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## Diana Mestre

creates healing spas, retreats and suites across Mexico for Velas

## WELLNESS-SING

brings the benefits of singing to spas

How are spas dealing with

## SINGLE-USE PLASTICS?

## Mental wellness white paper

reveals the evidence behind spa modalities

## VR

massage

at The Oddly Satisfying Spa

# MARC COHEN

launches Extreme Wellness retreats

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## Wellbeing and democracy

As New Zealand announces its first wellbeing budget, matters of wellbeing and happiness are being recognised as essential to the health of democracy and political stability worldwide

**A**t the recent World Economic Summit in Davos, Jacinda Ardern, prime minister of New Zealand, announced that her government will publish the world's first wellbeing budget in May this year.

Rather than being an add-on to a conventional budget, the wellbeing budget will permeate all aspects of government finance and have long-term goals and funding.

There will be key priority areas focused on intergenerational change, including living standards, human, social and natural capital, while areas of special concern will be mental health, climate change, digital transformation, social exclusion, health, housing and domestic violence.

Ardern believes neo-capitalism and the move away from kindness in social policy which we have seen in recent decades has created social problems which are giving rise to civil unrest, posing a threat to the world's democracies and leading to the rise of nationalism, isolationism, protectionism and the abandonment of global institutions.

She said: "At a time when the international rules-based order is under strain and leaders around the world are grappling with understandably dissatisfied constituencies, I hope this wellbeing approach will provide a model which others, in turn might look to."

"I wholeheartedly believe that more compassionate domestic policies are a compelling alternative to the false promise of protectionism and isolation."

Several governments have appointed ministers for happiness and wellbeing to bring a focus to this important



Jacinda Ardern announced her wellbeing budget in Davos

“It’s significant to hear our industry being proposed as part of the solution to such fundamental global issues and heralds challenging times”

area of policy, but this is the first time a government has opted to orientate all its major policies in this way.

It's significant to hear our industry being proposed as part of the solution to such fundamental global issues and heralds challenging times, full of opportunities for us to be useful.

**Liz Terry, editor in chief @elizterry**

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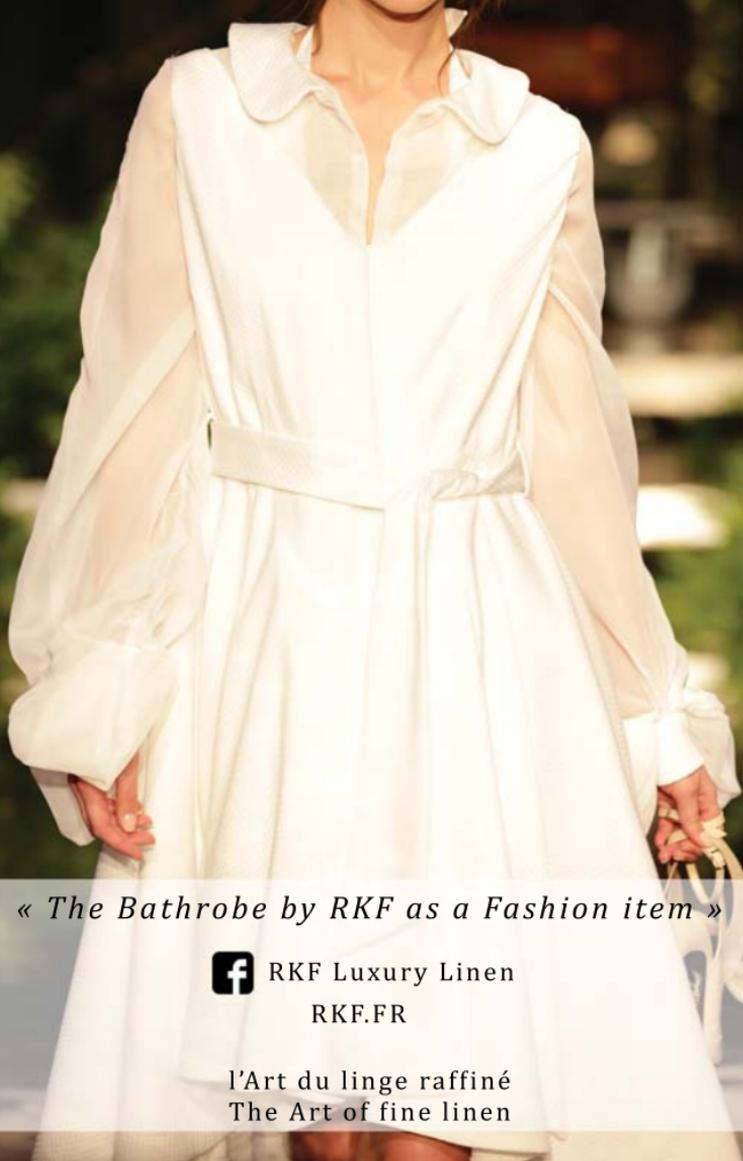


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# Journey of the senses

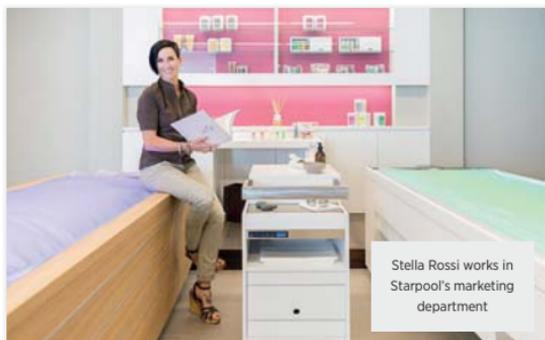
Floation therapy has been shown to help with everything from stress and concentration to sleep quality, but many spas don't have the space to offer it. Starpool's Nuvola Experience is a dry floation therapy system with a small footprint. Stella Rossi explains more

## Can you tell me about Nuvola - what is it and how does it work?

The Nuvola Experience opens up a whole new dimension in aesthetics, combining beauty and wellness with a relaxing, sensual treatment. It's made up of three different elements:

- The Nuvola bed is a zero-gravity floation bed with coloured lights, adjustable temperature and hydro massage.
- Soffio is a sophisticated massage bed with water mattress and a gentle wave effect that ripples up the body.
- Battista is a multi-purpose wheeled trolley with Kneipp-style hot and cold compartments.

These three elements, used together, create a holistic experience that combines the physical and psychological benefits of a floating treatment with hot tub and contrasting heat treatments – all with



Stella Rossi works in Starpool's marketing department



▲ Experiences include the Battista trolley, Nuvola Floating Bed and Soffio massage bed

no direct contact with water. It's an unforgettable journey of the senses.

## What is the relationship between Nuvola and Starpool?

Nuvola is one of the three brands of Starpool's Dry Floating Division, which also includes Zerobody and RestArt. Products are conceived and created within a company that has been a leader in design, production and installation of luxury spas for 40 years, and are made in Italy.

## What are the benefits of dry floation therapy?

Floation has a wide range of benefits, both physical and mental. It reduces joint and muscle pain, improves athletic performance, provides lactic acid drainage, reduces blood pressure, helps with spinal column distension, and aids in breathing rhythm. Mentally, it helps with concentration and introspection, reduces stress, increases serotonin, and

◀ Floation therapy has a wide range of benefits, both physical and mental, and dry floation means clients don't get wet

can even help with sleep quality. Dry floation can provide the same benefits as traditional water floation in a shorter time – and without the need to get wet.

## How can Nuvola help spas grow their business?

Nuvola gives the benefits of "hot + cold reaction + rest" without the need to invest in traditional spa equipment like saunas, steam baths and ice fountains; spas only need 25sq m to dedicate to the Nuvola system.

We provide a turnkey solution for everything from a small beauty centre to large resorts and fitness centres. Our dry floation therapy is a great add-on to a spa's existing treatments, and prepares the body before a scrub, massage or mud treatment – meaning the customer will see the greater results.

We provide full training, along with a 'Book of Rituals' – a manual with fast, effective procedures that can be used to train any additional new staff. We also provide a full marketing kit with banners, displays, gift cards and promotional flyers, as well as a ready-to-use spa menu. ●

● [www.nuvolaexperience.it](http://www.nuvolaexperience.it)

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wellness concept

# 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)

## Why we're defining the spa consultant role

Lisa Starr, co-chair, GWI Spa & Wellness Consulting Initiative

There are more than 150 international spa consultants in the Global Wellness Institute's (GWI) database, and many more who haven't yet registered. However, there's no specific degree or certification programme to qualify a spa consultant, plus spas come in so many shapes and sizes that no one consultant typically has the same skill set.

To drill down into these varied skills and to give some definition to the size and scope of our field, the GWI's Spa & Wellness Consulting Initiative has released the first-ever spa/wellness/fitness consultancy survey results in the form of an infographic.

Sixty-plus consultants were interviewed worldwide and key

findings show that more than half of the projects underway cost over US\$1.5m (€1.3m, £1.2m) and take between 12-18 months to be completed. The benefits of using a consultant include decreased operational costs; cost savings in design, procurement and training; and expenses outweighed by increased speed to profitability.

The overall aim of the initiative is to aid prospective hoteliers and spa developers and connect them with the best consultant for their particular situation – especially those who can give proper guidance on creating optimum experiences and consistent advice on revenue and profit margins.

In the future, we plan to explore return on



investment in projects that use consulting more deeply, especially in terms of speed to market and profitability.

● [globalspaandwellnessconsultants.com](http://globalspaandwellnessconsultants.com)

A new infographic outlines the size and scope of the spa consultancy field

## Sometimes bare minimum contribution deserves baseline pay

Kamillya Hunter, author, *Touched: True Stories From Inside The Massage Room*

*Spa Business*' article on the gender pay gap (see SB18/4 p52) brings up some excellent points. The idea of a fair compensation is subjective at best.

It's important that spa owners have a firm understanding of how much they can reasonably pay their staff in wages and contribute to training. They also need a reliable feedback loop, so that any concerns about wages can be addressed.



Kamillya Hunter

The extent of many therapists' contribution begins and ends in the treatment room

Speaking as a former spa therapist and manager, the extent of many therapists' contribution begins and ends in the treatment room. Yet many want higher wages with no additional responsibilities like upselling retail and memberships, encouraging rescheduling or marketing.

This leads to responsibility shifting dramatically to the front-of-house team, who also take on administrative tasks, cleaning laundry and much

more. Those employees, then rightfully complain of being overworked and underpaid – and need to negotiate a salary based on additional revenue generated and tasks that would otherwise need to be absorbed or paid out to someone else.

Reasonably, therapists will always want more money, especially if they feel they're overworked. But sometimes the bare minimum contribution is deserving of a baseline pay. ●

● [spa-analytics.com](http://spa-analytics.com)

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# spa people



We have a strong sense of place and a deep desire to let the world know about Mexico's indigenous healing traditions, treatments and healing arts

**Diana F Mestre** spa and wellness consultant

**D**iana F Mestre has been working with Mexican hotel group Velas since 2003, when she designed the first Grand Velas spa at the Riviera Nayarit in Puerto Vallarta, bringing a full hydrotherapy water experience to the resort. She's created a total of four spas for the family-owned Velas - with the largest at the Grand Velas Riviera Maya in Cancun weighing in at a fantastic 89,305sq ft (8,297sq m) and 42 treatment rooms - which bring

together regional healing traditions with a full sensory experience and Mestre's signature water ceremony.

## Wellnessing retreats

But over the past three years, she's taken things a step further, creating a series of Wellnessing retreats, and also helping the hotels to create their first wellness suites. Mestre says both the retreats and the suites help position Velas as a brand that cares about guests' wellbeing. She gives credit for her ideas to her grandfather,

a naturalist from Spain. "He indoctrinated me from when I was very little on the path of exercise, nutrition, fresh air and being in touch with nature," she says.

The retreats bring all of these aspects together through a mix of different experts and experiences over three days - from fitness classes to nutrition workshops, energy purification rituals, beachside meditation instruction and sound healing.

## Indigenous healing

It's this mix - and in particular, the exposure to indigenous healing traditions native to the area - that really sets the programming apart. "We have a strong sense of place and a deep desire to let the world know about Mexico's indigenous healing traditions, treatments and healing arts," says Mestre.

On a recent Wellnessing Retreat in Los Cabos, the weekend began with a sunrise ceremony by shaman Tonatiuh Garcia Mendez. Attendees, dressed in white, began by facing all six directions in turn - north, south, east, west, to the earth and to the sky - before a sage smoke cleansing ceremony. Another session saw guests painted with traditional patterns in day-glo paint for Glow Yoga - done under black lights to add a surreal visual aspect to the class. Later still, a session combined sound



Mestre has created four spas for the Velas hotel group, as well as new wellness suites and retreats





The Wellness retreats include meditation and cooking classes



Sound healing and Glow Yoga take guests on a spiritual wellness journey

healing from Roberto Gopar - who brought not only singing bowls, but also conch shells, various traditional drums, and the haunting vibrato of his own voice - with an intense breathwork workshop.

### Seducing the senses

Sessions at the new Se Spa - which in Náhuatl pre-Hispanic language means 'one', or a sense of being at one with the world - tied it all together. Mestre's water ceremony concept, which she has included across the Velos spas, is an extensive, multi-step thermal journey hosted by a personal spa butler, who guides guests through each section, letting them know how long to stay in each facility, explaining the benefits, and bringing frozen berries and hydrating drinks in between.

Mestre says this idea of "seducing the senses" runs through all the Velas resorts and spas. It extends to an aromatherapy elixir workshop held during the Wellness Weekend, where



guests smelled the different oils, herbs and fruits; used a mortar and pestle to crush them together; and in between, were brought colourful, healthy bites to bring in the sense of sight and taste. The aromatherapy workshop also saw guests working in teams - one mortar and pestle for every two people - in order to encourage social interaction, a key component of wellness. In addition to engaging all the senses, the retreats also aim to address the many facets of wellness: personal, physical, spiritual, social, emotional and intellectual, and also, through the resort's wellness suites, environmental wellness.

We just want guests to try different aspects of wellness

### Wellness suites

Mestre has helped Velas create the new wellness suites, first at the Riviera Nayarit location, and most recently at Los Cabos, where six two-storey suites include a dedicated fitness loft with exercise bike and massage table, a personal wellness concierge, healthy minibar, in-suite juicing, Vitamin C shower, Nikken Kenko pillow and sleep pad, Phillips Wake-Up light and an aromatherapy kit. A nightly "spa turn-down service" means the spa concierge brings a different ritual for face or body each evening, using skincare from the Agave Spa line used in the Se Spa.

"I wanted a concept, not just a room with a mat and a bicycle - I wanted to incorporate all aspects of wellness," says Mestre. "It doesn't need to be intimidating; we just want the guests to try different aspects of wellness." ●



## Place them in a new [virtual] world. Engage them in unexpected ways. And using digital media, surprise them with creative, new interpretations of traditional treatments

**Tyler Pridgen** creator, The Oddly Satisfying Spa

**T**yler Pridgen, an immersive technology specialist from the US, has taken his love of virtual reality and paired it with relaxation to create an intriguing spa concept. The Oddly Satisfying Spa features a curation of soothing experiences inspired by the rise of the #oddlysatisfying internet content which sees millions of people turning to YouTube and Instagram to watch strange, gratifying videos such as slime making and sand cutting.



Pridgen has created an immersive tech spa based on the premise of 'oddly satisfying' content

"The spa was initially formed out of a desire to create and showcase immersive art and technology that calms and satisfies people," says Pridgen, adding that the 'feel good' content is also a response to digital anxiety. "We need a sense of digital wellness. Just as we only put good food into our body, we also need to put good media into our brains." To further combat tech-induced anxiety, guests have to check-in their phones at reception.

Launched as a three-day pop-up in New York in 2018, The Oddly

Satisfying Spa includes treatments such as a massage with a VR headset projecting corresponding, meditative visuals - as a roller massages the back, people watch a ball meandering through a field of tall grass. This experience was developed in collaboration with Motherlode Labs, an all-female 3D art collective in New York.

In an ambient plant room created by Data Garden, a sensory device takes bio data and electrical impulses from plants and converts it into sounds via a midi music player. In a sand dome, people wear prism glasses while playing with moldable 'kinetic' sand to create a "completely hypnotic, unexpected and delightful" effect.

"I know a ton of VR creators, so I spent time exploring a lot of different pieces and looking for work that was simple, meditative and relaxing," explains Pridgen. "My team then creatively built out the space to accommodate them. We covered a whole room in fur and fur structures for guests to lie on while viewing virtual reality guided meditation, for example."

One of the most popular experiences, says Pridgen, is the Cosmic Sugar digital steamroom where people use hand controllers to manipulate 1 million glowing rainbow particles in VR headsets. The visuals are then projected around the room, which is also





VR aids relaxation (left and below); sand cutting was very popular (right)



The digital steamroom (above) and ambient plant room (below)

filled with ice-based fog. On top of this, as you move and manipulate the particles, reactive sound design creates a sound bath-type atmosphere. Cosmic Sugar is a VR project by artist and creative coder David Lobser. "It's really amazing," says Pridgen who adds that "the kinetic sand dome and slime bar were crowd favourites" as well.

The first Oddly Satisfying Spa in New York was held over three days and attracted 250 people who paid US\$40 (€35, £31) for a 90-minute session. Pridgen is now looking to open a three-month installation in the city in second quarter of 2019. "Many of the treatments will remain the same, but each will be expanded to incorporate more guests and alleviate bottlenecks," he says.

Pridgen is keen for The Oddly Satisfying Spa to become a

permanent fixture although admits that long-term tech installations can be costly. Failing that, he says "we'd love to build digital relaxation spaces for traditional spas, hotels, museums, corporate offices and private residences."

He adds: "We're also very interested in leading more thought discussions on tech addiction and expanding the idea of 'digital wellness' by thinking



I'm excited to bring digital media, light and sound into spas

about digital diets and healthy tech planning and awareness."

Pridgen sees a natural partnership forming with other spas. "They have a really unique opportunity to explore concept and experience design more. People are entering these spaces and losing track of time and self, so there's an opportunity to create a really transformative experience. Place them in a new world. Engage them in unexpected ways. Surprise them with creative, new interpretations of traditional treatments. I love that stuff and based on my experience with The Oddly Satisfying Spa, so do other people.

"My head is brimming with ideas and I'm excited to bring light, sound and digital media into spas in a calming, sensory and stimulating way." ●



## The documented benefits of singing – and in particular, singing in a group – are profound

**El Etherington** co-founder, Wellness-Sing

**C**oncert tour organiser and chorister El Etherington is teaming up with her cousin

Jane Kitchen, contributing editor at *Spa Business*, to launch a retreat company which will deliver the therapeutic benefits of singing – both mental and physical – to spas.

“The documented benefits of singing – and in particular, singing in a group – are profound,” says Etherington, co-founder of Wellness-Sing. She explains that participants can reduce stress, boost their immune system, improve mental alertness and focus, improve posture and build social connections all through the simple act of singing.

Wellness-Sing, which launched in January, will partner with luxury wellness destinations to host the three- to seven-day retreats which will vary in price depending on location. The workshops will include up to four hours of singing



Workshops will include up to four hours of singing a day

**Guests can reduce stress, boost their immune system, improve mental alertness and build social connections**

a day and introduce a variety of choral techniques, alongside complementary modalities.

“Many of our guests at our pilot retreat who had never had singing instruction before were surprised by how physical it is, and how breathing and muscle control are involved,” says Etherington. “It’s a perfect activity for practising mindfulness... Combining spa time and yoga classes with singing is a natural fit – everyone came out of the weekend feeling refreshed and grounded.”

Wellness-Sing also plans to offer informal lectures and unique, ‘one-off’ experiences based on location – think Scandinavian joiku singing at the top of a hill after a sunrise hike.

Etherington studied vocal arts and community music to masters level, has been a member of choirs all her life and also has experience as a music session leader in a therapeutic environment. For the past 12 years, she has run concert tours across Europe for leading tour consultancy ACFEA.

The genesis for Wellness-Sing came about on a weekend in Riga, Latvia, where Kitchen was



writing about pirts, a local sauna tradition, and Etherington was on tour with the UK’s Reading Bach Choir. A weekend spent experiencing both singing and wellness led them to talk about bringing their two worlds together, and Wellness-Sing was born.

Etherington says: “My hope is that these retreats attract not just seasoned singers, but also those who have yet to experience the joy that singing in a group can bring.”

