



Lanserhof Sylt opening in 2021

Medical spa brand, Lanserhof, is continuing to grow its footprint, with construction well underway for its new €100m resort on the island of Sylt in northern Germany.

The destination's topping-out ceremony took place on 2 October 2020 and signifies a milestone in the build.

In addition to the signature LANS Med Concept, the focus of Lanserhof Sylt will be on cardiac rehabilitation for acute and chronic disease, as well as the treatment of respiratory and skin diseases.

Lanserhof Sylt will also offer a 5,000sq m treatment facility complete with a spacious spa area featuring saunas, steam baths, relaxation area and indoor and outdoor pool, with a sun terrace hidden in the dunes.

Built on former military officers' barracks, the construction and design of Lanserhof Sylt are under the direction of architect, Christoph Ingenhoven, who has designed the company's other locations.



PHOTOBLOOM IMAGES

PHOTO: INGENHOVEN ARCHITECTS

■ Lanserhof Sylt is due to open in 2021

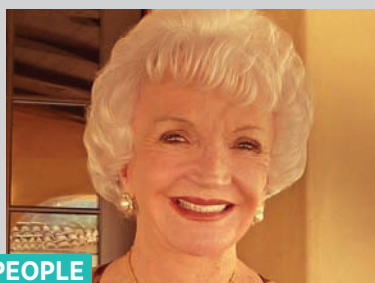
"Architecturally, the special thing about the buildings on the island is that they have big overhanging reed roofs," he said, "Sylt is a beautiful island and a very prestigious place; like the Hamptons of Germany."

MORE: http://lei.sr/9C4F2_B



Sylt is a beautiful and prestigious place; like the Hamptons of Germany

Christoph Ingenhoven



PEOPLE

Industry pays tribute to wellness veteran, Sheila Cluff

Celebrating the life of the founder of the Oaks at Ojai

p4



PROGRAMMING

Remote mountain resort offers seclusion retreat

Zagori mountain resort launches wellbeing escape

p8



OPINION

COVID-19 is helping hoteliers realise the value of spa

Emlyn Brown shares more on the European market

p12



Elevate your treatment.

Experience and deliver rapid results
with three new formulas crafted with
potent botanicals and infused with
powerful gemstones.



*Bring positivity your way and
reveal balanced, energized,
glowing skin.*



The GEMSTONE COLLECTION

ENERGIZE YOUR SKIN CARE OFFERINGS



87%

of users experienced a
healthier looking skin glow*



ÉMINENCE
ORGANIC SKIN CARE
Turmeric Energizing Treatment
Transformative Warming Powder
with Citrine Gemstones
60 g / 2 oz.

Transforms into
a fluffy mousse



ÉMINENCE
ORGANIC SKIN CARE
HUNGARY • SINCE 1958

To discover the Gemstone Collection or learn more about partnering
with Éminence, call 1-888-747-6342 or visit: www.eminenceorganics.com.



*Associated with a significant decrease in transepidermal water loss after 21 days of twice daily application

Industry pays tribute after passing of wellness veteran, **Sheila Cluff**

Tributes have been flowing in from the wellness and fitness sector after the passing of industry icon, Sheila Cluff, the owner and founder of well-known Californian destination spa, The Oaks at Ojai, which she opened in 1977.

Cluff was a passionate fitness and wellness enthusiast throughout her life, which lead her to work as a school PE teacher, professional figure skater (a hobby she continued into her 80s), celebrity fitness instructor and a regular class teacher at Ojai later in her life.

Industry figure and Wellness Tourism Association president, Andrew Gibson, paid tribute to Cluff, saying:



PHOTO: @OAKSSPA/TWITTER

■ Sheila Cluff founded The Oaks At Ojai destination spa

Sheila lived and breathed wellness, she was one of the people that inspired you to lead by example

"It's with great sadness that we see the passing of Sheila Cluff. Sheila lived

and breathed wellness and was one of the 'influencers' of Canyon Ranch during

my time there and I'm sure that is not the only wellness destination that was inspired by her work at the Ojai."

A previous ISPA Board Member, Cluff was honoured by the wellness industry with multiple awards, such as the Spa Hall of Fame award by the Washington Spa Alliance – alongside industry figures such as Deborah Szekeley – along with an ISPA Visionary Award.

"She was one of the people that always inspired me to try and lead by example," said Gibson.

Cluff's passion for wellness was in part motivated by her journey to recover from an injury without surgery.

[MORE: http://lei.sr/9u3s2_B](http://lei.sr/9u3s2_B)

Natasha Prybyla unveils GSN's COVID-19 Sustainability Guide to inspire businesses to become conscious consumers



■ Natasha Prybyla, GSN Board member and owner of Sloco Health + Wellness in California

GSN Planet (GSN) has recently unveiled a COVID-19 Sustainability Guide in response to the global pandemic.

The guide is designed to provide inspiration and practical options for businesses and practitioners to evolve during the crisis to focus on eco-friendly products and services, and additionally offer alternative revenue streams.

Written by GSN's Sustainability Task Force, the guide's goal is to help those

At GSN, we believe that both personal and planetary wellness go hand in hand

within the spa and wellness industry make well-informed, environmentally- and socially-conscious decisions.

