



## Ruling could see spas get payouts

Spa and wellness businesses told they are unable to claim for COVID-19 losses under their business interruption insurance, have been handed a potential reprieve.

The news comes as a result of a high court judgment in a test case brought by the Financial Conduct Authority (FCA) in the UK, but could have wider global implications if similar challenges are brought elsewhere.

The case examined the policy wording of eight major insurers to decide whether or not the pandemic should trigger a business interruption insurance payout.

Overseen by Lord Justice Flaux, the review focused on eight insurers – Arch, Argenta, Ecclesiastical, MS Amlin, Hiscox, QBE, RSA and Zurich – and the court's rulings are expected to apply to nearly 50 insurers, who've sold insurance to 370,000 customers, many of which are small businesses.

In its 150-page judgement, the High Court ruled in the FCA's favour,



■ The High Court ruled in favour of the FCA

saying that most, but not all, of the disease clauses provide cover.

"This judgment is a significant step in resolving the uncertainty being faced by policyholders," said Christopher Woolard, interim CEO of the FCA.

[MORE: http://lei.sr/3D5n4\\_B](http://lei.sr/3D5n4_B)



**The judgement is a significant step in resolving uncertainty for policy holders**

Christopher Woolard



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Resort in St Lucia blends diving and breathwork

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#### Croatian spa opens inspired by island herblore

Treatments use locally-grown herbs

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### OPINION

#### "COVID-19 has removed the stigma around wellness"

Melisse Gelula talks about wellness in a pandemic

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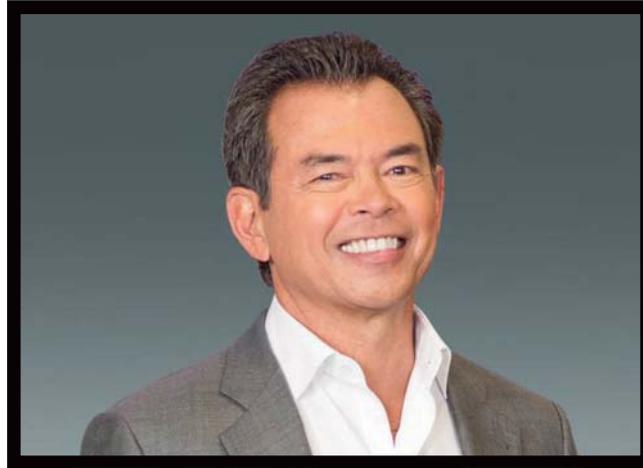
## GWS announces appointment of fitness industry veteran, **C. Victor Brick**, to advisory board

The Global Wellness Summit (GWS) has announced the appointment of C. Victor Brick, CEO of Planet Fitness Growth Partners (PFGP) and chair of the John W. Brick Mental Health Foundation, to its 12-person advisory board.

As a board member, Brick will help the GWS further extend its reach and impact within the US\$109bn fitness industry.

He believes the pandemic has accelerated the need for all industries – especially those involved in wellness – to actively collaborate to deliver on the promise of prevention over cure.

“Wellness, including exercise, nutrition and



■ Brick founded the largest privately-owned Planet Fitness franchise

**Wellness must be integrated into the healthcare delivery system**

healthy lifestyle choices, must be integrated into the healthcare delivery

system and recognised as essential business,” said Brick. “I believe the

best way to make this happen is through funding, conducting and evangelising evidence-based research that the medical industry will embrace and support.”

In 1985, Brick founded his first health club, Brick Bodies, with his wife Lynne, and 20 years later they went on to found PFGP, the largest privately-owned Planet Fitness franchise, with 70 clubs in the US and Australia.

In 2015, he and his wife went on to co-found the John W. Brick Mental Health Foundation in memory of Brick's oldest brother, who suffered from schizophrenia and died from complications from the disease.

**MORE:** [http://lei.sr/e9m7N\\_B](http://lei.sr/e9m7N_B)

## **Rainer Bolsinger** appointed CSO and CMO of L&R Kältetechnik's new division, artofcryo.com



■ Rainer Bolsinger, artofcryo.com's new chief marketing officer and chief of sales

Industry figure, Rainer Bolsinger, has been appointed chief sales officer and chief marketing officer for artofcryo.com, a new division of L&R Kältetechnik GmbH & Co. KG.

L&R has a 30-year history with -110°C solutions and has been building, installing, and servicing whole body cryo systems for over 25 years.

According to the company, 2020 is the right time to launch artofcryo.com to become closer with customers and push innovation.

**L&R understands how to create innovative products and offer environmentally friendly options**

“L&R understands how to create innovative products and offer environmentally friendly options. It not only offers whole refrigeration and electric installation for specific solutions but also provides in-house programming and manufactured control cabinets,” said Bolsinger.

“We're very happy to also announce our exclusive collaboration with ProCcare,

the most advanced certified whole body cryo software provider. Its technology allows us to offer individualised treatments for each Vaultz model depending on personal physical values, thermal perception and treatment aim.”

