

# spa business

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for Six Senses

## Banjaran Hot Springs

Malaysia's  
first and only  
thermal spa  
destination

## HOT NUMBERS

PwC profiles  
Indian wellness  
consumers

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## EDITOR'S LETTER

# The acid test

**R**apid innovation in DNA testing methods is creating exciting opportunities for spas when it comes to prescribing everything from exercise to diet and treatments.

In the last issue of *Spa Business*, we examined Nobel Prize-winning research into telomere testing which is enabling spas to prescribe lifestyle change and prove its efficacy (see SB13/1 p54).

In this issue, we go on to examine the use of DNA testing in enabling exercise scientists to identify the existence of non-responders – people who fail to gain the expected benefits from physical activity due to their physiological make-up (see page 82). In fact it appears there are rare instances of people who actually experience a deterioration in fitness as a result of exercise.

The important message to emerge from this research is not that exercise is a waste of time for non-responders, but that it must be prescribed very carefully in these cases, because the areas of 'non-response' are typically very specific and non-responders can expect to experience positive change in other areas of fitness.

DNA tests today can be done from a mouth swab in just half an hour and at a very reasonable cost, putting them within reach of spas as a diagnostic tool and meaning that it will be possible in future to customise a wide variety of different parts of the spa experience.

Evolution makes us different from each other to ensure we don't all succumb to the same threat, so treating everyone in exactly the same way is a crude way to operate.



There are big issues surrounding the storage and security of DNA, with experts predicting DNA hacking will be part of a new wave of bio crime

Objective knowledge of our fundamental differences enables all interventions to be far more effective.

But it's important the industry is highly credible in the use of things like DNA and telomere tests – it's not acceptable for them to be used simply to sell products and packages without any scientific basis for test result analysis. Such activity would undermine our credibility as an industry at a time when we're seeking to build a reputation for provable outcomes and sound science.

There are also big issues surrounding the storing and security of DNA, with experts predicting DNA hacking will be part of a new wave of bio crime.

So before we even think about taking DNA samples, we need to ensure we have people trained to deal with it, protocols for the storage and destruction of DNA samples we take from clients and most importantly, that we have the knowledge, skill and training to be able to accurately analyse what we find and give sound advice.

Liz Terry, editor twitter: @elizterry



Read all our editor's and contributors' letters on our blog at [blog.spabusiness.com](http://blog.spabusiness.com)

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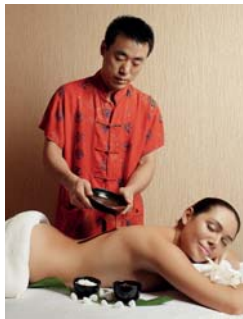
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On the cover: David Beckham took up residence at Hôtel Le Bristol, Paris p42

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# Letters

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

## Offering advice on nutrition is a business opportunity for spas

Claudia Aguirre, scientific communications manager, The International Dermal Institute and Dermalogica

Introducing nutritional education into the spa setting is a great add-on to existing skin treatments. Take acne-prone clients: they may be aggravating their skin problems with their dietary choices. By exploring this area, and perhaps eliminating certain triggers such as sugar, high-glycemic foods, and maybe even dairy, you can empower them so they make lifestyle choices that complement their skin treatments. While this may seem obvious, most spas and treatment centres don't employ a certified nutritionist or registered dietician – especially when it comes to skincare.

Many scientific studies support the role nutrition plays in maintaining healthy skin. For example, a diet rich in vitamin C and linoleic acid, an essential fatty acid, combined with lower intakes of fats and carbohydrates has been associated with better skin-ageing appearance in American women. And a diet rich in green and yellow vegetables has been linked with decreased facial wrinkling in Japanese women. Healthy fats, like those found in Mediterranean-style diets, have also been found to help maintain skin hydration and reduce fluid loss. You can battle skin



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The International Dermal Institute is lobbying for spas to offer nutritional coaching to guests

dryness by eating plenty of wild-caught salmon, flaxseeds, walnuts and evening primrose oil and borage oil supplements. Since UV light exposure depletes antioxidant levels in the skin, including vitamin C and vitamin E, increasing antioxidant defences topically and through the diet are important methods to limit photoda-

mage. You can boost your skin's natural defences against harmful UV damage by eating plenty of bell peppers, broccoli, tomatoes, wheatgerm and avocados.

Although an added expense to the spa, the overall benefits of employing a nutrition professional could deliver even better results and keep customers coming back.

## spa business

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## Global spa industry could get a professional register for standards

Rob Young, managing director, Habia

As your article *Standard Issue* identified (see SB13/1 p74), collaboration between training providers and the wider industry is key to implementing standards in the spa sector, particularly in ensuring they have visibility with employers.

Training programmes have become too distant from employers, and Habia – the UK government-approved standards setting body for hair, beauty, spa and nails – is seeking to work more closely with businesses to resolve this.

However, Habia can only do this where there are standards to offer, and currently there are no standards specifically concerned with management in the spa industry (international standard Level 4). Indeed, there are no management standards for beauty therapy, hairdressing or nail services either. There are some excellent university spa management courses, including a degree at the University of Derby, UK, but many are generic, with little emphasis on the spa element.

While the UK government will fund standards development at Levels 1, 2 and 3 across the spa, beauty and hairdressing sectors, it will not fund it at Level 4 unless clear demand can be demonstrated.

We're currently undertaking the development of Professional Registers for spa, nails and beauty which we'll launch in October. We're engaging with the industry on the exact form the registers will take in terms of criteria and recognition of individuals, so there's scope for them to take management qualifications and experience into account. While only planned for the UK at the moment, if there's interest in using the model as the basis for an international register, that's something we'd consider.



## Mexico has much to offer spa developers

Diana Mestre, owner, Mestre & Mestre

Tourism in Mexico has been affected by bad press with the most recent concerns relating to organised crime-related violence. Most people are unaware that the conflict areas are in the northern states and that traditional resort destinations like the Riviera Maya, Riviera Nayarit, Cabo San Lucas and colonial San Miguel de Allende remain extremely safe. What's more, the country has much to offer spa developers. It's already attracted investment from important brands such as Rosewood, Starwood, Banyan Tree and Fairmont, giving it an edge over other emerging destinations such as Central and South America.

As a spa consultant based in Mexico, I can attest to its many attributes. It has exqui-

site scenery from crisp blue waters, coral reefs, caves and pristine beach to volcanoes, jungles and flourishing cities. It's also rich in natural therapeutic resources such as mineral waters, volcanic mud and native healing herbs that form the basis for many indigenous treatments and therapies.

As well as its close proximity to the US, Mexico has 58 international and 28 domestic airports, is the ninth largest economy in the world and the seventh most important commercial trader.

Operationally speaking it makes sense too. The country has a young, skilled English-speaking workforce and labour costs are around 25 per cent less than developed countries, which means profit margins are around 30 per cent higher. Construction costs of spas are about a third of those in the US and there's a huge demand for facilities as they're considered an essential part of any upscale hotel development.

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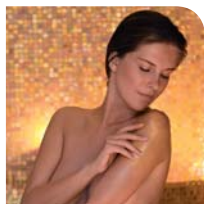
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## Global education initiatives underway

Two global task forces have been formed to work on solutions for an industry-wide issue – the lack of skilled spa managers and directors.

The Spa Management Advisory Committee is developing outlines for internship and mentorship programmes to attract hospitality orientated professionals to spas. It's also creating career path guidelines to help with the development of those already in the industry.

The Spa Management Certification Task Force is defining the role of, and skills necessary for, spa managers/directors with the aim of setting up a certification programme for spa leaders which can be applied worldwide.

The task forces have been put in place by Anna Bjurstam (see p36), as a board member of the Global Spa & Wellness Summit, to help move the sector forwards. Details: [www.globalspaandwellnesssummit.org](http://www.globalspaandwellnesssummit.org)

## Spa and beauty skills register to launch in UK

The Habia Skills Academy in the UK is developing a professional register for the spa, nails and beauty industries to help raise professional and quality standards and boost consumer confidence (see p14).

The public will be able to access the voluntary register to identify industry professionals who have met a range of criteria.

An independent technical group and Habia's forums are currently developing a set of universal standards. Employers will be able to use the register when recruiting and industry professionals will be able to update their qualifications and experience. Read more: <http://lei.sr?a=p1d4g>

## SWIC plans overhaul of Russian spa regulations

The strict regulations placed on the Russian spa industry could be set for a major overhaul as the country's Spa and Wellness International Council has created state legislation to ease operation laws for spas.

The state legislation, which is now under the government's consideration, aims to stop spa treatments being characterised as preventative medicine treatments.

Currently, all spa treatments – even massages and facials – need to be administered exclusively by medical staff. And operators of day spas, wellness and hotel spas have to obtain a medical licence. Read more: <http://lei.sr?a=P9QoG>

## Miraval to open second site

The team at Miraval Resort & Spa in Tucson, Arizona has kicked off expansion plans with the announcement of its second destination at the Natirar estate in New Jersey, an hour from New York City.

Miraval chair Philippe Bourguignon told *Spa Business* previously that there are plans to open four to six new spa resorts over the next few years (see SB12/4 p60). He said: "We invested in a total redesign to create the new Miraval Life in Balance Spa with Clarins [in Tucson]. Now we have the ideal product, our plan is to duplicate Miraval. We need to go to update New York, south-east USA, southern California and northern California/Oregon – and maybe one more."

The second luxury resort, expected to open in 2014, will have an 86-bed hotel, a 20,000sq ft



Six more Miraval resorts will open, with New Jersey being the first in 2014

(1,858sq m) spa, a 10,000sq ft (929sq m) wellness pavilion, a 4,000sq ft (372sq m) yoga centre and a Miraval spa cuisine restaurant.

Miraval is owned by AOL founder and former chair Steve Case and his wife, Jean. Read more: <http://lei.sr?a=P2N9a>

## Hot Spring Village for Angsana in China

Angsana Hotels & Resorts is set to launch its first hot spring destination retreat – Angsana Tengchong Hot Spring Village – showcasing 43 naturally-heated pools.

Situated in a valley in the Yunnan province, in south-west China, the village will feature 28 hot spring suites and nine villas and will be open by August.

Its wellness area spans 17,083sq m (183,879sq ft) and is formed of a three-storey indoor Hot Spring Centre and the vast array of indoor and outdoor hot spring pools.

The centre will house the Angsana Spa with six treatment rooms, a foot lounge, relaxation areas and sauna and steamrooms. Another spacious spa building will feature volcanic hot stone loungers, which are naturally heated by the steam from the hot springs. This section of the spa will also have four body scrub rooms and five spa treatment rooms.

Angsana is the sister brand to Banyan Tree Hotels & Resorts (see SB11/2 p26) which is also



The village will boast 43 hot spring pools

due to open a hot spring resort in China by mid-2013. Banyan Tree Chongqing Beibei is near the North Hot Springs close to the Jinyun Mountain in the south-west. Its 38°C waters are famed for soothing skin and muscular ailments and will be fed into the resort's 107 suites, spas and pools. Read more: <http://lei.sr?a=n7d3U>

## Minimum wage set for Balinese spa therapists

Companies and individuals overseas are now required to pay a minimum monthly wage if they want to employ spa therapists from Bali.

The new regulation has been issued by the Bali Agency for Placement and Protection of Migrant Workers (BP3TKI) and is supported

by the National Agency for Overseas Labour Placement and Protection.

The spa therapists are entitled to a minimum US\$1,000 (€778, £664) monthly wage, excluding health insurance, shelter and return flights. Read more: <http://lei.sr?a=L1r9M>

## Zero-gravity spa for Barcelona

US-based firm Mobilona is to invest €1.5bn (US\$1.9bn, £1.3bn) in a development featuring Europe's tallest hotel on a man-made island off the shores of the city of Barcelona, Spain.

The Barcelona Island project will feature a first of its kind Mobilona Space Hotel™ which promises to offer guests an "out of this world" experience by using immersive displays – virtual reality galleries providing panoramic impressions of the universe – throughout the building.

The 984ft (300m) Galaxy Tower, designed by Spanish architect Erik Morvan will house a hotel with 2,000 suites and residences. Prices will range from €300- 20,000 (US\$386-25,700, £256-17,100) a night; or from €495,000-2.6m (US\$636,650-3.3m, £423,000-2.2m) for residences and up to €20m (US\$25.7m, £17.1m) for penthouses.

Among the highlights will be the world's first zero-gravity spa. Spa guests will taken in a Space Glider to the spa inside a high altitude park and tropical garden on top of the Universe Tower. Hostesses will provide a range of health, beauty and wellness treatments. Afterwards guests can visit the Space Observatory for views of stars.



The spa will be set inside a high altitude park

Mobilona, a young hospitality company, has plans for two other Space Hotels in Los Angeles and Hong Kong with an estimated value of US\$6bn (£4.7m, £4m). The company also plans to create Immersive Technology Centers to supply the surround experiences in the buildings. *Read more: <http://lei.sr?a=O8V8x>*

## Singapore's 'hotel in a garden' eco-spa

The newly opened Parkroyal on Pickering – the Singapore development that's based on a 'hotel-in-a-garden' concept – has unveiled its spa and wellness facility plans.

The eco-inspired, 16-storey hotel, which will be operated by the Pan Pacific Hotels Group (PPHG), has an entire 44,000 sq ft (4,085sq m) floor dedicated to wellness.

A large proportion of the floor area has been set aside for green outdoor space and features a two-storey waterfall, a 300m garden walk and an infinity pool that flows along the hotel's edge.

Inside there's a four-treatment room St Gregory spa, the signature spa brand for PPHG. Quick pick-me-up or longer pampering treatments are offered using French mineral brand Thal'ion or Elemis.



The resort has five landscaped gardens and 15,000sq m of green space

Designed by Singapore architects WOHA, Parkroyal has a plethora of environmental elements, including five landscaped gardens and 161,458sq ft (15,000sq m) of sky gardens, planter terraces and water features; while living green walls, plants and trees can be found throughout the property. *Read more: <http://lei.sr?a=g4g6Y>*

## Six Senses secures Bhutan development deal

A travel circuit of five lodges and spas in Bhutan is being developed by Six Senses (see p30).

The lodges – to be spread around the country – will have 90 rooms in total and between two to six treatment rooms each. The spa experiences at each site will be themed around

different strands of Bhutan's unique standard of living, the Gross National Happiness index, such as physical, mental and environmental health and community and education.

The development is scheduled for completion in 2016. *Details: [www.sixsenses.com](http://www.sixsenses.com)*



The resort will house 25 suites underwater

## Poseidon Undersea Resort still on track in Fiji

Poseidon Undersea Resorts LLC has confirmed that plans are still in place to build and operate one of the world's first sea life eco-resorts off a private island in Fiji.

The resort's underwater portion – 40ft below the surface – will have two 3,200sq ft (279sq m) massage rooms with sea life views, 25 suites and a 100-seat restaurant. Another 3,500sq ft (325sq m) spa and 50 villas will form part of an on-island complex.

The project is led by Bruce Jones, the CEO of two submarine firms – US Submarines and Triton. It was first revealed in 2008, but news went quiet in the economic downturn. *Read more: <http://lei.sr?a=M4j2B>*

## Ecocert launches standard for spa operations

Ecocert, the French-based certification body for natural and organic products, has created the Being standard for spa operations.

The consumer-facing Being is one of the only standards that's focused on wellbeing centres. It will guarantee customers quality services controlled according to the environmental management of the spa; the use of organic and natural cosmetic products; and the use of sustainable products.

Ecocert is widely recognised as a leading certification body working with over 30,000 clients, and 200,000 products, in 85 countries. *Read more: <http://lei.sr?a=O6a3l>*

## New Zealand Council explores spa potential

A local New Zealand council is investigating the spa sector as a growth opportunity for geothermal destination Rotorua.

Grow Rotorua – a council-controlled organisation dedicated to economic growth in the district – reported to a council meeting on 13 March that tourism was one of four main target sectors that should be invested in to stimulate the local economy. *Read more: <http://lei.sr?a=a7D6g>*

## Duarte-Ramos reveals Accor's wellbeing activities strategy

Audits, training, management and innovation will be the focus for the spa divisions at Accor's Sofitel and Thalassa Sea & Spa brands its director of development for wellbeing activities Aldina Duarte-Ramos has revealed.

Her main aim, she has announced, is to strengthen and give consistency to wellbeing activities across the group's spas and thalassotherapy centres – there are now 28 SoSpAs by Sofitel and 16 seawater spa destinations operated by Thalassa Sea & Spa.

Duarte-Ramos, previously the brand manager for Sofitel, moved to head up spas globally in January. She'll be helped by Sonal Uberoi who joined as Sofitel's regional director of spa in the Asia-Pacific region last September from her Spanish-based consultancy Spa Balance. Details: [www.sofitel.com](http://www.sofitel.com) or [www.thalassa.com](http://www.thalassa.com)



Duarte-Ramos will strengthen the spa offering

## Nobu reveals hotel & spa brand in Las Vegas

Japanese-themed restaurant group Nobu has made its foray into hospitality with the world's first Nobu Hotel at Caesars Palace in Las Vegas, US.

The 181-bed property is a collaboration between Caesars Palace, chef Nobu Matsuhisa and Nobu Hospitality. Primary shareholders are actor Robert De Niro and film producer Meir Teper.

Nobu has created a spa menu at the existing Qua Baths & Spa at Caesars Palace.

The six services will use products from Spanish skincare brand Natura Bissé which also developed the 90 minute, US\$400 (£311, £266) Nagomi ritual – a sensory body and facial experience – exclusively for Nobu.

Natura Bissé also supplies the Shibui Spa in De Niro's other hotel – The Greenwich in New York (see SB11/1 p46). While it doesn't have an official partnership with Nobu, both parties



Left to right: Robert De Niro, Serra de Natura Bissé and chef Nobu Matsuhisa

are in talks about other properties Nobu is developing in the Middle East, Europe and elsewhere in the USA.

A spokesperson for Natura Bissé says the relationship came about because "Meir Teper's wife is a huge fan" of the brand and they initially approached it to supply hotel amenities. Read more: <http://lei.sr?a=Noe3A>

## Waterpark and wellness to debut in Italy

Splash & Spa Tamaro, a waterpark and wellness centre, is scheduled to open in June 2013 at the foot of Mount Tamaro in Ticino, Switzerland.

Spanning 10,000sq m (107,000 sq ft), the site will combine recreational fun with a wave pool, outdoor heated pool and waterslides alongside a 3,000sq m (32,292sq ft) spa designed by Schletterer Wellness which will offer wide range of hydrothermal experiences by Invinon.

A Sauna World is set to feature a variety of indoor and outdoor saunas including those focused on local traditions, such as the one built out of chestnut wood, and those with global accents such as the Himalayan salt and the clay sauna. A Hammam Ritual area will offer a selection of steamrooms, including those



The chestnut sauna pays homage to local traditions

suitable for a traditional hammam ceremony, as well as an outdoor iodine/saltwater pool.

Meanwhile, a Beauty Area, will boast six treatment rooms plus a large, domed relaxation area providing views of the nearby mountain range. Read more: <http://lei.sr?a=jozoT>

## Spa Botanica opens fifth facility at Hong Kong hotel

A fifth Spa Botanica, with 10 treatment rooms, has launched at the new 325-bed Auberge Discovery Bay Hotel & Spa in Hong Kong.

The Spa Botanica brand has been developed by a subsidiary of HKR International which fully owns Auberge Discovery Bay.

Its portfolio includes facilities at: Resorts World Sentosa, Singapore, including the Seven Eden wellness centre; Tanglin Club, Singapore; and The Sukhothai, Bangkok. Its hot springs Mt Zao Onsen Resort & Spa in Japan is temporarily closed. Read more: <http://lei.sr?a=M8T9s>



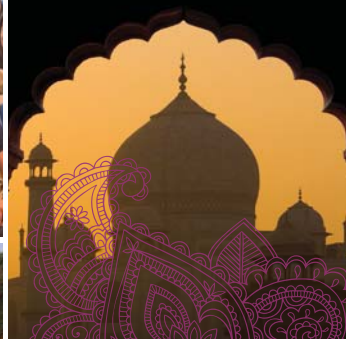
Sharilyn Abbajay, senior VP of spa operations

## Elizabeth Arden Red Door Spa appoints Sharilyn Abbajay

Elizabeth Arden Red Door Spa has appointed Sharilyn Abbajay its senior vice president of spa operations and retail redevelopment.

