

# spa business

## Lee Woon Hoe

Reveals why Banyan Tree is launching a new wellbeing concept right now

## Immune boosting

Spas get innovative with their programmes

## SPA-GOER BEHAVIOUR

Studies track consumer attitudes towards spas after coronavirus

## Touchless treatments

What options are available to spas?

SPA DESIGN 2030

WHAT IS THE ULTIMATE PANDEMIC-PROOF MODEL?

ISPA'S NEWLY ELECTED CHAIR

# Patrick Huey

*Safety & consistency are the new markers of luxury*

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THE "WE"  
IN WELL-BEING.

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# The fight ahead

After the relief and jubilation of reopening comes the realisation that there are major battles ahead for our industry and its hugely talented leaders and professionals

**T**he majority of spa and wellness facilities around the world are now open and offering the healing services that touch-starved customers need now, more than ever.

The COVID-19 crisis has driven a huge surge in creativity and best practice, as operators innovate to survive. Some are using advanced yield management to ensure the limited number of treatments they're able to offer return the same, if not greater, profits (p62), while companies such as Resense and Aromatherapy Associates have had significant successes with online sales (p16).

It's also inspiring to see the solutions being deployed to stimulate revenue streams, such as outdoor treatments, COVID-19 recovery programmes and immune-boosting packages (p24).

On page 65 we take a look at a new facility model that was emerging before the pandemic, but which has now come into its own. Both Remedy Place and Next Health in California position themselves in the medical wellness arena, have a small footprint, a focus on self-administered treatments and low operating costs. We expect businesses taking this approach to tap a consumer need and also predict a rise in demand for the touchless experiences on which they're based. We've investigated these further on page 70.

For all the positives, however, the pandemic has created stresses that have taken the industry backwards. It's concerning to see major hotel operators letting go of top-level wellness leaders as they drop the wellbeing baton to refocus on the core business of selling beds.

We believe this is short-sighted and that operators, such as Banyan Tree (p28), who are still prioritising wellness will strengthen their position in the market as a result.

The biggest lesson of the pandemic has been the hard realisation that our industry has very little left when it



Banyan Tree is forging ahead with its new wellbeing concept (p28)

“There's a huge job of work to do to build our reputation and win support in the corridors of power”

comes to political lobbying, with major politicians the world over betraying a complete lack of awareness of the personal, economic and social value of the sector.

Trade associations have deployed every weapon in their arsenal to fight our corner and it's ultimately a testament to their hard work that we are reopen. But it should not have been that hard. There's a huge job of work to do to build our reputation and win support in the corridors of power through effective lobbying. This work is vital to ensure we never face such challenges and constraints again. ●

**Katie Barnes, editor @SpaBusinessKB**

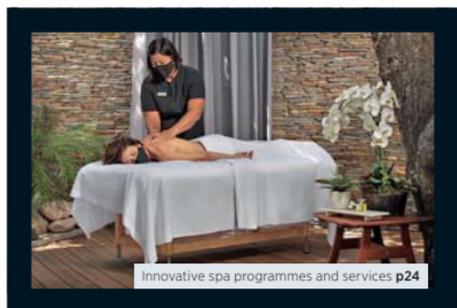
Contact Spa Business: +44 (0)1462 431385 [theteam@spabusiness.com](mailto:theteam@spabusiness.com)  
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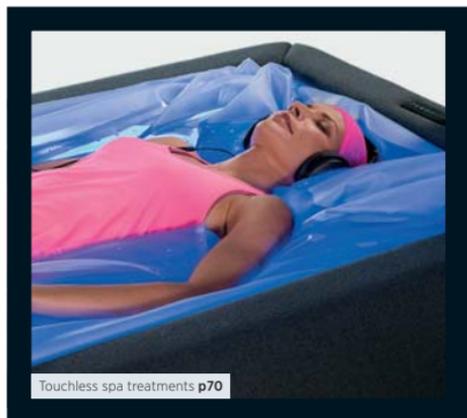
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Subscription line +44 (0)1462 431385

CIRCULATION

Michael Emmerson +44 (0)1462 471932

EDITORIAL TEAM

EDITORIAL DIRECTOR

Liz Terry +44 (0)1462 431385

EDITOR

Katie Barnes +44 (0)1462 471925

CONTRIBUTING EDITORS

Jane Kitchen +44 (0)1462 431385

Lisa Starr +44 (0)1462 471925

ASSISTANT PRODUCT EDITOR

Lauren Heath-Jones +44 (0)1462 471927

NEWSDESK

Megan Whitby +44 (0)1462 471906

Lauren Heath-Jones +44 (0)1462 471927

Stu Roberts +44 (0)1462 471902

Tom Walker +44 (0)1462 471916

ADVERTISING TEAM

PUBLISHER/ADVERTISING SALES

Astrid Ros +44 (0)1462 471911

ADVERTISING SALES

Julie Badrick +44 (0)1462 471919

Jan Williams +44 (0)1462 471909

THE SPA BUSINESS TEAM

For email, use contact's fullname@spabusiness.com



Editorial director

**Liz Terry**

+44 (0)1462 431385



Editor

**Katie Barnes**

+44 (0)1462 471925



Publisher

**Astrid Ros**

+44 (0)1462 471911



Contributing editor

**Jane Kitchen**

+44 (0)1462 431385



Contributing editor

**Lisa Starr**

+44 (0)1462 471925



Journalist

**Megan Whitby**

+44 (0)1462 471906

CONTRIBUTORS



● **Sophie Bengé**

Sophie Bengé is a wellness journalist and author of books such as *Healing Sources*, which highlights the unusual and outstanding therapies of eastern Europe. She also runs Ageing Gracefully retreats for women who are facing the menopause.  
Email: [sophie@sophiebenge.com](mailto:sophie@sophiebenge.com)



● **Josh Corman**

Josh Corman is the director of education and research for ISPA. His writing has been featured at *Book Riot*, *Wanderlust Travel* and *The Huffington Post*.  
Email: [ispa@ispastaff.com](mailto:ispa@ispastaff.com)



● **Jane Kitchen**

Jane Kitchen is the editor of Leisure Media's *Spa Business Handbook*. She has a 20-year career in magazine writing, with a specialisation in spa, travel, design, business and retail.  
Email: [janekitchen@spabusiness.com](mailto:janekitchen@spabusiness.com)



● **Lisa Starr**

Business consultant, trainer and educator, Lisa Starr has been helping spas maximise their performance for 30 years. She hosts spa management courses around the world.  
Email: [lisastarr@spabusiness.com](mailto:lisastarr@spabusiness.com)

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# spa people



The spa industry will weather COVID-19 quite well. It's committed to safety – and safety and consistency are the new markers of luxury

**Patrick Huey** chair, ISPA;  
vice president spa and retail,  
Montage International

**P**atrick Huey has just been elected the new chair of the International Spa Association (ISPA), having been a board member since 2016. He's a valued member of the global spa community who's been in the industry for over 15 years and served as group spa director for companies such as Viceroy, Sandals, Minor, and now Montage International. He shares insights with *Spa Business* about his new role, the Black Lives Matter campaign and the impact of coronavirus.

#### **What does it mean to be elected as the new ISPA chair?**

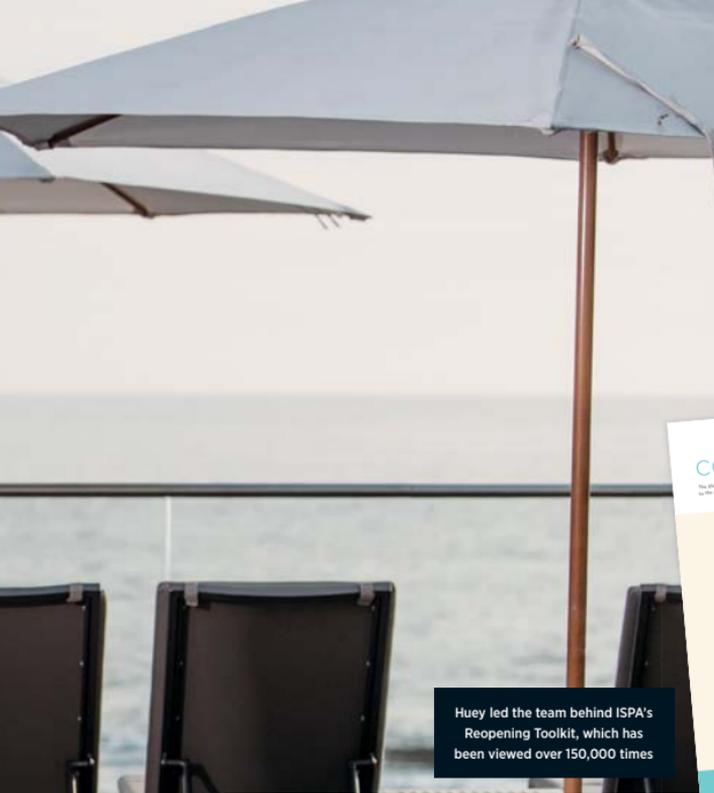
I've wanted to be a part of the association ever since my first ISPA conference in 2007. I'd just been promoted to spa director for Four Seasons Las Vegas and the energy of the floor with the resource partners, the keynotes and the quality of the educational seminars made me realise I had

found my people. I was hooked. Being elected chair is such a wonderful experience and enables me to engage the new spa professional, at our next conference in Phoenix next May, to ensure they know ISPA is the place for them to develop from a first time attendee to a critical part of the ISPA family.

**What are you hoping to achieve in the role?** We have a tremendous group of volunteer board members and our focus is to ensure the sustainability of our industry and the association through this extraordinary time. It's that simple. We want to ensure our members (current and future) continue to look on the positive side of what's happening. We should all be asking 'what is the good that we can find today?'

A colleague recently reached out to me through ISPA's virtual Town Hall series and even though we've been in the industry





Our industry is open to all and ISPA issued a statement of #Healinghappenshere at the height of the protests affirming its support. But there's always room to grow and develop and I see the industry shifting and adjusting

Huey led the team behind ISPA's Reopening Toolkit, which has been viewed over 150,000 times



together for more than 20 years, she now feels she knows me and we've established a rapport. This is exactly what we need as an industry right now – that sense of positive and personal connection and engagement.

**How successful has ISPA's Town Hall series been?** We launched them in June and every week the virtual, hour-long sessions see spa leaders who've reopened their business share observations around different topics – from prepping staff to revenue management. We've had very high engagement levels. The last time I checked we had over 18,000 participants on our various social platforms.

**What are your takeaways from these sessions?** This pandemic has brought forth the best in our industry. Our spa operators and therapists are the unsung heroes of the hospitality. They're not

only brilliant business minds, but they're navigating the complexities of human emotion of their associates and guests. It's a phenomenal balancing act. In hotel operations, food and beverage gets a lot of attention. I encourage general managers to look at their spa directors closely. They will see examples of extraordinary leadership there.

I've also been impressed with how quickly resource partners have pivoted at this time. From drop shipping to virtual training platforms, they really are the engine of the industry.

**ISPA's Reopening Toolkit has been essential to the industry, how did you generate the content for it?** It was critical that the industry fly in formation to navigate these extraordinary times and I headed up ISPA's COVID-19 Collaboration Group. So many wonderful and brilliant minds, from

different parts of the globe, and dozens of companies, large and small, committed to freely sharing their knowledge with one another as it relates to the health and safety of our spa teams and guests.

ISPA then made the smart and compassionate decision to make the toolkit complimentary and customisable. This bold move has enabled spas around the world – as well as many other industries – to safely reopen and its been viewed over 150,000 times! The document is updated constantly as we all continue to learn more.

**The Black Lives Matter movement is gaining traction... is racial discrimination an issue in the spa industry?** Our industry is open to all and ISPA issued a statement of #Healinghappenshere at the height of the protests affirming its support.

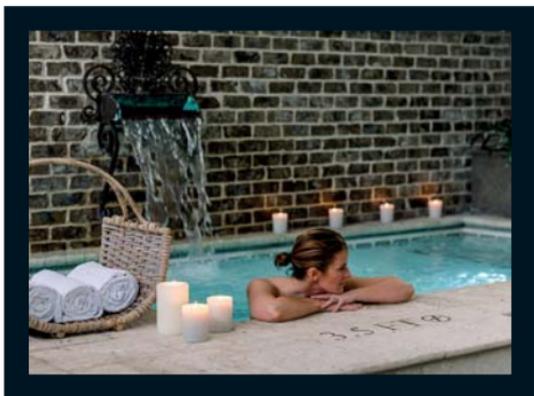
But there's always room to grow and develop and I see the industry

PHOTO: @DANIELLENOWAK/NOA/DIC RUNFELT



PHOTO © SHUTTERSTOCK/MICHAEL REYER

Huey's priority is to ensure that people 'look on the positive side of what's happening right now'



Five out of six Montage spas are now open again and business has been 'strong and consistent'

▶ industry shifting and adjusting. Just last week Dr Bryan Williams, a celebrated speaker, author and hospitality veteran, featured on a new virtual series ISPA's launching called Heart of the Matter. He talked about diversity and inclusion in the spa industry and his own experiences with discrimination. I believe the way we make change is through dialogue and education. When talking about these highly sensitive issues, we have to meet people where they are in their own journey and listen to understand, not just listen only to respond. This is how we effect change.

**Are all Montage spas now up and running again?** Our decisions to reopen are guided by the laws and guidelines of each state and jurisdiction. We have six spas, five are now open and one remains closed. We're also excited to be opening two more properties before the end of this year, Montage Healdsburg and Pendry West Hollywood, so we'll have eight spas in total soon.

**Our spa operators and therapists are the unsung heroes of the hospitality industry**



**For those that are open again, how is business?** It's strong and consistent for our spas. We have a loyal and dedicated following of guests who have graciously remained by our side and trusted in our Peace of Mind Commitment to their safety. I think we'll continue to see strong levels. Now, more than ever, people need a safe and trusted place to heal themselves and we provide that. We're still offering massages, facials, body services and salon services. Some states have specified that certain treatments cannot be done and in those cases we follow the established guidelines.

**What strategies does Montage have in place to maintain revenue?** Retail is a key. We have to embrace technology and understand that guests want to purchase products online. So, it's important to have active e-commerce bandwidth and programmes like drop shipping from your resource partners to your guests.

It's also important to have smart booking procedures to ensure you're maximising your therapists' time. We want to reduce any unnecessary open blocks on the books. They represent lost revenue opportunities.

Lastly, it's about refining the guest experience – it's essential that what happens in the treatment room is exemplary and impactful. That's when the guests will return.

**How is the global spa industry going to weather the impact of COVID-19?** Quite well, I think. The industry is committed to safety first. Safety and consistency are the new markers of luxury.

**What's key for businesses that do survive?** We as an industry have to remember that we succeed and stumble together. We have to execute consistently on the guidelines that we've put in place. If we don't do that, we break trust with our teams and our guests. That trust is the key business driver. ●



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## The wellness industry must stretch boundaries to overcome discrimination

**Rianna Riego** wellness consultant

**I**ndustry consultant and self-claimed 'wellness passionista', Rianna Riego, believes the Black Lives Matter movement has reawakened society to the reality of a system that still discriminates on the basis of colour, gender, age and religion - and the spa industry is no exception.

"Being a darker-skinned female and immigrant from a third world country, my career path in the US has been 'coloured' with many stories of bias and discrimination," Riego told *Spa Business*.

"These experiences, unfortunately, at times included my beloved spa industry, which prides itself on being a diverse tribe of professionals. My personal experience of bias has tended to be subtle and part of the power dynamics within a company, but other incidents were very obvious."

For example, after 20 years of experience opening, operating, designing and rebranding spas and wellness facilities Riego had the opportunity to be the face and voice of a brand that she helped envision and develop. "I was surprised to hear that some of the ownership weren't comfortable with the idea of me representing the brand," she explains, "I knew this wasn't related to my levels of qualification but instead was due to the fact I was older and not white."

At another facility, Riego says she was astonished when a co-owner scolded her for hiring a black male director for fear of 'scaring' the predominantly Jewish guests who may find his presence intimidating. She also went on to say that she has extensive firsthand experience of guests indicating



Riego has experienced racism and ageism firsthand in the spa industry

**Is the discomfort from a white woman being touched by a male, African American therapist a cultural issue or a privacy right?**

a preference to not have black, Hispanic, gay or older therapists, either verbally or by changing or cancelling their appointments.

"The spa experience is very personal and there are levels of comfort we should respect, but is the discomfort from a white woman being touched by a male, African American therapist a cultural issue or privacy right? What should the ideals of our industry be and where do we draw the line?"

Riego feels that problems are made even worse by blatant sexism in the industry. "Even in a female-dominated workforce, women aren't fully represented in the corporate decision-making process or hierarchy in the industry in general," she says.

Looking ahead towards solutions, Riego feels the demand for wellness services is growing but the experienced workforce

is shrinking. "Our industry has not been able to attract a proper representation of the millennial workforce which is now closer to 50 per cent non-white."

Therein order to attract them in future. "As an industry that started out wanting to heal the world, we need to rediscover and articulate its commitment to humanity - this is our strength and we should champion it.

"Our industry was borne out of a passion to care for others and now has an opportunity to help heal the world while redefining how the world views wellness - as a lifestyle choice that embraces diversity as its norm.

"Setting the example, stretching the boundaries and holding our space, is the only way, and if anyone can do it, we - the spa and wellness industry - can." ●

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6

## The role of DIY wellness is going to stick around and this is something for spas to reflect on

**Anna Teal**

CEO, Aromatherapy Associates

According to CEO of Aromatherapy Associates (AA), Anna Teal, online retail has been crucial for business following the enforced closure of spas. Speaking to *Spa Business*, she shares some of the group's innovations which are helping it to connect to customers in a new way.

As a company, AA has historically drawn around 70 per cent of income from the 495 spas it supplies globally, but since the lockdown 80 per cent of its revenue has been generated by online retail and 20 per cent from facilities.

The company's web traffic is up 500 per cent as consumer interest in at-home wellness surged.

One particular success story has been its complimentary, digital, education sessions - MirrorMe calls conducted via Zoom - which attract 120-150 attendees a week. The majority of attendees pre-purchase an AA product pack, costing around £75 (US\$99, €84), and a therapist then explains how to use the products and the theory behind aromatherapy.

"This exemplifies how you can use digital to engage with people in different ways, drive revenue



Virtual educational has been a great success, says Teal

6

There needs to be a conversation about reevaluating the role of the therapist

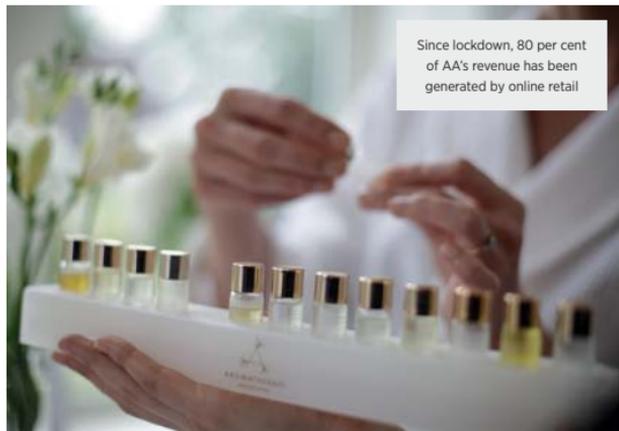
and educate them, even though spas may be closed," says Teal.

That's not to say the company is switching tack, by June next year Teal is aiming to have spas propping up 40-50 per cent of revenue. But she does believe businesses need to adapt in a post-COVID-19 world where consumers may be nervous about returning to spas - and to use this as an opportunity.

"The role of DIY wellness is going to stick around and this is something for spas to reflect on," she says. "There needs to be a conversation about reevaluating the role of the therapist. They'll still deliver hands-on treatments, but there's nothing stopping spas from engaging with customers by hosting virtual educational calls.

"If you keep a conversation going with customers even when you're not physically with them, it gives you more opportunity to sell to them."

In another move to adapt, AA has just revealed four no-touch treatment programmes for its hotel partners and spa accounts to offer wellbeing experiences outside the spa (see p24). ●



Since lockdown, 80 per cent of AA's revenue has been generated by online retail

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## Montara Hospitality invests US\$209m into Thai wellness project

Bangkok-based developer Montara Hospitality Group (MHG) is investing THB6.6bn (US\$210m, €178m, £158m) into Asia's upcoming comprehensive wellness destination and residential community, Tri Vananda, in Thailand.

Scheduled to open in 2022, the project is being developed with help from Sue Harmsworth and Amy McDonald.



Tri Vananda is a specialist wellness resort



The project's developer, MHG, is overseen by CEO Kittisak Pattamasavei



Spread across 230 acres of hillside, the community will be surrounded by lakes and anchored by a wellness resort specialising in cognitive wellbeing and integrative and functional medicine, with a focus on medical and holistic wellness.

Tri Vananda's amenities have been planned to include a health centre with consultation rooms for medical and preventative treatments and traditional Thai medicine therapies, a cognitive health centre, and facilities for functional health diagnostics.

Guests will be able to visit a 30-treatment-room spa with separate-gender thermal rooms, relaxation spaces, a hammam, sauna and lakeside fitness centre.

The destination will also be completed with a unique wellness club for young visitors and a dedicated mindfulness centre with visiting monks.

"All of our residents and guests will enjoy access to proven health and wellness therapies and programmes," says MHG CEO Kittisak Pattamasavei.

More: [http://lei.sr/7y6b6\\_B](http://lei.sr/7y6b6_B)

## Therme to expand into major UK cities

Following approval to build a £250m (US\$308m, €274m) wellbeing resort in Manchester, Therme Group has revealed plans to expand its concept in other major UK cities.

"Our aim is to ensure a Therme wellbeing resort is within reach of 90 per cent of the UK population," says Therme UK COO, James Mark.

The development plan includes projects – with a similar concept to Therme Manchester – in London, Wales, and Scotland, all of which will be developed at sites located near to city centres.

It's believed the rollout will create 3,000 jobs and represents a major investment in the population's wellbeing.



“Our aim is to ensure a Therme wellbeing resort is within easy reach of 90 per cent of the UK population”

James Mark

Work begins on the 28-acre Manchester resort next year, and is due to finish in 2023.

Therme describes its concept as a combination of nature, sustainable technology and culture, and says it's already been 'phenomenally successful' in Europe for 20 years.

More: [http://lei.sr/B2B2P\\_B](http://lei.sr/B2B2P_B)



Therme plans to expand across the UK

## Daniella Russell rallies key industry figures to push to reopen Dubai spas

The Dubai government recently allowed spas to reopen following an open letter submitted in June by prominent industry figures, including spa consultant Daniella Russell of DR Global.

In the letter the group proposed a comprehensive set of COVID-19-safety spa sanitisation guidelines it compiled to show how prepared the sector was for reopening.

Russell explained that the achievement is testament to the strength of the group, which consisted of a mix of spa owners and operators and hotel spa teams. It was also backed by independent spa supporters such as herself, Kathryn Moore of Spa Connectors, Salina Handa of Sensasia, Christian Kiefer of Rayya Wellness and Maria Dowling of Mariadowling salons.

"We're ecstatic to reopen after such a long time out of action," Russel exclaims.

More: [http://lei.sr/K3D6D\\_B](http://lei.sr/K3D6D_B)



Daniella Russell



The community will be home to 108 residences

“ This village is dedicated to wellness; it’s a place you can draw strength and become your most resilient self ”

Sarah Livia  
Brightwood Szekeley



## Rancho La Puerta unveils plans for wellness community

Destination spa, Rancho La Puerta, has announced plans to build a private, wellness-focused community on its 4,000 acre site in Tecate, Mexico.

The Residences will be an extension to the Rancho La Puerta community and will be both connected to yet separate from The Ranch.

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

“For years we’ve nurtured the dream of creating a residential community,” says Sarah Livia Brightwood Szekeley, Rancho La Puerta president. “This village is dedicated to wellness; it’s a place you can draw strength and become your most resilient self.”

Brightwood designed the residences alongside developers, Grupo Espiritu and Paco Angel.

Residents will have access to a 24-hour concierge centre, a gym, tennis courts, library and pool, alongside a meditation room and at-home wellness experiences.

Brightwood says 40 residences had been reserved so far and that a completion date will be revealed soon.

More: [http://lei.sr/r557R\\_B](http://lei.sr/r557R_B)



The infinity pool will blend seamlessly into the ocean backdrop

PHOTOS: PURSUIT

## Reykjavik city centre to welcome ocean-side geothermal lagoon

Attractions and hospitality brand, Pursuit, has unveiled plans to develop an ocean-front geothermal lagoon in Iceland - named Sky Lagoon.

The destination’s multi-sensory oasis will feature cold pool and sauna experiences, as well as an unobstructed 70-metre (230 ft) ocean-side infinity-edge lagoon.

Located in Kársnes Harbour, close to Reykjavik city centre, the destination will offer expansive ocean vistas enhanced by sunsets and the Northern Lights.



“ Iceland is one of those authentic and remarkable places that has the power to excite and inspire ”

David Barry

Additional amenities will include an in-lagoon bar and dining and retail offerings.

Scheduled to open in 2021, construction has already begun on the destination.

“Iceland is an authentic and remarkable place that has the power to excite and inspire,” says David Barry, Pursuit president. “We’re thrilled to grow our collection of travel experiences in Iceland.”

More: [http://lei.sr/S2c8R\\_B](http://lei.sr/S2c8R_B)



Sky Lagoon will open in 2021



Todd Walter

## Todd Walter becomes WTS president

WTS International has snapped up Todd Walter as its new president, following the demise of Mynd Spa & Salon - formerly The Elizabeth Arden Red Door Salon & Spa - where he was CEO.

Walter will oversee the WTS portfolio of managed facilities and design, feasibility and pre-opening work, reporting to CEO and founder Gary Henkin.

Walter spent 14 years as CEO of Mynd, overseeing 25 facilities and 1,300 employees.

Henkin says: “Todd has the right DNA to help us scale and create incredible wellness experiences.”

