



New owner sought for Grayshott

The current operation at Grayshott Spa, a UK wellness industry icon, is to close permanently, with the building being sold by commercial real estate agency, Christie & Co.

In a message to guests, Sheila McCann, who heads the Grayshott team, attributed the failure to the UK's second lockdown, saying: "The impact of the global COVID-19 outbreak and a second lockdown further restricting travel means that, unfortunately, the business can no longer be considered viable."

"Our shareholders are reviewing and weighing options going forward, however, steps are being taken to cease trading," said McCann, "The future of trade is currently looking uncertain and despite returning guest loyalty, closure has become inevitable."

Featuring 59 guest rooms and 39 treatment rooms, Grayshott has been an iconic UK health resort for 55 years.

The property was acquired by the Lanserhof Group and London &



MAIN PHOTO: GREYSHOTT SPA

SHEILA MCCANN PHOTO: GWS

■ Grayshott Spa is for sale through Christie & Co

Regional Properties in 2017 in a 50:50 partnership deal, as part of Lanserhof's global expansion plans.

A prime asset, Grayshott Spa is likely to be acquired by a new investor, with the business continuing in some form.

[READ MORE ONLINE](#)



Our shareholders are reviewing and weighing options going forward

Sheila McCann



PARTNERSHIP

ISPA and CIDESCO announce collaboration

Goal is to grow and support spa workforce

[p6](#)



NEWS

English spas can reopen across all three tiers

Spas given green light to reopen on 2 December

[p10](#)



INSIGHTS

Montage spa to open in California wine-country

Operator reveals plans for upcoming spa resort

[p12](#)



HALL OF WELLNESS AWARDS

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Daniele Vastolo appointed GM of Chiva-Som's first Middle Eastern wellness resort in Qatar

As the highly anticipated Zulal Wellness Resort by Chiva-Som continues to prepare for its opening in Q1 20201, Daniele Vastolo has been selected as GM.

Zulal is the first management undertaking by established wellness resort brand, Chiva-Som, which was appointed by Qatar-based developer Msheireb Properties to operate and manage the resort at the private coastal location.

The resort is poised to become the largest and first fully-immersive wellness resort of its kind in the Middle East, focused on Traditional Arabic and Islamic Medicine.

With over 20 years' hospitality experience, Vastolo



PHOTO: ZULAL WELLNESS RESORT BY CHIVA-SOM

■ Daniele Vastolo brings over two decades' experience to the role

We're delighted to have Daniele on board, especially with his personal passion for sustainable wellness

joins Zulal following his role as GM of the Kempinski Summerland Resort in Beirut.

With his new role, Vastolo has expressed hopes to inspire positive sustainable

wellness lifestyle changes and support its aim to build healthier societies.

Chiva-Som chair and CEO, Krip Rojanastien, said: "We're delighted to have Daniele on board – with his personal passion for sustainable wellness and extensive experience in the hospitality industry, we're confident he'll help launch Zulal to the world next year, all while retaining the inimitable Chiva-Som DNA."

With qualifications in both hospitality and management, he's also led teams as GM of international hospitality groups including Shangri-La Hotels & Resorts and Constance Hotels.

[READ MORE ONLINE](#)

Ilana Moses announces new strategic alliance between Florida Spa Association, CFSA and FSMA



■ Founder of the Florida Spa Association, Ilana Moses

Ilana Moses, founder of the Florida Spa Association (FSA), has recently unveiled new alliances with the Florida State Massage Therapy Association (FSMTA) and Club Spa Fitness Association (CSFA.)

According to Moses, these collaborations further support each organisation's members, while enabling the wider wellness industry to raise the bar in education and standards.

The FSMTA strategic alliance supports spa leaders and

Together, we're much more effective at informing our industry and offering exciting educational opportunities

message therapists within the Florida Spa Community.

Priorities at the top of the agenda include new regulatory compliance for COVID-19 measures and – crucially – adherence to Florida Human Trafficking regulations.

On the other hand, the FSA and CSFA plan to collaborate on education, resources, and events through the shared commitment to

supporting wellness initiatives in the state of Florida.

"For the past 12 years, I've been invested in creating a spa community that provides value and unity," said Moses.

"Together, we're much more effective at providing vital information for our industry, as well as offering exciting educational opportunities for our providers."

[READ MORE ONLINE](#)



■ Caitlin Dalton praised entrants in the 2020 awards

{ **We were blown away by how spas have responded to the challenges the industry faced this year** }

Good Spa Guide Awards unveiled by **Caitlin Dalton**

The UK *Good Spa Guide* (GSG) hosted its annual industry awards ceremony virtually last week, in association with ESPA Skincare, to recognise and celebrate excellence in the UK spa industry.

Caitlin Dalton, *Good Spa Guide* editor, commented: "We recognise the challenges our industry has faced this year and were blown away by how spas have responded and what they've been doing to help their guests and their community."

"They've put incredible effort into managing the lockdown and reopening, as well as introducing new

ways of operating and running their businesses effectively in this strange new world."