Kitchen adds: “With loneliness on the rise – and new evidence of just how harmful it is to our mental health – a retreat like this has the added benefit of bringing people together to feel like they’re part of a unit. So much of the feedback that we got from our pilot weekend focused on that aspect – the connections made, the new friendships started. That, to me, is the magic.” ●



Etherington (right) is partnering with *Spa Business*’ Jane Kitchen (left)

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spa business uniting the world of wellness

A new lease of life has been given to the spa at Mandarin Oriental in the heart of London's fashionable Knightsbridge following an extensive two-year refurbishment

## Next generation spa at Mandarin Oriental London revealed

This has always been one of the busiest spas in our group and is one of the best spas in London," says Mandarin's group director of spa and wellness Jeremy McCarthy. "The expansion has given us the opportunity to make it truly world class."

Much anticipation has surrounded the spa's reopening - it had a brief, soft launch in May last year but closed just days afterwards following a fire elsewhere in the hotel.

It's fresh elegant interiors come courtesy of preeminent hospitality designer Adam D Tihany who drew inspiration from Chinese fashion and symbolism. The calming colour of jade reflects the group's Asian heritage and is balanced by a palette of wood-toned hues and precious metals such as dark bronze and striking gold accents. Original, floral wall features give reference to rebirth and the flow of energy.



Jeremy McCarthy

"People go to a spa looking for a particular experience," says Tihany. "Our job is to direct the attention and engage the senses in a way that will enrich that experience."

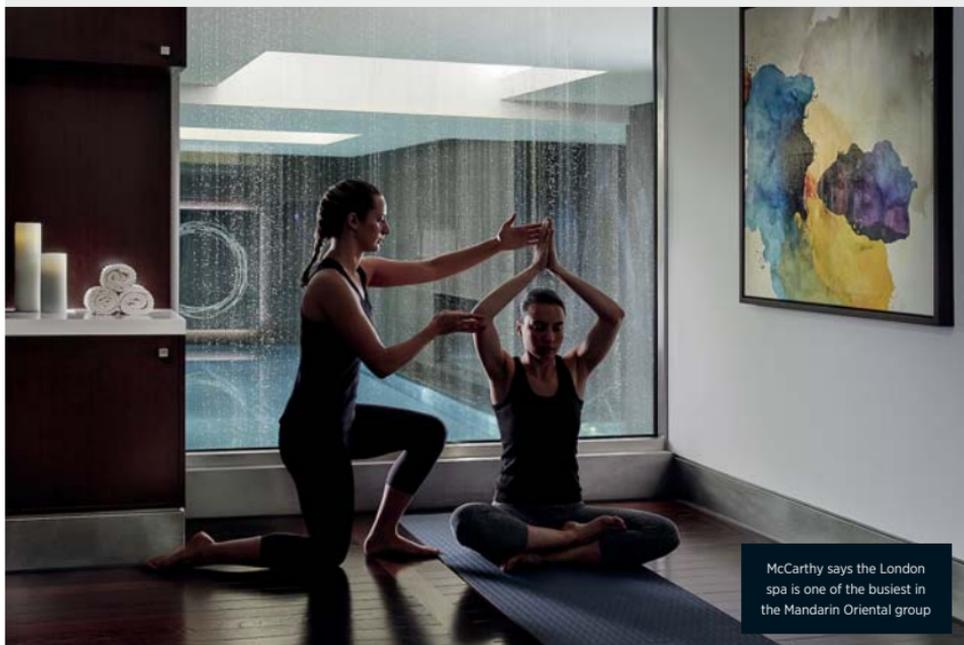
Meanwhile, a thoughtful - and extensive - curation of treatments and facilities, reflecting some of the latest industry trends, give the spa an edge.

A signature £195 (US\$249, €216) Digital Wellness Escape provides 90-minutes of digital detoxing along with a foot steam to absorb negative energy, a massage focusing on the head, eyes, neck, shoulders and back and options for mindful colouring, Jenga or meditation before and after.

Two express rooms offer services such as a 25-minute, £60 (US\$77, €66) on-the-go facial. There's also a Bastien Gonzalez Pedi & Mani Cure Studio and McCarthy is "excited to bring this unique brand of pedicures to the London market."



A curation of innovative treatments and facilities give the spa an edge



McCarthy says the London spa is one of the busiest in the Mandarin Oriental group

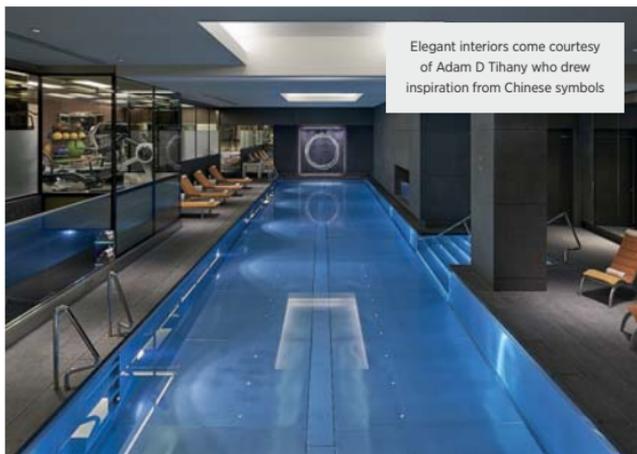
Much focus is placed on powerful anti-ageing treatments by Nescens and celebrated facialist Linda Meredith.

Meanwhile professor Ke, founder of Asante and one of Europe's top Chinese doctors, will lead a team of doctors to share their expertise in traditional Chinese medicine.

Sodashi and Aromatherapy Associates complete the supplier line up. And a team of 48 therapists have faced 12 weeks of training to deliver services.

Barr + Wray and Dornbracht have worked on the new, standout Oriental Suite – one of 14 treatment rooms – with its two massage beds and a rasul 'water temple' which combines heat, steam and healing mud by Sommerhuber.

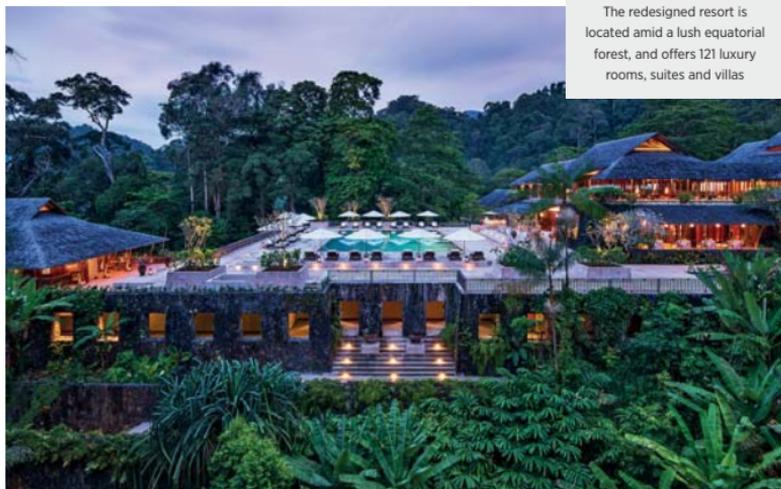
For relaxation, there's a zen colour therapy room, amethyst crystal steamroom, sanarium and vitality pool. Or, for the more energetic, a Technogym fitness centre, Hollie Grant PT Studio and private pilates exercise room.



Elegant interiors come courtesy of Adam D Tihany who drew inspiration from Chinese symbols



spabusiness.com issue 1 2019 25



The redesigned resort is located amid a lush equatorial forest, and offers 121 luxury rooms, suites and villas



## Datai Langkawi unveils new look

Following an extensive 12-month renovation, Malaysia's iconic Datai Langkawi resort has unveiled its new-look refurbished interiors and exteriors.

Designed by Paris-based architects DL2A, the newly-finished, 46-acre (19-hectare) getaway is situated in an equatorial forest alongside Langkawi Beach, a natural attraction which has been described by *National Geographic* as one of the top 10 beaches in the world.

Datai Langkawi's US\$60m (£52m, £47m) renovations include remodelled guestrooms, suites, and villas; a

beachside health club; an education-focused Nature Centre supervised by naturalist Irshad Mobarak; additional spa treatment rooms; and a pedicure studio inspired by the podiatric philosophy of Bastien Gonzalez.

A spokesperson at the resort says: "The spa draws heavily on local traditions, and includes a treatment list based on the Malay concept of ramuan or 'potions' made by infusing oils with hand-picked medicinal foliage from the herb garden and surrounding rainforest."

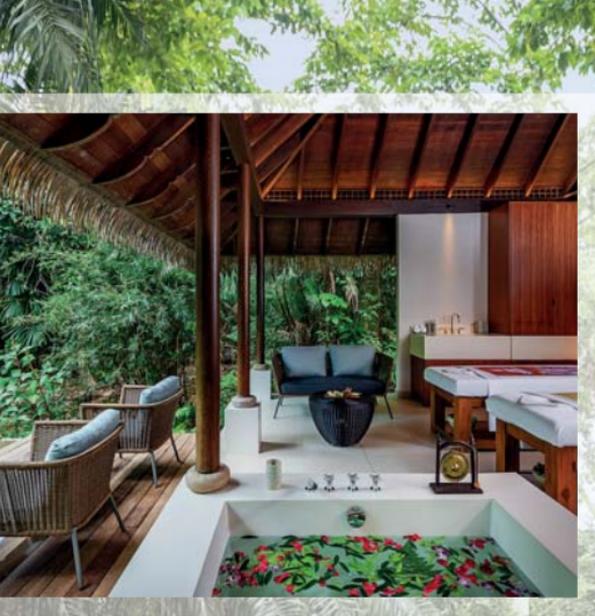
General manager Arnaud Girodon adds: "We're confident the new incarnation of The Datai Langkawi will broaden its appeal across continents and generations while delighting our loyal repeat guests."

Speaking on the project, Didier Lefort, principal at DL2A, says: "It was important to maintain a deep connection to the original vision of a luxurious retreat that's seamlessly integrated into the 10-million-year-old virgin rainforest. The approach marries simplicity, modernity, and creativity with inspirations from the local environment, culture, and materials.

"Accommodation is refreshed with lighting enhancements and a warm colour palette, while the addition of the latest technology ensures the ultimate in contemporary comfort, with the signature Datai DNA still evident throughout."

There's access to one of the world's top beaches





As well as striking spa suites, Datal Langkawi also offers facilities such as a golf course and atelier for art exhibitions



Spa treatments draw on local traditions, using hand-picked medicinal foliage from the surrounding rainforest



The new Salt hotel and spa brand has been created by the team behind Lux Resorts



## Salt-inspired spa debuts in Mauritius



The bright, distinctive design reflects the island's culture

The team behind Lux Resorts has opened its first Salt property, a sister brand, on the African island of Mauritius. The 59-bed Salt of Palmar has been conceived to champion sustainability, connect with the local community and introduce culturally curious travellers to the "real, unvarnished Mauritius," the company says.

A salt relaxation room is a central offering at its Salt Equilibrium spa and a team of local therapists perform salt-based treatments to energise, relax, detoxify and rejuvenate.

Other wellness activities include a dawn photography tour, a Sunrise Run Club, a hike and bike programme and sessions at the local Brahma Kumari meditation centre.

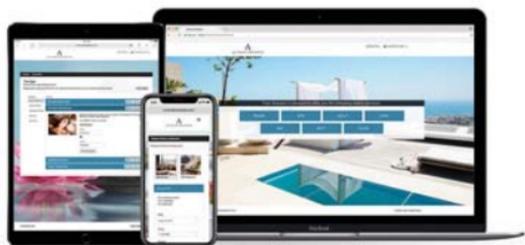
The resort's distinctive look is born out of collaboration between Mauritian architect Jean-François Adam of JFA Architects and French artist Camille Walala. Both have taken inspiration from the island's brightly painted houses, seascapes, sunsets and verdant landscapes.

Adam says: "Everything about the hotel is designed to bring people together. From the communal tables in the bakery, restaurant and beach bar, to Mauritius' first rooftop bar and the inviting spaces in the Salt equilibrium spa, it is all about gathering and sharing stories of travels and enjoyment of this incredible location."

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## NEW OPENING



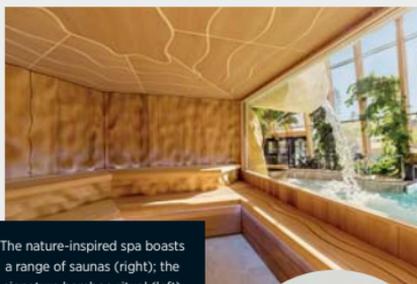
Woodland views can be enjoyed year-round in the outdoor pool and circular sauna

# Deep Nature behind latest Center Parcs spa in France

Spa consultancy and contract management company Deep Nature has created a wellbeing spa in the heart of a 435-hectare (1,075-acre) forested area at Three Forests Center Parcs in Moselle, France.

The 1,600sq m (17,222sq ft) nature-inspired spa is bathed in natural light from a large glass roof and themed areas include water and vegetation, air and steam, fire and ice, and wood and nature. Outdoors a circular sauna, whirlpool and heated swimming pool allow guests to enjoy the views of the woodland year-round.

Indoors, a range of saunas and cooling experiences such as a snow shower and ice cannon provide a course of alternating heat experiences. A pebble course, salt cabin, scrub room and saltwater pool are among other



The nature-inspired spa boasts a range of saunas (right); the signature bamboo ritual (left)



interesting features, as well as a separate family spa.

Spa treatments, such as the signature Bamboo Ritual, are offered in one of eight individual or two double cabins.

Deep Nature now operates over 50 spas around the world, including The Brando in French Polynesia. Global spa figure Ghislain Waeyaert joined the company in 2014 and is VP of development (see SB14/3 p32). Most recently, the company launched its own product brand (see SB18/3 p110).



Ghislain Waeyaert

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## L'Occitane to acquire Elemis in US\$900m deal

French skincare brand L'Occitane International will acquire British skincare brand Elemis for US\$900m (€787m, £694m) in cash, in a deal expected to close in the first quarter of 2019. Elemis is being sold by Steiner Leisure Ltd, a portfolio company of private equity firm L Catterton.

Reinold Geiger, chair and CEO of L'Occitane, calls the deal a "major step forward for L'Occitane in building a leading portfolio of premium beauty brands."

He adds: "Elemis is well-positioned for continued global growth due to the brand's broad appeal, award-winning product portfolio, robust new product



Reinold Geiger, CEO of L'Occitane

development pipeline and effective consumer-focused digital and brick-and-mortar distribution strategy."

Sean Harrington, co-founder and CEO of Elemis, says the agreement will strengthen Elemis' continued growth. "Reinold Geiger has a strong history of developing and supporting brands like ours," he says. "I'm confident that through this transaction, we can continue to realise our mission of delivering extraordinary products and experiences and grow Elemis into one of the leading skincare brands in the world."

More: [http://lei.sr/v7F6H\\_B](http://lei.sr/v7F6H_B)



“We can grow Elemis into one of the leading skincare brands in the world”

Sean Harrington

## Lithuanian spa to focus on sleep wellness

Full-service wellness consultancy The E77 Company is working on a sleep wellness spa concept for the Amberton Green Spa Druskininkai in southern Lithuania.

Located about 130km from the capital city of Vilnius and close to the borders of Belarus and Poland, the town of Druskininkai dates back as a spa resort to the 19th century (see SB13/1 p68).

"The hotel will offer diagnostic services, special rooms with smart mattresses for evaluation of sleep quality, physiotherapy treatments, a Hypoxic altitude training system, plus spa packages," says Egle Ruksenaite, owner and founder of The E77 Company.

Set to open in Q3 2019, the spa will include 15 treatment rooms, relaxation



Egle Ruksenaite (inset) says the spa will offer treatments for sleep problems

areas, an indoor pool with a sauna, fitness area, restaurant and children's area.

Treatments for sleep problems and chronic fatigue syndrome will be offered, along with comprehensive diagnosis and monitoring, mindfulness-based

stretch reduction therapy and special treatments for cancer patients.

Designed by architectural studio Arches, the spa aims to balance mental, physical, emotional and spiritual wellbeing.

More: [http://lei.sr/J9c2k\\_B](http://lei.sr/J9c2k_B)



The city locations will cater to an 'urban wellness tribe'

## Fivelements to establish Yoga & Sacred Arts city destinations

Integrated wellness lifestyle company Fivelements plans to launch its first standalone Yoga & Sacred Arts city destination at the Times Square Building in Causeway Bay, Hong Kong in Q2 2019. The Yoga & Sacred Arts city destinations will feature a collection of holistic practices aimed at fostering self-exploration, mental and physical health, and general wellbeing.

Designed to cater to the growing corporate wellness clientele and the "urban wellness tribe", Fivelements at Times Square will offer an array of wellness programmes in various formats, ranging from classes to private sessions, corporate groups, workshops, events and day retreats.

"The renowned, award-winning plant-based cuisine, made famous

by our Sakti Dining Room at the spiritual home of the brand, Fivelements Bali, will also be available," says Lahra Tatriele, CIO and co-founder of Fivelements.

Integrative practices range from yoga, meditation, martial arts and dance to visual arts and sound healing. Therapies include bodywork, intuitive healing and energy work, natural beauty treatments as well as personalised wellness coaching.

Fivelements started life as a destination spa in Bali but has been working on its urban concept for a number of years (see SB17/2 p76).

The company was acquired by Evolution Wellness Holdings, which is behind one of the largest fitness club networks in Asia, in June 2018.

**More:** [http://lei.sr/R6VBz\\_B](http://lei.sr/R6VBz_B)



Co-founders Lahra and Chicco Tatriele say plant-based food will be incorporated



## Kelly and Riego ousted from Civana



Kevin Kelly



Rianna Riego

Civana founders Kevin Kelly and Rianna Riego were forced out of the resort's executive team just weeks before its new 22,000sq ft (2,044sq m) spa was set to open.

Kelly, who had been CEO, has been replaced by Maggie Lang, a growth and marketing strategist who was recently head of guest experience and loyalty at Kimpton Hotels and brand director at United Airlines. Riego was the chief brand and wellness officer.

In a statement announcing the change, Civana refers to Lang as "a seasoned executive with a career focused on growth, brand strategy, and the guest experience." At United, Lang held multiple leadership roles, specifically in ancillary revenue, loyalty, and brand. During her

tenure at Kimpton, she led marketing, loyalty and guest experience, and was the creator of Kimpton's loyalty programme, Karma Rewards.

Kelly and Riego – along with CFO Larry

Lamy – were part of the original group of spa industry veterans who created Civana, an affordable hospitality brand based around sustainable wellness (see SB17/4 p38). Lamy remains at Civana.

In response, Kelly says:

"I created the Civana model in an effort to democratise wellness and make it a fun, approachable experience for travellers, through quality programmes, healthier cuisine and healing spa treatments. Civana is positioned to be an industry disruptor, and I personally wish Maggie great success."

**More:** [http://lei.sr/9E3b\\_B](http://lei.sr/9E3b_B)

“Civana is positioned to be an industry disruptor, and I personally wish Maggie great success”

Kevin Kelly



Bamford spa on the Royal Scotsman

## LVMH to acquire Belmond

Luxury group LVMH (Moët Hennessy Louis Vuitton) will acquire Belmond Ltd – which owns or manages 46 hotels, restaurants, trains and river cruises – in a deal worth US\$3.2bn (£2.8bn, £2.3bn). The transaction is expected to complete by mid 2019.

Established over 40 years ago with the acquisition of Hotel Cipriani in Venice, Belmond was originally known as the Orient-Express group before a rebrand in 2014. It operates hotels like Copacabana Palace in Rio de Janeiro, and the Grand Hotel Europe in St Petersburg, as well as legendary trains, such as the Belmond Royal Scotsman.

LVMH says the deal significantly increases its luxury hotel presence and that Belmond is an “ideal complement to the Cheval Blanc maisons”. Other LVMH subsidiaries, Guerlain and Givenchy, also have branded spa facilities (see SB14/3 p36).

More: [http://lei.sr/G4F9B\\_B](http://lei.sr/G4F9B_B)

## Floating Spa set to open on 800-year-old Monkey Island

Set in a traditional riverboat on the River Thames, the hotly anticipated Floating Spa at the Monkey Island Estate in Bray-on-Thames, England, is set to open in February 2019.

Part of YTL Hotels – whose spa team includes Lai-Ping Chik, Sylvia Sepielli and Melissa Mettler – Monkey Island Estate is set across seven acres and will consist of 38 bedrooms and three deluxe suites, all designed by New York-based Champalimaud Design.