Abbajay, who held a senior level position at Red Door Spa nearly 15 years ago, will manage operational standards and strategies for spas in New York and Washington DC.

Abbajay started her career as a spa technician and brings 35 year's experience to the role. Previously she ran her own consultancy and worked as vice president of global spas and retail at Marriott International, where she oversaw 185 spas (see SB11/1 p24). Read more: <http://lei.sr?a=b2U8M>



# India 2013

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## DIARY DATES

25-26 August 2013

**Sydney International Spa & Beauty Expo**

Sydney Convention & Exhibition Centre, Sydney, Australia

This exposition promises to showcase the latest spa and beauty products, treatments, ideas and equipment from leading brands. Tel: +61 2 9422 2535 [www.internationalbeautyexpo.com.au](http://www.internationalbeautyexpo.com.au)

5-8 September 2013

**3rd Balkan Spa Summit**

Izvor Spa and Wellness Resort Hotel, Arandjelovac, Serbia

An annual summit which aims to focus on the accomplishments of the Balkan spa industry. Tel: +381 34 700 400 [www.balkanspasummit.eu](http://www.balkanspasummit.eu)

8-11 September 2013

**SPATEC Fall 13 North America**

Rancho Bernardo Inn, San Diego, USA  
SPATEC Fall 2013 will bring together the operators of leading American hotel, resort, destination, athletic, medical and day spas to meet with key suppliers. Tel: +1 214 592 4270 [www.mcleaneventsinternational.com](http://www.mcleaneventsinternational.com)

9-11 September 2013

**COSMEETING Paris**

Porte de Versailles, Paris, France  
Will feature over 500 exhibitors of hygiene, make-up and perfumery products. [www.cosmeeting.com](http://www.cosmeeting.com)

18-21 September 2013

**World Spa & Wellbeing Convention Hall 4, IMPACT Exhibition & Convention Center, Bangkok, Thailand**

This annual convention organised by the Thai Spa Association has a congress themed around the science and artistic merit of water; and a supplier exhibition. It will also include the Thailand Spa & Well-being Awards. Tel: +66 0833 5205 [www.worldspawellbeing.com](http://www.worldspawellbeing.com)

5-7 October 2013

**Global Spa & Wellness Summit**

The Oberoi Gurgaon, New Delhi, India  
The GSWS is attended by global spa and wellness leaders to help shape the industry's future. The year, the first day includes the launch of the Global Wellness Tourism Congress. Tel: +1 212 716 1205 [www.globalspaandwellnesssummit.org](http://www.globalspaandwellnesssummit.org)

## Baccarat enters hospitality sector

Baccarat, the French crystal company, is moving into another luxury arena with ultra high-end residences, hotels and resorts with spas.

Bought by investment firm Starwood Capital in 2005, the company will open six sites by 2016 with one of the first ones planned in Morocco in 2014.

Baccarat is famous for its beautiful designs and attention to detail. These brand points which will carry through to its hospitality arm, including its spas, which have been designed by Swedish consultancy Raison d'Etre.

When the 130-bed Baccarat Hotel Rabat opens in Morocco's capital in 2014, its Baccarat-branded spa is expected to be one of the largest and most comprehensive in the area and will target regular local clients via an exclusive hotel membership, as well as hotel guests. Highlights will include six hammams using semi-precious stones – two cool 35°C jade rooms and two warm 45°C amethyst rooms.

Also scheduled to launch in 2014 is the Baccarat Hotel & Residences in New York. Two more properties are planned for Morocco, in



Next year Baccarat will open sites in New York (above) and in Rabat, the capital of Morocco

Marrakech, while others will open in Dubai, UAE and in Shanghai, China in the next three years. Read more: <http://lei.sr?a=9t6j2>

## Government health cuts hit the Czech spa industry

The Czech Spa Association says the industry has taken a hit from government health cuts that were made last October. Spa programmes paid for by insurance were reduced from four to three weeks and are now only available biannually rather than annually.

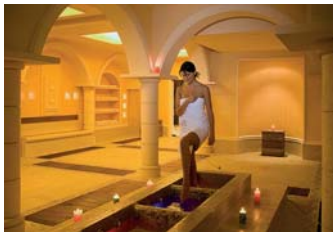
According to Radio Prague, the country's health ministry spent CZK3bn (US\$151m, £16m, €99m) on spa and rehabilitation treatments in 2011 but that figure dropped by around a third in 2012. Further cuts are expected this year. Read more: <http://lei.sr?a=e6l3e>

## Bulgarian spas boost tourism revenues

Bulgaria's spa tourism could contribute up to 10 per cent of the country's total revenue from inbound tourism, according to its deputy minister of economy, energy and tourism Ivo Marinov.

Speaking at the opening of the 18th annual congress of the European Spa Association, Marinov outlined that the growth of specialised spa services in the Bulgarian tourism industry has been an "undeniable fact" in recent years.

Marinov said: "Our country is endowed not only with beautiful scenery, great biodiversity and rich cultural heritage, but also has more than 600 mineral springs. The combination of natural beauty and modern spa and rehabilitation centres make Bulgaria the preferred destination for spa and wellness consumers."



Spas could contribute up to 10 per cent of revenue from tourists

Chair of the Bulgarian Union of Balneology and Spa Tourism Stefan Sharlopopov pointed out that every year the country's spa industry experiences a growth in financial income and foreign tourists (see SB09/1 p44). Read more: <http://lei.sr?a=jsl0l>





# Crystal Spa & Lounge

Some of the spa industry's leading professionals, along with an interesting mix of scientists specialising in ancient civilisations, bioelectrography (aura photography) and biosciences have collaborated on the concept of The Crystal Spa & Lounge – the first of a new generation of luxury day spas, which has just opened in the heart of St Petersburg.

For the first time anywhere in the world, The Crystal Spa & Lounge has spaces that have been built in accordance with the principles and technologies employed in ancient times for the construction of temples and pyramids. This standout feature has been created with the help of Valery Uvarov – a palaeoscientist (historic geologist).

Other experts include Nina Tsybmal and Elena Bogacheva, two of Russia's most well-known spa consultants. While on the supplier side, insightful input has been given by Paul Haslauer from hydrothermal company Haslauer; Davide Bolatti president of Italian-based skincare group Comfort Zone; and André Prigent, the president of marine cosmetics firm Thalion.

They've developed a luxury day spa concept with a footprint of only 450sqm that offers a holistic approach to spa, based on traditional wellness methods and evidence-based med-

A luxury day spa concept set to rollout across Russia has been backed by investment firm New Spa Technologies

icine. You'll find specialists in spa therapies, cosmetology, traditional and complementary medicine, as well as fitness trainers and hairstylists. A spa coordinator works with every client to personalise a treatment programme in the areas of deep relaxation, weight loss, stress management and overall improvement of appearance and health.

The spa interiors, designed by French architect Marc Prigent, are in the classical style following the tradition of palaces in St Petersburg with added French elegance and chic. Luxurious interiors with sophisticated furniture, mirrors and crystal chandeliers bring splendour, but also create a cosy home-from-home atmosphere.

The thermal area has been influenced by Moroccan culture, enhancing the authenticity of the treatments carried out.

Each room has a high-end acoustic system based on the pyramids that makes it possible to not only hear the music, but also sense it.

All spa areas have equipment to create individual microclimates: dimmable lighting, state-of-the-art ventilation and air-conditioning, plus ionising systems to neutralise negative influences and enhance energy properties. Meanwhile, video images projected onto stone, glass and water add to the outstanding experience.

Thanks to these special features, the movement of our internal body clock is put on hold at Crystal Spa & Lounge, ageing processes are slowed and human bi-rhythms are synchronised with the Earth's energy clock. The high concentration of life force improves the state of the immune system, increasing energy and the quality of the procedures while promoting improved health and spiritual growth. In short, the Crystal Spa & Lounge is one of a kind. ●



Business opportunities / contact us:  
New Spa Technologies is planning to roll out its luxury day spa brand across Russia.  
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## Ask an expert

# CANCER

Despite having built an industry on making people feel better, spas are still extending a lukewarm welcome to cancer sufferers and survivors. We speak to operators who've hoisted a welcome sign over their doors

KATH HUDSON, JOURNALIST, SPA BUSINESS



**S**ome spas refuse to treat people with cancer and therapists are taught that cancer is a contraindication, so are reluctant to take on the liability of treating both sufferers and survivors. There's also a lack of training, which limits the number of properly qualified therapists.

However, there's much spas can do to help people who are being treated for cancer and with the incidence of the disease on the increase, to turn them away is not only upsetting for them, but it also cuts out a substantial market: according to the World Cancer Fund, there were 12.7 million cancer cases worldwide in 2008 and the figure is expected to rise to 21 million by 2030.

If anyone needs the relaxation and nurturing which the spa industry is built on, it's cancer sufferers. Many therapists go into this line of work because they want to heal, so what could be more satisfying than treating someone who desperately needs their skills and is facing a crisis?

Morally there's a case for treating cancer sufferers, but is there a business case too? Some operators believe there is. Booking agency, Spabreaks.com, has launched Recovery Retreats for cancer-friendly spas as a result of demand from sufferers and complaints about their treatment,

▲ Melbourne's Olivia Newton-John Cancer & Wellness Centre was named after the actress who's a cancer survivor

while The Lifehouse destination spa in the UK (see SB11/1 p36) has added a Recovery Break to its well-being programme. Resident naturopath, Sue Davis, says the packages are attracting discerning customers.

That said, cancer does complicate things. Will seriously ill people around be bad for business? What training will therapists need and is it available? Is there a danger of being seen as a 'cancer spa'? What treatments can customers have and what facilities can they use? Cancer sufferers have a number of contraindications, so how can these be accommodated? We ask the experts...

**W**e've been holding cancer retreats at our organic farm in Hawaii for eight years. Originally, we approached some resorts/spas about running the retreats, but were told that having people with cancer around would be bad for business. Although this attitude is softening, there are still very few cancer retreat programmes in the US today, even fewer are residential and a lot of them only operate periodically.

Kokolulu offers people with cancer a place to get away from everyday life and learn integrative techniques to heal through their diagnoses, or sometimes, find the peace they seek to let go. My background is in oncology nursing, and I'm a cancer survivor, my husband's background is in mental health. We use experience, as well as research-based techniques to reduce stress and empower people towards their own healing process.

Group and individual programmes are offered. Ideally we like guests to stay for a month, but a week is the minimum amount of time to make a change.

## KARIN COOKE

Founder and medical director,  
Kokolulu Cancer Retreat, Hawaii



Programmes start at US\$3,500 (£2,283, €2,676) for a week-long group retreat, rising to US\$17,800 (£11,614, €13,613) for a 28-day personalised programme. Education is our unique selling point and we teach people a lot of self-help tools to take away: qi gong, yoga and stretching, meditation and guided imagery. We get people into the habit of exercise, however minimal. One of the main things we teach is that food is medicine and the importance of eating fresh, organic produce as often as possible.

While here they receive some massage, or reiki. How much hands-on therapy they have depends on their programme. Sometimes people prefer more time at the beach and we accommodate that. Rest periods are important for this clientele and are factored in all programmes.

I think one of the things people can take away from our retreats is a sense that they were listened to. It's hard for them to find people to talk to who can relate to what they're going through. We keep in touch with people after they leave, we are always here if they need to talk.

For us it's a service first and a business second. Lots of people with cancer don't have financial resources, so we're always fund raising so we can host as many of those people as possible. I just really appreciate working with this population.

Karin Cooke is a registered nurse, who has been involved with research and allopathic and complementary medicine for the last 35 years. Details: [www.cancer-retreats.org](http://www.cancer-retreats.org)



We were told that having people with cancer around would be bad for business. Although the attitude is softening, there are still very few cancer retreat programmes in the US and even fewer are residential



**W**e don't have a spa at the Olivia Newton-John Cancer & Wellness Centre (ONJCWC), however we do have a wellness centre which has been established in recognition of the holistic needs of people with cancer.

When someone receives a cancer diagnosis and undergoes treatment, there can be an impact in relation to many aspects of their wellness. At different times they may experience anxiety, distress, anger, physical pain or unpleasant treatment side effects, such as nausea and fatigue. The wellness centre is a place where patients can come with their families – a sanctuary from other parts of the hospital.

The centre in itself is spiritually uplifting: care has been taken to create a tranquil space with thoughtful use of light, colour and furnishings. There are many different programmes available which are aimed at supporting patients in body, mind and spirit. For example, acupuncture, meditation, fatigue management, relaxation

## CHRISTINE SCOTT

Wellness and supportive care manager, Olivia  
Newton-John Cancer & Wellness Centre, Australia



and healthy cooking. These are run by trained and qualified professionals who have experience in the cancer field. Some group programmes are pitched at those who care for people with cancer – people who have little opportunity to look after their own needs.

Australia's Oncology Massage Training organisation offers a four-part programme to train experienced massage therapists in oncology massage and we host levels three and four of the programme; graduates have an enhanced understanding of how to manage the risks associated with providing massage to a person with cancer. When recruiting, we look for someone with a minimum of five years' experience of

providing massage, ideally with some experience of massaging people with cancer.

As our hospital has a reputation for excellence in cancer care, we emphasise that most of our programmes are supported by evidence in the medical literature. We also ensure patient safety by only providing services delivered by those with appropriate levels of training and experience.

ONJCWC opened at the Austin Hospital in Melbourne, Australia in 2012 and was named after national singer/actress and cancer survivor Olivia Newton-John who helps to fund raise for it. Details: [www.oliviaappeal.com](http://www.oliviaappeal.com) and [www.austin.org.au/cancer](http://www.austin.org.au/cancer)

On a daily basis we treat people with cancer and we wanted them to feel welcomed, so we recently launched a Recovery Breaks package. There's the option of a one-day (£159, US\$243, €186), or a two-night (£396, US\$607, €464) break and guests are offered a 50-minute bespoke treatment each day, as well as an easily digestible diet, juices and smoothies.

Cancer is labelled a contraindication by massage academics, so therapists are led to believe they can't treat people with cancer. I took advice from an oncologist before setting up this programme, who assured me that it's a lot more complicated to spread cancer than a massage treatment. It's even possible to treat people while they're undergoing chemotherapy.

We organised training for 10 of our most mature therapists with the National Health Service Christie Trust in Manchester, UK, who taught them how to adapt treatments, including facials, scalp massages, reflexology and dry/clothed treatments, such as reiki and shiatsu. Additionally, our therapists were trained in stress reducing

## SUE DAVIS

Resident naturopath, The Lifehouse Spa, UK



treatments and we also offer physiotherapy and have an in-house meditation expert. A nice method therapists were taught focused on aromas. Clients can choose a smell they like while visualising a safe place. Then, during their chemotherapy, they can use the smell to bring back positive thoughts.

We avoid using essential oils as they might further tax the liver and kidneys of a client undergoing treatment. We also stay away from deep tissue work, or scrubs, as a cancer patient often feels fragile, fatigued and has a lower pain threshold. The skin becomes thinner through steroids [often used in cancer treatment] so we keep the touch light and avoid hot stone massage or treatments involving extremes of temperature. The facilities they can use are assessed on a case-by-case basis. We only recommend not using wet facilities if they have skin issues.

In our experience, people with cancer want to be treated as regular spa goers, so we get the consultation out of the way before they come. On arrival, I meet them and give them a tour to allay any fears about being looked after.

Launching the Recovery Breaks was a business decision for us – we already had the expertise in-house and it made sense to target such a wide audience that's so often overlooked by spas. We find people attracted by these breaks are discerning customers and appreciate being made to feel welcome.

Following a career in the corporate world, Sue Davis retrained as a naturopath in Australia. She worked at Chiva-Som for a number of years but is now based in the UK. Details: [www.lifehouse.co.uk](http://www.lifehouse.co.uk)



Launching the Recovery Breaks was a business decision for us – we already had the expertise in-house and it made sense to target such a wide audience that's so often overlooked by spas



Statistics indicate a high percentage of people will get cancer in their lifetime, so it makes sense for spas to be able to cater to this market. Given the correct training, therapists can ask the right questions, make adjustments to the treatment based on the clients' medical history and ensure a safe treatment.

Any training should be a minimum of 24 hours and should cover an introduction to cancer: what it is, how it affects the body and how cancer treatments such as chemotherapy affect the body too. It should also cover risk management, adjustments to spa treatments, as well as medical intake forms. The Oncology Esthetics® three-day training course, delivered by a medical professional, covers all these elements. It's available in Australia, Canada, New Zealand and the USA with a launch in the UK planned for mid 2013.

Prior to the clients' visit to the spa, see what information can be gleaned regarding

## MÓRAG CURRIN

Educator and author, Oncology Aesthetics®, USA



their medical history. It's strongly advised that therapists get permission from their client's medical professional while undergoing cancer treatment, especially if the client is in their nadir period, when the lab counts are extremely low. Low white blood counts are a huge risk for infection and low platelet counts are a huge risk for bleeding and bruising.

To embrace clients living with cancer, include information in your spa menu indicating that treatments are personalised. Show a welcome by having a mannequin present for wigs and magazines in your reception area for cancer survivors. Provide scarves and hats, and have a front desk

poster which indicates you back a local cancer charity or support group.

Some clients will want to share all, some will say nothing. Don't be false and pretend nothing is wrong. Look them in the eyes and listen. If they're willing to share, learn from it. Some clients may get angry, some may cry. Cry with them if you need. If they need a hug, offer it. Be compassionate.

Mórag Currin pioneered Oncology Esthetics, one of the only certifications for spa professionals in this area, and has also written two books on the subject. Details: [www.oncologyesthetics.com](http://www.oncologyesthetics.com)

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Think about the mental, as well as the physical, issues. Each person handles the cancer experience in their own way so just follow their lead and make the visit a special time by really listening and caring for them



Most of the spas I've worked with are not afraid to be seen as a 'cancer spa' and find the community admires the fact they're open for all types of clients. It brings in additional clients and much more support to their business.

Concerns about treating customers with cancer come down to fear and lack of knowledge, both of which can be alleviated with training. When considering training, ensure it covers the basics of cancer: cancer therapies and how they affect the skin, health and emotional aspects of clients, sanitation, marketing and how to prepare the spa environment for this new client.

There are lots of contraindications: medications, surgery, lymph nodes, blood counts. If a client has a hormone positive cancer, they're instructed not apply or ingest anything which mimics estrogen, like soy (a common product emulsifier). Following surgery, people are at higher risk of infection, or danger of tearing the tissue again. If lymph nodes have been removed or radiated, the treatment will need to be modified by adjusting the pressure and direction of movement to a part of the body that has not been compromised.

## BECKY KUEHN

Licensed aesthetician, complimentary therapies at the Jane T Russell Cancer Care Center, USA



Aestheticians/skin therapists should also be trained to offer healing solutions to skin issues which can be related to stress and medications. Anti-cancer drug therapies will cause a variety of skin complaints, such as extreme dryness, rashes, itching or redness. Radiation can cause redness, burning and itching.

When a client is undergoing a cancer treatment, their bodies are much more sensitive, so anything with an electrical current is not advised, nor aggressive anti-aging treatment such as peels, nor machines and lasers. Cancer clients typically need hydration, calming, soothing and skin repairing type treatments to help with the damaging side effects of cancer therapies. When it comes to skincare, the less chemicals and the more pure the better, to avoid stressing the skin further. Avoid toxic ingredients and peels or anything that's too

harsh on the skin. Most skincare lines do have products that can be used. But, it's all about learning the ingredients and knowing what is safe and what is not.

Be prepared for the things which could occur, such as nausea, weakness and fatigue. And think about the mental, as well as the physical, issues. Some clients will want to talk about their cancer, while others won't. Each person handles the cancer experience in their own way so just follow their lead and make the visit a special time by really listening and caring for them.

