



Pool water kills COVID in 30 seconds

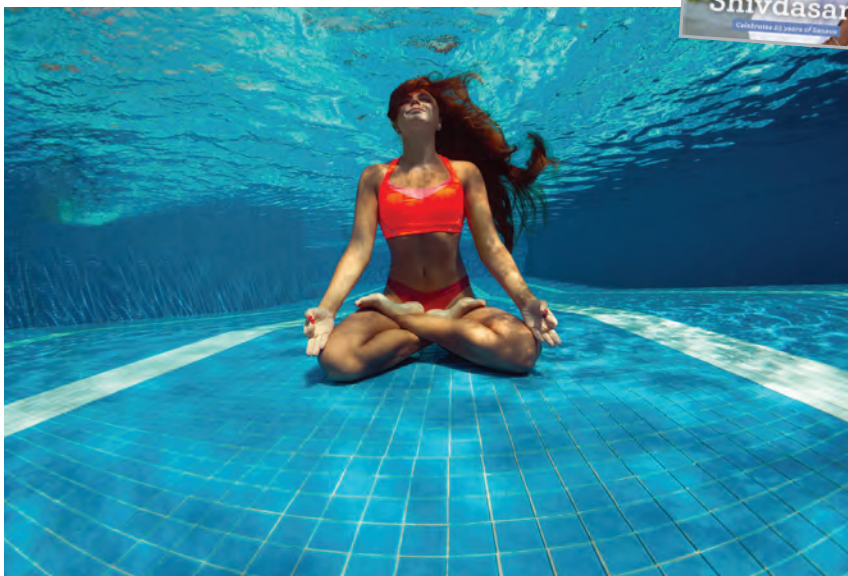
A study by virologists at Imperial College London, which is awaiting peer-review, suggests the risk of COVID-19 transmission in swimming pool water is "incredibly low".

The study looked at the effects of swimming pool water on SARS-CoV-2, the virus which causes COVID-19, to assess the amount of time and contact needed to inactivate the virus in varying chlorine and pH levels.

The research was undertaken by virologist and expert in respiratory viruses, Professor Wendy Barclay, together with research associate Dr Jonathan Brown and research technician Maya Moshe.

Barclay said: "We performed these experiments at our high containment laboratories in London. Under these safe conditions, we are able to measure the ability of the virus to infect cells, which is the first step in its transmission.

"By mixing the virus with swimming pool water, we could show that the



SHUTTERSTOCK/WALLENROCK

■ The study looked at the effects of swimming pool water on SARS-CoV-2

virus does not survive, meaning the water was no longer infectious."

The research established that 1.5mg per litre of free chlorine, coupled with a pH between 7-7.2 reduced the infectivity of the virus more than 1,000-fold within 30 seconds.

Additional testing of different free chlorine and pH ranges confirmed that chlorine in swimming pool water was more effective with a lower pH. This is in line with current guidance for swimming pool operation.

[READ MORE ONLINE](#)

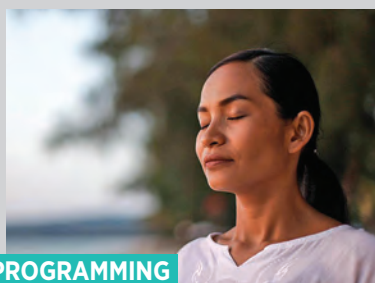


PHOTO: BANYAN TREE

PROGRAMMING

Banyan Tree's Wellbeing Sanctuaries goes global

Brand kicks off global rollout of retreat concept

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PHOTO: GARDEN OF THE GODS RESORT AND CLUB

MEDI-WELLNESS

Strata launches medi-wellness memberships

Packages designed to help guests achieve health goals

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PHOTO: TYLER SADIO

DEVELOPMENT

Forte Village CEO backs new medi-wellness retreat in Italy

Resort destination is famed for its healing mineral water

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Ghislain Waeyaert departs Deep Nature and becomes president of bbSpa's new French division

Ghislain Waeyaert, former VP of French wellness brand and consultancy Deep Nature, has been appointed president of the new French division of Italian spa consultancy bbSpa_Group.

Waeyaert and bbSpa CEO Régis Boudon-Doris have worked to produce and launch bbSpa_France which offers technical advice and turnkey solutions for the French spa market and beyond.

Its services include consulting, engineering and building and construction solutions for spa and wellness projects.

In addition, bbSpa_France also distributes technologies developed by bbSpa_Tech



■ Ghislain Waeyaert (L) and Régis Boudon-Doris (R)

Ghislain's work allowed Deep Nature to establish itself in the international luxury hotel segment

and its partners, such as Aquaform shower systems and 100% You.niforms.

