System will launch in Q1 2023



We're combining our whole body cryotherapy with advanced technology and complementary therapies

Rainer Bolsinger

signs during cold therapy sessions. "This collaboration enables customers to benefit from high-precision, real-time monitoring of vital data before, during and after their time in the cryotherapy chamber," says Bolsinger.

All users receive an evaluation of their blood pressure, pulse, body temperature, heart rate variability and oxygen saturation following their time in the cryo chamber.

MULTI CRYO-HACKING SYSTEM

"As of Q1 2023, Art of Cryo says it will set the gold standard in the cryotherapy market with an all-new innovation, the Multi Cryo-Hacking System," says Bolsinger.

"This vessel will allow clients to combine cryotherapy with three different types of light therapy (blue, green and red), ionised oxygen therapy and long wave heat therapy, to offer them the world's most sophisticated whole-body cryotherapy experience," he says.

"The Multi Cryo-Hacking System will offer consumers hundreds of different programmes which vary in therapy combination, sequence of services and length of time - all will be available as solo or group experiences," he explains.



Art of Cryo is using the MCRC, Vital X to monitor physical changes

POSITIVE PRESSURE

The company also offers intermittent vacuum therapy (IVT) - the Art of Cryo Flow System - which delivers lymphatic drainage, encourages recovery and supports performance enhancement.

These vacuum and positive pressure systems are designed to promote recovery, strengthen connective tissue and contour the body. Originally developed by NASA and the German Aerospace Center, IVT is believed to enhance the health effects of cryotherapy. ●

More: www.artofcryo.com

The town became a popular spa resort in the 1770s

Going to THE SOURCE

People have been enjoying the thermal waters at Berkeley Springs for over 8,500 years. Mary Bemis paid a visit to this bastion of the US thermal bathing tradition

The birthplace of North America's first spa, Berkeley Springs, West Virginia, is a quaint historic spa town, 90 minutes drive from Washington DC.

Life here has always been about the warm mineral spring water that flows at a constant 74.3°F (23.5°C) and at a rate of more than 1,000 gallons (4,546 litres) per minute.

The source rises in Berkeley Springs State Park in the heart of the town and locals and visitors have used the mineral waters for soothing and rehabilitation purposes for over 8,500 years, since Native Americans first stepped foot in the springs, leaving their traces in local archaeology.

By the 1720s, colonial travellers began visiting Berkeley Springs to take the waters, but it wasn't until the 1770s that the town (first established as "Bath") became a popular health resort.

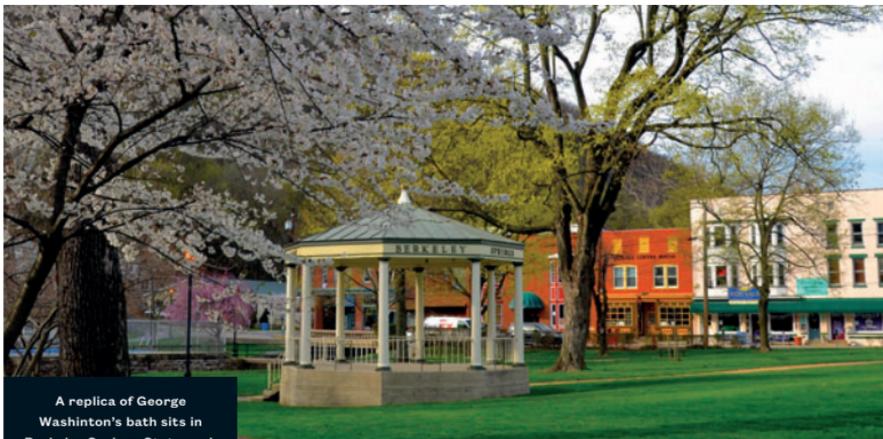
America's founding father, George Washington, first visited the town in 1748, as a 16-year-old apprentice surveyor, and wrote of the "warm springs" on the frontier land that was

owned at the time by Washington's mentor, British aristocrat Lord Thomas Fairfax.

At that time, visitors simply pitched a tent and took the waters in stone-lined pools, and today you can find a replica of George Washington's rustic stone tub in Berkeley Springs State Park, while displayed on the wall of the Museum of Berkeley Springs is an endorsement from Washington himself: "I think myself benefited from the water and am now not without hope of their making a cure for me - a little time will show now".

When the tents made way for the establishment of a 50-acre town in 1776, the Virginia legislature deemed it was "for the purpose of housing those who came to take the waters for their health", while the springs - thanks to a decree by Fairfax - were designated "for the public use and benefit".

Author and historian Jeanne Mozier once wrote: "Berkeley Springs may be the only town in America established for the express purpose of caring for, feeding, and housing those who came to take the waters for their health."



A replica of George Washington's bath sits in Berkeley Springs State park

PHOTO COURTESY OF BERKELEY SPRINGS STATE PARK



PHOTO COURTESY OF BERKELEY SPRINGS STATE PARK



America's founding father, George Washington, first visited Berkeley Springs in 1748 and wrote of the warm springs

WHERE PAST MEETS PRESENT

Since the town was established, it's survived fires in 1844, 1898 and 1974 and a war in 1860. Today, the springs act as the town's municipal water source and are still popular with bathers. Commercial bottling of the water also began in 1903 with the establishment of the Berkeley Springs Bottling Works and in 1925, Berkeley Springs was turned over to the state of West Virginia and is now its smallest state park.

In more recent times, a well-loved chapter of the American spa experience was born at Coolfont Resort. Situated at the base of Cacapon Mountain, five miles from Berkeley Springs, Coolfont is where pioneer Martha Ashelman - one of the original founders of the International Spa Association (ISPA) - opened a spa with mineral springs and wellness treatments, as well as local nature activities.