A cancer survivor, Becky Kuehn has volunteered with non-profit organisations and the American Cancer Society and worked with two local hospitals. She's also a national educator for Oncology Esthetics. Details: [becky@oncologyesthetics-usa.com](mailto:becky@oncologyesthetics-usa.com)



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# Neil Jacobs

The new CEO of Six Senses reveals the company's strategy following its acquisition by investment firm Pegasus

KATIE BARNES, MANAGING EDITOR, SPA BUSINESS

**"I**'m so charged and it's great to have all this energy around," says Neil Jacobs the new CEO of Six Senses Hotels Resorts Spas, the development and management company. The 'energy' he's referring to has come from an internal spa meeting of area directors from Europe, Asia and the Middle East, plus department heads who've all convened at the headquarters in Bangkok to hear about the group's strategic spa plans. "Our goals are really exciting," he adds.

Jacobs came on board this February following Six Senses' buyout by US-based equity firm Pegasus Capital Advisors in April 2012. It was purchased from founders Sonu and Eva Shivasani and a number of shareholders for an undisclosed sum and the sale included 10 resorts and spas under the Six Senses and Evason brands and 18 standalone Six Senses Spas in other hotels/resorts worldwide.

Six Senses was, says Jacobs, "one of the first companies to do more than just a couple of treatment rooms attached to a gym. It goes beyond spa in a conventional sense and has always been about wellbeing with a significant focus on sustainability." But, by his own admission, while the group once was a leader, others are now catching up and it's time to propel it forward once more.

It's a welcome challenge for Jacobs who feels back at home in the spa world and being in Asia. For the past four years he's been the president of global hotel opera-



Jacobs says spas are part of his DNA and that focusing on them once more was what attracted him to the role

tions for the Starwood Capital Group and was instrumental in launching its Baccarat and 1 Hotels concepts. But prior to that he was senior vice president for Four Seasons in Asia (see SB05/2 p18) and headed up the group's spa task force.

He says: "The attraction was spending a little more time in Asia as I have family and a home there. It was also hugely important to me to be involved in the in spa industry again. It became a part of my DNA at Four Seasons and I've missed it."

## LONG-TERM INVESTMENT

The opportunity to join Six Senses came via a "dear friend" – Wolf Hengst who was pres-

ident at Four Seasons at the same time as Jacobs worked there and is now the executive chairman at Six Senses. Pegasus, which already had a minority share in Six Senses, has a sustainable thread running through its US\$3bn (£2.3bn, £2bn) worth of investments – from an LED lighting firm to a recycling group in South America – and was keen to get even more involved in hospitality. Eight months before the deal, Hengst sounded out Jacobs who, he knew, had a good knowledge of Six Senses from his days in Asia. "I helped by looking at the numbers, underwriting and value projections," he says. "And then Wolf asked if I knew anyone who might be interested in



Six Senses manages 28 spas and eight resorts. Many are in Asia – China (above) and Vietnam (left) – but South America is a key focus for future development

joining the team.” Aside from the Asia and spa factors, Jacobs liked the way Pegasus did business. “They hold their investments much longer – anything from five to 10 years – which is a good length of time to consolidate, create value and develop people. They’re hugely supportive and now we have a company that doesn’t owe money and that has the capital to go forward.”

As CEO Jacobs will be taking responsibility for finance, HR, spa/hotel operations and technical design and architecture. Meanwhile, Bernhard Bohnenberger, who was managing director before the buyout, will serve as president and oversee marketing, development and sustainability.

Between them, they’ll have eight to nine direct reports with the majority of those being fresh appointments.

“I’m really excited about Anna coming on board,” says Jacobs in reference to the company’s new vice president of spa and wellness Anna Bjurstam (see p36). A well-known industry figure, Bjurstam has been running her own successful spa consultancy, Raison d’Etre (see SB06/3 p66), for a number of years and actually opened and operated the group’s very first spa – Six Senses Soneva Fushi – in the Maldives in 1995. “I knew she’d worked on quite a lot of the [Six Senses] spas,” says Jacobs, who persuaded Bjurstam to fully commit to the

role. “I told her I didn’t want a consultant, so she’s put someone in place to run Raison d’Etre and has effectively come in-house dedicating 80 per cent of her time to us.”

## BRAND MAINTENANCE

One of the first decisions Jacobs made was to discontinue the group’s Latitude and Hideaway brands – both evolutions of the Evason concept. These properties have now been absorbed into the existing Six Senses and Evason umbrella and, for the time being, the plan is to keep the full portfolio of properties.

And while he knows it’s important to maintain brand integrity, there will be some distinct modifications. He explains: “One of the lovely things about Six Senses is that it’s a little off beat/quirky and that kind of suits me. One night of the week, for example, there was no electricity at the properties and everything was done by candlelight while another rule was that no meat was served on Fridays. These are differentiators. But with the amount of money we charge if someone wants a hamburger we can’t tell them no, neither can you switch the lights out a 6pm when they’re having a shower!”

## SIX SENSES PROFILES: NEIL JACOBS

### NEIL JACOB FAVOURITES

**Spa:** We Care Spa, at Desert Hot Springs, California – it's more for serious detoxing than pampering

**Treatment:** 10 years ago, I had an Indian head massage on the streets in Kerala and nothing has compared to that since

**Book:** Deepak Chopra's *Soul Connection* or Steve Job's biography

**Cuisine:** Farm to table food at ABC Kitchen in New York

**Place:** Siena in Italy during its famous Il Palio horse race

**Season:** Spring

**Piece of advice:** Breathe, breathe and breath again says my yoga instructor

**Who you admire:** Dr Martin

Luther King; and Sting for his poetry, spirituality and ability to make you laugh and cry

► “I’ve been systematically working through the many rules and regulations and testing everything. I’m sure we’ll keep a ton of them, because there are some great things, but a few will quietly disappear!”

Sustainability, which has always been at the heart of Six Senses’ philosophy, will remain key. It’s just appointed Amber Marie Beard, a specialist eco-friendly architect, as vice president of sustainability and a high profile advisory board will be put in place for all environmental matters. Jacobs says: “The company should be applauded for its stand on sustainability in luxury hospitality – putting drinking water plants in all the hotels was fantastic. We want to continue doing the right thing, but we’ll only talk about the things we can execute.”

In a slight difference, corporate social responsibility funds will now go towards local charities and initiatives specific to properties rather than a central pot.

### SPA EVOLUTION

Spa is intrinsic to Six Senses says Jacobs: “It’s a crucial differentiator and a profitable business in its own right, but it’s also about what it can do to your hotel... you’re getting 10 to 15 per cent more on your rates, it extends an average stay by a night or two and it can help during off peak seasons.”

Having said that, Jacobs knows he’s got much to do and one area for evolution will



Urban spas, like the one in Paris, will be more of a focus for Six Senses in the future

**We can expect significant development – 40 new projects in five years – from Six Senses... and a possible acquisition of a “like-minded group that’s perhaps geographically different to us”**

be interior design. He says “We’ll still keep the naturalness and won’t put in marble floors or crystal chandeliers, but we will lose a bit of the Robinson Crusoe feel and add some modernity. It could be that a wooden table is given a more refined finish or that we give guests a choice of indoor bathrooms to go with those we already have outside.”

When it comes to treatments, he’s looking to streamline services. “Our offers are huge and with that comes the risk of doing a lot things not so well. So we’ll consolidate some of our body treatments and facials, but at the same time we want to add some signature elements and have something that’s contextual. I don’t mean giving it a ‘sense of place’ – I hate that term! I mean catering to the mix at the property – a local in the Middle East wants a French beauty treatment, while visiting guests will want to try something more authentic.

“I think that spas have become too serious and while we will focus on delivering results we want to add fun, socialising aspects. We’re looking to devise half-day packages for groups to spend time together and I kind of want to mash the customer journey up – rather than dimming the lights and taking the energy down when you enter, you could take it up. I’d like to add a social hub where you can eat, drink, have a glass of champagne, shop and hang out: even if you’re not having a treatment.

“One of our key goals is to be pioneers in wellness and that goes way beyond spa and we’ve got to put the fun back in. Take fitness for example – the conventional hotel gym is terminally boring and Thailand is famous for it’s boxing, so why not introduce a boxing ring in our properties there, or use the outside areas in other places as some of our properties are set in stunning locations.” ►





Gran Hotel Abama, Tenerife

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## SIX SENSES PROFILES: NEIL JACOBS

### Development Pipeline

#### Resorts & Spas

##### The Americas

Six Senses and Evason, Tayrona National Park, Columbia (2017)

Six Senses De Cosen, Dominican Republic (2016)

Six Senses Freedom Bay, Saint Lucia (2016)

##### Asia

Six Senses Bhutan, Bhutan (2016)

Six Senses Saigon River (with private residences), Vietnam (2014)

##### Europe

Six Senses Grimentz, Switzerland (2016)

#### Six Senses Spas at...

##### Asia

World One, Mumbai, India (2016)

Evason Spa, Pune, India (2015)

##### Middle East and Africa

Al Bustan Palace, Oman (2013)

The Baglioni Marrakech, Morocco (2013)

Ritz-Carlton, Almaty, Kazakhstan (2015)

### ► DEVELOPMENT STRATEGY

Moving forwards, we can expect some significant development – 40 new projects in the next five years – from Six Senses says Jacobs. The focus will be on management contract deals, although Pegasus will be raising up to US\$250m to invest predominantly in Six Senses branded real estate should the right partner and location present itself. “I’m not sure we want to own hotels 100 per cent, particularly if we’re going to far flung places as it’s always good to have a local partner in that circumstance,” he says. “But this will allow us to be in the game a little more significantly.”

He also hints at a possible acquisition of a “like minded group that’s perhaps geographically different to us”.

One strategy is to expand in urban locations such as New York, London, Hong Kong and Shanghai. “We don’t want to be perceived as just being a resort brand and I think we could easily have an urban version. We already have one in Paris which is

a tiny space but has that quirky, unusual Six Senses feel with a vertical garden and hand-crafted oak treatment cocoons [see p32].”

Residential units will also be considered at selective properties, he adds.

Geographically, Central and South America is a key focus. “It’s a new area for us and, importantly, it’s under supplied,” says Jacobs, pinpointing Brazil, Ecuador and Colombia as particular countries of interest.

Elsewhere, it has managed to secure a deal of five boutique spa lodges in Bhutan – a country famously strict on development and tourism (see SB11/4 p58). The lodges, which will have 90 bedrooms between them, will each feature two to six treatment rooms with therapies inspired by the coun-

try’s unique standard of living indicator: the gross national happiness index. “The idea is that by the time you’ve visited the five hotels around Bhutan, you’ve had this extraordinary wellness experience.”

While the concept, which has been created by Bjursta, won’t open until 2016, it’s nonetheless a highlight for Jacobs – “It’s so cool and I’m really excited about it,” he says.

He concludes: “Overall I’m just excited about the potential of creating off-beat, quirky spas that are great fun, while offering wellness programmes that have real benefits and can help people. I’d love to talk to you six months, a year down the line to see how far we’ve come!” ●

*Turn to p36 for an Anna Bjursta’s profile*



Six Senses Spas often have unusual designs which make them stand out



INCLUDING  
NEW WARM  
SAND SPA  
RITUAL



## The New MLX Quarz - The 3 in 1 Spa Table

1. Warm sand body treatment
2. Multifunctional massage table
3. Relaxation lounger with benefit of warm sand

# Anna Bjurstam

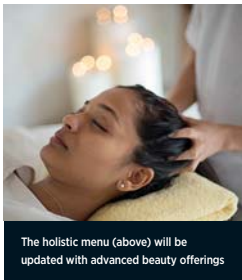
Operating systems, streamlining, fitness and advanced beauty are the focus for Six Senses' new vice president of spa and wellness

KATIE BARNES, MANAGING EDITOR, SPA BUSINESS



“It was one of those times when everything just fell into place,” says Anna Bjurstam of her appointment to head up spa and wellness as Six Senses in February. As a co-founder of Swedish-based consultancy Raison d’Etre (see SB06/3 p66), which she took full ownership of in 2011, Bjurstam has been opening and operating spas for companies like Four Seasons and Aman-resorts for 14 years. And, interestingly, one of her first clients was Six Senses. “Raison d’Etre developed the first spa concept for Six Senses for Soneva Fushi in the Maldives,” she says. “Spas were beauty focused so we went the opposite way and created a holistic spa with yoga, meditation, healing therapies, complementary medicine experts and natural products without parabens. It’s common sense today, but in 1998 it was really different.”

Raison d’Etre managed the spa for a just over year before the owners took it in-house, founded Six Senses, and rolled out the concept. Working with the brand once more she says is “kind of a homecoming”. The move made sense. “I knew the brand and I’d worked with Neil the CEO (see p30), on the Baccarat spa brand (see p18) at Starwood Capital. I’d also just hired Annika Jackson for Raison d’Etre who’d returned home to Sweden from the US where she’d developed the spa concept for Mii amo. I knew she was managing director material, so when I got the offer from Six Senses it was a perfect chance to promote her.”



The holistic menu (above) will be updated with advanced beauty offerings

## SYSTEMS AND STREAMLINING

The aim is for Bjurstam to spend the majority of time (80 per cent) on Six Senses, while still keeping an eye on Raison d’Etre. She’ll have a team of 15 people, with around 10 direct reports, to oversee its 28 spas.

“I had a brilliant handover from Samir Patel [Six Senses previous MD of spas] to get an understanding of all the different types of spas – we have city, gaming and airport lounge spas as well as those in resorts,” she says. “Now I’ve started visiting the properties to speak with the owners and look at what systems are already in place.”

“At Raison d’Etre we have a very structured approach to building, opening and operating a spa, but it’s more organic at Six Senses. So my main priority is to look at systems, structures and strategies that we need to put in place; what corporate

direction owners need, and how we support them in terms of marketing, training and quality management systems.”

One big change already made is to amalgamate the resort and spa branches which were previously separate entities with their own HR and marketing departments. “That was a big step and it’s already working much better,” she says. She’s also brought in Michael Clarke, the operations director at Raison d’Etre, as her wing man to help build up an even slicker division.

Another focus has been product and treatment streamlining. “We have 29 spas and 25 product houses,” says Bjurstam. “That’s the difficulty with licensing – there isn’t one brand that can be used everywhere in the world and we always try to have a local line too.” They will, however, look to consolidate suppliers but will stick with favourites such as Subtle Energies, an Australian ayurveda aromatherapy company.

Realising that about half of all treatments were sold less than 1 per cent of the time, menu engineering has been key too. “We’ve taken off the poor sellers and our aim is to focus on holistic massage and other core treatments and, of course, consistency. We’re also restructuring the whole menu as they’ve been ‘creatively’ made and you had to be a private investigator to find a facial!”

## NEW DIRECTION

Aside from honing the existing offering, Bjurstam and her team will be introducing some new concepts such as wellness packages which are focused around yoga. “Yoga



Yoga has always been a core offering at Six Senses and now Bjurstm plans to create a series of wellness packages based around the discipline

has always been core at Six Senses and we already have advanced yoga teachers in 80 per cent of our locations, so we'll use them to guide guests through various wellness programmes including yoga and treatments, yoga and posture, yoga and nutrition and even yoga and detox with yogic cleansing drinks to help clear the system.

"Pioneering wellness is one of our core values and in my mind that's about expertise and guidance and – most importantly – diagnosis because you can have the most advanced things but if you don't individualise them you won't help people. We're looking into possible measuring tools at the moment such as biometric body scans, blood tests and thermographic cameras which detect inflammations in the body."

Advanced beauty will be another strand. "We're going to look at high tech and high touch because there's so much technology out there that isn't invasive," she says. "We'd never do botox, but there's a lot of results orientated wellness technology. I've found a machine by Nannic which [using electrocurrents and radiofrequency] is the only one to work on the whole body. You can work on the face, or it has grades of greater frequency to stimulate lymphatic

#### ANNA BJURSTAM FAVOURITES

**Spa:** There are so many and it depends on what I want. Mandarin Oriental in New York is a city favourite, while Ayurveda Parkschlösschen in Germany is unbeatable  
**Treatment:** Healing combined with massage from gifted therapists  
**Book:** Right now I'm reading *Thinking Fast and*

*Slow* by Daniel Kahneman – really interesting!  
**Cuisine:** Swedish Skagen toast is a winner  
**Place:** Summer in Sweden with the sun shining all night  
**Season:** Spring  
**Piece of advice:** Be humble and think that there's always more to learn – something I

picked up from Björn-Sigurd Johansen, who was the chairman at SATS (the Nordic fitness chain) when I worked there between 1998 to 2000  
**Who you admire:** Andreas Göthberg, the country manager at SATS, who taught me 'to do the right things and not only do things right'

drainage. And eventually the aim will be to introduce a Six Senses anti-ageing clinic with diagnostics, again, coupled with anti-ageing experts to focus on lifestyle and nutrition in terms of ageing."

#### LIGHTING LIGHTS

One of the biggest obstacles Bjurstm faces is doing too many things at once and not taking a strategic approach to changes. She says: "I was preaching to the spa team last week about Abraham Lincoln's man-

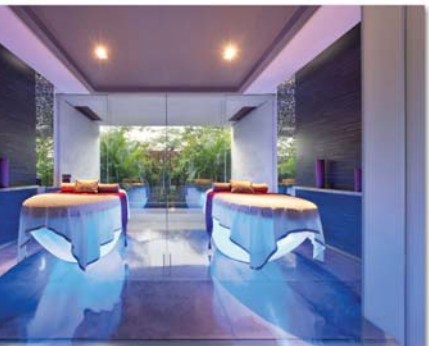
tra: 'If I had 8 hours to cut down a tree, I'd spend 6 hours sharpening my axe', so we're going to look at what really needs to be done before we take action."

But, she's got her sights set on turning things around with her overall goal being to 'light lights' which is her same mission at Raison d'Etre. "I'm philanthropic. I believe that this is a hotel and spa company that can make people reconnect with themselves and therefore with the world in a small way to do the right thing." ●



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# PALACE PAMPERING

**A**s spring arrived in the French capital this year, Le Bristol Paris was putting the finishing touches to its beautiful inner gardens – the final stage of an extensive three-year restoration, which has seen a major refurbishment of the hotel and opening of a branded spa, on a ‘no-expense-spared’ budget of over €100m (US\$129m, £85m).

It’s been a notable few years for Le Bristol, which has been part of the Oetker Collection (see p46) of hotels since 1978. In May 2011 it became the first of only a handful of Parisian properties to be awarded the new ‘palace’ status – a title defining its exclusivity, heritage, facilities and service (see SB11/3 p64). And in February, it became the only palace hotel to hold four Michelin stars (across two restaurants).

With all these accolades, Le Bristol inevitably attracts a host of ultra wealthy clients. Football star David Beckham was suitably impressed, as he took up residence in the hotel’s 300sq m, lavish Imperial Suite for six months while training for his debut at football club Paris St Germain. At a reported £14,500 per night (US\$21,850,

*David Beckham liked the hotel so much he took up residence, while its new spa’s already won awards.*

*Julie Cramer visits Le Bristol, a Parisian ‘palace’*

JULIE CRAMER, JOURNALIST, SPA BUSINESS

€16,950), his room bill alone will contribute several million euros to revenues.

The hotel’s CEO Didier le Calvez says that the completed refurbishments, which were overseen by hotel owner Maja Oetker and the renowned Parisian architect Pierre-Yves Rochon, “have brought about a renaissance of the hotel, which now aims to be the best in Paris”.

The new Spa Le Bristol by La Prairie forms part of this grand plan, having reopened in October 2011 following a €4.5m (US\$5.8m, £3.8m) refurbishment and enlargement, and a new partnering with



Le Bristol is one of only a few hotels in Paris to be awarded the ‘palace’ status for its exclusivity, heritage, facilities and services

Swiss brand La Prairie. Le Calvez says: “We wanted to raise Le Bristol to the highest level of excellence. That’s why we chose to work with La Prairie, which provides the greatest skincare expertise.

“The [spa] design was a perfect collaboration between Maja Oetker and Pierre-Yves Rochon. They agreed on the materials and colours, with Maja Oetker adding her feminine touch.”



A Vichy shower forms part of the banya experience with Russian therapists



David Beckham stayed for £14,500 a night while training for Paris St Germain



The spa’s design is more sleeker than the hotel’s traditional luxury interiors



## RUSSIAN OFFERING

While the hotel's new rooms could be described as traditional luxury with a modern twist, the spa offers sleeker lines, with cool neutral tones, natural materials, some views over the gardens and a relaxing water wall in reception.

