

spa opportunities

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Massive Romanian thermal complex unveiled

A 30,000sq m (322,917sq ft) wellness, entertainment and recreation centre has opened in Bucharest that aims to put the Romanian town on the geothermal map in the company of other European capital cities such as Rome, Budapest and Vienna.

Therme Bucharest can accommodate 4,000 guests and features eight swimming pools, seven saunas, 15 waterslides and 800,000 plants. The development also includes a 560sq m (6,028sq ft) wave pool and a 25m (82ft) swimming pool.

The centre is owned by Vienna-based A-Heat Group AG and was developed with the German Wund Group, which also owns similar thermal parks at Therme Erding, Therme Bad Worishofen, Badeparadies Schwarzwald and Badewelt Sinsheim – all in Germany.

Thermal water is extracted from a depth of 3,100m (10,171ft), and the mineral-rich



Therme Bucharest can accommodate 4,000 guests at one time

water includes magnesium, iron, calcium and sodium. Therme Bucharest also generates its own energy from the heat of the thermal waters, producing enough energy to power itself for 320 days of the year, the company said. The inside air temperature of the

complex is heated to 30 degrees C (86 degrees F), and the thermal waters – extracted at 80 degrees C (176 F), are treated and cooled to a constant temperature of 33 degrees C (91.4 F). The complex features six themed saunas and a steam sauna where rituals such as body wraps, peelings and aromatherapy are offered. Each sauna has its own design, aroma and sound system, and the saunas can host up to 300 visitors at any one time. There are also three massage rooms, where traditional massages – along with specialist treatments such as lymphatic drainage, lomi lomi and volcanic stones – are performed.

Aufguss sauna rituals – performed for 10 minutes at temperatures between 40 and 90 degrees C (104 and 194 F) – involve aromatic oil infusion and a sauna master using a towel to move hot air around.

Details: http://lei.sr?a=C4u2a_S

New website blends tech and wellbeing

A new biotechnology and wellbeing website, *iamYiam.com*, has recently made its debut. The company aims to change the face of the wellness industry – and has an ambitious goal of enhancing the health and wellbeing of one billion people by 2025.

The company pitches itself as the ‘Airbnb of Natural Health Experiences,’ and brings leading practitioners of natural health – such as yoga, Pilates, acupuncture and reflexology – together with consumers, helping people choose experiences for their needs and goals.

Continued on back cover

Minor completes acquisition of Tivoli

Minor Hotel Group, parent company of Anantara, Avani and Per Aquum, has completed its acquisition of Portugal-based Tivoli Hotels & Resorts for €294.2m (US\$321.9m, £233m). Tivoli has 12 properties in Portugal and two in Brazil, many of which operate spas.

The acquisition was completed in separate stages over the course of more than 12 months, and brings Minor’s overall hotel portfolio to 145 properties across 22 countries, and marks its entry into Europe and Latin America.

Minor said the acquisition gives it a strong operating platform to drive further growth in these markets, as well as to expand the reach of the Tivoli brand into its other areas of operation, including the Middle East, Africa and Asia. The final stage of the brand’s acquisition



The Tivoli Victoria Vilamoura Golf Resort & Spa

includes seven hotels in Portugal, including the 119-bedroom Tivoli Jardim Lisboa, the 280-bedroom Tivoli Victoria Vilamoura Golf Resort & Spa and the 77-bedroom Tivoli Sintra Hotel in the UNESCO World Heritage Site of Sintra. Several of the Tivoli spas have been operated by Banyan Tree in the past.

Details: http://lei.sr?a=g8j2F_S

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Four Seasons to open in Napa Valley

Four Seasons is planning a new luxury resort in Napa Valley, California, that will include a spa using the natural geothermal waters unique to the Calistoga region.

Owned by Boston-based real estate private equity firm Alcion Ventures and developed in partnership with Aspen, Colorado-based boutique firm Bald Mountain Development, the Napa Valley resort will include 85 guest rooms and 20 private residence villas.

"We set out almost a decade ago to find this kind of opportunity in Napa Valley," said Martin Zieff, managing partner at Alcion Ventures.

