## spa business insider

24 JULY - 7 AUGUST 2020 ISSUE 350

A SPA BUSINESS PUBLICATION

## Nature driving wellness tourism

Results from a recent survey by The Wellness Tourism Association (WTA) reveals time in nature and improving mental health are two of the biggest drivers of growth.

Drawing 3,931 responses from 48 countries and territories, the survey was set up to gain a clear understanding of consumer motivations for planning and booking a wellness vacation as the industry begins to recover.

When asked the open question: 'As a result of COVID-19 affecting your life, what are some new motivations for going on a wellness vacation?', respondents' most common answer themes were: the desire to be in nature, to improve mental health, social connection and the desire to be with like-minded people and to learn to be proactive about their own health and wellbeing.

Anne Dimon, WTA president and CEO, said: "This survey's results reinforce the importance of nature and the outdoors as a key pillar of wellness vacations.



The survey drew responses from 48 countries

"As the industry begins to recover, we know the results of this survey will provide both suppliers and travel advisors with crucial consumer data on motivations for wellness vacations following the pandemic." MORE: http://lei.sr/z8d2N\_B

These results reinforce nature as a key pillar of wellness vacations

Anne Dimon



Has COVID-19 shown us that art is crucial to wellbeing?

Lockdown encouraged a surge in creativity





Galgorm reopens spa following £2m investment

010

Northern Ireland's First Minister attends ceremony



Rancho La Puerta's plans for a wellbeing community

Residential scheme is already selling well



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## <mark>spa</mark> people

## **Josh McCarter** appointed CEO of Mindbody as Rick Stollmeyer transitions to executive chair

ndustry tech business, Mindbody, has announced its Board of Directors has appointed current president Josh McCarter to the role of CEO.

After a unanimous vote from the board, McCarter will be taking over from the company's co-founder Rick Stollmeyer – who is transitioning from CEO to executive chair – effective from 1 August 2020.

McCarter is an experienced leader as the co-founder and former CEO of Booker Software, a cloud-based spa and salon business management company that Mindbody acquired in 2018. After the acquisition, he joined Mindbody as



Rick Stollmeyer (L) hands the reins to Josh McCarter (R)

#### The team Rick has assembled is unmatched and I'm excited to begin my next Mindbody chapter

chief strategy officer and was promoted to president a year later. "I'm excited to begin the next chapter of my journey here at Mindbody," said McCarter, "Rick has built something truly special and I think I speak for everyone at the company when I thank him for his exceptional leadership and vision.

"The team Rick has assembled is unmatched in this industry and will be key to our success as we continue to evolve the brand. As executive chair, Rick will provide invaluable guidance as we work to enable our customers' success."

Stollmeyer will continue to serve on the Mindbody board and participate in the company's strategic planning, as well as engaging in wellness industry thought leadership. MORE: http://lei.sr/x5B6G\_B

## New wellbeing consultancy and initiative, Action Wellbeing, introduced by **Helena Field**



Helena Field, Action
Wellbeing founder

ndustry figure, Helena Field, has launched a new initiative called Action Wellbeing, to provide wellbeing services for business, communities and individuals.

Action Wellbeing is designed to empower employers to create a space for wellbeing in the workplace, support communities with wellbeing initiatives and encourage individuals to take ownership of their own wellbeing journeys. The service will act as

a consultancy, coaching

#### Now more than ever, we need to stay connected and focus on our wellbeing at home and at work

resource and an information provider specialising in all aspects of wellbeing, as well as an audit service for the workplace and guidance hub for employers seeking to improve their company's stance on wellbeing.

"Improving the lives of others has always been a passion of mine and with recent developments across the globe, now more than ever we need to stay connected and focus on our wellbeing at home and at work," said Field.

Previously UKSA GM, Field has experience as a massage therapist, fitness, spa and wellbeing manager, PT and a health and wellbeing coach.

She's also run well-known UK spa facilities, including Pennyhill Park in Surrey and Mandarin Oriental in London. MORE: http://lei.sr/q6Y7H\_B



Johnson revealed the reopening date during a COVID-19 briefing

The resumption of closecontact services is dependent on virus prevalence

### Boris Johnson says closecontact services can resume

K Prime Minister Boris Johnson has announced that close-contact services can resume in England as of 1 August, during a COVID-19 briefing.