The Floating Spa will be based completely on the water, on a bespoke crafted barge with three treatment rooms, an airy and bright wheelhouse reception and an Elixir Bar, all moored on the banks of the island.



“The spa will bring to life the spirit of adventure on this great river”

Melissa Mettler

“The hotel will have all the trappings of a fine English country hotel – kitchen gardens, beehives, the lot. I felt there was one missing element... the River Thames,” Mettler tells *Spa Business* (see SB18/3 p50). “The spa will bring to life the spirit of adventure on this great river. Poems, stories and the power of the river will feed our offering on a bespoke wide-beam river boat.”

More: [http://lei.sr/B8a8S\\_B](http://lei.sr/B8a8S_B)



The spa will be set in a bespoke crafted barge on the River Thames

## Anna Teal named CEO of Aromatherapy Associates



Anna Teal will replace Woodward as CEO

Tracey Woodward has stepped down from her post as CEO of Aromatherapy Associates and The Refinery, and has been replaced by Anna Teal, who brings more than 20 years' experience in the beauty industry to the role.

“I feel very privileged to be able to take on this role from Tracey, to whom I am incredibly appreciative for the care she has taken to restore the brand and get it to the place it is in today,” says Teal. “The brand carries a very



Tracey Woodward

powerful heritage and purpose which is increasingly relevant in today's world.”

Woodward – who will continue to work for the company as a consultant until March – says: “I am delighted to hand over the brand

to Anna; we have worked together for many years on projects throughout our careers and I know that I leave this precious brand in capable hands with the support of the global team.”

More: [http://lei.sr/f8e5p\\_B](http://lei.sr/f8e5p_B)



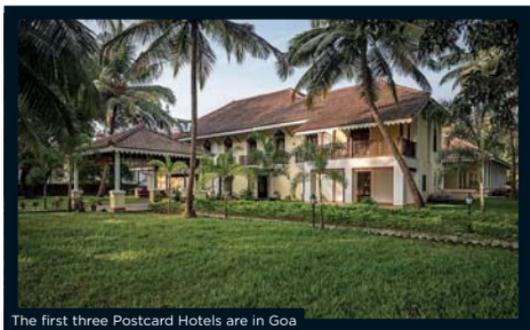
Lopez has worked in healthcare

## Canyon Ranch names Doris Lopez VP of health & healing

Wellness destination resort Canyon Ranch has appointed Doris Lopez as vice president of health and healing, a newly created position.

Lopez comes to Canyon Ranch with 20 years of experience leading healthcare facilities, and will help to develop and execute health and healing strategies, oversee the development of new programming, execute business development opportunities, and help as the brand continues to incorporate technology into clinical experiences.

Prior to joining Canyon Ranch, Lopez served as vice president of ambulatory services and faculty practices at Brooklyn Hospital. She has also served as executive director of the Brooklyn Plaza Medical Center; administrator of emergency medicine at SUNY Downstate Medical Center on Long Island, New York; and more. **More:** [http://lei.sr/W2v8x\\_B](http://lei.sr/W2v8x_B)



The first three Postcard Hotels are in Goa

## Former Oberoi president launches new wellness hotel brand

Hotelier and ex-Oberoi president Kapil Chopra has launched a new hospitality venture, The Postcard Hotel, a brand of intimate luxury hotels in India with plans to expand to 50 around the world in the next five years.

The first three hotels have recently opened, and are spread across different neighbourhoods in Goa.

Wellness plays a crucial role in The Postcard experience, and the hotel has partnered with Coimbatore-based Purnarnava Ayurveda to create an "optimum healing environment" in the quietude of Goa, offering on-site ayurvedic consultation and treatments for guests across all hotels in Goa ranging from seven to 21 days.



Kapil Chopra

“We wanted it to be rich in its experience but also wanted it to be simple”  
Kapil Chopra

Transformative experiences and local community are at the heart of The Postcard Hotel's offering. Each hotel will offer experiences that give guests a sense of the neighbourhood and the destination.

The experience within the hotel will focus on authentic local experiences, from food, to design, to artisanal welcome cocktails, to defining your own check-in and check-out hours and immersions with the local community.

**More:** [http://lei.sr/S9r3r\\_B](http://lei.sr/S9r3r_B)

## Longevity wellness hotel to open in Portugal

Longevity Wellness Worldwide, a wellness resort operator, will open a new Longevity Health & Wellness Hotel in Alvor, Portugal.

Billed as 'the Source for Wellness', the 70-bedroom hotel, which is expected to open in June 2019, will feature an extensive wellness and medical spa that will combine modern integrative and regenerative medicines with preventative diagnostics and wellness



The resort will feature a two-storey spa

therapies and programming. Spread across two floors, the spa will have a focus on diagnosis and prevention and

will offer a range of medical and non-medical therapies.

Facilities will include a chromotherapy hammam

and an Epsom salt infusion room, as well as relaxation and detox pools and a rooftop infinity pool.

The spa's treatment menu will offer ozone therapy, detox and regeneration IV therapies, plus osteopathy. Dental detox, aesthetic premium facials, body rejuvenation and reshaping treatments, and mind and energy therapies complete the lineup.

**More:** [http://lei.sr/J7q9u\\_B](http://lei.sr/J7q9u_B)

DIARY DATES

24-25 February 2019

World Spa & Wellness Convention  
London, UK

A two-day spa conference and networking event held alongside the Professional Beauty Tradeshow.

[www.worldspawellness.com](http://www.worldspawellness.com)

25-27 February 2019

BeautyAsia

Suntec City, Singapore

Exhibition for beauty and wellness professionals in Asia.

[www.beautyasia.com.sg](http://www.beautyasia.com.sg)

12 March 2019

Women in Wellness Leadership  
Conference

New York City, USA

A conference organised by *American Spa* magazine for women in the wellness industry.

[www.americanspawiw.com](http://www.americanspawiw.com)

14-15 March 2019

Asia Pacific Spa & Wellness  
Coalition Roundtable

Kuala Lumpur, Malaysia

A two-day meeting discussing the Asia Pacific spa industry.

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

14-17 March

Cosmoprof Worldwide  
Bologna, Italy

One of the world's biggest beauty trade fairs, which also includes a two-day spa symposium.

[www.cosmoprof.com](http://www.cosmoprof.com)

24-27 April 2019

The Wellness Collective  
Sicily, Italy

A new four-day wellness networking event, to include one-to-one meetings, keynote addresses, seminars, and first-hand wellness activity experiences.

[www.wellnesscollectiveevents.com](http://www.wellnesscollectiveevents.com)

6-7 May 2019

Healing Summit

The Algarve, Portugal

Run by the Healing Hotels of the World, this event attracts a wide variety of attendees.

[www.healingsummit.org](http://www.healingsummit.org)



95 people from 14 states attended the conference

First-ever US hot springs conference a success

The organisers behind the inaugural US Hot Springs Connection say the three-day conference unleashed a torrent of interest and enthusiasm, resulting in steps to form a national geothermal trade association and develop a website representing every hot springs entity in the US.

The event, which was held in Glenwood Springs in Colorado in November, welcomed 95 attendees.

"Geothermal springs offer a unique and highly sought-after visitor experience; they also have a sector-specific set of challenges

that need to be addressed.

Getting the nation's geothermal stakeholders in the same room and talking with one another proved to be an invaluable experience for everyone involved," says Vicky Nash, who coordinated the event.

Nash will work closely with an association management

company to begin the process of establishing a board of directors and bylaws. Additionally, a marketing firm will begin creating a website and map to list every commercial hot spring in North America.

More: [http://lei.sr/J3k2Y\\_B](http://lei.sr/J3k2Y_B)



Vicky Nash



Around 30 senior representatives attended the event

UK spa leaders gather to debate staffing issues

Some of the UK's leading spa operators and consultants convened in Birmingham in November for a CEO Summit to come up with potential solutions for how to find and keep good therapists.

"The industry is growing exponentially which is brilliant," says summit host Michelle Hammond, director of training company The Spa Business School. "But in reality we're really struggling to offer the services. The problem always comes

back to 'how can we find great staff and keep them?' It's become a critical issue."

Up to 30 senior representatives from country-wide groups such as Macdonald Hotels and Handpicked Hotels and noteworthy independent properties like Rockliffe Hall and Careys Manor, as well as colleges and suppliers such as Caudalie and Aromatherapy Associates all attended to put forward their views.

More: [http://lei.sr/9t9Z8\\_B](http://lei.sr/9t9Z8_B)



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## [ comfort zone ]

# Comfort & joy for menopausal skin

Comfort Zone's new holistic approach to menopausal skin is designed to inject vitality into both the skin and a woman's changing emotions

It's an inevitable life stage that every woman in her middle years must transition through, yet in spite of this, menopause has long been treated as a taboo topic that society is reluctant to talk about. Now Italian skincare specialist Comfort Zone is seeking to shine a positive spotlight on menopause, while offering a solution to the significant skin challenges women face at this time of life.

The company has launched two new products into its Sublime Skin range - Hormon-Aging™ Oil Cream - a rich barrier product for daytime, and Hormon-Aging™ Oil Serum, a powerfully regenerative night oil.

The new menopause range has been developed with the help of Italian nutri-dermatologist Dr Maria Bucci and British holistic hormone expert Dr Alyssa Burns Hill. It also includes a dedicated 'menopause' facial for spas and beauty facilities.

Comfort Zone's education and communications director Barbara Gavazzoli says: "We know a woman's skin starts to gradually age from around 30, but as women enter the menopause, skin ageing accelerates rapidly over a period of just a few years.



We want to help women regain their beauty and confidence in their 'new beginning'

Barbara Gavazzoli

The underlying structure that supports her skin starts to degenerate and communication between the skin cells is disrupted."

### Tackling 'skin anarchy'

"Just as women experience physical symptoms from menopausal hormones - such as mood swings or hot flushes - the same havoc is happening in her skin. We call it 'skin anarchy'."

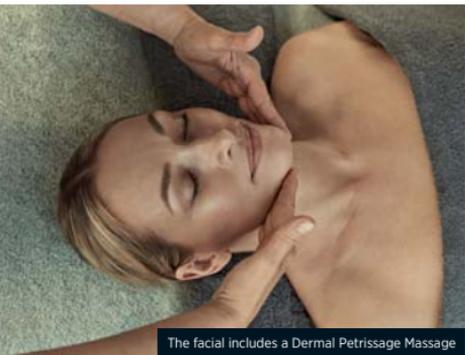
External effects can be dryness and thinning skin, wrinkles and sagging. At a deeper level, the drop in oestrogen and progesterone have a negative impact on the fibroblasts - the skin's collagen production centres - which become weaker and less efficient.

As with all Comfort Zone's products, great attention has been paid to how they feel on the skin. Gavazzoli says: "Our new range is re-densifying, regenerating and nourishing, with rich oil-based textures that offer a more luxurious feel and great barrier protection."

The products are also 'clean' vegan formulas, free of parabens, silicon and other unwelcome additives. On a scientific level, they incorporate Comfort Zone's new Cell-Support Technology™ to restore the skin to optimal functionality and support the cells in the midst of hormonal fluctuations.

Active ingredients include a biotech marine extract to promote the synthesis of new collagen, and chicory extract that acts on vitamin D receptors to strengthen the skin. To enhance regeneration, Comfort Zone scientists have used sustainable maracuja (passion fruit) oil which is rich in vitamin E-related tocotrienols to support skin lipids.

Hyaluronic acid brings super-hydrating and elastifying properties, while Abyssinian seed oil - which is high in Omega 3



The facial includes a Dermal Petrissage Massage



Nutri-dermatologist Dr Maria Buccì (top) and hormone expert Dr Alyssa Burns Hill (bottom)



The range offers Cell-support™ Technology for skin redensification

and 6 - leaves skin smooth and silky. Gavazzoli adds: "If there's one word we associate with our new range it's 're-densifying' - we're replenishing what's being lost through menopause and making the skin look, feel and act fuller and firmer."

In line with Comfort Zone's holistic approach to skincare, Sublime Skin Hormon-Aging™ is part of an integrated approach that combines the use of home care products and professional treatments with lifestyle advice to help women approach menopause with more positivity.

### Dealing with emotions

"We have a special facial to address the emotional and physical upheaval women are going through. We want to help them regain their beauty and confidence in their 'new beginning,'" says Gavazzoli.

Using two special massage techniques for ageing skin (a firm, kneading dermal petrissage, and the Japanese kobido method of applied pressure through the fingers), the facial is designed to reactivate cellular communication, encouraging deeper regeneration of the skin, as well as a renewed vitality.

"On an emotional level, the treatment is very comforting. There's a part where the clients sit on the bed and the therapist works on their shoulders - giving them a reassuring touch as if to say 'you're ready, you're beautiful, now go out and face the world!'"

Comfort Zone is also educating its younger therapists on menopause so they can have greater empathy with mature clients.



"Having any treatment can trigger emotions, but especially so if a woman is in a delicate hormonal state like menopause. Our younger therapists also need to be able to understand and deal with such situations," says Gavazzoli.

This fully integrated, 'inside-out' approach has also been greatly enhanced by the contributions of Comfort Zone's scientific committee members, Dr Buccì - who says "restoring skin firmness and compactness has to come from a very specific skin care routine" - and Dr Burns Hill, who works with menopausal women to balance both their hormones and their emotions.

Dr Burns Hill says: "Menopause is a life stage that's fuelled by hormonal changes - and these go to the core of being a woman.

"These changes impact a woman's sense of herself. This is a time when she realises that it's much more important to look after herself if she wants to stay looking and feeling good."

Gavazzoli adds: "We knew there was a real need for this type of skincare line, and by integrating it with treatments and targeted nutrition and lifestyle advice, we hope to help menopausal women everywhere step into a new age of beauty and fully enjoy it." ●

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[www.comfortzone.it](http://www.comfortzone.it)

# On the menu

We highlight some of the latest treatments, services, initiatives and programmes spas are offering



📍 Farris Bad, Norway

The new events sauna, with atmospheric light and sound technology, will be used for entertaining rituals and competitions

## Farris Bad opens 100-person events sauna

Norwegian spa resort Farris Bad has opened a 64sq m (689sq ft) sauna with a capacity for 100 people to host entertaining aufguss sauna rituals and major sauna competitions, such as the Sauna Herbal Cup in June.

The sauna, designed in collaboration with DS Light and Sound and B+S Finland Sauna, features state-of-the-art light and sound and a full tonne of Norwegian sauna stones.

Farris Bad development manager Lasse Eriksen says: "We can [now] go full-throttle, with a Top Gun-style aufguss show for a more fun and crazy experience.

"It's like sitting on the stage during a show - you're in the centre of where the energy is created, and with the mix of heat, water, ice, herbs and essential oils, the sauna masters guide you on this amazing journey." ▶





Farris Bad's development manager Lasse Eriksen (above) describes the sauna's high energy aufguss show as a 'fun and crazy experience'



**Rudding Park Spa, UK**

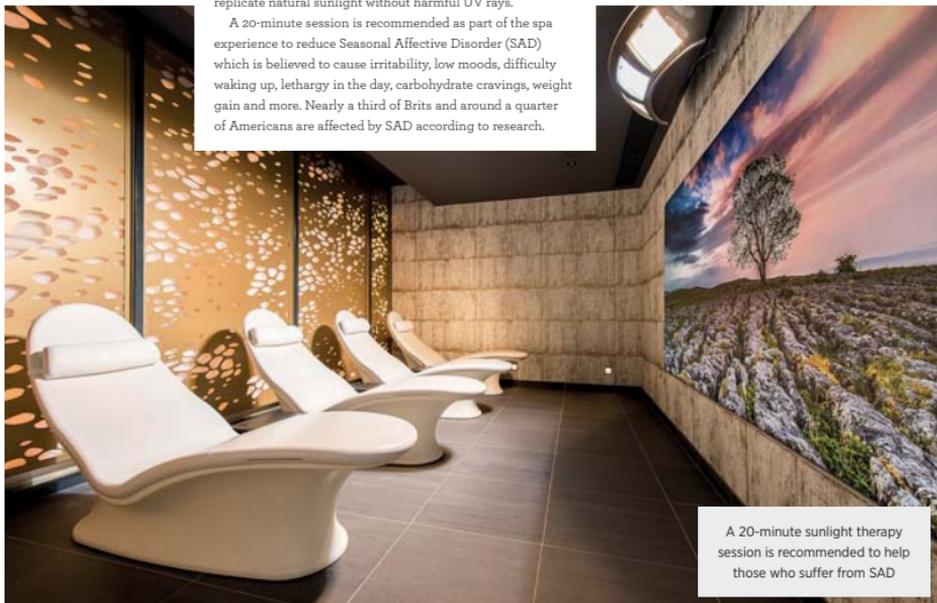
**20 minutes**

**Free**

### Sunlight therapy room for Rudding Park

Rudding Park in Harrogate, UK has introduced a Sunlight Therapy Room to help spa-goers tackle sunlight deprivation in the winter. Guests can relax on heated, sculpted loungers under 'sunlight simulators' that replicate natural sunlight without harmful UV rays.

A 20-minute session is recommended as part of the spa experience to reduce Seasonal Affective Disorder (SAD) which is believed to cause irritability, low moods, difficulty waking up, lethargy in the day, carbohydrate cravings, weight gain and more. Nearly a third of Brits and around a quarter of Americans are affected by SAD according to research.



A 20-minute sunlight therapy session is recommended to help those who suffer from SAD

### Bortolin and Battaglia's health and happiness retreats

Patrizia Bortolin and Stefano Battaglia, known for their psycho-emotional approach to wellbeing, have created a health and happiness retreat for healing hotels and destination spas.

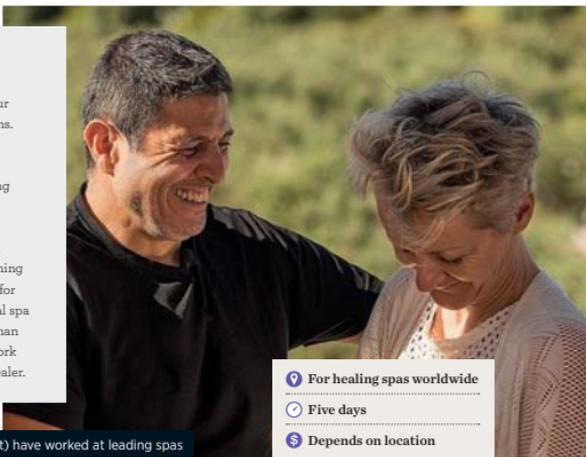
Glowing Flow offers a range of 'life enhancing' activities to aid spiritual and physical healing, "reigniting the hidden spark within, revealing an inner glow".

The concept features a considered mix of mindfulness, meditation, trauma healing,

psycho-aromatherapy, colour tests and yoga nidra sessions.

Bortolin and Battaglia have 50 years combined wellness experience, working for leading spas such as Borgo Egnazia in Italy and Euphoria Retreat in Greece.

Bortolin is an award-winning spa director with a passion for developing transformational spa concepts. Battaglia - a shaman - is a multi-talented bodywork therapist and integrative healer.

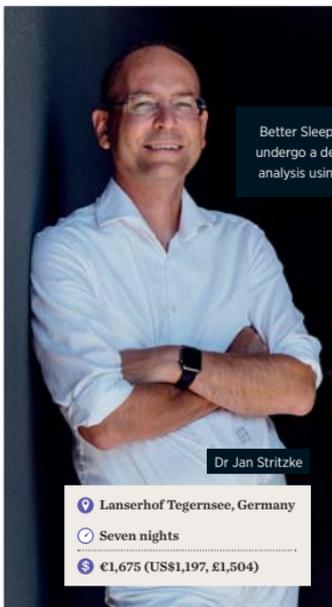


Battaglia (left) and Bortolin (right) have worked at leading spas

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Better Sleep Programme guests undergo a detailed medical sleep analysis using neurotransmitters

Dr Jan Stritzke

- 📍 Lanserhof Tegernsee, Germany
- 🕒 Seven nights
- 💰 €1,675 (US\$1,197, £1,504)



### Lanserhof launches Better Sleep Programme 2.0

Lanserhof has applied its medical health expertise to a science-based spa experience to optimise sleep quality.

The LANS Better Sleep Programme 2.0 includes a detailed sleep medical analysis, where neurotransmitters uncover wakefulness and sleep drivers. A micronutrient analysis is also performed to identify vital deficiencies which may trigger poor sleep.