The spa at the resort will include treatments such as mineral-rich clay and volcanic ash baths, as well as skin and body care, nail care and massages, and will also feature geothermal pools overlooking the Palisades.

Designed by Colorado-based O'Bryan Partnership Architects, with interior design by California-based Erin Martin Design, the resort will open in early 2018, and will also



The resort will include 85 guest rooms and 20 private residence villas

include its own fully-operational winery and hand-farmed vineyard, for a grape-to-glass experience for guests. Each of the one- and two-storey residence villas will include multiple master suites and an owner's wine cellar.

"This is a unique opportunity to combine a privately-owned and operated winery and vineyard with a world-class luxury resort," said J. Allen Smith, president and CEO, Four Seasons Hotels and Resorts.

Details: http://lei.sr?a=x7B9f_S

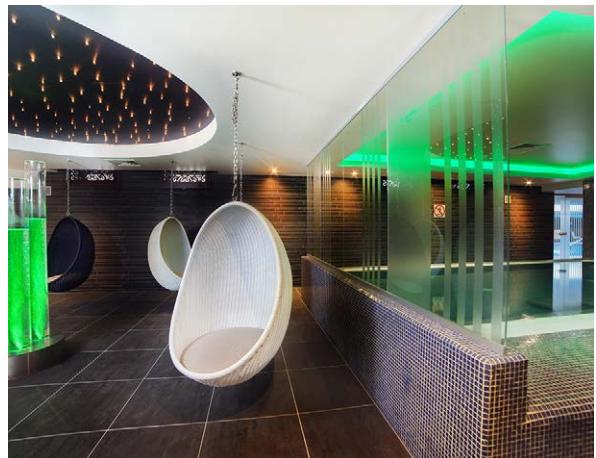
Crowne Plaza Borjomi gets new spa

A new Spa and Wellness Center has been unveiled at the Crowne Plaza Borjomi in the republic of Georgia.

The 2,500sq m (26,910sq ft) spa includes 22 treatment rooms as well as two spa suites for couples or groups, relaxation areas, an indoor swimming pool and thermal area, fitness centre, hair styling lounge, nail studio, and flotation and mineral water pools.

The spa has a "vibrant, laconic, modern European style and spirit," said spa manager Tatiana Carvalho. "It's clear, light and sophisticated, but comfortable and cozy at the same time, where each detail has meaning and is a part of ancient holistic philosophy."

Signature treatments include an Ancient Rasul Ritual, which combines light, heat, warm aromatic steam and mineral-rich clay, as well as a Dosha-Specific Ayurveda Journey, both of which can be performed with four hands.



The spa has a 'vibrant, laconic, modern European style and spirit'

Spa treatments and rituals use skincare brand comfort zone as the main product brand and Davines for hair styling.

Carvalho created the spa concept herself using local, indigenous mineral water. Chairs and tables are from Nilo and Palladium Design, linens from Comphy, uniforms from Noel Asmar and technical support from Booker.

Details: http://lei.sr?a=Y2z9j_S



Resense opens Bedouin-inspired spa

Spa management company Resense has opened a Resense Spa at The Royal Maxim Palace Kempinski in Cairo.

The 2,000sq m (21,528sq ft) Resense Spa aims to emulate the renaissance of the classical European spa with a fusion of modern and traditional design, art, music, therapies and bathing. A private health concierge caters to guests' needs, creating bespoke treatments, and the treatment menu will combine ancient and local healing traditions.

"Our new Resense Spa is designed to be more than just a spa, offering instead an overall wellbeing experience," said Birgit Marie Solheim, Resense spa director. "From state-of-the-art fitness and healthy juices to our holistic and healing approach, each tailor-made wellness journey is unique and personal to our guests."