Judged by internal GSG judges, the 2020 winners are:

■ **Best New Spa** – The Spa at Carden Park, Cheshire

■ **Best Community Spa** – Aqua Sana Whinell Forest, Penrith

■ **Best Outdoor Facilities** – Rudding Park Spa, Yorkshire

■ **Best Spa for Wellness** – Three Graces Spa at Grantley Hall, Yorkshire

■ **Best Response to COVID-19** – The Spa at Coworth Park, Berkshire

■ **Best Sustainable Spa** – The Spa at South Lodge, West Sussex.

READ MORE ONLINE

04 **People news**

Daniele Vastolo appointed GM of Zula Wellness Resort by Chiva-Som in Qatar, the operator's first management contract outside of Asia

06 **News**

ISPA and CIDESCO partner to strengthen and grow global spa workforce

08 **News**

UK spa industry celebrates as English spas given green light to reopen with full services across all three tiers of restrictions, on 2 December

10 **News**

Six Senses announces plans to break into the Americas and open a mountain-side eco-retreat in Brazil in 2021

12 **Spa insights**

Montage shares details ahead of upcoming new spa resort in California's Northern wine-country and One&Only unveils luxury Mexican retreat, exclusively partnered with Tata Harper Skincare

21 **Supplier news**

The latest in products and innovation from Aromatherapy Associates, BC SoftWear and bbspa

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INNOVATION

Sensasia unveils new spa concept in Dubai

After 16 years' industry experience, the UAE's largest spa group, Sensasia, launched a consultancy branch in 2020 called The Spa People, which has just unveiled its first concept spa in the Middle East.

The new 4,000sq ft destination – called Sensasia Stories – is a flagship destination spa located at the five-star Kempinski Hotel Mall of the Emirates, in Dubai.

Following an extensive refurbishment, The Spa People curated a spa sanctuary with six treatment rooms, to take clients on an Asian-inspired wellness journey.

Sensasia Stories was born from a brief created by Sensasia founder, Salina

Handa, then custom-designed by creative director Pallavi Dean and her Dubai-born interiors brand, Roar.

Clients are offered a menu of Sensasia's signature massage, facials and body treatments, plus a new opportunity to carve out their own spa experience, with the option to book time as opposed to treatments.

"I want clients to arrive knowing simply how they feel, and how they want to feel," explains Handa, who founded Sensasia in Dubai in 2004.

"At Sensasia Stories, we're giving clients the option to select every element of their treatment – from stroke, to scent, to intensity."

[READ MORE ONLINE](#)



PHOTO: MPMOREL

■ The opening marks Sensasia's flagship destination



“

Clients can select and personalise every treatment

Salina Handa

COLLABORATION

ISPA and CIDESCO partner to support global spa workforce



“

ISPA is constantly seeking to promote opportunities for growth

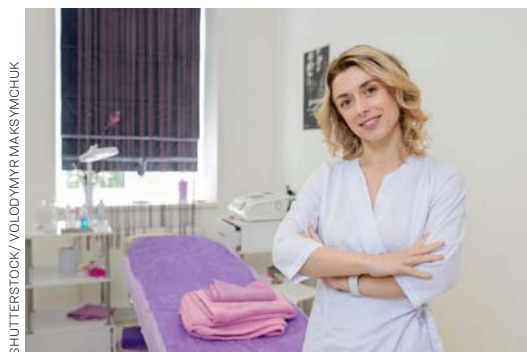
Lynne McNees

ISPA and global beauty and spa therapy educational organisation, CIDESCO, are collaborating to tackle the training and staffing issues in the world of spa.

The two groups believe their collaboration will respond to that challenge by increasing awareness of and demand for careers in the spa industry, which is critical as spas continue their recovery from the pandemic.

Additional details about ISPA and CIDESCO's collaborative efforts will be announced as they develop.

ISPA president, Lynne McNees, believes the collaboration also furthers ISPA's



SHUTTERSTOCK / VOLODYMYR MAKSYMCHUK

■ The organisations want to foster workforce growth

mission to strengthen the industry by working with organisations who provide its members with meaningful, industry-advancing resources and opportunities.

"ISPA is constantly seeking ways to raise the industry's profile and promote opportunities for growth and advancement," she said.

[READ MORE ONLINE](#)

AWARDS

HOW Awards shortlist revealed

The shortlist for the Hall of Wellness Awards (HOW Awards) has been announced, with 110 awards up for grabs, split into six categories – Middle East, Asia, Europe and UK, Oceania, Americas and Africa – plus an additional seven global prizes.

Following the turbulence of 2020, Kathryn Moore, founder of Spa Connectors, launched the awards to “give something back to the industry” and

recognise those excelling in their fields in the global spa, beauty and wellness industry.

Industry figures who've made it onto the shortlist include Dr Marc Cohen, Helena Grzesk, Paula Perkins, Andrew Jacka and Laszlo Puczko.

Winners will be announced on 10 December 2020 at an online gala, following a final round of public voting.

[READ MORE ONLINE](#)



SHUTTERSTOCK/ADELADES

■ The sauna conference will be hosted on 3 and 4 December

EVENTS

Sauna Forum 2020 goes virtual

Sauna from Finland has announced it is hosting the 2020 World Sauna Forum virtually on 3 and 4 December, to help educate more people in the spa and wellness industry about providing authentic Finnish sauna experiences.