The results form the basis of an individualised, multidimensional sleep programme covering everything from respiratory muscle training, craniosacral therapy and chronotherapy – based on the sleep-awake rhythm – to light

therapy, self-awareness training and evening meditations. White-noise reduction and a mouthguard to minimise snoring are also used.

“The reasons for bad sleep are individual,” says Dr Jan Stritzke, deputy medical director at Lanserhof Tegernsee. “We get to the bottom of the triggers and provide our patients with a multifaceted therapeutic approach, in which they lay the foundation for a healthier and more balanced life at Lanserhof.”

During the programme, guests stay in one of two Better Sleep Suites, which have been specifically created to promote sleep.



📍 Dermalogica spas and salons

The gloves offer greater motion

### Dermalogica sparks interest with microcurrent gloves

Dermalogica is set to give its facials a boost with its new Conductive Gloves that use microcurrent technology.

Therapists will be able to use the gloves to perform skin lifting and firming techniques, while also enhancing product penetration, improving circulation and aiding lymphatic drainage.

The gloves, made by Bio-Therapeutic, allow for greater



motion and versatility than traditional probes and enable therapists to maintain a physical connection with their client.

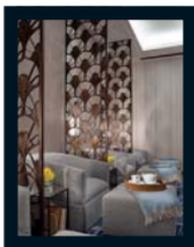
Bio-Therapeutic was founded in Seattle, Washington in 1974 by Boeing electrical engineer James Suzuki.

### Rosewood Baha Mar uses art for wellbeing

An interactive session with a local Bahamian artist, to allow creativity to flourish, forms part of a Sense Spa journey at the newly opened Rosewood Baha Mar.

Sense of Art – Body Canvas begins by taking guests outside of the mega resort to tour the local area with the artist to learn about colourful Bahamian art history, and is followed by the creativity session. The journey concludes with an 90-minute customised massage drawing on a range of techniques in a signature spa suite.

Most artists are sourced from The Current, Baha Mar's onsite gallery.



📍 Rosewood Baha Mar, Nassau, Bahamas

🕒 4 hours

💰 US\$450 (€387, £345)



©THE CURRENT, BAHAMAR

The artist session is designed to encourage the flow of creativity



Products are non-psychoactive and infused with organic hemp oil

### Hemp-based wellness at Glen Ivy Hot Springs

Glen Ivy Hot Springs is one of the first spas in California to offer hemp-based wellness by teaming up with beauty skincare line CBD Care Garden.

Guests can experience CBD oil or lotion for an additional US\$25 (£22, £19) as an enhancement to

its signature Aromasoul Elements Massage.

The non-psychoactive products are infused with organic hemp oil, which are designed to optimise body and cell function.

The move follows the announcement that president Donald Trump is to legalise the use of hemp, a form of cannabis, in the US.

📍 Glen Ivy Hot Springs, California, USA

💰 US\$25 (£22, £19) add on service



Yoga takes place at sunset in a tranquil horse pasture

### Hawaiian horse yoga experience wins ISPA innovation award

Four Seasons Lanai in Hawaii has won ISPA's Innovation of the Year award for its Zen Horse Sunset Yoga experience.

The voting was open to all ISPA members, who include more than 3,000 spa professionals worldwide, and the experience received 31 per cent of the votes in its category.

The outdoor meditation and yoga session, led by instructor Rajanish Govind, takes place at sunset alongside horses in their pine-ringed pasture. It provides humans and horses with a chance to interact with "no agenda other than to share moments of deep presence, curiosity and connection from the heart".



Spa director Shaw Cote says the experience "weaves in aspects of our secluded paradise for a richer visit."

Most recently, the resort has combined the horse yoga with a guided horseback ride, golf, tennis and other activities to create a Zen Sports Wellness programme.

To find out more about how spas are tapping into the intuitive spirit of horses, read our equine therapy article on p70.

📍 Hawanawana Spa, Four Seasons Lanai, Hawaii

🕒 2 hours (including travel time to ranch)

💰 US\$100 (£87, £79) each (minimum of two people)



Saunas also offer stress-reducing, sleep-enhancing benefits for users

### LivNordic champions authentic sauna practice

Spa operator LivNordic is collaborating with Sauna from Finland to encourage spas and consumers to discover the importance of authentic sauna practice.

The company says lack of understanding means spa-goers outside of Finland rarely receive the experience the sauna was created for.

LivNordic will be promoting the stress-reducing and sleep-enhancing qualities of saunas

and highlight them as the perfect place for rest and relaxation.

It will also bring attention to Sauna from Finland's rating system which judges the sauna experience based on authenticity, multi-sensuality, presence, relaxation, cleanliness and the spa-goer's wellbeing.

Sauna from Finland is a network of 200 sauna-based companies. The LivNordic concept, created by spa consultancy Raison d'Être, focuses on Nordic wellness practices. ●

📍 Aimed at spa operators worldwide

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spa business uniting the world of wellness

INTERVIEW

# MARC COHEN

After 16 years in academia Dr Marc Cohen is now launching a series of wellness retreats, writing children's books and hoping to solve the world's water crisis. He tells Jane Kitchen about his plans

© 2019 WINDY HILLS PHOTOGRAPHY

Cohen's new retreats offer 'extreme bathing' in pristine wilderness



### Why have you developed Extreme Wellness retreats and how do they work?

They're designed to help people counter the forces of entropy, clear their channels of elimination and explore the edge of their comfort zone - while also experiencing profound relaxation and extreme comfort. Attendees explore the limits of hot and cold, breathing and breath retention, and exertion and relaxation in a small group setting - we limit attendance to 12.

One of our first retreats was held at Maruia Hot Springs in New Zealand in November. The resort boasts geothermal pools, cold plunge pools, saunas and a bathhouse for water yoga, and participants spent the first day both experiencing and learning about hot and cold therapy - what happens physically and psychologically, and how to use breathing techniques to master the cold.

In the following days, they were taken for day-long outings in the natural surroundings - hikes through the nearby beech forest or to the top of a mountain - while a support crew went ahead to set up a portable steamroom, heated hammocks, hot lunch and fluffy bathrobes next to a pristine lake or waterfall. Participants then replicated the hot and cold experiences they learned at Maruia, going from cold water bathing to warming in the steamroom.

Part of the philosophy of Extreme Wellness is that until you know what your extremes are, you can't find the balance point. It's like yoga, where you push a stretch to your limits, stretch a bit further and then relax to achieve a point of bliss. Exploring those limits can help people cope with other stresses that are out of their control, or to revisit anxiety in a very controlled way.

While the activities are remote - part of the appeal is to experience bathing in pristine wilderness - we've been able to introduce a five-star luxury spa experience. We're bringing extreme comfort into an otherwise uncomfortable situation - the top of a mountain or a frozen lake - which gives it even more of a wow factor. We provide this wow factor by offering creature comforts - beautifully cooked meals, fluffy bathrobes, steamrooms and heated hammocks in remote locations, using nature as your venue. The memories you create, and the depth of experience is greater than anything you can do in any fancy built environment.

### What's your own experience with extreme bathing?

I'd already had multiple knee injuries and surgeries before my mid-20s, after a bus hit my motorbike and my leg snapped in half. I remember lying on the roadside with my left toes touching my knee and then being told I could lose my foot, and would find it hard to walk properly again. ▶

► After nine months of plaster and rehab, I refused orthotics and simply adapted to a slightly shorter left leg. As a doctor and expert in natural remedies I tried every natural treatment, including herbal and nutritional remedies, osteopathy, chiropractic, acupuncture and yoga – they all helped marginally, and I continued to live an active outdoor life. Yet as the years went by, I found myself in more and more pain, and when I hit my 50s it began profoundly affecting my life. I started to limp and reduced my exercise and put on weight, and once my sleep was affected I really struggled to keep up with the demands of a busy life.

In 2017 I met up with Wim Hof and began his method of breathing and ice bath practices (see SB17/4 p22). My musculoskeletal pain diminished and my physical resilience and mental focus surged. I noticed some big changes. I no longer limped, I slept soundly (without physical pain), my appetite changed and I became happy to eat one or two small meals a day. I no longer felt the effects of decades old injuries.

As I worked with him on the science behind the Wim Hof Method, I found my 30 years of study culminated in a deep understanding of how consciously manipulating the basic elements of life – oxygen, carbon dioxide, water, temperature and glucose – could



It's about pushing limits to achieve a state of bliss, says Cohen

“

I no longer  
felt the  
effects of  
decades old  
injuries

hack into our evolutionary potential and transform our physiology. Extreme Wellness was born – and I knew I had to share this with as many people as possible.

**Tell us about your professional background**

I went into medicine interested in fulfilment, fun, and wellness. I soon discovered that in western medicine, I'd be learning about illness and I took four years off to study physiology, psychology, and do a PhD in Chinese medicine before finishing my medical degree. I did a further PhD in computer systems engineering and worked as a locum general practitioner and in emergency departments. I saw that while western medicine was good for acute conditions, it missed the mark with chronic disease.

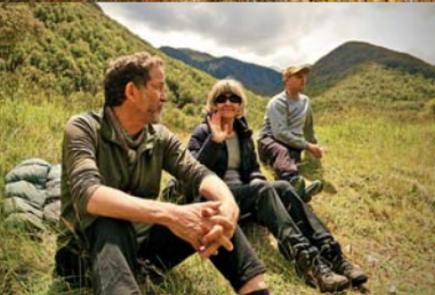
Then in the mid-1990s, I became the director of the Centre for Complementary Medicine in Australia's Monash University Medical Faculty,

Lakes and waterfalls provide the perfect setting for cold bathing





Cohen and a small group took part in one of the first retreats in New Zealand in November



where I taught a wide range of wellness-focused courses. In the early 2000s I was offered a job as a professor at RMIT University, where I was to be the 'conventional doctor' in a complementary medicine faculty. Over the past 16 years as a professor of health sciences I've co-written seminal textbooks on herbs and natural supplements and the global spa industry, researched acupuncture, organic food, herbal medicine, yoga, meditation, the Buteyko breathing technique, pranayama and dysfunctional breathing, along with saunas, hot springs, elite athletic performance, detoxification and the Wim Hof Method.

#### How do you see Extreme Wellness growing?

Some of the activities we offered in the retreat we'll now offer for day experiences at Maruia, but we've already also planned the next retreat for April. I think we'll run up to eight retreats at Maruia each year, and I'll travel to other places to host retreats if I'm invited.

Eventually I want to have a bank of people who can lead adventure bathing and/or Extreme Wellness retreats around the world, and I plan to offer training and a certification programme. Places like Nepal, the Andes or the Swiss Alps – anywhere where there are

mountains, hot springs or cold lakes – would be ideal to expand the concept. You have these otherwise cold, inhospitable environments around the world, and suddenly this opens them up as wellness experiences.



Cohen's book for children is based on a Chinese parable about acceptance and finding gratitude

#### And now you've also written a children's book?

Yes – the book is called *The Beautiful Mare and the Boy Who Gave Thanks*, and it's based on a 2,500-year-old Chinese parable about an old man who lost his horse. It's a really positive, powerful story, and it's been used in a lot of different environments to talk about how you interpret the world. I've just added another dimension to it – the boy makes the best of each situation, because he's open to new experiences. It's being translated into 14 languages, and I've got two more children's books on the way. I've written more than 100 peer-reviewed articles and about a dozen textbooks, but none of those works have given me as much joy as these children's books. ▶

World Bathing Day on 22 June celebrates hot spring culture and raises awareness about accessing clean water

► **Your mother, who died last year, had a profound influence on your life. What did you learn from her?**

In some ways, I'm the boy in the story. My mother gave me the idea that you can make the most out of any situation.

She always saw life as an adventure, but she also had an incredibly blessed life – she left Czechoslovakia when she was five, just before the Second World War started. Her father's company sent him to Australia and they arrived the day Hitler marched on Prague.

She took joy from everything – up until her last days. When she got her diagnosis of metastatic melanoma, she didn't want any treatment, she just wanted to live as well as she could. She reached 84 years old and lived and died on her own terms, and she lived and died really well. She was just the most optimistic, most loving, most amazing woman I've ever met.

**What is Bathe the World Foundation?**

It's a public benevolent foundation I helped form. Its aim is to provide access to a bucket of water for everybody, every day, which means a couple of litres to cook with, some to drink and some to wash. Having clean drinking water is important, but what we're looking at is beyond survival. There are 2.4 billion people – and that's about one in three people on earth – who don't have access to washing water.



FRANSHILL HOT SPRINGS, AUSTRALIA

“  
We want to bring it home to people that bathing can transform your life

We're planning to work with a company called F Cubed, which has developed a solar desalination, purification technology that can produce pure, clean drinking water from any water source, using solar energy. We will be working with them to fund projects where we can disperse these solar panels.

World Bathing Day is held every year on 22 June for awareness-raising and fundraising, where hot springs or thermal spa resorts around the world can host events to draw attention to this issue, or raise money to help fund it. We're also creating a festival at Dalhousie Hot Springs in Australia, to be held on World Bathing Day in 2022. We'll bring one person from every nation on earth to bathe together in the world's largest flowing hot springs, to figuratively bathe the world and also to draw attention to the issue.

We also want to do a crowdfunding campaign to raise AU\$240bn – that's roughly how much money it will take to create the infrastructure to give everybody a bucket of water every day. I'm hoping to rally people around the cause, including the hospitality industry. There are roughly 20 million hotel rooms around the world and I want to have a standard where guests give AU\$1 to this cause when they buy a room.

We want to bring it home to people that bathing can transform your life. That actually brings it back to Extreme Bathing too – going to the extremes of hot and cold and using your breath consciously, can transform your world, and if you do that and then contribute to other people, then it not only changes your life, but it will also literally change the world. Wellness is about the 'we', not the 'I'. If we take that attitude, I believe the world can be abundant. I'm investing the rest of my life into moving that direction. ●



Cohen with his siblings and late mother – “the most amazing woman”



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# VITAL THERAPY

Infrared technology is growing in popularity, with more and more consumers looking to the gentle therapy to ease their aches and increase their wellbeing. Vital Tech's Alexandra Gavsevitch and Serge Parienti explain how it works – and what makes the company's Vital Dome stand out from the competition

## Can you tell me about the Vital Dome – what is it and what does it do?

Vital Dome is an innovative range of high-end far infrared treatment beds, which was born out of several years of professional use and study of infratherapy concepts.

Based on a patented technology that takes infratherapy to a new level of performance and comfort, Vital Dome offers gentle treatments based on natural warming, which has been proven to be efficient for overall wellbeing. Vital Dome can be used for detoxification, anti-ageing, sports recovery, sleep improvement, stress management – and even productivity in the workplace.

## What is far infrared technology, and how does it work?

Far infrared (FIR) is a vital radiation of the sun and a natural and essential part of growth and healing – life on earth would simply not be possible without FIR. Not only is FIR absorbed by the human body, but it is also emitted by the body as its natural source of heat. This natural process makes FIR the most vital and utterly harmless type of radiation for the human body.

Infratherapy consists of emulating, controlling and sending FIR towards a body for rebalancing, regenerating or healing tissues through a 100 per cent natural warming process.



Vital Tech's Alexandra Gavsevitch and Serge Parienti



This method was born in Japan 50 years ago, and has been used all over the world since then, in everything from incubators for premature babies to infrared lamps that help repair damaged tissues.

Simply explained, this is how infratherapy works: FIR profoundly warms the body directly at the cellular level. Therefore, it does not heat the air or skin, and will not burn the skin. Unlike a hammam or traditional sauna, infratherapy heats up body temperature from the inside, creating a natural detoxifying sweating process, much like when you exercise.

In order for the sessions to be efficient and comfortable, FIR emissions must be fully controlled and perfectly distributed over the body or toward specific zones; this is precisely where Vital Dome excels and can be considered as a real breakthrough, thanks to its design and technology.

● Vital Dome provides a 360-degree, fully controlled infratherapy that combines performance, luxury and comfort



The benefits of massage are improved when combined with a Vital Dome treatment



The relaxation and detoxification effects are immediate after one session, and deepen with time

#### What are the benefits of treatments with the Vital Dome?

The natural sweating process from treatments with the Vital Dome has many benefits: it strengthens the immune system, lowers systolic and diastolic blood pressure and helps with blood circulation, reduces muscle tension and pain, and stimulates collagen production, which is not only a natural anti-ageing process, but also stimulates the production of mood-enhancing dopamine and endorphins.

The relaxation and detoxification effects are immediate after one session, and deepen with time. With an average of two sessions per week, most people see marked results after two weeks.

#### What sets the Vital Dome apart from other infrared equipment on the market?

Before Vita Dome, infratherapy was used with low-tech equipment such as wraps, lamps and infrared sauna cabins, which are limited in terms of FIR emission and distribution accuracy.

Vital Dome's power and accuracy in terms of treatments and benefits to customers is unique, thanks to its far infrared emission design and its patented controller.

Vital Dome provides a 360-degree, fully controlled infratherapy, and its limitless programming technology means it can integrate any infrared-based protocol recommended by scientists or healthcare professionals – now or in the future.

Its proprietary technology, alongside French design and craftsmanship traditions, mean that Vital Dome is a product that combines performance, luxury and comfort.

#### How do you envision spas using the Vital Dome, and how can it improve their business?

Vital Dome is a simple and cost-effective wellness solution: a Vital Dome session is 99 per cent hands-free, with staff only needing to supply towels and launch the session.

Vital Dome helps enhance spa services and increase spend per customer; the benefits of massage and

With each Vital Dome, we provide:

- A product that's ready to go, with bespoke Vital Dome infratherapy programmes and specific high-end finishing on demand
- Infratherapy wellness and health-based training
- Consulting sessions for optimised infratherapy service integration
- Infratherapy marketing-based training
- Technical support
- Infratherapy evolution plan consisting of updates and new programmes

body treatments are tremendously improved when combined with a Vital Dome infratherapy session. Customer loyalty is also helped through the Vital Dome, as many clients come back for repeat visits.

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spabusiness.com issue 1 2019 53

Up to 8 million tonnes of plastic is dumped into the sea every year

Everyone's talking about...

# Single-use plastics

As researchers discover plastic has now entered the human food chain, is it time to stop using single-use plastics in the spa industry?

Is it more expensive, and if so when does the health of humans and the planet become more important than the bottom line? Kath

Hudson investigates

Kath Hudson is a regular contributor to *Spa Business* magazine.  
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Between California and Hawaii there's a plastic mass three times the size of France. While we continue to dump 8 million tonnes of plastic into the sea every year there's no chance of this diminishing and the impact on sealife is devastating.

Microplastics are causing another catastrophic issue. These tiny pieces of broken plastic come from microbeads used in some cosmetics, or are released into the environment when synthetic materials, such as those used in some spa linen and towels, are washed. Microplastics have been identified in fish and tap water, so it's no surprise that they've also now entered the food chain.

Governments around the world have recognised the problem and are starting to make changes. The US, Canada and the UK have banned the

use of microbeads in personal care products. With only 9 per cent of plastic ever produced being recycled, the European parliament has voted for a ban on single-use plastics, including plates, cutlery, straws and cotton buds, by 2021. By 2025, EU states will also be obliged to recycle 90 per cent of plastic bottles.

It's only a matter of time before plastic used in skincare packaging and single-use plastics in spas, such as the wraps used for thousands of spa and hotel amenities, come into question.

Times are changing and the cosmetics industry is going to have to adapt, especially as leading operators like Six Senses, The Oaks at Ojai in the US and Titanic Spa in the UK say they no longer want single-use plastics. So what are the alternatives? Can single-use plastics be replaced without hitting the bottom line? We ask the industry...



PHOTO: GETTY IMAGES/ALAMY

## Warrick Burton managing director, Titanic Spa

Last March we eliminated single-use plastics, after being horrified to find more than 500 plastic water bottles at the bottom of our pond. A plastic bottle takes 1,000 years to biodegrade! We immediately replaced them with water stations and reusable cups. We've replaced plastic straws with a biodegradable alternative made of seashells.

We constantly challenge suppliers to reduce their single-use plastic packaging – it's surprising what can be achieved if you ask. Also, we work with specialist recycling partners, to ensure properly recycling. We try to remain as paperless as possible, directing customers to digital materials rather than printouts.

Several years ago we switched from microfibre

Moving away from plastic may increase costs slightly, but it's often surprising how little the increase is



to cotton robes and linen by BC Softwear and we use OTEX to launder instead of detergents. This washes on a cool temperature and delivers continuous ozonated water, leaving linen 100 per cent

disinfected. It also means we have no transport to and from laundry services.