In addition, the new division is also offering two authorised training courses.

**MORE:** [http://lei.sr/x4f3f\\_B](http://lei.sr/x4f3f_B)



■ Susan Bonner has 20 years' experience in the cruise line sector

**Now is the opportune time to expand our leadership team to support growth opportunities**

## Susan Bonner appointed OneSpaWorld CCO

Cruise ship and resort operator, OneSpaWorld Holdings (OSW) has hired Susan Bonner as chief commercial officer, starting 12 October, 2020.

In this newly created position, Bonner will be part of the executive leadership team and have global responsibility for overseeing the successful direction, planning and execution of all aspects of OSW's revenue and operating initiatives, to further accelerate the company's growth plan.

Bonner began her career at KPMG Consulting and has over 20 years' experience in the cruise line sector, with

a background in strategy, revenue management, operations management, sales and marketing.

"We're thrilled to have attracted Susan and believe now is the opportune time to expand our leadership team to support the significant growth opportunities that lie ahead," said Leonard Fluxman, executive chair.

OSW has also announced that Glenn Fusfield, CEO, will retire in March 2021.

Fluxman, previous CEO during 2001 to 2018, is expected to assume the role of CEO once again.

**MORE:** [http://lei.sr/R4J8N\\_B](http://lei.sr/R4J8N_B)

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## NATURE

### Lefay unveils outdoor wellness journeys

Lefay Resort and Spa Lago di Garda in Italy has introduced five new treatment packages inspired by nature, which blend outdoor activities, TCM practices and wellness treatments.

Called Natural Wellness Trails, each outdoor journey guides guests through The Energy and Therapeutic Garden to individual stations where the symbolism of shapes, colours and aromas are combined with recommended balancing exercises, meditation and massages.

“Even before COVID-19, more and more academic studies were highlighting the benefits of prescribing a connection with nature and

the great outdoors,” said Dr Carlo Barbieri, president of Lefay’s Spa Method Scientific Committee.

“Physical issues such as joint pain and obesity, as well as mental states of anxiety, are all proven to benefit from connection with nature and outdoor activities.”

Guests can access four trails, all of which include a private guided walk through the Energy and Therapeutic Garden – both with views of Lake Garda, a balancing activity, a meditation exercise and a massage.

Journeys are spread across Lefay’s outdoor space and cost €320 per person (US\$378, £291).

**MORE:** [http://lei.sr/u3s3C\\_B](http://lei.sr/u3s3C_B)



■ Guests are guided through an journey inspired by nature



**Physical issues are proven to benefit from connection with nature**

Carlo Barbieri

## DESIGN

### Jean-Michel Gathy to design new Aman urban sanctuary



**This will further cement our vision to bring Aman to global cities**

Vladislav Doronin

Luxury hotel and resort brand Aman has unveiled plans for urban Aman Residences in Bangkok, with design by world-renowned architect, Jean-Michel Gathy.

Gathy, has been tasked with conceiving a contemporary urban sanctuary nestled in the tropical gardens of Nai Lert Park.

Aman Nai Lert Bangkok will offer 50 branded residences as well as luxury 52-suite hotel.

Residence owners will have access to a 1,500sq m Holistic Wellness Centre, including a fully integrated medical clinic, wellness lounge and spa. They'll



■ Gathy will design a 1,500sq m wellness centre

also be offered preferential access to wellness facilities as well as exclusive access to a resident’s fitness centre, Yoga/Pilates studio and private garden.

“Aman Nai Lert will further cement our vision to bring Aman’s ethos to global cities,” said Vladislav Doronin, Aman chair and CEO.

**MORE:** [http://lei.sr/H7W9b\\_B](http://lei.sr/H7W9b_B)

## MEET THE TEAM

For email use:  
fullname@leisuremedia.com



Editor  
**Liz Terry**  
+44 (0)1462 431385



Publisher  
**Astrid Ros**  
+44 (0)1462 471911



Head of news  
**Tom Walker**  
+44 (0)1462 431385



Product editor  
**Lauren Heath-Jones**  
+44 (0)1462 471927



Journalist  
**Megan Whitby**  
+44 (0)1462 471906



Advertising sales  
**Sarah Gibbs**  
+44 (0)1462 471908



Advertising sales  
**Paul Thorman**  
+44 (0)1462 471904



Advertising sales  
**Chris Barnard**  
+44 (0)1462 471907

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## EDUCATION

### Chiva-som extends online classes

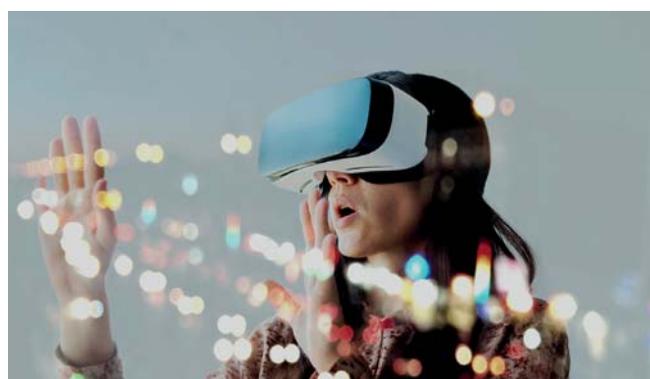
Integrative health resort, Chiva-Som in Hua Hin, Thailand, is growing its Online Wellness Service offering with a series of complimentary classes and talks during September and October.