In more recent times, Coolfont has come under the stewardship of Larry Omps and his family, longtime Berkeley Springs' residents who lovingly renovated the iconic property that had been vacant since 2006. Coolfont Resort reopened in

2019 and Omps continues to evolve the property and its treatment menu (www.coolfont.com).

For the past 32 years, Berkeley Springs has extended its national fame by hosting the annual Berkeley Springs International Water Tasting event, which is held at the Country Inn - home to the Renaissance Spa. I was invited to be a judge at this year's event and - along with seven other judges - spent hours tasting waters sourced from 18 countries, 16 American states, and three Canadian provinces.

After the water-tasting festivities, I toured the town with Scott Fortney, superintendent of Cacapon Resort and Berkeley Springs State Park and Jamie Foltz, Berkeley Springs/Cacapon Resort State Park spa manager and took time out to enjoy the waters at the Old Roman Bathhouse, where I luxuriated in the privacy of a 705-gallon walk-in-bath with steaming magnesium-rich spring water for the grand sum of US\$27 (€26, £22).

Massage services, saunas, and showers are also available to round out the spa menu (www.spabusiness.com/bathhouse).

FIRST PERSON

PHOTO: HEALING WATERS SPA AT CACAPON RESORT



The new Healing Waters Spa opened in May 2021



For the past 32 years, Berkeley Springs has extended its national fame by hosting its International Water Tasting event



Mary Bemis (centre) with Kelly Smith and Scott Fortney from Cacapon Resort & Berkeley Springs State Parks

PHOTO: MOUNTAIN STATE TOURISM



The spa offers four treatment rooms, nail bar and lounge

PHOTO: MOUNTAIN STATE TOURISM

► HISTORIC INSPIRATION

Foltz has worked in the spa and wellness industry for 27 years and has been manager of the West Virginia State Parks for the past four. She oversees the main bathhouse, as well as the new Healing Waters Spa, which is located within the lodge at Cacapon Resort State Park, just 10 miles from Berkeley Springs State Park.

The Healing Waters Spa, which opened in May of 2021, is the second spa in the state park system and derives its name from Cacapon which, she explains, is a term of Native American origin meaning 'medicine waters'.

The 2,200sq ft (204sq m) facility offers four treatment rooms, a nail bar, a relaxation area, locker rooms and a patio lounge. Professional product lines used and retailed include Pevonia and Farmhouse Fresh.

A third wellness facility, Mountain Serenity Spa, has also opened at Pipestem Resort State Park earlier this year (www.pipestemspa.com).

Commenting on the historic relevance of the location, Foltz says: "Our guests, who come from all over the world, look to increase their feeling of wellbeing, relax in a beautiful state park setting, and embrace and honour the local history that helped to put healing waters on the American map." ●

Sustainability Innovation Satisfaction Quality



Aromee®

Fragrances for steam baths, saunas, whirlpool, hot tubs and experience showers



Technico®

Sauna, spa and wellness technology: Technology for experience showers, saunas, hammam, steam baths and rhasoul, dosage systems, inhalation systems, light technology



Pure

Cleaner/conditioner for sauna, spa and wellness facilities. Disinfectant and cleaner for whirlpools and Jacuzzis

Kemitron is a manufacturer of high-quality products for the spa, sauna, and wellness markets (technology, fragrances, cleaners, cosmetic). The company's focus is on best quality and workmanship. All items are "made in Germany".

Kemitron's products are sold on the international spa and wellness market and can be purchased via our webshop on our homepage. www.kemitron.com

E-Mail: info@kemitron.com • Telefon: +49 (0) 70 24 / 950 60 • www.kemitron.com

 **Kemitron®**
Premium. Wellness. Technology.

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup



Today's retail software can help spas deliver offers and drive sales

SHARON WATSON/ISTOCK

DRIVING RETAIL

Staff shortages within the sector mean software assistance in areas such as retail, payment automation and marketing is more important than ever when it comes to business profitability. Karen Maxwell looks at some of the solutions available

Guenther Poellabauer

TAC

TAC's digital signage, self-service machines and touch POS (point of sale) contribute significantly to increased sales opportunities within a spa environment. In-house marketing with digital signage allows direct communication of services/products in a targeted way via strategically positioned screens, and special offers can be advertised via a webshop. Vending machines enable guests to buy tickets and drinks independently, and with TAC machines, towels are always provided.

Payment information is securely encrypted

using reliable technology. Once credit card information is kept, it is automatically converted into a token and stored.

Whether at checkouts, in the webshop or at vending machines, the TAC Pay integrated payment interface ensures that one-time and recurring payments, and refunds are processed easily, quickly and securely through the TAC software.

TAC's stock module supports inventories, supplier, and order management. If minimum stock levels are reached, items appear in order proposals. In inventory management, goods movements are also considered that have not come about through normal business, such as breakage, theft or returns.



Guenther Poellabauer

PH. K. UHLM

One-time and recurring payments and refunds are processed easily, quickly and securely



The software can track sales made by each team member

KATHARINE DELMAR/ISTOCK/GETTY IMAGES

Sal Capizzi

BOOK4TIME

Book4Time has added a retail 'shopping cart' feature which allows both practitioners and desk staff to hold suggestive retail items to a client's ticket without affecting the transaction. If the client decides they want to purchase these items they can be moved to 'purchase' with the click of

a button. It also operates as a standalone 'point of sale' system for retail boutiques within a spa property.

Regarding the checkout process, the system is able to save payment details with the latest GDPR secure technology - allowing clients to checkout both service and retail items seamlessly through Book4Time Pay. In addition, contactless payment solutions, including 15-plus interfaces with prominent,

international credit card merchants, is also available.

Book4Time sales reports track sales and break them down by vendor, product type and line, so spa managers can run specific reports that show how much retail specific revenue has been sold by each team member.

Spending reports also offer insights on which retail products sell well and which items could be an area of opportunity.