Prior to joining forces with bbSpa_, Waeyaert enjoyed seven years at Deep Nature,

first as managing director and then as vice-president.

His wider 20-year career in the international development of the cosmetics and spa sectors has also seen him hold corporate roles at Shiseido, Davines, Declor and Clarins.

Deep Nature president Julien Patty told *Spa Business*: "I want to thank Ghislain for his personal investment in the development of my company.

"Thanks to his extensive international experience, Ghislain has set up the appropriate organisation to allow Deep Nature to establish itself in the luxury hotel segment in France and internationally."

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PHOTOS: BBSPA AND DEEP NATURE

Dr Barbara Sturm unveils stylish London flagship spa debuting exclusive body treatments



PHOTO: DR. BARBARA STURM

■ Dr Barbara Sturm is a globally-recognised German aesthetics doctor

Globally-recognised German aesthetics doctor Dr Barbara Sturm has expanded the global footprint of her Boutique & Spa concept with a new destination in London's upmarket district of Mayfair.

Sturm is known for her science-based molecular skincare line and spa treatments which have achieved cult status with skincare devotees and celebrities worldwide.

The 170sq m London spa offers Sturm's signature

I hope to excite my patients with new inventions, technologies and treatments

facials, expert skincare consultations and private, one-to-one appointments.

The location is the first of Sturm's three locations to offer exclusive body treatments and her new Professional Line.

Set across two floors, the destination has been designed by architect Tobias Freytag, who also designed Sturm's Los Angeles and Düsseldorf spa locations.

"I love London and it has long felt like a second home. I'm thrilled to be bringing the #SturmGlow to Mayfair," Sturm told *Spa Business*. "I hope to excite patients with inventions, technologies and treatments that have never been seen before."

A fourth Boutique & Spa location will open in Miami's Design District in May.

[READ MORE ONLINE](#)



PHOTO: BANYAN TREE GROUP

■ Lee Won Hoe is Banyan Tree's executive director of wellbeing

{ **Banyan Tree's mission is to demystify and democratise wellbeing for everyone** }

Lee Won Hoe reveals Banyan Tree's global concept rollout

In response to the global re-evaluation of wellbeing, Banyan Tree has extended its flexible and personalisable wellness concept – Banyan Tree Wellbeing Sanctuaries.

The launch is based on ecotherapy and involves guests staying in a unique Wellbeing Sanctuary villa with a set pay rate allowing them access to up to 50 different types of wellness activities a week, inspired by the destination, plus a daily massage.

The villas, in their first guise, quietly launched at the flagship Banyan Tree Phuket, Thailand, in May 2018.

Now, the concept is being rolled out in China, Indonesia, Malaysia, Mexico, Morocco, Thailand and Vietnam throughout 2021.

"Our mission is to demystify and democratise wellbeing," explained Lee Woon Hoe, executive director of wellbeing and the mastermind behind the concept.

"We're excited to launch the sanctuary experience globally and hope our guests will sustain these impactful wellbeing practices when they return home, into their daily lives and with their loved ones."

READ MORE ONLINE

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EDUCATION

New training spotlights conception wellness

The First 1000 Days of Wellness (F1000 Days) will introduce specialised practitioner training for conception, pregnancy, and family integrative wellness, in partnership with industry trainers Christine Clinton and Joanne Berry.

Launching in May 2021, the F1000 Days Professional Ambassador Training Programme will focus on how to merge medical and wellness modalities for proven benefits during childbearing years.

The course will educate spa and wellness professionals on the latest evidence-based practices for fertility, pre-conception, pregnancy and the reproductive years while teaching them how

to personalise treatments, protocols and create programming for customers wishing to have optimal wellness during these periods.

A key focus areas will be specialised F1000 Days Consultations for guests and take-home kits to encourage repeat spa visits.

Berry and Clinton will deliver curriculum through hands-on training, online study and live lectures.

"We believe this type of wellness programming is the future, and we're excited to be to pioneer in this space," said Alina Hernandez, F1000 Days co-founder and director of development and communications.

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SHUTTERSTOCK/LIKLUCK

■ The course focuses on wellness during the childbearing years



PHOTO: CHRIS BACHMAN



We believe this type of programming is the future

Alina Hernandez

TECHNOLOGY

FitBit launches stress-management tool for trackers



PHOTO: CHOPRA



Mindfulness and mental wellbeing are important to holistic health

Deepak Chopra

Fitbit is introducing stress management tools to millions of its users by bringing them to its activity trackers for the first time.

The tech giant's new Stress Management Score will be made available to all FitBit heart-rate enabled devices, providing a daily assessment of the user's body's ability to handle stress based on their activity levels, sleep and heart rate.