WTS has been developing a succession plan for founder, Henkin, with a new investor announced late last year when private equity firm, CI Capital Partners, acquired a majority stake in the business.

At the time, CI Capital’s Steven Rudnitsky was appointed to the position of vice-chair on the WTS board of directors.

The company announced expansion was planned and that existing management would continue to operate the business.

More: [http://lei.sr/a655C\\_B](http://lei.sr/a655C_B)

## DIARY DATES

19-20 September 2020

World Wellness Weekend

Global

Wellness professionals and venues around the world prepare fun, free and meaningful activities both onsite and online.

[www.world-wellness-weekend.org](http://www.world-wellness-weekend.org)

7 October 2020

World Fitness and Wellness

Online Summit

Virtual event

A full day of online thought leadership, CEO-level networking and topical business discussions.

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

4-6 November 2020

Spa and Wellness

International Congress

Swissotel Krasnye Holmy,

Moscow, Russia

An event for managers and owners of spas in Russia and Eastern Europe. It comprises three conferences, an awards ceremony, seminars and a suppliers' exhibition.

[www.spaandwellnesscongress.com/en/main](http://www.spaandwellnesscongress.com/en/main)

8-11 November 2020

Global Wellness Summit

The Breakers, Palm

Beach, Florida, US

Spa and wellness professionals from around the world gather to discover innovations and network.

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

3-4 December 2020

World Sauna Forum

Virtual event

An online training and networking event focused on the Finnish sauna experience.

[www.worldsaunaforum.fi](http://www.worldsaunaforum.fi)

4 December 2020

Hall of Wellness Awards

Virtual event

An online gala announcing the winners of the new Hall of Wellness Awards, which aim to 'recognise exceptional individuals in the global spa, beauty and wellness industry'.

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



## Chiva-Som Academy launches online courses for wellness careers

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 the famous Thai destination spa, 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 August 2020 onwards.

**More:** [http://lei.sr/F9C4c\\_B](http://lei.sr/F9C4c_B)



## WTA report: Nature driving future wellness tourism

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

Drawing 3,931 responses from 48 countries, the survey was set up to gain a clear understanding of consumer motivations for booking wellness vacations as the industry recovers.

When asked the open question: '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, says: "This survey's results reinforce the importance of nature and the outdoors as a key pillar of wellness vacations."

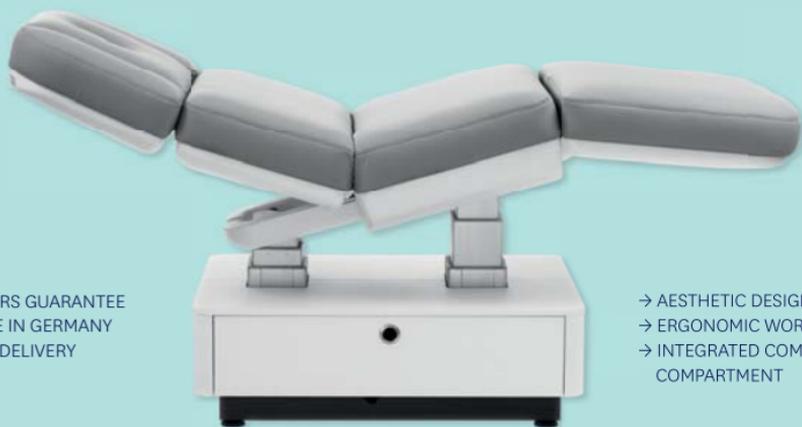
**More:** [http://lei.sr/z8d2N\\_B](http://lei.sr/z8d2N_B)



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spa business uniting the world of wellness

# Spas collaborate with medical institutions

A growing number of industry operators are striking up allegiances with medical bodies to develop enhanced cleanliness and health standards following COVID-19

**A**s spas look to develop themselves as places of safe-touch, operators are joining forces with hospitals and medical research institutes to develop cleanliness certifications, to reinforce a sense of trust and confidence in returning consumers.

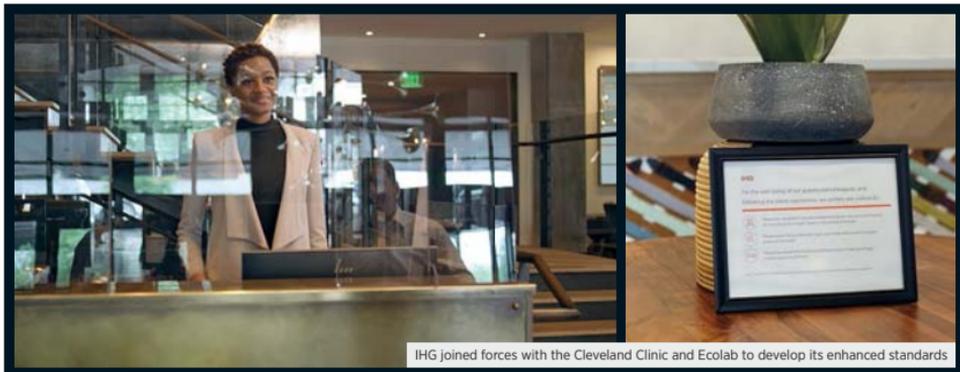
One of the first off the mark was Four Seasons Hotels and Resorts, which announced a collaboration with global healthcare and research leader Johns Hopkins Medicine in early May, to develop an enhanced health and safety programme called Lead with Care.

The programme will see Four Seasons' 100-plus spas roll out modified treatments to reduce interaction with and proximity to guests, run wet areas and relaxation spaces with occupancy limits, implement social distancing regulations and operate with regular disinfection of all facilities, especially wet areas and pools.

More generally, Four Seasons hotels will also feature on-property hygiene officers, enhance sanitation procedures and provide staff with access to a response team where senior infectious disease specialists from Johns Hopkins will offer on-demand response and guidance to COVID-19 situations.

"This new programme is about offering genuine care and the highest levels of service, enhancing procedures to protect our guests, residents and employees, while also ensuring that they feel safe and reassured," says John Davison, Four Seasons president and CEO. "Lead With Care is a continuation of Four Seasons' high standards, building upon the strong foundation of trust and confidence that we have established through decades of experience."

Similarly, IHG Hotels and Resorts - which owns Six Senses Hotels, Resorts and Spas as well as InterContinental properties - has revealed a tie-up with



IHG joined forces with the Cleveland Clinic and Ecolab to develop its enhanced standards



Four Seasons has launched a health and safety programme with Johns Hopkins Medicine

American medical and research centre, The Cleveland Clinic; Ecolab, a global leader in water, hygiene and infection prevention solutions; and cleaning and hygiene technology company Diversey. Together they've launched IHG Clean Promise, to strengthen and evolve its hygiene measures to reduce the spread of COVID-19, as well as support the wellbeing of guests and colleagues.

Montage International, owner of five luxury US resorts with major Spa Montage facilities, has also partnered up with digital health and primary care organisation, One Medical, to provide 24/7 virtual care services to Montage guests via a 30-day membership to One Medical's app.

The memberships will allow guests to get in touch with a One Medical provider within minutes over on-demand video chat or secure messaging during their stay or upon their return home. The team will be available to remotely triage symptoms, including COVID-19 related concerns, and provide a recommended care plan for guests' concerns or condition.

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***Stay steadfast with procedures you put in place... You have to make sure that every customer feels comfortable and safe***

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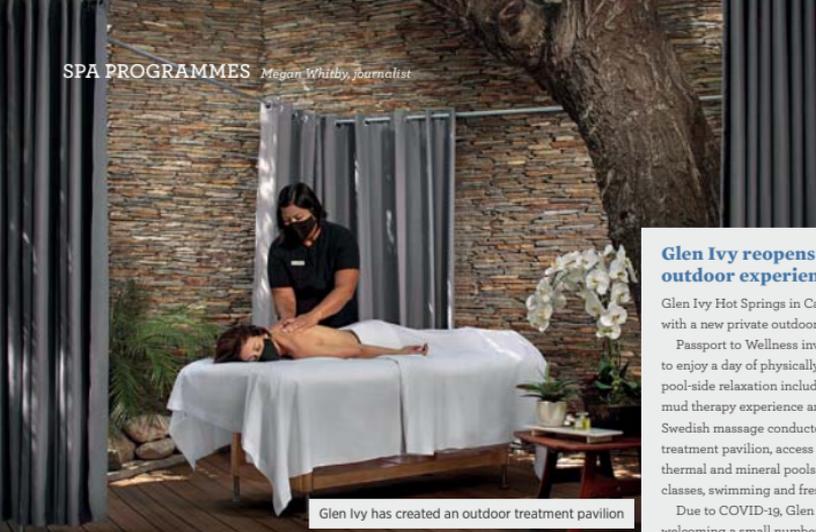
In addition, Marriott International – which has 550 hotel spas across brands such as Ritz-Carlton, Renaissance, St Regis, Le Méridien, Westin and W – has also worked with Ecolab, to launch a Global Cleanliness Council to develop the next level of hospitality cleanliness standards, norms and behaviours designed to enhance safety for Marriott consumers and staff alike.

Marriott International's Kenneth Ryan, VP of global operations: spa, fitness and online retail, recently spoke out

about the importance of strict hygiene procedures during the reopening phase. "It's likely from what we're hearing around the world that the first customers coming through your door are going to be a minority and they're going to be a little more relaxed," he says.

"We need to be very careful that we're steadfast for the long haul in the procedures and policies we put in place because it's the customers that come after those carefree guests that are going to be checking your hygiene and cleaning protocols and procedures. Stay steadfast with whatever procedures you put in place and continue them for the long haul. You have to make sure that every customer feels comfortable and safe."

In a post-COVID-19 landscape, public demonstrations like the aforementioned operators have taken, that show that hygiene is being taken seriously, will ultimately underpin the future and potential success of businesses because steps to tackle hygiene will reassure clients it is safe to visit again. ●



Glen Ivy has created an outdoor treatment pavilion

### Glen Ivy reopens with outdoor experience focus

Glen Ivy Hot Springs in California has reopened with a new private outdoor wellness package.

Passport to Wellness invites visitors to enjoy a day of physically-distanced pool-side relaxation including an outdoor mud therapy experience and 50-minute Swedish massage conducted in a new outdoor treatment pavilion, access to the extensive thermal and mineral pools onsite, exercise classes, swimming and fresh dining.

Due to COVID-19, Glen Ivy is only welcoming a small number of guests daily. The destination has thus made it a requirement to reserve a Passport to Wellness package to visit its facilities.

It offers visitors a personalised Glen Ivy Hot Springs experience including their own private lounges, dining area, changing cabana and a dedicated personal wellness concierge. Prices start at US\$295 (£249, £225) per person.

● Read more: <http://lei.sr/r6H1B>

# On the menu

**How are spas changing their menus since the coronavirus struck? We take a look at some of the latest trends and programmes**

### COVID-19 NeuroArts Field Guide to inspire spas

US-based International Arts and Mind (IAM) Lab has collated a guide to help people use art as a coping mechanism during coronavirus.

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

Before the pandemic, spas were starting to experiment with wellbeing-boosting arts-based activities – anything from colouring and painting to creative writing. This is expected to continue as they explore therapies which aren't reliant on touch and IAM Lab's COVID-19 NeuroArts



Susan Magsamen

*Field Guide* could be a great source of inspiration for new programmes.

The guide demonstrates how the arts support our collective health, wellbeing and learning and also offers simple explanations about the scientific evidence and research relating to the potential benefit of each activity.

● Read more: <http://lei.sr/11B7y>



Six Senses Zil Pasyon is offering an exclusive island experience for €330k a week

### Trend towards exclusive hire packages

With spa consumers potentially nervous about social distancing due to COVID-19, *Spa Business* has noticed a trend for hiring spas, or even whole resorts, exclusively.

Anantara was one of the first off the mark. It's offering private-hire resort packages at its island destinations in Mozambique, the

Maldives and the UAE starting from US\$19,820 per night (£17,455, £15,579) to US\$100,000 per night (£88,069, £78,590).

Other operators following suit include Six Senses Zil Pasyon in the Seychelles and Naladhu Private Island in the Maldives.

● Read more: <http://lei.sr/5F7z4>

## New programmes address both staff and guest mental wellbeing

Italian destination spa and hotel, Preidldhof, has reopened with new measures to support guests in dealing with any trauma resulting from months of lockdown.

The spa team has undergone intensified training with spa director Patrizia Bortolin, in conjunction with a professor of psychology, to prepare therapists for all the potential psycho-dynamics, attitudes, fears and reactions guests may have.

Bortolin says: "This will help them understand how to welcome, help and transform what is in the heart, body and mind of our guests after the global lockdown."

In addition, the resort is offering dedicated sessions with a trauma-healing specialist and will work with guests to

reduce psychophysical stress through heart rate analysis, psycho-aromatherapy, laughter yoga and forest bathing.

In a similar move, Mandarin Oriental has created a four-week course for colleagues across its 60 spas to boost their mental wellness.

The course is split into four modules: body, mind and character; managing stress mindfully; self-compassion

and loving-kindness; and bringing strength to personal missions.

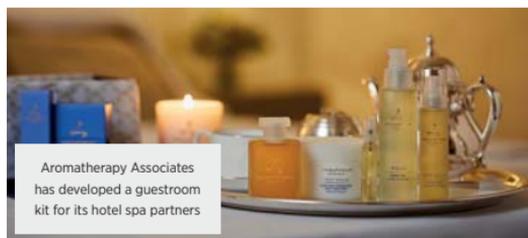
Group spa director Jeremy McCarthy says it's "designed to help our colleagues physically and emotionally... to help them come back at their best, ready to be of service to others."

Mandarin Oriental is now working on developing a similar course for guests.

● Read more: <http://lei.sr/1q4U>  
● <http://lei.sr/3H0a4>



Bortolin uses psycho-aromatherapy in her approach



Aromatherapy Associates has developed a guestroom kit for its hotel spa partners

## Spa experiences delivered in hotel rooms

Aromatherapy Associates has launched four touchless In-Room Wellbeing Experience kits for its hotel spa partners to offer.

The kits feature five products, presented alongside a beverage and digital how-to guides recorded by therapists, so guests can administer their own treatment in their own space along with a wellbeing guide to continue the treatment at home.

Treatments, focused on sleep, calm/de-stress, recharge/revive and a chance to ground/restore, have

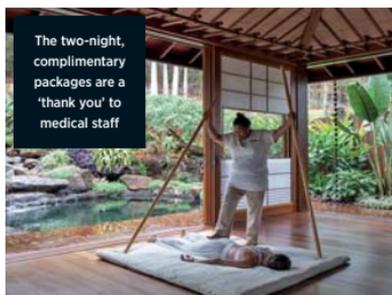


Christina Salcedas

been crafted to ensure that hotel guests who are nervous about venturing into the spa are still able to experience the luxury of a professional wellbeing experience.

"We know our spas have done a magnificent job at ensuring their guests feel safe to return through their doors," says Christina Salcedas, global director of education and wellbeing, "but we also understand there may be a few who are still reluctant to venture as far as the spa. So, these In-Room Experiences are a natural progression in our spa treatment portfolio."

● Read more: <http://lei.sr/3U9Q2>



The two-night, complimentary packages are a 'thank you' to medical staff

## 'Heal the healers' at Sensei Hawaii

Hawaiian community organisation, Pulama Lanai, is gifting a limited number of wellness retreats to healthcare professionals at Sensei Lāna'i, A Four Seasons Resort, on the island of Lāna'i.

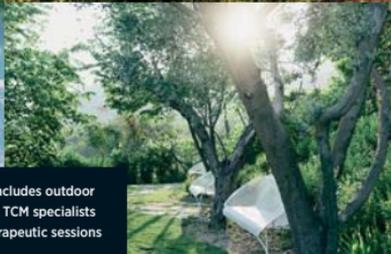
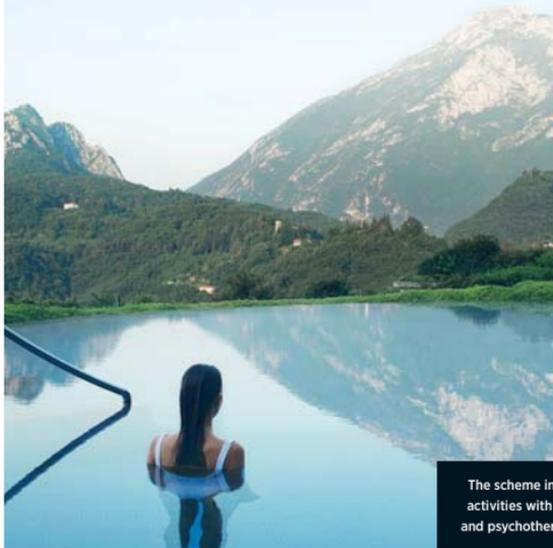
The Heroes Relaxation Retreat packages are designed to thank Hawaiian medical staff putting their lives at risk to help others during the COVID-19 pandemic. They include a two-night stay, chartered flights, leisure activities and a US\$600 (£485, €536) voucher to spend on wellbeing experiences or a deep dive into either performance psychology, nutrition, yoga, fitness or meditation.

Sensei, the wellness brand owned by tech billionaire, Larry Ellison, launched in November 2019 and is the first initiative under the recently launched Sensei Well - Being brand (see SB19/4 p20).

● Read more: <http://lei.sr/R9K8s>

# Immune-boosting focus

A growing number of spas are revealing immune-boosting programmes as consumer interest in health prevention surges. So what's on offer?



The scheme includes outdoor activities with TCM specialists and psychotherapeutic sessions

## Lefay uses TCM to strengthen immunity

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

The Nourishing Life Prevention scheme involves a range of wellness experiences, such as spa treatments, psychological consultations and outdoor activities with TCM specialists. The new Nutrire La Vita

therapy, for example, consists of 10 minutes of moxibustion focusing on the spleen and pancreas, which provide the body with the 'fuel' for optimal functionality and a rebalancing massage and starts at €90 (£81, US\$102).

Psychosomatic and psychotherapeutic consultations addressing the stress of recent months last 50 minutes and cost €100 (£90, US\$114).

Lefay has also devised The White Tiger Path - an outdoor therapist-led routine focused on disciplines such as Zen meditation, qi gong and perception walking. With a starting price of €329 (£288, US\$364), it also combines stress-relieving breathing sessions, a guided walk through the Energy Therapeutic Garden and a full body massage working on energy points.

● Read more: <http://lei.sr/Y6M0C>



Lanserhof takes a medical wellness approach

## Lanserhof debuts COVID-19 programme

Austria-based medical spa operator, Lanserhof, unveiled a therapy programme designed for people who've been ill with COVID-19 in May.

It uses a variety of modern medical tests to assess guests' immune system, internal organs, sleep activity, psyche and physical and mental fitness. This information is then used to create a tailored programme which includes therapy options such as IV infusions, lymph treatments, healing and

connective tissue massages, cryotherapy, respiratory and mitochondrial therapy, as well as oxygen therapy, nutritional measures and sports science support.

According to Lanserhof: "Everything in the programme is based on our Lanserhof cure, in which the body is freed from unnecessary and disease-causing burdens". Packages start at around €7,750 (US\$8,853, £7,072).

● Read more: <http://lei.sr/s4X1M>

## Anantara gives massages an immune-boosting edge

Anantara has created a signature massage oil to support the body's defence system which its rolling out across its 40 spas as they reopen.

The new oil can be incorporated into Anantara's signature massages and contains clove oil, bitter orange peel extract, eucalyptus oil and rosemary. Both clove oil and the orange extract are claimed to protect against a wide range of bacterial cells, fungi and viruses. Meanwhile eucalyptus and rosemary oil include natural inflammatory properties and immune system boosters which aid in creating white blood cells that combat pathogens and disease.

On creating the oil Zoe Wall, group director of MSpa, the corporate division of spa and wellness for Anantara, says: "Even during closure, our guests' wellbeing was at the forefront of our minds and we took some time

Clove and citrus peel extract in the oil protect against a range of bacterial cells and viruses



Zoe Wall

during lockdown to reflect on what we could do to show that we're just as serious about their health as they are. While our guests will still want to relax with a massage, our new signature massage oil gives an extra boost."

● Read more: <http://lei.sr/G9L2B>



Sha reopened in late July

## Sha teams up with NASA and Harvard

Spanish medi-wellness facility, Sha Wellness Clinic, collaborated with NASA and Harvard to create new programmes and treatments for its reopening on 22 July.

It's combining medical treatments and natural therapies to "restore and stimulate the body's natural immunity, with the goal of enabling the body to be in the best condition for defeating threats to health and wellbeing."

The dedicated immune-boosting regime forms just one part of Sha's signature seven-day, €4,000 (US\$4,480, £3,574) Rebalance programme and begins with an initial immunotherapy consultation, lymph system profile, viral profile and energy health consultation.

Participants then undergo two sessions of infrared heat therapy, an optimal electromagnetic balance session and an ozone therapy session.

● Read more: <http://lei.sr/F3V4x>



Daily therapeutic treatments are prescribed

## Optimising health at Sangha Retreat

Looking at how people are equipped to combat disease and how they can strengthen their immune system is the key to a new programme at the integrative wellness destination, Sangha Retreat by Octave Institute, in China.

Wellness and lifestyle consultations, along with scientific tests - ranging from assessing posture to checking metabolic function - determine the strength of defence systems, both physically and mentally. Following this, a range of daily prescribed therapeutic treatments, alongside a customised nutrition plan, will be selected. Services could include TCM and aromatherapy massages, acupuncture

and use of infrared, along with PT, pilates and aquatic stretching sessions to relax and detoxify the body, allowing it to enter a rejuvenation phase.

Founder Fred Tsao says: "The purpose of the institute is to introduce a new cycle of living that achieves mind, body and spiritual wellness. We're now witnessing the onset of a new era of consciousness and wellbeing."

Sangha's three-night programme starts from CNY19,100 (£2,195, US\$2,689, €2,458) per person and the six-night experience has a starting price of CNY32,700 (£3,757, US\$4,605, €4,209) per person. ● Read more: <http://lei.sr/W2k0q>

# Lee Woon Hoe

*While hotels the world over are postponing wellness plans to focus on their core business in the aftermath of the pandemic, Banyan Tree is forging ahead with a new Wellbeing Sanctuary. The group's executive director of wellbeing tells Katie Barnes why*



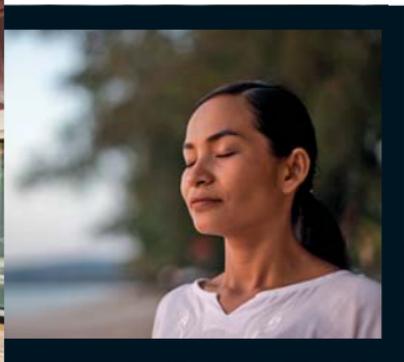
When you go to most wellness retreats and destination spas, you typically have a consultation lasting 30 minutes to an hour and you're prescribed a range of activities that you're expected to adhere to," says Lee Woon Hoe, senior assistant vice president/executive director of wellbeing for Singapore-based Banyan Tree Holdings. "My fundamental belief is that you can't diagnose or prescribe holistic wellbeing in 30 minutes. It has so many facets and means so many different things to different people."

It's with this mindset that he's been creating a new concept for the group with Ho Renyung, the daughter of Banyan Tree founder Ho Kwon Ping and brand vice president. The new concept, Banyan Tree Wellbeing Sanctuary, is based on ecoterapy, and guests staying in a Wellbeing Sanctuary villa pay a set rate that gives them access to up to 50 different types of wellness activities a week and a daily massage. The purpose is to encourage individuals to practice sustainable wellbeing and to discover the links between 'self, others and nature' with no hidden costs. It also enables Banyan Tree to target a much broader audience.

The villas, in their first guise, quietly launched at the flagship Banyan Tree Phuket, Thailand, in May 2018. Now, after continuous fine-tuning, the group is ready to officially welcome the concept with full fanfare and has at least three more sites earmarked for its development.

The concept will broaden Banyan Tree's market, says Lee Woon Hoe





Guests pay a set rate for a Wellbeing Sanctuary villa and get access to 50 different types of wellness activities



## What we've gone through has made us reevaluate our lives and appreciate the importance of wellbeing

### Spa differentiator

Spa has always been a part of the DNA at Banyan Tree Group which celebrated its 25th anniversary last year. The listed company owns and/or manages 47 hotels and resorts worldwide across five brands - Banyan Tree, Angsana, Cassia, Dhawa and Laguna - and the majority of these have spas. It also manages spas on a third-party basis, bringing its total number of wellness operations to 60 to date.

Banyan Tree Spa has carved a name for itself as a 'sanctuary for the senses' with a holistic approach based on traditional Asian therapies and its comprehensive hydrothermal facilities known as the Rainforest Experience. In 2001 it cemented its commitment by launching the Banyan Tree Spa Academy, a dedicated teaching arm with locations in Phuket, Thailand and Bintan, which

puts each therapist through 650-hours of training based on a stringent curriculum. Recently, it's also relaunched its in-house Banyan Tree Essentials range, a natural, aromatherapy-based line which consists of 100 products and a dedicated website.

Rolling out new hotels in China has been a big focus for Banyan Tree over the past decade, but it's maintained its wellness focus and three years ago Ho approached Lee to develop a fresh wellbeing concept. Lee was already familiar with Banyan Tree having operated its spas in the Middle East and north-east Asia for nearly seven years from 2004. After a stint in teaching spa management at a polytechnic in Singapore and owning a gallery for contemporary Buddhist art, he was recruited by Octave to develop the programming at Sangha, one of China's first wellness communities, before Banyan Tree came knocking once more.

He's been refining Wellbeing Sanctuary's offering ever since but plans to officially launch it earlier this year were stalled due to the global pandemic. As of late August 40 out of Banyan Tree's 60 spas had reopened and Lee expects most of them to be back up and running by Q4 2020 - "although I am a perpetual optimist," he admits. Spas have had to adjust capacity due to local regulations, but as the facilities are "generously large by industry standards they can still, fortunately, operate at almost the same level and easily fulfil social distancing measures."