Natasha Prybyla, GSN Board member, hopes the guide helps inspire businesses and individuals to become conscious consumers.

"When businesses are in survival mode, it's especially hard to think about sustainability," she said.

"We wanted to help provide guidance so that decision-makers know what to take into consideration when making purchases when it comes to the health and wellness of their employees and the earth."

Prybyla continued: "At GSN Planet, we believe that both personal and planetary wellness go hand in hand."

[MORE: http://lei.sr/D4U9B_B](http://lei.sr/D4U9B_B)



PHOTO: ELEMIS

■ Gabriel is progressing from her position as Eleemis US president

{ **We've had to pivot all our learnings from the past 30 years to future-proof Eleemis** }

Eleemis promotes **Noella Gabriel** to global president

Eleemis has appointed its co-founder and president of Eleemis USA, Noella Gabriel, to global president, effective immediately.

The decision is part of a wider leadership reshuffle which sees Oriele Frank, previously Eleemis' UK managing director, appointed as chief product and sustainability officer.

Over the past 18 months as US president, Gabriel ensured the business accelerated its growth and digital-first strategy across the US through the transition in ownership and subsequent record period of growth.

"We've had to pivot all our learnings from the last 30 years into transforming and future-proofing Eleemis through a laser-focused digital-first innovation with agility," said Gabriel, "we've found opportunities to accelerate our global initiatives to ensure we become stronger and stay ahead of the curve."

In her new role, Gabriel will oversee the US, UK and EMEA directly through her management team, as well as contributing strategically and operationally to the business performance across Asia Pacific.

MORE: http://lei.sr/c7d4m_B

04 **People**

Industry pays tribute after passing of wellness veteran, Sheila Cluff, Natasha Prybyla unveils GSN's COVID-19 Sustainability Guide to inspire businesses to become conscious consumers and Eleemis promotes Noella Gabriel to global president

06 **News**

TPH to launch free CIBTAC course access, ISPA unveils exclusive webinars, The Refinery harnesses AR to launch avatar-based fitness PT app and Nobu to expand into Africa

08 **News**

Interior design team confirmed for Svart, SSA launches sustainable spa survey, remote mountain resort reveals mountain seclusion retreat and Eleemis and Gharieni to debut in Ireland at Johnstown Estate

12 **Spa insights**

COVID-19 is helping hoteliers realise the value of spa, says Emlyn Brown and Banyan Tree announces global rollout of three new mental health initiatives

21 **Supplier news**

The latest in products and innovation from La Rue Verte, Fashionizer Spa and Halomed

Sign up to Spa Business insider:

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471930

Annual subscriptions:

International £114, UK £80 and UK students £42

@spabusinessmag

Read Spa Business and Spa Business insider free online: www.spabusiness.com/archive

TRAINING

TPH to launch free CIBTAC course access

Spa provider, The Product House (TPH), is announcing a new initiative to offer free access to CIBTAC's Spa & Salon Management Course Level 4 Diploma, in partnership with Professional Beauty.

The free admission will be awarded to up to 50 successful candidates following an application process, providing them access to over 200 hours of online lectures and over 200 hours of self-study. The course takes approximately six months to complete.

Registration will begin at the end of October and the course will be launched at the Professional Beauty Show GCC in February 2021.

"This offering allows us to give back to the industry, with the support of our partners, experts and educators, at a time it is most needed," said Janette Watts, TPH founder.

During lockdown, TPH already launched a Spa Learning Community to support the spa industry in the GCC and help members upskill by offering free access to the BABTAC Anatomy and Physiology course. Now, TPH is on its way to certifying nearly 200 therapists.

The new spa management diploma initiative will be part of TPH's Learning Community and be sponsored by a selection of industry leaders and TPH brand partners.

MORE: http://lei.sr/w2q7k_B



PEXELS/ARTEM PODREZ

■ Free admission will be awarded to up to 50 applicants



This offering allows us to give back to the industry

Janette Watts

TECHNOLOGY

The Refinery harnesses AR to launch avatar-based PT app



We've created a visually striking, avatar led, algorithmic fitness app

Zoe Bertali

Boutique gym operator, The Refinery E9, has launched a personal trainer (PT) service with a twist, by offering customers the opportunity to take part in exercise sessions led by an avatar.

Utilising motion capture, 3D and augmented-reality (AR) technology, 'Alfi' is a virtual PT, created in partnership with Unicorn XP and Riverswave Developers.

Using an algorithm, the app creates a unique fitness class of either HIIT or yoga, also offering a posture clinic for technical perfection.

The class is then presented by Alfi the avatar, using 3D motion clips to



PHOTO/ALFI/THE REFINERY

■ The app creates either a unique yoga or HIIT class

create the unique content, complete with synchronised music and voiceovers.

Zoe Bertali, Alfi co-founder said:

"We've created a visually striking, avatar-led, algorithmic fitness app which allows us to create bespoke classes in seconds, compared to scrolling through 100s of videos."

MORE: http://lei.sr/x9y7y_B

WEBINARS

ISPA unveils exclusive webinars

ISPA has revealed it will host a new virtual education series, called Shine On, featuring leading industry voices sharing their insights on a range of subjects critical to the industry's present and future.