Premium members will also have access to a range of workouts and nearly 200 mindfulness sessions from popular brands including Deepak Chopra's



PHOTO: FITBIT

■ The rollout coincides with the launch of Fitbit Luxe

Mindful Method, a wellness collection created for Premium with more than 30 sessions to make a mindfulness practice more accessible.

Chopra said: "I share Fitbit's belief that mindfulness and mental wellbeing are an important part of holistic health. By better managing your emotional wellbeing, it can help make a positive lasting impact on overall health."

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AWARDS

WTS wins ISPA innovation award

Spa consultancy and management firm WTS International has received an ISPA Innovation Award for its LifeStart on Demand platform, following its acquisition of corporate fitness and amenity management services provider LifeStart in November 2020.

LifeStart on Demand is a virtual wellness platform that offers programmes promoting health and mental wellness for members and guests.

The platform was developed to help businesses create new revenue streams and support clients during a time when people were staying at home.

Members, residents and tenants received highly accessible programming that kept guests engaged and focused on supporting mental health, mindfulness, stress management, nutrition, home skincare and movement.

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■ The initiative will be live until the end of July

SUSTAINABILITY

SSA unveils sustainability drive

The Sustainable Spa Association (SSA) has partnered with sustainability specialist Stephanie Hodgson from MeettheFiveR's to help educate global spas about the circular economy.

The #SpaWasteNotChallenge campaign brief focuses on helping spas find a creative solution for one of their waste streams.

"We acknowledge it's incredibly important for

businesses to reduce their waste footprints and that this involves looking at both what goes into the business and what goes out," said Lucy Brialey, SSA co-founder.

The campaign is running from May until the end of July. The SSA will assess and celebrate the success of each participating spa to showcase the power of industry collaboration.

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MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editorial director
Liz Terry
+44 (0)1462 431385



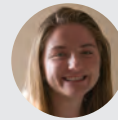
Spa Business editor
Katie Barnes
+44 (0)1462 471925



Publisher
Astrid Ros
+44 (0)1462 471911



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



Assistant editor
Megan Whitby
+44 (0)1462 471906



Head of digital
Tim Nash
+44 (0)1462 471917

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SPA MANAGEMENT

Spa diplomas subsidised in Australia

Wellness training institution The Australasian Sustainable Wellness Academy (ASWA) hosts a nationally recognised Diploma of Wellness Spa Management to help existing industry members and newcomers upskill in wellbeing and management.

The self-paced digital course usually costs AUS\$9,950 (£5,548, US\$7,681, €6,385) but now, entrants are being offered an AUS\$2,200 (£1,227, US\$1,698, €1,411) discount from the



Skills learned will help students to fast-track their career in the wellness industry

Angela Derks

Australian Government as part of its Skills and Training incentive to support professional development.

ASWA is helmed by CEO and founder Angela Derks, who has lead strategic wellness initiatives and training programmes for award-winning companies such as Six Senses, Soneva Resorts and Ritz-Carlton.

As part of the qualification, Derks host 13 private mentoring sessions to support and guide each participant.

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PROGRAMMING

The Farm targets mental health and pain concerns

Holistic medical wellness resort The Farm at San Benito has launched new retreats at its tropical eco-retreat in the Philippines to target pain and mental health concerns.

Situated amongst 48 hectares of jungle and mountain ranges, The Farm at San Benito has partnered with integrative medicine provider Living Life Well (LFL) to launch Pain Management and Mental Health Management.

Both packages are carefully planned and conducted by LFL's internationally-trained integrative medical doctors and mental health experts.



■ The retreats last one, two or three nights

Both retreats kick off with an initial consultation with an LFL medical expert to investigate guests' immediate health problems and create a plan using a holistic approach to find the underlying cause behind these.

This is complemented by a mental health consultation with either a psychologist, psychiatrist or counsellor to help identify and ease problems such as stress, depression and anxiety.

The Pain Management programme includes acupuncture, physiotherapy and myotherapy sessions, while Mental Health Management features psychotherapy sessions and a water wellness treatment.

Both experiences include accommodation, fitness and nutritional assessments, daily meals and access to fitness, meditation and activity facilities.

[READ MORE ONLINE](#)

HOLISTIC HEALTH

Strata launches medi-wellness memberships

Strata Integrated Wellness Spa at Garden of the Gods Resort and Club, Colorado, has devised five new scientifically driven and evidence-based Wellness Concierge Medical Memberships to support guests' specific healthcare needs and accomplish personal health and wellness goals.

Five targeted options are offered, including Immunity, Cardiology, Lifestyle, Health and Premium VIP.

Created by Strata's expert team of over 30 board-certified doctors, nurses, therapists and wellness clinicians, memberships are founded on patient-centric and proactive healthcare, each including integrative,

immersive and innovative services and treatments.