This latest development was revealed by Johnson as he laid out the next steps in the country's efforts to ease lockdown and 'return to normality'.

For spas, this means that facials and treatments around the face will be allowed to recommence at the beginning of August.

Johnson's announcement has given the English spa, beauty and wellness sector the green light to reopen completely – the government had previously stated up until this announcement that treatments were only allowed to be conducted 'from the neck downwards'.

The new lockdown exit plans have been laid out in the official government document titled: *The next chapter in our plan to rebuild: The UK Government's COVID*-19 recovery strategy.

The document states the resumption of close-contact services is dependent on virus prevalence remaining around or below current levels. MORE: http://lei.sr/G4U3K\_B

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## spa & wellness news

#### CREATIVITY

## COVID-19 'proves art is crucial to wellbeing'

During lockdown, as people all around the world turned to the arts to take refuge from the situation before them – US-based International Arts and Mind (IAM) Lab collated a guide which offers weekly easy-to-do art activities, to help them use art as a coping mechanism.

"People are naturally gravitating toward the arts during lockdown," said Susan Magasamen, IAM Lab executive director, "we saw it when the Italians sang from their balconies and children chalked the sidewalks with messages of hope."

The guide has a two-fold purpose, as it was created to demonstrate how the arts support our collective health, wellbeing and learning, as well as explaining the science behind this.

The group introduces the publication, saying: "In this guide, we look at issues created or exacerbated by the pandemic, including loneliness, stress, anxiety, depression and grief, and evidence-based arts activities that can help us." Each activity features

simple scientific explanations about the evidence and research relating to its potential benefits.

"The guide helps people explore the arts as a restorative practice while we navigate the pandemic," concluded Magasamen. MORE: http://lei.sr/K2R6W\_B



The guide offers arts-based activities suggestions



#### PROGRAMMING

## Lefay introduces TCM preventative health programme



Treatments promote a healthy grounding of mind and body

Dr Carlo Barbieri

Luxury eco-spa resort, Lefay Resort and Spa Lago Di Garda, in Italy, has reopened with the introduction of a series of TCM-inspired experiences to increase and strengthen guests' immune systems.

Called Nourishing Life Prevention, the new treatment programme is based on the principles of TCM and is integrated with the holistic wellness offered at Lefay.

Dr Carlo Barbieri, president of the Lefay SPA Method Scientific Committee explained: "The Nourishing Life Prevention recommends treatments, activities and nutrition for guests to promote a healthy grounding of mind and body, help defend



The resort offers outdoor TCM balancing treatments

against viral infections with a stronger immune system and maintain a healthy condition to always feel their best." The scheme involves a range of wellness experiences such as spa treatments, psychological consultations and outdoor

activities with TCM specialists.

MORE: http://lei.sr/f6M4N\_B

#### MEET THE TEAM

For email use: fullname@leisuremedia.com

#### DIGITAL WELLNESS

### Les Mills hosts wellbeing webinar

Global fitness giant, Les Mills, hosted a live webinar focusing on workplace wellness.

The event offered insights into how companies can harness exercise to build employee health and wellness with 360° corporate solutions.

Les Mills offers corporate partners three ways to bring wellbeing to their employees, including the creation of on-site virtual fitness studios with on-demand classes, giving employees at-home access to on-demand fitness classes and hosting live classes in-person for employees, with Les Mills instructors.

Speakers included director of people and culture at Les Mills, Natasha Giles, COO, Wendy Coulson and Richard Sale, global business development director. MORE: http://lei.sr/k6D2b\_B



The Academy has introduced three e-learning courses

#### TRAINING

### Chiva-Som launches e-learning

Chiva-Som International Academy, a professional wellness school in Bangkok, Thailand, has announced the launch of online educational courses for the spa industry.

Managed by luxury Thai wellness resort, Chiva-Som, the academy's courses will be conducted remotely from Thailand, in English, through an interactive online platform to provide e-learning to spa owners and managers, therapists and all who are interested in stepping into a wellness career.