ISPA will hold one instalment every month leading up to the 2021 ISPA Conference & Expo in Phoenix, Arizona, on 10-12 May.

The series' first instalment took place on 27 October a

and featured speaker, author and business visionary, Tanya Chernova, in a town hall-style panel discussion.

The Shine On Series will be available live and on-demand exclusively for ISPA members. Anyone at a member property or business can attend as a benefit of membership, but the series will not be available on Facebook Live or on ISPA's YouTube channel.

MORE: http://lei.sr/D2X2t_B



SHUTTERSTOCK/BALATE DORIN

■ Nobu is planning to open a 'lifestyle destination' in Marrakech

EXPANSION

Nobu to expand into Africa

Global lifestyle brand Nobu Hospitality, founded by Robert De Niro, Nobu Matsuhisa and Meir Teper, is continuing its global expansion with a new luxury destination in Marrakech, Morocco, scheduled to open Q3 2021.

The 71-key Nobu Hotel Marrakech is a collaboration between Hivernage Collection, MC Hotels, (the owners of Nobu Hotel Marbella, Marbella Club Hotel and joint owners

of the Nobu Hotel Ibiza Bay) and Nobu Hospitality.

Transformed into a luxury lifestyle destination, the hotel will house 2,000sq m of spa and fitness facilities, a selection of dining venues, rooftop spaces and indoor and outdoor swimming pools.

Nobu's expansion is forging ahead, with the group preparing to open its second London hotel in November.

MORE: http://lei.sr/v7x5c_B

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editorial director
Liz Terry
+44 (0)1462 431385



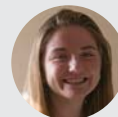
Spa Business editor
Katie Barnes
+44 (0)1462 471925



Publisher
Astrid Ros
+44 (0)1462 471911



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



Journalist
Megan Whitby
+44 (0)1462 471906



Web
Tim Nash
+44 (0)1462 471917

Spa Business insider is published fortnightly by The Leisure Media Company Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK.

The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Ltd.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Preview Cromatic Ltd. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally.

©Cybertrek Ltd 2020.

ISSN: Print: 1753-3430 Digital: 2397-2408
Subscribe to Spa Business and Spa Business insider at www.leisuresubs.com, email: subs@leisuremedia.com or call +44 1462 471930.

DESIGN

Interior design team confirmed for Svart

Svart, the world's first energy-positive hotel, has appointed award-winning Danish designers Space Copenhagen to create the property's interior design.

Designed by the Norwegian architect firm Snøhetta, Svart will be located in Arctic Norway at the base of the Svartisen glacier and will house an indoor-outdoor spa – designed by spa and wellness consultant Felicity Leahy, as well as four restaurants, an education centre and a design laboratory.

The glass-fronted, circular property will float on stilts above the Holandsfjorden fjord and is scheduled to open in late 2022. It aims to be fully off-grid, carbon-neutral

and zero waste within the first five years of operation.

Denmark-based design studio Space Copenhagen, founded by Peter Bundgaard and Signe Bindslev Henriken in 2005, has been charged with masterminding the entire interior vision for Svart.

“The design aesthetic does not seek to mimic or filter the magnificence of the Norwegian landscape, but to be a humble backdrop to it,” explained Bundgaard.

“The building itself – an unbroken, seamless circle – will become a portal dedicated to enhancing human connection to nature, the seasons and to time itself.”

MORE: http://lei.sr/P9u7M_B



PHOTO: SNØHETTA

■ Svart will be suspended on stilts in the Holandsfjorden fjord



PHOTO: SPACE COPENHAGEN

“

The design is a humble backdrop to the magnificent landscape

Peter Bundgaard

PROGRAMMING

Remote mountain resort reveals seclusion retreat

“

The new retreat is designed for guests looking for a remote wellbeing escape

Luxury Greek destination, Aristi Mountain Resort & Villas, has launched an exclusive seclusion programme designed for guests looking for a remote wellbeing escape.

Located in the concealed mountain region of West Zagori, Aristi Resort's seclusion programme features private guided tour of local historical sites, including an abandoned monastery situated on the edge of the deepest gorge in the world.

Guests are also taken on a water rafting trip down the Voidomatis River – claimed to be the cleanest river in Europe.

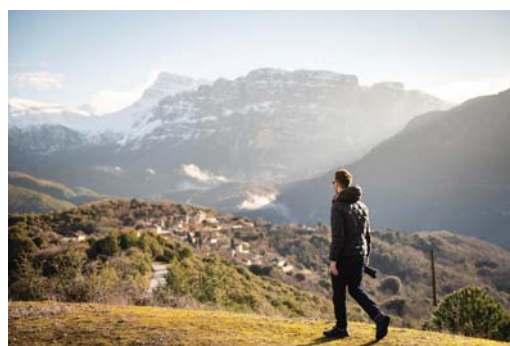


PHOTO: ARISTI MOUNTAIN RESORT & VILLAS

■ The Greek resort is surrounded by mountains

Throughout the retreat, guests are invited to unwind after a day's exploring at the resort's spa, featuring expansive panoramic views out across the mountains and woods.

The package costs €225 (US\$265, £204) per person, in addition to accommodation.