Throughout all programmes, members will be assigned to a Strata Med clinician for ongoing support and have unlimited access to Patient Concierge Liaison Services.

"Before COVID-19, wellness is what we did, and who we were," explained Grant Jones, VP of wellness.

"As the rest of the world looked to gain a greater sense and appreciation for the importance of preventative and integrative care, we further refined our foundation and speciality in the most convenient, forward-thinking and patient-centric manner with our new memberships."

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PHOTOS: GARDEN OF THE GODS RESORT AND CLUB

■ Strata is a unique and all-encompassing wellness concept



Wellness is what we do and who we are

Grant Jones

CLUB & STELLAR PROPELLER STUDIO

GROWTH

Rosewood will open its first Japanese property in 2024



PHOTO: ROSEWOOD



We're tremendously excited about our first presence in Japan

Sonia Cheng

Rosewood Hotels and Resorts will open its first property in Japan in 2024 in a destination known for its beaches and vibrant marine life.

The hotel group has been appointed by Mitsubishi Estate to manage the 55-villa Rosewood Miyakojima in the Okinawan archipelago in the south of Japan.

Asaya, Rosewood's pioneering integrated wellness concept, will offer treatment rooms set in private gardens, indoor and outdoor hydrotherapy facilities and a menu of programmes and services influenced by local healing traditions.



SHUTTERSTOCK/OKIMO

■ The Okinawan archipelago is famed for its beaches

"We're tremendously excited that our first presence in Japan will be in this exquisite location, where Rosewood's signature A Sense of Place concept will be expressed in such a spectacular setting and amid such rich culture," commented Sonia Cheng, Rosewood chief executive officer.

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Raising the bar

A vast new medi-wellness retreat is set to open in rural Italy, backed by Lorenzo Giannuzzi the CEO of Forte Village

■ The 102-room hotel will have a 6,000sq m wellness centre



PHOTO: TYSON SADILO

Lorenzo Giannuzzi, CEO of Sardinia's iconic spa destination, Forte Village, is launching a brand new medical wellness retreat located on an ancient hilltop in an eight-hectare park in Fiuggi, Italy.

Palazzo Fiuggi Wellness Medical Retreat will fuse holistic traditions, Western medicine and nutrition to offer a unique destination within a breathtaking natural setting renowned for its healing mineral waters.

"Palazzo Fiuggi was created by a team of international experts who've developed scientifically-backed protocols to aid a full recovery of health and wellbeing," Giannuzzi told *Spa Business*.

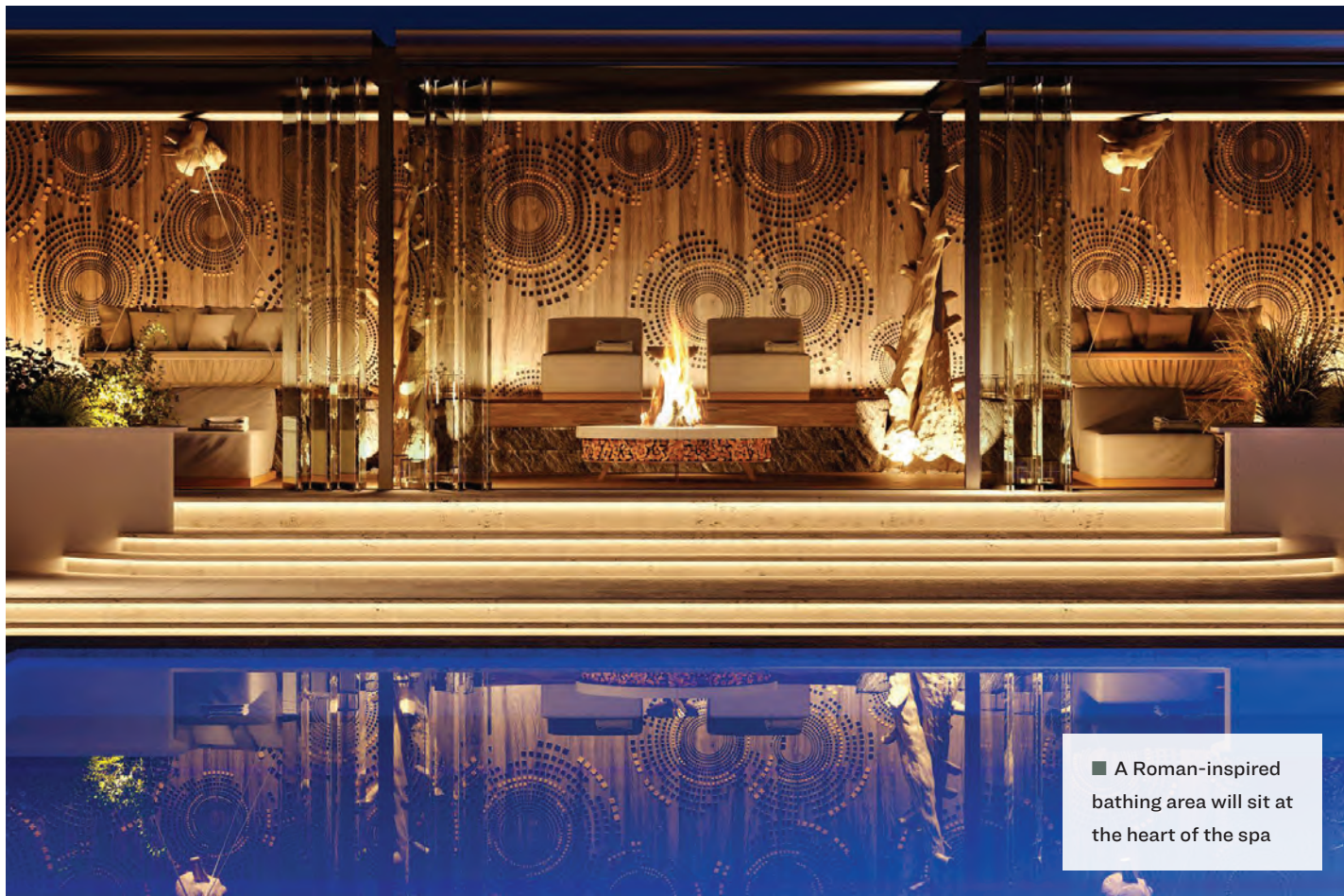
Five personalised programmes will be offered – Complete Life Rewind, Optimal Weight, Mindful Movement, Deep Detox and Immuno Boost – all of which will incorporate Fiuggi's mineral water.