The programme collection will feature an Anatomy and Physiology module on 14-25 September 2020, while individual Spa Development and Spa Management courses can be arranged, subject to the time zone and number of registered applicants, from 1 August 2020 onwards. MORE: http://lei.sr/F9C4c\_B



Editor Liz Terry +44 (0)1462 431385



Publisher Astrid Ros +44 (0)1462 471911



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



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



Journalist Megan Whitby +44 (0)1462 471906



Advertising sales Sarah Gibbs +44 (0)1462 471908



Advertising sales Paul Thorman +44 (0)1462 471904



Advertising sales Chris Barnard +44 (0)1462 471907

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## spa & wellness news

#### INVESTMENT

## Galgorm invests £2m into revamping spa

Luxury hotel and spa destination, Galgorm Spa and Golf Resort, has unveiled its newly enhanced Thermal Village and Spa, following a £2m investment.

The recently-reopened resort has been updated to include a 10m infinity pool on the banks of the River Maine and a brand new Salt Room for halotherapy experiences, both supplied by The Mosaic Spa Company.

Guests will also be able to visit a new 200sq m Palm House relaxation area featuring six heated loungers.

With over 90 per cent of its Thermal Village and Spa offering located outdoors, Galgorm has also installed three additional private hot tubs with waterfall views, six riverside cabanas and two group hot tubs and saunas – the latter of which were also supplied by The Mosaic Spa Company.

Northern Ireland's First Minister, Arlene Foster, commented on Galgorm's return: "This investment into Galgorm's awardwinning spa facilities is timely and welcomed."

The spa expansion project is the latest venture in Galgorm's investment into the Resort. Over the last decade, the estate has undergone a £60m transformation and there are further plans to invest an additional £20m by 2025. MORE: http://lei.sr/v9q7M\_B



Arlene Foster (L) pictured at the reopened Galgorm spa resort



The investment into Galgorm's spa facilities is timely and welcomed Arlene Foster

#### INNOVATION

## Aromatherapy Associates unveils in-room wellbeing treatments





Anna Teal

Aromatherapy Associates has announced the launch of four touchless In-Room Wellbeing Experiences offered to guests staying at the company's partner properties.

Added to existing spa menus, the kits feature products and digital walkthroughs recorded by AA therapists, so guests can administer their own treatment in their own space along with a wellbeing guide to continue the treatment at home.

Treatments have been crafted to ensure hotel guests who're nervous about visiting the spa are still able to experience a professional wellbeing experience.



The range features four different treatments

Anna Teal, Aromatherapy Associates CEO, said: "This takes the spa to the next level, bringing our knowledge and treatments into the digital arena offers significant added value to your consumers and also to the spas revenue stream."

The collection of treatments is centred on four key needs consumers face today. MORE: http://lei.sr/T8s6v\_B

#### OPINION

### "Wellness workforce needs to diversify"

Industry consultant and self-claimed 'wellness passionista', Rianna Riego, believes the wellness industry must urgently diversify its workforce.

"Our industry hasn't attracted a true representation of the millennial workforce which is now closer to 50 per cent non-white," Riego told *Spa Business insider.* 

She believes it's crucial the next-generation workforce sees more diversity at the helm than currently, in order to attract them in future.



We must redefine wellness as a lifestyle choice that embraces diversity Rianna Riego "As an industry that started out wanting to heal the world, we need to rediscover and articulate its commitment to humanity and that service is noble – this is our strength and should be championed."

Riego concluded by saying: "Our industry was born out of a passion to care for others and now has a opportunity to help heal the world while redefining how people view wellness – a lifestyle choice that embraces diversity as its norm." MORE: http://lei.sr/6K9d5\_B book4time

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### New Four Seasons Madrid to open with rooftop spa

After a seven-year reconceptualisation and restoration of a collection of seven historic buildings, the new Four Seasons Hotel Madrid is confirming reservations for arrivals beginning 15 September 2020.

Wellness will be a major focus at the hotel, which will house a four-level 1,540sq m urban spa retreat that will be capped by a sky-lit indoor pool and sun terrace.

The spa is claimed to be the largest in the city, offering eight treatment rooms, including one for couples, plus a salon and fitness centre.



■ The spa is claimed to be the largest in Madrid



It's been a labour of love transforming these beautiful buildings

Christoph Schmidinger

Facilities will also include an indoor pool, relaxation lounge, sauna and steamroom.

Guests and locals will be offered a spa menu supplied by 111Skin and Miriam Quevedo,

Christoph Schmidinger, Four Seasons regional VP and hotel GM said: "It's been a labour of love seeing these beautiful buildings transform into a fantastic setting for a new chapter in their histories." MORE: http://lei.sr/f6p7e\_B



## spa & wellness news

#### EVENTS

## **World Spa and Wellness Convention is on**

The organisers of the World Spa and Wellness Convention, have announced the event will go ahead in London on 11-12 October 2020.