MORE: http://lei.sr/Y9R9n_B

SUSTAINABILITY

SSA launches sustainable spa survey

The Sustainable Spa Association (SSA) is launching a first-of-its-kind global survey into sustainability in the spa industry.

The survey is designed for spa team members and has been created to gain insight into current global spa behaviour, levels of knowledge and implementation of sustainability concepts.

According to the SSA, the results will help to form the basis and focus of the organisation's goals for the industry in the year ahead.



This is the best way for us to reach out to spa operators to ask vital questions

Lucy Brialey

"Launching this survey is the best way for us to reach out on a large scale and ask vital questions to spa operators," said Lucy Brialey, SSA co-founder.

"The more people who take part the better we can listen, assess and respond in a way that will be productive and impactful."

Sponsored by Comfort Zone, the survey will be open for responses until 26 November 2020, with results published in January 2021.

MORE: http://lei.sr/f3T7j_B

Shine

NEW DATE.

NEW LOCATION.

SAME SHINE.

EXPANSION

Elemis and Gharieni to debut in Ireland at Johnstown Estate

Luxury Irish spa resort, The Johnstown Estate, in County Meath, has invested €3.5m (US\$4.13m, £3.18m) in creating a new spa nearly twice the size of its previous facility, scheduled to launch early November 2020.

Located at an original 18th-century Georgian Residence, the new spa is being upgraded with a variety of new wellness experiences and will also become the flagship Irish spa for British product house, Elemis, and luxury spa equipment supplier, Gharieni.

The existing spa has been completely remodelled and



PHOTO: THE JOHNSTOWN ESTATE

■ The spa has been nearly doubled in size



Clients can safely enjoy uninterrupted bliss at the new spa

Anthony Smiddy

expanded, now covering approximately 1,300sq m with a new outdoor rooftop experience and thermal suite, plus 15 treatment rooms including a Rasul, mineral treatment bath and couples' treatment room.

"We'd like to allow clients to leave their stresses behind and safely enjoy some uninterrupted bliss at the new spa," said Anthony Smiddy, GM at The Johnstown Estate.

MORE: http://lei.sr/R2U7R_B

2021 ISPA CONFERENCE & EXPO

MAY 10-12 PHOENIX, AZ



attendispa.com

PIPELINE

Hyatt unveils plans for retreat in St Lucia

Hyatt Hotels has revealed plans to unveil a luxury Caribbean resort in St Lucia, scheduled to open in 2023.

The company announced that a Hyatt affiliate has entered into a management agreement with Terra Tour Service Resorts (TTS Resorts) – a private investor in tourism and hospitality – for the first Hyatt-branded hotel in St Lucia.

Grand Hyatt St Lucia will be a 345-key new-build resort located on the southwestern corner of the island, featuring an 8,000sq ft destination spa and fitness centre, as well as three swimming pools, all designed to connect guests with their physical and mental wellbeing.

The resort will encompass two hilltops and command panoramic views of St Lucia's famous volcanic spires – called Gros Piton and Petit Piton – both classified as world heritage sites.

Guests will be offered three restaurants and more than 23,000sq ft of dynamic event spaces, plus a kid's club and activity centre, retailing and a screening room.

"Set to be the premier luxury resort in St. Lucia, the new Grand Hyatt hotel is expected to provide both leisure and business guests with superior service within a multicultural backdrop," said Camilo Bolaños, Hyatt's VP of development and real estate.

MORE: http://lei.sr/y7V6H_B



SHUTTERSTOCK/KENTAVLOREDESIGN

■ The resort will offer views of St Lucia's famous volcanic spires



“

Hyatt St Lucia will provide superior service within a multicultural backdrop

Camilo Bolaños

DESIGN

3XN design Denmark's first climate-positive hotel with spa



“

This architecture combines good design and good business

Kasper Guldager Jensen

In 2021, the Hotel Green Solution House (Hotel GSH), on the Danish island of Bornholm will welcome a brand new wing, built, clad and insulated using wooden materials that will be both CO2 neutral and climate positive.

Currently under construction, the groundbreaking 24-key wing will feature a rooftop spa and conference room, and is being designed by the same team that originally built Hotel GSH in 2015 – Danish architecture firm 3XN and its in-house green thinktank, GXN.

"The idea is simple, we believe that climate-positive architecture combines



PHOTO:3XN

■ Hotel GSH's new wing will house a rooftop spa

good design and good business," says Kasper Guldager Jensen, 3XN partner and founder of GXN.

The new hotel wing will also upcycle waste products created from construction offcuts, while debris from local granite quarries will be used to decorate the conference rooms.

MORE: http://lei.sr/F8y2W_B



REM 1918-2020



Solo Beauty - Workington, Cumbria

There's nothing more rewarding than helping to achieve the vision and dreams of a successful business. Working with Amelia Wilson Interiors on the Solo Beauty project gave us the opportunity to showcase some of our finest furniture. Owner Kerry Hayston chose the REM Dream Pedispas, Florence Nail Bars and Futura Seating for her stunning Workington Beauty Salon.

t: 01282 619 977 e: sales@rem.co.uk w: www.rem.co.uk

A new perspective

COVID-19 is helping hoteliers recognise the value of spa revenues, with opportunities for operators to grow local and resort markets, according to Emlyn Brown



■ Emlyn Brown is Accor's global vice-president of wellbeing

PHOTO: ACCOR

Accor's global vice president of wellbeing, Emlyn Brown, believes that the COVID-19 pandemic has provided a platform for hotel spas in city locations to leverage the local market and become a crucial driver of revenue.

