

# spa business insider

16 NOVEMBER 2021 ISSUE 384

A SPA BUSINESS PUBLICATION



## Industry study is good news for spas

Mindbody has published the 2021 edition of its annual *State of the Spa and Salon Industry Report*, highlighting how businesses have evolved since the pandemic began.

The report was produced following surveys of 1,230 US consumers and 1,200 US wellness businesses (franchise and non-franchise organisations) during June 2021.

It found US consumers showed a renewed interest in the sector as soon as lockdowns ended and are investing more of their time and money into treatments.

More consumers are also adding wellness services or treatments to their routines since the start of the pandemic, with 24 per cent of consumers being first-timers, while 22 per cent of those who already consume wellness services increased the frequency with which they visit spas and salons since the economy reopened.

Variety is emerging as the spice of life, with more than half of respondents



SHUTTERSTOCK/GINGERKITTEN

■ The report reveals challenges and opportunities facing the spa and salon industries

(53 per cent) saying they're more open to trying new services or treatments than they were before the pandemic began and 49 per cent of consumers revealing that they plan to treat themselves to more 'indulgent' services over the next six months.

This positive growth in interest in the sector and willingness to branch out and try new services represents an opportunity for businesses in both industries to grow their customer base and boost revenue.

[READ MORE ONLINE](#)



### PEOPLE

#### Industry pays tribute to Dr Danny Friedland

Sector vows to keep Friedland's legacy alive

[p05](#)



PHOTO: SIX SENSES

### NEW OPENING

#### Six Senses Spa opens outpost in Istanbul

Highlights include an authentic hammam

[p09](#)



PHOTO: FOUR SEASONS NAPA VALLEY

### GROWTH

#### Four Seasons Napa Valley launches in Calistoga

Vinotherapy and mud rituals take centre stage

[p14](#)

LET'S FOCUS ON  
THE "WE"  
IN WELL-BEING.

Courtesy of Faena Hotel, Miami Beach.  
Photographer Nik Koenig, USA



Europabad Karlsruhe, Germany

From the start of planning all the way to the finishing touches, we're your partner of choice when it comes to bringing health-promoting sauna and spa solutions to life. Whatever your wishes are and whatever the spa trend is, together we can make it happen. After all, one thing is for sure: guests will be looking for a healthy lifestyle, more than ever before. And where better to find it than in the unique spa experience you offer?

Be inspired, discover your spa vision of the future at [www.klafs.com](http://www.klafs.com)



Chalet Anna Maria, Photographer Alex Kaiser, Austria



Kokon Corporate Campus, Liechtenstein

## Gwyneth Paltrow's goop wellness empire debuts first facial at Auberge's Hawaiian retreat

The spa at Mauna Lani, Auberge Resorts in Hawai'i will be the first in the world to offer a treatment created by Gwyneth Paltrow's wellness and lifestyle brand goop.

The brand's new 50-minute goop Glow Facial is now exclusively available at the property's Auberge Spa and consists of a combination of facial massage, exfoliation and masking.

goop already has a presence at the Hawai'i resort in the form of a retail boutique.

Costing US\$265 (€229, £195) per person, the signature facial is claimed to detoxify and moisturise and the skin with nutrients using clinically-tested goop



SHUTTERSTOCK/LEV RADIN

■ Gwyneth Paltrow founded goop in 2008

**Mauna Lani is honoured to deepen our relationship with goop by introducing the first-ever goop facial**

skincare and a rosewater and pink clay mask from beauty brand Tammy Fender.

It starts with a deep cleanse and microexfoliation, then infuses skin with active

ingredients – including vitamin C, hyaluronic acid, ceramides and peptides – to nourish, smooth, soften and brighten.

Sanjiv Hulugalle, regional vice president and general manager of Mauna Lani, Auberge Resorts Collection, says: "Committed to creating unique experiences for modern travellers, Mauna Lani is honoured to deepen our relationship with goop with the introduction of the first-ever goop facial.

He adds "We look forward to continuing to create an idyllic destination rooted in Hawaiian culture, attracting those seeking an escape filled with exciting adventure and wellness."

[READ MORE ONLINE](#)

## Could Larry Ellison's US\$345m Lake Tahoe resort become the next Sensei?



SHUTTERSTOCK/S BUNKLEY

■ Tech billionaire Larry Ellison is cited as the seventh-richest person in the world

Tech billionaire and hotelier, Larry Ellison, has quietly acquired the lakefront Hyatt Regency Lake Tahoe Resort in Nevada through his venture firm, Lawrence Investments.

According to the Washoe County Recorder's Office, the deal for the Hyatt was finalised on 3 September, with the company paying US\$345m (€297.8m, £253.4m) to acquire the 422-key resort, which has luxury cottages, a casino and a 20,000sq ft, 16-treatment-room spa.

**Lawrence Investments paying paid US\$345m to acquire the 422-key resort and its 16-treatment-room spa**

Cited as the world's seventh-richest person, Ellison has sunk large parts of his fortune into real estate and is owner of the premium Sensei wellness brand which he co-founded with Nobu and Dr David Agus, director of the University of South Carolina's Institute for Transformative Medicine.

Industry insiders told *Spa Business* that longer-term, the property could

be upgraded to include a Sensei element, as Ellison works to roll out the brand.

Sensei's first wellness enclave – Sensei Lāna'i, A Four Seasons Resort – opened in 2019 on the Hawaiian island of Lāna'i. Ellison also recently announced plans to open a second location on his 240-acre estate in Coachella Valley, California.

[READ MORE ONLINE](#)



■ Dr Daniel Friedland, referred to fondly by the industry as Dr Danny

**Friedland is celebrated as one of the original pioneers who saw value in incorporating wellness into healthcare**

## Wellness industry will keep **Danny Friedland's** legacy alive

**T**ributes have been flowing in from the sector after industry icon Dr Daniel Friedland passed away, following a terminal brain cancer diagnosis last November.

A trained physician, author, passionate keynote speaker, coach and consultant, Friedland has long been celebrated in the industry as one of the original pioneers who saw the value in incorporating wellness into healthcare.

This led him to help realise the WellnessEvidence.com portal to help people find medical evidence for

authoritative studies that evaluate the benefits of wellness modalities,

Friedland also founded SuperSmartHealth to help businesses support their people to avoid stress and burnout and help elevate leaders and teams using evidence-based practice drawing on neuroscience and mindfulness practice.

In response to news of Friedland's passing, the global wellness network has championed his dedication to the sector, his pioneering thought leadership and his kindness.