There are eight treatment rooms (three opening onto the flower-filled gardens) including two for couples. A main selling point is the Russian Room which includes a private hammam, and marble massage table with a Vichy shower. There's also a fitness suite, hair salon and dedicated kids' club. Clients can book indoor or outdoor sessions with personal trainers, while private yoga or pilates classes can be arranged in the guest rooms, and there's also an osteopath as part of the team. The spa is spread over three floors and clients can use the hotel's swimming pool on the sixth floor, with views over the rooftops of Paris.

The spa's expected to become a healthy profit centre, serving a clientele made up of 60 per cent hotel guests (mostly European) and 40 per cent from the local Parisian market. With this in mind, Le Bristol hired a manager with a background in finance to see the spa through the pre-opening period and into full operation. Isabelle Gobbo worked on creating an identity for the

spa, choosing suppliers, implementing an operational budget, developing a marketing plan, organising training for therapists and carrying out an analysis of competitors.

While many spa managers might have found the brief quite daunting, Gobbo feels her experience in finance at luxury hotels has proved to be a perfect grounding. She's clocked up 23 years' experience in various positions at exclusive Parisian hotels, including three of the palaces – the Ritz Hotel, Four Seasons George V and Shangri-La Hotel Paris. "I was really attracted by this new challenge and saw an incredible opportunity that I wanted to be part of – the challenge to make a profit and raise the spa to a lead position in Paris," she says.

For someone who's never worked in a spa, Gobbo appears to have got off to a flying start. In its first full year Spa le Bristol by La Prairie gained numerous trade and consumer accolades.

CEO Didier le Calvez is confident La Prairie is the perfect spa partner

The spa has been designed by hotel owner Maja Oetker (of the Oetker family) and the well known Parisian architect Pierre-Yves Rochon

Most recently, it's received two titles at the 2013 World Luxury Spa Awards and US *Conde Nast Traveler* magazine also listed it among the top 35 new spas in the world.

Under her watchful guidance, it seems likely that the Oetker Collection will continue to recoup investment at a good pace. Gobbo says: "A major part of my job is to drive significant revenue to the hotel and above all make the spa profitable, just like any other selling point."

While Gobbo is clearly a numbers person, she also exudes a natural passion for wellness that she says stems from her childhood. "I've always been very attracted to the world of wellness. I grew up in Brittany where we would collect algae along the seaside, dry it at home, and my father would use the crushed algae in soaps that acted like natural scrubs. ▶



## HOTEL SPA: LE BRISTOL PARIS

The no-expense-spared €100m refurbishment included a rooftop pool with city views and a €4.5m overhauled and extended spa offering

► We were used to living and eating with organic products from the sea and land... so I came from a wellness background without really knowing it!" she says.

### BRANDS OF EXCELLENCE

Gobbo says the alliance with La Prairie was formed because of the hotel's policy of choosing brands of excellence. Alongside La Prairie, which has developed a wide range of exclusive facials for the spa, Gobbo has opted for brands with a natural approach to ingredients including The Organic Pharmacy in London (see p92), Russie Blanche which uses herbs from the Russian Plains, argan-oil based treatments from Maison de l'Argan, water-based treatments from Les Thermes Marins de Saint Malo in Brittany, and make-up from By Terry.

Completing the spa offer in mid 2013 will be some exclusive treatments from Aromatherapy Associates. Gobbo says she was attracted to the prescriptive nature of the UK brand and in particular its approach to balancing the body and mind thanks to the properties of the natural essential oils.

In future, she plans to introduce a 'mindfulness massage' treatment, inspired by various techniques of meditation "for those people who find themselves on a massage table unable to shut off their brain chatter".

The spa now uses SpaBooker software with sales and marketing, yield and retail functions. This is in the process of being implemented across all other hotels in the Oetker Collection, so each site will soon be able to share important information about common guests such as preferences for treatments, pains or allergies, etc.

The best-selling signature treatment is Le Bristol Signature – an 80-minute, €235 (US\$303, £201) four-handed massage using various techniques performed with warm argan oil and hot towels.

Two of the spa's therapists are Russian and can deliver an authentic Russian



A major part of my job is to drive significant revenue to the hotel and above all make the spa profitable, just like any other selling point

wellness experience. To emulate a typical Russian banya (communal steam bath facility) they use dried birch twigs soaked in hot water with essential oils of Siberian pine to lightly beat the body and invigorate it, with vodka frictions to warm and purify the skin.

Gobbo says six "very profitable" signature packages have also been developed, including the four-hour Midnight in Paris package, named after the 2011 Woody Allen film which was shot extensively at Le Bristol. The offers tend to be popular with the local market and purchased as gift certificates for personal events like birthdays and weddings, with prices ranging from €330-750 (US\$425-966, £282-641).

"It generates consistent revenue for our spa and most of the guests return and book a second and third time after a wonderful experience first time round," adds Gobbo.

Perhaps not surprisingly, Gobbo would not be drawn on the types of treatments

Profit is key – spa manager Isabelle Gobbo was hired for her background in finance

a certain Mr Beckham or his visiting wife have enjoyed on their visits to the spa.

She continues: "Paris is the most romantic city in the world, and the experiences take place in our spa suites with private terraces and garden; at the end we offer champagne with canapés or petit-fours from our pastry chef Laurent Jeannin or, a vodka cocktail with caviar with our From Russian with Love package."

### ATTRACTING CLIENTS

The spa has an extensive marketing plan, employing everything from social media to word-of-mouth at nearby exclusive fashion boutiques. When hotel guests arrive, receptionists give details about the spa and en route to their room guests are taken through the spa reception. Hotel rooms have the full spa menu, and flyers in the bathroom.

"The target is to increase the capture of hotel guests. We also plan to offer attractive prices during the slower days from Monday ►





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## HOTEL SPA: LE BRISTOL PARIS

► to Thursday, to boost reservations and occupancy in the mornings,” says Gobbo.

Using SpaBooker, special offers are posted on Facebook and the main hotel website, they're also cross-promoted via La Prairie's email list and Facebook page. To help drive hotel occupancy, there are several packages which include room, breakfast and spa offers, while the hotel works with various luxury concierge services around the capital to draw new guests.

Gobbo has also made sure all the boutique managers in the hotel's street – the exclusive Rue du Faubourg St Honoré in the fashionable 8th arrondissement – have been invited to the spa to sample its wares. These managers, who represent major brands like Dior and Chanel, can potentially refer a steady stream of wealthy clients to the hotel.

Spa recruitment is mainly done through a specialist hiring website for luxury establishments, and therapists have to meet even more exacting standards to be in line with Le Bristol's status as a palace hotel.

In term of staff costs, Gobbo runs a tight ship, with a staggered rota pattern that ensures guests' needs can be met while minimising staff downtime. “Our hotel guests may only be with us for a few days so it's important that we consistently try to meet their first choice in terms of time and type of treatment, or at least within a couple of hours of their request,” she says.

She admits that from her roles in finance, she's tough negotiator and “enjoys haggling” when it comes to buying in spa products and services; and the spa works hard on its retail sales, which currently stand at 25 per cent of revenues. These receive an additional boost from the fact that the spa is the exclusive stockist of Organic Pharmacy products in Paris and so customers visit especially to buy them.



©RONO BALANCOURT

**Creating the beautiful inner gardens was the final stage of Le Bristol's extensive three-year restoration project**

Therapists are trained well in giving advice on all skincare products and at-home routines to what Gobbo describes as “an extremely demanding” local clientele.

Beyond Le Bristol, other Oetker Collection expansion plans continue apace – and it's clear that wellness remains high

on the agenda. Palais Namaskar in Morocco, the collection's first hotel in Africa, which opened in April 2012, is currently developing a spa with classic French perfume brand Guerlain. And just announced in April this year are plans for a new spa at the Brenners Park Hotel in Baden-Baden, Germany. Full details are currently under wraps, but it will be a major standalone facility fitting of its location in one of the iconic European wellness resorts. ●



## The Oetker Collection

The Oetker Collection of exclusive, individually-designed hotels is owned by the German family food empire Oetker, known for its baking products and founding the Onken yoghurt brand.

The collection began in 1969, when the Oetkers purchased the famous Hotel Cap-Eden-Roc (Antibes, France), which had been a frequent haunt of painters like Pablo Picasso and Mark Chagall.

Other hotels in the portfolio now include L'Apogée in Courchevel (opening late 2013); Château Saint-Martin and Spa in Venice; Hôtel Le Bristol in Paris; St Barthe Isle-de-France in the West Indies; Brenners Park Hotel and Spa, Baden-Baden in Germany; and Palais Namaskar in Marrakech (pictured opposite).



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# DESIGN CONSULTING

**Implementing a great spa design takes inspiration, patience and discipline, according to Cary Collier, principal of Blu Spas, WTS strategic partner. In the third of our WTS series, he shares his design philosophy with Spa Business**

## How do you create unique spas?

We ensure they have the 'wow' factor – an innovation that gives the project a competitive edge, engages customers and makes it ripe for media coverage. It could be the lighting, the treatment rooms, a theme or a special design feature, for example.

During the creative process, we listen and remain open-minded, because you never know where a good idea will come from – a focus group, housekeeper, hospitality expert, asset manager or project consultant.

I've learned that through patience and a willingness to listen to others' ideas we always land on the right solutions.

## Do you work alone or as part of a team?

Increasingly – especially since the Blu Spas/WTS alliance was formalised – developers are requesting that we provide a full service package, including a broader range of design and technical functions. This gives us the chance to provide a 'one stop', to streamline the process and have a more focused impact on the concept and design by selecting designers best suited for the project.

However, we also work alongside teams of architects and interior designers who are



▲ Cary Collier, principal of Blu Spas Inc

creating hotels and resort developments. In these situations, we're hired as the spa experts and our role is orchestrating and directing all things impacting the spa.

## Has the deal strengthened the business?

Access to the full breadth of resources of Blu Spas and WTS gives us greater flexibility to take on more complex projects, broadened our market penetration and created operational efficiencies.

We have the experience and resources to understand most projects: wellness, medical, spas, club, fitness, lifestyle, recreation, membership, retail, food and beverage, hospitality, residential, community and more.

## How much research is done at the outset?

To jump-start things we harvest as much information as possible about the property and project from the client and then supplement this with our own research.

We want to understand the owner's vision and who the targeted guests are, this may include hotel guests, residents and local day guests, as well as their demographics and trends relevant to them.

We examine the anticipated guest mix and occupancy, make a study of competitor spas and explore local staffing capabilities. Armed with this information, we review documents, drawings, site plans and other information prepared by the project team.

## What's the next stage?

In order to establish a foundation and add clarity to the process, we start all projects with a concept brief. This defines the facilities – how many, what size – and often includes a concept layout to help illustrate the flow, function and scale of the spa.

## Why is the concept stage important?

Getting the story, vision, imagery and layout correct from the beginning makes for a better process. A clear plan prevents costly, delay-inducing missteps and helps assure the same litmus test influences all furniture, fixtures and equipment choices. It also ensures that the end product's functionality is as strong as its aesthetics.



▲ Concept and mood boards for an island spa for Kimpton Grand Cayman



#### What's the next stage?

We begin to design – this stage involves creating 'look and feel' images, sketches and facility descriptions to give a fuller picture of the concept. We consider and address the full range of issues that will impact guest and staff, including service offerings, service touches, accessories and retail and professional product recommendations.

Rather than being a single document, a design plan is more a process that evolves during project planning, particularly during the concept development, schematic design and design development stages.

#### How do you work with other disciplines?

To keep a project on track with all the personalities involved takes stamina, flexibility, patience and discipline.

Throughout the process, layers of detail are added from each consultant discipline: engineers and landscapers, for example.

Ultimately we serve as air traffic controller for all disciplines, to ensure the intent for design and functionality makes sense and that the look and feel, colours and other details fall in line with the spa's storyline.

#### Is there much collaboration involved?

Often we find ourselves in support mode – for example, we might provide sketches on millwork or advice on wet room materials and finishes to the team which has primary responsibility for these elements.

▲ Red Rock Casino Resort & Spa Las Vegas, USA, with design by Blu Spas

#### How long does it take?

Our commitment is to keep ahead of other disciplines to ensure they have the spa-related information they need.

Although we can condense the design process down if the project schedule requires, typically it takes three months for us to create a complete concept package.

While the location, complexity, size and overall development scope play a big role in how long the full development process takes, most take between two and three years. Our typical project planning consultation averages eight to 16 months – but not necessarily consecutive months.

#### How big does a spa need to be?

While we've always been advocates of basing size on solid financial analysis, the last few years have seen a broader trend towards conservative sizing and more efficient footprints. Not everyone agrees with this, but six to 12 treatment rooms, sized between 5,000sq ft and 10,000sq ft, will work for the majority of hotel spas, excluding small boutique and mega-room properties.

#### Can you fix underperforming spas?

Failing spas are usually suffering from being over-scaled, with too many treatment rooms and a poor mix and usage of

rooms, or are limited by lacklustre management, including bloated payroll expenses, feeble marketing or a poor menu.

We recommend over-scaled spas and those with excessive payrolls are recalibrated by repurposing a portion of the space. There are a wide range of adjustments we can tailor to improve the performance of failing spas through this approach.

One of our strengths is our ability to give equal dignity to the often competing goals of delivering spectacular design, assuring operational functionality, infusing innovation into the concept and keeping to budget.

#### How has your life influenced your work?

I've lived in Hong Kong, Jakarta and Bali, and in the US in Aspen, Dallas, Carmel and now Whitefish, Montana. All these places influence how I approach design.

Working with the rich cultures of Bali and Thailand was spa heaven. Inspired by the beauty and simplicity of local materials, we made everything ourselves. These spas had an unsullied purity in the way their concepts were expressed, from design to operation. The experience was very formative. ●

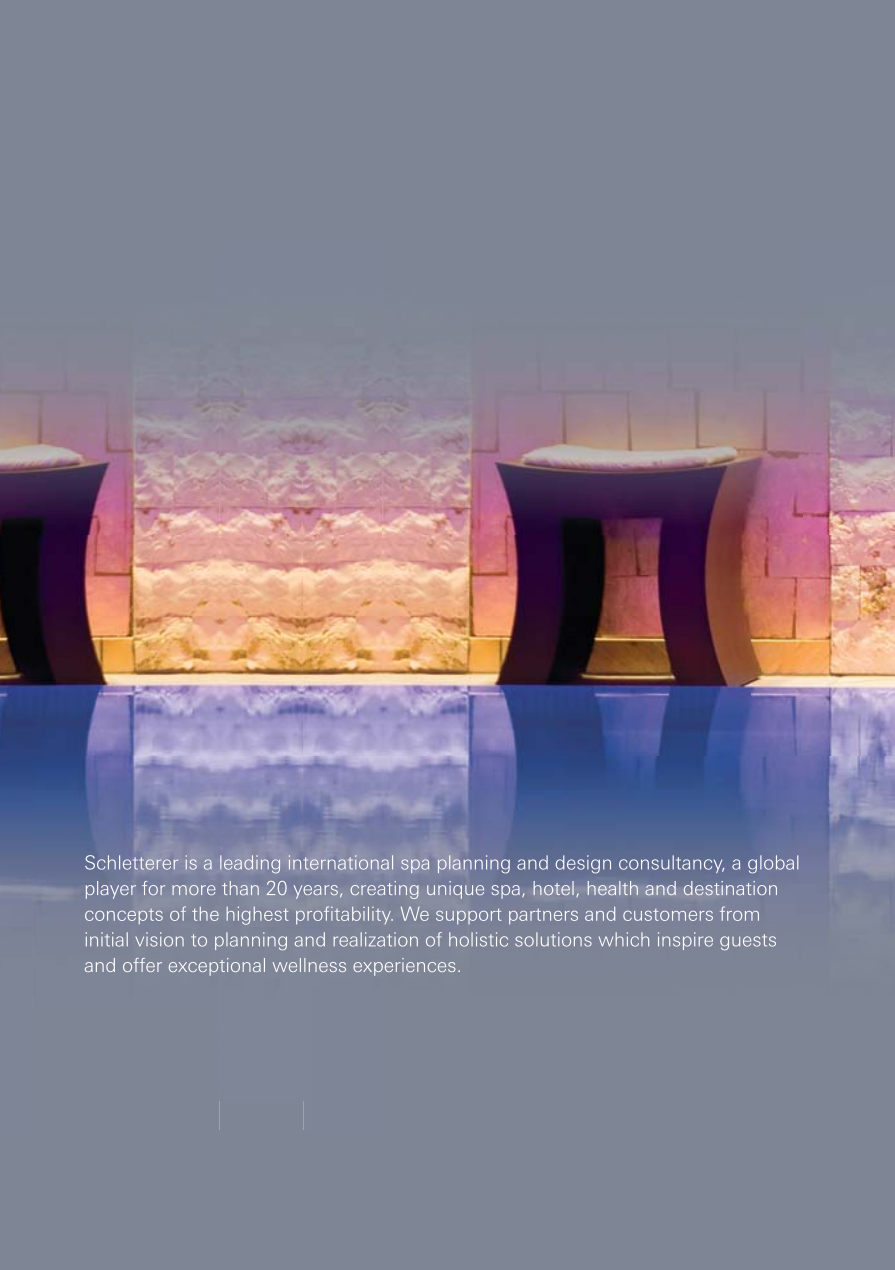
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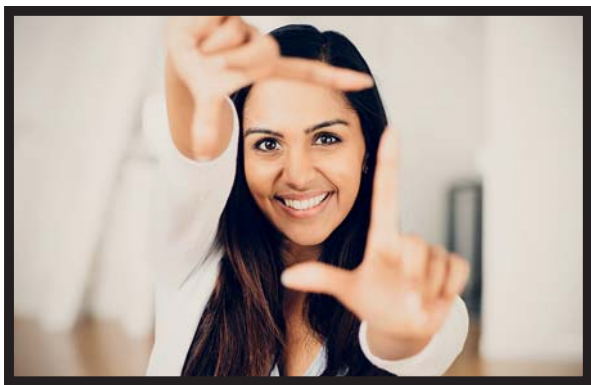
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# INDIA'S WELLNESS CONSUMERS

**W**ith a population of 1.22 billion, rising income levels and an increasing awareness of lifestyle and health, India holds significant opportunities for wellness-focused companies. A 2012 PricewaterhouseCoopers (PwC) study, *Winds of Change – The Wellness Consumer*, valued the country's wellness market at INR590bn (US\$11bn, €8bn £7bn) in 2011, having grown by 20 per cent from the previous year. The study, launched at a conference of the Federation of Indian Chambers of Commerce and Industry, says "the scope in the wellness market in India is immense – even a 1 per cent increase in consumer expenditure can potentially create an additional

**The wellness market in India is set to cross INR1 trillion in the next four years, according to a PwC study profiling the sector and its consumers. Leonor Stanton analyses the findings**

opportunity of INR6bn (US\$108m, €84m, £72m) for wellness players... This evolving consumer base will provide the momentum for growth, propelling the wellness market to cross INR1 trillion (US\$18bn, €14bn, £12bn) in the next four years."

## MARKET MAKE UP

So what does the wellness market in India consist of? PwC segments it into three categories: hygiene, enhancement and curative. Salons and beauty services as well as hair and skincare products straddle the hygiene and enhancement categories. Cosmetic treatments and spas are categorised as enhancement services. Straddling the enhancement and curative sectors are fitness equipment, slimming products and services. The curative sector features fitness services, dietary supplements, alternate therapy products and services – mostly ayurveda and homeopathy – as well as wellness food and beverages. Table 1 shows that while all sectors have experienced significant growth, the rate of increase varies between the segments.

## WHO ARE THE CUSTOMERS?

PwC separates wellness consumers into four sectors using a pyramid. The largest market consisting of over 700 million people (at the base) are the 'passives' who, according to the study, represent the largest opportunity but give least importance to wellness. This segment is "unwilling to make significant lifestyle changes or compromise on taste and convenience". Next are the 'beginners' representing a potential

TABLE 1: INDIAN WELLNESS MARKET SIZE BY SECTOR

Sector	Value of market INR (bn)	Annual growth rate to date	Forecast by 2014 INR (bn)
Salon & beauty care market	230–245	20–25%	400–410
Nutrition foods, beverages & supplements	145–50	10–12%	210
Alternate therapy	125–140	n/a	200–220
Fitness & slimming market	50	25–30%	110
Rejuvenation (spas)	5–6	n/a	10
Total	560–590	20%	910–960





The same trends which have influenced the growth of wellness in the West are present in India – increasing health awareness, the desire for prevention and increasing affordability



The health and wellness 'actives' and 'believers' in India amount to approximately 27 million consumers

market of around 150-200 million people. The beginners are particularly motivated by improvements in personal appearance. Both passives and believers are most likely to be influenced by celebrity endorsements – a growing trend in India. Operators are therefore “increasingly using brand ambassadors to promote their products”.