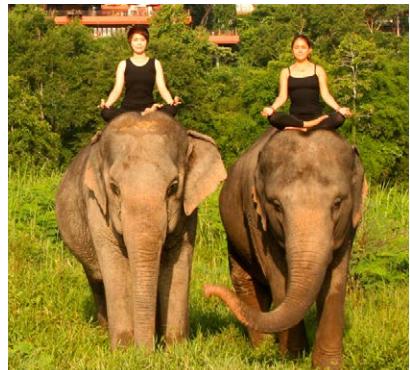
The spa features eight treatment rooms, including one couples' room, as well as indoor and outdoor pools, two private lounges and separate male and female thermal areas, featuring spa pools, saunas, ice fountains,



The spa includes separate male and female thermal areas

experience showers and a female-only hammam. Resense said it wants to focus more on experiences than treatments, and the spa menu is designed to reflect that.

The spa's signature treatment, The Journey, begins with a four-tea polish that includes Rooibos tea, as well as hydroxy acid and zinc treatments to improve skin condition, and ends with a traditional Arabian massage, inspired by the rituals used by the Bedouin travellers.
Details: http://lei.sr?a=e5p2G_S



Morning al fresco yoga sessions happen daily

Elephant yoga featured in Anantara wellness package

Thailand's Anantara Golden Triangle resort has launched a new wellness programme, "Where Wellness Meets Nature," that blends customised fitness programmes with unique activities in nature and bespoke spa experiences.

The programme incorporates elephants into the package – important in ancient ritual and meditation due to their calm nature, rhythmic pace and unhurried breath – and each day begins with a walk into the jungle to fetch an elephant.

The day continues with a morning al fresco yoga session either in the jungle pavilion or aboard an elephant, followed by a healthy picnic breakfast. The resort's chef creates personalised healthy menus for each guest upon arrival.
Details: http://lei.sr?a=U2M3m_S

Historic Laotian location for Akaryn

The Akaryn Hotel Group is opening The President by Akaryn in late 2016 in the centre of Vientiane, Laos. Inspired by its setting, the hotel is uniquely located between the House of Parliament, the Presidential Palace and the temple of the Emerald Buddha, and was originally built for the Laotians by the Chinese government.

With only 30 guestrooms, The President by Akaryn will blend original Laotian design with colonial influence to reflect both the heritage of Laos and its bright future, the company said.

The Ayurah Wellness Centre will include four double treatment rooms, one single treatment room, a relaxation area, dance studio, pilates studio, yoga studio and salon. It is also designed with classical Laos and colonial-era themes, in keeping with the rest of the hotel.

The Ayurah Wellness Centre will feature treatments and bespoke programmes based on the four pillars of Ayurah Wellness: weight



The President by Akaryn will blend Laotian and colonial design

optimisation, anti-ageing, mind balance and detoxification, and guests will benefit from both Eastern and Western philosophies.

Guests begin with a medical consultation and are prescribed a treatment plan. Treatment plans bring together nutrition and fitness, physical health, emotional wellbeing and aesthetics, and include cupping, stem cell therapy, osteopathy, blood analysis, acupuncture, IV therapy, colonics, guided meditations and yoga.
Details: http://lei.sr?a=W3W8Z_S

US\$168m Bahamas project will include Six Senses

A recently-approved US\$168m (€150m, £116m) expansion of the Deep Water Cay Resort in the Bahamas will include Six Senses as the operator of a five-star, mixed use resort, according to a news release from the Bahamian government.

Representatives from Six Senses were not able to comment on the news.

Deep Water Cay is currently an upscale fishing resort and includes guest cottages and private residences.

Dr Michael Darville, minister for Grand Bahama, said the build-out will be phased over a seven-year period and will include 68 hotel units, including 56 hotel bedrooms and 65 custom-built residences, as well as a 7,000sq ft (650sq m), two-storey spa and fitness facility. The resort is also to include five restaurants and a cooking school for guests.

Details: http://lei.sr?a=W7W6W_S

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Desert-themed spa at Omani resort

Dunes by Al Nahda has opened in Oman, with 50 tented bedrooms in the sand dunes of Wadi Al Abiyad, along with a wellness spa featuring desert-themed treatments. Built in keeping with the natural elements of the desert dunes, the spa includes two large sand tub treatment rooms with 'rest-in' areas and showers and two massage rooms.