ISTOCK/GETTY IMAGES

Sal Capizzi

A shopping cart can hold suggestive retail items to a client's ticket without affecting transaction



PHOTO PREMIER

Oliver Cahill

Recommendations can be noted on the clients record card and flagged on departure

Oliver Cahill

PREMIER

Core, by Premier Software, makes upselling simple and intuitive so operators can use retail allocation and recommended product features, both of which prompt staff to sell products at the point of billing after their spa experience. While retail allocation triggers the sale of products associated with the treatment booked, recommended products are based on personal recommendations from the staff member. These can be noted on the client's record card and flagged on departure.

Core integrates with Premier's online booking platform, onejourney, to provide

a unified, tailored shopping experience. Complete with revenue generating features and one basket for booking online, onejourney also links Apple Pay and digital wallets to the client's account and all client purchases are stored on an individual record.

Core's reporting feature assists the spa manager in monitoring a range of information, which includes the number of retail products sold, and by whom, to facilitate rewards with commission and track best sellers. By setting a minimum product level, the system offers a prompt when an item falls below this threshold and needs reordering. Core can also be set up to create order forms, accept deliveries and transfer stock between sites.



Guests can create a profile and store personal details

Daniel Griswold

AGILYSYS

Agilysys Spa offers an integrated booking engine and membership portal, which allows operators and guests to create profiles to store their personal information and view previous and future bookings together with all retail transactions. The software also allows for secured storage of payment details. This

single guest itinerary offers spa staff an insight into a guest's activities across the property, which provide them with the necessary data to recommend products that compliment a guest's lifestyle and past purchases.

Agilysys Spa Retail and Inventory systems work together to provide accurate tracking of inventory items. This robust reporting system has the capability to create reports on guest

spend, popular retail items, commissions, and other sales-driven metrics. The inventory module allows managers to track retail items, manage quotes, create purchase orders, and issue receipts related to ordered merchandise.

With the same information, staff can use Agilysys Digital Marketing to send targeted email promotions that are product specific, or only available to loyal/high-profit guests.



Daniel Griswold

A single guest itinerary offers spa staff an insight into a guest's activities across the property



Matt Lerner

Clients can choose a standard tip percentage that will be automatically applied to future appointments

Matt Lerner

MINDBODY

Booker, by Mindbody, simplifies the sale of products and services. The integrated POS allows staff to finalise a sale anywhere within a spa and wellness facility – so they can add retail products to services provided at their individual stations, or at the checkout counter. Booker also makes it easy to offer discounts and special offers – creating new and personalised opportunities for in-house retail sales.

The system allows operators to store up to three credit cards within a customer's profile to enable quick

pay for future purchases and staff can easily select whichever card the client requests when completing a purchase in-store. When checking out through online booking, clients can even choose a standard tip percentage that will be automatically applied to their future appointments, and they can also manage their own payment information.

Booker's inventory tracking also makes it easy for spa and wellness facilities to manage their product inventory by allowing them to oversee and optimise their inventory, based on buying trends, so they order the right number of products to meet their customers' demands.



Transform and grow your spa business effortlessly. With Zenoti.

20,000+ businesses. 50+ countries. One trusted software.

Wouldn't you love it if you had more time and energy to delight your guests and grow your spa? Zenoti lets you do just that. Now, you can seamlessly integrate all the key aspects of your spa business. From appointments and in-store experience to employee management, marketing, payments, and a whole lot more, Zenoti helps you do it all, effortlessly. Over 20,000 businesses trust us to streamline and grow their company. And we'd love to help transform your spa too.

Some of Zenoti's many powerful features:



Memberships
guarantee upfront recurring revenue



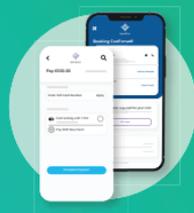
Branded Consumer App
Online Booking
ensure your guest experience is consistent



Staff Mobile App
empower staff with visibility into their metrics and KPI's



Unified platform
reduce the need for third party tools with our all-in-one Cloud solution



Book your customised **demo today!**

Margaret Dabbs™
LONDON

ELEMIS

M The
Message
Company®

Elizabeth Arden

+44 0161 250 3345

sales@zenoti.com

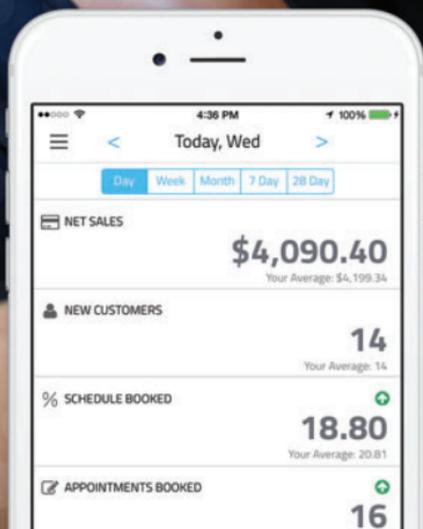
www.zenoti.com

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

booker

All the Features You Need to Manage Your Spa and Delight Your Customers

Online Booking • Staff Scheduling • Integrated POS • CRM • And More



Learn why Booker is the leading spa management software

mindbodyonline.com/spa-software

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup



Jasmine Hurst

Spas can identify purchasing trends by vendor, product, or group segmentation

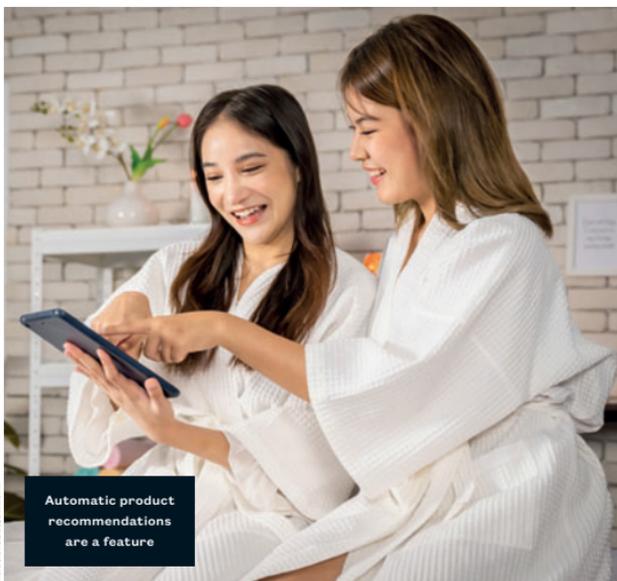
Jasmine Hurst

SPASOFT

SpaSoft not only tracks, sells, and reports on all products within a spa business it also offers features such as Product Recommendations and Promotional Products to make selling easy for the spa team.