The resort is expanding its existing support programme, launched during lockdown, with educational sessions on improving gut health and mood, neurodynamic nerve

stretching exercises, Pilates and how to promote a healthy cardiovascular system.

The online service was initially launched to relieve social isolation during lockdown using live video health and wellbeing consultations, as well as one-on-one fitness tutorials, with Chiva-Som's naturopaths, physiotherapists and exercise professionals.

**MORE:** [http://lei.sr/g9f4g\\_B](http://lei.sr/g9f4g_B)



SHUTTERSTOCK:FRANZ12

■ The winner will receive the first Global Wellness Summit Prize

## TECHNOLOGY

### GWS launches tech competition

The Global Wellness Summit (GWS), has announced that a “Call for Wellness Innovations” contest, as well as a dedicated Tech Innovation Pavilion, will be unveiled at the 2020 conference.

The contest, calls on all companies worldwide within the wellness tech space to submit their innovative idea.

It will be judged by a group of 15 international

CEOs, business leaders and VCs in the wellness space, including Anna Bjurstam.

Applications will first be screened by Welltech1's advisory board and founders. Semifinalists will then present to the judging panel.

The winner will present their concept to delegates at the Summit and receive the first “Global Wellness Summit Prize”.

**MORE:** [http://lei.sr/U6U2v\\_B](http://lei.sr/U6U2v_B)

## NEW OPENING

### Croatian spa opens inspired by herblore

A brand new luxury resort and spa has recently opened on the Croatian island of Hvar, inspired by local healing traditions and nature.

Located near Stari Grad, the 53-key Maslina Resort is operated by Relais & Chateaux and immersed in nature.

Inspired by the island's reputation, Maslina offers a wide range of wellness opportunities, most notably its 854sq m Pharomatiq Spa with five indoor treatment rooms and two outdoor salas.

"Wellness doesn't necessarily have to be just yoga and massage but also taking in the environment surrounding you," said Melany Martinez Thomas, founder of consultancy, Spa and Wellness

Collective, and the wellness and spa developer for Paradox Hospitality, the managing company behind Maslina.

Continuing the focus on nature, the spa makes use of the resort's on-site garden to source herbs for treatments, such as medicinal baths, and ingredients for macerates for massage oils.

The spa also uses products from Helios 45, Le Primitivance, Plasmus Essential Oils and BIOMER.

A 100sq m wet area offers a hamman sauna, Finnish sauna, cold plunge pool, sensory showers and a relaxation plunge pool with a small relaxation lounge area by the pool.

**MORE:** [http://lei.sr/M9b6Y\\_B](http://lei.sr/M9b6Y_B)



■ The spa uses herbs grown on-site for treatments



**Wellness doesn't have to be just yoga and massage**

Melany Martinez Thomas

## PROGRAMMING

### Unique underwater breathwork programme launches



**The programme is claimed to slow heart, lower blood pressure, instil calmness and reduce anxiety**

Breathwork is known globally as a key pillar of wellness and its positive effects are well documented on the physical, mental and emotional state. In St Lucia, Windjammer Landing Villa Beach Resort and Spa has blended the technique with diving and yoga to create a new underwater wellness programme.

On the way to the dive site, a visualisation and mindfulness exercise takes place with a full demonstration of the breathwork used during the dive – consisting of four different breathing techniques to aid with mindfulness and buoyancy control.



■ Guests do four breathwork exercises underwater

The subsequent dive focuses on breath and mindfulness, and also involves guests following demonstrations of and holding controlled yoga positions.

The programme is claimed to be the first of its kind and helps to slow heart rate, lower blood pressure, instil calmness and reduce overall stress and anxiety.

**MORE:** [http://lei.sr/X6t6k\\_B](http://lei.sr/X6t6k_B)

## GROWING FOOTPRINT

# ISM Spa expands US footprint

Spa management company, ISM Spa, is expanding its reach in the US, having opened two new properties and revealing plans to open an additional destination in Q4 2020.

Co-founded by Ilana Alberico and Christine Stratton, ISM Spa is a boutique spa and wellness firm that partners with property developers, resorts and day spas.

It's had a strong presence in the SouthEast US for over a decade, but is expanding to the Midwest and West Coast.



**Our goal was to continue our plans to open the new spas**

Ilana Alberico

Its branded concepts include Poseidon, Privai Wellness Spas, and R+R Wellness – a new concept.

The company has recently opened Poseidon Spa at JW Marriott at Plant Riverside District and Poseidon Spa - Grand Bohemian Charlotte, while an R+R Wellness spa at the Grand Hyatt Nashville will open in October.