**READ MORE ONLINE**

04

### People

Gwyneth Paltrow's goop empire expands into the world of spa and debuts first facial at Hawaiian resort

06

### Face the music

Hard Rock Hotels appointed to operate new Marbella and hotel, including its signature music-centric spa concept

09

### Global ambitions

Therme Group maps out plans to open thermal wellbeing destinations across the US

10

### World's first health and wellness credit card

A new credit card – launched by wellness platform Paceline – will link financial benefits to physical health

12

### Spa Business insights

Leading wellbeing organisations launch research to investigate links between built environments and human wellbeing

Four Seasons Napa Valley and spa has launched with a working vineyard and bespoke vinotherapy spa rituals

17

### Supplier news

The latest in products and innovation from HydraFacial, The Spa Collaborative, Starpool, Sunlighten, Hologenix and Gaia Skincare

### Sign up to Spa Business insider:

**Online:** [www.leisuresubs.com](http://www.leisuresubs.com)

**Email:** [subs@leisuremedia.com](mailto:subs@leisuremedia.com)

**Tel:** +44 (0)1462 471930

Annual subscriptions:

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

 [@spabusinessmag](https://twitter.com/spabusinessmag)

Read Spa Business and Spa Business insider free online: [www.spabusiness.com/archive](http://www.spabusiness.com/archive)

## OPERATORS

### Hard Rock plans Rock Spa for Marbella

Global hospitality and entertainment brand Hard Rock Hotels is set to operate a new location in Marbella, scheduled to open in June 2022.

The former Andalucía Plaza hotel complex is undergoing an extensive transformation to convert the site into a 384-key Hard Rock Hotel.

Hard Rock Hotels was approached to operate the Marbella location by a real estate hospitality joint venture between real estate investment adviser and asset manager Stoneweg Hospitality and private investment firm Bain Capital Credit.

The joint venture acquired the Marbella hotel in June 2021.

Hard Rock Hotel Marbella will have six dining concepts, as well as a spa with a pool and gym.

The facility will be characterised by Hard Rock's Rock Spa wellness concept which puts a musical twist on classic spa treatments such as a sound vibration facial named Face the Music. Rock Spas' overall design brief is also influenced by music and includes treatment rooms inspired by recording studios.

Fabio Longo, managing director at Bain Capital, says: "The hotel has performed well since we acquired it in June and its conversion to a Hard Rock Hotel will ensure its continued success."

[READ MORE ONLINE](#)

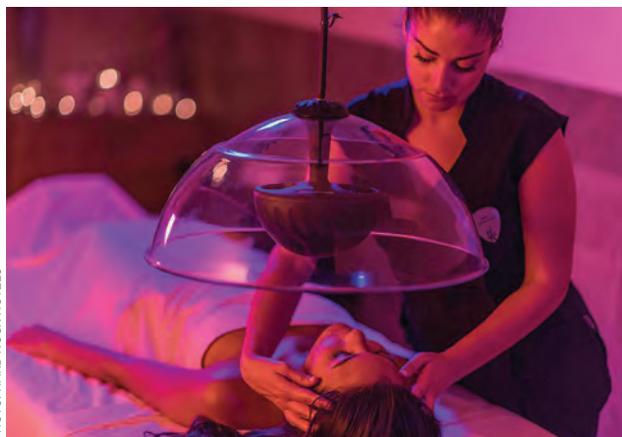


PHOTO: HARD ROCK HOTELS

■ Rock Spa treatment rooms are inspired by recording studios



**The hotel's conversion to a Hard Rock Hotel will ensure its continued success**

Fabio Longo

## EVENTS

### Full agenda released for 2021 Global Wellness Summit



**We've never gathered so many luminaries from both the medical and wellness worlds**

Susie Ellis

The Global Wellness Summit (GWS) has revealed the full agenda for its 15th annual conference taking place both virtually and in person in Boston, Massachusetts, from 30 November to 3 December.

The event's theme is "A New New Era in Health & Wellness" and the agenda brings together global leaders from the wellness, medical, public policy and tech worlds to explore the different future for health and wellness in the wake of the pandemic.

"In our 15-year history, we've never gathered so many luminaries from



SHUTTERSTOCK/LUNAMARINA

■ The 2021 GWS will mark the event's 15th anniversary

both the medical and wellness worlds – a historic number of brilliant doctors, wellness executives, technologists, scientists and startup founders trailblazing the future of health and wellness around the world," comments Susie Ellis, GWS chair and CEO.

[READ MORE ONLINE](#)

## PROGRAMMING

### Chenot unveils Molecular Lab programme

Chenot Palace Weggis in Switzerland has announced the launch of The Chenot Molecular Lab for Optimal Living, a new programme developed to help resolve issues associated with premature ageing.

The programme is overseen by chief operating and scientific officer, Dr George Gaitanos who calls it a “natural evolution of the brand’s mission to unlock human potential”.

Guests are given blood tests that yield results based on mRNA-based molecular testing, using epigenetic

PHOTO: CHENOT



**This is the natural evolution of the brand’s mission to unlock human potential**

George Gaitanos

technology to analyse gene activity and determine biological ageing status.

These tests enable scientists to analyse the expression levels of genes associated with silent inflammation, oxidative stress, structural integrity of connective tissue and hormonal imbalance.

Results are then used to prescribe personalised interventions via supplement prescriptions and the creation of a lifestyle treatment plan.

[READ MORE ONLINE](#)

## 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

Spa Business insider is published fortnightly by The Leisure Media Company Ltd, PO Box 424, Hitchin, SG5 9GF, 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 2021.

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

## GROWTH

### New Nobu resort to open in 2024 in Saudi Arabia

Nobu, the global lifestyle brand founded by Robert De Niro, Nobu Matsuhisa and Meir Teper, will launch a brand new location

– called Nobu Hotel, Restaurant and Residences Al Khobar – in Al Khobar, Saudi Arabia, by 2024.

Located in the waterfront area of the city, the mixed-use development will be home to a 120-key hotel.

Guests will also be offered access to a signature Nobu Restaurant, meeting spaces, wellness centre and swimming pool.

Nobu’s spa and wellness concept typically includes a

PHOTO: NOBU



**We’re going to deliver a truly unique mixed-used destination**

Trevor Horwell

combination of traditional and cutting-edge treatments – all of which are curated by Nobu to mirror the brand’s core beliefs.