Moving away from plastic may increase costs slightly, but it's often surprising how little the increase is, so we would certainly encourage other spas to make efforts. We were only given one planet earth and looking after it should be our number one priority – not budgets. If we don't change the way we run our businesses, we will be doing irreparable damage.

■ Warrick Burton opened Titanic Spa, the UK's first eco spa, in 2005

## Stephan Helary CEO, Terres D'Afrique

Banning single-use plastics might hit the bottom line but, nonetheless, it's a change which needs to be made and everyone will have to pay the price: suppliers, operators and spa goers.

All of our retail products and most of our professional products are either in glass or aluminium containers. However, for large sizes – more than a kilo – we use recyclable plastic. Glass is heavy, so more expensive to ship, which means the cost is higher than operators are currently prepared to pay.

I dislike using plastic packaging in general. It can



never be recycled to the same grade and carcinogenic plastic molecules can be transferred into the product. Glass is a better option, because it doesn't interact with the product. However, raw materials are used to

The cosmetics industry is the biggest user of plastic, so going forward we will have to make changes

recycle it [which requires more energy and resources], plus it's heavy, breakable and costly.

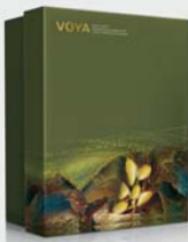
Aluminium is light, protects the product well and is easily recyclable: 80 per cent of all aluminium ever produced is still in circulation and cans can be back on the shelves in three weeks. The downside is that it takes a lot of energy to make it in the first place and it dents very easily.

The cosmetics industry is the biggest user of plastic, so

going forward we will have to make changes. The speed with which we have given up straws shows there's an appetite from consumers to make changes, which will put pressure on businesses. However, change will need to be enforced by governments, because self governing is not working.

■ Terres d'Afrique is an organic and sustainable African skincare range. It supplies over 30 leading spas ▶

**Emma Roberts** head of sales and business development, Voya



Voya's outer packaging is made from seaweed pulp

Finding sustainable packaging is our biggest challenge and we're constantly looking for new technology and innovations. The price of biodegradable plastic alternatives is prohibitively high, but we're confident this will reduce going forward. Sustainability is one of Voya's core beliefs and we've got rid of plastic wherever possible. All outer packaging is made from recyclable card. Our body range contains a special blend of FSC-certified pulps using our own harvested seaweed and is printed with vegetable and mineral inks. It costs around 80 per cent more for this packaging, but it's one of our brand values. The packing chips we use are 100 per cent biodegradable and dissolve in water.

Sustainability is one of Voya's core beliefs and we've got rid of plastic wherever possible



The one area in which we are still trying to find a solution is for our top selling product, Lazy Days seaweed. Because the seaweed needs to be kept completely dry, as well as meet stringent

pharmaceutical standards, we haven't yet been able to find inner packaging which can meet our brief. We wanted to replace the inner storage bag with muslin, but this was rejected by the standards agency. Added to this, it comes in a net, which our customers love, because it's so convenient, but which we want to stop using. Using a biodegradable plastic net is currently too costly, so we're consulting with our customers about doing away with it completely.

■ *Organic seaweed-based spa brand Voya currently has more than 450 accounts worldwide*

**Charmaine Lang** founder and CEO, The Madison Collection

Although there's increasing recognition of the damage which single-use plastics cause, an area of which there's far less awareness, and even ignorance, is microplastics – but they're just as much a cause for concern. Spas are heavy users of towels and linens, and those



containing synthetic material shed multiple fibres into the waterways during the laundry process, as well as ending up in landfill unable to biodegrade.

The Madison Collection towels are free of both microfibrils and chemicals. They're high quality and hard wearing, but also

Millennials will ultimately drive operators to make ethical choices

biodegradable at the end of their lifespan. We now supply to hundreds of spas, and it's getting easier, but 10 years ago it was a tough sell. Big, fluffy towels spelled luxury, and that's what spas wanted. My towels are thinner but, due to the fine quality cotton used, are super absorbent.

Initially operators weren't interested in buying a thinner towel, which is also slightly more expensive, but I convinced them by the operational cost savings. As the towels are half the thickness of a normal towel they require less storage,

twice as many can be put in the washing machine at once and they dry quickly. After four months, operators offset the upfront investment and start to save money.

Millennials will change things going forward. They appreciate quality and environmental credentials and they will ultimately drive operators to make ethical choices.

■ *The Madison Collection, a brand of luxury, sustainable towels, launched in 1999 and now works with clients in 40 countries*



Operators are slowly seeing the cost-saving benefits of using eco-friendly linen



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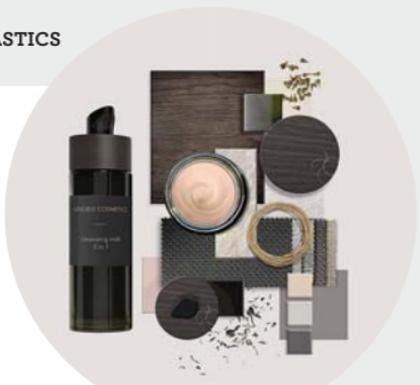
## How are other suppliers tackling plastic and recycling?

● **Aromatherapy Associates** uses 100 per cent FSC-accredited card for its cartons and is phasing in recycled material for all plastics, glass tubes and bottles. Its target is to use recycled plastic in more than 50 per cent of products and to make all plastic material 100 per cent recyclable

● **Caudalie** uses some recycled biodegradable sugar cane packaging, as well as some biodegradable sugar cane packaging. Where possible, alternative materials, such as glass and wood, are used

● From this year (2019), all of **Clarins'** tubes will contain 25 per cent recycled plastic and all caps of 50ml jars will be 100 per cent recycled plastic

● Around 90 per cent of the paper and paper board used by **Comfort Zone** is



Vinoble's packaging is made entirely from sustainable materials

recycled and about 40 per cent of the plastic used is recycled or bio-based (coming from renewable resources). Its new sun care product, launching in mid 2019, will be packaged in recyclable plastic

● During the next 12 months, **Phytomer** will be launching a new line of three products in green packaging, made from sugar

cane. There are plans to progressively roll out recyclable plastic for all new tubes

● **Vinoble's** packaging is now made entirely from sustainable materials - glass, wood and fabric - with no plastic being used. Labels for products are made of fabric with the brand and product names woven into them in plain lettering



Labels are made from fabric with the brand name woven into them

## Stéphanie Thévenot marketing and communication manager, Groupe GM

**A**s we produce up to 150 million units of spa accessories and amenities a year, we're working on a number of initiatives to reduce our waste and be eco responsible.

We're looking at reducing the plastic used for our accessories through the development of vegetable-based products and paper cotton buds. Additionally, we're reducing the amount of cardboard packaging used and removing single-use plastic bags from most accessories.

In other cosmetic packaging, we're prioritising the use of recycled plastic or plant based packaging, made from sugar cane. There's a large cost impact as we have to invest in new moulds for the sugar cane packaging. Sourcing and testing new materials is also very time consuming.



What's more we're developing solid shampoos, shower gel, conditioner and body lotion. These require no plastic use and water consumption is reduced during production.

Some of the brands we work with need transparent packaging and sugar cane can't be transparent, so we're trying to find different solutions. We're working on oxy-biodegradable packaging, where additives are included to

## We're working on a number of initiatives to reduce our waste and be eco responsible

increase their biodegradation to 85 per cent in four years. However, this throws up other issues, as bio-additives may get banned in Europe.

Recycled plastic is one of the most environmentally sound materials and is cost competitive to use, but traceability is an issue. We can't track what it contained before, so there are concerns that something might transfer from the plastic into the product. ●

■ **Groupe GM** distributes guest amenities in over 70 countries. It also provides white label amenities for spa brands such as *Clarins*, *Deep Nature* and *La Sultane de Saba*



Group GM is one of the biggest providers of guest amenities worldwide



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spa business uniting the world of wellness

# MIND OVER MATTER



Gerry Bodeker

A new white paper reveals the scientific evidence behind numerous modalities and their impact on mental health. Editor Gerry Bodeker explains how spas can tap into this wealth of information

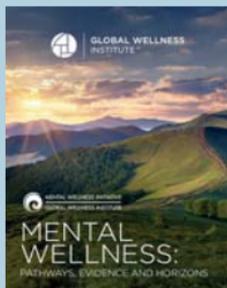
**I**n October a 122-page white paper on mental wellness was unveiled to hundreds of spa and wellness professionals at the Global Wellness Summit in Italy (see SB18/4 p78). It was created in response to an upsurge of interest in mental wellness from both industry members and the general public. As Dr Ranieri Guerra from the World Health Organization notes in its introduction: "Mental, neurological and substance use disorders affect one in four people over their lifetime and one in 10 at any given time, and thus affect billions of lives globally."

The aim of *Mental Wellness: Pathways, Evidence and Horizons* is to identify the

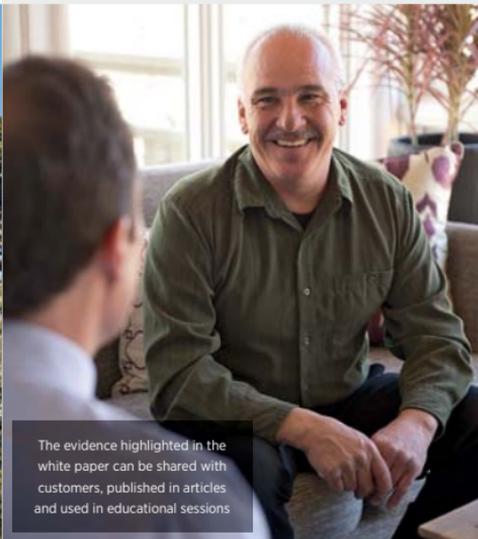
many complementary interventions which are scientifically proven to help enhance people's mental wellbeing and happiness. There was a lot of existing research and it's taken the Mental Wellness Initiative – a Global Wellness Institute action group – a year and a half to pull everything together. But finally there's a body of evidence on a wide range of modalities – from massage, aroma, sound and light therapy to movement and exercise, mindfulness and nutrition, and the benefits that these offer for mental wellbeing.

Many of the therapies are already available in spas and the white paper now showcases evidence to support future innovation. Facilities have an opportunity to act as a safe entry point into these wellness modalities which support mental wellbeing and happiness that may be unknown, and perhaps untrusted, outside of the spa setting.

Spas, such as Sunrise Springs, have an opportunity to act as a safe entry point into modalities which support mental wellbeing



Download a free copy of *Mental Wellness: Pathways, Evidence and Horizons* from the Global Wellness Institute website: [globalwellnessinstitute.org](http://globalwellnessinstitute.org)



The evidence highlighted in the white paper can be shared with customers, published in articles and used in educational sessions

### Proven modalities

Massage is one of the common spa services highlighted in the white paper for its proven effectiveness on anything from pain and cancer to headaches and infant care. Information was taken from the US National Center for Complementary and Integrative Health and a 2010 meta-analysis of 17 clinical trials concluded that massage therapy may also help to reduce depression.

The US National Association for Holistic Aromatherapy references a range of studies showing, among other effects, the stress-reducing properties of sage oil, immune-modifying effect of eucalyptus oil, the role of peppermint oil in counteracting neuralgia, and the combination of peppermint and caraway oil in enhancing the quality of life of people suffering from dyspepsia.

Elsewhere, the *Journal of the American Medical Association* reports that since 1970, there have been over 19,000 studies published on various aspects of meditation and its benefits.

We also identified many beneficial mental wellness pathways that are not typically found in spas, but which have

potential for innovation and rejuvenation of the spa experience. These include laughter yoga – Google it! – art therapy, journaling and the influence of nature.

As it turns out, social laughter, seems to release endorphins associated with feelings of wellbeing and heightened mood. Oxford University researchers in the UK conducted a series of experiments and found that pain thresholds – an indicator for endorphin release – were significantly higher after laughter. They suggest that “laughter, through an endorphin-mediated opiate effect, may play a crucial role in social bonding”.

Group support and social connectedness are also foundational in maintaining a state of mental wellness.

For spas in areas of rich cultural heritage, there's the opportunity to partner with local experts to build new, culturally important offerings. All cultures have clear dietary, exercise and other health practices encoded in their ways of living. Uncovering these traditional wellness practices can transform our understanding

of the way human physiology works and the energetic basis of wellbeing.

### Researching the spa experience

In the second section of the white paper, we drill down into the spa experience itself and find there's an emerging body of science backing up claims that it benefits mental wellness.

In 2016, doctors Elissa Epel, Deepak Chopra and colleagues found highly significant changes resulting from an ayurvedic detox/rejuvenation programme known as panchakarma. These include a reduction in many metabolites which are risk factors for metabolic disorders such as obesity, diabetes and heart disease. It also found that a break of just six days sets off genetic changes which can boost the immune system, decrease symptoms of depression and dementia and reduce stress (see SB16/4 p91). ▶



A Deepak Chopra study suggests that a six-day retreat can help with stress and depression



Attracting older adults: movement classes decrease the risk of falling, anxiety and depression

11/24/19/SHUTTERSTOCK.COM

In Australia, RMIT professor Marc Cohen and his team's study on 4,265 mostly female respondents using thermal bathing spas found that "relaxation", "peace and tranquility", "indulgence" and "escape" were the most important motivators for bathing. Most respondents reported general health benefits (98 per cent) and better sleep (82 per cent) from bathing. Significant benefits were reported for back pain, arthritis, stress/anxiety, depression and insomnia (see SB17/2 p56).

The Kuopio Ischaemic Heart Disease project in Finland examined 2,315 men aged 42-60 over a five-year period. It found that increased frequency of sauna bathing – four to seven times a week for 30 minutes at a time – is associated with a reduced risk of heart-related disease, death and all-cause mortality. Sauna

“ The white paper highlights the many different evidence-based pathways which spas can use to enliven their offering ”

sessions have also been linked to lower risks of dementia (see SB17/1 p108). In other research, a French study found that levels of anxiety and depression in 250 women who had breast cancer treatment were reduced by a two-week, multi-modality spa programme. Stronger and longer lasting effects were especially noted in reductions in depression.

**What does this mean to spas?**

So. How can spas harness this new flood of knowledge? I've often argued that spas have the potential to be the organisational face of wellness. Some destination spas, like Lapinha in Brazil, Brenners Park, in Germany and Kamalaya in Thailand, already are. They offer a wider range of wellness modalities under one roof that can't be found in any other setting. Others focus more on massage and bodywork – but there's much more than this available to enliven the spa world and its offering to clients, and the white paper highlights the many different evidence-based pathways which can be used.

Nowadays there are so many centres for yoga, meditation, tai chi, etc, that it's not necessary for spas to employ therapists directly. Bringing visiting practitioners in and building a marketing plan around them can breathe new life into the spa business.

The wealth of information, available freely at [globalwellnessinstitute.org](http://globalwellnessinstitute.org), can be drawn on to support the science behind spa modalities. This can be

shared with customers, published in magazine and online articles as well as in marketing materials, and shared via educational sessions.

There are opportunities to target new markets, such as parents-to-be. A section on The First 1,000 Days of Life offers evidence on how wellness approaches that future parents engage with are predictors of the mental and physical wellbeing of their children in adulthood.

Or partnerships could be formed with existing community groups and local enterprises, such as those focused on older adults. Dance, tai chi, meditation and yoga all are supported by scientific evidence as reducing many conditions associated with ageing such as risk of falling, anxiety and depression, early onset dementia.

The white paper also places an emphasis on spa staff being treated with the same consideration as guests and that a code of ethics for spas is called for.

Finally, there's the opportunity for spas and spa groups to begin partnering with local and international researchers to uncover new areas of evidence about the value of spa experiences. Here the focus is not only our physical health but especially on mental wellness and living a life in balance and happiness. ●

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Gerry Bodeker is chair of the GWI's Mental Wellness Initiative and editor of its mental wellness white paper. Email: [gerry.bodeker@post.harvard.edu](mailto:gerry.bodeker@post.harvard.edu)



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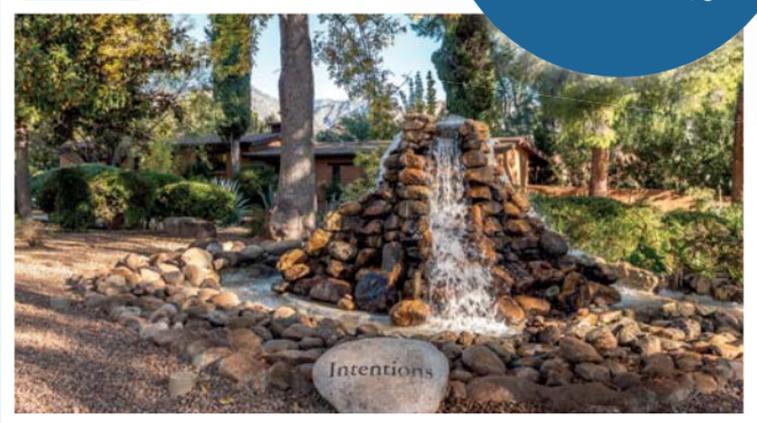
Frequent sauna visits are associated with a reduced risk of heart disease and dementia



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# PHOENIX RISING

Arizona's renovated Phoenician Spa invites its guests to be 'reborn, as well as transformed', much like the mythical phoenix for which it's named. Jane Kitchen pays a visit

## Phoenician Spa at a glance

Size: 37,000sq ft (3,437sq m)  
Number of treatment rooms: 24  
Spa consultant: Spa Strategy  
Skincare: Kerstin Florian, Body Bliss, Glycelene, Saltability, Organic Male, Hydrafacial, Intracuticals, Dermaflash, Foreo and NuFace  
Equipment and accessories: Living Earth Crafts and Supracor  
Robes: Mansfield

**T**he approach to Arizona's Phoenician Resort is dramatic: set in the heart of Scottsdale, at the base of Camelback Mountain, all 250 acres (101 hectares) sprawl before me, the fresh green of pristine golf courses a stark contrast to the area's red earth and the deep blue sky.

The 645-bed hotel – built in the late 1980s, and now part of Marriott's Luxury Collection – has recently undergone

extensive renovations, including an overhaul of the spa, a three-storey, freestanding building with 24 treatment rooms, which has been expanded with help from consultants Spa Strategy (see p66).

I arrive at the spa lobby, where cool grey marble floors are a relief from the desert heat, and a team of three receptionists welcomes me. Subtle iconography of the phoenix appears throughout, including an abstract motif on the wall and a dramatic light sculpture that hangs from the cathedral-style ceilings. Like the mythical bird for which the surrounding city is named, the Phoenician Spa hopes its guests will "rise brilliantly and emerge anew, peaceful and stronger than before in body and spirit. Reborn as well as transformed".

In the locker room the shades of grey continue and the decor is simple and uncluttered: graceful orchids and candles set with crystals, are a nod to the area's new age spirituality. The spa attendant, Ariadna, flits around unobtrusively, ensuring not only that I have everything I need, but also that everything remains as it should be: wet puddles quickly mopped up, used towels carted away – even the paper towels are fanned out in perfect form, like a phoenix's tail.

I slip into my minky, charcoal-coloured robe and head to the new hydrotherapy suite before my treatment. Part of the spa's design remit was to take advantage

The three-storey spa has been redesigned to help it stand out in a highly competitive market



Part of the spa's design remit was to take advantage of its views over Camelback Mountain

of its spectacular position at the base of Camelback Mountain, and the hydrotherapy area features floor-to-ceiling glass to allow mountain views to aid relaxation.

I begin with the hydrotherapy pool, and again, I'm struck by the small details – snug covers are fitted over the metal handrails to protect fingers from the heat – but it's not until I'm sitting in the pool with a jet at my back, that I realise someone has calculated the perfect angle to gaze up at the mountain, something I could have easily done for hours.

Instead, I venture into the sauna, which is set to a moderate temperature – in line with American, rather than Finnish tastes – and boasts lovely cedar smells.



Jane Kitchen

I don't always like a talkative therapist, but somehow in this case, it adds to the treatment, establishing trust

The steamroom is lush with moisture, and lined in earth-toned tiles that change with the light, revealing shimmering, incandescent tones, much like the mountains that change with the sunlight, from orange to red to dusky blue.