“Once we got the go-ahead to reopen, our goal was to continue our plans to open the new spas,” said Alberico, CEO.

**MORE:** [http://lei.sr/J5Z5Y\\_B](http://lei.sr/J5Z5Y_B)

## RENOVATION

# Four Seasons to reimagine historic hotel in Sicily

Four Seasons Hotels and Resorts is collaborating with developer, Gruppo Statuto, to transform the celebrated San Domenico Palace in Sicily, Italy, into San Domenico Palace, Taormina, A Four Seasons Hotel.

The hilltop destination was formerly an ancient 15th century Dominican monastery until it was updated in 1896 with a Grand Hotel Wing, which welcomed notable guests, including Oscar Wilde.

Following extensive renovations, the destination will soon reopen with 111 guest rooms and suites, as well as a



■ The Taormina region has a rich history



**To extend our presence in this historic region is a privilege**

John Davison

seven-treatment-room spa, indoor pool and Turkish bath.

The renovation is promised to sensitively update facilities while retaining the allure of the hotel's historic surroundings.

“San Domenico Palace is an extraordinary property in a charming Italian destination. To extend our presence in this historic region is a privilege,” said John Davison, Four Seasons president and CEO.

**MORE:** [http://lei.sr/4X8C5\\_B](http://lei.sr/4X8C5_B)

# Shine

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## COLLABORATION

# Hyatt's Exhale teams up with Amazon

Hyatt Hotels Corporation has announced a new collaboration between its spa and fitness brand, Exhale, and the newly launched Amazon Halo service.

Powered by a mobile app and accompanying wristband, the newly launched Amazon Halo service combines science-backed tools and offers access to Exhale's streaming video platform, Exhale On Demand (EOD), featuring recorded barre, cardio and yoga fitness classes, as well as mindfulness and meditation sessions.

Available for early access now, the Amazon Halo service gives users and Exhale members greater accessibility

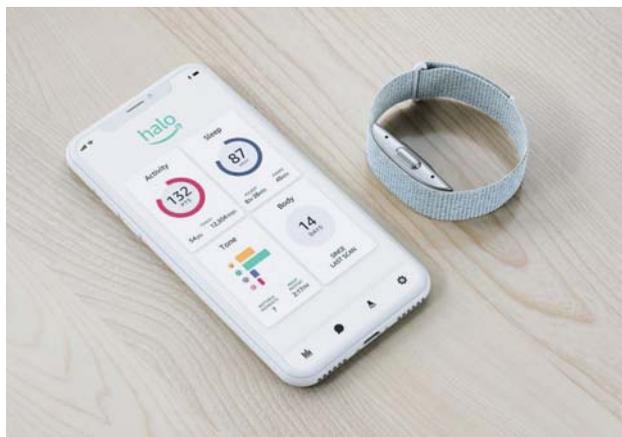
to EOD's recorded workout tutorials – called labs.

At launch, Amazon Halo members have access to seven EOD fitness programmes curated with specific goals, fitness levels and schedules in mind.

"We're thrilled to team up with Amazon Halo and provide even more people with the opportunity to easily access fitness- and wellbeing-focused programmes," said Julia Sutton, CEO of Exhale.

In addition, EOD users can receive highly accurate data if they choose to use the Amazon Halo Band – built to facilitate the insights in the Amazon Halo app using advanced sensors and AI.

**MORE:** [http://lei.sr/u9C6C\\_B](http://lei.sr/u9C6C_B)



■ Amazon has newly launched a fitness tracker



**We're thrilled to team up with Amazon Halo**

Julia Sutton

## EVENTS

# World Wellness Weekend 2020 celebrated globally



**Wellness creates togetherness, even six feet apart**

Jean-Guy de Gabriac

On 19-20 September 2020 World Wellness Weekend (WWW) was hosted via a combination of online streaming and socially-distanced group wellness activities around the world.

Founded by Jean-Guy de Gabriac, owner of consultancy and training company Tip Touch International, the event was celebrated in over 100 countries.

"Wellness creates togetherness, even six feet apart," said de Gabriac.

"Waiting for a vaccine is not a sustainable way of life, instead, wellness is the way forward. The most pro-active and constructive approach



■ WWW marked its fourth anniversary

right now is to encourage everyone to take control of their wellbeing and become an example that can inspire and empower people around them."

The WWW team also confirmed that 30 cities' Mayors and/or Tourist Offices officially organised feel-good wellness activities for their residents.

**MORE:** [http://lei.sr/s8n8c\\_B](http://lei.sr/s8n8c_B)



# A changing landscape

Wellness entrepreneur, Melisse Gelula, takes a dive into the pandemic's impact on wellness and predicts what future trends will drive market interest

■ Gelula believes mental wellness will be the biggest future need



PHOTO: JOHNNY MILLER

The Global Wellness Institute's (GWI) latest Q&A with experts on wellness in the age of COVID-19 saw VP of research and forecasting, Beth McGroarty, talk with entrepreneur

Melisse Gelula, who previously co-founded wellness media company, Well+Good, and now helps advise and scale wellness companies.