Trevor Horwell, chief executive of Nobu Hospitality says: “We’re delighted to be delivering a truly unique mixed-use destination in Saudi Arabia.”

The resort will become Nobu’s second Saudi location after its Riyadh outpost

[READ MORE ONLINE](#)



SHUTTERSTOCK/ALEKS GUDENKO

■ The spa will offer classic Nobu wellness rituals



BEST PRODUCT INNOVATION:

# GlowSolution

*Unique. Intelligent. Made in Germany.*



## GET YOUR GLOW!

4 steps for immediately plumper, smoother and deeply nourished skin! Immediately visible and long-term successes.



**SCAN HERE**  
for more information



IONTO.COM

*Your partner for cosmetics and wellness.*

IONTO Health & Beauty GmbH | +49 721 9770 828 | export@ionto.de

## GROWING FOOTPRINT

### Therme Group maps out US growth plans

Thermal wellbeing organisation Therme Group has outlined plans to introduce urban wellbeing centres to five US cities, including New York, Los Angeles and Washington, D.C.

In the past two years, Therme has revealed plans to open locations in Germany, the UK and its first resort in North America in Toronto.

The organisation has appointed Robert Hammond as president and chief strategy officer for its Therme North America



**We're thrilled to have Robert join us in bringing Therme to North America**

Robert Hanea

branch to manage its US expansion plans.

Hammond joins Therme after serving for over two decades as co-founder and executive director of Friends of the High Line, where he led the transformation of an abandoned elevated railway line in Manhattan into an iconic urban park.

Dr Robert Hanea, chair and CEO of Therme, says the organisation is excited to have Hammond and his unique vision on board.

[READ MORE ONLINE](#)

### Parker Spa™ Trolley



Fully-functional aesthetics workstation that neatly houses:

Silhouet-Tone® steamer

Daylight Lamps® full-spectrum mag lamp

tempered glass work surface

soft close drawers

surge-protected power strip

soft rolling casters

[livingearthcrafts.com](http://livingearthcrafts.com)

## DESIGN

### Six Senses opens new spa inspired by Turkish culture

Six Senses Kocatas Mansions in Istanbul has been upgraded with a brand new 16,145sq ft (1,500sq m) urban spa retreat within a restored 100-year-old stone house.

The spa has been added to the existing Six Senses resort which originally opened in 2019 within a former mansion owned by and named after Ottoman Minister of Justice Necmettin Molla Kocata, owner of Kocata Water.

Elevated above the resort and blending into the natural greenery, the new spa has been realised using natural materials from the original



PHOTO: SIX SENSES

■ The new spa is complete with authentic hammams

setting and constructed in an eco-friendly manner. It also incorporates artefacts from Ottoman palatial collections to pay homage to the city's past.

Inspired by Istanbul's iconic historical imperial Sultan Ahmed Mosque, the spa's five treatment rooms have been completed with blue-tiled walls to celebrate Turkish culture, enhanced with red line details to give an authentic finish.

The new facility encompasses three hammams, two

steamrooms, two saunas, an open-plan relaxation area and a boutique, along with a Holistic Anti-Ageing Center, Pilates studio, Alchemy Bar and Nail Bar.

Treatment highlights include authentic hammam experiences, administered by local hammam experts.

In Q1 2022, the spa will also gain an infinity pool, a juice bar and additional fitness facilities.

[READ MORE ONLINE](#)

## INNOVATION

### Paceline unveils health and wellness credit card

A new credit card – launched by wellness platform Paceline – will link financial benefits to physical health.

The Paceline Card, issued by Evolve Bank and Trust, ties credit card rewards to workouts and activities which are tracked via Apple Watch.

Created in collaboration with Apple, the programme will see cardholders first being reimbursed for their purchase of an Apple Watch.

Paceline members who then achieve 150 minutes of physical activity each week can redeem a reward from over 500 health-focused lifestyle brands.

To qualify, cardholders who hit their weekly activity streak of 150 minutes of physical

activity will also need to make their minimum payment each statement cycle – and spend US\$500 each statement cycle for 24 months.

Joel Lieginger, CEO and founder of Paceline, said: "Rewards programmes are essential loyalty drivers for credit cards.

"Our focus is on building a rewards programme driven by physical activity and prioritises the cardholder's physical and financial health.

"By tying financial incentive to achievable activity goals, we have the opportunity to not only dramatically improve the health of individuals, but also the nature of preventive health in our society."

[READ MORE ONLINE](#)



SHUTTERSTOCK/DEAN DROBOT

■ The card is designed improve preventative health in society



**Our focus is on building a rewards programme driven by physical activity**

Joel Lieginger

## RETREATS

### Soneva Fushi reveals fine-dining zipline experience



**A first-of-its-kind concept, Flying Sauces is set to become a true bucket list experience**

Soneva Fushi resort in the Maldives has unveiled a "world-first" dining experience, which will take guests high among the treetops.

Called Flying Sauces, the new eating option will offer guests the opportunity to combine culinary excellence with views across the resort.

Guest will embark and soar along a 200m (656ft) zipline, before reaching a specially constructed dining platform, suspended 12m (40ft) in the air.

Once at the platform, visitors will sit down and the resort's chef, Rasal Jayawardene, will prepare a seasonal



PHOTO: SONEVA FUSHI

■ Diners will sit at a platform among the treetops

menu in an open treetop kitchen, paired with a selection of the finest wines from Soneva Fushi's cellars.

The experience will be available to book for breakfast, high tea and dinner, with dishes inspired by fresh ingredients from the resort's gardens – accompanied by local sustainably-caught seafood.

[READ MORE ONLINE](#)