The spa's signature treatment is a Hot Sand treatment, which has its roots in ancient Egypt, and combines the beneficial effect of the sand's heat with the natural minerals found in it. It involves being covered in sanitised sand, then having a mixture of milk, wine and oils poured over the body. After 20 minutes, clients move to a rest area, where they are covered with a creamy yoghurt mixture for 15 minutes.



The resort features tented bedrooms and a desert-themed spa

Oils are custom-blended in Al Nahda's factories, using fresh herbs and resins from its company gardens and farms.

The tented resort also includes a fitness centre and mini-gym, and offers dune bashing, quad biking, sand surfing and camel riding.

Details: http://lei.sr?a=u5M7V_S

Gazelli opens flagship skincare spa

Boutique spa Gazelli House – the flagship location of Azerbaijani skincare company Gazelli – has opened in London with an aim to promote holistic skincare – both through traditional facial treatments and also by addressing emotional and physical wellbeing with guest speakers and practitioners.

Jamila Askarova, founder of Gazelli, said that while the brand's bespoke treatments, diagnostic facials and massages are featured, Gazelli House is more than a traditional spa.

"We wanted to take it one step further," she explained. "We wanted to transform skincare into a lifestyle."

The three-storey townhouse in London's Kensington neighbourhood aims to make guests feel at home, and features rooms designed as sitting rooms and a library, as well as three skincare treatment rooms.

Guests are invited to drop in, strike up a conversation with other guests, play Scrabble, or dip into informal discussions with visiting practitioners, creating a communal space. The Sky Parlour on the top floor is set up for visiting



Gazelli House is designed to make guests feel at home

specialist practitioners who conduct one-to-one consultations in areas of life-coaching, kinesiology, meditation or acupuncture.

"It's a way to discover new practices – therapies that members might never have thought about exploring – or perhaps never come across," said Askarova. "The Gazelli House is a launch pad for all of these innovative, exciting therapies, but primarily it's a refuge – a place where members can open up, address what has been holding them back, or simply contemplate."

Details: http://lei.sr?a=P9P3s_S



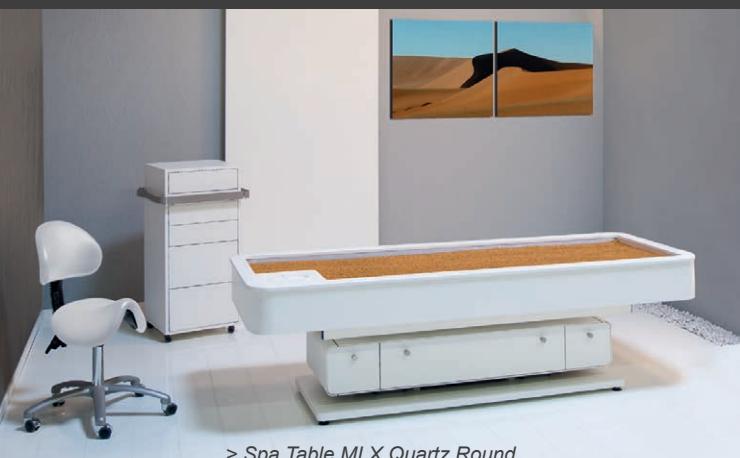
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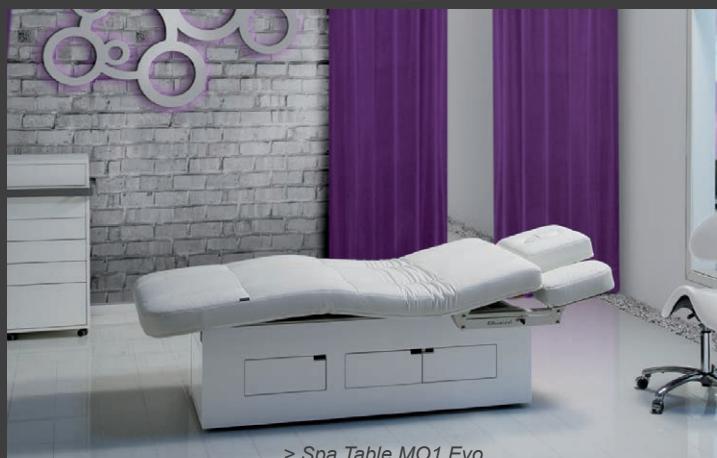
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Garden spa stars at Amari Maldives

The 120-villa Amari Havodda Maldives has opened on the Gaafu Dhaalu Atoll, approximately 400 km (249 miles) south of Male.