A GWI board member, Gelula spoke about how COVID-19 has reshaped the concept of wellness, which wellness markets will grow fastest in future and what successful wellness brands of the future will look like.

## COVID-19's effect on wellness

"Pre-COVID-19, wellness was increasingly associated with very consumer-y trends," began Gelula, "it was seen as being a very elitist and privileged industry."

She believes that when the pandemic hit, people desperately needed things in their everyday lives to help fortify health, sanity, communities and homes.

In her opinion, this helped wellness lose some of its stigma, as people began rushing to proven, beneficial wellness practices that cost little or nothing, such as practicing meditation and mindfulness, or getting out in nature.

Pre-COVID-19 wellness was increasingly seen as being a very elitist and privileged industry



SHUTTERSTOCK: AFRICA STUDIO

## It's unacceptable not to take a stance on diversity – those seen as failing on this will increasingly receive blowback

She illustrated this point with data collected by Pinterest between February and May 2020, which recorded an upsurge in searches around mental wellness concepts, with meditation up 44 per cent, gratitude up 60 per cent and positivity up 42 per cent.

She explained this was due to people adopting wellbeing and self-care practices as a coping strategy.

### What wellness categories will grow fast and matter most?

Gelula advises a number of wellness start-ups and has experience in how investment and marketing are changing. Using this insight, she proposes that mental health and wellness will be the biggest future need and opportunity.

With US depression rates trebling during the pandemic, she believes it's also crucial mental wellness tools are made affordable and widely accessible.

“There's so much to say, rethink, and invent around mental health and wellness – yet it's the most important space in wellness, she said.”

Gelula predicts that digital could be the most affordable and effective means to democratically provide mental health support, with numerous social media brands already kicking off initiatives, such as Snapchat, which has launched mental wellness tools and content and partnered with Headspace.

“It's telling that even social media platforms are now grabbing the mental wellness wheel,” she told McGroarty, “as these moves are helping them reach the loneliest, most depressed and anxious generation: the young.”

### Success in the new wellness market

Looking ahead, Gelula feels that brands that solve real problems will succeed: “The future of the wellness market is

a new kind of problem-solving: More solution-minded wellness businesses that can reach more people,” she explained, “we'll see more companies and products that are really essential services – whether in mental wellness, work solutions or healthy food.”

In her opinion, the market is in the midst of a transitional moment, with potential for more companies to move from a narrow, profit-focused model to a human-focused model in business.

In addition, Gelula feels success will rely on companies ensuring their offerings are highly inclusive, whether for people of colour, ageing people or LGBTQ+ consumers.

“It's unacceptable not to take a stance on diversity. Those seen as failing on this will increasingly receive bad feedback. People are savvy and get turned off by tone-deafness or lack of real acknowledgement.” ●



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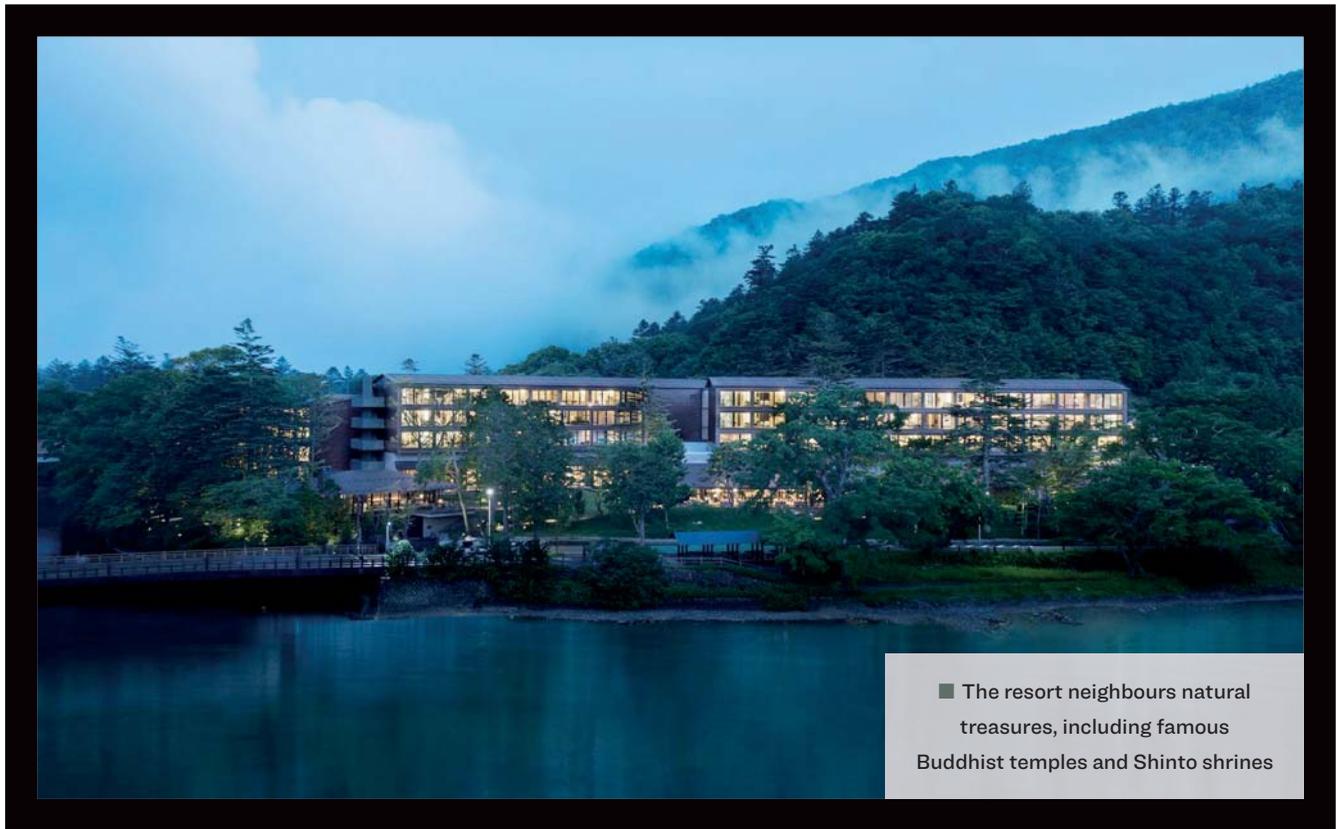
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■ The resort neighbours natural treasures, including famous Buddhist temples and Shinto shrines