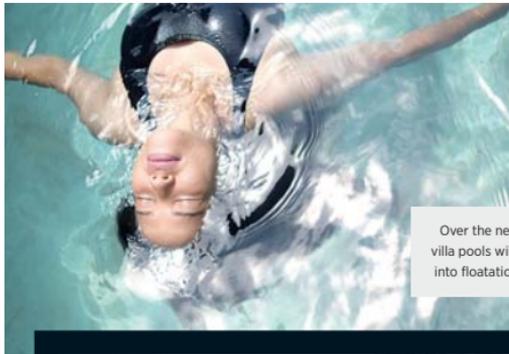
Lee adds: "COVID-19 has been a life-changing experience for many and it's actually quite an opportune time for us to share what we're trying to do. What we've gone through has made us reevaluate our lives and appreciate the importance of one's wellbeing."

► **Discovering wellbeing**

Guests pay around US\$500 (€425, £383) a night to stay in one of the 23 Banyan Tree Wellbeing Sanctuary villas in Phuket. That's a 15-30 per cent premium depending on season and location. Included in this price is a daily massage – “spa is a critical component, we're building on our foundation as a known wellbeing leader,” says Lee – and the option to try 50 different types of wellness activities, or 80 classes, a week. These range from more typical sessions such as yoga, pilates and talks on nutrition to less conventional things like gratitude meditation and conscious grounding (forest bathing and breathing by the ocean), which reflect Wellbeing Sanctuary's philosophy of the intertwining of self, others and nature.

“We're also going to place a greater emphasis on mental wellbeing in response to the pandemic,” adds Lee, “with classes that focus on self-introspection and being aware of your emotions. I think this is the first step towards a journey of recovery and greater elevation.”

“This year, we built a space called the White Room, which provides a sanctuary for a sensory detox and we're now developing a range of floatation experiences for our



Over the next 12 months, villa pools will be converted into floatation experiences



**The key is to help people discover the many components of wellbeing**



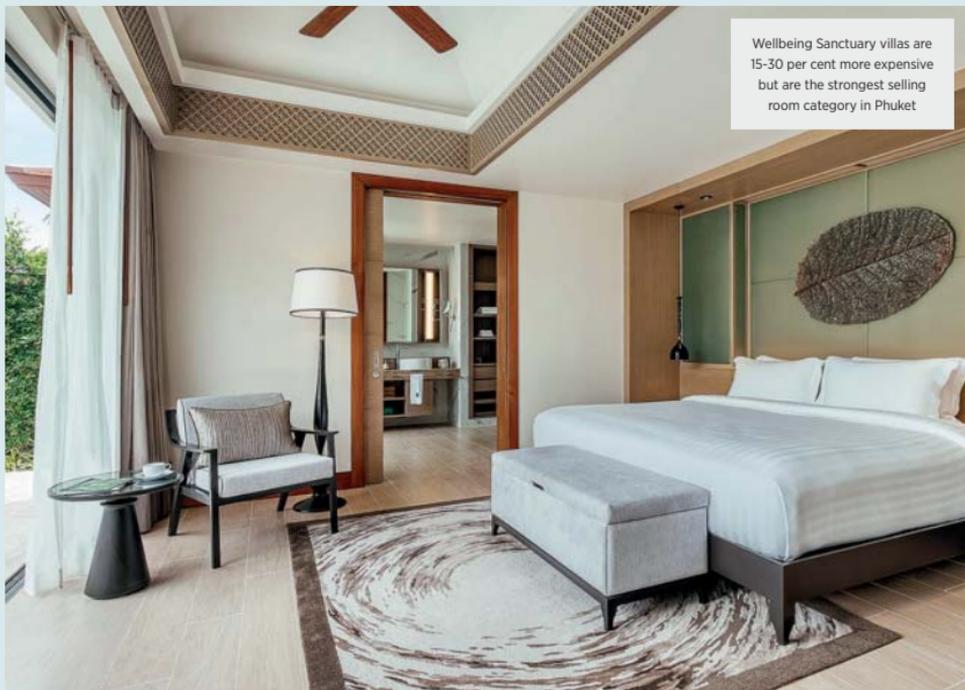
The White Room provides a sanctuary for sensory detox

villas which we've found can be highly calming for the mind. We'll launch these in Phuket towards the end of this year and roll them out over the next 12 months.”

The key intention behind Wellbeing Sanctuary, says Lee, is to “help people discover the many components of wellbeing”. Not just physical, mental and social wellness, but things like gratitude, forgiveness and compassion. “We weave in a lot of activities and experiences which you probably don't find in your daily life,” he says. And it's not prescriptive. While tailored programmes can be put together if guests want, the starting point is to give them the freedom to pick and choose activities – at no extra cost. “We made a very conscious decision to make the activities complimentary to build a sense of trust,” says Lee, explaining that people are more likely to try something different if they're not worried about hidden charges.

This approach enables Banyan Tree to target a much broader market. Not just primary wellness travellers (those who choose a resort specifically for their health) but also secondary wellness travellers,

Wellbeing Sanctuary villas are 15-30 per cent more expensive but are the strongest selling room category in Phuket



(those who experience wellness as part of their trip) – a less catered-to group which actually makes up 84 per cent of wellness tourists, according to research from the Global Wellness Institute.

“We have different offerings from places like Sha and Chiva-Som,” explains Lee. “They’re highly established and the people who go there are very clear about what they want. The market is wide and our product caters to those who are in the early stages of developing and exploring wellbeing.”

### Concept rollout

So far, Lee is heartened with how the concept has been received. The occupancy of Wellbeing Sanctuary villas sits at an average of 65-75 per cent, making them the strongest room category at Banyan Tree Phuket. The average length of stay is three nights for Asians and at least six nights for guests coming from the US/Europe.

Typically, guests try out 2.5 activities a day – one in the morning, one in the afternoon, plus the daily massage – “it’s a nice balance between discovery and relaxation,” says Lee. But, what he’s most

excited about is that guests are, indeed, trying new things. “In their daily life, men would generally workout at the gym, but here they’re willing to try yoga because it’s in an intimate, safe setting where they’re not worried about doing well.

“We’re really interested to find that people aren’t just trying out fitness classes. Traditional favourites such as yoga are popular, but other popular activities include posture alignment, balance tuning and grounding exercises.”

Banyan Tree is also noticing a broader spectrum of guests. Exactly what the concept was developed for. “It’s not about people staying in a pool villa with their friends or those on a romantic break,” says Lee. “Mothers and sons are coming for retreats, couples are coming to discover wellbeing. We even have medical doctors. There’s no set age or demographic, but the common thread is that people are looking to live well, to live better.”

It’s a strong start for Lee who’s actively pitching the concept to hotel owners. “Owners are excited with our proposal. The market is saturated right now and what



Spa has always been a part of Banyan Tree’s DNA and what sets it apart



**I'm very fortunate to be in an organisation which supports leadership roles which look at not just taking care of guests, but also the wellbeing of associates**

Lee is rolling out a Wellbeing Index to help the group's 10,000 employees worldwide

▶ we're suggesting can really differentiate them. It's unique, but not high-niche or out of reach, and it also makes financial sense." To this end, he says COVID-19 has not had an impact on the rollout of Wellbeing Sanctuary villas. Ongoing discussions are still happening with three new properties, one of which will open in China in early 2022 and another which is outside Asia. "Owners can see it's a product with tremendous potential and they want to push on with it for when people do come back," says Lee, adding that the number of rooms will be around the same number they have in Phuket and certainly no more than 60 keys - "it's not in our interest to go too large because classes will be too big and there will be inhibitions."

### Employee focus

Recently, Banyan Tree launched a tele-therapy service for associates, giving its staff access to private sessions with external wellbeing practitioners to manage their stress and mental wellbeing during such a difficult time. This dovetails with another project Lee is heading up - the rollout of an Organisational Wellbeing Index. Not just in spas, but across the whole company, which amounts to 10,000 employees worldwide. "We initially developed the Wellbeing Index

as a form to assess the lifestyle of our guests, but we believe this should be extended to our team," explains Lee.

The index is a set of 64 questions which reviews lifestyle practices based around Banyan Tree's eight pillars of wellbeing. For example, do you meditate regularly? Do you minimise blue light before you sleep? Do you have colourful vegetables on your plate? After associates at a property fill in the details, Banyan Tree will then accumulate the results to pinpoint overall trends, strengths and weaknesses in employee wellbeing and work with the hotel's management team to suggest appropriate guidelines, training and activities to address any issues.

Lee's already trialled the index at three properties this year and is planning to launch it on a group-wide level by 2021. "I'm very fortunate to be in an organisation which supports leadership roles which look at not just taking care of guests, but also the wellbeing of associates," says Lee.

The group's approach mirrors that of other international chains which are firmly staking a claim in the wellness hotel bracket. Yet, many of these competitors have now taken a big step back following COVID-19 and are cutting out those in wellness leadership roles - and sometimes whole departments - to focus

squarely on guestrooms once more. It's an understandable move given the huge hit the hospitality and travel industry has taken, but a short-sighted one. By sticking to its wellbeing plans, Banyan Tree looks set to be in an even stronger position when the market does recover.

Lee shares his feelings of how COVID-19 will impact the spa industry in general. "In the short-term, I think the business impact will be quite severe, given the close contact between therapist and guest. But in the long-run, the need for touch, for human connection and the desire to live better is timeless."

He concludes: "My hope for the Wellbeing Sanctuary programme is to help more people live a healthier and more fulfilling life. I'm just really fortunate that I'm with a company with very supportive management which shares that same vision. Can you imagine the impact that the Wellbeing Index will have for 10,000 associates worldwide and their families? It's surreal for me. Such an opportunity. And I feel so grateful and privileged." ●



Katie Barnes is the editor of *Spa Business* magazine  
 ■ [katiebarnes@spabusiness.com](mailto:katiebarnes@spabusiness.com)

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For more on this subject, please see our expanded section on Spa Design 2030 in the *2021 Spa Business Handbook*, due out later this year

Now is the time to embrace biophilic design, such as Aidia Studio's cactus inspired hospitality pod

PHOTO: ERIC L. LOPEZ BY AIDIA STUDIO

Ask an expert...

## Spa design 2030

COVID-19 is going to act as a catalyst for innovation in spa design, both immediately and in years to come. Experts give their predictions about pandemic-proof models

COVID-19 has changed our industry – and our world – in myriad ways. Across the globe, spas are scrambling to keep up with new rules and regulations on hygiene and protocols as they slowly begin to reopen in the midst of an ongoing pandemic. Social distancing, cleanliness and health and safety guidelines are at the top of everyone's mind right now, but what about the future of spa design beyond that?

How is what we're facing now going to change innovation in the future? From new surfaces and materials to advances in technology, a renewed focus on clean air and circulation, and an emphasis on biophilic design – many of these things were trends already in the making, but have

now been accelerated as we try to get a grip on the best way to do business moving forward.

And as scientists warn us that even after a vaccine for COVID-19, there are sure to be more diseases on the horizon, we wonder – what is the ultimate pandemic-proof business model for spas? How do you design for a world in which so much remains uncertain and unknown? We reached out to some of the top names in spa design to get their thoughts.



Jane Kitchen is a consulting editor for *Spa Business* magazine, and the editor of the annual *Spa Business Handbook*  
 ■ [jane.kitchen@spabusiness.com](mailto:jane.kitchen@spabusiness.com)

## Matteo Thun founder, Matteo Thun & Partners

PHOTO: ©NACHO ALLEGRE

Stringent hygiene and generous space will be a top priority for interior spa design. Besides private treatment rooms, the layout of high-traffic social spaces will be revisited in terms of proportions that allow for social distancing and an intuitive access to sanitisers and wash basins throughout the design. The size, location and ventilation of spaces will become critical considerations in keeping guests safe and healthy, with state-of-the-art air purifiers integrated into and hidden within the architecture.

Immune-boosting features will become a focal point, and we'll see the introduction of innovative treatments and



superfoods in F&B packages in hotels. Virtuality will direct our lives, and we will use technology to do most things we used to do in person.

We must now bring in safety-conscious procedures that will involve modifying layouts to include personal distancing and the need for modularity

Immune-boosting features will become a focal point... Virtuality will direct our lives and we'll use technology to do most things we used to do in person

and flexibility resulting from it, with thermo scanners, touch-free doors and surfaces, sanitised air conditioning units, more indoor greenery, sealed flooring, walls and ceilings, and so much more.

In the current and future scenario, the focus on one's inner self will be of high importance in order to nurture and stimulate inner peace rather than social interactions. A warm and

humane atmosphere will and can be easily conveyed through natural materials, lush indoor air purifying greenery and of course, timelessness.

■ *Known for his wellbeing approach, Matteo Thun set up his architecture and design studio in 1984. The Milan-based firm works internationally in hospitality, healthcare, residential, office and retail sectors. [www.matteothun.com](http://www.matteothun.com)*

## Claire Way managing director, Spa Strategy

We're at the beginning of a new juncture of disease and design, where confidence controls what kind of space we want to be in. Physical spacing and sanitisation will drive the design of wellness spaces moving forward. Where development budgets once allocated more to the aesthetics of the space and less to how the mechanics of it could improve health, in a post-COVID-19 world, these less visually appealing items will demand a larger slice of the budget.

HVAC systems with individual controls that ensure air is separate from other rooms will become the norm, limiting cross contamination. Innovation in material finishes will be sought from the medical field, where developments in antimicrobial surfaces such



as copper-laced flooring and the use of silver compounds will continue to inspire new innovations that also offer antiviral properties. One such potential development from Manchester University in the UK uses sugar to create a broad-spectrum virucidal antiviral. This is currently being considered as an ingestible or topical application, but who knows what direction this

Material finishes will be sought from the medical field – think antimicrobial copper-laced flooring and silver compounds with antiviral properties

innovation could take; sugar, long seen as the enemy in wellness, could provide a non-toxic antiviral solution.

Adoption of technologies such as RFID-activated doors and lockers, sensor-activated taps and hand dryers, and voice-activated lighting will become standard. Carpets and window coverings will be eliminated in favour of hard surfaces that are easy to clean. And gender-specific hydrothermal spaces in the changing rooms will give way to larger, co-ed areas that move guests into a space that allows for easier management of physical spacing.

Finally, there's been much talk about biophilic design and moving towards an integrated wellness offering throughout the hotel, spa and exterior spaces. Now is the time to embrace this movement. Spa design of the future needs to be more adaptive and resilient to ensure the business model can accommodate the unknowns before us.

■ *Claire Way leads Spa Strategy's extensive work in the strategic planning, programming and design of spas worldwide. [www.spastrategy.net](http://www.spastrategy.net)*

**Diana F Mestre** owner, Mestre & Mestre Spa & Wellness Consulting

**O**ntological design is a concept that describes the circularity or feedback loops inherent in the way we design our lives. We shape the world and spaces we inhabit and they, in turn, mould us, changing our behaviour and lifestyle. In other words, what we design is designing us back. We mirror the environment we create, and our ethical responsibility is to create future structures that will improve our existence.

Based on this, the outlook in spa design will incorporate a myriad of elements impacted by technological advancements, sustainability, the science of longevity and life extension. Such design will respond to the need for better ventilation, improved oxygen-infused airflow and



advanced antimicrobial materials, including antiviral coatings and surfaces. It will incorporate water quality, biophilic design and flexible outdoor spaces that allow reconnection with nature. Design must be enhanced by sustainable, energy-efficient strategies like solar and geothermal technology and botanical herbal spa gardens.

We will also see spatial reconfiguration and

Spa design will incorporate a myriad of elements impacted by technological advancements, sustainability, the science of longevity and life extension

multisensory experience spaces based more on psychological and physiological responses to stimuli, such as neuro-dreaming and mind-renewal hubs. There will be an increased interest in genomics and DNA analysis and personalised programmes created to improve health, nutrition, and fitness. Quantum rooms, where noninvasive magnetic resonance diagnosis brings the latest technology to repair and renew the body, will be seen in more and more spas.

However, in spite of all the future technological advancements, it's vital to remember that we need the connection to others, to nature, and to ourselves in order to thrive. Creating safe wellness spaces where we can nurture these connections remains at the foundation of future wellness design.

■ *Diana F Mestre has more than 35 years of experience in the development of spa and wellness projects. [www.mestre-spa-mestre.com](http://www.mestre-spa-mestre.com)*

**Josephine Leung** group director of design & development, GOCO Hospitality

**C**OVID-19 has already forced a shift in what we find important in spa design. As guests become acutely aware of health, safety and cleanliness, the spa must adapt to fulfil these needs. Resilient design, a concept that will one day be as common as universal design is today, allows spaces of all kinds to be adaptable in even the most unforeseen circumstances.

In the wake of the pandemic, I see spas and wellness destinations utilising design and technology in new and innovative ways to create guest journeys that are focused more on health and immunity enhancement, and performed in guest-centric spa treatment suites, where therapists and treatments come to them.



Through wearable tech, digital integrations with smart building management systems will be used to enhance the wellness experience, adjusting lighting, temperature, music and aromas to synchronise with the physical state of the guest.

When it comes to cleanliness through design, spas will need to walk a thin line

Resilient design allows spaces of all kinds to be adaptable in even the most unforeseen circumstances

between necessary changes and overcompensation. Interior fittings and furniture coverings will need to be easy enough to clean, or even self-cleaning. In the near future, in-room UV light fixtures that sterilise entire spa suites and touchless processes, from opening doors to checking-in, will become standard.

We're already working on several projects that incorporate resilient, sustainable design to create unique and adaptable wellness spaces that I believe will be the precursor to a new design

movement that we like to call resilient wellness. Whether the future needs more privacy or our pent-up need for intimacy and community flourishes, the spas of the future will need to be designed in a resilient way that allows for both eventualities, individually and simultaneously. ●

■ *Josephine Leung works on concept creation, master planning, strategy, programming and technical services for GOCO's spa and wellness projects. [www.gocohospitality.com](http://www.gocohospitality.com)*

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Natural light and rich materials give the gym a dramatic and dynamic mood

# Trendsetting

Design specialists, The Wellness, worked with in-house engineers for Jumeirah to create a state-of-the-art gym for Talise Fitness at the Jumeirah Al Naseem in Dubai



The Wellness CEO,  
Mohammed Ibrahim

“What’s unique about this project is that we thought of all aspects in parallel, the fitness experience, the equipment and the interior design,” says Mohammed Ibrahim, CEO of

The Wellness. “It’s almost as though we felt the pulse of the space while we were designing it – as though we were training in it.”

Guests staying at the Jumeirah Al Naseem resort have full access to the Talise Fitness facilities, which are equipped with strength training, free-weights, cardio and stretching, with areas dedicated to modular training and group exercise classes.

The Wellness also introduced unique cardio machines which take training and coordination into a total different level.

Other facilities include changing pods with lockers, vanity areas, showers and a sauna, which is used as part of the recovery programme.

This focus on recovery, is one of the things that makes the gym special, as Ibrahim explains:

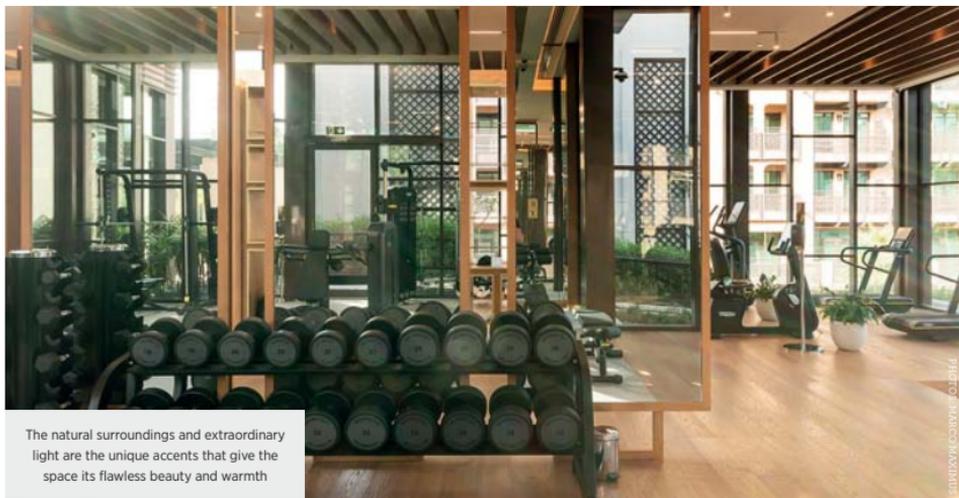
“The main approach behind this boutique gym is to highlight the correlation between fitness and the recovery process, so guests can learn the importance of recovery – the different methods that can be used, and how it affects the continuity of training routines.”

“This is a trendsetting approach to fitness,” he says, “where the fitness floor contains all the training elements for a complete workout experience, but with a focus on recovery – people always forget about how important this process is.

## Beautiful location

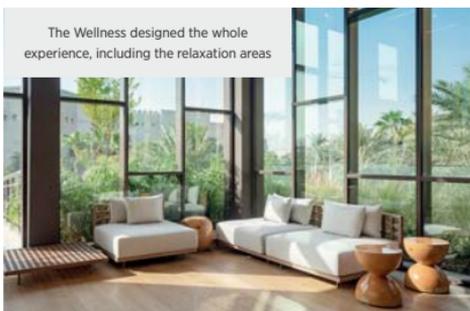
“The location also had a huge impact on how we designed the space,” he says, “the natural surroundings and extraordinary light are the unique accents that give the space its flawless beauty and warmth.”

Using materials such as wood, leather and matt gold accents, The Wellness created an impression of luxury and style throughout the 430sq m facility, while the



The natural surroundings and extraordinary light are the unique accents that give the space its flawless beauty and warmth

PHOTO: SHARON GOODMAN



The Wellness designed the whole experience, including the relaxation areas

natural light and rich materials give the gym a dramatic and dynamic mood.

"We maximised the space by using the whole workout floor as one big active area," says Ibrahim. "Adding a fitness walk helped divide the space into different training zones, while still giving the impression that it's all one big fitness arena."

"But it's not only about designing a space, it's also about designing the whole experience," says Ibrahim. "Thinking through where people will train, where they'll relax and picturing each and every moment. I walked down this fitness walk a million times before it ever existed."

Visualising in this kind of detail leaves you confident that the design outcomes and impression you will leave behind will affect the user in the most positive ways possible. ●

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# Manner of speaking



**ISPA's latest study reveals consumer attitudes to pay attention to in the aftermath of COVID-19. Josh Corman picks out key details**

**A**s restrictions limiting travel and gatherings slowly ease, businesses – including spas – are beginning to reopen. Likewise, consumers are returning to the routines that COVID-19 disrupted. However, to what extent and at what pace consumers will return to spas is less certain. After all, many reopened facilities will only be able to serve a limited number of guests, and stringent sanitation and physical distancing protocols will likely remain in place for a while. Will at-home treatments replace the spa-going experience for some? Will guests balk at the idea of receiving treatments where distancing isn't possible? How attentive will they be to spa sanitation and hygiene policies?

Those are just a few of the questions that a recent International Spa Association (ISPA) Consumer Snapshot study attempted to answer. Conducted in tandem with PricewaterhouseCoopers,

the study, which surveyed more than a thousand people in the US, highlights consumer attitudes toward visiting reopened spas (75 per cent of respondents were spa-goers and 25 per cent were non-spa-goers). It also looked at their broader expectations for and concerns about returning to “normal life” after pandemic-related restrictions are lifted.

## HEIGHTENED WELLBEING

When the study was conducted in April, 90 per cent of respondents said they were only leaving the house to perform vital tasks such as grocery shopping. During this period of isolation, substantial portions of those surveyed said they were eating more healthily (41 per cent), getting more exercise (40 per cent) and doing more to look after their mental wellbeing (55 per cent). Given the many stresses of life during the COVID-19 crisis, it may be unsurprising that respondents reported increased attention to their own wellbeing.

When it came to approximating their spa routines at home, however, spa-goers revealed a mix of habits. While 58 per cent claimed that they were maintaining at-home skincare regimens and 50 per cent were performing nail services themselves, only 22 per cent were attempting massage (74 per cent said they were going without). Just 31 per cent were undertaking their own hair services (63 per cent said they were going without).

For some consumers, purchasing habits related to personal care also shifted during the pandemic. Twenty-two per cent of respondents, for example, noted that they were spending less money on skincare products and 31 per cent were spending less on nail polish.

## PENT-UP DEMAND

This combination of a heightened attention to physical and mental wellbeing and some attempts to keep up with spa routines suggests that these services remained

**Table 1**

**Once the coronavirus situation improves and businesses reopen, how nervous are you about doing any of the following?**

	Not nervous	A little nervous	Very nervous
Attending a work-related conference/convention	28%	42%	30%
Getting a nail service (eg manicure/pedicure)	31%	44%	25%
Getting a haircut at a salon	37%	46%	17%
Participating in a group fitness class/activity	27%	44%	28%
Visiting a spa	28%	47%	25%
Eating out in a restaurant	27%	51%	23%
Going to a shopping mall	27%	47%	27%
Visiting family or friends	48%	39%	13%
Taking a flight	19%	43%	38%

Source: ISPA Consumer Snapshot Volume X, May 2020



**Lingering concerns about COVID-19 may delay the return of a significant portion of spa-goers beyond the earliest stages of reopening**



Northern Quest Resort has maintained revenues by only offering high profit services

in high demand, regardless of whether respondents had access to professional service providers. As spas in the US have begun to reopen in recent months, the suspicion that this pent-up demand would result in a bookings boom has been borne out, at least anecdotally. Respondents to ISPA's June Snapshot Survey (a more informal trends survey collecting real-time feedback) noted that consumer response to their reopening efforts has been positive. Ninety-three per cent of those questioned labelled guest response to reopening as "favourable" or "highly favourable," while 76 per cent reported that the volume of bookings at their spas had fallen into one of those two categories.