The resort features the brand's signature Breeze Spa – located in a lush garden setting – with six garden treatment pavilions and calming water features, as well as a nail and hair salon. The resort also includes a large infinity pool, ocean-view deck, sunken wet lounge and beachside cabanas.

The Breeze Spa at Amari Havodda Maldives has a 'barefoot' experience at the spa reception, filling the whole space – as well as the walkways to the treatment villas – with sand. Four couple's treatment villas each offer a private terrace, and the two double suites each have a whirlpool. The spa uses its own Breeze Spa Signature products, as well as facial care from Dr. Murad.



The Breeze Spa at Amari Havodda will have a 'barefoot experience'

Interiors are by Singapore-based French designer Isabelle Miaja, and implement the concept of 'natural simplicity'. Public areas and villas depict subtle elements from local island culture with artwork, fittings and textures inspired by contemporary Maldivian motifs.

Details: http://lei.sr?a=R2r5z_S

Inbalans partners with comfort zone

Spa development company Inbalans has teamed up with skincare brand comfort zone for a new space in the heart of the Latvian city of Riga.

"It felt like a perfect marriage," Alla Sokolova, founder and CEO of Inbalans, told *Spa Opportunities*. "We've been working with comfort zone for three years at Amber Spa (located in Jurmala, Latvia, which Inbalans manages), and we felt we were completely aligned in terms of philosophy, and the way we're growing and developing and working towards a sustainable future."

The Inbalans comfort zone space Riga is located in a prime central location that's part of the Berg Bazaar Quarter, surrounded by cafes, restaurants and shops, said Sokolova, and is designed to promote a holistic, healthy and sustainable lifestyle.

This is the first branded comfort zone space, and features two treatment rooms spread over two floors, dedicated to the Italian skincare brand – one for facial care and another large room with a separate shower for full body treatments, such as peelings, scrubs and wraps.



The Inbalans comfort zone space Riga is in the heart of the city

Part of comfort zone's programme includes combining skincare analysis and recommendations with lifestyle advice, said Sokolova, including home care, food and diet plans and exercise plans with exact movements. "It's very lifestyle-oriented and holistic," she explained.

The space also includes a relaxation room and interactive wellness studio that can be used for workshops, seminars and meetings that will help promote the holistically healthy lifestyle. Inbalans and comfort zone are also working to create corporate wellness programmes.

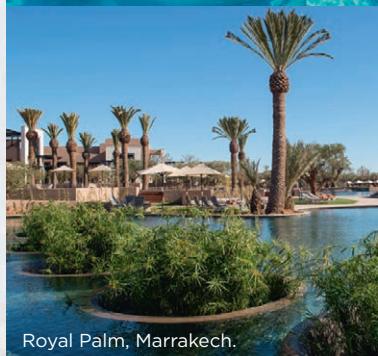
Details: http://lei.sr?a=X8d4q_S



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Sofitel opening three new So SPAs

Sofitel is opening three So SPAs in the coming months in Thailand, Morocco and Ivory Coast. All three spas will feature the brand's signature French approach to spa.

Inspired by French cuisine, spa menus feature starters such as scrubs or body polishes to prepare the skin; main dishes, such as massages or facials; and desserts, including add-on pedicures, manicures or hair care.

"It's a very French approach," said Aldina Duarte-Ramos, global director of wellbeing product, luxury and upscale brands for Sofitel, Pullman and MGallery. "We give a twist to the traditional spa expression."