Spa Guerlain, The Woodward  
Geneva



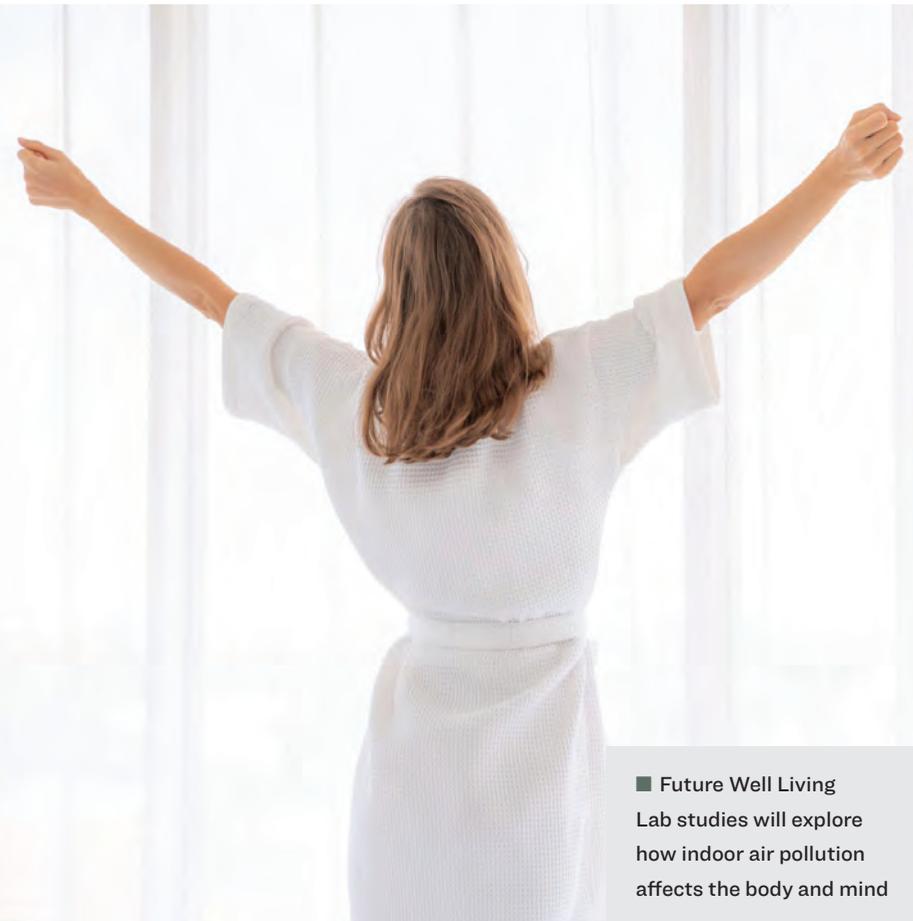
l'Art  
the Art of fine linen  
du linge raffiné



Photo Credit: Claire Cocano

# Environmental impact

Leading wellbeing organisations launch research to investigate links between built environments and human wellbeing



■ **Future Well Living**  
Lab studies will explore how indoor air pollution affects the body and mind

SHUTTERSTOCK/CRAFTER

Interest in how built environments can affect our health and wellbeing has become a major topic of discussion globally, especially as lockdown has seen people spending increasingly more time indoors. As a result, wellness architecture has grown into a major trend in the global spa and wellness industry.

### Action plan

To further this field's progress, two leading wellness organisations recently kicked off separate initiatives to investigate how wellness design and architecture can improve human health, wellbeing and performance.

Thermal wellbeing resort operator Therme Group and COGITO – the epistemology research centre at the University of Glasgow, UK – were the first to announce their Dimensions of Wellbeing project which will run over the next five years.

The organisations wish to develop a novel, multidimensional theory of wellbeing, grounded in both philosophical and psychological research.

Part of this will involve cutting-edge research into environmental psychology to investigate how wellbeing can be generated in the built environment through factors including room shapes, seating arrangements and light.

The pandemic has helped wellness architecture grow into a major trend in the global spa and wellness industry

■ Delos' new Well Living Lab based in Beijing



PHOTO: SUPERIMPOSE\_ARCHITECTURE

## Findings could uncover best practices behind creating environments built to enhance human health and wellbeing

Therme will use the findings to enhance the customer experience at its facilities across the world.

Meanwhile, wellness real estate firm Delos, the company behind the Well Living Lab (WLL), has also expanded its reach in the field of wellness design by launching its first international outpost in Beijing.

The WLL is a controlled and simulated indoor environment that mimics office environments and residential living spaces with a view to researching how they impact our health.

The new site in Asia has been designed by Superimpose Architecture and its goal is to further the studies already conducted at the original WLL which Delos launched in collaboration with the Mayo Clinic in Minnesota, USA, in 2014.

The lab team researches, develops and tests both new and existing innovations designed to improve the health and

wellbeing of individuals as they live and work within human-made structures.

Since its launch, the WLL has made the following discoveries:

- Access to daylight and views in an office improve cognitive performance and satisfaction.
- Sound, light and temperature affect employees in an office environment.
- Office lighting impacts cognitive performance and sleep.

Future studies will explore how indoor air pollution affects the body and mind and whether relaxation spaces incorporating elements of nature can help reduce burnout in healthcare professionals.

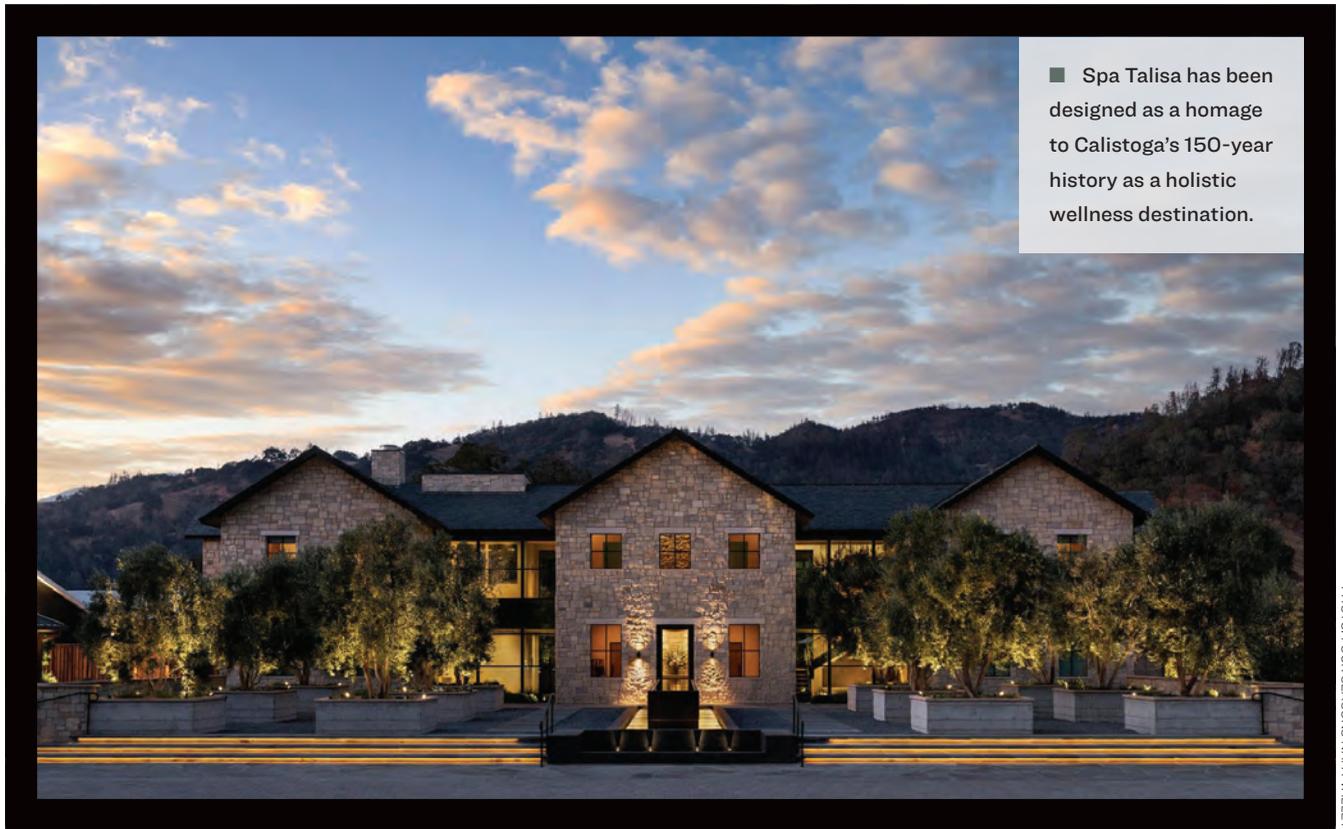
Findings from both Therme and WLL's initiatives have the potential to inform future spa design and operation as they uncover best practices behind creating environments built to enhance human health and wellbeing. ●