Concerns remain, however, that this high demand for services could give way to more modest demand following an initial surge of especially eager guests. When respondents were asked how nervous they would be to visit a spa once they reopen, 28 per cent said they would not be nervous at all and nearly half (47 per cent) said they would be a little nervous (see Graph 1). A quarter of respondents, meanwhile, claimed that they would be very nervous

***Average call times went from three to nine minutes... spas should consider hiring or assigning additional staff to field such enquiries***

to visit a spa. These totals compare favourably to the nervousness respondents expressed regarding other public activities. For example, 38 per cent of respondents said they would be very nervous to take a flight, while 27 per cent would be very nervous to go to a shopping mall and 23 per cent very nervous to eat at a restaurant.

Though it's impossible to know exactly how those attitudes will translate to real-world behaviours, the balanced responses suggest that lingering concerns about COVID-19 may delay

the return of a significant portion of spa-goers beyond the earliest stages of reopening. However, because of occupancy restrictions and the resultant reduction of available appointments at many spas, such a delay may not be readily apparent for some time, if it occurs at all.

**REOPENING ADVICE**

Unfortunately for spas attempting to forecast revenues and set budgets, this sort of uncertainty may well linger for the foreseeable future. In part, that's because the behaviours consumers anticipate adopting and the behaviours they ultimately exhibit are not likely to align perfectly. The extraordinary steps – including heightened sanitation standards and extensive use of PPE – that many spas have taken to reassure their guests may prove key in reducing the nervousness mentioned above. To that end, spas should be prepared to educate guests on any new policies or operating procedures and to answer their questions.

According to ISPA's study, this information will almost certainly be in high demand: only 15 per cent of spa-goers ▶

## By leveraging relationships with vendors, Trilogy Spa Holdings was able to retail products even though spas were closed

► said they would be unlikely to ask about or seek out a spa's sanitation and hygiene practices, while 60 per cent said they would be likely to do so. During a series of virtual Town Hall events hosted by ISPA in June and July, panellist Katlyn Hatcher of Nemaocolin Woodlands Resort in Pennsylvania noted that reservation calls often "became an education session on COVID-19 and [our] new processes." While other operators said "average call times went from three to nine minutes", suggesting spas should consider hiring or assigning additional staff to field calls.

The Town Hall series also highlighted the benefits of technology partners (see p86 for more in-depth examples) and some key advice on getting creative to keep up revenues. Mario Tricoci salons took pressure off its call systems, for example,



At Nemaocolin Woods booking calls have become 'education sessions' on new policies

by first guiding guests towards its app developed by Zenoti, while Shane Bird from Turning Stone says online forms, created in collaboration with Book4time, helped ease physical check-in pressures.

To help keep revenues up while operating at reduced capacity, Yvonne Smith from Northern Quest Resort used ResortSuite's yielding tool to work out which treatments offered the highest profits - by only offering those services

the spa has managed 80 per cent of revenues for the same period a year ago. Garrett Mersberger at Blue Harbor Resort says a number of its therapists have been more flexible with working hours which has helped it to treat more guests than expected in its restrictive Thursday to Sunday opening period.

In other advice, Brennan Evans of Trilogy Spa Holdings says it's had good results with group deal sites such as Groupon (while paying strict attention to yield) and by leveraging relationships with vendors such as Naturopathica, FarmHouse Fresh, NuFace and Babor which enabled it to make retail sales even when those spas were closed.

Also encouraging for spas is this final piece of data from ISPA's Consumer Snapshot when spa-goers return, about two-thirds plan to spend at least the same amount of money as usual on spa services, while 16 per cent actually expect to spend more than they did prior to the pandemic's arrival (see Graph 2). For an industry eager to rebound from such a financially uncertain and trying time, hopes will be high that those figures bear out once the doors are open again. ●

► To download a full copy of ISPA's Consumer Snapshot Volume X study, visit [www.experienceispa.com](http://www.experienceispa.com)

Josh Corman is a director of education and research at ISPA  
 ■ [ispa@ispastaff.com](mailto:ispa@ispastaff.com)

About two-thirds of people plan to spend at least the same amount of money as usual on spa services, while 16% actually expect to spend more

”

Table 2

Once the coronavirus pandemic ends, do you expect to spend more, less or the same amount on the following activities?

	I expect to spend more	I'll spend the same as usual	I expect to spend less
Online shopping	18%	64%	19%
Shopping in stores	25%	58%	17%
Beauty products	13%	71%	15%
Spas	16%	65%	19%
Salon services	17%	70%	13%
Fitness centre/gym	22%	64%	14%
Travel	31%	51%	18%
Leisure activities	28%	61%	12%
Eating out	31%	51%	17%

Source: ISPA Consumer Snapshot Volume X, May 2020

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# NEW PERSPECTIVES

Surveys from the UK Spa Association and *Good Spa Guide* gave the country's operators valuable industry and consumer insights. We examine how they're helping spas to reopen in a much-changed, post-lockdown world

After nearly four frustrating months, spas across the UK were legally allowed to reopen on 13 July – a positive move for the nation's 3,500-plus facilities that make up the seventh largest spa market in the world (according to the 2018 Global Wellness Economy Monitor).

As operators prepare to embrace customers once more, they do so in a much different landscape. In anticipation of this, two respected organisations – the UK Spa Association (UKSA) and spa-goer-focused *Good Spa Guide* (see p46) – co-ordinated efforts to canvass both industry and consumer expectations to get a clearer idea of the lay of the land. *Spa Business* has analysed the findings to pinpoint the potential challenges and opportunities that lie ahead.

## Returning to spas

The good news is that there are strong indications that the UK will experience the same trend for pent-up spa demand that's happening elsewhere in the world where phones are ringing off the hook. In its *CV-19 Spa Report*, based on a survey of 5,000 spa-goers in May, the *Good Spa Guide* found that people said they'll go back to spas as soon as they reopen (48 per cent) or within a couple of months (36 per cent).

The core market, aged 46-60, are reportedly the most confident to return and overall 6 per cent of respondents plan to visit more regularly than before. Furthermore, 80 per cent of people expect to spend the same amount of money or more, than they did before the pandemic.

Daphne Metland, *Good Spa Guide* director and behavioural specialist, says: "Expect a spa boom once lockdown



Expect a spa boom once lockdown eases

Daphne Metland, *Good Spa Guide*

eases; people haven't been able to treat themselves for a long time and now more than ever we're reminded that we must look after our own wellbeing.

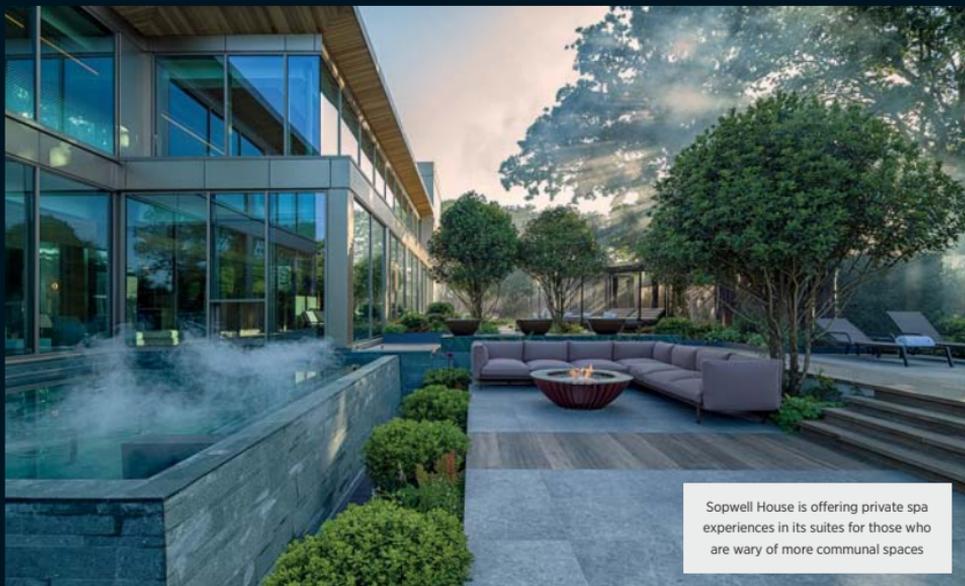
"After 9/11, spa bookings increased dramatically. Many people who thought they would get around to booking a spa trip 'some time' suddenly realised the future was uncertain. I think we're seeing the same effect here and will see spa bookings increase later in the year."

Taking heed of these findings, 54 per cent of spas were looking to open as soon as government guidelines allowed, according to the UKSA's *What's Next for Wellness?* survey which was based on the views of 380 operators, consultants, therapists and suppliers in May.

However, only 13 per cent of all industry respondents anticipated opening in full and were expecting lower occupancy levels. Twenty-two per cent of spas felt they'd run at 26-50 per cent occupancy, 14 per cent predicted 51-75 per cent occupancy, 12 per cent expected 0-25 per cent occupancy, while only 2 per cent predicted 76-100 per cent occupancy.



The Spa at Carden Park reopened on 25 July and has put extensive safety measures in place



Sopwell House is offering private spa experiences in its suites for those who are wary of more communal spaces

## COVID-safe spaces

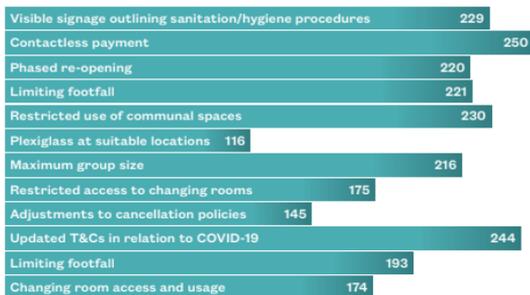
With nation-wide social distancing measures in place, the majority of UK spa-goers believe spas offer a safe environment and only 13 per cent of *Good Spa Guide* survey respondents were apprehensive about going to a spa. Yet, they did expect adequate protocols and 82 per cent of people said they want to know about a spa's hygiene policy in advance. Many expect that policy to include regular testing of staff and a limit on the number of guests in the spa.

Metland says: "Following the pandemic, we'll all need more privacy. Timed use of facilities, screens in relaxation rooms, and more private areas will become the norm, so spas with private areas will win customers, as will smaller spas that can be booked by friends and families who want a private experience."

Overall, consumers want therapists to wear PPE such as a mask, gloves and a disposable apron, while a smaller group suggested therapists should wear full-face protection such as a visor. Nearly every spa-goer surveyed (98 per cent) would be happy to have their temperature checked on arrival, followed by some respondents explaining they'd expect to re-book their spa day at no cost if they were barred entry.

The UKSA survey shows that spas are putting a number of measures in

GRAPH 1 What actions should spas be considering in light of COVID-19?\*



\*Source: UK Spa Association's *What's Next for Wellness?* survey, May 2020

place (see Graph 1). When asked 'What actions should spas be considering in light of COVID-19?' the most popular suggestions were contactless payments, updated terms and conditions in relation to COVID-19, restricted use of communal spaces, visible hygiene signage, limiting footfall and phased reopening.

After an urgent call for official reopening rules, the UK government finally published its recommendations - 'Keeping workers and clients safe during COVID19 in close contact services' - on 23 June. To view the document see here: <http://lei.sr/j5D1F>.

The UKSA, which was involved with governmental conversations during the process, published its own more specific *COVID-19 Reopening Guidelines* a day after that and can be read in detail using this link: <http://lei.sr/5b2x9>. They feature advice about managing risk of infection, returning to the workplace, PPE, social-distancing, cleaning and equipment, as well as information on how to approach treatments and handling treatment room sanitisation. There's also guidance on reopening pools and thermal areas, managing retail, laundry procedures, ▶

## RESEARCH

- ▶ bookings and handling marketing and communication during reopening.

At the time of going to press, facials are allowed but therapists must wear a visor and face mask. Pools can also reopen, but saunas and steamrooms must remain closed until further notice.

UKSA chair Adam Chatterley says: "We all know spas already have rigorous hygiene procedures and ever since lockdown, they've been working hard to prepare as best they can to start welcoming people back. But they've been 'flying blind' to some degree.

"Finally having guidelines from the government allows spas to assess their own efforts and make any adjustments where necessary - and in most cases their preparations far exceed what's been laid down in the government's document."

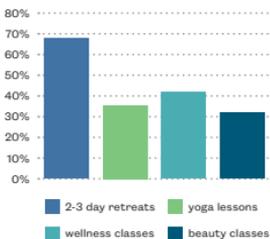
### What's on the menu?

So, as spas in the UK begin to reopen, how will they adapt their offerings? According to the *Good Spa Guide*, only half of spa-goers say they will be happy having a facial or eye treatment, while 60 per cent would be comfortable with a massage and 69 per cent would opt for beauty services like manicures.

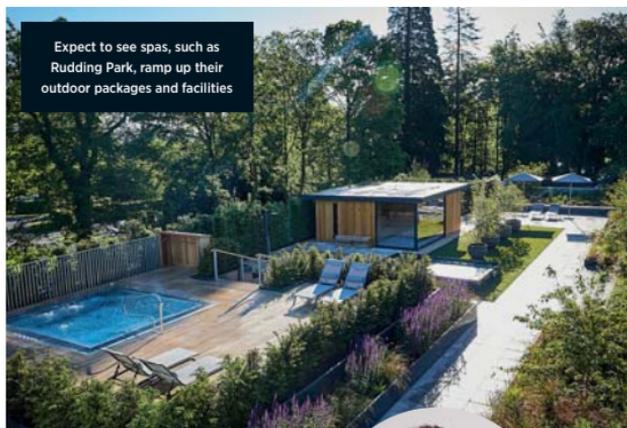
Moreover, the UKSA survey shows that 38 per cent of operators plan to restrict the use of thermal facilities once they are allowed to reopen and 22 per cent are planning a phased reopening of pool areas, with restricted usage also. This again aligns with spa-goer feelings, as only 44 per cent said they'd feel happy using thermal facilities after the pandemic.

In response to the findings, the UKSA says the spa industry may have to get creative in how they encourage clients

### GRAPH 2 What other experiences would you like to see spas offer post-lockdown?\*



\*Source: *Good Spa Guide's CV-19 Spa Report, May 2020*



### ABOUT THE SURVEYS

The UK Spa Association is a leading trade body and authority with 500-plus members and partners across the country's spa, salon and wellness sector. Its *What's Next For Wellness?* survey was conducted in May and received 380 responses from a combination of operators, consultants, therapists and suppliers.

The *Good Spa Guide*, a directory of the best spas in the UK and Ireland, revealed its *CV-19 Spa Report* in early June. It was based on an online survey of 5,000 spa-goers.



In most cases the preparations made by spas far exceed what's been laid down in the government's document

Adam Chatterley, UKSA

to spend the same money as before. The organisation sees huge potential for the industry to establish itself as a platform from which to educate the consumer with regard to their physical and mental health and wellbeing and is encouraging members to embrace this opportunity.

Yet, spa consumers do not agree - no respondents from the *Good Spa Guide* survey said they would want mental wellbeing sessions (see Graph 2).

Instead, when the *Good Spa Guide* asked spa-goers what new offerings they'd like to see, the most popular suggestion was a ramping up of outdoor spa facilities, as nearly two-thirds of the sample set said they'd feel happier using spa areas outside.

Metland says: "We're going to see more use of outdoor space as spas because meeting others outside has become the norm during lockdown, and due to scientific evidence supporting that the outdoors is safer, in terms of risking COVID transmission.

"The survey shows that spas have got to consider making more use of the outdoors with new facilities such as gardens, rooftop spas, woodland walks and even treatments in private cabins outside."

Other popular requests included two- to three-night wellness breaks especially those focusing on sleep retreats and nutrition, 'connection classes' to help people reconnect after lockdown and online follow-up consultations.

Chatterley concludes: "Spa usage is going to shift fundamentally when we start to reopen and people understand the relaxing possibilities spas offer in a controlled, safe, hygienic environment.

"No longer will a visit to a spa be seen only as a special treat or something to do with friends. People will start to use them more frequently, with friends and also on their own as working from home and flexible working hours, set to increase post lockdown, allow them more time to focus on themselves." ●

# VINÉSIME

MILLÉSIME DE BEAUTÉ

The beauty experience in the depths  
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ÉLIXIR DU TEMPS  
Eye contour

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Vine stem cells  
Ice wine extract  
Vine flower extract  
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LET'S WRITE HISTORY TOGETHER,  
BECOME OUR SPA AMBASSADOR

\* Vinésime creates its own cosmetic active ingredients from prestigious vines selected at heart of the Climats de Bourgogne listed as World Heritage of Humanity.



spa business uniting the world of wellness



*Specialised touchless treatments allow spas to offer clients exceptional experiences while still delivering on strict hygiene regulations, maximising the experience for the guest and profit for the spa*



The Gharieni CELLISS uses aspiration and percussion to treat hips and thighs

## THE power OF touchless

Spa and wellness innovator, Sammy Gharieni, reveals how his on-trend products are perfect for delivering high-value touchless treatments

Even before the pandemic, one of the biggest challenges facing wellness operators was finding therapists with the necessary skills and knowledge to ensure consistent quality of treatments.

Now, with new touchless technology from Gharieni, it's possible to offer a high standard of treatments at all times, with the added benefit of these being COVID-19 compliant.

While therapists must be fully available for clients during normal treatments, touchless technology reduces service time, so several clients can be served by one therapist at once, according to CEO and founder of Gharieni Group, Sammy Gharieni, who believes touchless has huge potential to drive the success of spa and wellness businesses.

"Specialised touchless treatments allow spas to offer exceptional experiences while still delivering on strict hygiene regulations," he says. "Touchless maximises the experience for the guest and the profit for the spa."

### Developing a hybrid model

"Another great opportunity is combining touchless applications with traditional treatments, such as facials, pedicures and manicures," he explains. "This allows operators to develop their own protocols, add more interesting treatments to the menu and differentiate themselves from other operators. It also increases earnings per hour."



Sammy Gharieni

"If we understand a spa visit as a holistic wellness experience," says Gharieni, "there are not many differences in service between a hands-on treatment and a touchless treatment - guests can still be pampered and enjoy their spa time, it's just the treatment that's different."

"The quality of the treatment is not worse - to the contrary, all our touchless technologies are made of the highest quality materials and deliver consistently high-quality treatments," he says.

### Smart add-ons

"Our philosophy has always been to integrate technologies that relieve therapists and turn simple treatments into an experience, through smart add-ons," he says. "Many of our innovations can be used on a touchless basis or in conjunction with an intervention from a therapist, or both."

"For example, you can combine a manicure or pedicure with lying on the Spa.Wave System, or if the MLX iDome is used as a pure Infrared treatment without the PLT device on the head section, it can be combined with a facial."

"The PLT device can be used as a stand-alone (even without the iDome) on any spa table and can be combined with treatments for the legs or upper body."

"The possibilities are endless," says Gharieni, "and give each spa the scope to develop their own signature treatments to make their spa menu more interesting and raise their earnings per hour."

Find out more at [www.gharieni.com](http://www.gharieni.com)

## NEXT GENERATION PRODUCTS

The Gharieni product line contains a number of key pieces of equipment which can be used individually, or in combination, to add touchless treatments to your spa menu

### The Gharieni Spa.Wave

The Gharieni Spa.Wave is a computer-controlled acoustic and vibrational therapy that trains the brain to relax and benefit from deep relaxation techniques.

Using specific vibrations and binaural audio frequencies, the Spa.Wave System makes it possible for even the busiest minds to achieve deep levels of relaxation in a 30 or 60 minute therapy session while lying on a heated water cushion.

During the treatment, built-in transducers act on the body through gentle vibrations, while binaural sound compositions slow the brain waves via stereo headphones.

After a treatment the client feels relaxed and the body clock is adjusted.



### Triple Detox Therapy MLX iDome

The award-winning, Triple Detox Therapy MLX iDome combines Far Infrared Technology (FIR), with plasma and light, to offer three ultra-effective detox treatment methods in one.

Once the client is safely seated, the dome is closed and the PLT device is positioned over the head. From that point, the MLX iDome operates completely independently.

While Gharieni FIR-technology stimulates and warms the body with long-wave infrared rays through the MLX iDome, the additional Plasma- and Light-Therapy device (PLT) at the head section provides visible skin rejuvenation and detoxification after only one session.

**ROI:** 2x60m (€50) + 1x30m (€30) a day

**Payback time:** 8.2 months

### The MLX Quartz

The MLX Quartz treatment bed can also be offered as a touchless treatment.

In addition to the optional scent diffuser, which activates the olfactory senses, the dynamic flow system offered as an option on the MLX Quartz is a real alternative to full-touch treatments.

The system simulates a massage with wave-like movements in the back area. The client is cocooned in warm quartz and cosy linen and enjoys the gentle massage without the touch of a therapist.



### Gharieni CELLISS

CELLISS is a unique slimming machine based on the patented Total Slimming System (TSS), a non-invasive aspiration/percussion process that simultaneously treats thighs and hips, as well as buttocks or abdominals, depending on the prone position.

After the client is lying comfortably on the Gharieni CELLISS, individual programmes can be started at the touch of a button, with each one customised to

the client's needs - once the treatment is underway, it does not require any further intervention from therapists.

The Gharieni CELLISS helps to reduce the orange-peel effect, while slimming and shaping thighs, redesigning the silhouette and smoothing the skin's texture.

**ROI:** 6 x CELLISS treatments per day @ €50 = monthly revenue of €9,000

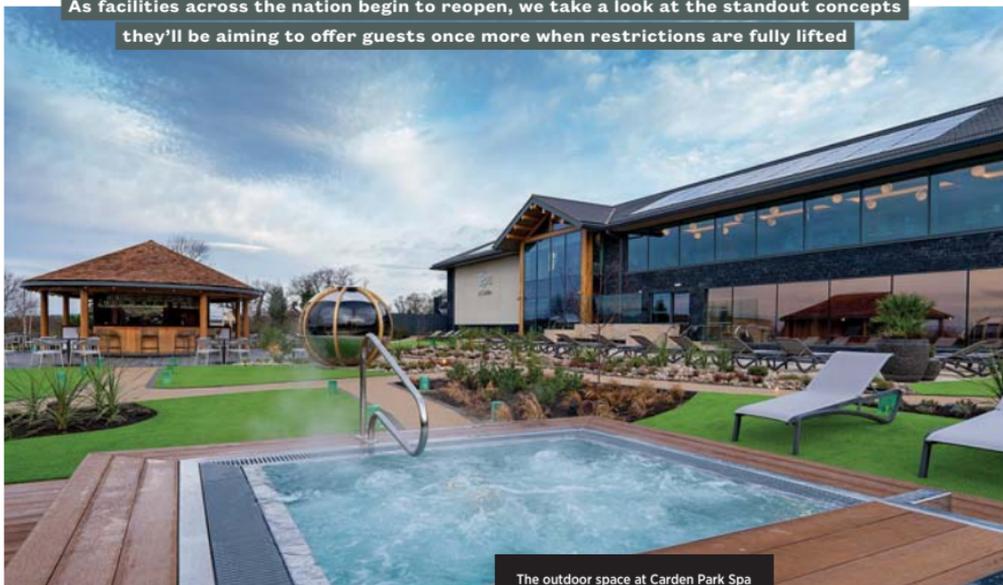
**Payback time:** 4.9 months ●

On p44 we take a look at consumer interest in spas in the UK and the latest reopening guidelines

See the last issue of *Spa Business* magazine to read our interview with Karen Roos, owner of hot new UK hotel and spa The Newt

# BEST *of* BRITISH

In the past three years, an array of world-class spas have launched in the UK. As facilities across the nation begin to reopen, we take a look at the standout concepts they'll be aiming to offer guests once more when restrictions are fully lifted



The outdoor space at Carden Park Spa steals the show - it boasts one of the largest wellness gardens in the country

## CARDEN PARK HOTEL

The 198-bed Carden Park Hotel in Cheshire launched a destination spa this January following a £10m (US\$12.5m, €11m) construction project. Consultant Nicki Kurrant created the 4,500sq m, 14-treatment room facility alongside HB Architects and wet spa specialists Barr+Wray.

Face and body treatments inspired by traditional Chinese medicine, and the belief that everything in life needs to work in harmony, provide a point of difference along with a homegrown twist as product houses include UK brands Elemental Herbology, Made for Life Organics, Oskia and Margaret Dabbs.

However, it's the outside space - boasting one of the UK's largest spa gardens - which steals the show. Heated relaxation pods, fire pits, a garden sauna, hot tubs and vitality pool are dotted throughout manicured lawns, herb borders and rockeries for a wellness reset using nature. There's also an all-weather Bollinger champagne bar. ▶





Carden Park Spa only launched in January before having to close for lockdown. Up to £10m has been spent on the impressive facility





Liz Holmes, spa consultant



Falls Spa is located in a spectacular setting in the heart of the Lake District

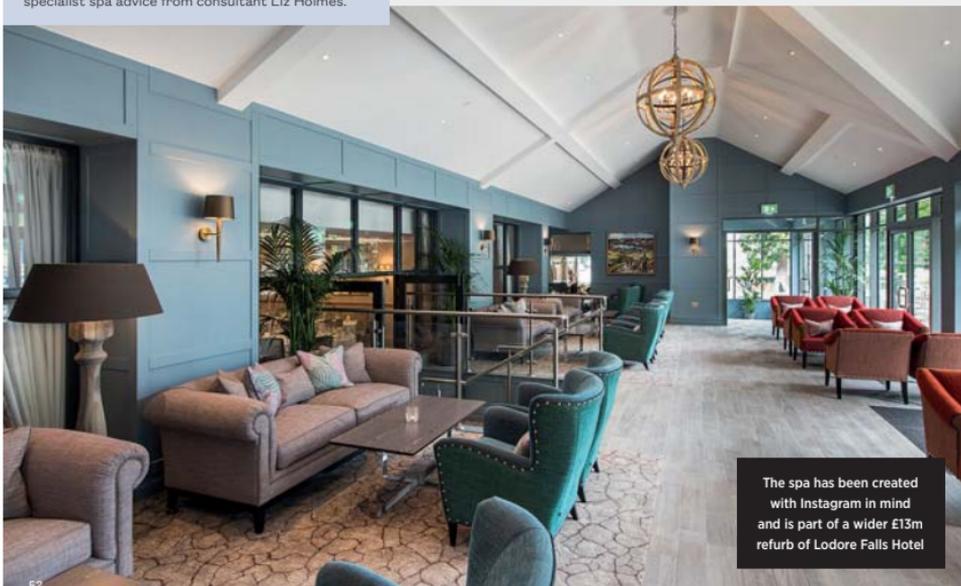
### LODORE FALLS HOTEL & SPA

Steam rising off a turquoise infinity pool looking out at the towering Catbells Mountain Range, the gleaming Derwentwater and green forests, the gentle sound of a waterfall – it's the spectacular setting of the Falls Spa in the heart of the idyllic Lake District which gives it the edge.