At the top of the pyramid are two segments accounting for 2 per cent of the population: the ‘actives’ representing 15-25 million people and the ‘believers’ amounting to 1-2 million people. The study says both sectors follow health and wellness information closely and are “willing to pay a premium for high quality products”. At the very top, the believers, made up of mostly urban adults and working professionals, are reportedly the fastest growing segment. They “seek solutions beyond general wellbeing, and are receptive to products and services with distinct functional benefits”. Yet “each of these consumers represent distinct opportunities for wellness solution providers”.

#### WHERE'S GROWTH COMING FROM?

The growth of the wellness market in India has been fuelled by a variety of factors:

- The expansion of products and services in smaller (tier 2 and 3) cities – especially cosmetic products, fitness services and salons

- The rise in new outlets – particularly salons
- The introduction of branded products and salons, such as hair and beauty chain Jawed Habib which has over 320 outlets

- New offerings – Zumba, pilates etc in fitness and body shaping in slimming services
- Gender crossover: sales in men's grooming products have risen by 30-40 per cent while “women gym goers are no longer a minority”

Price has also been used to bolster demand with a range of cosmetic products now available at varying price points. The fastest growing sectors have been the fitness and slimming markets, the latter a result of rising obesity. Although this overall sector has grown at 25-30 per cent, slimming services have increased by 30-35 per cent.

Interestingly, despite growth and opportunities, the fitness and slimming markets are highly fragmented, with few large or pan-Indian players. The merger and acquisitions activity in the overall wellness sector has occurred mainly in the food and beverage segment, with some international companies entering the market. PwC report four deals in total – three acquisitions and one joint venture from August 2011 to July 2012. Private equity interest has also been low, with three reported investments in the same period, each under US\$20m (£16m, £13m) terms of deal value.

Two of these deals were in the rejuvenation segment (salons and beauty) and one in the online health sector.

The same trends which have influenced the growth of wellness in the West are present in India – increasing health awareness, the desire for prevention rather than cure and increasing affordability. It's this last trend which is critical – “gross disposable income per household has almost doubled since 2005 to reach INR0.3m per household” reads the report. In tandem, per capita expenditure on wellness has risen from INR300 (US\$5, €4, £3.6) in 2008 to INR480 (US\$9, €7, £6) in 2011. Rising demand has been met with increasing supply – the top three salon operators in India now offer 456 outlets, up from 77 five years ago. That's a compound annual growth rate (CAGR) of 43 per cent. Similarly, the top four gym operators now have 262 gyms compared with 62 five years ago (a CAGR of 33 per cent).

Like the West, India too has an ageing population. The over 40s are expected to increase from 340 million in 2011 to 676 million in 2041. This segment tends to be interested in wellness products and services to stay young and healthy – “an under-addressed segment in India today” – which is expected to contribute to the growth forecast in wellness in the future. ▶



Health and wellness has become a mainstream concept but price will play a significant role in determining demand for the majority of consumers

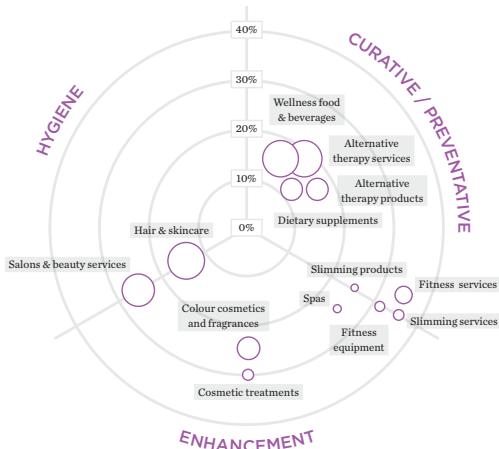


#### ► WHAT LIES AHEAD?

The extent to which growth will continue in certain sectors will depend on price sensitivity. Healthy oils for example are up to seven times more expensive than ordinary oils and consequently account for only 0.2 per cent of the Indian oil market. Therefore, investing “in product innovation to develop offerings that suit the local palate and address price sensitivity” is one of the critical factors for future growth, according to the PwC report.

While the focus on expansion in tier 2 and 3 cities is likely to continue (together these offer a population of 100 million people), price sensitivity is high in these cities. That's why PwC suggests that in tier 2 and 3 cities operators could “introduce smaller stock-keeping units to induce trial”. Given that an important proportion of future growth is likely to result from secondary cities, PwC further recommends that operators “develop tailored propositions for tier 2, 3 and 4 cities; a one-size fits-all approach will not yield expected results”. Tailored propositions might include “appropriate pricing, consumption-led stock-keeping units, trial formats etc”.

It's clear that to achieve the growth forecast, operators will need to invest heavily in the market – in developing “sustainable and scalable models for growth”. This will include investments in marketing and in the internet/in communications to sell to and interact with consumers to stress “the tangible benefits” of their products. In a country where brands are important,



Size of bubble corresponds to market size

Represents INR50bn

Source: PwC research and analysis, company annual reports, trade databases, primary research

investment will be required in “communicating [brand] proposition to stay active in the minds of users”. So far, branded salons such as Enrich Salons, Naturals and Jawed Habib Hair; and gyms such as Solaris Fitness World, Gold's Gym, Fitness First, Ozone and Talwalkars have experienced two to three times the growth of unbranded operators. There will be cost implications in meeting modern consumers' expectations, for example investment in staff training and dealing with the highly fragmented nature of India's retail sector – consisting of over 12 million retail outlets.

As lives become increasingly busier, PwC believes operators will need to create convenient wellness solutions – for example spa treatments in cabs for “on-the-go consumers” or ready-to-go cereals for those having breakfast on the move. Niche categories are also predicted to emerge and PwC feels there's an opportunity for operators to offer “niche functional benefits”, as are available globally. For example, anti-cellulite products are currently experiencing growth rates of over 40 per cent in India. These niche products will, how-

ever, require significant investment – in management capabilities, cost and time to reach a critical mass.

In summary, according to PwC, health and wellness has become a mainstream concept today but price will continue to play a significant role in determining demand for the majority of consumers. According to the report significant “investment and a long-term focus” are needed to properly exploit the opportunities offered by the tier 2, 3 and 4 cities. Significant investment is required in order to move the largest potential market – “the passives” up the pyramid by “creating awareness and educating consumers about long-term health benefits”, with “frugal innovation” and encouraging customer trials to “reduce barriers to usage”. Moving the “beginners” up the ladder will require increasing frequency of purchase – particularly in the “looking good” area. ●



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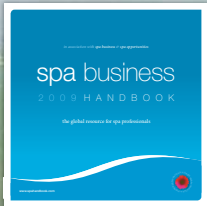
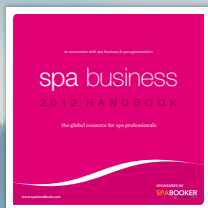
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# HOT SPOT

The Banjaran Hotsprings Retreat is Malaysia's first and only hot springs destination. But despite its five-star rating and breathtaking beauty, it remains an enigma

JENNIFER HARBOTTLE,  
JOURNALIST, SPA BUSINESS

**I**f you could write the recipe for the perfect destination spa retreat, the ingredients may go something like: location within two hours of a major capital city; natural hot springs; and Asian hospitality. Oh, and how about a generous helping of experienced industry professionals and a good glug of capital investment?

If it sounds like something even Ferran Adria couldn't cook up, think again. Located in Ipoh, two hours west of Kuala Lumpur, The Banjaran Hotsprings Retreat has been prepared with all the love of a favourite national dish and is just waiting to serve people up a generous helping of wellness – Malaysian style.

The 17-acre (7-hectare) retreat sits alongside natural geothermal hot springs, hugged by limestone cliffs with natural caves, pristine jungle and waterfalls and lends itself perfectly to spiritual time-out and rejuvenation. In short, it's breathtaking.

Yet since its opening January 2010, The Banjaran has yet to make its mark on the Asian wellness industry – even locals don't know about it. But that may all be about to change, with an ambitious new general manager and spa director on board.

The vision is to create a world-class destination on a par with Chiva-Som

## CHEAH'S DREAM

The Banjaran is bank-rolled and owned by The Sunway Group, one of Malaysia's largest integrated property conglomerates. Sunway has a hospitality division which manages The Banjaran as well as a number of resorts under the Sunway brand name.

Sunway founder and chairman Tan Sri Jeffrey Cheah, who was born in Ipoh, visited the original hot springs as a child. In those days, the springs were open to locals to bathe in for a small fee, but they were badly run and it became Cheah's dream to turn them into something more upmarket. He purchased the land from the government with the idea of developing it into a

tourism destination. This started with the development of a theme park called The Lost World Of Tambun on the property in 2005. Today, this is a well established and popular attraction.

However, when building his family home on another part of the plot, Cheah discovered a system of caves, which geologists say date back 280 million years. He turned one of the caves into a private wine cellar but always had bigger plans for them. Plans which came to the forefront when creating The Banjaran in an area behind the theme park, adjacent to the main hot springs.

Phase one of The Banjaran is complete. Facilities include 25 Garden and Water





Villas, a geothermal outdoor pool, fitness centre, all-day restaurant, a juice bar and Jeff's Cellar – Cheah's wine cave, which has been developed into a fully functioning bar. Each villa comes with its own sunken hot springs whirlpool, plunge pool and geothermal shower as well as a stunning outdoor lounge area.

Every guest has access to the retreat's wellness facilities which comprise a thermal steam cave, a natural granite and limestone meditation cave and a crystal cave enhanced with amethyst and quartz crystals for energy treatments like reiki. There's also the geothermal pool and four hot springs 'dipping pools', which increase

in temperature the closer they are to the springs. In addition, is an ice bath, reflexology walk, a garra rufa Dr Fish pool for fish pedicures, an indoor gym and an open deck for yoga and t'ai chi.

At the heart of the retreat, is The Banjaran's 7,000sq ft (650sq m) spa and wellness centre. The simple, but homely-designed facility features 12 treatment rooms including two for hydrotherapy services and three double suites. There's also a medi/pedi room and a relaxation pavilion.

#### **A TALE OF THREE CULTURES**

The Banjaran's spa is based on a fusion of the three main cultures – Malay, Chinese

and Indian – in Malaysia. The spa's Malay treatments, a mix of ayurveda and traditional Chinese (TCM) medicine, are given in one of three themed rooms, authentically decorated to represent their culture. Given the Malaysian spa industry is still in its infancy, The Banjaran has a good selection of Malay therapies which give it an edge over other destination retreats in the country. Offerings including the ayurveda specialities of shirodhara and udvartana massage and TCM's moxibustion and gua-sha where a scraper is used on the body to remove muscle pain or prevent and treat the common cold, bronchitis and asthma. Slightly more unusual, is the ▶

## THERMAL SPA



Management believe that the wellness programmes, which require longer guest stays, are key to making numbers stack up

- ▶ 30-minute *tangas* (MYR75 or US\$25, €19, £16), a Malaysian tradition of steaming the genitals using antibacterial herbs, to kill germs and tighten muscles.

Also on offer is a selection of wellness programmes, ranging from two to 21 days, that focus on weight loss, rejuvenation, detox, fitness and longevity or that can be tailored made to deal with specific issues such as addiction. These include a 30-minute consultation as standard with either a naturopath, nutritionist, ayurvedic practitioner, TCM doctor or personal trainer who mostly work on a freelance basis.

Heading up the spa, is Dr Santhosh John, who says he would like to see more people booking programmes. "I find it really satisfying to see people come here for leisure and leave with a thirst for wellness," he



explains. "Really, a guest needs to be here three or four days to notice a difference in the way their body behaves."

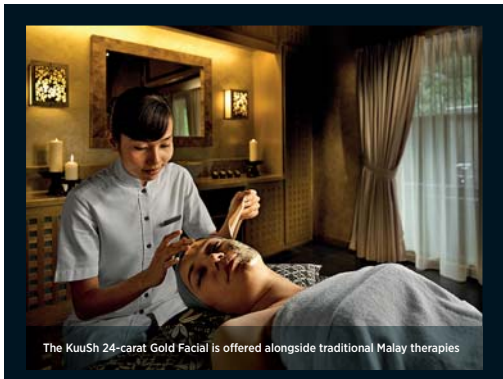
Dr John was with Per Aquum and Devi Resorts prior to joining The Banjaran. His passion for wellness began in the medical profession in Kerala, India where he trained as a naturopath and yoga physi-

cian. In the day to day running of the spa, he oversees seven full-time therapists – all female and either Indian, Chinese or Malay. Dr John says a tie up with spa academies in Kuala Lumpur and Langkawi makes it easier to find staff.

### OFF TO MARKET

Sitting alongside Dr John at the Banjaran management table, is Filipino-born Lybanor P Godio. She was brought in to run the retreat six months ago, after a fairly swift turnover of staff that's seen the departure of four resort managers in just two years. She accepts that the fate of The Banjaran – both its success and failure – rests with her ability to make the numbers stack up. Currently, occupancy is about 50 per cent, with spa bookings approximately half that. Her biggest task, she says, is to increase the number of people booking programmes. "I'd like to see The Banjaran become known for wellness, not just for being a luxury brand," she explains.

While Cheah dreams of creating a leading wellness destination in Asia – on a par with Thailand's Chiva-Som – Godio knows some serious marketing leg work is needed first. "The Banjaran is still not known here, so my first job is to wag our



The KuuSh 24-carat Gold Facial is offered alongside traditional Malay therapies



The 250 million-year-old caves make for unique guest facilities including Jeff's Cellar bar (above) and a meditation cave (right)

tail," she explains. She's quietly optimistic. "I've been to amazing places all over the world, yet two hours from Kuala Lumpur, in the jungle, there are these hot springs. People should be queuing up to come here!"

Previous destination spas she's helped to run, for well-known operators such as El Nido and Amanresorts, she admits practically sold themselves. The Banjaran not so. "My focus is to work on the markets that are no more than a six hour flight from Malaysia," she explains. "Until now, our marketing has focused on the Middle East, whereas I believe Singapore, Japan, Australia and Hong Kong are where we can make the most impact".

She thinks one of The Banjaran's USP's is the fact it can offer an authentic experience that mirrors Malaysia's melting pot culture – "guests can come to The Banjaran for Indian, Chinese and Malaysian treatments, hospitality and food, rather than travelling to India and China," she says.

The next step is to embark on the second phase of The Banjaran, which includes opening up additional caves, developing



further hot springs and building more accommodation. Once that is complete, there will still be additional land available for development.

But that will only happen once revenue starts increasing. Can the new team pull it off? Godio thinks so: "This place has so much potential and the people who work

here are willing to succeed, which is always half the battle."

Overall, The Banjaran definitely has the ingredients for a unique wellness centre. It will be interesting to see how this slow burner turns out and whether its new team has what it takes to make it a sure-fire recipe for success. ●



To make more of an impact, marketing will now focus on countries that are no more than a six hour flight away

## BANJARAN HOTSPRINGS RETREAT

### FIRST-PERSON EXPERIENCE:

Jennifer Harbottle



**A**esthetically, the retreat is stunning, helped by the natural beauty is has at its fingertips. However, while I loved the setting, I was disappointed with the faux paving around the retreat and the man-made rock looked too much like a theme park for me.

I especially enjoyed the meditation cave and the ice bath and the garra rufa fish were surprisingly relaxing. The only thing I wasn't sure about were the dipping pools, which felt a bit slimy from the build up of algae, but the overall idea of sitting in them overlooking the springs did appeal to me.

The spa is earthy without being too themed and all the therapists were blessed with the kindness and smiles so richly gifted to Asian spa therapists, which bodes well for gaining Banjaran a reputation for great service.

I liked the way my 90-minute signature massage began sitting on a stool overlooking the jungle. The massage was a fusion of Malay, Chinese and Indian techniques. It started with an Indian head massage, moved onto a traditional Malaysian massage technique intended to enhance the immune system, and ended with a Chinese pressure point foot therapy which is designed to ease stress and tension. Overall, the experience was lovely, but I didn't like

the way the foot therapy came at the end, as it woke me rather unpleasantly from a very relaxed sleep.

Dr John, in my opinion, has exactly the right vision for how to make the spa and wellness element a success. Both he and Godio know that they need to build up the offering for longer stay guests. Currently, there aren't enough activities for fellow guests to keep people occupied for longer than a few days. I agree with both Dr John and Godio that more fitness classes and motivational speakers are needed.

And with three million litres of hot water billowing up daily from the ground, there are plenty of water-based options to explore too – I see huge potential for developing a centre for aqua rehabilitation.

In a typical chicken-and-egg scenario, Sunway needs to start recouping its costs before it goes on to develop more of the land surrounding The Banjaran. There are plenty more hot springs to utilise as well as other caves to open up on the property and increasing the size of the facilities would give more opportunity for increasing the number of things to do there.

Overall, I was really impressed by my recent visit to The Banjaran and I sincerely hope that it gets a chance to reach its full potential. ●



Each of the 25 Garden and Water Villas have geothermal whirlpools

### The Banjaran: weights & measures

- A Garden Villa for one night starts at MYR1,300 (US\$431, €334, £284) a night
- Annual occupancy is 50 per cent
- Average length of stay is one night
- Domestic tourists are the biggest source market, accounting for 55 per cent of guests, followed by visitors from Singapore, Japan and Hong Kong (30 per cent) and Australia, Europe and the Middle East (15 per cent)
- Around 65 per cent of guests are couples and the average age is 30-50
- Treatments start from MYR80 (US\$27, €21, £17) for a 45-minute Antioxidant Restoration Therapy session and go up to MYR650 (US\$215, €167, £142) for a 75-minute KuuSh 24-carat Gold Facial
- 60 per cent of spa goers are hotel guests, while 40 per cent are day spa visitors
- The most popular wellness programmes are weight loss and detox – the biggest weight loss was by an American businessman who lost 17 kilos in 21 days
- The most valuable bottle in Jeff's Cellar belongs to Cheah's private collection and is worth an estimated MYR50,000 (US\$16,550, €12,850 £10,900)



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# QMS Medicosmetics

QMS Medicosmetics' revolutionary skincare system was created by a trauma surgeon from Germany. Managing partner, Valentina Louwman, explains how the products' unique ingredients and actions are delivering exceptional results in spas worldwide

JULIE CRAMER, JOURNALIST, SPA BUSINESS

## What is the background to QMS?

QMS Medicosmetics came into being organically. My father, Dr med Erich Schulte, was a trauma surgeon in Germany and at that time surgery could reconstruct the shape of the face but skin remained scarred and damaged. He became involved in research into wound healing, and in particular the significance of re-introducing collagen back into the skin, as this valuable protein is responsible for the skin's elasticity. He pioneered a technique that conditions natural soluble collagens so they can be re-absorbed into the epidermis and be applied topically to boost skin regeneration.

As he moved more into cosmetic surgery, he combined these highly concentrated collagen serums with fruit acids to create the Classic Set, a revolutionary system that prepared and restored the skin undergoing surgery. In 1986 QMS Medicosmetics was officially launched.



Louwman says the company currently works with over 600 spas worldwide

## How would you sum up your brand?

One of Dr Schulte's favourite sayings is 'logic, not miracles, makes great skincare', a credo applied to our product collection. He focuses much of his research on delivery techniques to enhance the metabolism of ingredients, a process that greatly improves the efficacy of skincare. Our products are designed to provide immediate benefits and transform the skin in the long term.

## How important is the science behind your products?

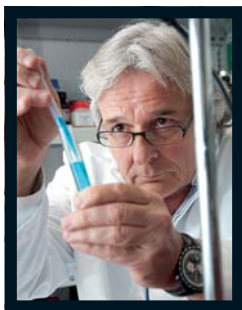
Dr Schulte remains at the forefront of scientific research used in skincare, it is fundamental to QMS' product evolution. He has pioneered some of the most groundbreaking advances in skincare techniques and ingredients. For this purpose, he founded the Derma-Research-Laboratories – Dr med Erich Schulte in 1993.