PHOTO: SUPERIMPOSE\_ARCHITECTURE

■ Future studies will investigate how pollution affects the body and mind

[CLICK HERE](#) to hear about the latest technology innovations being used to create healthy environments from Gloria Caulfield, executive director of Florida's Lake Nona wellness community"



■ Spa Talisa has been designed as a homage to Calistoga's 150-year history as a holistic wellness destination.

PHOTO: FOUR SEASONS NAPA VALLEY

# Vinotherapy vacation

Four Seasons Napa Valley and spa has launched with a working vineyard and bespoke vinotherapy spa rituals

**F**our Seasons has opened a new resort and spa in California's Napa Valley, complete with a working winery and vineyard. Designed by Napa's own Erin Martin, the 85-key Four Seasons Napa Valley in Calistoga has been conceived with a bespoke spa concept called Spa Talisa.

## Local inspiration

The 13,050sq ft Spa Talisa is inspired by a Native American term for 'beautiful

water' and was chosen as a homage to Calistoga's 150-year history as a holistic spa and wellness destination.

Natalie Posner has been appointed spa director at the resort after 15 years of industry experience, including a previous role as assistant spa director at the largest Four Seasons spa in the US, the Four Seasons Hotel Westlake Village.

Posner told *Spa Business*: "Our vision for Spa Talisa is to marry modern science with ancient healing traditions to ensure a focus on the three W's; wine, wisdom

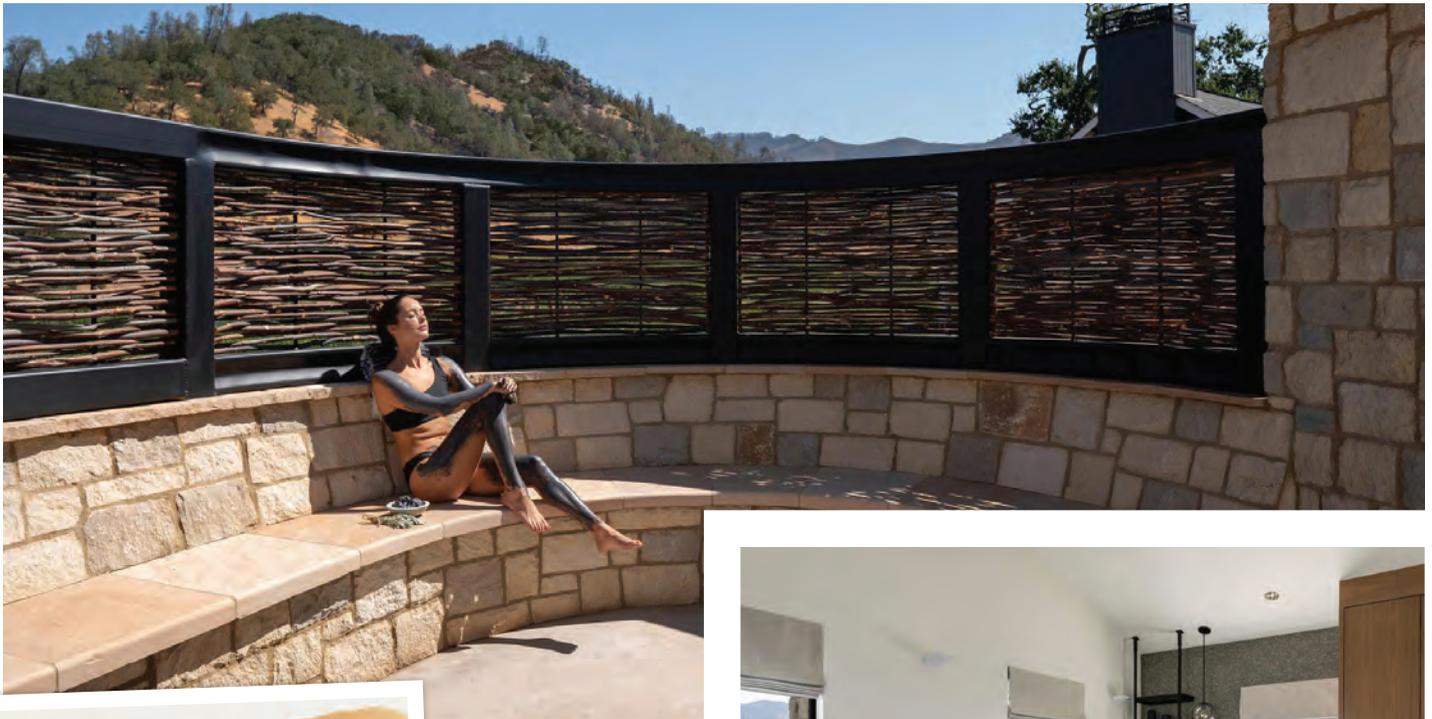
and wellness – in all aspects of spa and wellness programming.

"I truly want Spa Talisa to feel like a home away from home for everyone."