Opened in November 2018 as the final phase of a £13m (US\$16.3m, €14.3m) redevelopment of Lodore Falls Hotel & Spa, the spa – especially the 16m infinity pool by Rigo – has been created with Instagram in mind. The hotel also features 18 new spa suites and 87 rooms in total.

Elemis treatments are offered alongside La Sultane De Saba's Akwaterra Massage, a full-body relaxation experience using water-filled ceramic pods to soothe muscle tension and stress.

Dani Hope, daughter of owners Kit and Charles Grave, led the hotel transformation and sought specialist spa advice from consultant Liz Holmes.



The spa has been created with Instagram in mind and is part of a wider £13m refurb of Lodore Falls Hotel



On-trend spa concepts include star gazing and sunlight therapy rooms (below)

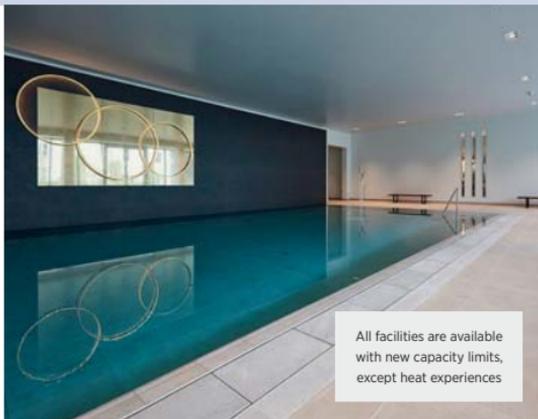
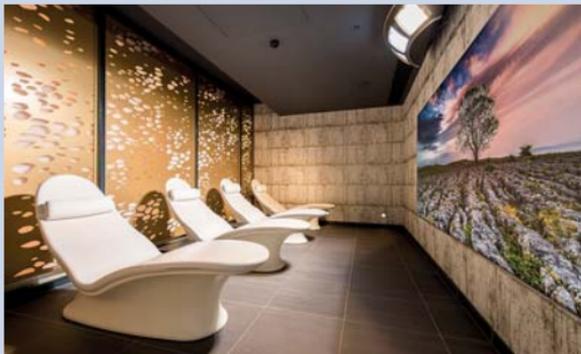
#### RUDDING PARK HOTEL

Sunlight therapy rooms, star gazing, digital detox days, oxygen pods, aufguss saunas, bath rituals prepared by a bath butler, alfresco treatments in a woodland glade. The on-trend concepts at the Rudding Park Spa in Harrogate are what makes it stand out. Fresh spring water is even fed into the facility thanks to a borehole onsite.

The 45,000sq ft rooftop spa opened as part of the 90-bed hotel in May 2017 following a £9.5m (US\$11.9m, €10.4m) investment. Facilities include a calming roof garden with a hydropool, sauna and spa bath among trees, shrubs and plants, plus an indoor hydrothermal area supplied by Rigo and Reef Grove.

Guests having treatments can access four immersive sensory experiences, such as a Mind Zone for colour therapy and reading or a Visual Zone with waves, wildflower meadows and mountainscapes. Elemis recently replaced Ila and Elemental Herbology as the main product house, while the spa continues to work with Jennifer Young to offer specialist treatments for those affected by cancer.

Fresh spa cuisine is provided by hotel chef Murray Wilson at Horto Café.



All facilities are available with new capacity limits, except heat experiences



The new Cottonmill Spa is housed in a three-storey glass-fronted extension



#### SOPWELL HOUSE

A three-storey glass-fronted extension was added to the 112-bed Sopwell House Hotel in St Albans in June 2019 to host a new spa.

The £14m (US\$17.6m, €15.4m) Cottonmill Spa was created by Sparcstudio and themed around barefoot luxury – spacious rooms are flooded with natural light to accentuate the warm palette of natural tones and accents of turquoise marble.

At the heart of the spa is the Garden Relaxation Room which connects guests to both the indoors and outdoors through thermal hydro pools that flow into a garden imagined by an RHS Chelsea Flower Show designer.

There are also multiple thermal experiences, a cocoon-like Deep Relaxation Room with softly-vibrating Four Seasons loungers and herbal oil aromas, a gym and the Pantry spa restaurant.

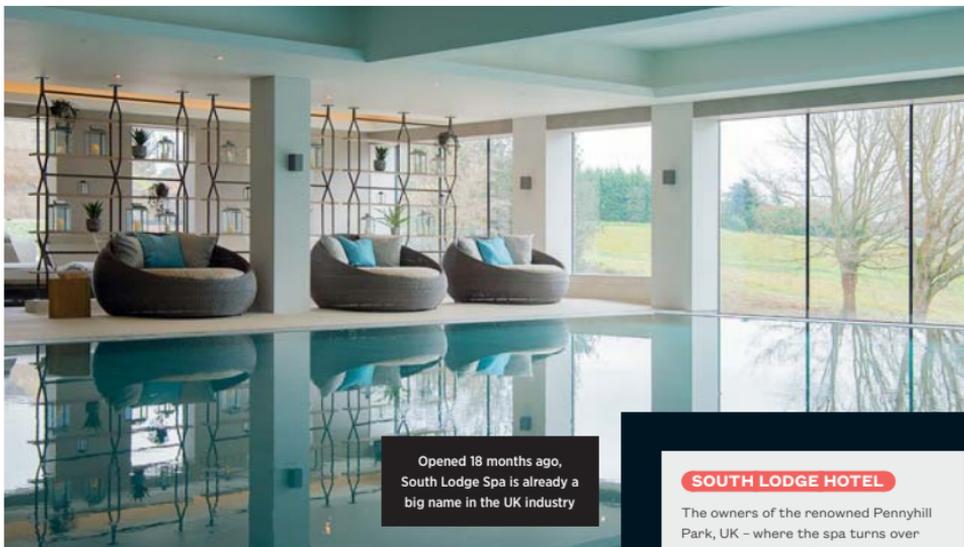
Cottonmill Spa is billed as the UK's first private member's spa and it offers two tiers of membership starting at £1,800 (€2,033, US\$2,217) a year. Sopwell House Hotel guests also have complimentary day access.

Suppliers include Elemis, ESPA, iS Clinical, Aromatherapy Associates, Gharieni and Dornbracht.



Sparcstudio designed the spa around the theme of 'barefoot luxury'





Opened 18 months ago, South Lodge Spa is already a big name in the UK industry

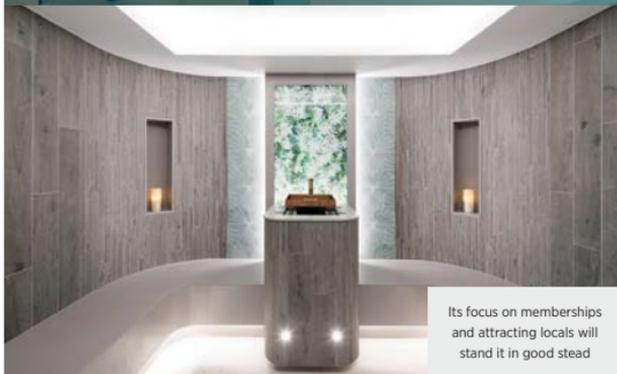
### SOUTH LODGE HOTEL

The owners of the renowned Pennyhill Park, UK – where the spa turns over more than £5m (US\$6.3m, €5.5m) a year – unveiled a purpose-built, £14m (US\$17.6, €15.4m) spa at its sister property in the picturesque South Downs in March 2019.

Designers Sparcstudio were strongly influenced by nature when creating the 44,000sq ft, two-storey Spa at South Lodge (see SB19/2). The building itself has a curved, grass-covered roof in a nod to the sweeping South Downs (viewed by expansive floor to ceiling windows), it boasts the country's first heated natural swim pond filtered by reeds and uses eco-energy such as bio-mass boilers.

A year in and business – just before coronavirus – was thriving. The spa had amassed 6,789 hours of treatments and it purposefully targets local customers with a tiered membership starting at £2,000 (US\$2,510, €2,194) a year, a stylish yet high-functioning gym that looks more like a living room, 70-seat Mediterranean restaurant serving delicious healthy food, as well as a beauty bar which all offer competitively priced services. The 14 treatment room facility also serves guests at the 85-bed hotel.

The spa uses its own products for treatments, as well as Omorovicza, a range made from thermal waters and mud from Budapest. Helo UK and Spa4 are among the equipment suppliers.



Its focus on memberships and attracting locals will stand it in good stead



spabusiness.com issue 3 2020 55



Sheila McCann, general manager



Lanserhof at the Arts Club is a cutting-edge medical wellness and fitness facility

#### LANSERHOF UK

Austria-based health and medical resort operator Lanserhof opened the UK's first medical gym at the Dover Street Arts Club, a private members facility in the heart of London, in February 2018.

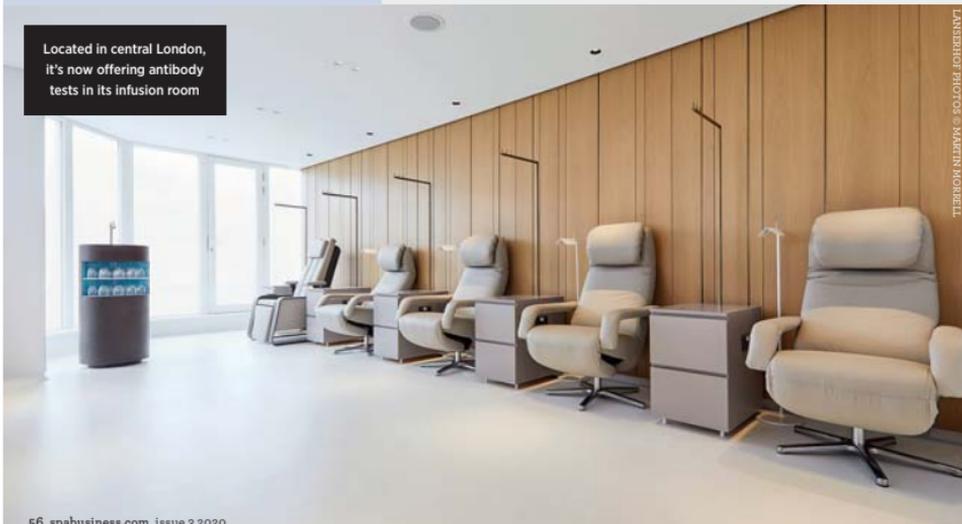
The six-storey luxury health and wellness club features a world-class gym, exercise and studio rooms equipped by Technogym, as well as a full-service spa with cryotherapy chambers. Meanwhile high-end diagnostic and medical facilities include MRI scanning, cardiovascular screening, body metabolism analysis and two physical therapy labs and is staffed by doctors.

In August 2017 Lanserhof also acquired the historic destination Grayshott Health Spa in Surrey with plans to refresh the 36-treatment-room facility and give it a medical wellness edge.

Both facilities are being overseen by Sheila McCann who gave up her role as general manager of Thailand's famous Chiva-Som destination spa to become part of Lanserhof's ever-expanding portfolio (see SB18/2).



Located in central London, it's now offering antibody tests in its infusion room



LANSERHOF PHOTOS © MARTIN HOBBELL

## YTL MONKEY ISLAND ESTATE

A Champalimaud-renovated hotel opened on Monkey Island, a 7-acre island on the River Thames, in April 2019 complete with a Floating Spa on a crafted barge.

The 41-bed YTL property boasts a 'contemporary, English country house feel'. The three-treatment-room spa echoes this design but also draws inspiration from the river and the monks who settled on the island in the 12 century - it's thought the island is named after them.

The experience is peppered with touchpoints that celebrate the power of the water, from a bright wheelhouse reception to stories and poems of the historic river and a Floating Massage delivered in fluid, graceful, and rhythmic movements.

There's also an Elixir Bar serving herbal tonics once brewed by monks, such as benedictine and frangelico, which are also used at the beginning of sensory rituals.

YTL's spa team - comprising Chik Lai-Ping, Sylvia Sepielli and Melissa Mettler - partnered with organic British brand Moss of the Isles to create bespoke treatments that tap into nature's most nourishing elements including 'magic peat', garden herbs and moss. Meanwhile other facials and treatments use ISUN products also made from wild-crafted, organic, natural ingredients.



The barge is home to a Floating Spa with three treatment rooms



Ensana is behind the much anticipated thermal hotel spa in Buxton Crescent

## SPA BATH REVIVAL

The Majestic Hotel in the historic thermal spa town of Harrogate unveiled a £15m (US\$18.8m, €16.5m) spa in February 2020 following an overhaul of the entire property. The hotel, which operates as a DoubleTree by Hilton, was built in 1900 and is one of the grand dames of the town, which is claimed to have 100 different mineral water springs. The newly refurbished Harrogate Spa features a hydrothermal area, relaxation lounge and six therapy rooms offering ESPA, Thalgo and Carita treatments.

The Harrogate opening is one of three overhauled historic bath properties set to debut in the UK this year.

The iconic City Baths lido in Newcastle also opened in February, while its famous Turkish baths - and a luxury spa - are due to open

on-site later this year, offering a range of treatments. Leisure operator Fusion Lifestyle has overseen the £7.5m (US\$9.4m, €8.2m) redevelopment of the venue and worked with designers Napper Architects, specialist contractor Createability and heat experience supplier Mr Sauna on the restoration.

The most anticipated property, however, is the grand launch of The Buxton Crescent & Thermal Spa in Derbyshire - set to be one of the most significant spa openings in the country. The development taps into natural thermal waters and, aside from YTL Gainsborough in Bath, will be one of the only 'genuine' spa hotels in the UK. The multi-million-pound project is being led by Ensana, the health spa hotel arm of Danubius, and plans for it were put forward more than 15 years ago. ●

# SACRED NATURE

## Sustain & regenerate

Sustainable skincare brand, Comfort Zone, has radically reinvented its entire Sacred Nature line, driven by the ambition to create some of the world's first carbon-negative products

*Comfort Zone believes in conscious skin science and the ultimate vision was to create a bio-regenerative eco-certified skincare line*

The Sacred Nature line, originally launched in 2008, is already one of the highlights of the Comfort Zone range, with existing high-level green credentials. However, restless to do more to safeguard the environment, the company has raised the bar with this new reformulation, to ensure Sacred Nature products are truly sustainable in every way possible.

There has also been a focus on ensuring the production process behind the entire product line is set up to proactively fight climate change.

"We believe the Sacred Nature line should be part of the solution and not part of the problem," says founder and CEO, Davide Bollati. "We eco-designed the new products - specifically the formulations - to ensure all the key ingredients could be grown according to regenerative agriculture or selected from wild sources to be super sustainable."





Davide Bollati, Comfort Zone president. His commitment to sustainability has led to the creation of the Scientific Garden

PHOTO: REBOULLE



Isabelle Reboulle, head chemist, working at the Davines Village R&D Lab



Comfort Zone has developed the antioxidant Scientific Garden Extract™ with myrtle, elderberry and pomegranate



### A higher purpose

Behind this vision of sustainability is Comfort Zone's deep philosophy of environmentalism, which saw the organisation envision, conceive and build one of the world's first carbon neutral headquarters, the Davines Village, in Parma, Italy, which runs on sustainable energy and sits at the heart of the organisation.

Comfort Zone believes in conscious skin science, and as a result, the redesigned Sacred Nature line has been developed according to its strict guidelines, which exclude the use of parabens, nanotechnology, SLS and artificial colours.

The ultimate vision was to create a bio-regenerative organic skincare line that is both COSMOS- and eco-certified. In addition, Sacred Nature is also vegan and has been developed using direct traceability protocols.

Comfort Zone also contributes to biodiversity protection, environmental and social sustainability projects, by donating 1 per cent of its sales to the 1% for the Planet initiative.



The Sacred Nature line is CO2 negative thanks to choices made in design and production, backed up by Comfort Zone's support for the Ethio Trees CO2 compensation project.

### Formulated with integrity

In reformulating the Sacred Nature line, Comfort Zone undertook ingredient research at the Openair lab at the Davines Village botanical garden. This led to the creation of the Scientific Garden Extract™, a super-strong pool of antioxidants from bio-fermented extracts of myrtle, elderberry and pomegranate.

These are all rich in phytoactive antioxidants, which defend the skin against environmental aggressors, stimulate cell renewal, and contrast aging.

Comfort Zone uses advanced, chemical-free techniques which enabled the extraction of twice as many active ingredients, thanks to a fermentation which has increased the concentration of antioxidants by 22 per cent.

The Scientific Garden Extract™ has been shown to correct the effects of climate change on the skin, including

*Working on the land in a regenerative way means you're doing the right thing and not exploiting nature*



► oxidation and also damage caused by the sun, ensuring optimal skin balance and resilience, as well as prolonging youth.

Sacred Nature has been designed to work for both younger and more mature skins – for younger people it keeps the skin younger for longer, while for mature skin, it's a healing line, both in terms of home care and when used for facials. This complex has been, therefore, combined in each product with specific ingredients, to ensure the best performance for each skin condition and need.

When it came to fragrance, the company opted for a natural choice for the entire line, with nothing artificial being used.

Comfort Zone collaborated with a French 'nose' to develop the signature fragrance recalling the Garden notes.

Finally, the products are packaged in glass to ensure recyclability and also to reflect the purity and transparent nature of the Sacred Nature line.

**The product range**

The line includes a range of facial products, such as a super-rich cleansing balm, an exfoliant mask, a serum and two moisturisers. There's also a hydrocream and a range of body products, including head and body soap and body butter.

There are two facials in the Sacred Nature range, the Regenerative Elixir



and the Regenerative Hydra – a shorter treatment that's focused on hydration.

The Regenerative Elixir facial is a deeply relaxing facial, opening with a cleansing ritual and massage. With its professional base that can be mixed to order, making the treatment customisable for all skin types.

The new Sacred Nature facial also includes a sticky mask which is worked on the skin with energetic movements to stimulate the creation of collagen, so that by the end of the treatment, the skin is naturally replumped.

**Regenerative agriculture**

When it comes to sourcing the active ingredients for the Scientific Garden Extract™, Comfort Zone works with farmers who use regenerative agriculture techniques and who are close by – in Parma and also in Sardinia – to minimise CO2 emissions.

The elderberries used in the Sacred Nature line are harvested from the wild, to capture the most powerful essences available.

Regeneration agriculture is not intensive, and is respectful of biodiversity, while also contributing to soil fertility, meaning it can capture as much, if not more, CO2 as trees, while also keeping the soil nourished.

"Working on the land in a regenerative way means you're doing the right thing and not exploiting nature," says Bollati, "while taking care of the skin." ●



The Sacred Nature line is shipped in glass, reflecting its ethical, sustainable and transparent nature. All packaging is CO<sub>2</sub> neutral



Over 6,000 plants are cultivated at the Davines Village, inspiring innovation and the development of new product lines

# RESETTING THE WORLD WITH WELLNESS

## **2020 Global Wellness Summit**

The Breakers Palm Beach, Florida, November 8-11

## **Wellness Real Estate & Communities Immersion**

Serenbe, Georgia, November 11-13



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# EMMA DARBY

In lockdown two of Resense's spas hit revenue targets even though one was shut. The COO tells Megan Whitby how and about the other successful ways it's navigating the pandemic with its 33 spas

In 2019 Emma Darby was appointed as Resense's chief operating officer. In 2020, she faced the challenge of guiding the business through a global pandemic, the likes of which the industry and society has never seen before. Now, she's in the process of reopening Resense's 33 spas, spread across four continents, along with launching a vast new integrated fitness and wellness hub in Bangkok. She tells *Spa Business* how she's applying her 26 years' experience to keep business moving in the face of the pandemic.

#### How is business for spas now?

In Asia, China is doing well, but other regions need to drive new business channels as they were more reliant on tourists.

In Europe, our spas in resorts are also progressing – achieving budget and showing improvements from the previous year. A couple of city locations are even producing 60 per cent of their 2020 budget. Interestingly, one of our remote mountain resort spas is 70 per cent occupied during July and August (based on maximum occupancy of the new levels) and has recently been granted an extra 10 per cent occupancy by the government.

In the MENA region, we've experienced delays and these projects aren't yet open.

Overall, the company has reopened 22 destinations and I'm definitely pleased with progress, but I'd recommend others take a measured approach to ensure they don't rush and make mistakes.

#### How did two of your Resense spas hit target in April while closed?

This refers to two Chinese spas which we'd fortunately already set up with a major online presence through the social media platform, WeChat.

Targets were hit purely through retail and selling advance day passes, as one spa was open and one was closed – the closed site actually only relied on online sales for revenue. The beauty of it was that things could be sold really quickly and then arranged using drop shipping.

Following this success, we're investigating how to use this in post-opening to continue supporting revenue. For example, we're looking at different apps to give us more exposure.

“

*Targets were hit purely through online retail and selling advance day spa passes*

Resense manages 33 spas across four continents and 22 of them have now reopened



It's about building up our local client base and our place in the market, and then holding onto customers with such schemes.

#### **How important are local markets?**

I really want to emphasise you can't push out locals for hotel guests - you can't just dismiss a key market. But, local customers have been crucial for us during COVID-19 and we've tried to attract them wherever possible. We like to have 30-40 per cent of business driven by the local market as a baseline, but we have numerous spas with between 60-70 per cent local interest.

Previously in Switzerland, we took over a spa which was originally 30 per cent local, 70 per cent external and we then turned that statistic on its head.

#### **How are you managing to reach out to locals?**

One of our main methods is social media and apps, but it varies between markets. In the Middle East advertising deals via text message are a lot more successful, whereas in China we use WeChat for sales and in the UK, we use Groupon.

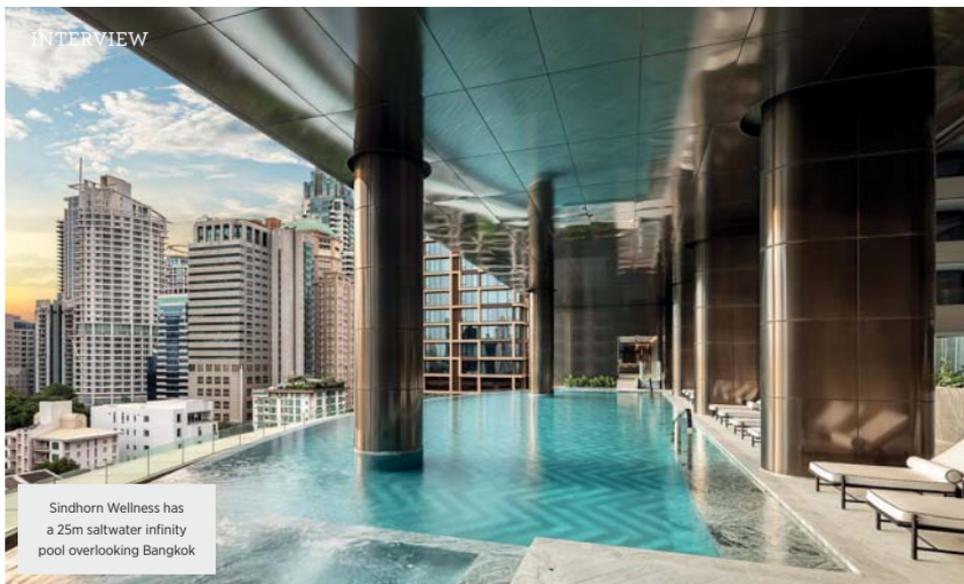
The key is once we get those guests in - even though you may have to negotiate commission with the provider - we incentivise them to come back. They're a captive audience, and you've got to offer them something to capture their interest. This is what I think spas forget. The trick is to do things that won't really cost you but use it to pad the offer out and keep consumers intrigued.

#### **What packages might you offer to encourage regular custom?**

We've gone for traditional back to wellness packages, dependent on each market, and tried to combine something popular with something that isn't so in-demand.

We looked at pre-sales and day passes to create packages which offer discounted treatments and products, or sometimes offering solely discounted retail vouchers. It's been a process of combining things and judging the demand and reception.

However, in Europe we can't yet build a relationship with the local spa market because hotels are at full occupancy already. So in some places we have shelved everything for the local market until later on in August and September. ▶



Sindhorn Wellness has a 25m saltwater infinity pool overlooking Bangkok

#### ► What's worked during reopening?

Communication has been key because every market is different and has individual requirements, plus we're facing daily changes to regulations. But our on-site teams have been fantastic. They've worked well with the Resense [head office] team and have been supportive of each other, detailing operational challenges and successes when they've opened before other markets.

Training has also underpinned reopening, as we spent time educating our staff on how to receive returning guests and anticipate their new needs, which has really paid off. They all received a COVID-19 handbook and workbook to help prepare them for upcoming challenges and we've had really positive feedback from guests.

For us the pandemic has a silver lining as it's been great for the development of spa managers. They may have been used to having 80 per cent occupancy in their spa, but COVID-19 has completely pulled the rug out from under them and now they need to look into understanding and attracting different markets.

#### What's not been working so well?

PPE is a new challenge which brings an added cost and pressure for therapists. For example, in Jordan it's been challenging because there are strict PPE regulations which ask a lot of therapists to wear a full surgical mask, visor, gloves and gown.