European spa market

Speaking in a recent webinar hosted by We Work Well, Brown reported that as markets have begun to recover, Accor's remote European resort locations have fared well.

This is due to the allure of a return to nature, a secluded location and the promise of a focus on wellness.

"From an industry point of view, this is great because spas are receiving more recognition as a revenue driver across these resorts," said Brown.

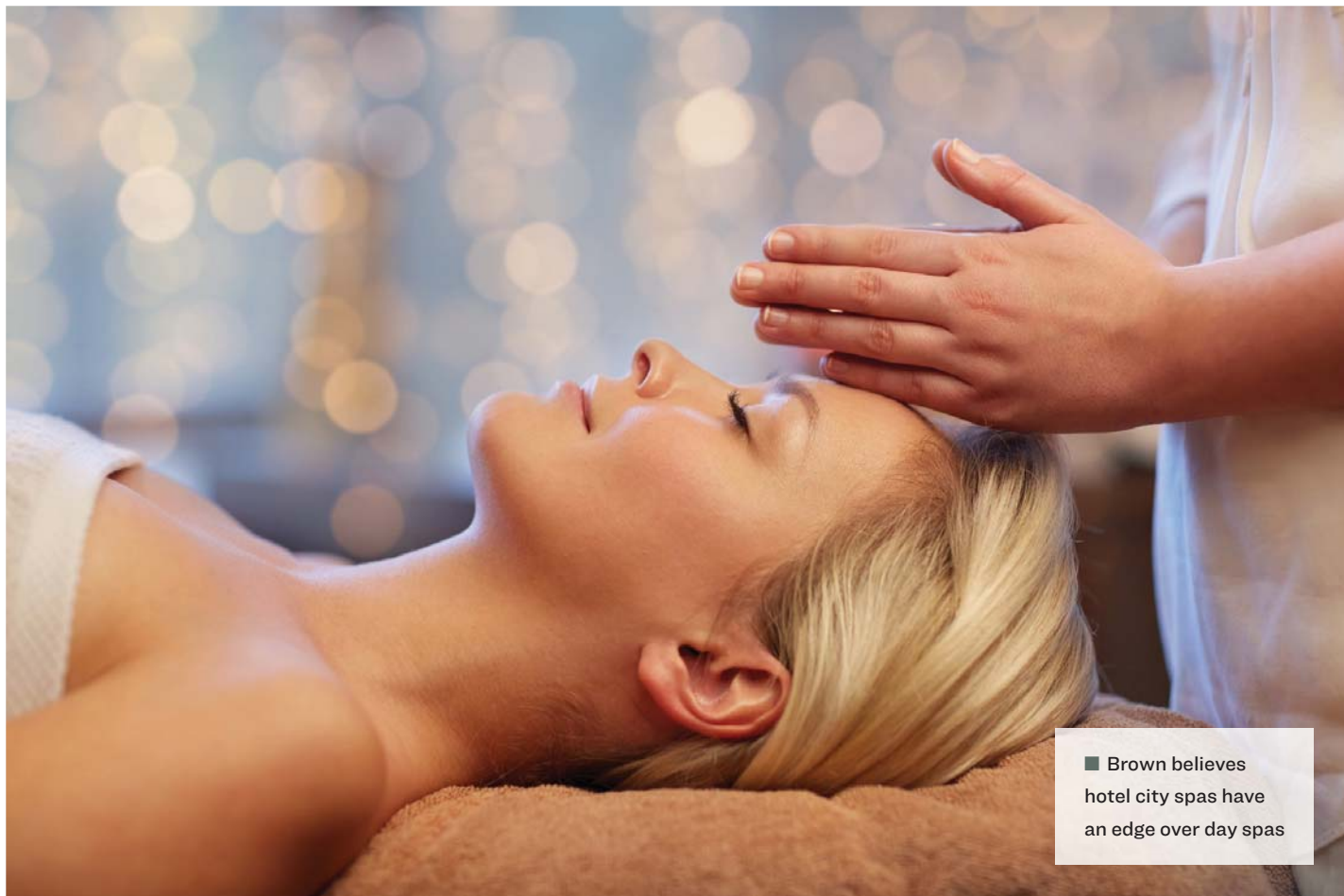
However, he proceeded to explain that the COVID-19 pandemic has significantly disrupted business at Accor's European city spa locations.

"Our city locations are a completely different story, because previously they relied mainly on revenue from internal guest capture, but now because European cities are so flat with tourism, our city spa locations have got to compete in a well established local day spa market."



We've got to address things such as surge pricing on weekends vs week days





SHUTTERSTOCK/ SYDA PRODUCTIONS

■ Brown believes hotel city spas have an edge over day spas

Even though tourism isn't what it was, the hotel spa's advantage is still there if you leverage it in the right way

The opportunity

But, he argued that there is an opportunity for these city spas to stand out, which requires a 'completely different headspace' focused on CRM, marketing and a strong presence on social media.