With Product Recommendations, therapists can recommend products to guests and track them within their profile so they can purchase at POS. Promotional Products can optimise retail sales and assist spas in getting creative when promoting products, whether it's bundling with services, offering BOGOs (buy one get one free) or by offering discounts.

PHOTO: SPASOFT.COM/AMBITOR



Spa operators can also find out what their inventory is worth by using purchase orders to track and report on quantity and cost of retail products. SpaSoft can then supply products to multiple outlets, keeping the revenue segmented for inventory tracking and revenue reporting. In addition, spas can set up their cost price calculation

the way they want, either FIFO (first in first out) or average weighted.

SpaSoft's reporting mechanism allows operators to make data-driven decisions. By leveraging reports such as top selling products, slow moving products and retail sales analyses, they can identify purchasing trends by vendor, product, or group segmentation.



Ricky Daniels

The system remembers the guest and what they have previously ordered, making target marketing easier

Ricky Daniels

TRYBE

With Trybe, operators can tailor make the customer journey when going through an online booking. This means there is ample opportunity to upsell and push sales at the click of a button. For example, the option to add a glass of bubbly on arrival or upgrade to an afternoon tea can be included, allowing the customer to make these decisions without a salesperson present.

Allowing for a smooth journey and customer loyalty, customers can opt to have their card details saved, which makes the checkout process easier and these are automatically updated when they expire. The checkout also supports mobile wallets such as Apple Pay and Google Pay to ensure frictionless purchases.

For stock reordering, Trybe software continually monitors stock levels and

converts the data into reports. The reordering option ensures operators know their stock levels are taken care of and orders for minimum order quantities can be raised once items fall below order levels.

To help make target marketing easier, the system is able to remember the guest and what they have previously bought, through the Trybe system's customer profiles area.



DEBRA GIBBY

Charity Hudnall

Product bundles pair top-selling items with less popular products to increase sales and revenue

Charity Hudnall

VAGARO

The Vagaro system imports product inventory to an account for free so spa operators can easily manage in-house products in one place. The software allows the creation of product bundles to help pair top-selling items with less popular products to increase sales and revenue. For seamless upselling integration with spa services,

a physical inventory can be easily added to a customer's checkout process on the platform by simply scanning the product bar code.

Vagaro allows both businesses and customers to save payment details on file for future and repeat purchases, which allows businesses to charge

the payment method on file at checkout, while customers can autofill saved information for a simpler checkout process.

Bloom Healing Botanical Spa found Vagaro when they were looking for easy-to-use, scalable software. One of their best-selling signature products is their

skin care line, a collection of healing botanicals they create and bottle in-house. Vagaro's inventory feature helped to optimise sales because it helped them keep track of all products, including the ingredients they needed to order from their formulator to create the top-selling botanicals.

Inventory features help optimise product sales



JUSTIN BRONKHORST/ISTOCK.COM

Sudheer Koneru

ZENOTI

Zenoti software helps to boost retail sales by giving automated product suggestions to spa and wellness providers – based on stored guest data regarding their preferences and spending habits. Providers see these personalised recommendations via a mobile device during the visit, making it easy for them to highlight products and upsell their tickets.

The all-in-one software tracks product inventory



LEWIS GIBBY

Sudheer Koneru

Providers see customer's personalised recommendations via a mobile device during their visit

data, helping spas to manage costs and empower businesses to increase their retail revenue. Using real-time data and business analytics, spa operators can make timely stock management decisions with live inventory insights that automatically detects when it's time to restock a product. The system also generates pre-filled purchase orders for suppliers and can segment the data by property location.

Zenoti also offers personalised marketing. With behaviour-based campaigns,

micro-segmentation, and AI-powered advertising, the Zenoti platform identifies specific audience segments based on their previous activity and preferences.

As part of their switch to Zenoti, the Citrus Salon in California integrated retail products into their online experience so new and returning guests could buy products online, explore service options and book appointments. In one year, their retail sales doubled and online appointment bookings increased by 39 per cent. ●

book4time

- 85+ Countries
- 15 Languages
- 24/7 Live Support
- HIPAA
- GDPR & PCI Compliant
- 99.9% Uptime
- Live Product Training



Book a Personalized Demo

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup



Yon-Ka Your Spa partner



Le Vallon de Valfruges & Spa 5*
France



Four Seasons Hotel
Jakarta - Indonesia

French family-owned skin care brand since 1954.

Pioneer in phyto-aromatic care, creator of experiences.

A unique and renowned know-how featured in more than 60 countries.

A partnership grounded on a common vision for quality and performance.

The expertise of personalized skin care, the commitment to visible results.