## Why should spas work with you?

Our skincare and spa treatments are focused on delivering superior results – a key factor in our partnerships with over 600 spas around the world. Having the same high-grade formulations for both professional and retail products creates strong sales opportunities. With many of our recent hotel clients, we've devised a treatment collection to fit their destination, client profile and spa style – a strategy which is proving to be highly successful. QMS products are also very complementary to other brands and sit well alongside organic or body-focused brands.

## Why did you choose London for your first standalone spa?

London was a natural location for our first spa as it's possibly the most international city in the world. We found the ideal location just off the Kings Road, which we



Dr Schulte has been a respected pioneer of skincare research for many decades

converted into a space that reflected our unique style. Being able to offer a pure QMS Medicosmetics experience is invaluable in so many ways.

We'd love to replicate the spa within the next five years or sooner if the right opportunity arose.

## What are your most successful product lines?

The Classic Set, which combines 70 per cent natural soluble collagens and fruit acid enzymes, is still one of our bestsellers. It was designed as a skincare regeneration system that reverses the signs of ageing by addressing the underlying cause – loss of collagen. Others in our top five are Cellular Marine (Stem Cell Line Eraser) and Cellular Alpine Eye Care, both based on the latest plant stem cell research, and one of our newest innovations – the intensely moisturising Ion Skin Equaliser – sold out in its first month of launch. Another bestseller is Intravital, a nutricosmetics supplement that reconditions, regenerates and protects the skin.

Our body skincare range is very popular, last year we introduced the Body Performance Duo, a highly effective body conditioning set combining a new exfoliator with our much loved lifting cream.





#### Who are some of your clients?

We work closely with many international spas, salons and hotels, the majority of which are in Germany. Other key clients include the department stores of KaDaWe, Berlin and Liberty London as well as luxury hotels such as Six Senses Spa at the Alpina Gstaad in Switzerland; and The Saxon and Cape Grace hotels in South Africa.

#### What training do you offer your spa partners?

Education is key to QMS and we work closely with our partners to define the right method of training for them. There are three different options: for larger spa teams we offer on-site training with a customised programme of product, treatment and retail education; we additionally have a state-of-the-art training centre at our German HQ or for smaller numbers our Flagship Skincare Spa in central London. We also recognise that sometimes staff change or there's a need for refresher training – our partners know that we're always available to help.

Our professional business model includes proactive sales and marketing initiatives. These services vary depending on the type of business.

#### What are your plans for expansion?

Our greatest growth potential will be in developing both existing markets and entering new ones. We're currently in discussions



#### QMS skincare products feature revolutionary technology and high-grade ingredients

for launches in the US and Asia this year, and we're also keen to target South America. Another priority is growing the UK market as our London spa and counter at Liberty have seen very positive commercial results. Our UK online retail side has seen exceptional growth, so we're looking to enhance our nationwide representation.

#### Can you highlight a recent successful collaboration?

Last year we launched at the award-winning Thalassa Spa at the Anassa hotel in Cyprus. Our treatments and products proved so popular that this year we expanded the QMS menu offered and created a signature facial for the spa. We also launched at the sister hotel, Almyra, with a capsule collection that reflects its boutique style.

QMS works well in the hotel environment, as our treatments are very results-driven and are great for men and

women of every age. This in turn encourages retail; our hotel spa partners tell us that QMS treatments increase product sales by their clients.

#### What's next for QMS Medicosmetics

This year we will be introducing a couple of new products to the collection. Dr Schulte is also in development stage with some ideas for launch in 2014. We are also reviewing the feasibility of creating a skincare amenity line as so many of our clients ask us for our Discover Collection (luxury travel sizes). ●

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# MAKING A DEBUT

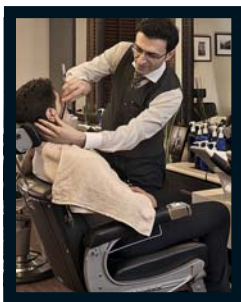
Hotel group Steigenberger has introduced a new flagship spa concept in Frankfurt. Sophie Bengé talks to the people behind the project

SOPHIE BENGÉ, WELLNESS JOURNALIST

**F**rankfurter Hof, the illustrious 303-bed hotel in Germany's financial capital recently completed a €32m (US\$41m, £27m) upgrade including a €5m (US\$6.4m, £4.3m) new spa – the flagship for the 65-property Steigenberger Hotel Group and an offering thoughtfully conceptualised for its location.

Already, bookings prove the 1,000sq m (10,764sq ft) facility is meeting objectives: to strengthen ties between Frankfurters and their 130-year-old grande hotel, to modernise the hotel's image and to drive new market segments, primarily leisure travellers, external footfall and a younger demographic.

Looking for a partner in the wellness sector, the group enlisted consultancy GOCO Hospitality to develop the concept



▲ The male grooming concept fits perfectly with the business people of Frankfurt

and manage the nine-treatment room SPA at Frankfurter Hof. It was designed in collaboration with Peter Shilling & Associates from Cologne.

Emlyn Brown, GOCO's director of spa operations, and Nadine Menzl, the hotel's director of sales and marketing explain the rationale behind the project.

## What gives the spa an edge?

**EB:** The spa's focus on male grooming in a luxury environment is a unique concept for Germany and one that meets the demand of the predominantly male, business market in the city. Along with a shave, starting at €50 (US\$64, £43), our barber area offers in-chair facials, eye care, hair dye and threading with a cappuccino or glass of wine, while your jacket is steamed, glasses cleaned and shoes polished. This is a time-efficient focus on male needs.

## What are its other USPs?

**EB:** The hammam has taken off so well that if we could build another, we would. It encapsulates the basic human need of water, heat and cleansing so penetrates a large number of people. We have a large traditional hammam for up to eight people plus a private scrub room where we perform the black soap cleansing, loofah body scrub and a light massage. This ritual costs €65 (US\$84, £56) for 45 minutes and we're performing 35–45 of these a week.

**NM:** Alongside the hammam we have the thermal area with sauna, steamroom and experience showers. Day spa guests can use these all day for €34 (US\$42, £29) which is much less than other spas in the area.

## Thermal areas aren't usually a cost centre are they?

**EB:** Traditionally hotels build thermal areas as an amenity but with increasing



▲ There's a choice of natural treatments by Amala or cosmeceutical treatments by MBR



energy/running costs they put a drag on other services. If you can add revenue generating areas, like a hammam where treatments can be performed, it becomes a profit centre rather than just an amenity, while generating a far greater level of experience for guests.

**NM:** The hammam brings constant repeat business and is already heavily booked. We attract a lot of Middle Eastern guests during summer and the hammam and day spa pass gives added appeal to the Arab market. There's also a ladies-only steamroom in the female changing area.

#### How did you choose suppliers?

**EB:** We see two distinct product avenues for this spa: ethical, natural with Amala combined with MBR (Medical Beauty Research) an advanced cosmeceutical range, chosen for quality and for being German. There's no overlap with customers and the ranges have equal popularity. We're also the first European site for the Paris-based male brand HOMMAGE which has the greatest market penetration in the Middle East and the US.

#### How did you layout the spa?

**EB:** We have a dedicated area for MBR because it requires consultation and so benefits from its own retail area. It's also

▲ In a shrewd move, both of the spa's hammams have been developed as revenue generating facilities

***"We've purposely developed separate spa profit centres... It's quite a different model from traditional spas"***

a higher price point – face treatments start at €159 (US\$205, £136). This area, together with the male grooming and nail bar areas are most accessible from the entrance, while areas towards the back are reserved for more tranquil spa journeys. This makes our services convenient for our time-poor, results-oriented clients who come in from the city during their working week.

#### What's your business strategy?

**NM:** Traditionally Frankfurt caters for a business market (Frankfurt has only 300,000 inhabitants but this swells to 1 million in the week) but when the financial crisis hit we had to redefine ourselves.

In line with our mayor's vision for promoting the city as a tourist destination also, we wanted to offer leisure guests something to do on weekends. Our weekend spa packages, which can be up to 20 per cent cheaper than off-list prices, include two spa treatments.

The spa has also opened up our hotel to local people who have tended to see it as intimidating. The spa is priced below our competitors and offers a wide choice of experiences. It also brings people to our restaurants and bars.

**EB:** We've purposely developed separate spa profit centres. The barber area, including its own treatment room, has much potential with significant hourly yield opportunity. It's quite a different model from traditional spas and takes time to build. Our spa suite is the destination element and is leveraged to the local market for anniversaries, gifts, couples' time-out plus weekenders and packages. It has its own marketing plan. We offer advanced beauty concepts as well as traditional spa treatments. Plus the hammam concept and the day spa pass. ●



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# ESPA





# botanical beauty

Laurence S Rockefeller's eco-retreat in Puerto Rico has been transformed into a Ritz-Carlton Reserve with a spa set in purification gardens and a plant-based apothecary. We talk to Tracy Lee, the spa consultant behind the project

KATIE BARNES, MANAGING EDITOR, SPA BUSINESS

With therapists trained as local folk healers, an apothecary where fresh plants are mixed into products and 5 acres (2 hectares) of 'purification gardens' featuring tropical pools and outdoor showers, it's not difficult to spot the standout features of Spa Botánico.

The nature-inspired spa, complete with 10 glass-walled treatment pavilions and two tree house therapy platforms, is a centrepiece of Dorado Beach, a Ritz-Carlton Reserve which opened in December 2012 on the Caribbean island of Puerto Rico.

The story of the 1,400-acre (567-hectare) development is rooted in the 1950s when Laurence S Rockefeller – a conservationist and one of the Rockefeller family billionaires – purchased a coconut and pineapple plantation close to the small coastal town of Dorado to build his second eco-retreat on.

RockResort, a formidable creation of its time, quickly attracted the rich and famous who succumbed to its natural beauty and privacy.

With many changes in ownership following its glory days (including two Hyatts) the property did not fare so well. But, now, thanks to a US\$342m (€264m, £227m) investment, it's set to reincarnate itself as one of the Caribbean's most exclusive getaways once more. Simultaneously, the opening marks the arrival of the second Ritz-Carlton Reserve – an ultra, yet understated, luxury brand which, with rates for a double room starting at US\$1,499 (€1,150, £1,000) a night, is clearly targeting the affluent elite.

While there's typically been a tight grip on the branding of Ritz-Carlton sites – characterised by their elegant English-country look and feel – Reserve properties buck the trend. The design is contemporary and subtle and branding has been replaced with

local and historical references – the four-bed Su Casa VIP villa has been restored from photos to pay homage to the plantation's original 1920s hacienda which hosted pilot Amelia Earhart just a month before she disappeared over the Pacific.

Each Reserve will have an intimate feel and blend in with surroundings. The 115-bed Dorado Beach, a Ritz-Carlton Reserve is built on RockResort's footprint so that each bedroom is on the beach. Original plantation palm trees provide shade throughout and it's been built to LEED® Silver standards.

Due to such requirements, the rollout of Reserve properties has – and will be – purposely slow (see p73). The Dorado Beach site, developed by New York-based Caribbean Property Group (CPG) and Puerto Rico eco-firm PRISA Group, was five years in the making and 28 residential units are still under construction.



The diversity of local plants is profound and up to 70 are used in the spa in a variety of ways





The property has been built on the original footprint of an eco-retreat by Laurence S Rockefeller

## Q&A

### TRACY LEE

We talk to Tracy Lee, the owner of spa consultancy T Lee Spas, who was charged with creating Dorado Beach's Spa Botánico

#### When and how did you become involved in Spa Botánico?

Starting in 2009, I spent four fulfilling years working on this project. Eric Christensen, the CEO of Dorado Beach Resort was previously with Auberge Resorts and I'm the vice-president of spas for the group (as well as the owner of T Lee Spas). Eric and I created two spas together at Auberge including the award-winning Solage Calistoga in California (see SB12/3 p76). We enjoyed that working relationship and were pleased to collaborate again.

#### What was your role?

To help fine-tune the size, components and style of the spa as well as to develop a unique treatment programme. I worked closely with Joe Andriola of SB Architects and Bill Bensley of Bensley Design Studios to create a facility that would stand out against regional and international competitors.



There was no formal document prescribing the design of the spa. Rather, we worked with CPG and PRISA to arrive at an aesthetically pleasing design and site configuration, and then layered in the modalities. It was a dynamic process.

#### What makes this spa unique?

Every aspect has been specifically imagined and designed for this project and there are many points of differentiation – from its

immersion in local culture and the size of the site (5 acres) to the on-site apothecary and therapists who've been coached in Puerto Rican healing rituals and botanicals once used by the region's natural medicine doctors known as *manos santos*.

#### How can you justify having such a big site for the spa?

Because of the guest expectation for a resort in this brand category, in this location and at this price point.

We were blessed with ample land and in keeping with the overarching principal of communing with nature we elected to spread out. An added bonus was eliminating corridors and many other typical constraints and functional limitations. Instead, we've introduced points of discovery in the landscape. Treatments, for example, can be performed in the tree tops in one of two tree house platforms, or in one of our 10 standalone glass-walled villas scattered throughout the grounds.

To heighten the senses beforehand, our Purification Gardens host a series of warm and cool tropical pools, waterfall showers and individual steam pavilions. While the reception/departure experience includes a Shade House covered with draping vines and delicate flowers which opens up to a lily pond and a pineapple garden beyond that. ▶



▲ The spa experience starts and ends at the Shade House with its draping vines and lily pond which opens onto a pineapple garden

### ► How does the Apothecary Portal work?

This is the heart and soul of the project. Every spa journey begins at the Apothecary Portal where an 80-year-old fig tree marks the entry to the building. We call it a 'museum for the senses' and, inside, the 32ft high walls are lined with bottles of local botanicals, natural oils and dried and fresh herbs picked from our own thriving garden. It's a befitting foyer for a great plantation estate.

The ingredients are used in a myriad of ways – to help aid a guest's health, in a beauty treatment, for aromatic purposes and in the food and drink. There's also an interactive Apothecary Bar where guests can safely smell, touch and sample three blends and choose one to use in a pre-treatment shower scrub.

### What research went into creating it?

The diversity of plants and flowers that flourish on the island is profound. Some are completely indigenous and others were brought over from Spanish settlers and from Africa. We looked for local resources and experts to help in our research and



▲ Luckily, Spa Botánico had no space constraints and its 10 glass-walled treatment rooms are scattered throughout the grounds

found botanical guru Maria Benedetti. Maria wrote the book *Earth & Spirit: Traditional Practices and Folklore in Puerto Rico* and after several meetings created a reference guide detailing 70 medicinal plants for our spa.

### How did you create the treatments?

It was a collaborative process drawing from a team of experts who I've worked with throughout my career spanning the US, Mexico and the Caribbean. The development of the menu started in 2009 and was finally published in 2012. The majority

was made from scratch and is completely signature. Other parts of it, primarily for skincare, started with the effective services of our product houses *Ila* and *Natura Bissé* but with added details to make them Spa Botánico's very own.

### What are the standout therapies?

Our Infusions & Massage – starting at US\$300 (€232, £200) for 90 minutes – treatment is delivered by our highly trained *manos santos* therapists who pick pre-blended botanical infusions from the apothecary to enhance wellness. The infusions are used in a bath, in compresses and in an oil for the massage which incorporates stretching and pressure point techniques. It's an abbreviated version of the 3-hour

Every aspect has been specifically imagined and designed for this project and there are many points of differentiation – from its immersion in local culture and size to the on-site apothecary



Landscaping of the spa's 5-acre grounds costs US\$1m, while the total build was over US\$20m



In keeping with the natural theme, treatments can take place in one of two tree house platforms

ManoSantas Apothecary Ritual – which costs US\$650 (£503, £431) – where custom blends and massages are put together.

Then there's our Apothecary Play for couples – priced at US\$950 (£735, £630) for 180 minutes – where the guests are presented with apothecary blends to mix with muds and exfoliants which they apply to each other in a private garden steamroom. To follow is an outdoor bath, sensual snacks and a massage for two.

#### How did you train your therapists?

Our 12 therapists faced a full week of training on the basics of Puerto Rican healing and botanicals with Camille Western. I met Camille in the 90s, back then she was a master therapist who went on to study herbal medicine in Thailand and set up Thaiyurveda which makes eco-friendly herbal spa products. Camille was born and raised in Puerto Rico and her grandmother was a healer.

In total, training lasted six weeks and also covered Thai and bamboo massage techniques, as well as product house protocols.

#### How did you recruit your therapists?

Several years ago, I met an amazing Puerto Rican therapist called Richard Trinidad who later opened a massage school on the island. We hired Richard to help assemble our team (we have 24 staff in total) and become our lead therapist. This, coupled with Ritz-Carlton's hiring process and standards, allowed us to open with an incredibly talented group of therapists.

#### How much was invested in the spa?

Total investment was in excess of US\$20m (£15.5m, £13.3m). It cost around US\$16m (£12.4m, £10.6m) to build and we spent more than US\$1m (£0.8m, £0.7m) on landscaping. A further US\$3m (£2.3m, £2m) went on customised furniture and fixtures.

#### What does spa bring to the resort?

It's a significant part of a guest's on-property spending, leads them to stay longer and is an important addition to the recreational offering which also includes golf, water sports and the 11-mile Rockefeller Nature Trail.

## RESERVE LIST

According to marketing collateral, Ritz-Carlton Reserve properties will stand out “by offering guests exotic, hand-selected hideaway destinations globally.”

The ultra-luxe brand debuted in Krabi, Thailand with the opening of the 54-villa Phulay Bay, a Ritz-Carlton Reserve in 2009. With a backdrop of limestone mountains, virgin rainforests and the Andaman Sea, the secluded spot – featuring an 11 treatment room ESPA spa – was where the Reserve philosophy took shape.

Each Reserve will be a one-of-a-kind boutique with no more than 120 bedrooms, in choice settings with a distinct personality and sense of place. They will also have a greater level of service with a two-to-one staff to guest ratio.

This exact approach means there won't be a rapid rollout. It took three years to open the next Reserve site – Dorado Beach on the Caribbean island of Puerto Rico – with four more in the pipeline over the next five years. All picked for their stunning locations, other Reserve properties will be set in West Caicos in the Turks and Caicos; on the Baja Peninsula in Los Cabos, Mexico; in Tamuda Bay in north-west Morocco; and in the mountainous setting of Muscat, Oman.

Buyers of resort residences are among our most regular users – they often incorporate the spa into their daily routine. And it's already a favourite with people who have a first or second home on the island as well as with day trippers from the capital San Juan, which is only 30 minutes away.

The variety of experiences attracts spa aficionados as well as both male and female first timers; and ensures that guests come back multiple times.

#### What are you working on next?

I'll continue to keep an eye on Spa Botánico. Elsewhere, I'm working on the spa at The Edition Miami Beach in Florida and will remain involved in current and future Auberge spa developments.

One of my favourite spas in the pipeline is at Kohanai, a private community that's being developed on Hawaii's Big Island. The Big Island is a place that's deserving of authentic interpretations of cultural healing. I get excited about inspired projects like this and Spa Botánico! ●

[ **comfort zone** ]

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# Asia Beauty Spa, Moscow

A great treatment makes up for other niggles at this

Asian-themed day spa in central Moscow says Wanda Love

The level of Asian influence in Moscow spas may surprise some people, though here, it isn't out of place. Russia shares a 4,300km (2,700 mile) border with China, and as a result, the cultural impact of this proximity is easy to see.

Asia Beauty Spa has three day spas in central Moscow all of which offer a blend of Chinese and Tibetan experiences. The location I visited is conveniently situated adjacent to TAN, one of the most popular and pricier Asian restaurants in the city.

As Moscow is the fourth most expensive city in the world to live in, the price structure of RUB3,100 (US\$105, €80, £64) for a

## VITAL STATISTICS

**Address:** Asia Beauty Spa & Restaurant TAN, Oruzheiny Lane 13/1, Moscow, Russia  
**Times:** Open 24 hours a day, seven days a week  
**Details:** [www.ab-spa.ru](http://www.ab-spa.ru)  
**Tel:** +7 495 787 5188

60-minute treatment is a welcome respite. A comparable service in a luxury location costs upwards of RUB4,500 (US\$150, €115, €92). The guests I saw were all Russians and appeared to be reasonably wealthy.