"The good news is that these luxury properties have an edge and can offer things that day spas can't – for example, hotels are more open to creating overarching wellness packages, plus they've got the option of strong commercial planning to help them maximise advantages by expanding wellness and wellbeing into other parts of the location, such as the restaurants."

Hoteliers' response

Webinar host, Lisa Starr, quizzed Brown on whether he thought hoteliers would get on board with leveraging the local market in this way.

Brown responded by saying that they already are: "We're seeing hotel groups react positively, and I believe city spas will be seen as a much more important attraction to draw people into hotels," he said.

"The next step is for these locations to become commercially viable.

"This means they've got to begin addressing things such as pricing in comparison to local competitors, increasing the importance of retail yield and definitely look at surge pricing on weekends vs week days.

"Even though tourism isn't what it was, the hotel spa's advantage is still there if you set about leveraging it in the right way."

Brown wrapped up by urging city hotel spas to take action as soon as possible: "Now is a time to set commercial values for long-term success," he concluded. ●



SHUTTERSTOCK/GPOINTSTUDIO

■ Brown recommends tackling pricing in comparison to local day spa competitors

art of
cryo
.com





As leaders, we can only truly look after our guests when we look after our associates

Ho Renyung, VP of Banyan Tree brand HQ



Taking some headspace

Banyan Tree has announced plans for a global rollout of a host of new staff mental health initiatives

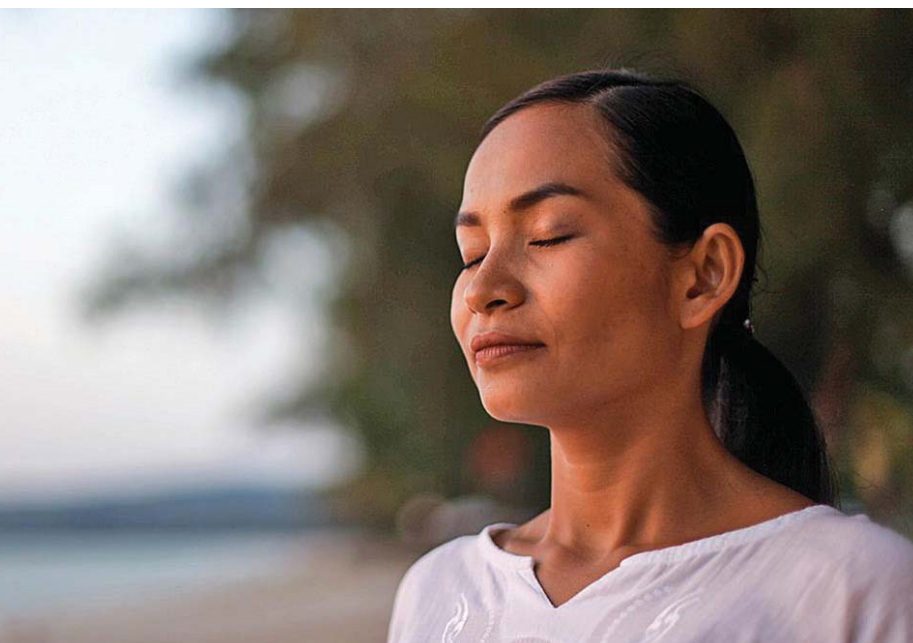


PHOTO: BANYAN TREE

■ Banyan Tree is ensuring its focus on supporting mental health applies to its staff, as well as its guests

Banyan Tree Group is rolling out three group-wide initiatives to promote wellbeing, in particular mental health, during COVID-19 and beyond.

Leading by example

The group is advocating that more corporate leaders invest in mental health and heed the WHO's call to address this historically neglected area.

Banyan Tree has begun by revamping its group wide staff training modules to be inspired by empathy, positive psychology and mindfulness-based stress reduction (MBSR). The new modules build in an experiential learning and facilitative approach.

"As leaders, we can only look after our guests when we look after our associates," said Ho Renyung, VP of



■ Banyan Tree
employs over 10,000
associates globally

PHOTO: BANYAN TREE

“We initially developed the index as a form to assess the lifestyle of guests, but we believe this should be extended to our team”

brand HQ and daughter of Banyan Tree founder, Ho Kwon Ping.

“While these initiatives were conceived pre-COVID-19, it’s only elevated their importance.”

Remote support

In addition, the group is laying the groundwork to support associates’ wellbeing with the launch of Project T – a teletherapy service which partners with externally-certified wellbeing practitioners.

Available in English, Chinese or Thai languages, staff can benefit from complimentary professional sessions to learn stress management techniques, to apply at work and home.

In-house action

Banyan Tree has also pivoted its usual annual associate survey to focus

more on individual wellbeing. It’s planning to roll out an Organisational Wellbeing Index for its 10,000 associates, with a set of 64 questions on lifestyle practices, based on Banyan’s eight pillars of wellbeing.

“We initially developed the index as a form to assess the lifestyle of our guests, but we believe this should be extended to our team,” explained Lee Woon Hoe, executive director of wellbeing.

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 hotel management to suggest appropriate guidelines and training to address issues.