UK Prime Minister Boris Johnson announced on 17 July that: "Business events, conferences and events centres will be given the go-ahead to reopen on 1 October – all events will have to adhere to social distancing."

This easing of lockdown will only remain in place if rates of infection remain at current levels or decrease.

The convention is an opportunity for international spa and hotel directors to come together to network and share their experience of operating successful spas, as well as engaging in panels with industry leaders.

The event is part of the group's wider Professional Beauty London exhibition, which also features the World Spa and Wellness Awards and Salon International.

Mark Moloney, MD of organiser, Professional Beauty Group, said: "It's been a difficult time for us all and many businesses will face significant challenges, but we believe Professional Beauty will help unite the industry and serve a catalyst to reboot, reconnect and kickstart business."

The event will be held at London's ExCel Centre. MORE: http://lei.sr/x4z2m\_B



The October convention will be held at London's ExCel Centre



#### ACQUISITION

## Swiss Perfection acquired by Shinsegae International



Our ambition was to develop our growth potential Monica Kolakowska

Swiss cellular skincare brand, Swiss Perfection, has been acquired by South Korean developer and distributor of beauty, fashion and lifestyle brands, Shinsegae International.

According to Swiss Perfection, the acquisition will transform the company into a globally renowned B2C skincare brand. The process will include increasing the brand's retail footprint within South Korea, subsequently penetrating the Chinese market, and gradually expanding its global presence.

Monika Kolakowska, Swiss Perfection CEO, commented: "Our ambition was



The brand hopes to expand its global presence

to intensify our efforts and develop our growth potential. Today, we're proud to be part of one of the major players in the global skincare sector."

Shinsegae has 30 years' experience importing brands into the Korean market, such as Eve Lom and Natura Bisse, and develops its own in-house brands. MORE: http://lei.sr/M7t4n\_B SAME SHINE.

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### Spa Insights



## New beginnings

The recently opened Raffles Bali is debuting Accor's Emotional Wellbeing programme, developed by Lindsay Madden-Nadeau



Lindsay Madden-Nadeau worked with the Accor team to create the programme

affles Hotels and Resorts has introduced its new Bali destination, Raffles Bali, featuring a luxury spa, inspired by local healing techniques. Raffles Bali will be the first location to offer the brand's new programme called Emotional Wellbeing by Raffles – developed by Accor Wellness director, Lindsay Madden-Nadeau – which is based on seamlessly combining wellness and luxury through wellness touchpoints during the guest experience. One example of the new rollout is the Raffles Wellbeing Butler service, which offers guests support in exploring the resort, taking them on a journey of discovery that benefits their wellbeing.

#### What's on offer?

With 32 private pool villas, the new destination features the Raffles Spa which has two treatment suites, each equipped with their own soaking tub and sliding doors that lead to a terrace offering views over the Indian Ocean.









Spa treatments will borrow inspiration from Balinese and traditional South-East Asian healing practices

The spa has also been designed with a private meditation terrace and remote hillside suite – called The Sanctuary – which facilitates outdoor treatments as well as a private steamroom experience.

#### **Fresh perspective**

Michael Issenberg, chair and CEO of Accor Asia Pacific, said: "Raffles Bali is set to become a special retreat where guests feel pampered, through meaningful experiences and service that is both gracious and intuitive." "

Raffles Bali is set to become a special retreat for guests to feel pampered, through meaningful experiences and intuitive service

#### The spa menu

The spa will offer health and beauty programmes which borrow inspiration from Balinese and South-East Asian traditional healing practices. The spa will use Ayurvedic aromatherapy spa brand, Subtle Energies, and local product house, Spa Bali in treatments.

Raffles has announced that the spa is offering guests the additional opportunity to enjoy treatments in the comfort of their own villas, as well as a schedule of mindfulness classes. ●

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## Spa Insights



Sarah Livia Brightwood Szekely, Rancho La Puerta president



## No place like home

Iconic wellness destination, Rancho La Puerta, has announced the launch of a private residential wellness community



Homeowners will have access to at-home wellness services and experiences as well as daily Rancho La Puerta activities

ellness destination and spa, Rancho La Puerta, which celebrates its 80th anniversary this year, has announced plans for a private,

wellness-focused community to be built on its 4,000 acre site in Tecate, Mexico.