## LOCATION AND ACCESS

Reaching Asia Beauty Spa is easy due to its close proximity to the Mayakovskaya station on the well-used Moscow metro line. The street entrance, adjacent to the TAN restaurant, is well marked by Russian standards. Entering requires ringing a buzzer and would be problematic for guests with mobility challenges as the spa lobby is located up a flight of stairs with the women's changing room up another set.

## DESIGN

Chinese and Tibetan influences grace various areas of the spa giving it a distinctive Asian flair. Yet the theme is neither



ANDREY KAVTUN/SHUTTERSTOCK.COM

Most spas lack adequate signage in Moscow and hidden costs are not uncommon





heavy-handed nor kitschy. The spa lobby has a dark interior with highlights of the expected red and gold without overt opulence. Several glass cabinets hold a small array of Comfort Zone retail products but the glass prohibits you from being able to touch them or read the labels and doesn't make a purchase tempting.

The interior hallways are dimly lit throughout and, in combination with the dark walls, can feel a bit oppressive, but in the treatment rooms the lack of light establishes a warm, cosy setting to truly relax – even if it does mean that the décor goes virtually unnoticed.

While the men's locker room is located beside the lounge, the women's is located on a separate floor. It is a comfortable size and a bit brighter than most areas of the spa. Its hammam was a truly lovely surprise given that there are no other thermal experiences. The benches were embedded with slices of coloured rocks that look like quartz, agate and malachite gemstones. The effect is visually stunning though the rocks held the heat and a towel was definitely needed between flesh and stone!

With around six treatment rooms plus a salon area, the spa isn't large but doesn't feel cramped. It can be confusing to find your way but staff were always ready to help guide you and make every effort to establish your needs despite a language barrier.

#### BOOKING

Language is often problematic for international visitors in spas outside of luxury hotels in Moscow. Asia Beauty Spa's website is available in Russian only although I was able to review the site's content with relative ease using Google Translate. Reservations were available by telephone only and customers are initially greeted with a recorded message in Russian, Chinese and finally English.

I had browsed its extensive treatment options on the website and was hoping to have some questions answered before I made my final selection. Unfortunately, the language barrier precluded any detailed conversation so I simply reserved a 90-minute Tibetan massage.

**There are over 40 treatments and despite language barriers a "superb massage" was delivered**

#### THE STAFF

Except for the concierge, staff spoke minimal English but went out of their way to make me feel welcome and assist whenever possible. The concierge made every effort to provide details to ensure the language barrier was minimised and the experience was as seamless as possible.

#### THE EXPERIENCE

On arrival, the spa concierge spoke quite good English and immediately presented me with a full English spa menu and welcomed me to change my treatment if there was something else I would prefer. After perusing the 40-plus treatment and ritual options for several minutes I selected the Royal Massage, a 2-hour massage, for RUB4,200 (US\$138, €106, £86).

While the spa menu listed the treatment at a slightly lower price – cheaper by RUB300 (US\$10, €7.50, £6) – the concierge was very forthcoming in advising of an incremental price increase. This is not unusual in Russia and rarely are you given an apology or explanation! ▶

## MYSTERY SHOPPER: ASIA BEAUTY SPA

### WHAT'S THE SCORE?

Ease of booking:	7
Facilities:	7
Cleanliness/maintenance:	8
Experience/treatment:	8
Value for money:	9
<b>Overall experience:</b>	<b>8.5</b>

► In the guest lounge, an attendant quickly spirited away my coat and shoes and provided me with a pair of slippers and a cup of tea. But within minutes, I was escorted to the locker room and given a brief tour where it was suggested that I enjoy 10-15 minutes relaxing in the hammam before my massage. I always appreciate it when such expectations are made clear. The locker room was generously stocked with fluffy towels and extra slippers, however, my lackluster polyester robe had seen better days and I would have much preferred the traditional cotton waffle weave robes I saw the men wearing.

After relaxing in the hammam and showering, I returned to the lounge where the therapist immediately guided me down a darkened hallway to my treatment room. Once inside, she proceeded to remove my robe – don't be shy! – and requested I select my preferred oil. I chose the one that was the most appealing aromatically, but then, to my surprise, was informed it would be an additional charge of RUB900 (US\$30, €23, £18.50). In asking if there were any other options, the language barrier presented a challenge and the therapist kindly called the front desk. The concierge promptly appeared at the door and politely explained a standard oil is also available at no extra charge. While rather irritated by this attempted dupe, I've also come to expect incidents like this while living in Russia. I politely declined the add-on and chose the regular oil.

What followed was a superb massage, beginning with the scalp and face before continuing down my entire body. I admit to never particularly enjoying a stomach massage, however, with the natural flow of this treatment it would have seemed lacking without that component. And the final segment included a warm foot soak followed by a foot massage and reflexology.

Inspired by other items on the menu, I returned a week later with my husband in tow and we enjoyed a couple's treatment;



Therapists were skilled, but a return visit highlighted inconsistencies in treatments

I had the Brush Moss Massage while my husband had the Royal Treatment.

This time both treatments included having the therapist walk on our backs – an element that had been missing from my visit a week earlier, despite the fact my husband was supposedly experiencing the same treatment I'd enjoyed previously. Despite the lack of consistency in treatment protocols, this portion of the treatment proved to be a highlight for both of us, as both the therapists were quite skilled at kneading the muscles with their heels and toes.

### AFTERCARE

Guests will need to bring their own toiletries if they want to spruce up before emerging into the outside world as there were no amenities provided in the locker room other than a soap dispenser in the shower and a hair dryer. In the lounge before departure, mild tea is served along with dried dates.

### SUMMARY

Visitors at Asia Beauty Spa will need to accept that this may not be a luxury experience though it will be a lovely one. And the not so extortionate prices make a refreshing change. What it may lack in amenities, it compensates for with skilled therapists, a moderate selection of treatments and staff that are eager to please.

Though the limited amount of English being spoke may be initially frustrating to some guests, it's imperative to embrace the experience and appreciate how much can be understood by simply being creative with hand gestures and being patient. The staff strives to be helpful; with very little effort, you can overcome the language barrier and simply enjoy your visit. ●



Wanda Love is a US spa writer who was based in Russia for two years  
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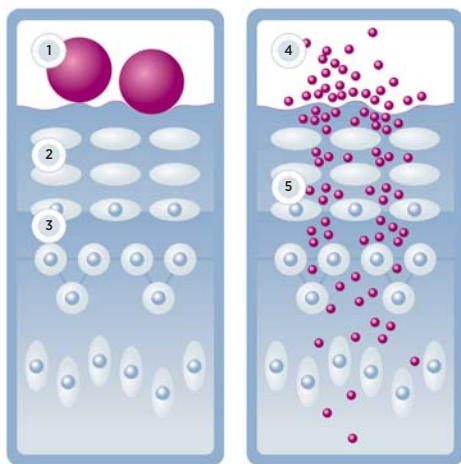
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Depending on leisure and luxury is increasing according to recent research and the anti-ageing skincare segment is growing every year. For spa professionals it's time to do more detailed research to find the best options and latest technology solutions to succeed and be among the best in the growing anti-ageing skincare industry.

At present, we are standing on the edge of a new era in skincare engineering that targets the causes of the ageing process. In order to find better ways to fight visible signs of ageing it is important to understand where the whole problem lies. There are in fact two types of ageing: internal ageing caused by the genes we inherit or by the physiological causes such as decreasing of skin cells activity; and external ageing, which is caused by environmental factors, diet, lifestyle and photoageing as a result of exposure to the sunrays. Both internal and external ageing mainly affect the deeper layer of the skin or the dermis layer, as well as the skin barrier or epidermis. With age, skin cells tend to become less active and thus the extracellular environment is disturbed.

## DELIVERING ACTIVE COMPONENTS

In order to effectively reduce the ageing process it's very important to consider delivering active components across the skin barrier to the dermis layer. This at most consists of fibroblasts and extracellular products such as collagen, elastin and hyaluronic acid. All three components are extremely important in keeping the skin's volume and elasticity, although not just any skin care line is able to work effectively on the dermis level.

The Hyalogy skincare line provides deep skin hydration that is more effective and longer lasting



Forlle'd has reduced the hyaluronic acid molecule to only 5 nanometers so it can penetrate the epidermal barrier and work successfully on the dermis layer

One of the most innovative and unique approaches in the anti-ageing skincare industry is presented by Japanese luxury skincare company Forlle'd. Japanese professionals at the Forlle'd laboratory are introducing new technology to bypass the skin barrier by reducing the size of the hyaluronic acid molecule to 5 nanometers. Conventionally the hyaluronic acid molecule is 3,000 to 20,000 nanometers so reducing its size allows the molecule to penetrate the epidermal barrier which has a whole range of advantages. First of all low molecular hyaluronic acid penetrates across the skin barrier through the intercellular space without the need of delivery vehicles that may have side effects. Moreover, low molecular hyaluronic acid is a very effective antioxidant and it works as a delivery vehicle itself for non-soluble ions such as calcium, magnesium and other active ingredients. While the conventional hyaluronic acid molecule is able to absorb moisture up to 6,000 times its weight, the low molecular hyaluronic acid has a significantly greater ability to absorb moisture.

#### EFFICIENCY AND ACCURACY

The Forlle'd vision in reducing the signs of ageing is proving very effective. It's yet another quiet predictable success of Japanese technology that's always been the icon of efficiency and accuracy. The Forlle'd luxury skincare line Hyalogy provides a range of products including cleansers, lotions, serums, masks, creams and essences.

Forlle'd luxury skincare products are intended only for professional use and are only available in leading beauty salons, spas and clinics. Home care products can also be purchased at these sites and are not available for order online or retail purchase.

#### UNIQUE BENEFITS

Forlle'd offers a number of benefits for a spa professional. Its obvious advantage against most skincare products is its unique, globally patented, 21st century technology that allows spas to obtain scientifically proven, immediate and visible results. Forlle'd products can be 'mixed and matched' to create unique treatment programs to meet specific requirements and

needs. Forlle'd is proven to be very effective as a pre- and post-operative solution in aesthetic surgery. Besides, any spa owner and professional would appreciate the fact that its highly concentrated formulas are extremely economical and last three times longer than most other skincare products.

Forlle'd regularly participates in different conferences and exhibitions, including the AntiAgeing Medicine World Congress in Monaco and FACE 2013 in London that will be held on 21 to 23 June.

While being already represented in more than 30 countries, Forlle'd has now successfully launched in the United Kingdom, giving British specialists the opportunity to experience one of the best solutions in high-technology professional skincare in the world.

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# EXERCISE NON-RESPONDERS

A relatively new field of research is suggesting some people make little or no adaptation following exercise. We take a closer look

KRISTOPH THOMPSON, HEALTH AND FITNESS JOURNALIST

**E**xercise non-responders: it seems an improbable term. Can it really be that there are people whose physiological make-up means they struggle to improve their fitness, despite regular physical activity?

Although initial reviews of the research could be interpreted to show that exercise non-responders account for a significant proportion of people, most studies investigate just one of many possible adaptations to exercise. In fact, the good news is that, even if someone doesn't respond in one area, such as  $\text{VO}_2$  max – a standard physical fitness measure based on oxygen usage – they're likely to respond in another.

Nevertheless, non-response is a phenomenon which fitness professionals should be aware of. Recognising an individual's ability to respond to exercise across various measures, and adapting programming where necessary, will be key to ensuring that customers reach optimum health.

An understanding of those who make little or no adaptation to exercise has been developed relatively recently. We take a look at the research, what it shows and what can be learned from it.

## THE RESEARCH

The term 'non-responder' was first used by researchers looking into responses to altitude training. Studies reported that, although the majority of  $\text{VO}_2$  max scores increased as expected, a small number of subjects made no improvement.

A 1998 paper published in the *Journal of Applied Physiology* suggested that

non-responsiveness could be attributed to a physiological pathway required for the necessary adaptations to take place. The authors suggested that genetic factors could be responsible for the differences noted as a result of this pathway, citing research conducted in 1978 as an explanation. The significance of the latest research, led by professor James Timmons of Loughborough University in the UK, is the ability to predict exercise non-responsiveness by taking a cheek swab DNA test.

## AEROBIC CAPACITY

Professor Timmons explains that for many of the physiological outcomes derived from regular aerobic training – such as increased aerobic capacity, enhanced endurance performance, improved insulin sensitivity and reduced blood pressure – there is a large range of observed improvements. No matter which of these measures are studied, non-responders are readily seen. For some of these variables, such as insulin sensitivity, some studies have found non-response to exceed 20 per cent of the study population.

Early attempts to explain individual differences, and the absence of improvements in  $\text{VO}_2$  max, suggested that these were related to programme compliance, or that the programmes themselves were inappropriately devised or supervised. However,

Timmons' studies showed that – despite tailoring exercise intensity to the individual participant, ensuring all sessions were supervised by exercise physiologists, including continuous and interval-style training and ensuring full programme compliance – around 20 per cent of all subjects demonstrated improvements in  $\text{VO}_2$  max of less than 5 per cent, compared to an average improvement of around 14 per cent.

## STRENGTH TRAINING

Research also shows that, while some people respond well to strength training, others barely respond. In some studies, certain subjects didn't respond at all.

WARREN GOLFISMAN/SHUTTERSTOCK.COM



■ While an occasional individual may not see much improvement in their  $\text{VO}_2$  max, there are hundreds of other potential adaptations that occur

A 2005 University of Massachusetts study showed that 12 weeks of progressive dynamic exercise resulted in a wide range of responses. The worst responders actually lost 2 per cent of their muscle size and didn't get any stronger; the best increased muscle size by 59 per cent and strength by 250 per cent. This isn't the only study to show such results. Subsequent work at the University of Alabama showed that 16 weeks' of progressive resistance training failed to bring any gains in muscle size in 26 per cent of subjects. Both studies were conducted among healthy subjects, none of whom had undertaken resistance training recently – ie improvements could realisti-

cally have been expected in all participants. It was shown that gains in muscle size were related to satellite cells surrounding the muscle fibres. These cells respond to the microtrauma caused by resistance training, helping to regenerate damaged muscle tissue. Those who saw the greatest gains in muscle size had the highest levels of satellite cells, and an enhanced capacity to produce more satellite cells via training.

Work by both Dennis (2009) and Timmons (2011) also showed that the ability to respond to resistance training was influenced by the presence of certain genes. This suggests that the body's ability to increase strength and muscle size has a genetic com-

ponent and that, while some hit the genetic jackpot, others are less fortunate.

## BODY COMPOSITION

The emergence of an 'obesity gene' some years ago highlights the likelihood that a percentage of the population are more prone to weight gain and find it more difficult to lose weight. Previous research had already identified genetic influences. Early research by Bouchard (1990) involved overfeeding pairs of twins, resulting in a weight gain that varied wildly from 9.48lbs to 29.32lbs.

Bouchard and Tremblay (1990) estimate that 40 per cent of the variability in metabolic rate and energy expenditure is ▶



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► genetically related. Various authors have since shown the contribution numerous genes make to predisposition for weight gain. In fact, Tercjak (2010) suggests that over 100 genes influence obesity, while Faith (1999) found evidence that genes play a role in calorie intake.

### WHAT DOES THIS MEAN FOR EXERCISERS?

At face value, the term 'non-responder' may be taken to mean that any positive adaptations to exercise are unachievable, and that exercise undertaken to improve health is a waste of time. Indeed, as previously mentioned, a superficial review of research offers an alarming figure of up to 30 per cent of members potentially classed as non- or low-responders.

Thankfully this is far from the full picture: while a large percentage of the population may be classed as a non-responder in one outcome measure, they are perfectly capable of making gains in others. This was the subject of a 2010 presentation published in the journal *Acta Physiologica*. The authors argued that, while an individual may not see much improvement in their  $VO_2$  max, there are hundreds of other potential adaptations that occur. They cite research published

### ▲ Exercise must be tailored: what works for one person, won't always work for another

in 2009 by Vollaard and colleagues which showed that, although some subjects did not increase their  $VO_2$  max in response to aerobic exercise, they still showed positive adaptations at a muscular level.

" $VO_2$  max is only one measure of fitness," says Steve Collins, fitness manager at Freedom Leisure, the fitness, sport and leisure operator. "Besides, it's also been shown that  $VO_2$  max scores don't determine who's going to win a race – there are plenty of other factors that can influence performance."

Therefore, a person with an interest in running, but with low  $VO_2$  max responsiveness, shouldn't be discouraged from taking it up. "By improving their running technique, economy of movement or lactate threshold, it's still possible to improve their running performance without a change in their  $VO_2$  max," adds Collins.

What the research really highlights is the need for a bespoke approach to training. "What works for one individual more than likely won't work for another," says Daniel Sheppard from fitness training provider Sideways8. "The genetic influence only serves to strengthen this point. Trainers

should be able to measure progress and have access to a range of alternative approaches to help a person reach their goals."

### EFFECTIVE PROGRAMMING

With this in mind, if one approach isn't working, it's time to try something new in order to see results. "One person might respond to following the standard food pyramid to lose weight, but another may not. At this point it's time to change your approach – as a trainer, you need to be flexible," says Collins. "Maybe they'll respond better to a low carbohydrate, moderate protein, high fat diet, or maybe they need less protein and more fat or intermittent fasting."

"This applies to training too: some people need to do less cardio and more weights. Everyone is human, but there are going to be some genetic variations. Don't assume that what has worked for you will work for other people as well."

The ability to suggest a range of alternatives may, however, extend beyond the knowledge of the 'average' personal trainer (PT) or instructor. "A good PT will have a thorough understanding of the wide range of different methods of training they can use. They will also understand the need for regular evaluation of how a person's body is responding to the exercise and nutrition ►

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► programme and adapt accordingly to reach their goals,” explains Dan Reilly, lead tutor at The Training Room, the personal trainer academy.

This need for a sound knowledge base extends beyond those working out with exercise equipment. “We recommend studio classes to a lot of people because of the social element and the group support they offer,” explains Michelle Bletso, group fitness development manager for Everyone Active – the facility management company. “This means that group fitness instructors need to be communicating and interacting with people in the same way as personal trainers and fitness instructors – they need to be able to suggest changes and progressions to their customers.”

And trying a different approach has been shown to work. Sisson and colleagues (2009) reported that, when the amount of exercise increased, the percentage of VO<sub>2</sub> max non-responders went from 43 to 15 per cent. Knowing when, and how, to take a different tack can be the most challenging thing for fitness professionals.

## MONITORING AND FEEDBACK

In determining whether a particular approach or training regime is having the desired effect, regular assessments are needed. “We repeat our test measures every two to three weeks,” says Tom

Whitehead, from London-based personal training company UP Fitness. “One of the tools we use is Biosignature Modulation to assess hormonal balance within the body. This allows us to create a bespoke nutritional, supplement and exercise plan and make any changes every few weeks.”

“If you’re not assessing, you’re guessing,” adds Collins. “I use a functional movement screen, as this often highlights poor movement patterns that can hinder progress. Getting the fundamentals in place is necessary with some clients before they can make any progress.”

▲ In one study, the poorest responders actually lost 2 per cent of muscle size

## WORK WITH WHAT YOU’VE GOT

Finding the right programme can be challenging for some, but that doesn’t mean exercise is a lost cause. “Nutrition, digestion, quality and quantity of sleep, and stress levels all influence how someone responds to training,” says Whitehead. “We can influence these – and when we do, people start seeing results.”

“Everyone can improve and respond. They may not be a Usain Bolt or a Tiger Woods, but everyone can get fitter and stronger,” concludes Collins.

Nevertheless, in his 2011 paper Timmons says that although the chances of being a non-responder for numerous traits is very low, it isn’t zero. When scaled to the human population as a whole, we can’t rule out the existence of tens of thousands of global non-responders. Identifying these individuals and helping them reach their goals is a wholly different challenge. ●

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# SPA SOFTWARE CEO BRIEFINGS

It's a great time to be investing in spa software – suppliers in this market are bang up to date with the latest trends and vying for your business. Part two of our series

KATE CORNEY, PRODUCT EDITOR AND LIZ TERRY, EDITOR, SPA BUSINESS

## Roger Sholanki

Book4Time

**We've added two features, firstly an iPad app which enables spas to check-in and book up guests from anywhere in the spa.**

This means staff don't have to hide behind a desk, but can interact with clients freely. The second innovation is a yield management tool which enables spas to attract clients with time-sensitive pricing and last minute deals on slower days.