The Sofitel Tamuda Bay in Tangiers, Morocco is a "chic," new-build hotel, said Duarte-Ramos, and will open in March. It will include a 1,250sq m (13,455sq ft) So

SPA with five treatment rooms and two hammams. Opening this month, the Hua Hin in Thailand will feature a 600sq m (6,458sq ft) So SPA with five treatment rooms, and The Ivory Coast location, opening in April, will include an 830sq m (8,934sq ft) So SPA.
Details: http://lei.sr?a=r4N6d_S



Sofitel Tamuda Bay in Tangiers, Morocco is a 'chic' new-build hotel

Soviet-era building becomes spa

Architecture studio YOD have renovated and modernised a Soviet-era building in a Ukrainian pine forest to create a nature-inspired spa and leisure complex.

The facility is an extension to the newly-built Relax Park Verholy Hotel, located in the Poltava region, which the Kiev-based studio designed last year. The new complex features a spa and sauna, an indoor swimming pool, a café, a fitness centre and 17 additional hotel rooms – with all interiors created using veneered plywood to create a link between the building and its peaceful surroundings.

"We kept to the minimalist aesthetics of the whole complex and used natural materials only," said YOD in a statement. "The architecture of the building is modern and discreet and the main idea is to let nature be the main actor on the stage. There are no unnecessary details in this open and laconic area."

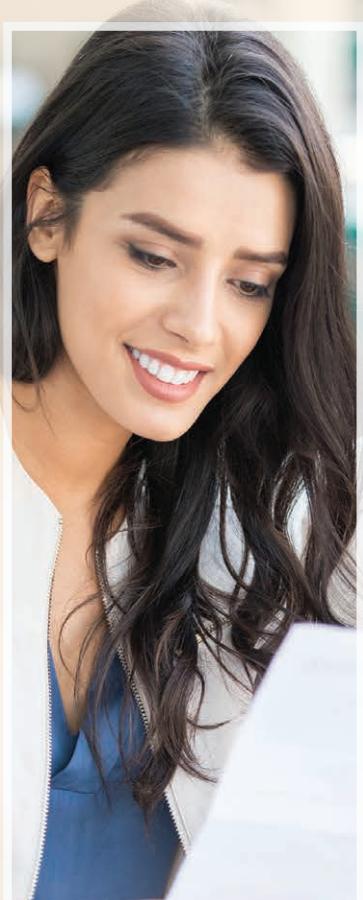
In the spa, soft colours and dimmed lighting have been used to add to the atmosphere of relaxation, while colourful photographs of Ukrainian competition-winning horses line the walls to reference the region's equine traditions. Different rooms have been created



The spa uses soft colours and dimmed lighting for relaxation

for different kinds of treatments, including a hammam, an infrared sauna, a Russian bath and three massage rooms. There are also two heated pools and a whirlpool zone.

Rust-proof metal and anti-slip flooring have been used to for the jointless walls and floor construction, preventing dirt from accumulating and making the area safe to use for guests. The complex also has a fitness centre and large panoramic windows look out towards the forest and a local racetrack.
Details: http://lei.sr?a=J5t2K_S



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La Biosthetique debuts new Methode Regenerante line

La Biosthetique has launched the Methode Regenerante line, a system that aims to restore youthful radiance to any skin at any age. The line includes two products that aim to stimulate the skin's vital functions and protect it from environmental pollution and other stress factors. Creme Vitalite is a revitalising intensive care cream and Elixir Vitalite is a nourishing, calming oil concentrate used for increased care requirements such as dry skin or cold temperatures.

KEYWORD: LA BIOSTHETIQUE

Caci International's new line focuses on fragile eye area

Caci International has developed two new anti-ageing skincare products to protect the fragile eye area. Caci's Eye Revive serum and Hydro Eye Mask have been formulated to address puffiness, dark circles, dehydration and fine lines around the eyes.

The Eye Revive serum includes Caci's REGU-AGE formulation with active ingredients that absorb quickly to improve skin texture, reduce puffiness and help to diminish dark circles. The Hydro Eye Mask is an instantly refreshing gel eye mask formulated with hyaluronic acid, cucumber extract and green tea extract.

A new treatment for eyes, Caci Eye Revive, uses the new product line.

KEYWORD: CACI



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Comfort Zone's Renight system helps nighttime skin repair

Comfort Zone has created a multivitamin antioxidant nighttime skin system called Renight, with 97.5 per cent of ingredients from natural origins.