The Experience of Phyto-Aromatic Skincare

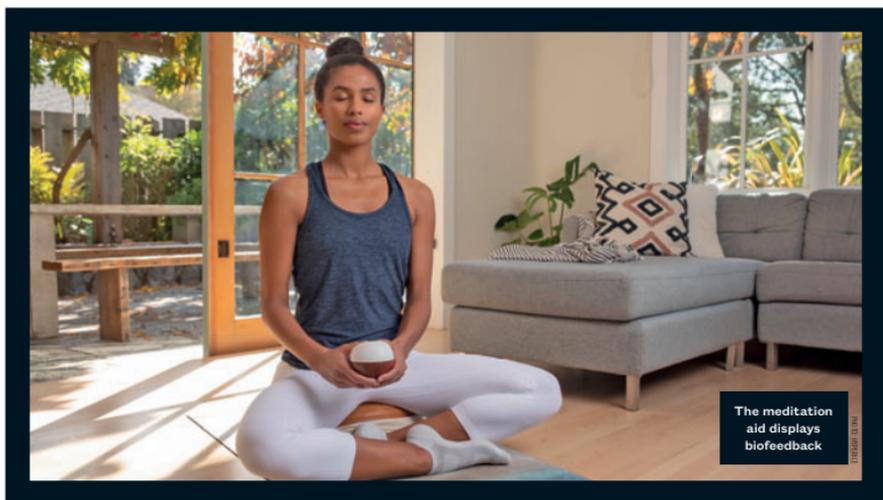
Laboratoires Multaler - 1 rue Ambroise Croizat - 95100 Argenteuil - France - Tel. +33(0)1 41 19 56 56

Contact: infoexport@multaler.com - www.yonka.com

Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup

Product innovation

Spa and wellness industry suppliers tell us about their latest product, treatment and equipment launches



Core Meditation Trainer elevates mindfulness practice in spas, Sarah McDevitt says

Manufactured by Hyperice, the Core Meditation Trainer is a new handheld device which can help spa-goers find their calm and improve their focus and inner strength.

Controlled through an app, Core pulses alongside meditation sessions and uses biometrics to encourage breath control and focus while ECG biosensors measure the user's heart and nervous system. The app also displays biofeedback and

insights to show the impact meditation has on mental and physical wellness.

Sarah McDevitt, director of mind technology, explained that spas are incorporating Core to complement existing services with mindfulness practices and relaxation techniques for the mind.

The Core Essential package costs US\$179 (€180, £152) and includes a Core Meditation Trainer and access to basic

Core complements spa services with relaxation techniques for the mind



PHOTO: HYPERICE

meditations. Core Premium also includes a year's access to more than 300 regularly updated guided meditations, breath training and soundscapes, and costs US\$249 (€251, £211).

spa-kit.net keyword: Hyperice

PHOTO: SHUTTER



“Our rings promote relaxation and stress reduction wherever you are”

Essence nose rings make aromatherapy available anytime, anywhere, says Michael DeLeeuw

Essence has introduced a silicone nasal diffuser, infused with essential oils, to the spa, hospitality and healthcare markets – designed to enhance wellbeing in a variety of settings.

Sitting snugly around the septum, the reusable translucent rings are available in a variety of scents – such as grapefruit, lavender, peppermint and orange – plus bespoke essential

oil blends which are designed to address specific wellbeing needs.

“Essence rings can be used just about everywhere,” says Michael DeLeeuw, co-owner and creator of Essence, “they afford an easy experiential upgrade by promoting relaxation and stress reduction wherever you are.”

Essence is partnered with 175 spas which incorporate the rings throughout the customer journey,

The rings sits around the septum



spa-kit.net keywords: Essence

Morgan Lefrancois unveils major rebrand of myBlend range

Clarins has rebooted its personalised skincare range – called myBlend – with new treatments, a comprehensive 30-product skincare and body care collection, nutri-cosmetics developed by nutritionists, an LED mask powered by photobiomodulation tech and additional skincare tools.

The new collection is designed to offer a hyper-personalised skincare routine which protects the skin from the effects of the environment. This approach has been made possible with

Clarins' new skin diagnosis mobile app: my SkinDiag.

Using photo analysis and a lifestyle questionnaire, the app generates a personalised assessment of each person's skin concerns and then suggests appropriate solutions from the myBlend range to help users address their individual needs.

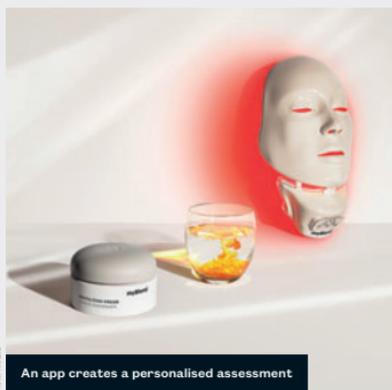
Morgan Lefrancois, myBlend commercial director, said: “This new myBlend collection represents the next generation of skincare solutions, delivering visible results while protecting

the skin. Currently available in France and Switzerland, myBlend will soon launch in Belgium, Italy and Canada.”

spa-kit.net keyword: Clarins



“This new myBlend collection represents the next generation of skincare solutions”



An app creates a personalised assessment

Home-grown ingredients and a commitment to sustainability lie at the heart of the Sothys brand, says Christian Mas

French skincare and spa brand Sothys has positioned nature as a source of inspiration at the very heart of its brand ethos.

Nowhere is this belief more powerfully expressed than in Les Jardins Sothys – four hectares of stunning botanical gardens which were designed and created by the company on the borders of a natural lake near Auriac in the Dordogne.

The garden provides inspiration, guiding the creation of Sothys products, with the company's belief: 'Beauty is our passion, nature is our soul'. Thanks to this philosophy, delivering on sustainability is integral to everything Sothys does.

Power of sustainability

As earth-consciousness grows among consumers when it comes to the businesses people choose to interact with, Sothys continuously innovates to honour these demands.