## Wellness facilities

An outdoor relaxation terrace anchors the spa, encompassing a garden overlooking the vineyards and Palisades Mountains, a sunken whirlpool and sunning benches.

Patios with steam decks are also provided for a Native-inspired steam



■ Four Seasons Napa Valley will be upgraded with luxury Four Seasons Private Retreats in early 2022

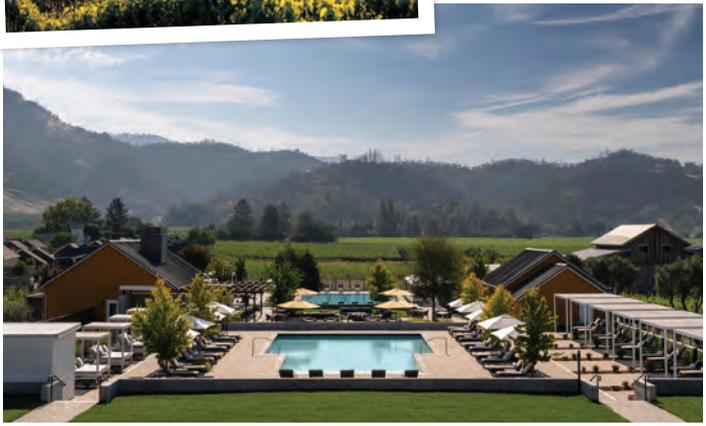


PHOTO: FOUR SEASONS NAPA VALLEY

experience authentic to Calistoga, plus a mud and sun bay for drawing toxins from the body with mineral-rich volcanic ash.

Curry Spa Consulting helped realise the eight-treatment-room spa.

Spa treatments and services incorporate grape seeds and olive oil produced on-property as well as products from Italian spa and skincare brand Seed to Skin and Napa-based boutique skincare brand LIV + GRACE SKINCARE.

Spa Talisa's signature 100-minute Brave Spirit Body Ritual (US\$500,



Our vision is to marry modern science with ancient healing traditions to ensure a focus on the three W's; wine, wisdom and wellness

€434, £372) has been curated as an invigorating yet restorative experience. It features a full-body thermal mud mask using Calistoga's mineral-rich mud, a grounding foot soak, a marine algae and salt scrub, a body and craniosacral massage and an aromatherapy aura cleansing ritual.

To round out the experience, guests can visit the on-site Elusa Winery in partnership with Calistoga resident and world-renowned winemaker Thomas Rivers Brown.●

# your wellness partner

spa • health • beauty



starpool.com

SweetSteamPro, SweetCollection / Design: Cristiano Mino

Our SweetSteamPro is the combination of pure shapes, function and beauty.

A place of great emotional impact with cutting-edge coatings and technology that make it perfect for moments of complete relaxation.

Wellbeing solutions of excellence, tailor-made since 1975.

**STARPOOL**

wellness concept

# 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](http://spa-kit.net)



PHOTO: HYDRAFACIAL

## HydraFacial announces partnership with ESPA Life at Corinthia London



■ Zoe Graham, HydraFacial's corporate accounts manager

Luxury UK hotel Corinthia London has upgraded the treatment menu at its flagship ESPA Life spa with new rituals provided by advanced aesthetic technology company HydraFacial.

Spa guests visiting the four-floor 3,300sq m spa can now access HydraFacial treatments underpinned by a patented Vortex-Fusion delivery system to cleanse, exfoliate, extract and hydrate skin in just three steps.

The technology removes dead skin cells and extracts impurities, while simultaneously bathing the skin with cleansing, hydrating and moisturising

serums. Suitable for all skin types and ages, the treatment has been created to deliver long-term skin health to the face, body and scalp.

At ESPA Life at Corinthia, therapists will tailor every stage of HydraFacial to guests' skin needs, combining a range of modalities and personalisation options ranging from serum choice to peel strength.

Zoe Graham, HydraFacial's corporate accounts manager, said: "We're delighted to be in partnership with Corinthia London, particularly in a time where consumer behaviour is rapidly changing

– it truly highlights the versatility of our brand.

"Having a dedicated space away from the main spa operation provides an opportunity to attract time-poor guests who are looking for instant results but still want indulgence, with signature services starting at just 30 minutes.

"HydraFacial services will also easily transfer into the main treatment area, further extending the personalised offering to day spa guests."

More on [spa-kit.net](http://spa-kit.net)

[READ MORE ONLINE](#)

## The Spa Collaborative launches Spa Strategy Success Mapper



■ Lauren Moloney, The Spa Collaborative CEO and founder

Spa business development company The Spa Collaborative has launched a service called The Spa Strategy Success Mapper.

The programme examines marketing, finance and guest experience goals to deliver a vision-oriented, objective-led roadmap.

“The programme has been developed for hotel spas that need to come out of lockdowns focussing on commercial and financial recovery,” explains Lauren Moloney, The Spa Collaborative CEO and founder.

The programme includes



SHUTTERSTOCK/TOM WANG

■ The programme assesses marketing, financial and experience goals

data analysis, comprehensive operational and business review, budget review, development of annual business objectives and success measurements and metrics.

Costing £8,250 + VAT (€9,768, US\$11,371), The Spa Collaborative has condensed the experience into a two-week course split into three categories; Discovery and

Review; Onsite collaboration session; and Deliverables.

In addition to the new launch, The Spa Collaborative also offers a free Executive Business Objective Roadmap with five steps to lay out 2022 core business objectives and tactics to achieve them.

More on [spa-kit.net](https://spa-kit.net)

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

## Starpool's Wellness Coach helps support psycho-physical wellbeing

Italian wellness supplier Starpool has created a new wellness entertainment system called Wellness Coach to help boost guests' wellbeing journeys both in spas and hotels.

The new product consists of a 10" interactive tablet mounted on a stand, paired with either a speaker or headphones.

The tablet offers guests access to three categories of soothing wellbeing content; guided meditation programmes – tailored to a specific wellbeing goal; audio-guided breathing exercises of varying difficulty; and a range of relaxing music incorporating soothing sounds of nature.

Starpool recommends incorporating the Wellness



PHOTO: CESARE MEDRI

Coach into spa relaxation rooms, hotel rooms, private homes and even into the spa treatment room – before, during or after the ritual – to level up the sensory experience.

“In a world that always spins fast, we create wellness

oases where time slows down,” said Riccardo Turri, Starpool CEO. “We’re proud to present Wellness Coach as an innovative solution to make wellness more accessible and effective in different situations in daily life.”