The programme features a line-up of 20-30 minute discussions and keynotes, hosted by a diverse mix of 13 speakers including

Raison d'Etre project manager, Maria Nystedt and Hans Häggglund, adjunct professor at Department of Medical Services for Uppsala University.

Talks will focus on topics such as combining sauna with professional sport, sauna design, health benefits from sauna bathing and the meaning of Finnish sauna in the wellness industry.

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MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editorial director
Liz Terry
+44 (0)1462 431385



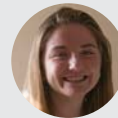
Spa Business editor
Katie Barnes
+44 (0)1462 471925



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

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UPDATE

English spas can reopen with full services

On Wednesday 2 December, all spas across England will be permitted to reopen, following its second lockdown of 2020.

Prime Minister Boris Johnson laid out the exit strategy in the House of Commons, where he outlined there would be a return to the tier system used previously:

“England will continue to use a sensible approach based on three tiers, and since the prevalence of the disease is, alas, still high, these tiers will remain tough.”

The government later confirmed that non-essential retail, which includes personal care and close-contact services such as spas and salons, can remain open across all three tiers.

In addition to this, the UK Spa Association has announced that the UK government has agreed that saunas and steamrooms can open in tier 3 areas. This will be updated in the guidance shortly.

The key takeaway for spas is that it remains mandatory in law for people providing a close-contact service to wear a clear visor/goggles and Type II Face Mask.

In other UK news, spas and salons remain closed in 11 Scottish regions and across all of Northern Ireland due to a second national lockdown.

However, destinations in Wales have been permitted to reopen.

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SHUTTERSTOCK/NEW AFRICA

■ English spas can reopen with full services on 2 December



SHUTTERSTOCK/360B



England will continue to use a sensible approach based on three tiers

Boris Johnson

PIPELINE

Langham to open hotel in Venice with TCM Chuan spa



Venice is one of the world's leading leisure destinations

Stefan Leser

Hong Kong-based luxury operator, Langham Hospitality Group will open a new hotel and spa in Venice in 2023, marking the brand's first property in Italy.

With its direct frontage on the Venetian Lagoon, the 138-key hotel will be located on the island of Murano, known for its centuries-old tradition of glass making.

The Langham, Venice will be home to one of the group's signature Chuan Spas, billed to provide luxury wellness therapies and treatments based on the ancient healing philosophies of Traditional Chinese Medicine (TCM), inspired by nature's five elements.



PHOTO: LANGHAM HOSPITALITY GROUP

■ The Langham, Venice is due to open in 2023

Architectural practice, Matteo Thun & Partners, has been appointed to oversee the extensive renovations.

“Venice is one of the world's leading leisure destinations, we're delighted to have found such an exceptional site for our first Italian hotel,” said Stefan Leser, CEO of Langham Hospitality Group.

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EXPANSION

Anantara to debut in Seychelles in Q4

Anantara will expand into the Seychelles in Q4 2020, following a rebrand of the iconic Maia Luxury Resort & Spa, designed by architects Bill Bensley and Lek Bunnag.

Located on Mahé, the largest of the Seychelles islands, Anantara Maia Seychelles Villas will consist of a 30-villa resort complemented by a luxury spa, set among 30 acres of forest garden.

Located in the resort's fragrant gardens, the Anantara Spa will be home to three



Anantara Maia will become one of Anantara's flagship properties

Dilip Rajakarier

open-air treatment rooms dedicated to restoration.

Here, guests will be offered tailor-made Balinese massages and a range of beauty and facial treatments supplied by Omorovicza.

"Without question, Anantara Maia will become one of Anantara's flagship properties," said Dillip Rajakarier, CEO of Minor Hotels and Minor International – parent company of Anantara Hotels, Resorts and Spas.

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RETREAT

Armathwaite Hall to launch wild swimming retreat

The luxury Armathwaite Hall Hotel & Spa in the northern Lake District in the UK, is launching a wild swimming package in December, to introduce guests to the benefits of cold water therapy.

Under the careful guidance of the hotel's wild swimming coach, guests will be invited to choose a half-day or full-day package of exploring local natural water features.

This includes the chance to experience and immerse themselves in breathtaking water destinations such as a natural infinity pool; a string of spectacular waterfalls; and

secluded locations, including the local 'Gin Pool', known for its crystal clear waters.

The new retreat is designed to let guests discover the benefits of cold water swimming, including pain relief, a reduction in the stress hormone – cortisol and an increase in the happiness hormone – serotonin.

Participating guests will also be able to swim at their leisure in Bassenthwaite Lake, where they can take a dip

directly from the hotel's mile and half of lake frontage.

Available to residential and day spa guests, the package has a starting rate of £90 (US\$118, €100) per person.

Each experience includes an introduction to open and cold water swimming, including safety requirements, plus all guests will be given the option of wet suits and warming drinks and snacks after each cold water therapy.