In 2022, the brand launched The Sothys Organics Collection, a new organic line powered by vegan formulae and active ingredients. This range marked the start of a new era for Sothys, as it's the first line in its portfolio to be partnered with social enterprise Plastic Bank,

Formulations are inspired by plants growing in Sothys' botanical garden



Christian Mas

We're responsible for our emissions and want to be able to clearly measure our contribution to waste reduction

a company that has so far recovered 56.2m kg of plastic from the ocean.

By signing up to the Plastic Bank scheme, Sothys is ensuring that for every Sothys Organics product purchased, waste pickers in countries including Brazil, the Philippines and Indonesia collect and remove the equivalent amount of plastic in coastal areas.

Local collectors exchange

ocean-bound plastic for bonuses that provide access to basic family necessities, such as food, cooking fuel, school fees and health insurance. The collected material is then reborn as Social Plastic feedstock, which can be reintegrated into products and packaging as part of a closed-loop supply chain.

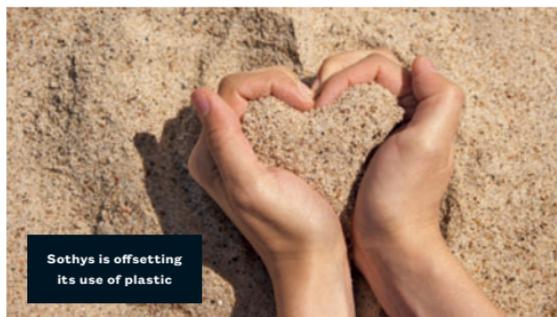
Christian Mas, Sothys CEO, commented: "We're responsible for our emissions and want to be able to clearly measure our contribution to waste reduction. This collaboration is really important to us and we plan to extend it to other lines in future."

Mas says the two companies are synergistic, not only through their focus on investing in and protecting the environment, but also because of their shared emphasis on the value of fair trade and protecting workers.

Sothys continues to explore ways to push the boundaries of sustainability and is working to establish a long-term sustainability mandate. The brand has also commissioned a study to measure its carbon footprint and will implement more reductions based on the findings.

More: www.sothys.fr

spa-kit.net keyword: Sothys



Sothys is offsetting its use of plastic

DAVID THORN



MARKUS GROSS/ISTOCK

“We harness nature’s powerful ingredients by following centuries of global traditions



MARKUS GROSS/ISTOCK

Jill Portman: Good Pharma plant-based beverages inspired by ‘food as medicine’

Good Pharma is supplying spas with a selection of four ‘pour-over’ tea and coffee infuser blends to enhance guest wellbeing.

Partnered with MGM Resorts, The Ritz Carlton Resorts, Hyatt Hotels and Hard Rock Resorts, Good Pharma was created by co-founders of whole-leaf tea company Mighty Leaf and husband and wife duo, Jill Portman and Gary Shinner.

Each beverage incorporates a proprietary blend named Rxtrac, which is made from supportive mushroom extracts, adaptogenic plant extracts and amino acids. Good Pharma claims this reduces anxiety and has a restorative effect.

“Experiencing ‘food as medicine’ in proactive ways profoundly changed our lives forever and we became compelled to share

our experiences,” says Portman. “Good Pharma harnesses nature’s powerful ingredients by following centuries of global traditions.”

The company supplies brews for communal urns, multipack boxes for consumer retail areas and single-serve, pour-over infusers for spa amenity stations.

[spa-kit.net keywords:](#)
Good Pharma

Thomas Kiesenebner presents Soleum Spa’s hand-set mosaic spa pods

Steam bath specialist Soleum Spa is collaborating with Italian glass mosaic manufacturer SICIS to decorate its wellbeing chambers with more than 900 different colours of glass mosaic tiles.

SICIS can create a range of bespoke mosaic designs, including hotel logos, on both the inside and outside of the chamber.

“Eighty per cent of the production process for our spa cabin is completed by hand,” says Thomas Kiesenebner, Soleum CEO, adding that the process is “refined with expert craftsmanship from one of the last authentic mosaic manufacturers in Europe”.

“Our collaboration represents the coming together of two worlds; art and spa,” he says.

The chambers are available as both indoor and outdoor cabins



SICIS/ISTOCK

“Our collaboration brings together two worlds; art and spa

and provide infrared-light therapy, steam baths, halotherapy, brine inhalation and tea inhalation.

According to Kiesenebner, even when not in use, the illuminated cabins offer an eye-catching centrepiece for a spa or outdoor pool area.



MARKUS GROSS/ISTOCK

[spa-kit.net keywords:](#)
Soleum Spa

Mark Walton reveals Voya's new serum collection

Voya has unveiled three new organic facial serums; Hyaluronate anti-pollution serum; Bio-retinol concentrate serum; and Vitamin C anti-oxidant serum.

Each one addresses a specific skincare concern and can be used on its own or combined with Voya moisturisers as part of a tailored skincare regime.

The Hyaluronate Serum contains seaweed extract and sodium hyaluronate plus Ice Awake – an active ingredient found below glaciers in the Swiss Alps – to hydrate and energise the skin.

The oil-based Bio-retinol Serum contains revinage – a plant-based alternative to retinoids, plus himanthalia elongata seaweed extract, grapefruit and apricot oil to help improve the skin's elasticity.



Voya is grounded in science, innovation and sustainability

The Vitamin C Serum contains a superfruit and seaweed antioxidant complex, combined with ascorbyl glucoside, which helps counteract sun damage.

"Voya is grounded in science, innovation and sustainability," says co-founder Mark Walton. "We've listened to our customers and believe these new formulas respond to their skincare needs."

spa-kit.net keyword:
Voya

Veronique Gabai-Pinsky taps into neuroscientific research to create mood-enhancing Aroma collection



The collection features three Mediterranean-inspired scents



The Aroma luxury perfume therapy collection has been launched by Veronique Gabai, the namesake brand of luxury perfumer Veronique Gabai-Pinsky (former CEO of Vera Wang and global brand president at Estée Lauder's fragrance division).