The wellness centre

After a sensitive restoration, the existing 102-room hotel will reopen with a 6,000sq m wellness centre created by architects Mario Dal Molin and Claudia Manunta.

Guests will be able to access a wellness and spa area, medical spa and beauty clinic, offering a combined 21 multi-functional treatment rooms, eight

International experts have developed scientifically-backed protocols to aid full recovery of health and wellbeing



■ A Roman-inspired bathing area will sit at the heart of the spa

PHOTO: TYSON SADLO

Palazzo Fiuggi will set a new standard internationally for medical wellness retreats

beauty cabins, one private spa suite and six medical rooms.

Spa industry consultant Thorsten Lipfert will lead the facility during pre-opening, having worked with GOCO Hospitality in the consultation stages.

The retreat will harness technology to offer first-class medical wellness experiences, including MRI and CT scanning, infrared technology for brain health and sleep, Imedos vessel assessments and retinal scanning.

Professor David Della Morte Canosci, Palazzo Fiuggi's medical and scientific director, said the resort "will aim to set a new standard internationally for medical wellness retreats".

Gharieni Group is playing a role in supplying the spa with a number of its wellness concepts, meaning the spa will also operate as a Gharieni flagship.

All signature packages will include a variety of spa treatments supplied by Dr

Barbara Sturm and Vitalis, ranging from Ayurveda to touchless treatments.

A well-rounded offering

In a nod to traditional Roman bathing, spa experiences will be anchored by a 700sq m Roman bathing area alongside two hammams, a sauna, steamroom and experience shower designed by Stenal.

Guests will also be offered access to two thalasso pools – supplied by Unbescheiden – incorporating Fiuggi mineral water, as well as a plunge pool and 'exhilarating fitness facilities'.

Palazzo Fiuggi's concept will be rounded out by a strong focus on nutrition, underpinned by a specialist menu using nutrients to activate cellular pathways linked with anti-ageing, anti-inflammation and antioxidant processes

The offering was devised by three Michelin-star chef Heinz Beck in collaboration with professor Canosci.●

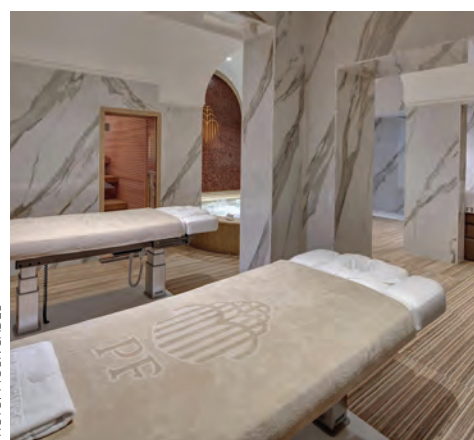


PHOTO: TYSON SADLO

■ The facility will house a wellness and spa area, medical spa and beauty clinic



A return to nature

Premedion is gearing up to open a new integrative health and wellbeing retreat in a Middle Eastern wildlife oasis, as Megan Whitby reports



■ Dr Yasser Moshref, Premedion CEO

In August 2021, a Middle Eastern retreat called Zoya Wellbeing & Health Resort Zoya at Al Zorah will open in Ajman, UAE, developed and operated by Premedion, the global spa consultancy and management company.