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PHOTO: IAN DOCTOR

■ Wild swimming is claimed to provide health benefits

Shine

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GROWING FOOTPRINT

Six Senses planning expansion into Brazil

Six Senses has announced plans to expand into the Americas and open Six Senses Botanique, in Mantiqueira, Brazil, in 2021, after re-imagining a former hotel and spa.

Situated on a hillside amid 700 acres of lush, mid-tropical Atlantic forests, the resort sits 3,940 ft above sea level and at the confluence of three river valleys in the heart of the Mantiqueira Mountains.

Six Senses plans to sensitively upgrade the existing destination and spa – originally built in 2012 – into an eco-retreat with new signature Six Senses facilities, including an Experience Centre, Alchemy Bar and dining experiences.

The existing spa features eight treatment rooms, relaxation suites, floatation pool, a CO2 bath and a tropical rain humid sauna.

In the new year, it will gain additional treatment rooms, relaxation and wellness areas, plus a fitness centre.

“Six Senses Botanique will appeal to guests seeking an retreat in nature along with authentic Brazilian design, culture and cuisine,” said Six Senses CEO Neil Jacobs.

“We’re also putting together a programme of rituals, workshops and festivals, offering time out to focus on living at ease with oneself and others and in a more reciprocal way with nature.”

[READ MORE ONLINE](#)



PHOTO: SIX SENSES

■ The resort will be an eco-retreat immersed in nature



Six Senses Botanique will appeal to those seeking a retreat in nature

Neil Jacobs

DESIGN

Mythical sea-serpent inspires new Banyan Tree Krabi spa



The serpent inspires design details throughout the hotel

Robert Sexton

Banyan Tree Group has begun welcoming guests to a new beachfront resort and spa in Southern Thailand, named Banyan Tree Krabi.

Owned by Asset World Corporation, the five-star hotel houses a 517sq m rainforest-themed spa offering traditional Thai healing rituals using indigenous ingredients.

Facilities include eight treatment rooms, vitality pools, a steamroom, sauna and ice fountain.

Design studio, Architrave, realised the new 72-key resort which is inspired by Buddhism, as well as the surrounding



PHOTO: BANYAN TREE KRABI

■ Design studio, Architrave, realised the new resort

natural landscape, water and a mythical sea serpent from local Krabi legends.

“Long ago, people believed that the ‘Great Naga’ – a mythical sea serpent – lived in the mountain range behind the new resort,” said GM Robert Sexton.

“Naga-themed design inspirations are woven throughout the hotel and spa.”

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TAKING WELLNESS TO THE NEXT LEVEL