### What types of spas are your products targeted at?

Book4Time's solution suite is highly scalable and has proven capable of accommodating the needs of a wide range of spas. Our primary market is hotel and resort spas, multi-location chains and global enterprises.

### What makes Book4Time different or better?

In 2005, we launched the industry's first cloud-based spa management software and processed the first online booking appointment.

Our solution is backed by live, 24/7 unlimited product support to all clients. Most clients benefit from added convenience and reduced IT expenditures when switching from on-premise systems to Book4Time's cloud-based solution.

### What's the price range?

We offer fixed annual and monthly plans that vary depending on the size of the spa and the number of locations. The rate also depends on which modules are chosen. Pricing and agreements are bespoke and tailored to the needs of each individual client.



Roger Sholanki

As a cult business, we compete on product fit versus price, so our clients choose us on that merit as much as we choose them.

For multi-location operators, Book4Time offers full functionality and customisation options to enhance overall revenue potential.

### What's your vision?

Our vision for Book4Time is to continue to be an innovator and bring new capabilities to market that empower our clients to better serve their customers, grow their business and improve on operational efficiencies. In addition we plan to aggressively expand our international reach from 30 countries to 40 by the end of 2013.

### How are you responding to tech trends?

There are four clear trends in the industry at the moment: the growing need for scalable solutions; migration to cloud-based infrastructure; shift to mobile devices for business management; and social media for marketing and lead generation. As an innovator, we focus on these areas and aim to be a step ahead in exploring the next generation of IT trends that will change the way consumers make purchasing decisions and conduct commerce.

### What else would you like to share with our readers?

We're excited to see a growing number of the world's most prominent brands adopt the latest trends in technology from cloud, social and mobile. This is a solid indicator that these trends have matured and are now industry standard for any serious spa business.

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## Thomas Roessler

Reservation Assistant by TAC

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Thomas Roessler

### What types of spas are your products targeted at?

When we started to develop Reservation Assistant in 2001, our goal was to build software that's adaptable to the spectrum of wellness. Today, we've achieved that goal. Reservation Assistant, with its interlocking modules, provides individual solutions for customers, ranging from resort to medical spas and fitness clubs to golf clubs.

### What makes Reservation Assistant different or better?

It's an holistic solution that manages all the activities of a property and also takes marketing and sales tasks into consideration. This includes custom-tailored guest communication in any language. We also provide 120 interfaces to other systems, which guarantees flex-

ibility and a seamless integration. Our customers often mention our exceptional support – our team is available 24/7 and response times are very fast.

### What's the price range?

The price depends on the number of required modules, treatment rooms and user licences needed.

Operators can choose between purchasing a licence for a one-time price or using our SaaS model and paying a monthly fee.

### What's your vision?

Creating state-of-the-art software while delighting customers with innovation, outstanding service and know-how. Also, achieving these aims through fairness, respectful partnerships and keeping the needs of users in mind.

### How are you responding to tech trends?

We know operators are using technologies such as social media to communicate with guests. That's why our In-Facebook Booking App and RA Mobile App came into being. In addition, we're exploring possibilities for cloud-based services, as this is becoming increasingly important, especially in the US.

W reservationassistant.com spa-kit keyword: TAC  
T +43 3332 6005 990 E office@reservationassistant.com

## Rick Stollmeyer

Mindbody

**We're developing a swiped mobile payment app in 2013 for iPhone, iPad and Android devices.**

And we're constantly improving the user experience and functionality of our software and mobile apps. Spa clients can now book and pay via their Facebook page using Mindbody's new Appointment Booker App. These real-time bookings are instantly integrated with the Mindbody schedule.



Rick Stollmeyer

### What types of spas are your products targeted at?

Mindbody is customisable to spas of every type and size – from day and health spas to single-service providers and multi-location spas. Through personalised training, spa owners and managers can tailor the software to their unique needs, services and structures.

### What makes Mindbody different or better?

Mindbody is fully web-based: business owners can track metrics, staff can access schedules and client accounts, and customers can book and pay – all via the web, at any time. This, combined with third-party integrations, makes Mindbody one of the most comprehensive systems available. Personal, real-time customer support is free-of-charge, with tech support based both in the UK and US.

### What's the price range?

Price is determined by the number of staff that provide services, regardless of how much revenue a business generates – or how successful it becomes. The software starts at £55 (\$86 €64) for one to five service providers. No installation or additional hardware is needed, and tech support is unlimited.

### What's your vision?

Our mission is 'leveraging technology to improve the health and wellness of the world'. We're creating the world's first operating system for wellness – enabling these industries to connect with millions of consumers who use our clients' services to improve their lives. By using the latest technologies, we're enabling business owners to follow their passion, while improving the health and happiness of the people they serve.

### How are you responding to tech trends?

Spa clients are using their mobile devices to search for services and read reviews before they set foot in a spa. We've partnered with services like SpaFinder Wellness® to maximise clients' online visibility and have designed mobile versions of our software to enable spa management on the go.

W mindbodyonline.com spa-kit keyword: mindbody  
T +1 805 546 2000 E sales@mindbodyonline.com

### Larry Hall

#### SpaSoft

#### SpaSoft now has a 'Loyalty Programme Management' tool so spas can create loyalty schemes.

Our mission is to create features and functionality that both run spa operations and increase business. Another feature of SpaSoft is our yield management tool – a powerful feature which enables businesses to price effectively or offer services based on patterns, such as day of the week/time of day.

#### What types of spas are your products targeted at?

SpaSoft can serve any type or size of spa and wellness operation. Twenty-two of the 30 spas on the *Forbes Travel Guide* 54th annual listing of five star spas utilise the SpaSoft Spa Management System.

#### What's the price range?

SpaSoft offers three editions which are packaged and priced to meet the needs of different sized spa businesses.

#### What's your vision?

Spas are realising that their competitiveness depends on using advanced solutions to increase their agility, so they can adapt



Larry Hall

quickly to new market requirements, while driving revenue and containing costs.

Our next-generation software, Atrio Spa, has been built on the Atrio® Hospitality Technology platform. The user experience has been designed to minimise training and maximise productivity by offering faster, more cost-effective delivery of new applications and functionality.

It's been built for the cloud and has centralised data repositories that reduce the burden of PCI compliance and data back-up at individual properties.

#### How are you responding to tech trends?

One of the most prevalent trends has been the move to mobile. From guests booking appointments at any

time from anywhere, to innovative spa design concepts that remove the front desk and improve guest flow, these mobile solutions enable higher levels of guest service and greater revenue potential.

We've addressed mobile with integrations utilising the HTNG GSS (Guest Self Service) specifications. SpaSoft customers enjoy multiple mobile technology options to maximise their business. In addition, the SpaSoft Mobile for iPad solution empowers staff to provide service via tablet.

W [partech.com](http://partech.com) spa-kit keyword: **spasoft**

T +1 800 448 6505 E [spasoftsupport@springermiller.com](mailto:spasoftsupport@springermiller.com)

### Robert Miles

#### Premier Software

#### We feel that making our customers' lives easier has got to be better for them and for us

So we're making everything we do easier for all users. Easier may mean faster or more understandable.

The world is now mobile and we're adding significant functionality to all our mobile applications.

And because all business is about data, we're making more clients can access data about their business to enable them to make decisions quickly. So these are our three areas of focus: easy, mobile and big data.

#### What type of spas are your products targeted at?

Premier has a range of products for every level, ranging from the Salonite product for single-person operations, to the 'high street' solution – Premier Spa – to the newly launched Core system for multisite operations. Premier has 7,000 users globally.

#### What makes Premier Software different or better?

A lot of software systems are very similar in their functionality of scheduling, stock and marketing. Our aim is to work closely with clients to provide a feature-rich application driven by their requirements and current advances in cloud technology.



Robert Miles

#### What's the price range?

We have a complete range of options, starting with our freemium model, extending via our Salonite solution right up to the Core system, which has a bespoke pricing structure based on the exact needs and budgets of the business – be it hotel or spa.

In short, clients will typically pay between £0, £995 and £1,995 (US\$1,548-US\$3,103, €1,164-€2,335) for the initial system, depending on their needs. We also provide flexible leasing options.

#### What's your vision?

With our product range and our 18 years' experience in this sector – which has given us a high level of industry expertise – our aim is not only to maintain and grow our position within the UK as one of the leading spa software suppliers, but also to expand our client base outside the UK to become one of the leading software providers to the spa industry worldwide.

#### How are you responding to tech trends?

Major trends are mobile, cloud and social. Premier will have solutions available in the coming year to enable customers to remain both responsive and competitive in these areas.

W [premiersoftware.co.uk](http://premiersoftware.co.uk) spa-kit keyword: **Premier Software**

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### ESPA's Lifescape range

ESPA's Lifescape skincare range is designed to target visible signs of ageing typically for those over 45. It comprises three key products – NET8 Serum, Stage Release Moisturiser and Stage Release Eye Moisturiser. The products use a blend of 10 pure and concentrated actives which, using stage release technology and an intelligent carrier, penetrate deeper into the skin and last for up to eight hours.

[spa-kit.net](http://spa-kit.net) keyword **espa**



### Garhieni's sparkling new bed

Garhieni has launched the MLW Amphibia massage couch and water bed. The cladding is studded with Swarovski crystals, giving a glittering effect for treatment rooms and spas. The MLW has been designed to be simply and easily converted into a water treatment bed. It also has integrated LED bars which immerse the bed and cushions in changing coloured lights, reflecting off the crystals.

[spa-kit.net](http://spa-kit.net) keyword **garhieni**



### Elemis reveals Cleansing Balm

Elemis has released its Pro-Collagen Cleansing Balm. Described as a 'balm-with-a-difference', the product has been in development for two years and contains a blend of naturally active aroma-therapeutics. It features oils from plants grown in the UK including geranium, lavender, and chamomile. The balm is designed to remove make-up and also absorb excess sebum without drying the skin.

[spa-kit.net](http://spa-kit.net) keyword **elemis**



### La Prairie targets the cells

La Prairie has debuted the newest member of its anti-ageing Cellular Power range: the Cellular Power Serum. The serum, designed to help strengthen the skin's natural anti-oxidant defences against free radicals, combines a Defense Fortifying Complex with the Cellular Power Complex. It has also been formulated to supply energy to cells to repair existing damage and contains phyto stem cell extract.

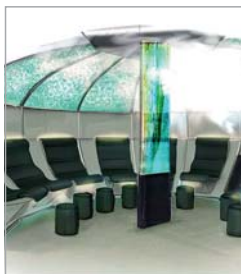
[spa-kit.net](http://spa-kit.net) keywords **la prairie**



### Elemental gets sensitive

Elemental Herbology has introduced new additions to its sensitive skincare line. The Delicate Cleanse Facial Cleanser and Calendula and Rose Moisturiser are formulated with nutrients to help nourish the skin and restore its vitality. The products are for all ages and skin types and include pure rose damask water. Delicate Cleanse is a milk facial cleanser with chamomile and omega 3, 6 and 9.

[spa-kit.net](http://spa-kit.net) keyword **elemental**



### Multisensory Mineral Room

The new Mineral Room by Inviion is a health bath cabin, which infuses important minerals and trace elements as well maintaining a heat of 45°C and steam. Magnesium, iodine selenium and lithium are released into the cabin every eight minutes. Each is accompanied by a special light and aromatherapy programme, while integrated video screens show guests through the world of minerals.

[spa-kit.net](http://spa-kit.net) keyword **inviion**



### Dermalogica's new tinted line

Dermalogica has released the Sheer Tint SPF 20 and Dermalogica Cover Tint SPF 20. The products have been designed to improve skin health while concealing surface imperfections by either adding a subtle wash of sheer colour or layering cover. The two levels of coverage are available in three shades and the new treatment products integrate broad spectrum UV defence with SPF 20.

[spa-kit.net](http://spa-kit.net) keyword **dermalogica**



### Clarins takes control of cellulite

Clarins has launched the Body Lift Cellulite Control cream, designed to reduce and slow cellulite formation. The product is a pink-tinted cream-gel which is absorbed quickly into the skin and encourages microcirculation and skin firmness. Body Lift contains eight plant extracts including cangzhu, celosia, geranium, wild mint, aquatic mint, horse chestnut, hazel tree and hazelnut oil and sunflower.

[spa-kit.net](http://spa-kit.net) keyword **clarins**



### Skin Regimen by Comfort Zone

Comfort Zone has developed its Skin Regimen – a collection of six skincare products with supporting lifestyle and diet guidance. The active nutricosmeceutical line includes Juvenate-Pro Booster, Hydra-Pro Booster, Duo Cleanser, Juvenate-Pro Rich Cream, Hydra-Pro Cream Gel and Night Renewer. The range is designed to offer corrective and protective face products high in natural ingredients.

[spa-kit.net](http://spa-kit.net) keywords **comfort zone**



### Brightening up at Babor

Babor has created a new range of products intended for skin brightening. The Whitening Cellular system is designed to target and treat signs of ageing, such as age spots and the production of yellow/brown lipofuscin. Ingredients include Swiss cress sprout and soy isoflavone. The system consists of a serum, a light-textured lotion for oily/combination skin, a night cream for dry skin and a creamy mask.

[spa-kit.net](http://spa-kit.net) keyword **babor**

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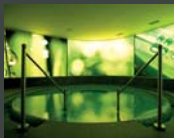
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# SKINCARE PRESCRIPTION

Providing a skin analysis and prescription service can significantly boost a spa's retail sales. We investigate some of the key offerings

KATE CORNEY, PRODUCT EDITOR, SPA BUSINESS

Most skincare companies perform a client skin analysis but how they do it ranges greatly. Some focus on fostering a great therapist/client relationship, some have a handwritten consultation, while others

offer a high-tech analysis machine or service that reveals truths that even the most experienced therapist might miss.

The common aim is to offer a prescribed treatment targeting the client's specific skin needs and to sell the goods

to carry on the work at home. In this product focus, we'll look at highly customised skincare lines; companies which prescribe skincare from existing ranges following an analysis; and the manufacturers of skin analysis machines.



■ Dove believes technology adds to the accuracy of a therapist check

## PRESCRIBED SKINCARE

### DOVE SPA

Spa facility and skincare brand, Dove Spa uses the Multi Dermoscope machine, by Germany's Courage + Khazaka Electronic, to diagnose the health of its guests' skin as a free service. Every facial client is offered a skin diagnostic before treatment, while other customers can try it on a complimentary basis. Sue Shephard, managing director for Dove Spa in the UK and Canada, says: "Use of our skin diagnostics is key to driving retail sales and our sites which do the most skin diagnostics have the highest retail percentage." She adds that the accuracy of the tech-

nology is a USP for Dove Spa and "reinforces the credentials of therapists as skincare experts."

This system measures elasticity, sebum levels, pigmentation and hydration, as well as taking into account lifestyle factors, before suggesting treatments and products. The machines are customised, with software which uses the same language as Dove therapists to describe skin problems. It also references Dove products.

Dove chose this system as it believes that a visual check is insufficient to understand all guests' skincare issues.

**SPA-KIT.NET KEYWORDS:**  
DOVE SPA

## SKINCARE ANALYSIS MACHINE

### CALLEGARI SOFT PLUS

Italian-based Callegari, part of the Catellani Group, manufactures skincare analysis machines to give operators a competitive edge and help them generate more revenue, repeat orders and client loyalty. Valeria Zanelli, sales manager for Europe, says: "After three months of using the Soft Plus in its branches, one of our clients experienced an increase of 600 per cent in the sale of skincare products."

The company supplies over 7,000 spas and clinics across Europe. Most offer the Soft Plus as part of a pre-treatment assessment, but it can also be used to show results from treatments – which are invisible to the eye – to encourage clients to complete treatment courses.



■ Soft Plus analyses the skin and body

The Soft Plus offers full skin, body and hair health assessment and its appearance and software can be customised.

The machine has a micro-camera and six probes which use light reading technology,

infrared sensors and capacity measurements to read the skin's level of hydration, pH, sebum, elasticity, melanin and temperature. It can take single readings on one element, such as elasticity, but can also produce a detailed analysis using all of the probes and micro-camera. There's a choice of up to 10 pre-set programmes, including two anti-ageing screenings, sensitive skin assessment, cellulite screening, pigmentation screening and 3D assessment of wrinkles. The results are shown on touch screen display and can be saved and printed for the client to view.

Soft Plus offers four cheaper Mini machines which measure just one element of the skin such as hydration, melanin or sebum levels.

**SPA-KIT.NET KEYWORD:** CATELLANI



■ Sixty per cent of Face Mapping clients go on to buy retail products

#### PRESCRIBED SKINCARE

##### DERMALOGICA

Dermalogica created its Face Mapping diagram (see picture) in 2002 to analyse the skin by dividing the face and neck areas into 14 different zones. It's since found that there is a 60 per cent conversion rate from receiving a Face Mapping analysis to purchasing products. Clients have a Face Mapping analysis – a therapist-led consultation – before a skin treatment to ensure they receive the right facial for their skin type and condition. During the free analysis, the therapist examines the skin through touch and sight with a magnified light headset, while asking the client about their skin habits, routine and health.



It concludes with a completed face map chart, homecare advice and a prescription of suitable Dermalogica products.

Face Mapping is used to build trust and a rapport between the therapist and client and give the professional a chance to speak freely to the customer about their skin without any pressure to buy. The goal is that the relationship becomes a long-standing one where the client revisits for treatments and product purchases and refers the skin therapist to friends and family. Annet King, director of global education for Dermalogica says: "If the client isn't educated about her own skin, the relationship between the professional skin therapist and the client cannot be created."

SPA-KIT.NET KEYWORD:  
DERMALOGICA



■ The two-step analysis takes 20 minutes

#### CUSTOMISED SKINCARE

##### MY BLEND BY DR OLIVIER COURTIN

To complement its customisable skincare range, My Blend has developed the My Skin Diag skin analysis procedure. The two-step 20-minute analysis is part of a treatment, which costs €250 (US\$321, £215) and lasts 90 minutes. It starts with questions on lifestyle then a Skin Lab My Skin Diag machine takes high definition photographs of the skin and analyses it with probes. The aim is to add credibility and show scientifically what the needs of the client's skin are. The diagnosis determines which My Blend facial is suitable and, with input from the therapist, My Blend products can also be customised accordingly.

My Blend was developed by Dr Olivier Courtin, son of Clarins founder Jacques Courtin. The range features 15 anti-ageing Essential Formula day and night creams; seven Boosters, active ingredient concentrates; and seven cleansers and eye creams. In total, there are over 400 possible day and night combinations.

Customers can't buy My Blend products without having a diagnosis beforehand, either through a questionnaire on My-Blend.com or a My Skin Diag diagnosis. The analysis and My Blend treatments are currently available at Royal Monceau-Raffles, Paris; Ritz-Carlton, Toronto; Majestic Barrière, Cannes and Hotel de Paris, Saint-Tropez, France.

SPA-KIT.NET KEYWORDS: MY BLEND

#### PRESCRIBED SKINCARE



■ Retail is up 30 per cent since the launch

##### SIMONE MAHLER

Simone Mahler, The French skincare and spa facility brand, uses the Actiview 3 diagnostic device – manufactured by Advance Beauty – as a free skin analysis tool. New clients receive a diagnosis and are recommended to have between two and four skin tests each year. Since its introduction in 2011, Simone Mahler salons have

seen a 30 per cent increase in product sales revenue.

During the 15-minute Actiview 3 test, a photo is taken of the client to determine the actual age of the skin and areas of concern such as forehead and eyebrow area lines, crow's feet, sagging facial contours and pigmentation. The system then uses an enlarged picture of specific problem areas to study them

more closely and recommend suitable products and treatments from the range. The machine has been adapted to recommend a Simone Mahler skincare prescription and is designed to be simple to operate and understand for the benefit of the aesthetician and client.

SPA-KIT.NET KEYWORDS:  
SIMONE MAHLER

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