I take some iced cucumbers for my eyes (another nice detail) as I retire to a lounge, and soon, Ariadna comes to tell me it's almost time for my treatment. I chose one of the spa's signatures: the 80-minute Phoenix Rising Scrub and Massage which costs US\$280 (£245, £221) off peak and US\$290 (£254, £229) at the weekend. Essences of clove, myrrh and frankincense – my therapist, Ben, tells me that this is what the phoenix lined its

Phoenix iconography features throughout (left) and cool grey interiors provide respite from the desert heat (right)





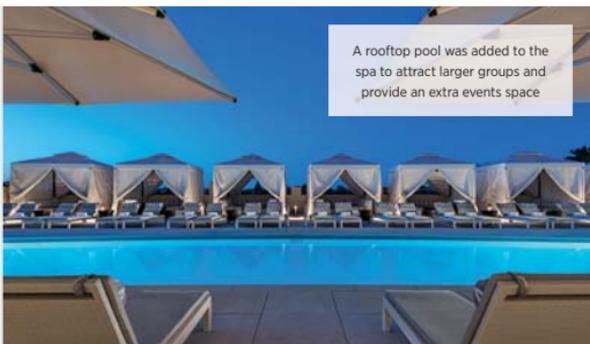
Key revenue areas have expanded, including a larger 1,400sq ft retail boutique

nest with – are combined with sage and salt crystals for the body polish. Ben says it's also infused with magnesium to help with energy levels and muscle function.

When asked, I say I like firm pressure, and my neck and shoulder blades could use some particular attention. Ben gets to work, applying the body polish with fluid motions, then adding water, which turns it to a rich cream – all the while, not only massaging my muscles, but also stretching my limbs, so that by the time he finishes, not only is my skin silky smooth, but my body is limber.

With my skin perfectly exfoliated, Ben moves on to the massage, working pressure points in my shoulders and asking me to breathe into each move. This is an active massage and between the breathing and the stretching Ben is chatty, telling me of his love of Arizona's Sonoran Desert and commenting on the bits of tension he's working through. I don't always like a talkative therapist, but somehow in this case, it adds to the treatment, establishing a level of trust and a sense of true caring.

Ben finds – and works – the knots in my shoulder blades, and tells me I can do a bit



A rooftop pool was added to the spa to attract larger groups and provide an extra events space

of self-care at home with a baseball and the weight of my body. My shoulders are stretched one into the other as he releases tension in my hip, and throughout, Ben seems to respond to my body and its particular problems and needs, so that

the whole treatment feels as though it was tailor-made for me. After the treatment, he recommends the hydrotherapy circuit, or a mineral soak with Epsom salts later, which can be bought at the spa's retail shop and will prolong the effects of the treatment.

Since I have limited time, I take the elevator to the third floor to see the new rooftop swimming pool, where the views continue in all directions – Camelback Mountain to one side, and the city, its lights twinkling at sunset, to the other. I breathe in the cool of the desert evening, and feel – dare I say it? – as if I've emerged, peaceful and stronger, reborn and transformed. Risen, you might say. ●

## Flexible design was key in Spa Strategy's reimagining of The Phoenician

International consultants Spa Strategy helped to transform the spa at The Phoenician as part of a massive, multi-year resort renovation, providing business analysis for growth, as well as technical design review services.

"Arizona is one of the most competitive spa markets in North America, and Scottsdale has a very high concentration of luxury spas," says Spa Strategy MD Claire Way. "Our business analysis created a wish list that would set the new spa apart from its competitors and drive business growth – a key reason for the renovation."

Significantly, the spa now has a slightly larger footprint, enabling it to enhance the guest experience and expand key revenue areas. Changes include a larger fitness area so that membership can be offered, expanded retail space, luxurious changing rooms, a hydrotherapy suite, a spa suite, dedicated relaxation area, and a vertical expansion to add a third floor with a rooftop pool and mountain views.

**We created a wish list that would set the new spa apart from its competitors**



Claire Way

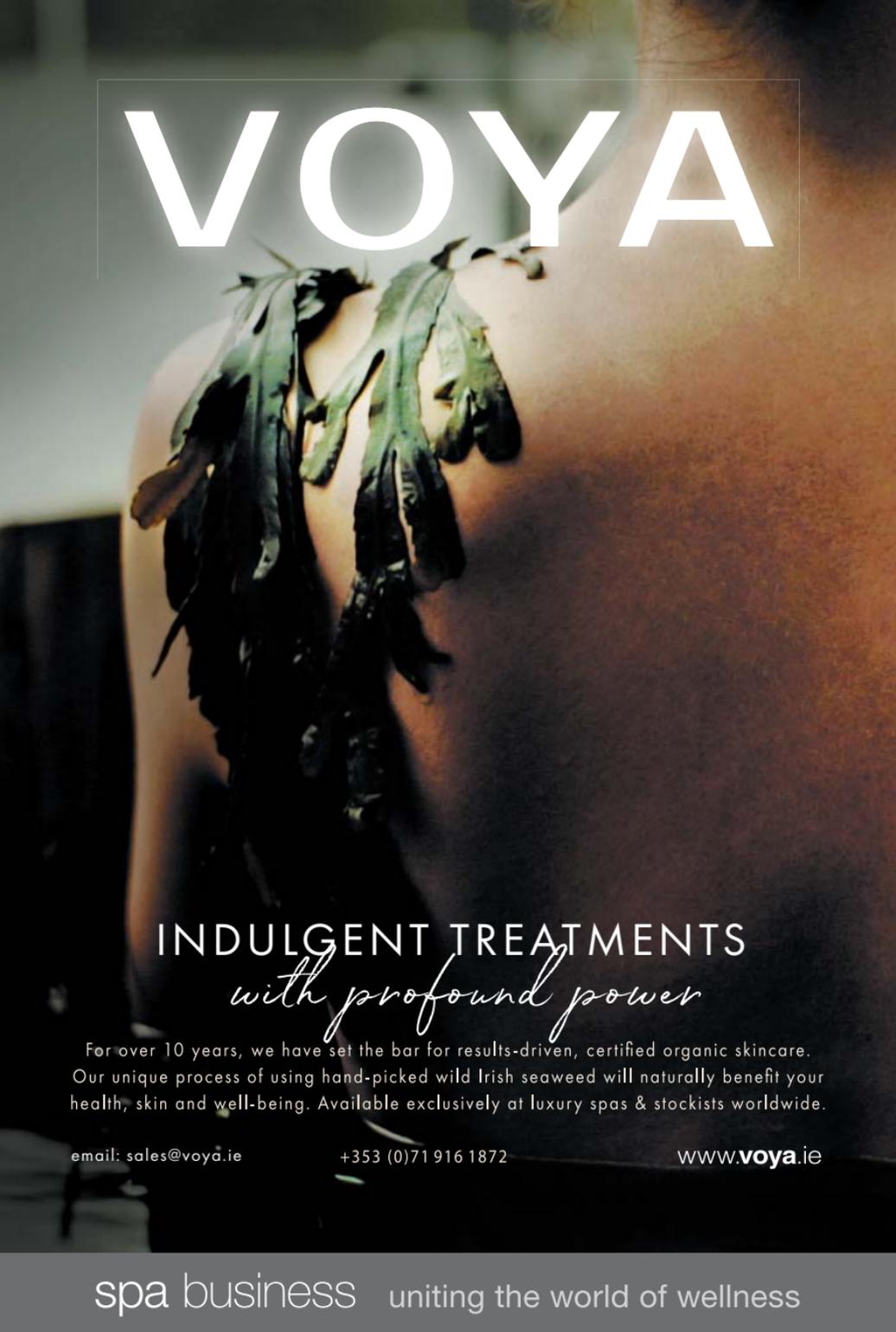
"An important factor was to create a spa that's flexible," says Way. "The rooftop pool and terrace is such a space. It presents a host of opportunities to attract larger private groups and expand programming for other events." Similarly, the spa suite and adjoining treatment rooms can be combined to host small private groups or function as individual rooms.

A 1,400sq ft (130sq m) retail boutique features an aromatherapy blending bar to customise treatments and take-home products, and also includes a grab-n-go refreshment area with healthy snacks, juices and smoothies.

"The new-build is a huge transformation, and our guests are loving everything," says spa director Sheryl McCormick.



Jane Kitchen is a contributing editor at *Spa Business* magazine. Email: [jane.kitchen@spabusiness.com](mailto:jane.kitchen@spabusiness.com)

A close-up photograph of a person's back, showing a large, dark, wet seaweed treatment applied to the skin. The seaweed is draped over the shoulder and down the spine. The background is a soft, out-of-focus indoor setting.

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# ELEMIS

## INTELLIGENT SKINCARE

Sixteen years after releasing their much-loved Pro-Collagen range, ELEMIS is expanding it with ULTRA SMART Pro-Collagen, a new line that harnesses the power of specialised marine algae with a cutting-edge delivery system. Noella Gabriel tells us more



Noella Gabriel

**It's been 16 years since you first launched Pro-Collagen – why is now the time for a new generation of products?**

We introduced Pro-Collagen Marine Cream in 2003 after three years of research and development, and it became a beauty industry phenomenon. It's loved by beauty editors all over the world and today, almost 16 years since its launch, one is still sold every nine seconds globally. But it's not in ELEMIS' nature to sit back and think we've already reached the top. We knew that harnessing the power of the sea and those incredible seaweed extracts was worth exploring further, so we challenged our labs and our teams to discover even more.

**ELEMIS always focuses on research and development, and you've spent 16 years on this range – what have you learned in that time?**

I think we've really learned that our customers want the very best, and

we've had to rise to the challenge.

These are savvy, discerning and well-educated skincare consumers who want natural ingredients that deliver real, visible and lasting results.

We've also learned the benefit of getting out there and pushing yourself to discover what you want. We told the labs what we wanted these ULTRA SMART formulas to achieve and they've worked to make it happen, not the other way around.

**What are the biggest benefits of this new ULTRA SMART Pro-Collagen, and what makes it 'ultra smart'?**

The ULTRA SMART range represents the optimal intersection of natural science and technology for ELEMIS when it comes to targeting multiple signs of ageing. First, you've got an incredible network of specialised, potent red, green and brown algae sourced from different depths of fresh and marine waters to help protect and preserve the appearance

“

The ULTRA SMART range represents the optimal intersection of natural science and technology for ELEMIS



The eye care duo delivers targeted solutions for both day and night time

The ULTRA SMART Pro-Collagen Complex. 12 Serum contains specialised marine algae



#### Training & Education Director Nicci Anstey on the ULTRA SMART consumer

The ULTRA SMART Pro-Collagen consumer is savvy, well-travelled, well-read and hugely knowledgeable about the latest in skincare technology. She wants nature with efficacy and she values science and exclusivity. Her fast-paced lifestyle, combined with the effects of modern-day living, mean she wants results quicker – and expects to see visible results faster. She demands the best on every level. The latest ground-breaking ULTRA SMART range combines a cocktail of specialised algae with cutting-edge delivery systems to target multiple signs of ageing, for transformative results.

of skin. Then, you've got our targeted delivery systems. We've encapsulated the actives within our formulas in order to allow them to perform at maximum efficacy when they reach their target destination – they work best where they're needed most. Doing this also enables the actives within the product to be released slowly into the skin, prolonging the skincare benefit and allowing our complexes to deliver real results on stubborn deep-set lines and wrinkles.

#### What are algae and what are the benefits for skincare?

Algae are amazing because they thrive in harsh environments; they're powerhouses of nutrients, vitamins and antioxidants and they're always adapting to combat new challenges in a way our skin also needs to.

We've always recognised the remarkable properties and unique skin benefits of algae at ELEMIS, but after 16 years of research, we really believe we've found the most specialised formula of algae to help skin appear firm, smooth, deeply hydrated and more youthful.

Today, ELEMIS uses different varieties of microalgae and seaweeds

across our entire skin and bodycare portfolio – it's a pretty good sign of how much we love them!

#### This launch includes two eye creams and a serum – why did you feel these are the most important products to add to the mix?

Serums are a must for people who want to take their skincare seriously. It's the big step into high-level skincare with actives that absorb quickly into the skin and enhance the performance of everything else in your routine.

Creating ULTRA SMART Pro-Collagen Complex. 12 Serum really felt like the most natural way to introduce ELEMIS lovers to the incredible new formulas and complexes we've developed for targeting multiple signs of ageing.

As for the eye creams, eyes are always the area we find people are most concerned with when it comes to skin ageing.

We've launched a powerfully effective eye care duo that delivers targeted day and night solutions – everything from puffy morning eyes to tired evening lines – and we're sure this is exactly what our customers will love.

#### What are consumers saying about the results?

The results are amazing. Our ULTRA SMART Pro-Collagen Complex. 12 Serum is clinically proven\* to reduce the appearance of deep-set lines and wrinkles in just 28 days. 100% agreed the product improved the feeling and appearance of skin firmness and elasticity, and 100% agreed this product dramatically reduced the appearance of the expression lines on my face.\*\*

Our ULTRA SMART Pro-Collagen Eye Treatment Duo was similarly groundbreaking. 100% agreed the products gave my skin the appearance of an eye lift, by improving skin tone and texture day and night, 100% agreed after using the products, the area around my eyes looked noticeably firmer and tightened, and 100% agreed the products significantly improved the appearance of deep set lines and wrinkles around my eyes.++

We're thrilled to have reached this level of efficacy and can't wait to see what comes next on the ELEMIS journey. ●

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\*Independent Clinical Trials \*\*Independent User Trials ++Independent User Trials conducted on products used together

# focus on EQUINE

Equine therapy helps people learn about themselves and improve their lives. But what is it, what are the benefits and how are facilities – from destination to day spas – tapping into horsepower?

## THE THEORY

As prey animals, horses live in the present moment, are guided by their intuition and senses and, due to their ultra-sensitivity to energy and body language, are experts at non-verbal communication.

Their reactions to people are used in treatment sessions to peel back the layers of deep-rooted issues, such as career or relationship difficulties. Someone may say they feel fine, but something as subtle as a tail flick from the horse can indicate frustration or yawning can reveal submission. Coaches use a horse's response to guide their questions to delve into feeling and behaviour patterns, and offer suggestions on how to work through them. Sessions take place either in a group or one-to-one.

Equine Assisted Therapy (EAT) is an experiential form of psychotherapy and is used to assist individuals dealing with emotional disorders, such as anxiety, depression and PTSD, and help people through difficult life transitions, such as divorce or bereavement.

Equine Assisted Learning (EAL) helps people develop heightened self-awareness while gaining valuable insights into their behaviour. This improves their emotional and social interaction skills. This therapy can also be used in leadership training and corporate team building events.



## WHY OFFER IT?

As an alternative way to help guests look after their minds, equine therapy could well be the dark horse on a spa's menu.

At Miraval Arizona, US, equine therapy is a powerful spa offering. "It transforms the lives of many of those who experience it, especially in their relationships with others and themselves," says Wyatt Webb,

# THERAPY



who heads up one of seven experiences. "We've had prominent CEOs say it's helped them be more mindful in how they carry out their professional responsibilities and deal with stressful situations," he says.

Equine experiences at Miraval cost between US\$45-US\$650 (€40-€574, £35-£510)

Sharon Kolkka, general manager and wellness director at the Gwinganna lifestyle retreat in Australia, noticed that

many guests wanted to interact with her horses that live onsite, so looked for a trained equine therapist. "From the very first moment it was one of our most talked about experiences. It delights guests who are keen to try something new and offers Gwinganna a point of difference," she says.

Gwinganna offers four classes, starting at AU\$240 (US\$174, €152, £136) an hour, plus a three-night Life in Balance ▶

Coaches use a horse's response to people to delve into deep-rooted issues

## THERAPY

EAT is another method to help clients live happy lives says Rebecca Kelly



An equine-based transformation day at Haelan Therapy costs £250

► programme which includes EAL and costs AU\$1,705 (US\$1,221, €1,082, £972) with accommodation. "It's helped increase our secondary revenue and improved our facilities for both equine and emotional wellbeing services," Kolkka adds.

In the UK, holistic centre Haelan Therapy uses horses and offers a gamut of other complementary modalities to 'help people live happy, healthier lives'. "Our bodies hold onto our emotions, be that grief or stress from work or a relationship," says founder Rebecca Kelly. "Equine therapy is another method to help clients understand themselves." The centre offers group equine sessions, one-to-ones and a £250 (US\$314, €278) transformation day with yoga and holistic therapies.

## FACILITIES AND WELFARE

Set on a mountain on the Gold Coast, Gwinganna has an ample 10 acres of pasture for its horses to roam. Guests aren't permitted to enter the paddock unattended and the horses work a maximum of four hours a



From the very first moment it was one of our most talked about experiences

day, on limited days of the week.

At Miraval Arizona's stables, which are a three-minute ride from the spa, horses' emotional and mental needs are prioritised. "No horse is forced to participate in a class they're not comfortable with," says Webb.

Equine therapy doesn't just have to be limited to destination spas either.

Facilities restricted by space, can partner with stables and sanctuaries already offering EAL or EAT. Christine Badoux, founder of Equine Experiential Coaching in Arizona would welcome such a relationship. "By partnering with established equestrian centres, spas can offer life-enhancing experiences with horses, without taking on the considerable investment in time, expertise and money that's required to properly care for horses," she says.

Haelan Therapy has done just this by collaborating with Learning for Life, a team of equine facilitated coaches, at its nearby stables.

## TRAINING

EAL and EAT are relatively new therapies and it's essential practitioners are properly trained, something Kolkka is very aware of. "Just because a licensed mental health professional or training facilitator loves horses doesn't mean they're qualified to put these two worlds together," she says. In Australia, EAT is a two-year government accredited training course founded by Jane Faulkner, one of four equine therapists at Gwinganna.

In the US, Webb references certification from the Professional Association of Therapeutic Horsemanship (PATH). There's also the Equine Assisted Growth and Learning Association (EAGALA).

In the UK, Haelan's Kelly, leads horse-based sessions and is a professional mentor and transformational coach. She also took an equine facilitated coaching qualification through Lantra. ►



Badoux says even day spas can offer equine therapy by partnering with local stables

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spa business uniting the world of wellness

THE OPERATOR'S VIEW

## Miraval Arizona

With 65 per cent of Miraval Arizona guests having at least one equine activity during their stay, equine therapy is among the destination spa's most sought after experiences.

Designed by director of equine programmes Wyatt Webb, the classes complement the workshops, meditations and treatments the spa offers. "Our guiding purpose is to give

our guests the tools to live a more balanced, present life," he explains. "Many people have said that equine therapy has made a difference. They've changed careers or stopped being doormats for other people. By looking at and evaluating their own stories, they realise that's what matters in life, not the stories told by others. The work's very empowering."

It's Not About the Horse, a US\$150 (€133, £119), 2.5-hour session, is the most popular

◀ Up to 65 per cent of guests have at least one equine activity during their stay at Miraval



“ They gain more confidence in themselves and their abilities to communicate ”

of seven equine courses. This involves tasks such as picking up the horse's hoof or walking it around the ring, allowing the horse to sense the participants energy and help guests break down learned human behaviour and barriers. "Guests seek it out because it leaves them feeling more in tune with their inner selves and emotions," Webb says. "They gain more confidence in themselves and their abilities to communicate."

Also popular is the US\$75 (€66, £60), 2-hour Unforgettable Canvas class where guests paint onto the horse, encouraging in-the-moment creativity.

The more intense Miraval Equine Experience Immersion devotes four days to helping guests discover their authentic selves. They spend three hours each morning with the horses and three hours in the afternoon in group processing sessions. This is priced at US\$650 (€574, £510).

FIRST PERSON EXPERIENCE

### Kathleen Whyman Haelan Therapy equine session

Not being used to horses, I was nervous before my equine session with Haelan Therapy founder and Learning to Listen coach Rebecca Kelly. And a little sceptical. I couldn't understand how standing near a horse was going to help me.

First, Rebecca asked about my feelings and if there was anything I'd like to address. I explained that the eldest of my two children was being very defiant and I didn't know how to deal with it. In



paddock were two horses. One, Topper, came straight up to me and I surprised myself by feeling relaxed and confident enough to pet her. But every time I went near the other horse, Bow, Topper

blocked me and Bow was forced away. This reflected my home dynamic exactly – whenever I focused on my eldest child, my younger one intervened. It was no wonder the eldest was being defiant – she felt rejected and second best. Rebecca explained this to me and advised how to take control and show Topper, in a calm, non-tactile way, that she needed to back off and give me and Bow some space.