“

*Local customers have been crucial... we attract them mostly via social media and apps*

#### What's surprised you?

In China, the revenue has been coming in steadily, however one spa is drawing revenue from a completely different place than I expected. We've seen a surge in couples treatments and facials – a treatment the whole industry seems to be expecting to put on hold.

#### What can you tell us about your latest opening Sindhorn Wellness?

It will take the concept of health and wellness in Asia to new heights and we've spent two years planning it. It's spread across 4,000sq m, over three floors at the new Sindhorn Kempinski Hotel in Bangkok.

A wellness concierge will create personalised plans, taking the extensive services on offer into consideration.

Fitness is a major focus and there's a two-floor workout facility which has just opened with a boutique gym, six studios and 3d-scanning and body composition

equipment. High-tech workouts include everything from HIIT training and Les Mills sessions to the latest CrossFit and virtual class systems.

The 26-treatment-room spa will launch later this year and has been inspired by world-leading wellbeing destinations. It will offer advanced therapies focused on detoxification, rejuvenation and prevention.

#### Where do you see future industry growth and opportunities?

Medi-wellness will be popular, especially because of the sanitation and clinical appeal following COVID-19. But it was already gaining speed well before the pandemic, as it was becoming more mainstream and thus affordable and available. Combine this with the fact people are going to be more focused on their own health, and we're set for a surge in demand in this area.

Resense has some medi-wellness projects on the table and I'm excited to see how they take off and how this trend develops in future but, personally, I never want to pin myself down to something. Ultimately, my advice would be to remain positive, realistic and open to change. ●



Megan Whitby is a writer at SpA Business magazine  
■ meganwhitby@leisuremedia.com

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spa business uniting the world of wellness

# Model behaviour

*A new type of spa is emerging which is based on self-administered treatments and is less labour intensive. Lisa Starr takes a closer look at two examples in California*

While massages and facials are the cornerstones of spa menus, the International Spa Association's current definition is more broad: "Spas are places devoted to overall wellbeing through a variety of professional services that encourage the renewal of mind, body and spirit." This description gives us a prescient look into what the brave new world of spas may look like as we come out of lockdown and realise that traditional business models need a shake up.

Even before the pandemic, many spas were struggling to firstly find the vast number of good quality therapists they needed and then to maintain payrolls which can amount to 45-60 per cent of operational



budget. That's not to say there's not a place for high-touch services post-COVID-19. There certainly is. But there's also room for a fresher approach to business and *Spa Business* is seeing the introduction of new-age wellness centres without group amenities and locker rooms which offer all things wellness - from cryotherapy and light-stim beds to hyperbaric chambers and IV drips - which are mostly self-administered. They require more intensive capital investment up front, but much lower operating expenses and complexity and much less staff. I visited two such facilities less than a mile apart in West Hollywood, California, just before the coronavirus outbreak. Lisa Starr is a contributing editor at *Spa Business*  
■ lisastarr@spabusiness.com



Remedy Place founder Dr Jonathan Leary (left) and COO Rhyce Lein

## Remedy Place

### THE OFFERING

Stepping off of the busy Sunset Boulevard into 4,500sq ft Remedy Place, you immediately feel your blood pressure go down. The earthy tones, natural finishes, soft lighting, and cozy furnishings make you feel right at home. Remedy Place, a self-named 'social wellness club', is the ideal name for this collection of options based on seven pillars of holistic health - heat, cold, oxygen, nutrients, movement, mind and compression - to address whatever ails you. Elements include hyperbaric chambers, infrared sauna, cryotherapy, compression therapy, IV nutrient drips, ice baths, meditation and mindfulness classes and chiropractic services. Each is situated to afford maximum privacy and can be utilised alone or with others. Acupuncture cupping and consults with a naturopath are also available.

Beyond the therapies, an important component of this self-named 'social wellness club' is connection - albeit respecting new social distancing rules. Founder Dr Jonathan Leary says: "It's a place to socialise which is both temptation and toxin-free... by providing healthy substitutions for occasions like happy hour, Sunday brunch or a girls' night out."

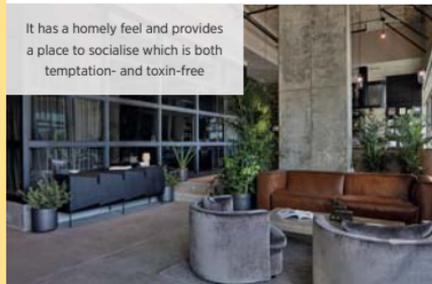
The beautifully designed lounge and bar offers a convenient space to work or meet friends, while enjoying locally-sourced food and drink. Adjacent is a large room suitable for group activities, such as sound healing, which is also equipped with



Hyperbaric chambers (below) are the most popular treatment. An hour's session costs US\$160



It has a homely feel and provides a place to socialise which is both temptation- and toxin-free



a projector for meetings. So in all, this new type of 'third place' is one that enables you to visit alone or with friends, to enjoy a health-boosting treatment, have some quiet time, perhaps do a little work and sip a kombucha and nibble a healthy snack.

### BUSINESS MODEL

Remedy Place opened in December 2019 and offers a la carte treatments as well as a membership - and it only needs 300 members to break-even. COO Rhyce Lein says they were initially surprised by the amount of business (70 per cent) coming from the a la carte side, but he expects that to even out with membership in the next few months. He adds: "With our opening right before the holiday season, we had no time to launch marketing campaigns and partnerships, it was all just word-of-mouth and press."

The most popular therapy so far has been the hyperbaric chambers, where air pressure is three times higher than normal, meaning the lungs gather more oxygen to carry through the body. Lein believes these sessions are popular because they're unique, and consumers have a recognition of their benefits which include strengthening the immune system, speeding up the healing process and encouraging the formation of new collagen and skin cells. A 60-minute session costs US\$160

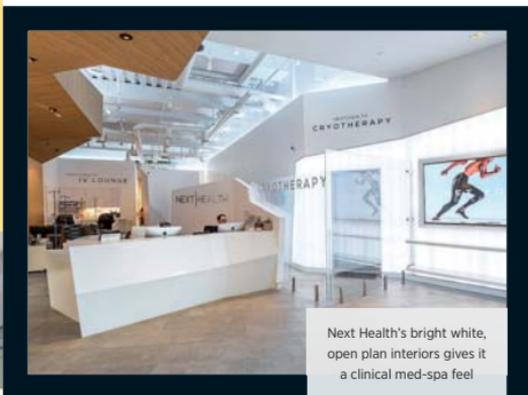
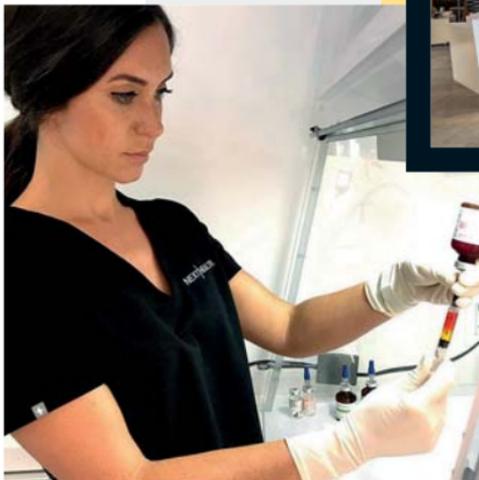
(€135, £122) and clients can bring their laptop or even take calls, or listen to guided meditation if they want to relax.

IV drips offer 'antidotes' such as Morning After and Post-Workout, take up to 30 minutes and are priced from US\$180 (€152, £137) to US\$220 (€186, £168). A la carte prices start at US\$45 (€38, £34) for a 10-minute cryotherapy. Monthly membership includes unlimited cryotherapy and classes, an IV drip, hyperbaric session, infrared sauna experience, ice bath class and lymphatic drainage massage, along with additional discounts for US\$495 (€419, £378). Membership is month-to-month with no initiation or cancellation fees.

Despite opening just a short time before COVID hit, Remedy Place was still set to break even in its third month. Lein puts this down to the business model which allowed it to open 12 hours a day, seven days a week, with only a staff of nine people. Further, as a result of the pandemic, it's discovered it can do the same amount of revenue in 8 hours. The initial investment for equipment and buildout, at about US\$1.7m (€1.4m, £1.3m), was funded by celebrity clients of Dr Leary, but the operating expenses are modest; Lein states that, apart from founders, payroll is well under 20 per cent. That's a very compelling number!

**Payroll is well under 20 per cent. That's a very compelling number**

There's an extensive menu of nutrient drips and a new immunity package costs US\$299



Next Health's bright white, open plan interiors gives it a clinical med-spa feel



## Next Health

### THE OFFERING

Just a half-mile along Sunset Boulevard is Next Health, an alternate version of modern wellness which bills itself as a 'health optimisation and longevity centre'. Co-founded by surgeon and tech entrepreneur Darshan Shah and businessman Kevin Peake, the brand also has a second location in Century City (pictured) and two more in the pipeline, including a New York City unit scheduled to open in September.

Next Health offers its members and a la carte visitors many of the same wellness elements that can be found at Remedy Place but with the addition of more medically-based options such as COVID-19 testing and a one-visit immunity package costing US\$299 (£251, £227) which includes a specialist IV drip, antioxidant glutathione and vitamin shots and a peptide injection. There's an extensive menu of IV nutrient drips as well as food sensitivity and allergen testing, and also aesthetic medicine services like microneedling, laser treatments and injectables.

It also looks very different. It's mostly open plan and the bright white interiors with wood accents give it a clinical med-spa feel. Six seats for IV nutrition therapy but a glass-walled dispensary and nursing station while self-administered 'Next Tech' treatments – such as cryotherapy, infrared sauna and light therapy capsules and hyperbaric

chambers – are aligned along one side. Private rooms are available for consults and aesthetic medicine treatments.

### BUSINESS MODEL

Next Health offers a package purchase system, where 10 units costs US\$350 (£296, £267), for a la carte (Optim) elements. One unit is required for a 10-minute cryotherapy visit, for example, while five units are needed for a 60-minute hyperbaric chamber session. Monthly memberships start at US\$199 (£169, £152), including a new Quarantine Relief option which provides two IV drips, a virtual health coaching session, 10 Optim units and other discounts. Most IV drips, such as Super Immune, Longevity and Energy Plus, cost US\$189 (£160, £144) although NAD (nicotinamide adenine dinucleotide) costs \$1,000 (£765, €849) – NAD is an amino acid that's responsible for how quickly you age and it functions as a powerhouse for the body, keeping cells 'charged'.

Both Next Health and Remedy Place represent a new operating model in the wellness realm. Next Health is clearly more results-oriented and priced more accessibly, with some flexibility for members, while Remedy Place has more of a club feel with areas for hanging out. It will be noteworthy to see if traditional spas begin to incorporate some of the touchless technologies they offer in the near future, providing alternative revenue options in times of pandemics, or perhaps that just appeal more to a younger, tech-savvy generation. ●



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# Touchdown

The coronavirus has sparked much interest in spa services which minimise human contact. Megan Whitby takes a look at the innovations which could add a much-needed boost to treatment menus

It's great to see spas starting to reopen following COVID-19 lockdowns. However, the majority of facilities will be offering a pared-down menu and some guests may be keen to return, but uncomfortable with high-touch therapies.

Experts suggest that now is the time to explore new innovations and Spa Business predicts that as trade picks up once more, many owners will be looking at 'touchless experiences' – services which require less labour, minimise guest's exposure to other people and which could add a real point of difference. They typically require a big up-front investment, but providers say there's potential to increase profit margins in the long-run.

Although the role of therapists in a spa could never be replaced or over-exaggerated, touchless experiences are piquing people's interest and we've rounded up some of the different types of equipment on offer.



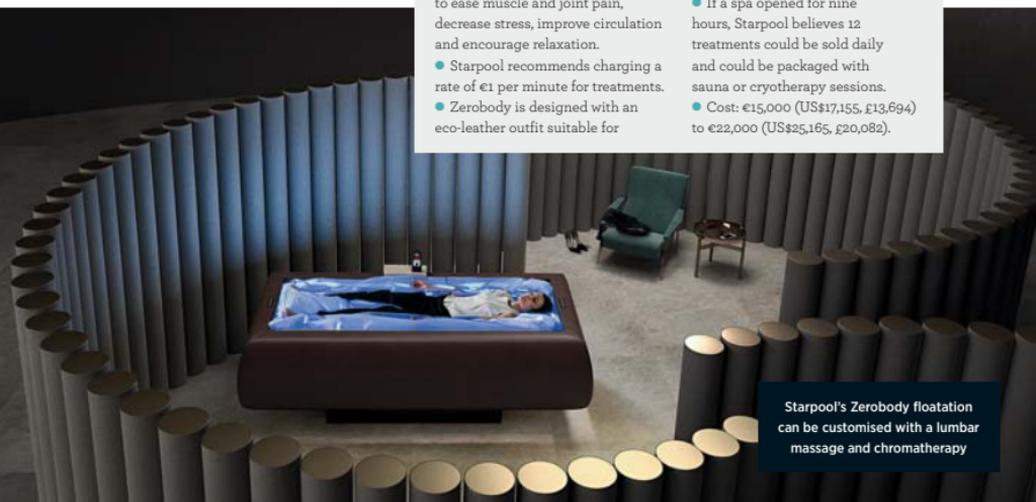
PHOTOS STARPOOL

## STARPOOL: Zerobody

- Italian wellness supplier Starpool offers Zerobody – a multi-purpose dry floatation bed which guests can customise with chromotherapy, a lumbar massage and mindfulness experience via a touchscreen tablet.
- The touchless treatment typically lasts 20-30 minutes and is claimed to ease muscle and joint pain, decrease stress, improve circulation and encourage relaxation.
- Starpool recommends charging a rate of €1 per minute for treatments.
- Zerobody is designed with an eco-leather outfit suitable for

deep cleaning and all disinfectant strengths. Added hygiene measures include disposable hygiene sheets for the bed and supplied headphones to be changed between treatments. Combined with preparation, cleaning time adds 15 minutes to treatments.

- If a spa opened for nine hours, Starpool believes 12 treatments could be sold daily and could be packaged with sauna or cryotherapy sessions.
- Cost: €15,000 (US\$17,155, £13,694) to €22,000 (US\$25,165, £20,082).



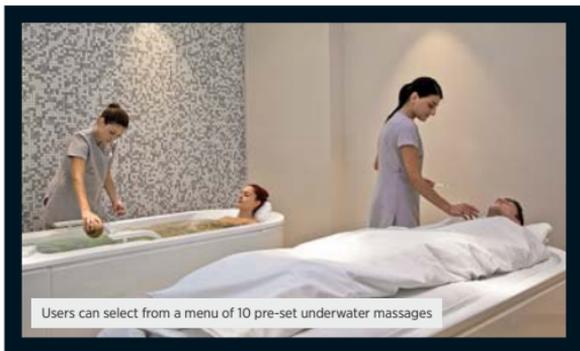
Starpool's Zerobody floatation can be customised with a lumbar massage and chromotherapy

### SENSYNX: Vessel

- Created by immersive wellness company Sensync, the Vessel offers a programmable touchless VR experience delivered in a pod to displace guests from the burdens of their mind.
- During the treatment, guests lie in the pod and use a VR headset to see, hear, smell and feel sensations of nature.
- Proposed benefits include improved attention, stress reduction and mood enhancement.
- Cleaning takes two minutes and requires replacement of disposable face inserts on the headset and all contact surfaces being wiped with disinfectant wipes. The pod is capable of withstanding hospital-grade disinfectant.
- The Vessel offers one 40-minute programme priced at US\$135 (€118, £108) or two 20-minute programmes costing US\$75 (€65, £60) each.
- Sensync estimates spas could offer eight to 16 treatments per unit per day
- Price: US\$98,000 (€85,801, £78,183).



The Vessel offers programmable VR experiences and a 40-minute session costs US\$135



Users can select from a menu of 10 pre-set underwater massages

### UNBESCHIEDEN: Hydrotherapy Tub Caracalla

- Unbescheiden, based in Germany, makes the Hydrotherapy Tub Caracalla which provides an underwater massage.
- Operated via touchscreen, guests select from a menu of 10 pre-set treatments, with the option to adjust pressure settings.
- Benefits include muscle relaxation, enhanced in the warm water, and reduction in tension.
- The tub has built-in hygiene options including automatic rinsing or disinfection functions which take five minutes each.
- Treatments last between 20-30 minutes and can range between €30 (US\$34, £27) to €80 (US\$91, £73) in price.
- Assuming a spa is open for eight hours, approximately 15 treatments can be carried out per day.
- Unbescheiden recommends combining treatments with face and body modalities of all types, for example, shower experiences or further massage and facials.
- Starting price: €20,000 (US\$22,866, £18,232).

### ARTOFCRYO.COM: Vaultz

- The Vaultz series by artofcryo.com includes three different types of whole-body cryotherapy chambers. Treatment times are individually set via a unique software system and usually last around three minutes.
- Benefits include enhancing immunity, anti-ageing, muscle rehabilitation and stress relief.
- It's considered a COVID-safe treatment as it's touchless and guests can wear protective masks and gloves and are provided with shoes so they don't come into contact with surfaces.
- What's more, viruses do not like the extreme cold temperatures (-110°C) of cryotherapy.
- The stainless steel floors in the chambers are capable of withstanding hospital-grade disinfectant.
- Sessions cost £80 (€89, US\$101), but guests can have up to five daily and artofcryo.com estimates spas could offer 50 treatments a day in a single chamber under corona-friendly restrictions. Or it says up to 200 sessions could take place a day in its multi-room vario Vaultz model under normal circumstances.
- The single chamber has a base-line price of £100,000 (€110,886, US\$126,869). ▶



PHOTO: GHARIENI

The dome combines FIR, plasma- and light-therapies to revitalise the skin and boost metabolism

#### GHARIENI: MLX i<sup>3</sup>Dome

- Gharieni's new MLX i<sup>3</sup>Dome combines three therapies - far infrared (FIR) with plasma- and light-therapies (PLT) - to offer a touchless experience.
- Clients lie underneath the dome which exposes them to long-wave infrared rays while the PLT device rests above their head acting on the skin.
- Benefits include revitalised skin,

increased collagen production and boosted metabolism.

- Gharieni recommends offering 30- or 60-minute treatments, costing €30 (US\$34, £27) and €50 (US\$57, £45) respectively.
- The company calculates 15 minutes for cleaning which involves disinfecting the dome, head device and lying surface.
- Gharieni also suggests incorporating

an extra 15 minutes for seating and programming, meaning 30-minute treatments require between 45 minutes to an hour. In this case, if a spa was open for nine hours, it could offer 10 treatments a day.

- The cost of a MLX i<sup>3</sup>Dome, including the PLT device, begins at €31,890 (US\$36,494, £28,840).

#### HIMALAYAN SOURCE:

##### Private halotherapy experience

- Himalayan Source says treatment rooms can be transformed into private halotherapy experiences by installing a glowing Himalayan salt wall and halogenerator.
- It suggests spas charge US\$60 (€39, £36) for a 45-minute treatment where guests relax on a massage table while breathing in the salt particles.
- Studies show halotherapy can relieve symptoms of upper and lower respiratory conditions and improve the skin.
- It also has anti-microbial and anti-bacterial properties which Himalayan Source

claims will help protect treatment rooms from viruses.

- Cleaning takes 15 minutes and requires massage tables to be disinfected and disposable sheets on the bed to be replaced between sessions.
- The company estimates that if a spa opened for nine hours a day, it could book nine treatments which could be topped up with yoga, chromotherapy, far-infrared heat mats or cryofacials.
- A full wall and a halogenerator for a medium-size treatment room costs US\$10,000 (€8,730, £7,943) to US\$14,000 (€12,222, £11,119), dependant on size. ●

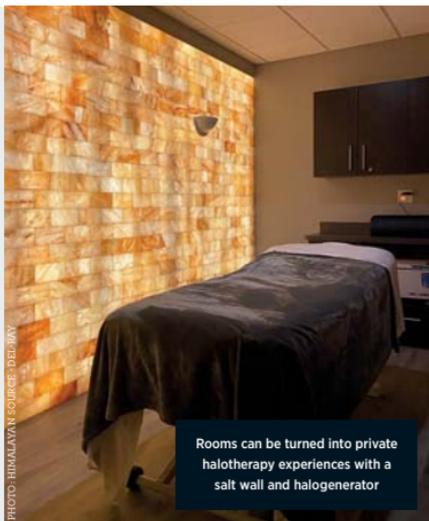
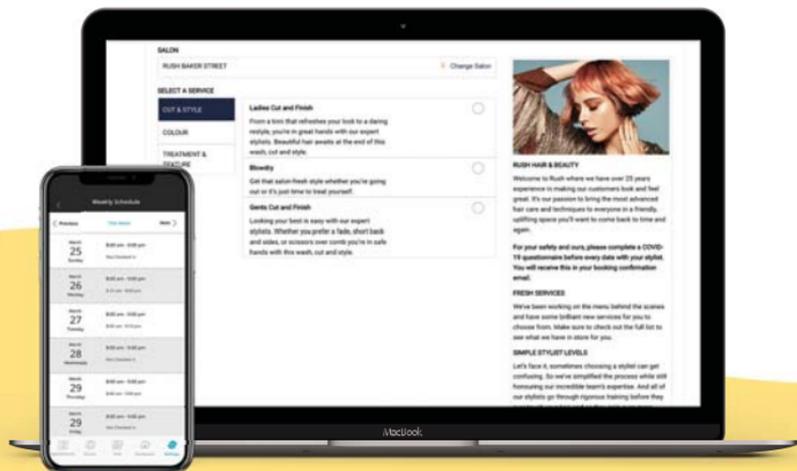


PHOTO: HIMALAYAN SOURCE: HELLERAY

Rooms can be turned into private halotherapy experiences with a salt wall and halogenerator

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Studies suggest regular salt therapy sessions can prevent the contraction of acute respiratory viral infections



# Pinch of Salt

Halotherapy experts highlight science, benefits and future trends in industry webinar

With its respiratory and antimicrobial properties, salt- or halo-therapy has been tipped as a key wellness trend in light of COVID-19. As part of a recent series of Global Wellness Institute calls, experts helming a dedicated initiative shared their thoughts on the field.

Harking from Poland, halotherapy is typically offered as a dry treatment using a halogenerator to produce pharmaceutical-grade particles of salt for inhalation in an environment which mimics a salt cave microclimate with dry, cold conditions and no humidity. It can also be carried out through wet methods such as salt-water baths and pools and floatation tanks.

Initiative chair, Steve Spiro of Global Halotherapy Solutions, hosted the conversation and kicked off by highlighting the therapy's benefits.

Research in 2009, by Russian professor Alina Chervinskaya, suggests that regular halotherapy use can both prevent contraction and relieve symptoms of acute respiratory viral infections.

A more recent paper, published in the *Journal of Medicine and Life* in 2014, demonstrates how halotherapy can trigger an anti-inflammatory response in people with respiratory conditions. This is a relevant quality as one of COVID-19's most problematic symptoms is the influx of cytokine storm, a hyperinflammatory condition caused by



Dr Raleigh Duncan (top) and Steve Spiro, who hosted the online session (above)

an overactive immune system, which seems to be what is killing a majority of COVID-19 patients.

Moreover, halotherapy requires little to no therapist contact, which may help spa customers who are nervous about social distancing.

Medical spa owner Lisa Semerly highlighted that salt therapy will be attractive to operators because it doesn't require labour costs and there's an accelerated return on investment, as well as having an expansive potential target audience.

She added: "Salt therapy is capable of reducing respiratory symptoms as well as helping with stress reduction, improving overall immune response, easing dermatological conditions and can help athletes improve lung function and increase oxygen saturation to aid recovery."

Dr Raleigh Duncan, chair and founder of Clearlight Infrared Saunas, concluded with a suggestion of combining infrared sauna therapy and halotherapy to make for an effective complementary treatment against respiratory viruses. The basis of combining the two therapies rests on the fact that the sauna's dry and warm air will allow for deeper levels of penetration and better absorberency of the salt particles in the bronchi and distal airways.

Key manufacturers of salt-therapy experiences include Halotherapy Solutions, Klafs and Saltability, while Spa Vision and Drom UK distribute salt-therapy equipment. ●

**STUDIES OF NOTE** ● Lazarescu, H et al. Surveys on therapeutic effects of "halotherapy chamber with artificial salt-mine environment" on patients with certain chronic allergic respiratory pathologies and infectious-inflammatory pathologies. *Journal of Medicine and Life*. 2014 ● Chervinskaya, Alina. Dry sodium chloride aerosol against acute respiratory infections. *European Respiratory Journal*, 2009.

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spa business uniting the world of wellness

Snohetta has redefined the snowroom with its new Cubic Design, to create three dimensional walls

# REDEFINING *the* snowroom

Italian snowroom expert, TechnoAlpin, has collaborated with groundbreaking architectural practice, Snohetta, to create a snowroom like no other

Called the Cubic Design, the new SnowRoom is the latest to join the TechnoAlpin range and was inspired by landscapes after a fresh snowfall.

"Nature and natural phenomenon often inspire our architecture and design," says Patrick Lüth, managing director of Snohetta Studio, Innsbruck. "With this design, our intention was to create a 'landscape experience'.

Snohetta have introduced a new vocabulary into the snowroom genre, with this 3D cube-style SnowRoom interior, where the usual hard features giving way to something more forgiving, as Lüth explains:

"The transformation of rough shapes and hard edges into a soft surface recalls tranquil winter landscapes. Furthermore, people can touch this soft interior landscape and feel the snow, so the SnowRoom offers an experience for all the senses."

"In nature, snow acts like a soft focus, transforming hard, angular rocks into a soft, calm landscape," says Sara Brenninger, product manager at TechnoAlpin. "In the Snohetta SnowRoom mountain landscapes are stylistically represented by

small cubes on three-dimensional walls, which visually create the topographic 'ups and downs'.