Comfort Zone's Scientific Committee believes the body's internal antioxidant system can be supported by cosmetic products that restore skin balance and health. The new Renight range contains carotenoids, gogi berry oil, vitamin E, selenium, manganese and zinc – to assist the skin's nighttime restoration process. Offering an integrated defence

and antioxidant repair mechanism, Renight is designed for all skin types. Available as homecare products, there is also a professional treatment for this range alongside lifestyle tips developed by the brand's Scientific Committee.

There are two homecare products, Renight Oil and Renight Cream.

The professional treatment, called Recover Touch, focuses on the face, neck and décolleté. The Renight system, like all Comfort Zone lines, is produced in Italy using energy from renewable sources.

KEYWORD: COMFORT ZONE

Thalgo's new three-product range targets dry skin

Thalgo has developed a new Cold Marine Cream three-product range for body, hands and feet. The line is composed of active marine ingredients, including fatty acids such as Omega3 from Thalgo's 1st Marine Blue Oil, as well as the brand's Sève Bleue From The Oceans mineral water product.

The line includes The Deeply Nourishing Body Cream, the handbag-sized Deeply Nourishing Hand Cream and Deeply Nourishing Foot Cream.

KEYWORD: THALGO





Ferguson has more than eight years' experience

Ferguson takes on international training position at Voya

Holly Ferguson has joined organic seaweed skincare brand Voya as international trainer. Ferguson has more than eight years' experience in the beauty and wellness industry, beginning her career in 2007 as a spa therapist for Steiner. She has also worked for Elemis and Nude Skincare.

Most recently, Ferguson worked as ESPA's UK international training manager, where she took on many of the brand's top accounts, training key therapists and ayurvedic practitioners.

"Voya's impressive growth is really exciting, and it's something I can't wait to be part of," said Ferguson. "I am confident that my new ideas and forward thinking will be a valuable asset to the Voya team."

Details: http://lei.sr?a=t8r4S_S

Trump SoHo New York appoints Lamey spa director

Sandra Lamey has been named spa director at the Trump SoHo in New York City, and will oversee all day-to-day operations, marketing strategy, programming and staff at the 11,000sq ft (1,022sq m) spa.

Lamey brings 15 years of experience to Trump SoHo, most recently as director of spa at Omni Bedford Springs in Bedford, Pennsylvania, where she oversaw management and spa operations of the 30,000sq ft (2,787swm) facility. She has also been spa operations and acting director at the Rosewood Crescent Hotel in Dallas.

"With a knack for curating spa menus reflective of a spa's unique destination, we're confident that Sandra will take our globally-recognised New York City spa to new heights," said Gary Schweikert, general manager of Trump SoHo New York.

Details: http://lei.sr?a=g9d9T_S

Vallati named spa director at ESPA Life

Corinthia Hotel London has appointed Laura Vallati as the new spa director for its ESPA Life at Corinthia flagship spa. In her new role, Vallati will be responsible for guiding the operation and strategy of ESPA Life.

Vallati was previously general manager at ESPA at the stalled Baha Mar in The Bahamas and has more than 20 years' experience in the spa and leisure industries. She has successfully led the pre-opening projects of six spas in the Caribbean, Singapore, Monaco and more. She has also worked for ESPA at Resorts World Sentosa in Singapore.

"Having been a part of the ESPA family for many years, Laura has a clear vision of the wellness philosophy that underpins everything we do," said Sue Harmsworth, CEO and founder of ESPA. "I am confident that ESPA Life will



Vallati has been part of the ESPA family for many years

continue to flourish under her direction."

Commenting on her appointment, Vallati said: "Moving to ESPA Life at Corinthia feels like the perfect next step for me. I look forward to building ESPA Life's global reputation as the pioneer of a new generation of spas."

Details: http://lei.sr?a=Z2g6z_S

Penny Kriel joins WTS International

Spa consultancy and management firm WTS International has named Penny Kriel as corporate operations director for spa.

Kriel is a 15-year spa industry veteran and most recently was spa director for the Salamander Resort & Spa in Middleburg, Virginia.