The five-star spa and holistic wellness destination will be dedicated to intensive holistic wellbeing retreats and packages and will be located in a naturally protected zone surrounded by wildlife, beaches and lush mangrove forests.

The 61-key facility will form part of the Al Zorah mixed-use hospitality development – co-developed by the Government of Ajman and Lebanese developer, Solidere International.

Zoya will harness medicine and holistic wellness to create customised wellbeing journeys with a specific focus on detoxing, therapeutic fasting, prevention, aesthetics and anti-ageing and physical rehabilitation.

Packages will all include a minimum five-night stay and blend wellness



PHOTO:PREMEDION/AMBIENT STUDIO

■ The new wellbeing concept will form part of the Al Zorah mixed-use development in Ajman in the UAE

treatments, physiotherapy, aesthetic medicine, diagnostic testing and exercise to boost vitality.

Each guest will be treated as an individual and begin their journey with a medical consultation, diagnostics testing and wellness assessment to inform treatment and nutrition plans.

“Zoya Wellbeing is being designed to create a unique destination that protects, nourishes and invigorates the mind, body and soul,” explained Dr Yasser Moshref, Premedion CEO.



Zoya Wellbeing is being designed to create a unique destination that nourishes, invigorates the mind, body and soul

Zoya will be anchored by an integrative wellness facility complete with 45 treatment rooms comprising an integrative medicine clinic, aesthetic and anti-ageing centre, chronic disease management and diagnostics services, physiotherapy and a medi-spa.

This will be complemented by two separate-sex spas, a mixed-sex spa, beauty services, fitness facilities, yoga and meditation spaces, a library and lecture room and a vegan restaurant and juice bar.●

A DEEP DIVE INTO SUSTAINABILITY

Phytomer is a front-runner in sustainability, offering reliable and effective blue beauty solutions for spa operators and guests

Phytomer is underpinned by a respect for the ocean and environment



Tristan Lagarde, Phytomer deputy general manager

As an advanced marine skincare brand, Phytomer has a deep connection with nature with a philosophy hinged on creating sustainable, high-performance skincare innovations, with respect for both the sea and environment.

Since its inception, the restorative healing power of wild, organic and natural marine ingredients have remained at the heart of Phytomer's products, in order to deliver the sea's benefits to each and every customer's skin.

Deputy general manager Tristan Lagarde says the natural world is ingrained within the core of the company's DNA, after it was founded in the picturesque French seaside town of St Malo in Brittany in the 1970s.

Phytomer still operates out of the very same location and relishes its physical proximity to nature, with the beach just a short walk away. Lagarde says this acts as a constant reminder and form of inspiration for the brand to maintain committed to producing sustainable blue beauty.

Responsibly-sourced ingredients

Phytomer works with a plethora of powerful marine ingredients, all obtained through eco-friendly and responsible means to preserve natural resources. 70 per cent of these actives are sourced from Brittany via a carefully selected network of trusted local partners including growers, start-ups and researchers.

"We source our ingredients in Brittany because of the region's exceptional biodiversity," explained Lagarde, "and at Phytomer we believe the sea's boundless generosity demands our respect."

"Although the ocean offers us an exquisitely rich and promising treasure trove of ingredients, we recognise it's a fragile ecosystem which should be carefully looked after and not taken advantage of."


In a nod to this, the remainder of marine active ingredients are produced responsibly by Phytomer's in-house marine biotechnology research laboratory.

The lab cultivates marine algae, plants and microorganisms and, to date, has discovered 60 new micro-organisms with fascinating beauty potential.




*“We believe the sea’s
boundless generosity
demands our respect,”*

Phytomer proudly sponsors Sea Art Movies
a documentary series dedicated to artists
who are committed to preserving the ocean



Products are
powered by
specialist marine
biotechnology and
in-house expertise



Powered by 100 per cent renewable energy and 45 years of experience in sustainable marine ingredient cultivation, the facility is run by researchers specialised in skin and marine biology who use green methods to extract powerful natural active ingredients from marine microorganisms.

Lagarde says this controlled method not only ensures a sustainable approach to ingredient sourcing but also allows Phytomer to monitor and observe the environment in which the ingredients grow to ensure optimal levels of purity.

At the forefront of cosmetic discoveries, Phytomer’s Laboratory is one of the few in the world to master marine biotechnology and was recognised for its sustainability commitments in 2019 with the prestigious RSE Ecovadis Gold certification. The award was presented to celebrate its pioneering progress in sustainable marine algae and seaside plant cultivation.