■ Riccardo Turri, CEO of Starpool

The product is finished with a matte-black varnish and offers programmes in English, French, German, Spanish and Italian, lasting 10 minutes or more.

More on [spa-kit.net](https://spa-kit.net)

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

## Sunlighten Saunas and Hologenix create sauna accessories

Infrared saunas and portable light therapies supplier Sunlighten Saunas has teamed up with Hologenix – the creator of Celliant infrared responsive textiles – to enhance the sauna experience.

Sunlighten is introducing luxury cotton accessories infused with Celliant to amplify the benefits of infrared sauna. Its new Sauna Linen Collection consists of a Celliant/cotton hand towel, bath towel, robe and body wrap.

Celliant is an infrared responsive textile consisting of a blend of natural minerals infused into yarn.

The material is used by performance-, recovery- and sleep-wear brands.



The fabric captures, converts and reflects body heat as infrared energy and is clinically proven to improve local circulation and cell oxygenation and help regulate body temperature. The fabric

also keeps the user dry while helping to foster faster recovery, more restorative sleep and stronger physical performance.

“These luxurious accessories appeal to sauna customers who place a high value on

maximising their time and making the most of their investment,” says Aaron Zack, Sunlighten co-founder and CEO.

“Our Celliant-infused fabric works with the sauna’s heat and the body’s natural energy to refuel the body. As soon as I read about Celliant technology, I knew it was perfect for our saunas and accessories.”

Hologenix co-founder and CEO Seth Casden adds: “This is a natural partnership for us. Sunlighten infrared saunas and our Celliant infrared performance technology working in tandem to maximise health and wellness.”

More on [spa-kit.net](https://spa-kit.net)

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

## Gaia Skincare unveils new Strengthening Oil and ritual



■ Diane Nettleton, founder of Gaia Skincare

Gaia Skincare has curated the Gaia Affinity Experience for anyone living with mild or long-term health concerns, such as cancer, Parkinson’s, psoriasis, anxiety or burns.

The CIBTAC-accredited treatment lasts between 40-, 60- or 90-minutes and comprises a foot ritual and a tailored full body massage, as well as homecare advice.

To enrich the treatment, Gaia has launched an immune-boosting Strengthening Body Oil infused with essential oils of black pepper and ginger to relieve aching muscles, rosemary to support immunity and ylang-ylang for nurturing positivity.



PHOTO: GAIA SKINCARE

■ The Strengthening Oil is showcased during the Affinity Experience

Prior to each ritual, therapists conduct a consultation to adapt the experience based on guests’ personal needs and preferences.

“Everyone who visits a spa wants to take care of their wellbeing,” explains Diane Nettleton, founder of Gaia. “None need it more so than

those who are experiencing emotional distress and physical discomfort.

“It’s about focusing on wellness, rather than illness, and providing a safe space to escape to,” she said.

More on [spa-kit.net](https://spa-kit.net)

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

# TIME OUT

**Answering a growing demand for non-invasive, anti-ageing skin care, Comfort Zone is relaunching its Sublime Skin line with a new filler-like natural formula that reverses cellular degeneration**

Comfort Zone Sublime Skin, originally launched in 2015, has been completely reformulated and improved by scientists at the Davines Village Scientific Garden and Laboratory in Parma, Italy.

Dr Maria Bucci, a dermatologist, PhD in Plastic and Aesthetic Dermatology and longstanding member of Comfort Zone's Scientific Committee, worked with the company on the creation of the original Sublime Skin products and facials and has collaborated again with the R&D team on the new reformulation.

The range, which is available both in spas and online, benefits from the company's latest research into senescence and skin regeneration and its new proprietary Archi-Lift technology that Bucci says "promotes the creation of collagen while producing a 'natural filler' effect and reducing the causes of wrinkles and loss of tone at a cellular level".

As she explains: "The Sublime Skin line acts on several levels - it can counteract cellular senescence by giving cellular protection from premature ageing, thanks to new generation peptides, while the presence of Hyaluronic acid and active ingredients stimulate the production of collagen and elastin, helping regain the skin turgor that gives the face a younger appearance.

**Sustainability is a high priority for Comfort Zone. Left - owner Dr Davide Bollati**



*Sublime Skin's new Archi-Lift technology promotes the creation of collagen while producing a 'natural filler' effect – Dr Maria Bucci*

### The research

To create the reformulation, the team focused on finding a treatment for the cellular degeneration – or senescence – that occurs as we age.

This is caused by the presence of inflammatory substances and the lack of cell replication which affects the three basic components of our skin's architecture: water, proteins and lipids.

This process leads to a weakening of the structure of the face which the Comfort Zone team has named 'Degener-Aging', as it gives rise to the appearance of wrinkles and loss of tone and definition in the face, meaning it no longer has clear contours.

Bucci explains: "When cells become senescent, studies have shown that they release harmful substances which contaminate neighbouring cells, accelerating ageing in all skin layers."

### Age-defying active ingredients

Bucci says Sublime Skin, with its Archi-Lift technology, is a natural alternative to aesthetic injections, fillers and Botox, thanks to a unique synergy of high-tech and botanical ingredients.

These include the innovative Acetyl Hexapeptide-8, which inhibits muscle



**Comfort Zone has reformulated its Sublime Skin anti-ageing range**

### Sublime Skin – in-spa and at home

#### Professional Double Peel Method

- Professional facials from Sublime Skin include new customisable solutions: Glow Peel, specific for radiance, and Super Peel with a Peel Booster followed by Delicate peel (25% acids) or Age Peel (38.5% acids) according to specific needs.

They are also ideal before the Pro-Lift Facial which includes a peel-off mask and Kobido massage to deliver exceptional firmness and volume.

#### The Rejuvenating Home Care

When it comes to retailing, the Intensive Serum – with Hexapeptide-8 and Achillea Millefolium to correct wrinkles and expression lines – and the Replumping Cream are recommended daily along with the Micropeel Lotion for delicate daily micro-exfoliation.

As for special at-home spa care, the range offers Double Exfoliation Pads to intensively correct loss of radiance and photo-ageing, the Lift and Firm Ampoules with epidermal growth factors and peptides increasing firmness after just one application.

The rejuvenating Eye Cream is suggested daily, while the Eye Patch with peptides and Hesperidin are for an immediate SOS correction of puffiness and signs of fatigue.