"Freshly snow is produced each day, changing the SnowRoom into a soft place of peace and relaxation. Sitting areas invite guests to linger and enjoy the gentle cold to the full, while the fresh new snow that remains on the surfaces of the cubes can be used for individual snow massages," she says.

Transformative innovation is TechnoAlpin's first principle and the Cubic Design SnowRoom by Snohetta proves this commitment also applies to design.

The 3D structure represents a completely new style of interior in the wellness market, through both its modern geometry and the choice of materials, while various colour options also allow for individual design.

## Other design options

In addition to the new Cubic Design, TechnoAlpin offers further alternative design options that delight with their versatility.

The **Forest Design** can create an oasis of peace in a 'wooded clearing' in the middle of the wellness area.

In this room, the snow gathers on the winter tree and can be used

Patrick Lüth, managing director Snohetta Studio Innsbruck



Clockwise from left: The Forest Design; the Rock Cave and below, the new Snøhetta Cubic Design

*Independent microbiological analysis confirms the safety of TechnoAlpin SnowRooms in relation to COVID-19. There is no increased risk to people while using them*

for fine body massages. The Forest Design creates a moment of inner peace, enabling people to enjoy the charm of nature.

The Rock Cave is a special retreat. The walls and ceiling are shaped to create niches and small resting places and to encourage the formation of soft snow deposits which can be taken for gentle body massages.

The rock design creates an intimate, cosy place of rest to find oneself and reconnect with the personal wellbeing journey.

In addition, TechnoAlpin can white label, brand and customise its snowrooms, as well as sourcing suitable accessories for things such as fragrances or sounds.

### Hygiene proven

High standards of hygiene have always been a guiding principle for TechnoAlpin, with all snowroom designs being conceived so they're easy to keep clean and maintain.

To ensure additional safety in the time of COVID-19, the company recently engaged experts from the independent institute for microbiological testing, as well as consultants for hygiene and occupational safety to examine the SnowRoom and report on its transmission control credentials.

They found that surfaces, snow and air quality in the rooms are absolutely harmless, because conditions in the room destroy microorganisms.



"The independent analysis confirms the safety of TechnoAlpin SnowRooms," says Brenninger. "The temperatures are well below freezing, resulting in the death of all viruses and bacteria, so there is no increased risk to people while using our SnowRooms."

To complete the test, scientists ran a seven-day operating cycle as a simulation, which continuously analysed the air, surface and snow.

Even after seven days, the snow still exhibited microbiological parameters which indicated it was fit for human consumption, being completely free from pathogenic bacteria, while the indoor air quality met the highest classification category.

"Based on these evaluation, the SnowRoom can be operated without further safety measures," says Brenninger, "however, operators are still recommended to advise customers to observe social distancing." ●

Find out more: [www.technoalpin.com](http://www.technoalpin.com)

# on Good TERMES

An Italian medical group, resurrecting the country's terme culture with a preventative health concept, has attracted greater attention post-lockdown.

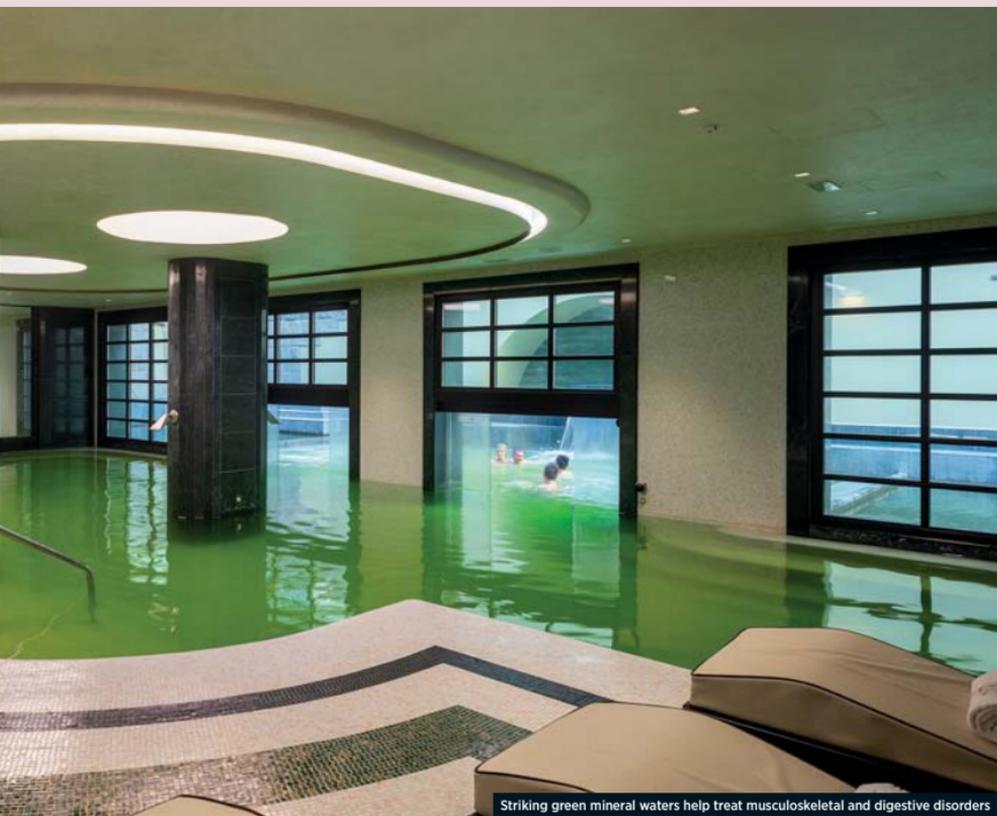
Sophie Bengé pays a visit



The 28-room Lucia Magnani Health Clinic fully reopened again on 28 May

There are roughly 300 thermal and mineral spas across Italy offering such therapeutic treatments that they're prescribed by the national health service. Yet, in spite of this, thermal cures continue to wane in a pharmaceutical-dominant culture. One medical organisation, however, has seen this as an opportunity to develop a new business model.

GVM International, which owns over 50 private hospitals, first got into holistic wellness in 1998 when buying a dilapidated Fascist-era thermal water facility and hotel in Terme di Castrocaro, just a few miles from Mussolini's birthplace in Emilia-Romagna. It was only at the end of 2018, however, that it committed to a €30m (US\$33.5m, £26.2m) refurbishment project of the former state-owned facilities with a view to also overhauling a connecting clinic to create a top-league integrated health, wellness



Striking green mineral waters help treat musculoskeletal and digestive disorders

and aesthetics centre to rival the likes of Sha, Lanserhof and Chenot – but with the added benefit of mineral water cures.

“GVM realised that the future world of health and wellbeing will be played out in prevention, high-end technology and high-performance therapies,” says Lucia Magnani, a bio-chemist who developed the new wellness concept and is now CEO of the three interconnected properties: a traditional terme, designer hotel and the new Lucia Magnani Health Clinic.

#### Long Life Formula

Magnani’s 28-room medi wellness clinic officially launched in 2019 and industry consultants bbspa helped to bring the concept to fruition (see p81). But it’s taken her 10 years of rigorous research with a team of doctors and professors to establish its Long Life Formula, the term by which the healing philosophy here is known. It’s based on the scientific understanding

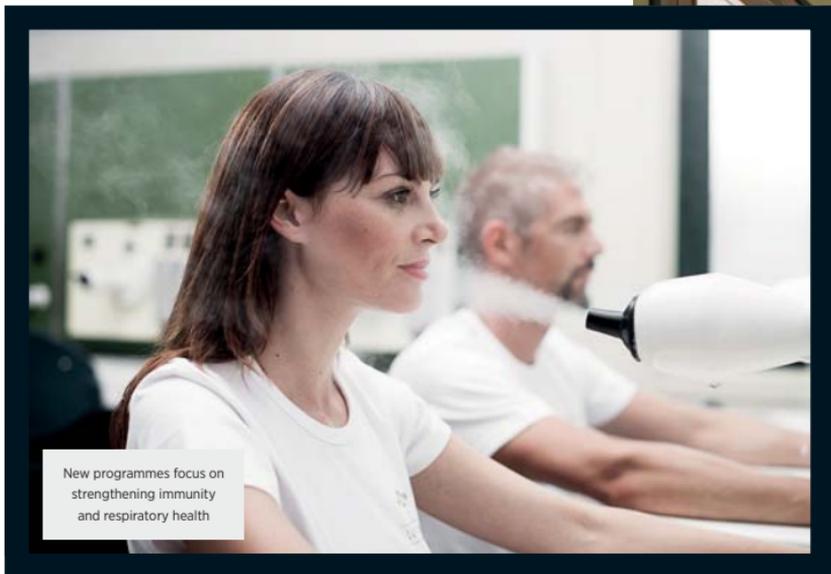
*The integrated health clinic rivals Sha and Chenot – but has the added benefit of mineral water cures*

of cellular ageing and oxidative stress and aims to slow the ageing process via state-of-the-art medical diagnostics and interventions, thermal water procedures, postural alignment and nutrition – plus traditional spa and aesthetic treatments.

Since fully reopening the medi wellness clinic after lockdown on 28 May, Magnani has added two new programmes to the nine pre-existing ones spanning detox, relaxation, weight



GM Lucia Magnani is also a bio-chemist



New programmes focus on strengthening immunity and respiratory health

loss etc. "They're aimed at strengthening immunity and re-educating breathing activity," she says, adding that these have attracted most enquiries in recent weeks. "Guests are more interested in prevention and acquiring the know-how around good health that they can take home and follow as a real lifestyle."

All programmes start with a consultation with three doctors, specialists in internal medicine, thermal medicine and posture and nutrition, and are adjusted accordingly. While the minimum stay is three days, programmes extend to seven, 10 and 14 days and those on longer programmes will usually have blood and stool tests for further health analysis.

The already-personal service is even more keenly observed when it comes to new government health and safety requirements following COVID-19 such as ventilation in treatment rooms, full room cleaning between treatments, compulsory mask-wearing and hand sanitiser dispensers throughout. Sauna use is only permitted with private bookings and the clinic's pools can be used for prearranged water treatments, but the terme itself is closed. There is also now only one point of

*Vapour inhalations aid vocal chords and are at the core of a new treatment for singers*

entry for the entire site where, following a temperature recording, each guest is given a bracelet to wear throughout their stay.

While guests coming specifically for a Long Life Formula wellness stay make up only a small percentage of business, Magnani says it's attracting greater visitor enquiries if not, yet, greater numbers post-virus.

**Thermal cure**

"I admit I didn't appreciate the strong healing power of mineral waters until I came here, but I predict there'll be a revival because the benefits are excellent and match a growing attention to nature," says Magnani who's made the thermal

cure a pillar of the Long Life Formula, thanks to insights from Marco Conti, a physical medicine, rehab and thermal doctor. All programmes include several hydrotherapy sessions and often use the 'velvety soft' local mud, extracted and sun-dried in the same way that it has been for the last 100 years.

Castrocaro's salso-bromo-iodic, sulphurous waters, springing from a nearby hill, are especially effective for musculoskeletal, gynaecological and digestive disorders. They can also aid





The site is an icon of art deco style (above); all packages include several hydrotherapy sessions and often use local mud too (below)



Marco Conti specialises in rehab and thermal medicine and taught Magnani about the efficacy of mineral waters



*Guests are more interested in prevention and acquiring the know-how around good health*

► the sinuses and vocal chords, hence vapour inhalations are at the core of a unique Voice programme for professional singers which will launch this year.

The unusually green waters follow an eight-month journey from source to facility where they're pumped into the public terme for use in pools, baths, showers and inhalations, as well as the clinic's own underground spa in a range of pools and immersive experiences including Aqua Reborn, a transformative watsu-like treatment.

**Posture and nutrition**

Postural alignment is another strong element included in the Long Life Formula on the understanding that it effects so many aspects of our overall wellbeing.

"Posture is the first business card of a human," says Marco De Angelis, a doctor with a degree in sports medicine. "It's a reflection of our lifestyle, physical strength, mood and eating habits." He teaches guests how to walk for comfort,

for balanced weight-bearing and for efficient positioning of internal organs. "It takes three days to reverse postural patterning. When it's correct, we face our problems in a positive way," he says.

De Angelis also advises on nutrition, drawing up bespoke meal plans which

outline specific portions for each food group. He's an advocate of five small meals a day, combining deliciously prepared dishes and snacks, each with protein, cereals, vegetables and fruit. His food philosophy aims to keep metabolism and the Glycemic Index at steady levels for optimum energy.



**FACILITIES**

The designer hotel has 104 guestrooms

**Lucia Magnani Health Clinic**

The 1,000sq m Lucia Magnani medi spa has 28 rooms, including medical suites and those for aesthetic treatments. Bbspa worked on the restructure of the original clinic and also created a new 11-room wellness and spa treatment area including four cabins dedicated to thermal treatments, and a pre and post experience area.

**Suppliers**

Starpool, Lemi, Aquaform and Lucia Magnani's own skincare range

**Nine wellness packages**

Clean, Weight Loss, Evergreen, Relax, Energy, Sport, Re-Start, Smoke, Voice

**Price**

Three-night packages start from €2,900 (US\$3,222, £2,513)

**Grand Hotel Castrocaro**

The hotel onsite has 104 rooms with rates starting at €180 (US\$200, £156). It has two restaurants and a bar

**Castrocaro Terme**

Thermal treatment and leisure centre with two pools. Day patient and doctor consultations typically start at €35 (US\$39, £30) or form part of a state-paid prescription for rehabilitation. It's open to both clinic and hotels guests too, but is currently closed following COVID-19



Postural alignment is a key focus says sports medicine doctor Marco De Angelis

**Exemplary architecture**

Unlike many European health centres, the 8-hectare Castrocaro site is an icon of art deco style and has been faithfully renovated to honour its original designer, Tito Chini, who was one of Italy's leading proponents of mid-century style. Both the clinic and hotel are full of exemplary paintings, furniture and artefacts of the period.

In summation, Castrocaro is a new addition to the canon of Europe's five-star health properties, with the added benefit of mineral water cures, its own wellness philosophy and splendid architecture, in a quiet, rural region of north Italy. ●

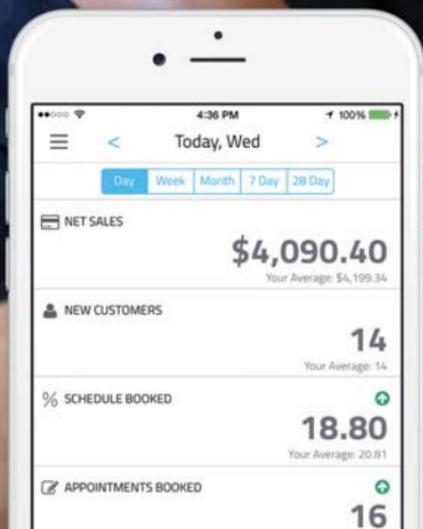


Sophie Bengé is a wellness travel writer  
 ■ [sophie@sophiebenge.com](mailto:sophie@sophiebenge.com)

booker

## All the Features You Need to Manage Your Spa and Delight Your Customers

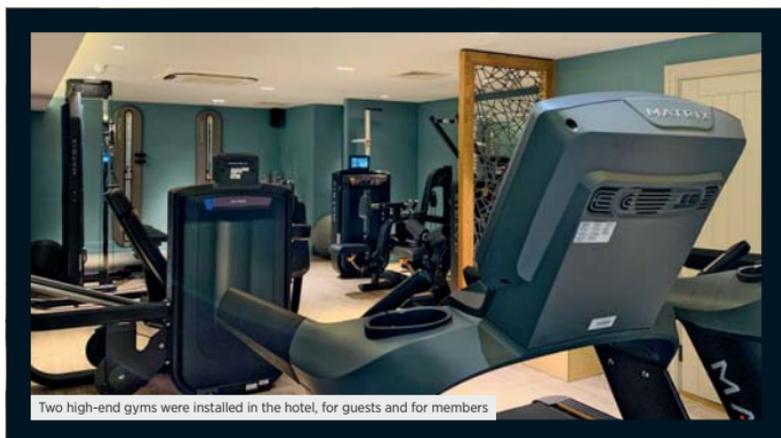
Online Booking • Staff Scheduling • Integrated POS • CRM • And More



Learn why Booker is the leading spa management software

[mindbodyonline.com/spa-software](http://mindbodyonline.com/spa-software)

spa business uniting the world of wellness



# Premium Fitness

Dormy House has partnered with Matrix Fitness to create two fully-connected fitness suites to take its offering to a new and more sophisticated level

“

*Matrix Fitness, went above and beyond to advise us, not only on equipment, but also on layout, design and how to maximise floor space*

Stephen Browning,  
Dormy House



Dormy House, the luxury boutique hotel and spa in the heart of the Cotswolds, UK, has expanded its premium offer with the refurbishment of its two fitness suites, to incorporate fully-connected equipment from Matrix Fitness.

The much-loved country-house hotel is a converted 17th century farmhouse steeped in tradition, so it was vital the new installations were in keeping.

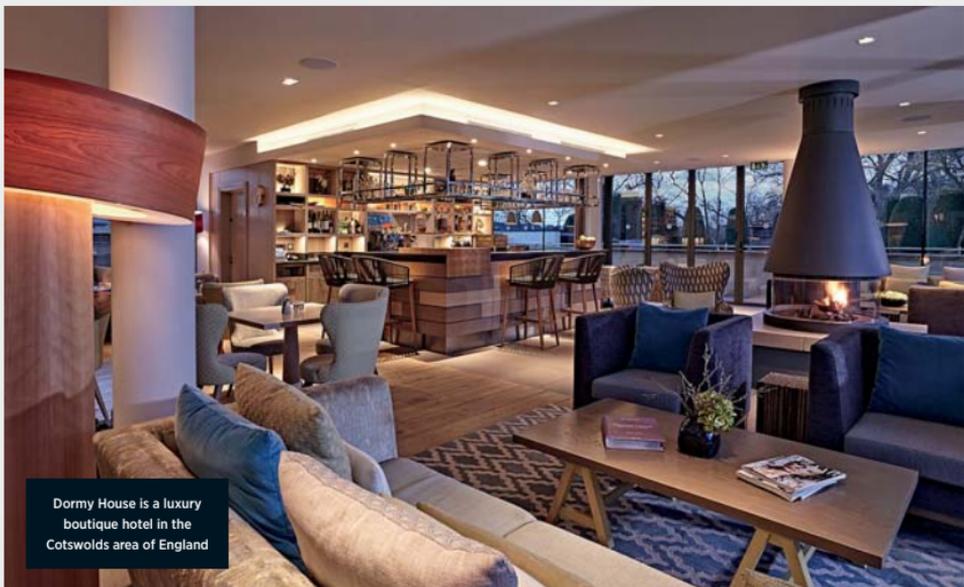
General manager, Stephen Browning, says: "It was time to bring our fitness suites in line with the premium offering our hotel and spa provide."

Dormy House had two suites to upgrade; a larger area on the ground floor, accessible to all guests and members, and a boutique space upstairs which operates as a 24/7 training area for hotel guests.

## Welcoming technology

Browning said. "At first we were wary of introducing a higher level of technology in our gyms, due to our more mature demographic, but the feedback has been fantastic."

"The Matrix equipment has given a whole new level of connectivity, which provides interactive, engaging and motivating workouts."



Dormy House is a luxury boutique hotel in the Cotswolds area of England



The refurbishment incorporated the Matrix Fitness 7xi Cardio range to link users to entertainment, fitness tracking and brand-building communication, while the Matrix Ultra Series strength equipment, with Intelligent Training Consoles gives a digitally connected, guided experience.

The Matrix CXP indoor bike includes a target-training LED 'colour wrap' to monitor levels of effort, while the wall-mounted Connexus Column delivers a number of functional training solutions in a compact space.

#### Connected solutions

Dormy House has also opted to install Matrix Fitness Connected Solutions, which brings customers' fitness data together in a single customisable interface, to extend

the Dormy House brand and put the hotel at the centre of customers' fitness journey.

Browning says: "Nigel Tapping, our contact at Matrix Fitness, was really supportive throughout the project and went above and beyond to advise us, not only on equipment, but also on layout, design and how to maximise floor space. He managed to complete the refurbishment within a couple of days, despite us having to keep the hotel and spa open throughout."

Tapping said: "Dormy House is a prestigious hotel and spa, so it was vital to create a fitness suite with the highest level of connectivity and equipment to complement its other award-winning facilities." ●

More: [www.matrixfitness.co.uk](http://www.matrixfitness.co.uk)



“  
It was vital to provide Dormy House with a fitness experience to complement its other award-winning facilities

Nigel Tapping,  
Matrix Fitness

As spas reopen, how can software help operators meet the numerous post-lockdown challenges they face?

# Soft touch

## Leonie Wileman

### PREMIER SOFTWARE SOLUTIONS

It's important to offer a contactless journey, which is as seamless as before, while enabling social distancing. Core by Premier Software's functionality helps take the stress out of new COVID-19 processes, from booking, cleaning schedules and staff rotas to departure. Core will automatically send a COVID-ready online medical questionnaire for clients to fill in prior to arrival, for example. When coupled with a virtual consultation, staff can limit face-to-face communication. On the day, operators can use Premier SMS to notify clients when they're ready for them - avoiding crowding in the waiting area.

Core's hero reporting feature is invaluable when reopening the spa. It puts the information operators need to maximise profits at their fingertips.

**Using Group Activity booking, clients can see how busy the spa is through a traffic light system**



Whether they want to offer priority booking to those with cancelled appointments, purchased gift vouchers, or are top spenders, Core sends this information direct to their inbox. Using Group Activity booking, clients can see how busy the spa is through a traffic light system. This affords them the flexibility to choose a quieter period. Should the client need to cancel their appointment due to COVID-19, staff can also assign a cancellation reason code. This enables operators to accurately report on revenue lost later. Similarly, if a staff member starts to display symptoms, operators can use Core's COVID Client Warning system to alert clients. As all staff and client details are stored securely within Core, complying with government Test and Trace services is simple.

**The future of hospitality was always mobile, but COVID-19 will dramatically accelerate that shift**

## Frank Pitsikalis

### RESORTSUITE

The future of hospitality was always mobile, but COVID-19 will dramatically accelerate that shift. The major change is that guests will prefer to use their own device, that they can keep clean, to manage their entire experience and ResortSuite Mobile can deliver this - from mobile check-in and digital room keys to mobile intake, menus, booking, itinerary, mobile ID and mobile payments.

The unique opportunity ResortSuite brings to spa operators is the ability to streamline the entire guest journey with a single app, while eliminating the need for touching surfaces. Our mobile-enabled solution allows guests to manage their own wellness itinerary and with real-time booking capabilities, it gives them full access to book everything that a property has to offer - from room reservations, spa treatments, classes, dining, golf and more.

The two other greatest reopening needs ResortSuite can help with is limiting calls through online booking and revenue management. Yield management through dynamic availability will be key to control the mix of services available, based on demand, to maximise profit. Longer services will reduce the number of times a room needs to be sanitised, for example, and offering only signature treatments during peak demand times will ensure profitability.





xPlan has self-service Check-In Terminals and booking kiosks as well



## Damien Tamisier

### XPLAN

We've developed several aspects to help create a new, safe customer flow around the spa. We regulate check-in, for instance, by allowing a maximum number of arrivals which is important as many of our customers are destination spas with large visitor numbers. These people can check in at one of our Check-In Terminals, where they get an RFID wristband which can be used for cashless payment



## RFID wristbands can be used for cashless payment throughout the property

throughout the property - to activate a massage chair for example or pay for food.

If a treatment is desired, guests can check real-time availability via Digital Signage and book themselves in using Touchscreen Self Service Book. The treatment is directly scheduled and billed. At the end of their visit, guests can then pay for services at a

contactless terminal and check themselves out.

Naturally, our staff has helped create specific reopening manuals and tutorials for spas with useful information about booking and time slots, or how to adjust contracts, memberships and gift cards etc. The wealth of data within the solution helps to create the best possible marketing campaigns as well.

## The app alerts the service providers of the arrival and two-way texting lets the guest know when the treatment room is ready

### Sudheer Koneru

#### ZENOTI

Reopening in an era of uncertainty requires a strategy that combines data-driven decision-making, creative marketing, and automation. Zenoti's COVID-19 Recovery Dashboards provide businesses with insights into week-over-week trends, giving them ways to target the best customers and leverage the strongest staff to create a strategic reopening.

An elegant, automated online booking system fills appointment books, optimising provider time and rooms better than the most experienced receptionist.

Zenoti's powerful technology, enables spas to



provide seamless, contactless journeys that empower social distancing.

There's the ability to deliver virtual consultations or fitness sessions. Onsite, Zenoti enables contactless check-in using branded mobile apps with geofencing technology - guests check-in just by walking through the door. The app alerts the service providers of the arrival and two-way texting lets the guest know when the treatment room is ready. They can breeze through check-out, using the app to pay, tip, rate, and rebook through their mobile phones.

Importantly, spas can use smart marketing technology, and incentives to download the app, to raise awareness of their contactless journey and encourage clients to adopt the touchless experience to create further loyalty and drive revenue.

### Brett Smith

#### CONCEPT SPA & GOLF

Proper scheduling is key as spas reopen and Concept's priority to build software that

facilitates optimised scheduling. It can manage the scheduling for therapists - and show daily therapist utilisation percentages - rooms and equipment, ensuring proper times for therapist breaks, and now, the extra time that it will take to deep clean rooms.

Concept Spa's iPad app is a great tool to minimise contact - spas can check guests in or out quickly ensuring a continuous flow through the facility and reducing the need to congregate. It can also be used to fill out forms, removing the need for commonly touched items like pens and clipboards, for contactless payment or even facilitate prepayments (including tip).

In addition, therapists can use the app in the treatment room to upsell treatment enhancements or schedule future appointments which, again, keeps customers out of communal areas.



**The AI receptionist can even field frequently asked questions about new protocols over SMS, assuaging client worry**

**Michelle Neuringer**

**MINDBODY**

With Booker software and Bowtie, Mindbody's AI receptionist, spas can keep the personal 'touch' clients love - without contact.