My equine therapy session made me view my situation in a new way – one that I could understand, address and resolve. From being sceptical, I now think everyone should try it! ●

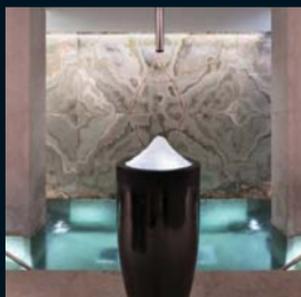
**Kathleen Whyman is a Spa Business contributor. Email: [kathleenwhyman@leisuremedia.com](mailto:kathleenwhyman@leisuremedia.com)**



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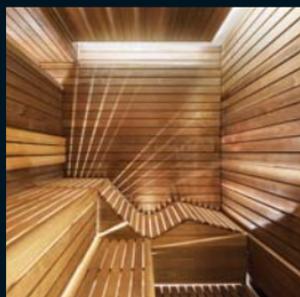
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spa business uniting the world of wellness



Is going sub-zero the next big thing? We take a closer look at the benefits of extreme cold exposure and cryotherapy, as well as some of the options on offer for those thinking of making the leap into the big chill

# CHILL OUT

Standing for three minutes in a space cooled to minus 130°C may sound a tough sell to spa guests, but it's a trend that's becoming more mainstream as people warm to the health benefits of extreme cold.

The reported advantages of cryotherapy are many and varied, meaning it has a broad appeal: improved mood, fewer aches and pains for ageing joints, recovery after exercising and even a better appearance, with people emerging after treatments feeling more alert, upbeat and energised.

Cryotherapy works by forcing the body to send blood to the brain and the core in a process called vasoconstriction. Afterwards, vasodilation takes place, whereby blood that is now enriched with oxygen, nutrients and enzymes flows back into the peripheral tissues.

It's commonly used in the sporting world as it increases power, performance and endurance, as well as clearing out lactate. It can boost recovery and

reduce aches and pains – both from exercise and from chronic illnesses such as arthritis. Endorphins are also released and it's even claimed to reduce wrinkles.

Its effect on overall wellbeing and beauty are being noted in spa circles. Rainer Bolsinger, sales manager of Zimmer MedizinSysteme – the German-based company behind Icelab cabins – likens cryotherapy to icing an injured knee, but the whole body and mind also benefit. He says: "It affects the nervous system, forcing our brain into a heightened state, which can give stress relief and clear the mind."

Mecotec, another German-based company, supplies spas such as Lanserhof with the Cryoair chamber. Laurence White, MD of RP-X, its UK distributor, adds: "The body's natural response to cold air provides total body

and mind rejuvenation.

"It also helps the complexion and anti-ageing, as the cold temperatures stimulate the production of collagen, reducing fine lines and wrinkles and decreasing pore size. In addition, when combined with active cosmetic products, cryotherapy can increase the skin's capacity to rejuvenate itself, regain elasticity, appear smoother and bring forth a youthful glow."

Meanwhile, Wim Hof – also known as the 'ice man' – has created a method which combines exposure to sub-zero water (bathing or showering), breathing and mindset techniques alongside physical exercise. He reports profound effects including heightened focus and determination – he's used the technique to climb Mount Everest in nothing but short runs and complete marathons in



Laurence White

“THE BODY'S  
NATURAL RESPONSE  
TO COLD AIR PROVIDES  
TOTAL BODY AND  
MIND REJUVENATION

A person is lying on their back inside a cryotherapy chamber. They are wearing a white protective mask over their nose and mouth, and white gloves on their hands. The chamber's interior is illuminated with a cool blue light, and the walls appear to be made of vertical panels. The person is wearing dark athletic shorts with a white Nike logo on the left leg. The overall atmosphere is clinical and futuristic.

Cryotherapy is commonly used in the sporting world and now its overall effect on wellbeing and beauty is being noted by spas

the desert with no water. He says: "The cold trains the vascular system and taps into deeper parts of the brain... A deep sense of control emerges from there."

*Spa Business* interviewed Hof at the end of 2017 and in the same issue we asked a range of industry experts how spas can offer cold water therapy (see issue 4, 2017 p22 and p44).

### Roots in medicine

The benefits might sound wonderful, but are they sufficient to warrant three minutes of extreme cold? According to Bolsinger, at this temperature, the air no longer contains moisture, so people don't perceive the cold to be extreme. To protect their extremities, which are starved of blood during the treatment, users enter the chamber wearing protective masks, gloves, nipple protection and footwear. Music is often used to take their mind off the fact that they're being chilled.

Cold therapy has a long history in medical treatments, first mentioned 400 ▶

### Icelab

Icelab uses environmentally-friendly compressor-based technology. Guests ease their way through one or two cool pre-chambers and finally reach the third which is set at  $-110^{\circ}\text{C}$  and where they spend up to three minutes.

The rooms can accommodate up to four

people at a time and music and video screens are installed as standard.

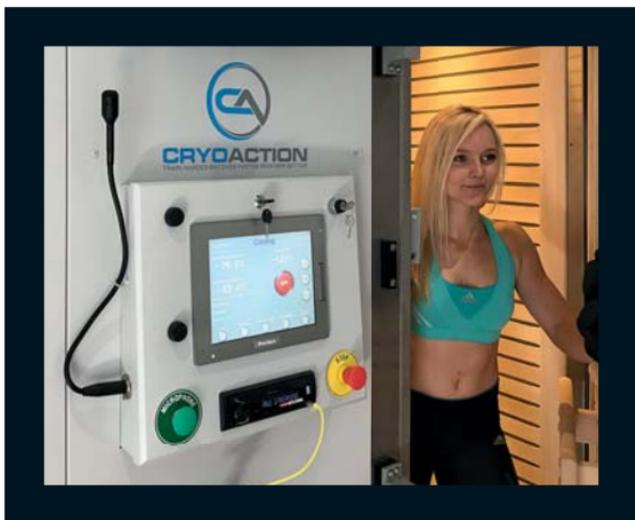
Guests can move around freely and the technicians speak to them through an intercom, suggesting different ways to move and stretch, to increase the effectiveness of the treatment. The Icelab system is distributed by Zimmer MedizinSysteme.

## CryoAction

CryoAction designs, manufactures, installs and maintains its own products, which are certified for use as a medical device.

It has a portfolio that spans from single person chambers through to walk-in rooms, enabling up to 10 people to be treated simultaneously. Chambers can be standalone or integrated and are available in a wide selection of colours and materials to match a spa's décor.

Larger bespoke chambers usually comprise two rooms linked by an interconnecting door. The first chamber is cooled to a temperature of around -60°C and the second to around -130°C.



- years BC by Hippocrates as a method of treating pain. In the 19th century, Sebastian Kneipp popularised the Kneipp Method, which uses cold on the extremities – a method still used today in many spas and thermal baths (see SB16/4 p76).

“Whole-body cryostimulation at ultra-low temperatures was first applied by Professor T Yamauchi in Japan to treat rheumatoid arthritis. During the early 1980s several professors in Germany followed his approach and developed the treatment further,” says Bolsinger. “It’s been used in clinics and rehab

It helps with anti-ageing as cold temperatures stimulate the production of collagen, reducing fine lines and wrinkles and decreasing pore size

centres as a method of treating pain, shortening rehabilitation and helping with stress and sleep. Now we’re seeing it move into the world of spas and fitness centres, where it’s used for preventative health, wellbeing, beauty and to optimise training and recovery.” Henri Chenot centres and the Bürgenstock resort are examples of spa operators which are tapping into the trend with Icelab.

UK-based company, CryoAction, says cryotherapy’s use in wellness is increasing and interest is growing across the board, from spas and health clubs to Premier League football clubs. “Cryotherapy is becoming increasingly popular across the health club sector and we’re installing new units all the time, driven by consumer demand, as clubs are seeking to respond to members who want to look and feel amazing,” says CryoAction CEO, Ian Saunders. “The chambers complement existing treatments and facilities and offer a new revenue opportunity.” ●

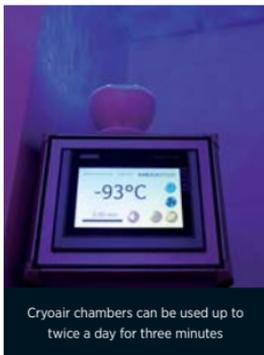
## COLD EFFECTS

Research has proven that cryotherapy can

- Promote healing, wellbeing and quality of life
- Promote relaxation and deeper sleep
- Enhance lymph drainage and blood circulation
- Improve eczema
- Stimulate collagen production
- Increase energy levels
- Increase mobility
- Boost adrenaline and endorphins
- Reduce muscle soreness, pain and inflammation
- Speed up rehabilitation
- Improve fitness performance



Kath Hudson is a regular contributor to *Spa Business* magazine. Email: [kathhudson@leisuremedia.com](mailto:kathhudson@leisuremedia.com)



Cryoair chambers can be used up to twice a day for three minutes

## Cryoair

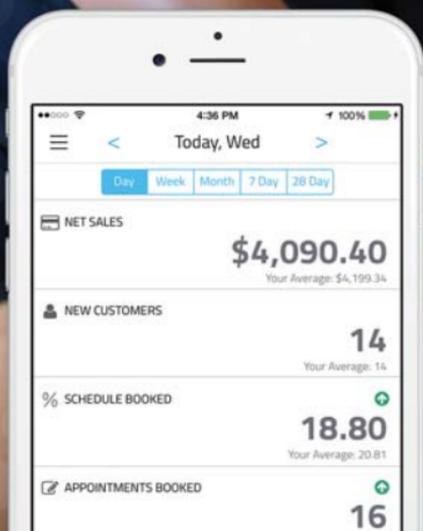
Cryoair offers two different sized chambers for commercial use. The Cryoair -85°C has the capacity for one or two people. The Cryoair -110°C is for high commercial use and can accommodate up to 30 users an hour. People can use the chambers up to twice a day for three minutes.

The systems are made by Mecotec and distributed by RP-X in the UK.

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spa business uniting the world of wellness

# GETTING SOCIAL *with* FITNESS

Noha Khalil of The Wellness discusses how gym and spa elements are increasingly coming together through design to deliver outstanding fitness concepts



Noha says clubs should feel 'comfortable and happy'

**W**hen it comes to design and functionality, the lines between fitness and wellness concepts, between gyms and spas, are increasingly overlapping. Fitness trends are evolving very fast globally, and we at

The Wellness are focused on integrating these trends within the hospitality industry," says architect and interior designer Noha Khalil.

"Many investors are looking for new concepts that reach out to a bigger audience. To just have a gym or a spa separately is not aligned with guest expectations nowadays. At The Wellness, we thrive when working within that overlapped space as we can constantly push the boundaries of what a health club is and what it will be in the future."

Based in Dubai and Hong Kong, The Wellness is a full-service wellness specialist that has been delivering design driven solutions in the Middle East, Asia and globally for 30 years.

With many completed wellness focused projects in its portfolio, Noha says the company is also focused



The Wellness believes that workout spaces should be interactive to encourage physical and mental equity



on turning gyms into social workout spaces - whether within a five-star hotel facility or a standalone site.

"Fitness has to be so much more than just equipment. It's not just for physical strength but wellness as lifestyle. It's important to focus on the word wellness, as this will have different interpretations for different individuals. We're keen to make sure the outcome will not only be better physical condition, but enhanced mental balance too."

"This requires a deep understanding of the users' needs and the right elements to achieve the ultimate performance on all levels of wellbeing."

### Comfort, health and happiness

"Comfort, Health and Happiness are the key criteria used in our design direction. Comfort starts with going through the assessment process, in order for users to know themselves, their aims and to feel comfortable in the workout space."

"Health means serving the right nutrition plan to the guest to support and boost their immune system. It's no secret that the major element of a healthy body is the food eaten alongside a fitness regime."

"If comfort and health are present, this will enable higher performance, ultimate focus, goals to be achieved and a robust rebuilding process. All this works to create a happy social workout space."

"This is where The Wellness excels. Our social workout spaces are obviously not only about the equipment. Recovery in all its forms, whether active or passive, is essential to the experience."

"A well-designed changing facility including thermal experiences such as infrared sauna, steam room, and cold therapies are part of this recovery. Hot and cold therapies after exercise enhance blood circulation and help combat muscles strains. That's just one of the many ways to effectively integrate wellness into fitness." ●

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Spa education experts  
Mary Tabacchi (left); and  
Mariana Palmeiro (right)



The attendees were there to discuss and share wellness experiences

# GETTING TECHNICAL

Switzerland's Glion Institute investigates the impact of technology on spa and wellness in an intensive executive programme. Organiser Mariana Palmeiro shares her highlights

Not only is the wellness industry growing rapidly, but so also is new technology and innovation – we need to fully understand its potential to drive our industry forward," says Mariana Palmeiro who heads up the faculty of spa and wellness management at Swiss hospitality school Glion Institute of Higher Education.

With this in mind, the school welcomed forward-thinking spa directors and hotel executives on an intensive three-day education programme in December entitled Innovation and Technology: What does it mean for Spa and Wellness?

A range of guest speakers from the US and Europe covered everything from AI and algorithms to brain optimisation. Global spa education

expert Mary Tabacchi, who co-delivered the programme with Palmeiro, says: "This executive education programme is the first of its kind... Technology is upon us. Not just Apple Watches and Fitbits, but amazing technology that will likely revolutionise wellness/spa and healthcare. This is both exciting and frightening – however, it is coming."

### Thought-provoking topics

Brain optimisation, based on neuromodulation technologies such as magnetic and infrared light stimulation, can be used for stress reduction, improved executive functioning, greater creativity and more. Devon and Julie White, co-founders of US-based neuro-enhancement company Field, explained to participants how these

FDA-approved treatments are now being holistically mixed with coaching and mental healing to develop a completely new type of wellbeing programme.

Simone Gibertoni, CEO of Swiss medical resort Clinique La Prairie outlined the potential for gene testing in spas. In a new partnership with GenePredicts it's developing a portfolio of preventative wellness programmes. This includes Nutripass, which matches diet to genes. Palmeiro says: "There are many genetic tests available in the market, but it's when a result is combined with a personalised set of guidelines to improve one's life that it really fits in a spa type environment."

Representatives from two medical wearable startups backed by Swiss tech incubator EPFL pointed out how it's important for the spa and wellness



Swiss hospitality school Glion welcomed the group of forward-thinking spa directors and hotel executives for an intensive three-day educational programme at its facility by Lake Geneva in Switzerland



Time was set aside for participants to discuss how each innovation relates to their business



From left to right: wellness innovator presenters included Devon White, Sammy Gharieni, Serge Grisard and James Bissell

“ Participants developed new concepts and hypotheses and matured their ideas, making this a more advanced exercise ”

community to be more proactive in collaborating with innovators. DomoSafety measures the movement of a person around their home (such as in senior living communities) and alerts caregivers about potential abnormal behaviour, said Serge Grisard. Be.Care measures heart rate variability and James Bissell explained how it can be used to detect and prevent burnout or executive stress. Both have the potential to support employee wellness solutions and quality of life services for resorts, mixed-use developments, medical and wellness facilities.

Aras Erekul, corporate director of experience development at Canyon Ranch, US, presented the latest spa data management practices. Using guest data from before, during and after a stay, as well as an analysis of social media presence and website interaction, the company is developing a sophisticated algorithm supported by AI. It will use this system to predict guest preferences for practitioners, therapies and programmes, to help with more accurate personalisation, planning and experience delivery.

Sammy Gharieni, owner of spa equipment company Gharieni, and

Nicolas Ronco, founder of YeloSpa, focused on business innovation. Both men are respected in the industry for their creative approaches and their points of discussion included franchising, automated systems and massages by robots – could human contact by a masseur become a luxury while the use of machines moves into the mainstream?

#### Learning environment

It was with the Glion's backdrop of the Swiss mountains and picturesque Lake Geneva, that the 12 attendees gathered. Group numbers were limited to create an intensive learning environment and in between presentations, time was set aside so they could discuss how each innovation or technology relates to their business.

“This was more than just assembling in a conference room and downloading the latest industry benchmarks,” explains Palmeiro. “Participants developed new concepts and hypotheses and matured their ideas, making this a more advanced exercise.”

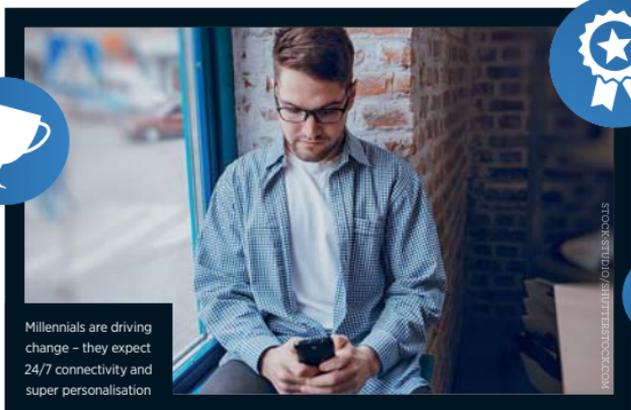
Palmeiro has first-hand experience in developing and operating spas, having worked as a project manager for Mandara for more than five years in Bali, and

later on running her own consultancy in Indonesia. She's also a graduate of Cornell University and she invited Tabacchi, her mentor and professor emerita of Cornell, to co-deliver the seminar as a visiting faculty member.

The event is part of Glion's Wellness to Business Executive Education initiative which Palmeiro launched last year. The education initiative delivers wellness focused online and on-campus certification courses in Switzerland and the UK to both hotel general managers, spa directors and other industry leaders. Online courses in 2019 will focus on excellence in spa operations, revenue management and market analysis and valuation, while a face to face programme will revisit innovation and technology later in the year.

Palmeiro concludes: “Education is essential in bringing new perspectives, new inspirations and solid growth to spa businesses.” ●

Mariana Palmeiro heads up Glion's Wellness to Business Executive Education initiative. Email: mariana.palmeiro@glion.edu



Millennials are driving change – they expect 24/7 connectivity and super personalisation

## Emerging trends

From wearables and gamification to online therapists and virtual spas, the future's looking high-tech in the spa world, but what areas hold the most potential for operators? We ask the brains behind the technology



### We see AI as the next big thing for the spa software industry

ROGER SHOLANKI,  
BOOK4TIME

**T**echnology is ever-changing and now that online booking, smart marketing and mobile check-in are entering the mainstream, there are some exciting developments on the horizon that have the potential to revolutionise the spa customer experience. But what should operators be paying attention to and how are spa software companies helping them to keep up with the latest trends?

#### VIRTUAL WELLNESS

Millennials are driving the latest advances in technology and expect the very latest functionality that gives them 24/7 accessibility alongside a super-personalised experience. So how can operators keep their customers engaged and happy, now and in the future?

Constant connectivity and digital experiences that blur the boundaries of the real and virtual aren't new, but in the coming years their convergence will give spas the opportunity to forge an

even deeper, more personal relationship with customers by enabling them to escape, relax and connect like never before. But what's the pay-off for spas?

Leonie Wileman, COO of Premier Software, believes that spas need to start thinking about how their clients interact with technology: "Virtual reality provides something different. A chance to visit exotic beaches or locations while enjoying the ambience of a spa setting. For many, it's about improving mental health and wellbeing. We're already seeing spin classes set in virtual environments to improve performance and it won't be long before demand for virtual settings to improve wellbeing will be introduced. But whether you're talking about online therapists or virtual/augmented reality, it's all about attracting and retaining clients."

Roger Sholanki, CEO of Book4Time, agrees: "We see AI as the next big thing for the spa software industry. AI will be capable of helping with marketing automation, streamline booking, reporting and even helping attract new customers.

It won't be long before customers are demanding virtual experiences to improve wellbeing



It's an entirely new level of technology and will take spa management to a whole new level, maximising operational efficiencies and freeing up staff to focus on driving value through more face time with clients."

Sholanki sees AI being applied in the form of virtual employees: "One of the biggest challenges spas face is high staff turnover, leading to training issues and new staff not following SOPs when guests check-in, check-out and call to book appointments. AI technology can help with addressing these challenges."

Looking at what tech-savvy millennials want is key, but new systems must support and enhance both sides of the relationship. Mindbody's director of product marketing and research, Amaya Weddle, believes it's about removing obstacles for spa customers: "I'm seeing a lot of spas integrating chatbots into their websites. Rather than making a phone call to the spa, customers can look for services, ask questions and book, all in one spot!"

Premier Software's Wileman adds: "We're already seeing online therapists



providing advice to clients. Essentially this is a secure, online chat and usually precedes a visit or booking to the spa, and, although not face-to-face, this is still a personal interaction that enhances the overall spa experience.