Lee’s trialled the index at three properties so far and plans to launch it on a group-wide level by 2021.●



■ Lee Woon Hoe, Banyan Tree’s executive director of wellbeing



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 i³Dome 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

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 i³Dome

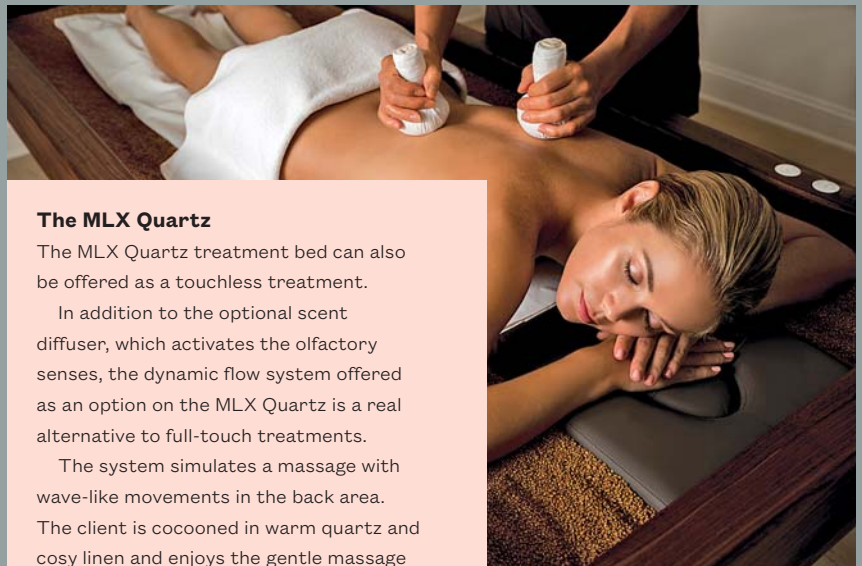
The award-winning, Triple Detox Therapy MLX i³Dome combines Far Infrared Technology (FIR), with plasma and light, to offer three ultra-effective detox treatment methods in one.

Once the client is safely seated, the dome is closed and the PLT device is positioned over the head. From that point, the MLX i³Dome operates completely independently.

While Gharieni FIR-technology stimulates and warms the body with long-wave infrared rays through the MLX i³Dome, 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

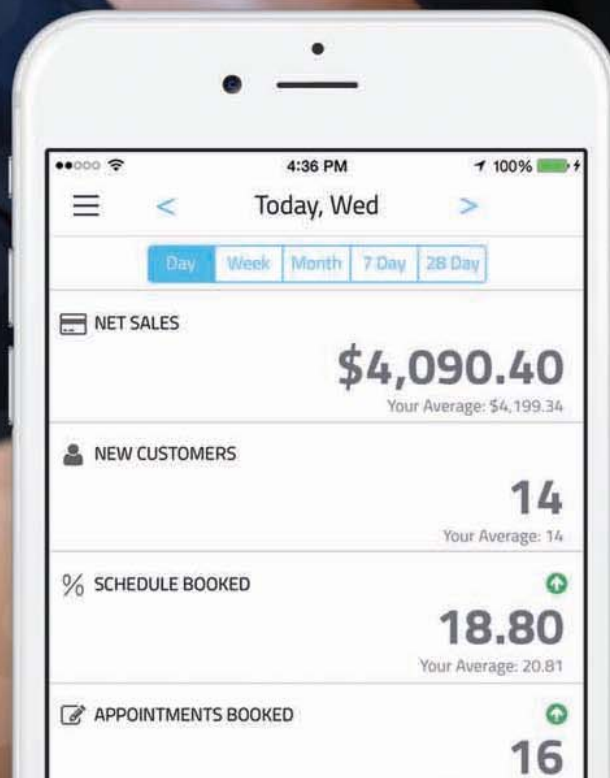
Payback time: 4.9 months ●



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

SUPPLIER NEWS

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

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



■ La Rue Verte was created by Hashtag Organics – a company developing CBD-based products for the UK and international market

La Rue Verte offering UK's first CIBTAC-accredited CBD cosmetology courses



■ Emma O'Neil, La Rue Verde founder

La Rue Verde has announced it's the UK's first luxury CBD skincare line to be CIBTAC-accredited. La Rue Verde is the brainchild of Hashtag Organics - a company developing CBD-based products for the UK and international market. coressit rehenis del endae ipsantio istibus et eate essime ne si apiet ut est iditas estrume endeles di alia voluptam et pos doluptatus quae pratect atiuntestint ut e Hashtag Organics' training academy has introduced the newly-accredited CBD Facial and CBD Body Massage courses, both incorporating La Rue

Verte luxury skincare. In light of recent events, the courses are now fully available through online distance learning.

Both treatments combine a variety of techniques with a systematic layered application process for a potent, results-driven experience. They also include guided meditations, claimed to deliver an improved state of both mental and physical wellbeing.

Emma O'Neil, company founder, said: "La Rue Verde is the result of three years of intense research and development in the CBD industry and we're really

excited to have developed it further through the treatments which are now on offer to the spa sector."

La Rue Verde and its treatments debuted at Kimpton Blythswood, Scotland, with other spas soon to be announced.