Booking: spas can schedule clients to arrive and depart at staggered times and ensure there's ample time for cleaning. No matter how clients book online, their payment details and tip preference are stored, meaning no germ-y credit card exchange is needed later.

Pre-visit: spas rely on forms to confirm clients are without symptoms and these can be sent prior to arrival. The AI receptionist can even field frequently asked questions about new protocols over SMS, assuaging client worry.

Check-in: clients can check-in virtually and wait safely outside until



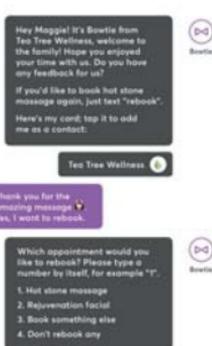
their service provider is ready, eliminating waiting rooms.

Check-out: using the business app, service providers can check clients out so there's no need for them to visit the front desk.

Post visit: businesses can automate email marketing to boost retention. With the AI receptionist, spas can send a text 30 minutes after the service to prompt rebooking.

Spas need to protect their teams, too. We've made it possible for staff members to clock in and check clients out using personal devices. We also created a waitlist, helping spas understand demand and ramp up quickly as they reopen.

In addition, we have an entire team dedicated to creating free educational resources for spas to leverage as they navigate this new normal.



**We've reduced time at the front-desk with contactless check-in and check-out which guests can perform on their phone**

**Nima Chadha**

**BOOK4TIME**

We're helping spas navigate the contactless experience even before guests check-in. Guests can book their appointment online and instantly and securely receive any waiver or compliant forms. We've reduced time at the front-desk with contactless check-in and check-out which guests can perform on their phone. Lastly, when it's time to accept payments, guests can process transactions from their phones without staff handling any cash or cards.

Another way our cloud-based software is supporting spas is granting decision makers access to over 200 reports and comprehensive dashboards - from end of day sales to revenue forecasting - no matter where they are or how many spas they have.

**Jeff Dickerson**

**DAYSMAST SOFTWARE**

In April, we announced a free tele-consultation service for our Orchid Spa Software customers so they can engage with clients virtually and remotely. This enables them to maintain client relationships, continue selling products and services and develop new revenues if they charge for appointments.

This service is also supporting spas as they reopen. Rather than having to book in-spa appointments, employees can conduct consultations remotely. For in-store customers, Orchid cloud users can add visitors to our new waitlist feature



**Our software has a tele-consultation feature so spas can engage with clients virtually**

so they can pick their preferred time and services.

Another way Orchid can alleviate stress is through its booking and scheduling capability. Spa owners don't need to worry about overbooking/social distancing,

mapping out employee schedules or extending appointment times to accommodate extra cleaning as this process is automated.

Finally, with local customers becoming increasingly important, Orchid allows spas

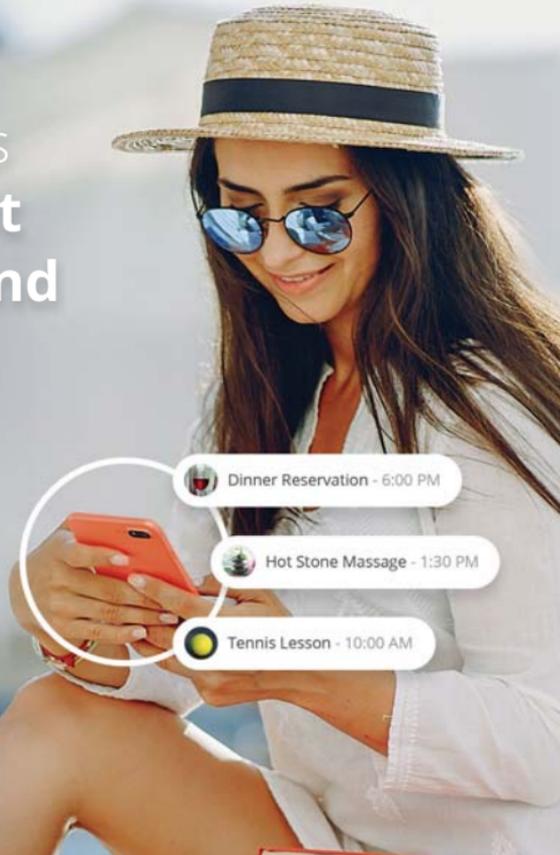
to sell memberships, which is a great way to recognise customer loyalty with a small discount. Members can purchase products and services (in a touchless transaction) and be billed at the end of the month rather than paying up-front. ▶



The system allows spas to sell memberships

Your property is  
**more than just  
a place to spend  
the night**

Allow your guests to  
immerse themselves in a  
complete booking  
experience that goes  
beyond room reservations



Discover the many benefits  
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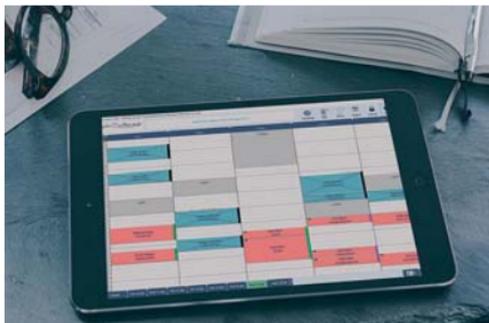
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**Clients can book and pay online before their visit which frees up the front of house team to deal with other matters**



iSalon has prepared a document outlining how it can help manage bookings

### Darren Pick

#### ISALON SOFTWARE

We have prepared a back to work document outlining the ways iSalon can help to manage booking, stock control and advance payments.

With iBookings, for example, clients can book and pay online before their visit which frees up the front of house team to deal with other matters. Or our SMS Text Messaging service generates automated appointment reminders in advance which takes the workload

off owners in this very busy period and also reduces no-shows.

Remotely, spa managers can manage their business through our Command Centre. Or, onsite, iSalon Software is designed to make the customer journey as simple as possible. Contactless payment is possible with PaymentSense, for instance, and clients can opt in to receive an email receipt to reduce the paper trail.

### Theresa Hamberger

#### SPRINGER-MILLER SYSTEMS

SpaSoft offers online booking and contactless payment and the system can be used to encourage social distancing. Treatment rooms can be scheduled independently, for example, to stagger bookings and allow for extended sanitation, and the locker room management module



**The locker room management module can be used to ensure guests remain safely distanced**

can be used to ensure guests remain safely distanced. Spa occupancy can be tracked and class bookings limited at specific times if necessary.

SpaSoft Wellness' electronic intake forms allow for an efficient 'no-touch' check-in. These can be customised with questions like 'do you have a fever or other symptoms' and updated with liability verbiage, a spa's commitment to health and safety and new sanitation

practices and policies. SpaSoft tracks the date forms were completed and sets an expiry date to ensure details are up-to-date. Forms will be stored on each guest profile for ease of reference by therapists.

We have many other tools to help spas reopen, such as pop up notifications for staff, yield management and availability tools, physical inventory tracking and configurable guest facing collateral. ●



Guests can book via any hotel department using Maestro's integrated system



**Providers can access their schedules on their personal mobile devices with real-time updates and acceptance of their appointments**

### Audrey MacRae

#### MAESTRO PMS

Maestro's PMS system with integrated Spa Module allows guests to make reservations for spa or other onsite activities via any department, be it front desk or central reservations, limiting their number of touchpoints. It can also integrate with payment processors to offer contactless payment and has the added ability of posting the charge to guestrooms, foregoing the need for any form of physical payment.

Using our Spa Management Module, providers can access their schedules on their personal mobile devices with real-time updates and acceptance of their appointments. Guest waiver and intake forms are also digitised to enable safer, paper-free environments.

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wellness and leisure industry

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Crown Spa  
Health Club

*"Online integrates seamlessly with Core by Premier Software® and we have complete control of the date, time and treatments available. In the first month, we saw spa treatment booking increase by 20 per cent and we are looking to maintain this level going forward, whilst expanding the treatments that can be booked."*

*Stuart Russell, Health Club & Spa Manager,  
Crown Spa Hotel*



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# SPA TECHNOLOGY FOR THE NEW DECADE

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spa business uniting the world of wellness

# Product innovation



by Lauren Heath-Jones,  
assistant product editor

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

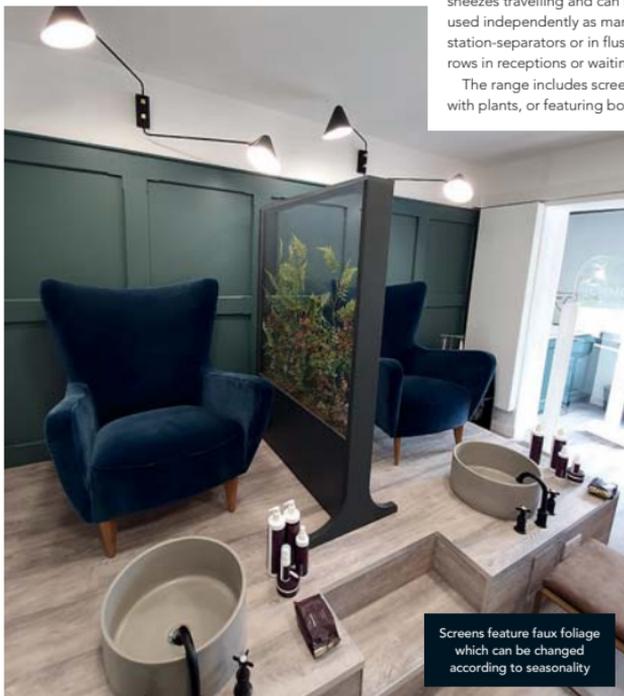
## Susie Reid says Living Spaces screens offer safety and good design



New Living Spaces screens could be of interest to spas going the extra mile to demonstrate how safe and clean their facilities are.

The 1m wide and 1.45m tall safety-glass screens, with castors for easy movability, have been designed to prevent coughs and sneezes travelling and can be used independently as manicure station-separators or in flush-fitting rows in receptions or waiting areas.

The range includes screens filled with plants, or featuring botanical



Screens feature faux foliage which can be changed according to seasonality



graphics, and there's space to incorporate brand colours and logos. Long-term, there's also an option to update the look according to seasonality. Prices start at £528 (US\$667, €583).

Living Spaces have been created by Twilight Trees, which is known for supplying faux trees and foliage to the hospitality industry. The company quickly came up with the idea during lockdown, and founder and creative director Susie Reid says "they allow businesses all the benefits of clinical safety screens, but without compromising on design."

[spa-kit.net](http://spa-kit.net) keywords:  
Twilight Trees

## Halotherapy Solutions device delivers salt therapy in treatment rooms, says Steve Spiro

There's growing consumer interest in halo (salt) therapy since COVID-19 as people look to improve their respiratory health and boost their immune systems.

Indeed, some spas may already have dedicated salt rooms or halotherapy booths. But now Halotherapy Solutions has revealed HaloPocket, a 19cm tall personal halogenerator, to deliver dry salt



therapy benefits at the press of a single button, in just five minutes.

"My goal is to have HaloPocket used as either an opening and closing ritual for a facial or massage that supports respiratory health or to give any treatment an extra boost, just like spas upsell a mask or special technique," says Halotherapy Solutions' founder and CEO Steve Spiro. "Plus, it's an excellent, innovative product to sell in a spa's retail store and online – especially in the 'new normal' world of COVID-19."

The HaloPocket, which retails at US\$1,299 (£1,136, £1,029), is already being stocked by leading operators such as the Carillon Miami Wellness Resort in the US.

Halotherapy Solutions distributes worldwide via companies such as Drom UK and Spa Vision.



HaloPocket is 19cm tall and releases dry salt at the touch of a button

My goal is to have HaloPocket used as an opening and closing ritual for either a facial or massage that supports respiratory health

spa-kit.net keywords:  
Halotherapy Solutions



## Medical-grade covers protect equipment from disinfectant, explains Oakworks' Jeff Riach



The machine-washable material can be used on pillows, tables and stools

We've been developing and selling medical equipment for 15 years, and we realised the knowledge we've gained needed to be focused on helping the spa industry open safely

In response to coronavirus, Oakworks has developed Terra Touch – a medical-grade fabric, designed to conceal and protect spa equipment from being spoiled by the harsh chemicals needed to safely clean surfaces.

According to Oakworks, most fabrics used by spas crack, stiffen and shrink when faced with strong disinfectants. But Terra Touch passes ISO standards meaning it can withstand hospital-grade cleaning and it's also passed tests for cytotoxicity, skin irritation and sensitisation.

The material is being used to create reusable, machine-washable (60°C) and waterproof covers



for pillows, tables and stools, along with a full line of tables and positioning accessories.

"We've been developing and selling medical equipment for 15 years, and we realised the knowledge we have gained needed to be focused on helping the spa industry open safely," says Jeff Riach, CEO of Oakworks.

spa-kit.net keyword:  
Oakworks



Nettuno has been designed with a curved shape so water can flow off of it easily



## Lemi's Matteo Brusaferrì unveils specialist hydrotherapy treatment bed

Italian wellness equipment specialist Lemi has designed a spa bed specially with hydrotherapy treatments in mind.

The Nettuno model features a seamless mattress covered in waterproof material with a face hole, and has been designed with a curved shape to encourage water to flow off the bed.

The newly-launched treatment table has two movable columns which can be used to adjust



*The need became apparent for a spa bed that can also be used for wet treatments without electricity*

height, posture, leg positioning and the tilt of the bed.

Matteo Brusaferrì, Lemi general manager, says: "We've been working with several companies in the hydrotherapy world for a long time, and based on what these contacts were saying, the need became apparent for a spa bed that can also be used for wet treatments without electricity.

"With its waterproof mattress and its water-resistant padding, Nettuno is a cutting-edge solution perfect for both the client and the therapist."

spa-kit.net keyword: Lemi

## Elena Maletti says UV-Totem sanitises in a continuous cycle

Italy's Maletti Group, the parent company to Nilo wellness equipment, has worked with the University of Perugia to develop a device that sanitises any spa room continuously and not just at intervals in the day.

Air is first sucked into the new UV-Totem and passes through a filter to purify it and then UV-C technology is used to further clean the air and "inhibit the reproduction and proliferation of harmful agents".

Nilo CEO Elena Maletti says: "Spas have faced difficult months because of COVID-19. But now



they're back and Nilo is ready to support them by guaranteeing a safe and clean environment."

The look of the totem can be customised and can stand on the floor or be hung on the wall.

In other news, Maletti has also created Kubetto, which uses a disinfectant to quickly clean the soles of shoes, and Ecosteam, a portable device that produces steam of up to 100°C to sanitise surfaces and materials that can't be treated with chemical products.

spa-kit.net keyword: Nilo



The room cleaning UV-Totem (left) and Kubetto, which disinfects shoes (above)

## Living Earth Crafts' Erica Coble reveals Anti-Microbial FacePillow



Living Earth Crafts (LEC) has unveiled a face pillow for massage beds that's covered in an anti-microbial hospital-grade fabric which can also cope with strong disinfectant and bleach.

In addition, LEC has used minimal velcro and stitching in the Anti-Microbial FacePillow to make the product easier to disinfect.

The pillows are designed to fit all standard platforms and are manufactured with LEC's proprietary Strata Cloudfill memory and gel cushioning to ensure comfort and a luxurious feel.

LEC has also recently launched Stretch Guard Silicone FacePillow



The pillows fit all standard beds and provide an added level of hygiene

**We know the safety of both clients and employees is at the forefront of the reopening process**

coverings for an added level of hygiene, which provide a waterproof and germ proof barrier between the customer and the FacePillow.

"We know the safety of both clients and employees is at the forefront of the reopening process," says Erica Coble, sales VP for LEC. "We've diligently worked during the pandemic to innovate new products that ensure wellness operators and therapists have the protective products they require to safely operate their business."

[spa-kit.net](https://spa-kit.net) keywords:  
Living Earth Crafts



## Thalgo's detox range harnesses the super power of spirulina, explains Marian Harvey

French marine skincare brand, Thalgo, has launched a three-piece product line to complement its Smoothing Detoxifying facial.

The Spiruline Boost collection uses a complex of energising spirulina, a blue-green algae that's known as a superfood, and anti-stress marine magnesium to reduce skin fatigue and prevent the first signs of ageing.

Marian Harvey, MD of Thalgo Group UK, says the range is "especially helpful for skin affected by urban pollution, stress and fatigue".

A serum has been created to intensely revive the skin's natural radiance, smooth wrinkles, revive the complexion and erase signs of fatigue, while a gel-cream is concentrated with spirulina and marine magnesium to protect against urban pollution.

A multi-purpose eye-gel targets puffiness and dark circles using ingredients such as elderflower polyphenols and horse chestnut escin. This final product has been designed with a triple roller ball tip to provide a cooling yet stimulating massage on the eye contour.

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

The range is designed for skin affected by pollution, stress and fatigue



## PROMOTION



Séverine Monjanel

Our 50 minutes global body massage is a mixture of Indonesian techniques, and is enriched with an energetic Mayonggo breathing ritual.



Isabelle Villey

We believe it's not only crucial to train spa staff, but all employees who are in contact with spa clients, be that reception, guest relations, sales or restaurant staff.



Sothys' new Indonésie Ancestral line

Sothys' beauty treatment designer, Séverine Monjanel, and training director, Isabelle Villey, talk to *Spa Business* about the company's new authentic ancestral Indonesian treatment

### What inspired the new treatment?

**Séverine:** Our one-hour Indonésie Ancestral treatment was a product of Sothys' president, Christian Mas, meeting a master of ancient Javanese beauty care traditions on a trip abroad. I then visited Borneo to truly understand the cultural dimension of Indonesian body massage and immerse myself in the region's techniques, in order to create an authentic treatment.

### What's special and different about it?

**Séverine:** The treatment includes a 50-minute global body massage, using a mixture of Indonesian techniques, and is enriched with an energetic Mayonggo breathing ritual to help release tension and encourage deep relaxation and an energetic rebalance.

### How are treatments developed?

**Séverine:** Treatments are created within the Biometrology unit of the Sothys research and development department, where protocol and effectiveness are validated. Following this, we develop the necessary tools for education and plan a training day including theory, practice and retail.



Sothys trains 3,000 therapists a year

### How many therapists do you train annually?

**Isabelle:** We typically train 3,000 beauty therapists a year, with courses offered in 120 countries carried out through a combination of face-to-face and distance learning. Our training team comprises a lead training manager – in charge of the conception of the training tools, four international trainers, one head trainer specifically for the Americas as well as one for the Asia-Pacific countries. There are also local trainers in every country where Sothys is distributed.

### What training and support does Sothys offer?

**Isabelle:** Initial starter Spa Training, which teaches therapists about the main treatment protocols and retail offerings.

Following this, we offer a one-day sales training course using workshops to help therapists gain a thorough understanding of our products and develop sales skills to market our them and contribute to spa profitability.

All training material is available on our professional website, with lots of tools to help support and facilitate the organisation of the spa,

At Sothys, we believe it's not only crucial to train spa staff, but all employees who are in contact with spa clients, be that reception, guest relations, sales or restaurant staff. We offer a specific training session to teach them how to speak about the spa and our brand and explain what can be found in the spa.

### What's most important about training for Sothys?

**Isabelle:** Making sure our training supports spas to design their own personal customer journey and helping train therapists to be confident and comfortable with the treatments and products they work with, all while educating them on how to contribute to the profitability of the spa.

● [www.sothys.com](http://www.sothys.com)

## ESPA's Golby says Modern Alchemy Collection was inspired by ayurvedic rituals and TCM

ESPA has launched its Modern Alchemy Collection, a skincare range designed to rejuvenate skin, body and mind and create multi-sensorial experiences.

Inspired by ayurvedic healing rituals, traditional Chinese medicine and shamanic practices, the collection has been designed to harness the restorative power of nature using natural ingredients such as adaptogenic roots and herbs, mushroom extract and flowers.

The six products, fragranced with ylang-ylang, sandalwood and



vetiver, include a cleansing milk, polish, bath and body oil, balm, lotion and 'grounding crystals, which can be used as bath salts.

Each Modern Alchemy product features the new ESPA monogram developed to symbolise the power of natural ingredients remaining at the heart of all the brand's products and practices.

"Our reliance on technology has only furthered a sense of disconnect – from each other and from the natural world," says Danny Golby, ESPA GM. "People



Grounding crystals can be used as bath salts

It's a deeply sensorial collection of restorative and balancing rituals

are eager for a deeper sense of connection and Modern Alchemy is ESPA's answer to this... It's a deeply sensorial collection of restorative and balancing rituals."

The launch follows ESPA's strong commitment to producing natural, eco-friendly skincare which has seen a complete overhaul of its packaging and operations to make everything more sustainable. Read more: <http://lei.sr/8h4G5>

spa-kit.net keyword:  
ESPA



The line "rejuvenates the skin, body and mind"



We saw a need to introduce a stylish, discrete face shield that looks and feels friendlier while protecting the wearer

## Noel Asmar introduces eco-friendly protective face shields

Noel Asmar Uniforms has unveiled discrete protective face shields for close contact treatments.

The global spa uniform designer has revealed the re-usable and recyclable shields as a continuation of its design-sensitive approach towards PPE and as a solution to elevate therapists' confidence and professionalism as they return to spas following the pandemic.

"Shields and visors are important but the imposing ones are yet another barrier impacting the personal, peaceful spa experience," says founder Noel Asmar, "we saw a need to introduce a stylish, discrete face shield that looks and feels friendlier while protecting the wearer."

The headband-free product features a visor attached to

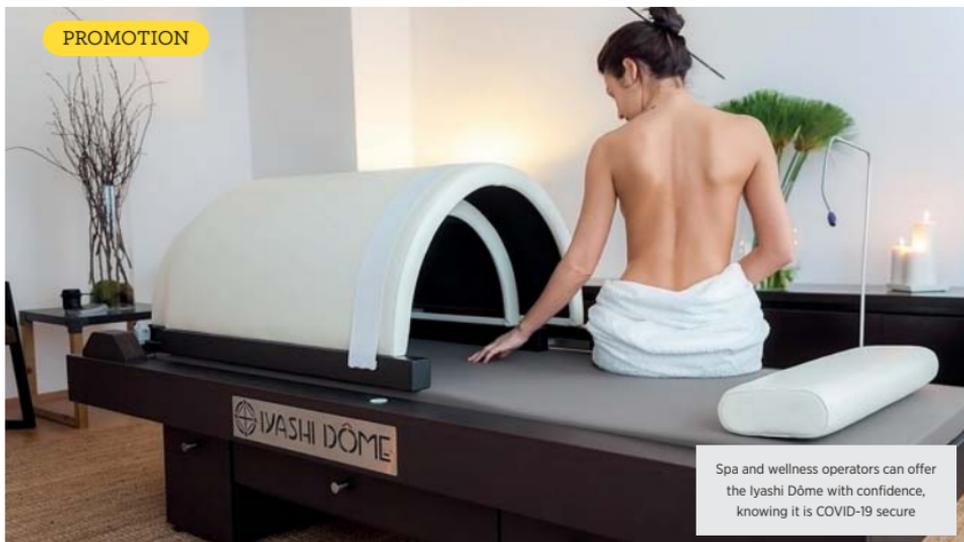


The shields are reusable and recyclable and wrap around the face

translucent eye frames to minimise the impersonal nature of PPE, while its wrap-around design has been created to provide optimal coverage for therapists.

The non-medical shields are also easy to combine with prescription glasses and face masks.

spa-kit.net keywords:  
Noel Asmar



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

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



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

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

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

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

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

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

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

"We have no choice but to reinvent ourselves – to 'recreate' ourselves, and we will continue to develop our technology, so everyone can benefit from improved health and wellbeing through using the lyashi Dôme."

spa-kit.net keyword:  
lyashi Dome



The lyashi Dôme comes with safe protocols and an app

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The paper assessed 13 pieces of research focused on hot and cold bathing

## Finishing touch

# WATER CURE

Meta-analysis highlights how hydrotherapy is proven to be both a preventative and therapeutic health treatment

Spa and wellness businesses have a long history of using hydrotherapy to deliver curative benefits to customers and there are more than 34,000 thermal/mineral spring establishments worldwide, according to the Global Wellness Economy Monitor. Now a research review has shown why being immersed in water has so many unexpected health benefits.

The paper, by South Korean academics, assessed 13 pieces of research, and findings were published in the International Journal of Environmental Research and Public Health last year.

Called The thermal effects of water immersion on health outcomes: an integrative review, the paper explored the health effects of immersion hydrotherapy in the studies. Nine studies used warm water, one used both warm and cold water and the other three used cold water. Immersion is just one form of hydrotherapy which uses water for pain relief and treatment of existing conditions.

### Findings of the study

The study found that warm water immersion can improve cardiovascular function, suggesting it has clinical significance as an alternative to exercise, and more importantly, as a preventative health treatment. It's also been shown to increase blood flow to major organs, including the brain, heart and lungs; to help with improved short-term brain function; and to

improve tissue oxygenation and strengthen muscles.

Meanwhile, it revealed that cold water immersion can provide an anaesthetic effect, and reduce stress and force placed on the body to help the ability to exercise. In addition, it can support musculoskeletal function in healthy people or act as a rehabilitation

treatment for patients with existing pain-related diseases.

{ The industry is anticipating a surge in hydrotherapy treatments }

### European Parliament

The global pandemic has kickstarted a renewed interest in health, leading the spa industry

to anticipate a surge in demand for treatments like hydrotherapy which also help with prevention.

Interestingly, the European Parliament is also in the process of assessing a tourism and transport initiative, which includes a sub-section highlighting the need to support European resorts in attracting spa and wellness tourists. The initiative calls on the European Commission to fund more science-based research to enable the sector to develop medical tourism business with the aim of reducing healthcare costs through preventative measures, such as hydrotherapy and balneotherapy.

This reinforces a view held widely in the industry - that treatments such as hydrotherapy have the potential to improve health globally and should be taken seriously as preventative health modalities. ●

● Read more: <http://lei.sr/w7J5o>



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