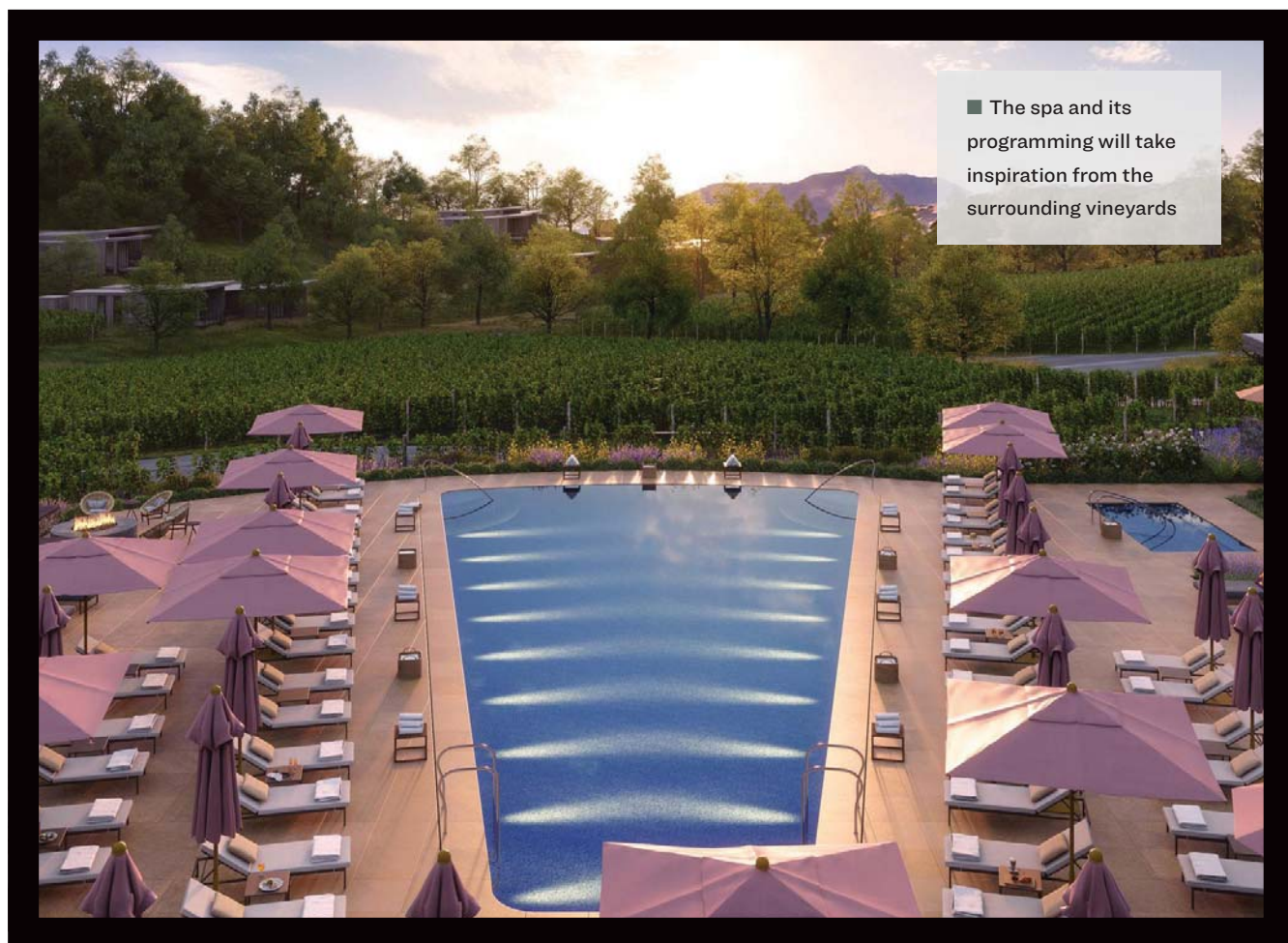


PHOTO:CHRISTIAN HORAN

New horizons

In preparation to open Montage Healdsburg, Montage has named the resort's spa director and unveiled plans for wine-inspired programming



■ Carrie Sotebeer, Montage Healdsburg's newly appointed director of spa

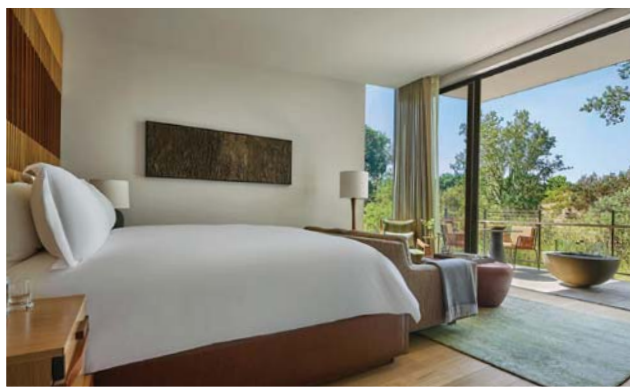
Montage is gearing up to open its latest spa resort, Montage Healdsburg, in Sonoma in Northern California's wine country, with an opening date set for 12 December 2020.

SPA DETAILS

The 130-key resort will feature a 11,500sq ft spa facility, poised to become a restorative retreat inspired by the surrounding wine country.

Elevated 20 feet above the vineyards, the spa will feature 11 treatment rooms, relaxation spaces, a retail area, a fitness centre equipped by Peloton and TechnoGym, hair, nail and make-up services and a zero-edge adult pool.

Guests will be able to indulge in signature services such as the Harvest Honey Ginger Infusion Ritual which harnesses honey's healing properties to rehydrate the skin, and a unique two-hour couples' treatment – named Journey of the Senses – inspired by the



■ Plans for the resort were initially announced in 2018 - Montage hopes to open the resort in early December 2020



wine country setting and designed to emulate a wine tasting.

The destination will offer both signature and seasonal treatments using indigenous ingredients and a host of products houses, including Valmont, Kerstin Florian and OxyLight.

THE SPA TEAM

Montage has selected Carrie Sotebeer to lead the spa team at Montage Healdsburg. She brings over a decade's worth of industry and leadership



The surrounding terroir of our secluded sanctuary will provide a source of infinite inspiration and constant creativity

experience to the role and joins Montage from The West Hollywood EDITION.

"This spa is uniquely situated above the Alexander Valley to offer guests quiet views coupled with carefully crafted treatments that prompt individual renewal and transformation," said Sotebeer.

"I look forward to being part of each guest's wellness journey and looking to the terroir surrounding our secluded sanctuary for infinite inspiration and constant creativity." ●



The resort's ancient healing approach coupled with our products will create a transformative spa experience

Tata Harper, co-founder and co-CEO Tata Harper Skincare



One of a kind

One&Only has launched a new Mexican retreat and spa featuring exclusive green wellness experiences and local healing techniques