In her new position, Kriel will be responsible for overseeing a set portfolio of accounts within the northeast region of the United States. She will work directly with WTS International's clients and on-site directors to ensure successful operations, marketing and financial performance.

"The power of WTS to successfully advise clients is directly related to the calibre of the WTS team," said Gary Henkin, president of WTS International. "With her global perspective, high-level management experience and outstanding track record, Penny Kriel is a huge asset for both our company and our clients."

Originally from South Africa, Kriel gained a CIDESCO diploma in advanced skincare and cosmetology, aromatherapy, reflexology and massage therapy.



Kriel is WTS International's corporate operations director for spa

She began her career as a therapist on board Crystal and Princess Cruises, and was then business development manager for The Image Institute in Rosebank, South Africa. Later, she worked for Mandarin Oriental, where she ran spa operations in Hyde Park, London, and was spa director in Washington, DC.

"I'm delighted to join WTS," said Kriel. "As one of the most-respected spa consultants in the world, WTS works on some of the biggest, most innovative and most exciting spa projects out there, and I'm thrilled to be on the team."

Details: http://lei.sr?a=b5h4H_S

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- BEAUTY THERAPISTS

AQUA SANA



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Location: Essex, United Kingdom

Salary: Competitive

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- First Aid qualification
- Plant room qualification desirable
- COSHH qualification
- Excellent communication skills
- Experience of working with the public
- Be able to work on their own and as part of a team
- Knowledge of pool testing
- Hold a full UK driving licence
- Educated to GCSE level or equivalent



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Website blends biotech and wellbeing

Continued from front cover

"While the wellbeing industry is huge...what is holding it back is the perceived sense of intangible benefits, an esoteric feel, a missing standard of quality and a very fragmented approach to access," said Lorena Puica, founder and CEO of iamYiam.

Wellbeing plans and advice are tailored to clients' needs based on genetic profiling, scientific recommendations and individual wellbeing goals. Customers can order a genetic profiling package online to fine-tune their biometrically balanced plan and then book the recommended experiences, and will also receive a personalised nutrition plan. The company has built an algorithm based on more than 120,000 academic research papers and genetic markers, which helps pinpoint therapists best suited to an individual, depending on their requirements – whether it's sleeping better, reducing anxiety, lowering stress, recovering



Lorena Puica, founder and CEO, at the company's launch event

from injury or enhancing overall wellbeing. Consumers can also watch a one-minute video from each of the hand-picked practitioners before booking an appointment. The company has launched in London, but has plans to expand internationally later this year.

Puica is a natural health advocate who has practised yoga, meditation and ayurvedic massage after experiencing thyroid problems.

Details: http://lei.sr?a=X4j9h_S

Dreamworks plans for 50 spas by 2017

Spa industry veteran Christian Kiefer has turned Dubai-based Dreamworks Spas into a consultancy business with a focus on three- and four-star properties in the Middle East, and plans for 50 spas by 2017.

Kiefer, who was previously based at the St Regis and oversaw the Starwood Middle East region, took over Dreamworks – a chain of day spas in Dubai – a year ago, and began his plan of transforming the business into a consultancy.

The company currently has 19 projects in the works, predominantly in hotels, and offers everything from spa concept and planning to spa management.

"Dreamworks has undergone a big image change in the eyes of Dubai spa goers, and we are focusing predominantly on three- and four-star hotels, where the consistency of quality levels in Dubai still is in its baby shoes," Kiefer told *Spa Opportunities*.

Kiefer plans to focus on his niche three- and four-star hotel market, which he said has been neglected in the past years.



Dreamworks is specialising in three- and four-star properties

"Everyone – including myself – has completely focused on luxury and the finest of treatments in the past years," he explained. "Gold facials, black diamond exfoliations, gemstone massages – name it. It was all a big wow, but let's face it: what this does to our top-line expense is, quite frankly, a disaster."

Kiefer said he can create a four-star experience with 60 per cent less operational expense and can offer salon, spa and yoga experiences in one turnkey solution.

Details: http://lei.sr?a=Y9A2t_S

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