One step further

“At Phytomer we’re immensely proud of our innovative green formulas and responsible production process, but we decided to

go the extra mile in our sustainability mission by refreshing our products with eco-friendly packaging,” Lagarde added.

In 2020, the company completed a sustainable packaging update meaning its lines were upgraded to feature less plastic and more eco-friendly materials, including recyclable outer packaging, glass jars and plant-based tubes.

The changes were quickly rolled out across all of Phytomer’s lines with immediate effect to reduce the organisation’s impact on the environment, all while maintaining its high-end design and professional finish.

A cut above the rest

According to Lagarde, this unwavering and authentic commitment to sustainability through every facet of



In 2020, Phytomer rolled out new sustainable packaging

the business is part of what makes Phytomer stand out from the crowd.

“Spas appreciate our genuine enthusiasm about making the world a better place and are impressed by our innovative green methods to produce blue skincare. This is why Phytomer offers an ideal partner for spas who want premium responsibly-sourced marine skincare.”

Phytomer’s sustainable production process and dedication to the environment from start to finish makes it a market leader in producing blue beauty using green methods.

In Lagarde’s opinion, Phytomer leads by example and the brand is continuing to innovate to further prove its respect for protecting the planet and creating outstanding blue beauty products. ●

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PHOTO: CUTITRONICS



PHOTO: ISHGA

■ Cutitronics offers data-driven insights to help therapists dispense the precise amount of the correct product to suit individual clients

Cutitronics and ishga partnership ushers in new era of digital skincare in spas



PHOTO: ISHGA

■ Leon Trayling, ishga director

Scottish skincare specialists Cutitronics and ishga have joined forces to introduce new skincare technology into UK spas.

Glasgow-based beautytech company Cutitronics was founded in 2014 by Dr David Heath who invented a 'Fitbit' for skincare.

The company provides a device and mobile app to analyse skin in real-time by drawing on a wide range of external factors – such as weather conditions and location – to recommend and dispense the precise amount of the correct product to suit

that consumer, according to their unique skincare needs on that particular day.

This technology will blend seamlessly with ishga's marine product range, supporting consumers to achieve optimal results and ensuring closer engagement between therapists and clients following spa visits.

Leon Trayling director at ishga said: "By working with Cutitronics to explore solutions to problems facing all spas, ishga is positioning itself at the leading edge of the industry. We aim to demonstrate transparency in what our products can

achieve for customers and provide an adaptable omnichannel approach to treatment delivery".

Wilma McDaniel commercial director at Cutitronics commented: "Within spas, our technology will be integrated into the entire client experience, empowering therapists by streamlining the appointment process and offering them objective, data-driven insights on their client's unique skincare requirements.

More on spa-kit.net

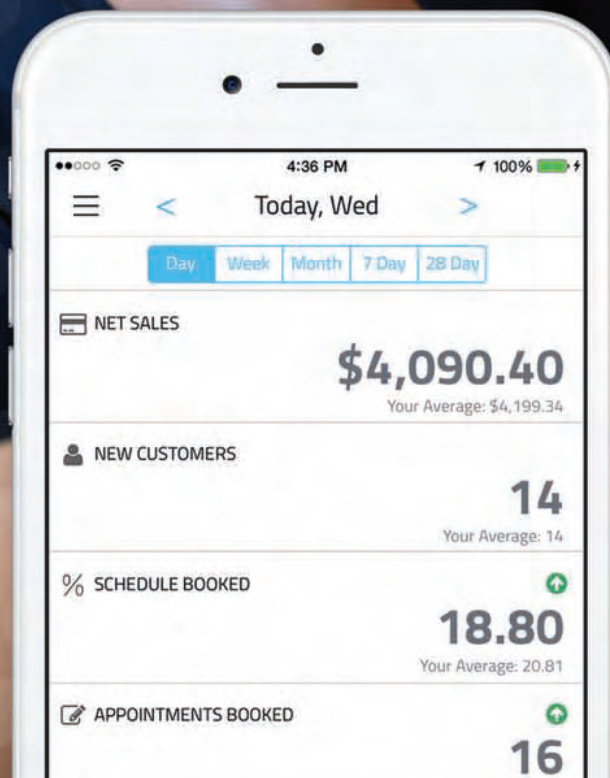
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Phytomer UK unveils brand new website



PHOTO: PHYTOMER UK

■ **Director of Phytomer UK, Fiona Peerless**

Marine biotechnology spa brand Phytomer has unveiled a new UK website to advance its presence in spas and beauty salons across the country.