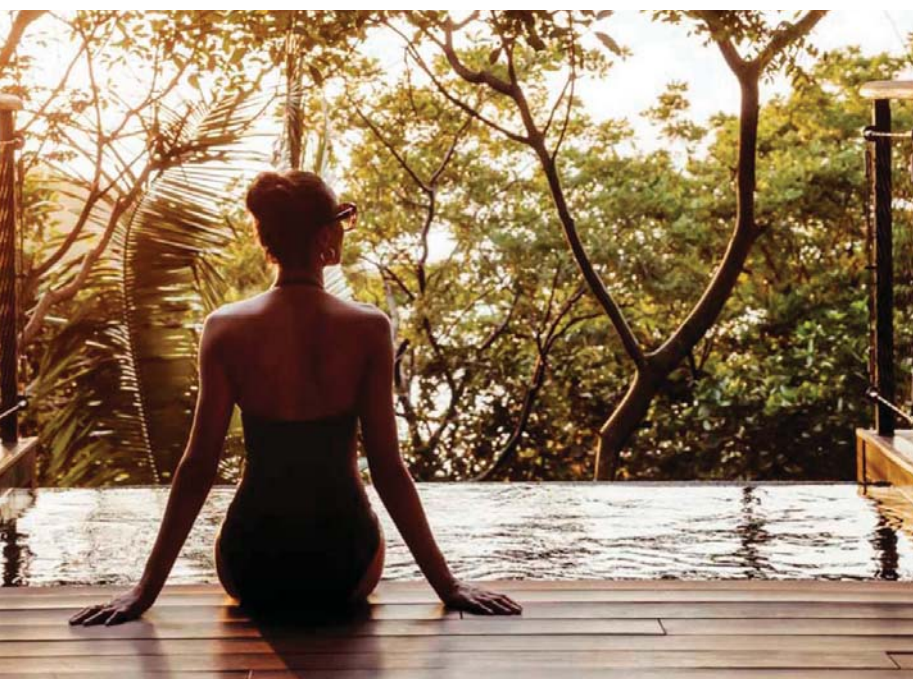


PHOTO: ONE&ONLY MANDARINA

■ Wellness facilities include a mud grotto, vitality pool, spa retail area and hydrotherapy circuit

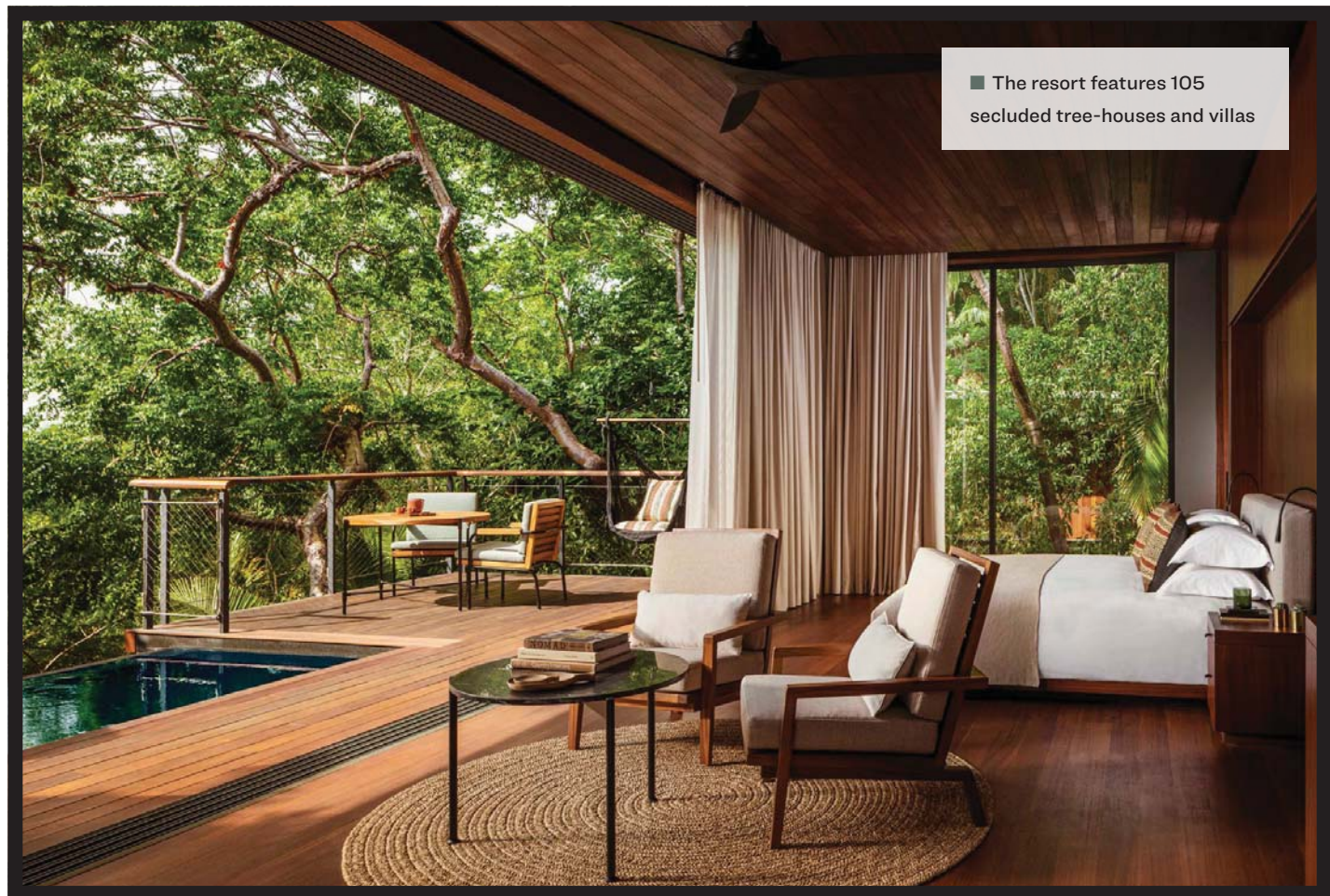
One&Only has unveiled a new luxury beachfront retreat in Riviera Nayarit, Mexico, with a spa partnered with premium natural product house, Tata Harper Skincare.