Gabai-Pinsky told *Spa Business* she created the vegan collection to help ease the emotional effects of the pandemic.

To prove the sustainable collection's benefits, Veronique Gabai partnered with neuroscientists from Immersion to conduct a study. Findings showed participants

We married the ancient wisdom of aromatherapy with modern science

experienced up to a 58 per cent increase in their levels of emotional engagement or change in their emotional state after smelling Aroma fragrances.

The collection features three scents inspired by the Mediterranean – available as either sprays or in roll-on form – each of which are designed to act on specific chakras through a distinct blend of ethically-sourced essential oils.

"We married the ancient wisdom of aromatherapy with modern science, and added the art of perfumery to create a new frontier; perfume with benefits," Gabai-Pinsky says.

spa-kit.net keyword:
Veronique Gabai

Rebecca King reveals new Wrap Up by VP silk loungewear sets

LA-based loungewear brand Wrap Up by VP has completed its new collection with a selection of silk pyjamas and robes.

Wrap Up creates a selection of loungewear products and is partnered with retail boutiques in spas and resorts around the world. Its mission is to design apparel inspired by simplicity and comfort, without compromising on style.

The new pyjamas are available in 12 patterns and a variety of styles including full-length matching sets, chemises, robes and matching short sleeve tops and shorts.

Rebecca King, Wrap Up director of sales, says: "Since our consumers loved our silky kaftans and how they made them look and feel, I wanted to expand



PHOTO: WRAP UP BY VP

"The pyjama designs are already fuelling future Wrap up styles"

on that material and create pyjama sets. These designs are already fuelling some other new Wrap Up silhouettes and styles to come in the future."

In addition to the collection, Wrap Up creates custom garments for spas and resorts with private label options available.



PHOTO: WRAP UP BY VP

Wrap Up creates silky loungewear sets

spa-kit.net keywords:
Wrap Up by VP

Christophe Lesueur reveals Swissline's launch into body care with the Cell Shock Body collection



The formula boosts collagen production



PHOTO: SWISSLINE

"Swissline's Shaping and Lifting Complex improves firmness, texture and density"

Swissline has drawn on its 30 years of experience in facial skincare to develop its first body care collection.

The company's new Cell Shock Body collection is an off-shoot of its Cell Shock facial range and is claimed to boost collagen production and improve the density, texture and firmness of the skin on the upper arms, thighs, décolleté, bust, buttocks and stomach.

Powered by collagen-promoting peptides, caffeine and soy proteins, the debut product is the Shaping & Lifting Complex gel-cream, available in consumer and professional versions.

Commenting on the product, Swissline CEO, Christophe Lesueur, told *Spa Business*: "This slimming product has been formulated to improve the firmness, texture and density of mature skin and can be used in combination with high-frequency spa devices to infuse skin with plant-based active ingredients specific to mature and hormonally-challenged skin conditions."

Next year, Swissline will add to the collection with a serum for the décolleté and bust.

spa-kit.net keywords:
Swissline



The new system has been designed to increase direct revenue

Premier Software and onejourney have joined forces to streamline online booking, says Lisa Buttle

Taking bookings efficiently is critical to the success of spa and wellness businesses.

If you're running disconnected systems, your team may be wasting time doing things such as creating individual reservations, when it could be better spent providing the five-star experience guests expect.

Premier Software is offering a way to speed up bookings, following a new integration between its business management solution, Core by Premier Software, and all-in-one platform, onejourney - a system which enables customers to browse, book and buy 24/7 in a single, seamless transaction.

Core integrates with onejourney's spa module so you can access all the platform's revenue-generating features. In addition, because onejourney software is available in modules, you can select additional functionality which is useful to your business.

Enhance your website

The customer experience begins on your website, so why not elevate the guest experience from the very first

touch? With customisable branding, the onejourney platform integrates seamlessly with existing websites to create a unified, tailored shopping experience, supported by media-rich design that offers customers a feel for what they're buying.

In addition, you remain in control of how many packages are sold and at what price.

The conversion-led design enables the system to upsell and cross-sell treatments or items at checkout - boosting average spend, with these bookings made directly through your website.

Behind the scenes

All payments are made securely into Stripe and once payment has been taken, booking data is pushed into Core's reservations system, ready to be scheduled by your team. This digital transfer of information not only saves time, but also reduces errors.

The system gives access to onejourney's sales dashboard where you can monitor trends across single or multiple sites, driving an increased focus on sales right across the business.

PHOTO: JOURNEY HOSPITALITY



Lisa Buttle

Properties such as Seaham Hall are seeing commercial uplift of up to 40 per cent by using Core and onejourney

Commenting on the system, Lisa Buttle, sales and partnerships director at Journey Hospitality, the company behind onejourney, says: "Properties such as Grantley Hall and Seaham Hall are seeing commercial uplift of up to 40 per cent by using Core and onejourney.

"By developing a two-way integration with Core, onejourney accesses details of availability, managing guest expectations and the day-to-day running of the spa. The use of live availability also reduces the risk of overbooking, while giving guests the option to book alternative dates."

➔ spa-kit.net keyword: Premier Software

spa business directory

SPA & BEAUTY EQUIPMENT



GHARIENI
WWW.GHARIENI.COM

HIGH-END SPA, WELLNESS
AND MEDICAL EQUIPMENT
MADE IN GERMANY



www.gharieni.com

LINEN

The Spa Linen Experts



Be SoftWear
a touch of luxury

UK & INTERNATIONAL enquiries@bcsoftwear.co.uk
Sales: +44(0)1845 210 4000 www.bcsoftwear.co.uk

www.bcsoftwear.co.uk

BESPOKE FURNITURE / CHANGING ROOMS



CROWN
SPORTS LOCKERS

Tel: +44 (0)1803 555885
Email: sales@crownsportslockers.co.uk

More than just lockers

www.crownsportslockers.co.uk

SPA DESIGN & INSTALLATION

your
wellness partner



STARPOOL
wellness concept

www.starpool.com

SPA SOFTWARE



20,000+ businesses.
50+ countries.
One trusted software.