The Residences will be an extension to the Rancho La Puerta community and will nestle beside a vineyard, with views of Mount Kuchumaa, both connected to yet separate from The Ranch.

#### An eco-friendly focus

The vision for the project is focused on creating a thriving eco-friendly village comprised of 108 homes, designed to support health and wellbeing.

All residences will be built with sustainable materials, will use solar energy and honour natural resources.



We've nurtured a dream of creating a residential community rooted in our traditions of living in harmony with the natural world

"For many years at Rancho La Puerta we've nurtured the dream of creating a residential community – a village rooted in our traditions of living in harmony with the natural world," said Sarah Livia Brightwood Szekely, president of Rancho La Puerta.

"This village is dedicated to wellness; it's a place you can draw strength and become your most resilient self. It's also a place of belonging, home of the heart where you can reconnect with nature and the healing rhythms of a life lived with spaciousness and beauty," she said.

#### **Design by Grupo Espiritu**

The Residences have been designed by developers, Mexico-based Grupo Espiritu and Argentina-based Paco Angel, in collaboration with Brightwood, who has been the primary designer at Rancho La Puerta for decades. There will be three home options: Casitas – two-bedroom with two and a half bathrooms at 1,961sq ft; Casas – three-bedroom with three and a half bathrooms at 2,774sq ft; and Villas – four-bedroom with four and a half bathrooms at 4,299 sq ft.

All will have the Delos DARWIN Wellness Technology System built in. DARWIN – claimed to be the world's first home wellness platform – aims to improve wellbeing through the specification of healthy environments.

Homeowners will have access to a Residences Centre with 24-hour concierge, a gym, fitness classes, tennis courts, a library and pool, as well as a meditation room. At-home wellness experiences will also be available.

Brightwood says 40 properties have been reserved and a date for completion will be announced shortly.



Rancho La Puerta has already conducted a pre-sale and received deposits on 40 properties

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## SUPPLIER NEWS

Suppliers tell Spa Business insider about their latest product, design and technology launches

For the latest supplier news and company information, visit spa-kit.net



The collection features a detoxifying serum, anti-pollution gel-cream and an energising eye gel

### Marine skincare specialist Thalgo launches the Spiruline Boost product range to complement facial treatment



Marian Harvey, Thalgo MD

rench marine skincare brand, Thalgo, has launched a three-piece product line to complement its Spiruline Boost spa treatment.

Called The Spiruline Boost range, the collection features a detoxifying serum, anti-pollution gel-cream and an energising eye gel. It is designed to reduce skin fatigue and prevent the first signs of ageing, using a complex of active ingredients combining energising spirulina and antistress marine magnesium.

"We're excited to launch the Spiruline Boost range," said Marian Harvey, Thalgo MD, "it's been created to treat first wrinkles and is especially helpful for skin affected by urban pollution, stress and fatigue."

The serum comes in the form of a gel which is claimed to intensely revive the skin's natural radiance, smooth wrinkles, revive the complexion and erase signs of fatigue.

The gel-cream is concentrated with spirulina and marine magnesium, and protects against urban pollution.

The third product – a multipurpose eye-gel – has been created to target puffiness and dark circles using ingredients such as elderflower polyphenols and horse chestnut escin. Thalgo has also designed the product with a triple rollerball tip to provide a cooling and relaxing massage on the eye contour to smooth wrinkles and fine lines.

The company developed the range to complement its fourstep Smoothing Detoxifying facial procedure to help guests disconnect from urban life.

Thalgo has also unveiled a seven-day 'In and Out' Spiruline Boost booster treatment course, alongside the range.

SPA-KIT THALGO http://lei.sr/Y5q7n\_B

## SUPPLIER NEWS

### Valmont debuts microbiomebalancing skincare range



Sophie Guillon, Valmont CEO

S wiss beauty brand, Valmont introduces Primary, the company's first microbiomebalancing skincare collection.

Formulated around prebiotics and probiotics, Primary was created to fortify and promote a stable balance in the skin's ecosystem.