# Retreat to the mountains

Ritz-Carlton has unveiled a serene mountainside spa in Japan with a traditional onsen and daily meditation ritual



■ Rajeev Menon, president Asia Pacific, Marriott International

**T**he Ritz-Carlton Hotel Company has opened a new resort and spa in rural Japan, expanding its luxury Asia Pacific portfolio into the mountain region and UNESCO-world heritage site of Nikko

### Traditional wellness

The Ritz-Carlton, Nikko, showcases a new spa, designed to be an urban sanctuary of wellness, inspired by the abundance of natural revitalising

elements and the rich heritage of the Nikko region, within four specialised treatment rooms.

### Thermal facilities

The resort offers Ritz-Carlton's first branded onsen which draws natural hot spring water direct from Nikko Yumoto Onsen, a renowned hot spring discovered more than 1,200 years ago.

The facility also includes an indoor bath, open-air bath, sauna and relaxation space.



■ The onsen uses natural hot spring water from a renowned hot spring discovered 1,200 years ago

The spa offers treatments supplied by Espa and Japanese skincare brand, Mikimoto, the sister company to the famous cultured pearl business.

**Natural treasures**

Located in the Northern Kanto region, the 94-key resort neighbours natural treasures including the Kegon Falls and famous Buddhist temples and Shinto shrines.

Further enhancing the hotel's meditative and spiritual setting,



This opening in Japan marks an extremely monumental point for our brand

guests are invited to participate in a nightly meditation ritual.

Every day at dusk, the lobby is transformed into a place of spiritual respite, offering a moment to reset and appreciate the day that has passed. Upon departure, guests receive a sacred amulet, as a memento and wish for safe travel.

“This opening marks an extremely monumental point for our brand,” said Rajeev Menon, president Asia Pacific, Marriott International. ●



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PROMOTION



Spa and wellness operators can offer the Iyashi Dôme with confidence, knowing it is COVID-19 secure

## Iyashi Dôme is now COVID-19 compliant, says Shogoro Uemura



There is no transmission of toxins from one client to another, so they can follow one after the other in complete safety

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Iyashi Dôme, the company which invented the Japanese sauna, has made it COVID-19 compliant, so operators can offer treatments with confidence.

Right from the start of the pandemic, the company implemented new protocols for the use of the treatment device and it now ships with a Pip Titanium Catalyst for the elimination of toxins in real-time during sessions.

“With this set-up, there is no transmission of toxins from one client to another, so they can follow one after the other in complete safety,” says founder, Shogoro Uemura.

“Thanks to our Japanese high technology and our mobile app, we now also have the protocols to offer hands-free, non-contact treatments which combine profitability and safety,” he says.

“Today, we’re witnessing a new global change, a new mode of consumption, an unprecedented economic crisis and a new form of collective consciousness.

“With the health measures that have emerged in the face of the global pandemic, the wellness sector is – paradoxically – more necessary than ever, but also more challenging to deliver.

“We have no choice but to reinvent ourselves – to ‘recreate’ ourselves, and we will continue to develop our technology, so everyone can benefit from improved health and wellbeing through using the Iyashi Dôme.”



The Iyashi Dôme comes with safe protocols and an app

 [spa-kit.net](https://spa-kit.net) keyword: Iyashi Dome



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■ In 2021, the range will feature a new hand-decorated swinging armchair designed for outdoor use

## Matteo Thun grows Allaperto collection with new suspended outdoor armchair



■ Matteo Thun leads a design studio of over 70 people

Allaperto, the lounge collection spawned by the partnership between design studios, Matteo Thun, Ethimo and Antonio Rodriguez, has been expanded to include new styles and offerings.