Overlooking the Pacific Ocean with a beachfront rainforest setting, One&Only Mandarin features 105 secluded eco-designed treehouses and cliff-top villas, plus a selection of One&Only-branded private homes to buy or rent.

EXCLUSIVE TREATMENTS

One&Only Spa is the first and only spa to introduce Tata Harper's Sensorial Resets, a multi-sensorial collection of curated treatments to elevate the traditional wellness experience.

The journeys are designed to simultaneously elevate skin condition, bodily vibrations and state of mind.



■ The resort features 105 secluded tree-houses and villas

PHOTO:ONE&ONLY MANDARINA



Tata Harper products are filled with the most potent organically grown ingredients



A highlight of the spa menu is Tata Harper's Mystique Herbal Codex, a specialised treatment restoring balance by advancing stagnant energy and reinstating natural energy flow.

Additional treatments include a Kayuma Cleansing Ceremony, Native Clay Remedy, Plant Based Hydration Facial and a Healthy Glow Facial.

"The resort's ancient healing approach coupled with our products – which are filled with the most potent organically grown ingredients – will create a transformative spa experience unique to the destination and resort," said Tata Harper, co-founder and co-CEO of Tata Harper Skincare.

LOCAL DELIGHTS

Guests are also offered uniquely local treatments inspired by indigenous and pre-Hispanic culture, including

a traditional Temazcal combining medicinal herbs, heat, steam, indigenous music and copal incense to stimulate detoxification, heal the body and purify the mind.

WELLNESS OFFERING

The new spa sits in a natural volcanic rock garden, featuring six secluded treatment rooms, all cocooned beneath the jungle canopy observed through skylights.

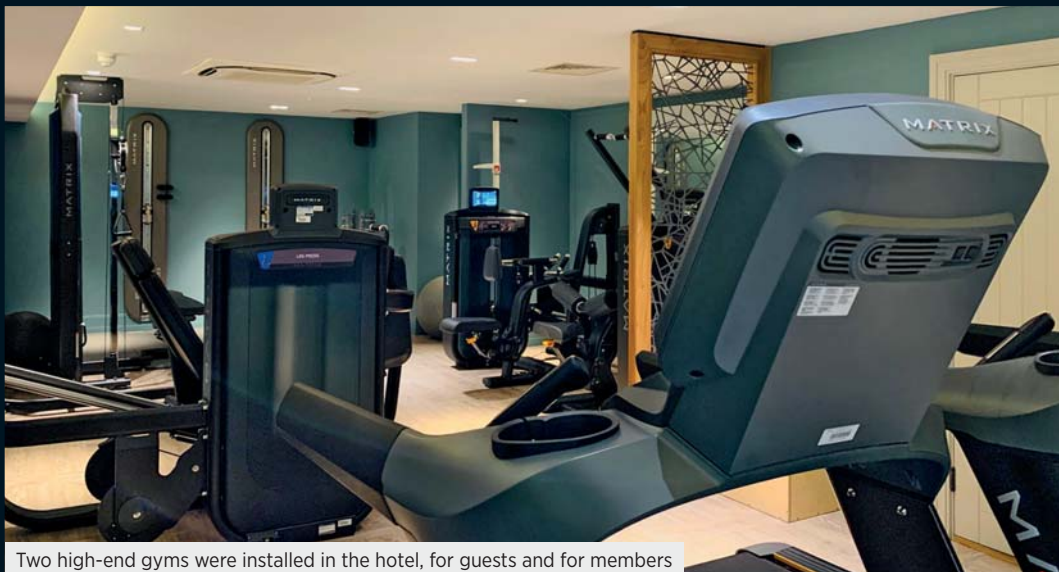
At the heart of the facility is a large Higuera tree framing the relaxation garden, with treatment rooms and a mud therapy facility positioned around its roots.

Wellness facilities also include a vitality pool, hydrotherapy circuit with cold plunge pools, a mud grotto, a steamroom and sauna – both with jungle views –and a spa retail boutique. ●



PHOTO:ONE&ONLY MANDARINA

■ One&Only's new beachfront retreat is located in the Riviera Nayarit region in Mexico



Two high-end gyms were installed in the hotel, for guests and for members

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



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

Nigel Tapping,
Matrix Fitness



REM 1918-2020



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PROMOTION



Séverine Monjanel

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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 energy 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.