The range features five products, all of which include three key ingredients that work both individually and in synergy with each other to enrich and strengthen the epidermis. The new collection



The range features five products to strengthen the epidermis

includes a prepping mist, blemish solution, serum, a face cream and a pomade.

Valmont CEO, Sophie Guillon: "Primary reflects my perception of contemporary cosmetics: smart, genderless and ageless. This collection is inspired by the healthy lifestyle we all strive for and integrates research led by prominent Californian doctors which upholds that unhealthy skin looks 10 years older.

"The five products in the collection should be used in your daily routine to provide the skin with fundamental ingredients to stay healthy."

SPA-KIT VALMONT

http://lei.sr/4K6M5\_B

### Raised Spirit unveils Aroma Diffuser and organic CBD Diffuser oil

emp lifestyle brand and product house, Raised Spirit, has announced the launch of an Aroma Diffuser and organic CBD Diffuser Oil.

The diffuser has been developed to help provide an easy, safe and effective way to create a calming environment and improve overall physical and mental wellbeing. It uses ultrasonic technology to create vibrations which disperse essential oils as a fine vapour into the air in order to create an aromatherapy experience.

The product is designed to be used with Raised Spirit's new CBD Diffuser Oil which features a blend of organic





Nick Osipczak, founder

aromatherapy essential oils made from 100 per cent organic and vegan-friendly ingredients such as sandalwood, lavender and CBD essential oils.

"As a healthy lifestyle company, we're always thinking of ways to encourage people to relax and unwind more easily," said Nick Osipczak, Raised Spirit founder, "the aroma diffuser provides a simple way of bringing that spa feeling into your home."

Built with 14 low-energy LED lighting options, the product doubles up as a humidifier and is capable of running for 10 hours with little noise.

As part of Raised Spirit's commitment to the environment, the team decided to make the diffuser out of bamboo – a highly sustainable material because it's the world's fastest-growing plant.

"We're going to continue using bamboo in the products we develop and release in future," commented Osipczak.

SPA-KIT RAISED SPIRIT http://lei.sr/B2Z6x\_B





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## spa business insider

## WEB ADDRESS BOOK

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

www.apswc.org

#### Association of Malavsian Spas (AMSPA)

www.amspa.org.my

#### Bali Spa and Wellness Association

www.balispawellness-association.org

#### **Brazilian Spas Association**

www.abcspas.com.br

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

www.bubspa.org

#### Association of Spas of the Czech Republic

www.jedemedolazni.cz

#### The Day Spa Association (US)

www.dayspaassociation.com

#### **Estonian Spa Association** www.estonianspas.eu

#### European Historic Thermal **Towns Association**

www.ehtta.eu

#### **European Spas Association**

www.espa-ehv.com

#### **Federation of Holistic** Therapists (FHT) www.fht.org.uk

French Spa Association (SPA-A) www.spa-a.org

#### **German Spas Association**

www.deutscher-heilbaederverband.de

#### Green Spa Network (GSN)

www.greenspanetwork.org

#### Hungarian Baths Association

www.furdoszovetseg.hu/en

#### Hydrothermal Spa Forum

www.hydrothermal-spa-forum.net

#### The Iceland Spa Association

www.visitspas.eu/iceland

#### The International Medical Spa Association

www.dayspaassociation.com/imsa

#### International Sauna Association

ww.saunainternational.net

#### International Spa Association (ISPA)

www.experienceispa.com

#### Irish Spa Association

www.irishspaassociation.ie

#### Japan Spa Association

- www.j-spa.jp
- Leading Spas of Canada www.leadingspasofcanada.com

#### National Guild of Spa **Experts Russia**

#### Portuguese Spas Association

www.termasdeportugal.pt

#### **Romanian Spa Organization**

www.romanian-spas.ro

#### Salt Therapy Association

www.salttherapyassociation.org

Serbian Spas & Resorts Association

www.serbianspas.org

#### South African Spa Association

www.saspaassociation.co.za

#### Spanish National Spa Association

www.balnearios.org

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

www.swaafrica.org

#### Spa Association of India

www.spaassociationofi ndia.in

#### Spa & Wellness International Council

www.1swic.ru

#### **Taiwan Spa Association**

www.tspa.tw

#### Thai Spa Association www.thaispaassociation.com

The UK Spa Association www.spa-uk.org

#### Ukrainian SPA Association www.facebook.com/UASPA

www.russiaspas.ru