As Phytomer reaches out to invite more spas and salons into its family, it's redeveloped its UK online offering with a site dedicated to professionals, along with a showcase for its retail offering too.

"As a third-generation family business, Phytomer sees its spa and beauty salon customers as an extension of the family and we're very keen



PHOTO: PHYTOMER UK

■ **Phytomer products harness the healing power of marine ingredients**

to uphold that philosophy in the UK," says Phytomer UK's director Fiona Peerless.

"The website has a dedicated professional area that positions the brand, products and treatments and extends a warm invitation to UK spas and salons to become a partner."

The site also reinforces Phytomer's commitment to spas and salons.

In addition, visitors can access a 'Green Focus' section dedicated to sustainability, eco-responsibility, the ethical sourcing of ingredients and shining a spotlight on Phytomer's innovative natural and eco-friendly product portfolio.

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Zoe Graham joins HydraFacial as EMEA corporate account manager

Advanced aesthetic technology company HydraFacial has announced Zoe Graham will join its team as corporate account manager for the EMEA region.

Graham's new role will see her both strengthen existing HydraFacial partnerships and seek out new opportunities for the brand across the spa, resort, beauty, medical and retail sectors in the EMEA.

She told *Spa insider* she's most excited to "be at the forefront of the industry buzz around 'spathetics' and results-driven solutions that empower the provider and the end consumer".

Graham brings a variety of experience to the role, having previously worked as



PHOTO: HYDRAFACIAL

■ **Zoe Graham has a breadth of experience in the spa industry**

a therapist, spa operator and business development manager for leading topical skincare brands as well as beauty tech.

She hopes to bring a 360-degree understanding of providers' goals, consumer expectations and the level

of support HydraFacial as a brand will offer to its corporate partners.

Prior to this appointment, Graham worked as Foreo UK's business development manager.

Kate Gilbert, HydraFacial's EMEA VP and GM, shared

details about the company's expansion plans.

"Expanding our business internationally is a key focus area for HydraFacial. We already have over 15,000 HydraFacial delivery systems in 87 countries.

"Over the coming years we'll invest in our global infrastructure and brand awareness to bring HydraFacial to a broader consumer group. In addition, we plan to continue investing in our brand with innovative consumer engagement programmes, because we know current consumers really value investing in their wellness."

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Subtle Energies partners with The Royal Mansour

Luxury Ayurveda aromatherapy brand Subtle Energies has partnered with leading Moroccan wellness destination The Royal Mansour to offer new immersive wellness experiences.

Subtle Energies creates organic results-based aromatherapy, natural skincare and wellness solutions founded on authentic Ayurveda principles.

Its range addresses multiple skin and body concerns while delivering high-performance results, empowering people's physical, mental and emotional wellbeing.

Located in Marrakesh, The Royal Mansour houses a 2,500sq m spa divided over



PHOTO: THE ROYAL MANSOUR

three floors which has recently begun offering a range of Subtle Energies' treatments including a Blissful Marma Massage, a Rasayana Detox Body Wrap and the Recovering Traveller experience.

Nick Irani, Subtle Energies' director of operations and brand development, told *Spa insider*: "The Royal Mansour is a Moroccan icon and we were thrilled when its team approached us to



PHOTO: SUBTLE ENERGIES

■ Nick Irani, Subtle Energies' director of operations and brand development

collaborate after it embarked on a journey to provide guests with a comprehensive and unique wellness offering."

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Ana Fuentes joins Gharieni's Dubai team



PHOTO: GHARIENI

■ Sammy Gharieni, CEO and founder of Gharieni Group

Luxury spa and wellness technology company Gharieni Group has appointed Ana Marie Aujophil Fuentes as business development manager of its Middle East division, effective immediately.

Fuentes' main focus will be the development of innovative wellness concepts alongside supporting partner spas to harness the power of wellness through Gharieni's verified wellness technologies and getting them state of the art and prepared for the next move.

She began her career in Dubai in 2005 and has since spent 15 years



PHOTO: GHARIENI

■ Fuentes has 15 years' experience hospitality and wellness

working in the hospitality and wellness industries.

Prior to her appointment, Fuentes held the role of operations manager at Dubai-based day spa brand Dreamworks Spa, where she oversaw 20 spas.

Sammy Gharieni, CEO and founder of Gharieni,

commented: "Ana is a compassionate leader who is full of enthusiasm and optimism. The whole Gharieni team is looking forward to working with her in the future."

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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.balispawellness-association.org

Brazilian Spas Association

■ www.abcs spas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

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

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.com

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.serbian spas.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 Industry Association

■ www.dayspaassociation.com

Spa & Wellness International Council

■ www.lswic.ru

The Sustainable Spa Association (SSA)

■ www.sustainable spas.org

Taiwan Spa Association

■ www.tspa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

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