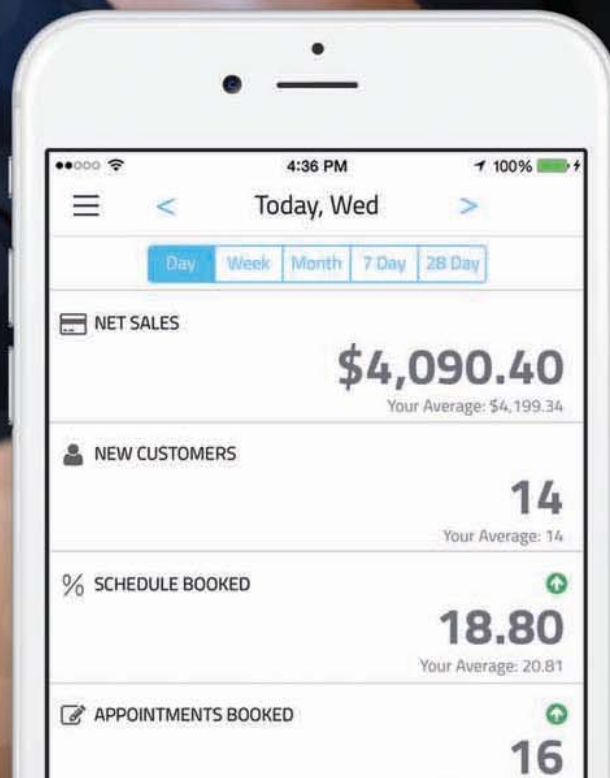
● www.sothys.com



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■ The Rose Reimagined collection features five new products, one of which is a versatile clay mask suitable for use on the hair, face and body

Aromatherapy Associates unveils new Rose collection plus signature two-hour treatment developed alongside Gharieni



■ Anna Teal, Aromatherapy Associates CEO

Aromatherapy Associates has launched a new rose-inspired blend, with a line of five new essentials and a luxurious spa body treatment.

The Rose Reimagined collection features products for the body, face and hair – the Rose Bath and Shower Oil, Rose Triple Exfoliator, Rose Pink Clay Mask and Rose Hand Cream.

With a trilogy of powerful essential oils at its core, including damask rose, geranium and palmarosa, the blend has been designed to help address anxiety and depression, as well as to help ground and calm the body and mind.

“Through these unsettling times we’ve seen a surge in interest and searches for positivity and new motivations,” said Anna Teal, Aromatherapy Associates CEO.

“We wanted to take this one step further, take that thought and need for optimism and create a range that gave people a moment to reset, nourish and treat themselves with products for the skin, body and mind.”

Staying true to its spa heritage, the brand has also created a luxurious body treatment combining three of the new Rose Reimagined products –

including the exfoliator, clay mask and hand cream.

Rose Indulgence can be upgraded to a longer 90-minute experience, which will see guests being treated to an additional hair mask and facial.

Aromatherapy Associates has also teamed up with Gharieni to create a signature two-hour treatment protocol on its Rose Quartz Bed – integrating traditional hands-on massage with undulating massage, as well as inversion therapy for a truly unique moment of reset.

[SPA-KIT AROMATHERAPY ASSOCIATES](http://spa-kit.net)

[READ MORE ONLINE](http://spa-kit.net)

Barbara Cooke introduces **BC SoftWear's** biodegradable slippers



■ Barbara Cooke, BC SoftWear CEO and founder

Luxury spa textile supplier, BC SoftWear, has recently unveiled its first 100 per cent biodegradable and recyclable slipper. Available in either a cream cotton canvas or jute finish, the new slippers are made from all-natural fibres with a sole using naturally derived coir – a fibre extracted from coconut husks – while the sole uppers are made with natural cotton on the outside with a brushed cotton lining for comfort.

BC SoftWear recognised the importance of sustainability for hotels and spas and has



■ After use, the slippers can be easily disposed of with food waste

been working on the product for several months. It also recently announced that luxury spa operator, Bamford, has ordered the new slippers.

"We're naturally extra pleased to have this order but this stands out because it demonstrates the industry's commitment to supporting a

change towards biodegradable products," said Barbara Cooke, BC SoftWear CEO and founder.

"We were determined our slippers would be 100 per cent biodegradable, and we're very happy with the results."

SPA-KIT BC SOFTWARE

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New HQ for **bbspa** will foster creativity, says Régis Boudon-Doris

Global spa consultancy, bbspa&partners, has unveiled its new HQ in Forlì, Italy, named bbspa_Ateliers.

The 450sq m location was realised following an investment of more than €100,000 (US\$118,400, £90,250) and features a new Ateliers

Workshop for collaboration between customers, investors, architects, consultants and operators, for the development of new projects.

bbspa also opted to create a dedicated training equipped with classrooms, laboratories and state-of-the-art

equipment and a marketing and communication department.

In addition, the facility boasts an experiential learning centre for entrepreneurs and investors – with space to experiment treatments and new technologies developed by bbspa and its partners.

At the same time, this department will be dedicated to research and development with partners and customers.

"With bbspa Ateliers every wellness and spa entrepreneur, manager or operator will have at their disposal a unique place where they can find the answers they need to achieve success," said Régis Boudon-Doris, CEO.

"For several years we have felt the need to create an innovative tool that would



■ Régis Boudon-Doris, CEO

allow us to better make our customers perceive the full potential of our company.

"This place would never have been born without the full collaboration with our partners, this is not only a new home for us, but also for them," he said.

SPA-KIT BB SPA

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■ bbspa invested more than €100,000 into the new Italian HQ

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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.swaafrika.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.tspsa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