In 2021, the range will feature a new hand-decorated swinging armchair designed for outdoor use.

The trio has also devised two new design styles – Allaperto Veranda and Allaperto Nautic – which are to be paired with the teak frame that characterises the entire Allaperto collection.

Veranda dresses the teak chairs in natural rattan,

offering an eco-friendly approach with a vintage feel.

According to the designers, the rattan texture and its sophisticated weave help to create a charming “exotic” effect in the semi-open spaces.

Nautic, the second new design inspired by the maritime world, combines teak with polypropylene rope, a 100 per cent recyclable material, suitable for the outdoors.

The characteristic weave of Veranda and Nautic is entirely hand-made and has been selected to convey an authentic feel and a sense of an artisan crafting process.

The Allaperto collection will also be updated with an armchair in the swing version but with a self-bearing stand, which can be customised in either Veranda, Allaperto or Etwick fibre.

The trio of design studios believe that the update to the range confirms its identity as a surprising, dynamic collection that reinvents itself according to the latest trends and the context that hosts it, generating a range of different experiences for enjoying outdoor spaces.

SPA-KIT MATTEO THUN

<http://lei.sr/x5t0g>

## Dermalogica launches exfoliating and hydrating mask



■ Candice Gardner, education manager at Dermalogica

Dermalogica has unveiled a five-minute multi-function mask to deliver gentle exfoliation and boost skin hydration in just one step.

Dermalogica's Hydro Masque Exfoliant is designed to smooth and renew skin for a luminous and healthy-looking complexion.

"Consumers want exfoliating products that smooth the skin, but often they don't hydrate deeply enough after exfoliating, and too much exfoliation can compromise the skin's barrier," explained Candice Gardner, education manager at Dermalogica.



■ The new mask contains bamboo spheres for exfoliation

"Masques offer the opportunity to provide a quick intensive action on the skin for targeted impact."

The mask contains snow mushroom, which holds 450x its weight in water, to deliver instant hydration, bamboo to prime the skin and cucumber extract to refresh the skin.

The mask features exfoliating bamboo spheres which can be moved around the face to treat areas of skin that are rougher or more congested, while avoiding unnecessarily exfoliating more sensitive areas.

SPA-KIT DERMALOGICA

<http://lei.sr/h2x3Y>

## Zenoti partners with RUSH Hair and Beauty Salons

Spa software company, Zenoti, is partnering with RUSH Hair and Beauty Salons to provide advanced salon management solutions.

RUSH is a large UK salon brands with a network of 90 salons, with company and franchise locations.

During their closure over lockdown, the RUSH management team began an ambitious plan to completely overhaul the client-side experience.

With Zenoti, RUSH management can access key reporting across all locations

– company and franchise-owned – on one platform.

Seamless integration of accounting and other internal systems, fully supported by Zenoti, allows RUSH to compare service and product revenue by locations, flagging areas of success and improvement.

Zenoti's marketing automation solutions also allows RUSH management to create relevant, client-first brand messages while maintaining flexibility by location.

The software allows RUSH to drive business performance by delivering the right message to the right customer at the right moment through Zenoti Smart Marketing, using tailored messages for individual locations.

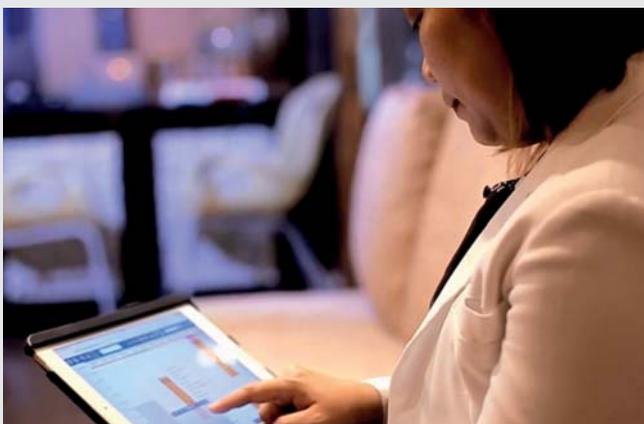


■ Andy Phouli, RUSH chair

"Zenoti is helping us scale without compromising on the high-quality brand image we worked so hard to build," commented RUSH chair, Andy Phouli. "RUSH is thrilled to utilise this all-in-one digital solution."