"Premier Software is also working on an open Application Programming Interface (API) which will allow our spa's application to talk to their client's systems to make the customer journey smoother. It's a smarter way of communicating and assimilating data quickly without compromising the relationship."

## I'm seeing a lot of spas integrating chatbots into their websites

AMAYA WEDDLE,  
MINDBODY

### KEEPING TRACK OF TECH

By keeping track of what's driving customer engagement, or spa trends in general, operators can make a call on what new technology will benefit their business.

In the drive for ever greater personalisation, The Assistant Company (TAC) sees growing potential around wearables, gamification, emotion recognition and high-tech rooms, in both enhancing customer experience and leveraging insights to boost customer retention. As MD Günther Pöllbauer



Spas need to improve their ability to engage with clients when they're not on-site

DUSAN PERKOVIC/SHUTTERSTOCK.COM



**Visual sensors that recognise emotion can be used for guest preparation, before guiding them to a high-tech treatment room**

GÜNTHER PÖLLBAUER,  
TAC

► explains: "User tracking provided by wearables means spas can offer services individually tailored to each guest, while gamification presents clients with additional benefits for continued loyalty: collecting enough points when booking a treatment to win a bottle of champagne on the next visit is a huge motivator.

"Visual sensors that recognise emotion can be used for guest preparation, before guiding them to a high-tech treatment room that creates the right atmosphere to best suit their frame of mind."

Tying tech developments to business efficiency and understanding a spa's pressure points are key. ResortSuite's founder and CEO Frank Pitsikalas explains: "GPS notifications are a trending marketing tool. ResortSuite is developing the ability for a customised and branded

spa app, ResortSuite Mobile, to be able to deliver notifications, promotions and alerts when it recognises that a guest is close or on property. If a spa treatment time frees up on a busy Saturday, for example, a quick and easy function could be to send out a promotion of the time and service to a group of loyal customers most likely to respond to the offer.

"The added ability of the guest being able to click the offer and be taken directly into the online booking engine to reserve their treatment quickly and easily for the time offered saves staff time and streamlines the promotion and booking process to make sure your rooms are always profitable."

### THE HUMAN CONNECTION

While the promise of emerging technologies is in its infancy, in what direction is the general drift moving and how are spas starting to accommodate the desire for cutting-edge tech in their day-to-day businesses?

Premier's Wileman says: "Everything is moving online and with it the need for spas to improve their services and ability to engage with clients when they are not in the spa setting. We're already starting to see online therapists providing product advice and skincare guidance, but while augmented or virtual reality and gamification will enhance this experience, it won't replace the one-to-one experience which makes so many spas successful.

So, for all the promise of leading-edge innovation, the message is clear: tech savvy customers they may be, but not at the expense of the human connection. As Mindbody's Weddle explains: "A big reason why people go to the spa is for human connection. I think we'll see technology that further streamlines the interactions between customers and staff. Removing mundane tasks allows staff to focus more on the customer experience: Mindbody and Booker by Mindbody offer many solutions to remove friction for staff and I believe more and more spas will begin integrating those tools."

As TAC's Pöllbauer adds: "Technology should primarily support employees in their daily tasks, but should never and can never completely replace them. Likewise, future digital strategies should take into account those people who do not wish to be confronted with digitisation. It should still be up to the guest to decide whether and to what extent they respond to digital processes."

And therein lies the challenge facing spa operators: offsetting the drive to adopt the latest ground-breaking innovation with the need to keep the human at the heart of the spa journey. ●



**GPS notifications are a trending marketing tool**

FRANK PITSIKALIS,  
RESORTSUITE



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# Product innovation



by Lauren Heath-Jones,  
assistant product editor

Industry suppliers tell Lauren Heath-Jones about their latest product, treatment and equipment launches

## Ghazal Abrishamchi and Adiba Osmani launch drop-in meditation pods



Co-founders Osmani (left) and Abrishamchi (right)

The meditation pod creates a natural, organic space for calm, clarity and privacy

A new range of drop-in meditation pods have been designed to provide urbanites with the space and tools they need to incorporate meditation practices into their daily lives.

The pods are available for both public and private spaces, including spas, hotels, homes, offices, shops and other areas, and include comfortable seating, and headphones. There's also the option to select Inhere meditations via an audio player.

Inhere, the UK-based company behind the launch, was set up by neuroscientist Ghazal Abrishamchi and business woman Adiba Osmani.

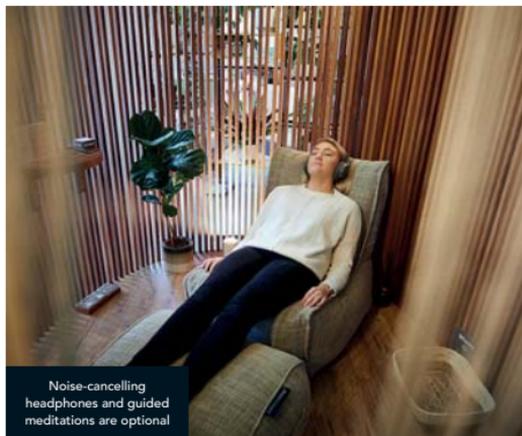
"Inhere's meditation pod creates a natural, organic space

for calm, clarity and privacy for the individual even in the busiest of environments without any of the feelings of isolation or separateness," says Abrishamchi.

"The sustainable sapele slats allow in natural light and air, while the noise-cancelling headphones and guided meditations transport the mind to a quiet place. The interior design invites and soothes, and the elegant exterior captures the attention of passers by."

The duo collaborated with the Design & That studio to create the pods, which allow for natural light to flow in to create a breezy, light space.

**KEYWORD: INHERE**



## Kerstin Florian presents Anda, created in loving memory of Charlene

**K**erstin Florian International has launched a natural and organic skincare line in memory of founder Kerstin's late daughter, Charlene.

Called Anda – meaning 'breathe' in Swedish – the collection was a passion project for Charlene, who served as the company's CCO before she sadly passed away in 2016. The much-loved industry figure was committed to wellness, positivity and self-love.

"I'm thrilled and humbled to be able to present Anda as my tribute to her," says Kerstin.

Anda's first three products include the Coherence Elixir, Vitaessence Serum-Oil and Super Nutrient Balm. While a facial and five additional items will be introduced imminently.



"I'm thrilled and humbled to be able to present Anda as my tribute to her"

The eco-friendly skincare line uses high-performance, natural ingredients such as prickly pear



Kerstin Florian says Anda was a passion project for her daughter

Both cruelty-free and vegan, the products are formulated to visibly improve the complexion, as well as the overall wellness of the skin.

In keeping with the brand's ethos – 'skin-friendly, animal-friendly, earth-friendly' – Anda uses responsibly-sourced packaging, made from recyclable and sustainable materials.

Anda will be presented to spas as a stand-alone line, but it can also be offered alongside the Kerstin Florian range as a complementary collection.

**KEYWORDS:** KERSTIN FLORIAN



The collection makes the spa journey seamless

## Zuuj spa loungewear revealed by Marisa Pepper

**C**harmaine Lang, founder of spa linen firm The Madison Collection, has teamed up with daughter-in-law and businesswoman Marisa Pepper to launch a new company specialising in loungewear for spas.

Zuuj was inspired by a spa visit, where Lang noted that journeys do not flow, due to a disconnect between the experiences on offer and the dress code.

The four-piece loungewear collection, inspired by athleisure wear, can be worn from the treatment room, to the pool and even the dining room, making the spa journey completely seamless.

Pepper says the luxury loungewear creates "ease from walking to wandering to lounging" and that it also offers "guests a moment... a reminder of their stay".

Available as an in-room amenity and as a retail line, the unisex



Zuuj co-founder Marisa Pepper

collection has been created with comfort and luxury in mind. It consists of two styles of shirts and trousers – a long sleeved v-neck, a boat necked short sleeved t-shirt, a harem pant and cuffed straight-leg trousers – in two colourways: white and mint.

From seed to sew, the collection is produced in Peru from GOTS-certified 100 per cent organic cotton.

**KEYWORD:** ZUUJA



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## Dafne Berlanga on Oakworks ADA-compliant Britta table

Oakworks has combined style and function with its new fully ADA-compliant Britta table.

It includes an array of features to make it more accessible and comfortable for disabled people. These include an electric lift system, hand and foot controls and Aerolux padding, plus a tilt function which can position users on their back



Stylish and functional: the accessible table has a wide range of design options

at a 15-30-degree incline with their feet above their head.

The table is billed as 'the most customisable table' in the Masters Collection, and can be adapted to include a range of features such as heated tops and warming drawers, as well as the patented ABC System that ensures breast comfort.

Using Oakworks' design tool, Studio, operators can also select the wood, upholstery, finish and laminates for a completely unique look.

Dafne Berlanga, VP of international business development, says: "The most luxurious and comfortable table on the market, Britta is a true accomplishment for Oakworks. With it we stand by our commitment to the world by using sustainable materials, and to our clients by investing in third party certifications that make our products the most reliable."

**KEYWORD: OAKWORKS**



*"We stand by our commitment to the world by using sustainable materials"*

## Mark Walton reveals Sea Òr, sister company to Voya

Seaweed skincare firm Voya is to unveil a new company specialising in nutritional supplements.

Sea Òr will launch in 2019 with two products formulated with Orplex, a trademarked complex made from hand-harvested kelp seaweeds, and other health-promoting ingredients. The vitamin- and mineral-rich seaweeds are believed to contribute to cognitive, thyroid, skin and metabolic function.

The Body supplements can be used to promote colon health, reduce fatigue and support the immune system. While Hair, Skin & Nails supplements will help maintain healthy skin and hair, protect from oxidative stress and promote gut health.

"Sea Òr has been in development for over four years



*"Sea Òr has been in development for over four years... Entering into the supplements market was a natural next step"*



Voya hand harvests its seaweed in Ireland

and we're confident it's a premium and scientifically-developed seaweed-based supplement," says Voya MD Mark Walton.

"Entering into the supplements market was a natural next step. We've been working with wild Irish seaweed for over two decades and have gained knowledge of the extensive benefits of including seaweed in your diet. Seaweed contains a multitude of essential vitamins and minerals that are vital to health and wellbeing."

**KEYWORD: SEA ÒR**



## Christina Cosmeceuticals joins forces with The Ritz-Carlton Herzliya Spa

Perfect synergy: Christina Cosmeceuticals and the Ritz-Carlton Herzliya Spa working together to provide the perfect urban retreat

Leading Israeli professional skincare company Christina Cosmeceuticals has been named exclusive brand partner at The Ritz Carlton Spa Herzliya, the 'soothing urban retreat' located at the bustling heart of Herzliya.

The collaboration sees Christina delivering a range of customised treatments developed exclusively for the spa. The Ritz-Carlton's Spa Journeys are designed to address specific lifestyle needs, promising the ultimate in pampering and renewal. Tailored therapies include the 'Balance to Perfection Journey', a special signature treatment that takes guests on a journey to well-being and inner balance; and 'Vino Therapy Journey', a cutting-edge treatment using the unique qualities of grapes to stimulate every cell in the body, helping to alleviate muscular pain. In addition, exclusive body therapies, like 'Dead Sea Elements' use traditional Dead Sea minerals for deep purification and refinement, followed by a super fruits nourishing massage using Maringa Oleifea seed oil essence.

Christina's signature treatments: sourcing local Israeli herbs and Dead Sea products

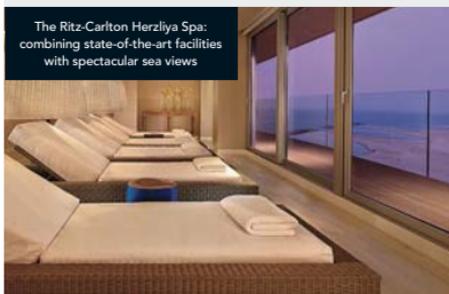


Yigal Gabay

Herzliya Spa manager Yigal Gabay says: "The Ritz-Carlton Herzliya Spa is a unique and exclusive oasis and is considered one of the best in Israel. The collaboration with leading cosmetics company Christina Cosmeceuticals is compatible with the Herzliya's leading concept of local and superior, and is expressed with the use of local, quality products."

Christina's signature treatments for the Spa are based on local Israeli herbs and Dead Sea products, developed by a leading team of scientists and aestheticians, applying the latest, state-of-the-art and award winning technologies

The Ritz-Carlton Herzliya Spa: combining state-of-the-art facilities with spectacular sea views



Addressing your lifestyle needs with the ultimate in pampering and renewal



"The Ritz-Carlton Herzliya Spa is a unique and exclusive oasis and is considered one of the best in Israel."

in combining innovative active ingredients with traditional herbs to create the perfect synergy.

As Gabay adds: "We are constantly thinking about how to innovate and bring more values to the Spa, and for that we have co-operated with Christina, enabling us to offer a rich and professional treatment package with proven results."

The Ritz Carlton Spa consists of five luxury treatment rooms, as well as a couple's treatment room with private Jacuzzi, dry and wet saunas and a Turkish Hamman bath. Other facilities include a state-of-the-art fitness centre offering spectacular sea views, rooftop pool and bar, and a relaxation lounge for guests to unwind before and after treatments.

KEYWORD: Christina

spabusiness.com issue 12019 93



Five shades have been picked for their mood enhancing properties



## Starpool explores colour with bespoke sauna and steamrooms, says Riccardo Turri

Starpool, an Italian wellness consultancy firm, has revealed a new design concept for saunas and steamrooms.

Centred around customisation and colour, the concept, called Colour for Soul, is billed as 'a colour revolution' for spas. It encourages operators to view their saunas and steamrooms as design features by offering these facilities in a range of five 'emotionally charged' shades: Deep Soul green, Intense Soul plum, Light Soul blue, Full Soul grey and Pure Soul white.

The colour palette, described as 'an emotional catalogue of colour possibilities', offers hues selected for their mood enhancing properties, as well as their elegance.

Riccardo Turri, CEO of Starpool, says: "I believe that the spa of the future will be increasingly bespoke, built around the needs and tastes of everyone. This is why we have decided to work with colour, a fascinating tool that is yet to be fully explored."

**KEYWORD: STARPOOL**



The concept gives heat experiences a design edge

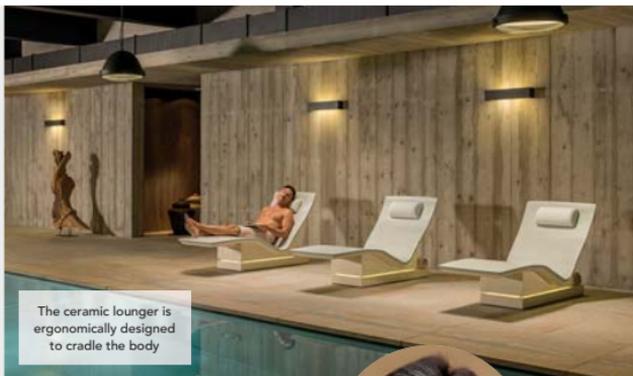
## Ceramic spa lounge maximises experience in minimal space, says Christian Sommerhuber

Austrian ceramics manufacturer Sommerhuber has launched a new space-saving spa lounge.

The Lounge Three Plus, is a freestanding ceramic lounge which offers a relaxation experience with a smaller footprint than Sommerhuber's standard range. It measures 1.7m in length, with a width of 65cm and height of 89cm.

It's ergonomically designed to cradle the body, and features an upright backrest, creating a comfortable position for reading, sleeping and other relaxing activities.

The 'velvety-soft' ceramic surface is available in 18 different glazes and generates a gentle infrared heat, controlled by a variable thermostat.



The ceramic lounge is ergonomically designed to cradle the body

"The upright design of Lounge Three Plus enables one to read or work while benefiting from soft, healthy infrared warmth," says owner Christian Sommerhuber.

"It's shorter length meets many spa operators' requirements for maximizing experience in smaller spaces," he adds.



"The upright design of Lounge Three Plus enables one to read or work while benefiting from soft, healthy infrared warmth"

**KEYWORD: SOMMERHUBER**

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The bed has eight different positions, plus heating and vibrating options

### MLR Select offers high design and functionality says Sammy Gharieni

German spa equipment manufacturer Gharieni has unveiled MLR Select, the next generation of its classic MLR spa bed.

The bed has been created from both a design-led and high functionality standpoint. There are a range of upholstery options and three elegant base types – aluminium; wood, which can be matched with a spa interior; and static, for maximum stability.

The column base provides ample legroom for therapists when delivering treatments. The armrests can also be tilted or swivelled backwards to allow more room for head or neck therapies.

It has adjustable head, back and leg sections and the height and



“This is an incredibly versatile spa table”

incline can be easily altered thanks to the two strong lifting columns.

Optional extras include eight memory positions, a locking function and Gharieni’s smart-thermo heating and vibro-wellness systems.

Gharieni founder and CEO Sammy Gharieni says: “The elegant and simple design, the lowerable armrests, and the adjustable head, back, leg and foot sections make the MLR Select an incredibly versatile spa table.”

KEYWORD: GHARIENI



The column base provides maximum legroom

### Toby Marshman introduces carbon-negative, circular yoga mats

Form Fitness, a London-based brand which aims to “take more carbon out of the atmosphere” than what goes into it during manufacturing, has unveiled a range of yoga mats designed to combat single-use plastic waste.

The washable mats are made from recycled natural rubber and plastic bottles. They’re also free from silicones and toxic glue, and are phthalate-free.



“Every choice we make in life should aim to minimise our environmental impact”

Their vibrant circular design prevents the need to turn the mat during a class, while the Form’s special grid has been printed on the surface to help improve alignment and consistency.

Toby Marshman, Form Fitness co-founder, says: “We wanted to create a product which not only helps you

improve your performance and fitness, but also helps the environment at the same time.

“In a world of rapid environmental degradation, we believe every choice we make in life should aim to minimise our environmental impact.”

KEYWORDS: FORM FITNESS



A grid has been added to help improve alignment

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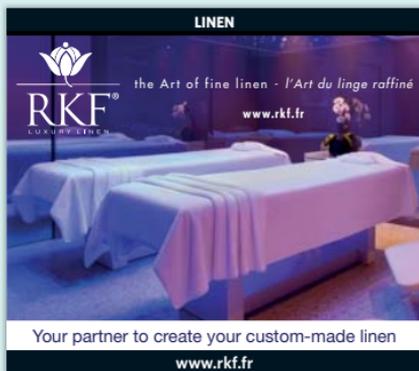
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Young people who reported higher levels of loneliness had more online-only friends

## Finishing touch

# ONLY THE LONELY

Largest global survey on loneliness finds young people are more likely to be impacted than older adults

Loneliness is believed to be as unhealthy as obesity and smoking, and last May leading operators told *Spa Business* how the industry can help (see SB18/2 p58). By adopting a thoughtful, more inclusive approach spas, with their touch-based treatments, mindfulness therapies and group sessions, are perfectly positioned to reach out to those feeling isolated.

While operators would be forgiven for assuming that older adults are the biggest audience, a new survey reveals that young people between the ages of 16 and 24 experience loneliness more keenly.

Around 55,000 participants from 237 countries took part in the BBC's Loneliness Experiment, making it the largest of its kind in the world. The results show that 40 per cent of 16 to 24-year-olds around the world feel lonely 'often' or 'very often', compared to only 29 per cent of people aged between 65 to 74, and 27 per cent of 75 and overs.

{ 40% of 16 to 24-year-olds  
around the world feel lonely  
'often' or 'very often' }

The survey also shows that young people who report higher levels of loneliness have more online-only Facebook friends than those who report lower levels.

Speaking to UK newspaper *The Telegraph* Claudia Hammond, who instigated the project, says the findings challenge the stereotype of the isolated elderly, suggesting, instead, an epidemic of loneliness amongst the young.

"I wondered where there is something about the stress of modern life, or young people's ability to cope with it, that makes them feel lonelier. Or is youth simply a time of life when people feel isolation most keenly?" she asked.

"Young people today have social media. They are more connected than ever before. But this can bring its own problems. If you're feeling lonely, looking

at pictures of other people appearing to have endless fun isn't going to help with those feelings of isolation." ●

*Spa Business* identified loneliness as an industry trend in 2014: <http://lei.sr/H5P3A>. It also reported on the impact of loneliness and how spas can position themselves to help address the problem in more depth in issue 2 2015: <http://lei.sr/3v3r8> and issue 2 2018: <http://lei.sr/H3K1p>



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