Transform and grow your
spa effortlessly.

Margaret Cabbes
Elizabeth Arden

ELEMIS
The Company

+44 0161 250 3345 | sales@zenoti.com

www.zenoti.com

SPA & BEAUTY EQUIPMENT

Lemi
ITALIAN WELLNESS EQUIPMENT

#1 ITALIAN SPA EQUIPMENT

AEMOTIO SPA
WATER LINE



FLORENCE
EVO LINE

FAVORITE TREATMENT
TABLE MANUFACTURER

FAVORITE HYDROTHERAPY
EQUIPMENT MANUFACTURER

www.lemi.it

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup

SPA DESIGN & INSTALLATION

DEFINING SPA.
SINCE 1928.

klaifs.com



KLAFS
THE ORIGINAL SPA

www.klaifs.com

SPA & BEAUTY EQUIPMENT

 **OAKWORKS**



ignite your imagination
Design Your Dream Table

studio.spatables.com

LINEN



 **RKF**

l'Art
du linge raffiné

www.rkf.fr

SPA & BEAUTY EQUIPMENT

The world reference
for long infrared



IYASHI DÔME
INFRARED SPA
THE WORLD REFERENCE FOR LONG INFRARED

SAFETY | PROFITABILITY | EFFICIENCY
DETOX | SLIMMING | ANTI-AGEING

www.iyashidome.com

SPA & BEAUTY EQUIPMENT

 **IONTO**
COMED

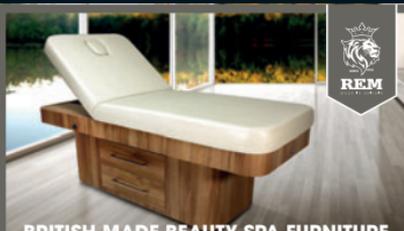
MADE IN GERMANY

**Wellness concepts and
equipment for professionals.**

Your partner for cosmetics and wellness.
+49 721 9770 828 | export@ionto.de

www.ionto.com

SPA & BEAUTY EQUIPMENT



BRITISH MADE BEAUTY SPA FURNITURE
The Ultimate in Affordable Luxury
DISCOVER MORE AT WWW.REM.CO.UK

+44 (0) 1282 619977 | sales@rem.co.uk | www.rem.co.uk

www.rem.co.uk

Sugar menace

A sugary diet can lead to the development of diabetes

A recent research study has found that sugar disrupts the gut microbiome – eliminating protection against obesity and diabetes

A recent study from Columbia University Irving Medical Centre in the US, found that dietary sugar alters the gut microbiome, which can lead to metabolic disease, pre-diabetes, and weight gain.

The findings, published in the research publication *Cell*, suggest that diet matters, but an optimal microbiome is important for the prevention of metabolic syndrome, diabetes and obesity.

Dietary research

Although we're aware that a high-sugar Western diet can lead to obesity, metabolic syndrome, and diabetes, it was not clear how this type of diet kickstarts unhealthy changes in the body.

This led to an investigation by Ivalyo Ivanov PhD, associate professor of microbiology and immunology at Columbia University Vagelos College of Physicians and Surgeons, and his colleagues, into the initial effects a Western-style diet had on the microbiome of mice.

After four weeks on the diet, characteristics of metabolic syndrome, such as weight gain, insulin resistance, and glucose intolerance began to emerge and the microbiomes had changed dramatically, with the amount of segmented filamentous bacteria falling sharply and other bacteria increasing in abundance.

This reduction in filamentous bacteria, the researchers found, was critical to health through its effect on Th17 immune cells. The drop in filamentous bacteria reduced the number of Th17 cells in the gut, and further tests revealed that these cells are necessary to prevent metabolic disease, diabetes, and weight gain.

Th17 immune cells produce molecules that slow down the absorption of 'bad' lipids from the intestines and decrease intestinal inflammation

"These immune cells produce molecules that slow down the absorption of 'bad' lipids from the intestines and they decrease intestinal inflammation, so they keep the gut healthy and protect the body from absorbing pathogenic lipids" Ivanov says.

Sugar vs fat

When looking at what component of the high-fat, high-sugar diet led to these changes, Ivanov's team found that sugar was to blame.

"Sugar eliminates the filamentous bacteria, and the protective Th17 cells disappear as a consequence," says Ivanov. "When we used a sugar-free, high-fat diet, the intestinal Th17 cells were retained, offering protection from obesity and pre-diabetes, even though the same number of calories were consumed."

However, eliminating sugar did not help in all cases. Where filamentous bacteria were missing to begin with, the elimination of sugar did not have a beneficial effect and obesity and diabetes developed.

"Our study suggests that for optimal health it is important not only to modify your diet but also improve your microbiome or intestinal immune system, for example, by increasing Th17 cell-inducing bacteria," said the researchers. ●

m
Spa

RIMBA is nicely made in a very subtle blueberry color with the iconic MSpa embossed fabric. Partnered with the smart cream liner for a feeling of soft and warm. It's a signature piece from URBAN range represents the very best in MSpa design made for modern lifestyle family.



RIMBA

FOLLOW US    MSPA HOT TUB GLOBAL
WWW.THE-MSPA.COM INFO@THE-MSPA.COM

Get **Spa Business** & **Spa Business Insider** magazines
FREE on digital: www.spabusiness.com/signup



LESMILLS

Transform Hotel and Spa Wellness

Enhance your guest experience and transform your facilities with our world class fitness and wellness solutions.

lesmills.com/hotel-fitness-programs

Get *Spa Business* & *Spa Business Insider* magazines
FREE on digital: www.spabusiness.com/signup