SPA-KIT ZENOTI

<http://lei.sr/m6S1Y>

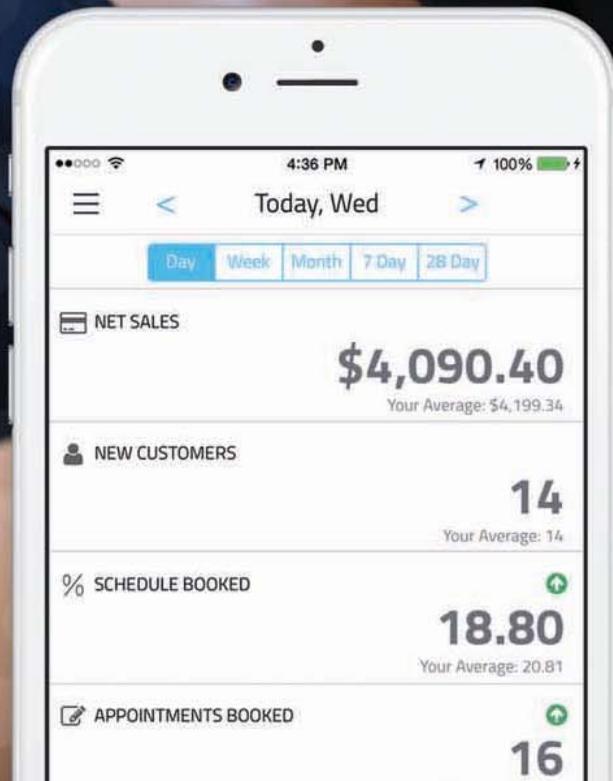


■ Zenoti is providing a client-focused digital solution

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**Asia-Pacific Spa & Wellness Coalition (APSWC)**

■ [www.apswc.org](http://www.apswc.org)

**Association of Malaysian Spas (AMSPA)**

■ [www.amspa.org.my](http://www.amspa.org.my)

**Bali Spa and Wellness Association**

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

**Brazilian Spas Association**

■ [www.abcs spas.com.br](http://www.abcs spas.com.br)

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

■ [www.bubspa.org](http://www.bubspa.org)

**Association of Spas of the Czech Republic**

■ [www.jedemedolazni.cz](http://www.jedemedolazni.cz)

**The Day Spa Association (US)**

■ [www.dayspaassociation.com](http://www.dayspaassociation.com)

**Estonian Spa Association**

■ [www.estonianspas.eu](http://www.estonianspas.eu)

**European Historic Thermal Towns Association**

■ [www.ehtta.eu](http://www.ehtta.eu)

**European Spas Association**

■ [www.espa-ehv.com](http://www.espa-ehv.com)

**Federation of Holistic Therapists (FHT)**

■ [www.fht.org.uk](http://www.fht.org.uk)

**French Spa Association (SPA-A)**

■ [www.spa-a.org](http://www.spa-a.org)

**German Spas Association**

■ [www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

**Green Spa Network (GSN)**

■ [www.greenspanetwork.org](http://www.greenspanetwork.org)

**Hungarian Baths Association**

■ [www.furdoszovetseg.hu/en](http://www.furdoszovetseg.hu/en)

**Hydrothermal Spa Forum**

■ [www.hydrothermal-spa-forum.net](http://www.hydrothermal-spa-forum.net)

**The Iceland Spa Association**

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

**The International Medical Spa Association**

■ [www.dayspaassociation.com/imsa](http://www.dayspaassociation.com/imsa)

**International Sauna Association**

■ [www.saunainternational.net](http://www.saunainternational.net)

**International Spa Association (ISPA)**

■ [www.experienceispa.com](http://www.experienceispa.com)

**Irish Spa Association**

■ [www.irishspaassociation.ie](http://www.irishspaassociation.ie)

**Japan Spa Association**

■ [www.j-spa.jp](http://www.j-spa.jp)

**Leading Spas of Canada**

■ [www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

**National Guild of Spa Experts Russia**

■ [www.russiaspas.ru](http://www.russiaspas.ru)

**Portuguese Spas Association**

■ [www.termasdeportugal.pt](http://www.termasdeportugal.pt)

**Romanian Spa Organization**

■ [www.romanian-spas.ro](http://www.romanian-spas.ro)

**Salt Therapy Association**

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

**Serbian Spas & Resorts Association**

■ [www.serbianspas.org](http://www.serbianspas.org)

**South African Spa Association**

■ [www.saspaassociation.co.za](http://www.saspaassociation.co.za)

**Spanish National Spa Association**

■ [www.balnearios.org](http://www.balnearios.org)

**Spa and Wellness Association of Africa (SWAA)**

■ [www.swafrica.org](http://www.swafrica.org)

**Spa Association of India**

■ [www.spaassociationofindia.in](http://www.spaassociationofindia.in)

**Spa & Wellness International Council**

■ [www.lswic.ru](http://www.lswic.ru)

**The Sustainable Spa Association (SSA)**

■ [www.sustainablespas.org](http://www.sustainablespas.org)

**Taiwan Spa Association**

■ [www.tspa.tw](http://www.tspa.tw)

**Thai Spa Association**

■ [www.thaispaassociation.com](http://www.thaispaassociation.com)

**The UK Spa Association**

■ [www.spa-uk.org](http://www.spa-uk.org)

**Ukrainian SPA Association**

■ [www.facebook.com/UASPA](http://www.facebook.com/UASPA)