The skincare range consists of seven products – serum, creme, lotion, body balm, tincture oil, face mask and bath bomb – and is claimed to feature the highest level of CBD per unit of any professional CBD spa skincare line in the UK.

[SPA-KIT LA RUE VERTE](http://spa-kit.net)

[HTTP://LEI.SR/N5Y2E_B](http://LEI.SR/N5Y2E_B) ►

Fashionizer Spa rolls out new tunic style and PPE



■ Debbie Leon, Fashionizer Spa founder

Luxury spa uniform designer, Fashionizer Spa, has shifted production and is developing a range of PPE uniforms, products and equipment, to keep spa therapists protected from head to toe, in response to the global pandemic.

Its new PPE collection includes protective aprons, wrap tunics and matching trousers made from hydrophobic PPE-standard fabric.

The range also includes three-layer washable face masks and reusable anti-fog face shields with adjustable elastic head ropes.



■ Fashionizer Spa's latest launch – the Minkar Spa Tunic

Fashionizer Spa has also unveiled a brand new uniform – called the Minkar Spa Tunic.

Developed during lockdown, the new style has been designed with safety modifications and consists of a clean streamlined garment in white with no pockets and few details.

The uniform joins the company's successful organic Cotton Performance (CPF) range.

The eco-friendly CPF range is breathable, hypo-allergenic, and treated with an anti-bacterial and hydrophobic finish.

[SPA-KIT FASHIONIZER SPA](http://LEI.SR/T6F2Q_B)

[HTTP://LEI.SR/T6F2Q_B](http://LEI.SR/T6F2Q_B)

Halomed unveils Halovita to support respiratory health

Salt therapy equipment supplier, Halomed, has introduced a new halogenerator – called the HaloVita.

The new addition to Halomed's collection is designed for convenient salt therapy both at home

and in commercial wellness and aesthetic centres.

Halotherapy is becoming increasingly popular in the industry as its well known for its respiratory and antimicrobial properties, and according to Halomed, the Halovita is capable

of gently cleansing the respiratory system and strengthening users' respiratory health and wellness.

"We're delighted to make salt therapy more accessible to everyone with Halovita," said Elena Penskih, HalomedTrading kft CEO and Halomed UAB co-founder.

"Respiratory health is particularly important for city residents as they don't always have access to clean air. But with our personal halotherapy device, healthy air can be delivered to any home, aesthetic clinic or spa centre, to improve respiratory health, clear the skin and calm the mind."

Halomed recommends using the new product for 20



■ Elena Penskih, co-founder

minutes each day and claims the powerful effects of one session can be compared to a full day in a natural salt cave.

Halovita devices are being sold for approximately €1080, VAT included (US\$1,258, £987).

[SPA-KIT HALOMED](http://LEI.SR/E7B8Q_B)

[HTTP://LEI.SR/E7B8Q_B](http://LEI.SR/E7B8Q_B)



■ The Halovita is claimed to help support respiratory health

2020 GLOBAL WELLNESS SUMMIT

CALL FOR WELLNESS INNOVATIONS

An exciting opportunity to present innovative ideas to a group of international wellness leaders who will serve as judges for the competition. The winner will then present their innovation to esteemed delegates at the Summit in Palm Beach.



Amir Alroy
Co-Founder,
Welltech1, Israel



Dilip Barot
Founder, Creative
Choice Group,
India & US



Anna Bjurstam
Wellness Pioneer, Six
Senses, Sweden



Craig Cogut
Founder, Chairman &
CEO, Pegasus Capital
Advisors, L.P., US



Iam James
Founder & CEO, The
Ideation Lab, LLC, US



Victor Koo
Chairman, Heyi
Holdings; Co-founder,
Tianren Culture, China



Ivo Facianof
Managing Partner,
MindSpring Capital,
Israel



Ofir Frank
CTO of Maccabi
Tel Aviv BC, Israel



Galit Horovitz
Co-Founder,
Welltech1, Israel



**Stephen
Letourneau**
Chief Brand Officer,
Cannuka, US



**Dr. Bhupendra
Kumar Modi**
Founder & Chairman,
Smart Group, Singapore



Laurie Racine
Founder,
Racine Strategy, US



Paul Scialla
Founder & CEO,
Delos, US



Hadas Spektor
Head of Lifestyle &
Wellness Vertical,
Facebook, Israel



Josh Todd
CMO,
Mindbody, US

GLOBALWELLNESSSUMMIT.COM

WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to spateam@leisuremedia.com

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Bali Spa and Wellness Association

■ www.balispaandwellness-association.org

Brazilian Spas Association

■ www.abcpas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

The Day Spa Association (US)

■ www.dayspaassociation.com

Estonian Spa Association

■ www.estonianspas.eu

European Historic Thermal Towns Association

■ www.ehtta.eu

European Spas Association

■ www.espa-ehv.com

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Green Spa Network (GSN)

■ www.greenspanetwork.org

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

The Iceland Spa Association

■ www.visitspas.eu/iceland

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

Japan Spa Association

■ www.j-spa.jp

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Portuguese Spas Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Serbian Spas & Resorts Association

■ www.serbianspas.org

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swafrica.org

Spa Association of India

■ www.spaassociationofindia.in

Spa & Wellness International Council

■ www.lswic.ru

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ www.tspa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