All botanicals are cultivated through regenerative agriculture

PHOTO: COMFORT ZONE

► contractions to immediately reduce wrinkles and expression lines, and counteracts cell degeneration by reducing the presence of inflammatory molecules by more than 55 per cent. It also features extracts of *Achillea Millefolium*, which has been proven to stimulate collagen production by more than 35 per cent.

The beneficial effects of using *Achillea Millefolium* were observed during experiments at the open-air laboratory at the Davines Village when – during testing under 24 and 48-hour stress conditions – *Achillea Millefolium*-treated cells showed an increase in collagen synthesis and a decrease in the secretion of the enzymes that destroy collagen.

### Proof of concept

To prove the efficacy of the new Sublime Skin line, Comfort Zone tested out the ‘hero’ product – Sublime Skin Intensive Serum – on more than 100 women across the world.

Results showed a 25 per cent reduction in wrinkles, a perceived rejuvenated look and improvements in the skin’s elasticity after 28 days of use.

Comfort Zone’s marketing director, Luisa Poisa, believes the company has reached an important milestone, due to its research into the cause and effect of cellular senescence.

“The creation of Archi-Lift and the relaunch of Sublime Skin has raised the profile of



*The creation of Archi-Lift and the relaunch of Sublime Skin has raised the profile of Comfort Zone within the international anti-ageing market*

*Luisa Poisa, Comfort Zone*

Comfort Zone within the international anti-ageing market,” she commented.

### Clean and carbon-neutral

In line with Comfort Zone’s long-term sustainability mission, Sublime Skin products are clean and vegan, with up to 99 per cent natural ingredients and a natural fresh fragrance.

More specifically, they are all free from silicones, parabens, animal derivatives, artificial colourants and do not contain acrylates and PEGs.

Product packaging is easily recyclable and carbon offset through the Davines Group’s proprietary reforestation and social development project, Ethio Trees [[www.spabusiness.com/ethio](http://www.spabusiness.com/ethio)].

Furthermore, the serum comes in a refillable version and the glass vases have been re-engineered to be lighter and have a lower carbon footprint.

More: [www.spabusiness.com/sublimeskin](http://www.spabusiness.com/sublimeskin)



GLOBAL WELLNESS  
SUMMIT 2021

2021 GLOBAL WELLNESS SUMMIT  
**BOSTON**

NOW IN BOSTON, MASSACHUSETTS, US  
NOVEMBER 30 – DECEMBER 3, 2021

Be part of the world's most important business  
conference for leaders in the multitrillion-dollar  
global wellness economy.

IN PERSON + VIRTUAL  
[GLOBALWELLNESSSUMMIT.COM](https://GLOBALWELLNESSSUMMIT.COM)

# WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to [spateam@leisuremedia.com](mailto:spateam@leisuremedia.com)

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

■ [www.apswc.org](http://www.apswc.org)

**Association of Malaysian Spas (AMSPA)**

■ [www.amspa.org.my](http://www.amspa.org.my)

**Bali Spa and Wellness Association**

■ [www.balispawellness-association.org](http://www.balispawellness-association.org)

**Brazilian Spas Association**

■ [www.abcpas.com.br](http://www.abcpas.com.br)

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

■ [www.bubspa.org](http://www.bubspa.org)

**Association of Spas of the Czech Republic**

■ [www.jedemedolazni.cz](http://www.jedemedolazni.cz)

**Estonian Spa Association**

■ [www.estonianspas.eu](http://www.estonianspas.eu)

**European Historic Thermal Towns Association**

■ [www.ehtta.eu](http://www.ehtta.eu)

**European Spas Association**

■ [www.espa-ehv.com](http://www.espa-ehv.com)

**Federation of Holistic Therapists (FHT)**

■ [www.fht.org.uk](http://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](http://www.spa-a.org)

**German Spas Association**

■ [www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

**Global Wellness Institute (GWI)**

■ [www.globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)

**Green Spa Network (GSN)**

■ [www.greenspanetwork.org](http://www.greenspanetwork.org)

**Hungarian Baths Association**

■ [www.furdoszovetseg.hu/en](http://www.furdoszovetseg.hu/en)

**Hydrothermal Spa Forum**

■ [www.hydrothermal-spa-forum.net](http://www.hydrothermal-spa-forum.net)

**The Iceland Spa Association**

■ [www.visitspas.eu/iceland](http://www.visitspas.eu/iceland)

**The International Medical Spa Association**

■ [www.dayspaassociation.com/imsa](http://www.dayspaassociation.com/imsa)

**International Sauna Association**

■ [www.saunainternational.net](http://www.saunainternational.net)

**International Spa Association (ISPA)**

■ [www.experienceispa.com](http://www.experienceispa.com)

**Irish Spa Association**

■ [www.irishspaassociation.ie](http://www.irishspaassociation.ie)

**Japan Spa Association**

■ [www.j-spa.jp](http://www.j-spa.jp)

**Leading Spas of Canada**

■ [www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

**National Guild of Spa Experts Russia**

■ [www.russiaspas.ru](http://www.russiaspas.ru)

**Portuguese Spas Association**

■ [www.termasdeportugal.pt](http://www.termasdeportugal.pt)

**Romanian Spa Organization**

■ [www.romanian-spas.ro](http://www.romanian-spas.ro)

**Salt Therapy Association**

■ [www.salttherapyassociation.org](http://www.salttherapyassociation.org)

**Serbian Spas & Resorts Association**

■ [www.serbianspas.org](http://www.serbianspas.org)

**South African Spa Association**

■ [www.saspaassociation.co.za](http://www.saspaassociation.co.za)

**Spanish National Spa Association**

■ [www.balnearios.org](http://www.balnearios.org)

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

■ [www.swaafrika.org](http://www.swaafrika.org)

**Spa Association of India**

■ [www.spaassociationofindia.in](http://www.spaassociationofindia.in)

**Spa Industry Association**

■ [www.dayspaassociation.com](http://www.dayspaassociation.com)

**Spa & Wellness International Council**

■ [www.lswic.ru](http://www.lswic.ru)

**The Sustainable Spa Association (SSA)**

■ [www.sustainablespas.org](http://www.sustainablespas.org)

**Taiwan Spa Association**

■ [www.tspa.tw](http://www.tspa.tw)

**Thai Spa Association**

■ [www.thaispaassociation.com](http://www.thaispaassociation.com)

**The UK Spa Association**

■ [www.spa-uk.org](http://www.spa-uk.org)

**Ukrainian SPA Association**

■ [www.facebook.com/UASPA](http://www.facebook.com/UASPA)