

# spa business insider

16 DECEMBER 2021 ISSUE 386

A SPA BUSINESS PUBLICATION



## Wellness economy to reach US\$7trn

The global wellness economy will grow by 9.9 per cent annually and reach US\$7trn by 2025, according to new research by the Global Wellness Institute (GWI).

Named *The Global Wellness Economy: Looking Beyond Covid*, the research report was unveiled at the 2021 Global Wellness Summit (GWS).

The paper provides new market data on the wellness economy and for each of its 11 sectors, as well as exploring how COVID-19 impacted the industry, which markets fared best and worst and what the future holds for the sector.

"This research update is crucial, because 2020 is the watershed year that will forever divide history – and the trajectory of the wellness economy – into 'before' and 'after' COVID-19," said Ophelia Yeung, GWI senior research fellows and co-author.

"When we analyse how different markets performed last year, it's natural to want to compare them. But

Find out more on page 4



PHOTO: GWS 2021

■ The report was presented live at the GWS

there's no question that wellness is a big winner from the pandemic."

Yeung worked alongside GWI senior research fellow Katherine Johnston and GWI research fellow Tonia Callender to produce the report.

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“

**There's no doubt wellness is a big winner from the pandemic**

Ophelia Yeung



REVIEW

### Global Wellness Summit 2021 review

Theme focused on a New New era in Health and wellness

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## spa business people

### Susan Friedland honoured with Leading Woman in Wellness award at 2021 Global Wellness Summit

Industry figure Susan Friedland has been celebrated with the Global Wellness Summit's (GWS) annual Leading Woman in Wellness Award.

During a poignant ceremony, Mrs Friedland was recognised with the award for her support and dedication in working alongside her husband Dr Danny Friedland who recently passed away, following a terminal brain cancer diagnosis.

A trained physician, author, speaker, coach and consultant, Dr Friedland was a long-term attendant and friend of the GWS and is celebrated as one of the original pioneers who saw value in incorporating wellness into healthcare.



■ Susan Friedland (second from R) accepting the award

**You're making a profound difference in the world and we're so grateful for all of that**

Mrs Friedland was presented the Leading Woman in Wellness Award last week

by the GWS' CEO Susie Ellis and integrative medicine specialist Nicola Finley MD.

She dedicated the accolade to all the women and men who work tirelessly under the radar to improve people's lives, saying: "Your work does not go unnoticed and you're making a profound difference in the world and we're so grateful for all of that."

In her closing remarks, she reflected on Dr Friedland's three main ideas for the world.

"By the end of his life, Danny had his ideas crystallised into three main messages that he wanted to inspire people with:

- Ask yourself what matters most.
- Make every moment count.
- Live a loving life."

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### Christine Clinton receives GWS award for excellence in mental health field



■ Susie Ellis, Lauren Wright and Christine Clinton at the 2021 GWS

The Global Wellness Summit (GWS) has honoured respected spa industry trainer and figure Christine Clinton with the 2021 Debra Simon Award.

Announced at the GWS in Boston last week, the award was introduced in a heartfelt speech by Simon's daughter and president of the Debra Simon Family Foundation, Lauren Wright, who paid tribute to her Mother.

"This award honours my Mum and her legacy of hope," stated Wright.

**Now in its 12th year, this award honours my Mum, Debra Simon, and her legacy of hope**

The accolade is given to an individual who has achieved excellence in the field of mental health and wellness and has been a leader, advocate or innovator in programmes or pathways that help people thrive mentally.

Clinton was praised in particular for her work as chair of the Global Wellness Institute's Wellness For Children initiative which aims

to create awareness of the need for children and young people to be actively involved in their own wellness.

Care for cancer patients has also been a long-term passion for Clinton, who developed the Christine Clinton Cancer Care program, conducting training seminars at numerous spas throughout Ireland, the US and the Caribbean.

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## spa business people



PHOTO: GWS 2021

■ Susie Ellis, chair and CEO of the Global Wellness Summit

Every business needs to 'think like a start-up,' and Israel, is the perfect place to jumpstart new ideas

## Susie Ellis: 2022 GWS will take place in Tel Aviv

The 2022 Global Wellness Summit (GWS) will be hosted in Tel Aviv, Israel, during 30 October - 2 November.

Susie Ellis, chair and CEO of the GWS, and creative director and executive director, Nancy Davis made the announcement at the conclusion of the 2021 summit in Boston, US.

The GWS describes Tel Aviv as a crossroads where world-leading innovation and ancient cultures collide. The city is claimed to boast more start-ups than any place other than Silicon Valley and is a hotbed of tech innovation in health and wellness.

Even during the pandemic, Israel's tech industry had a banner year, attracting over US\$24bn in capital.

"Analysts agree the pandemic has made wellness the number-one priority for consumers, and so much investment is flowing into our industry," says Ellis.

"The 2022 GWS will explore how wellness is at a crucial tipping point, with so many new directions and opportunities. Every business now needs to 'think like a start-up,' and Israel, the Start-Up Nation, is the perfect place to jumpstart needed new ideas."

[MORE: http://lei.sr/Y8D3g\\_B](http://lei.sr/Y8D3g_B)

## spa business insider

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# Weathering the storm

The Global Wellness Institute's new research paints a positive picture for the future of the wellness economy and assesses the pandemic's impacts

■ The report states that Thermal or Mineral Springs will be one of the fastest-growing sectors between 2020-2025

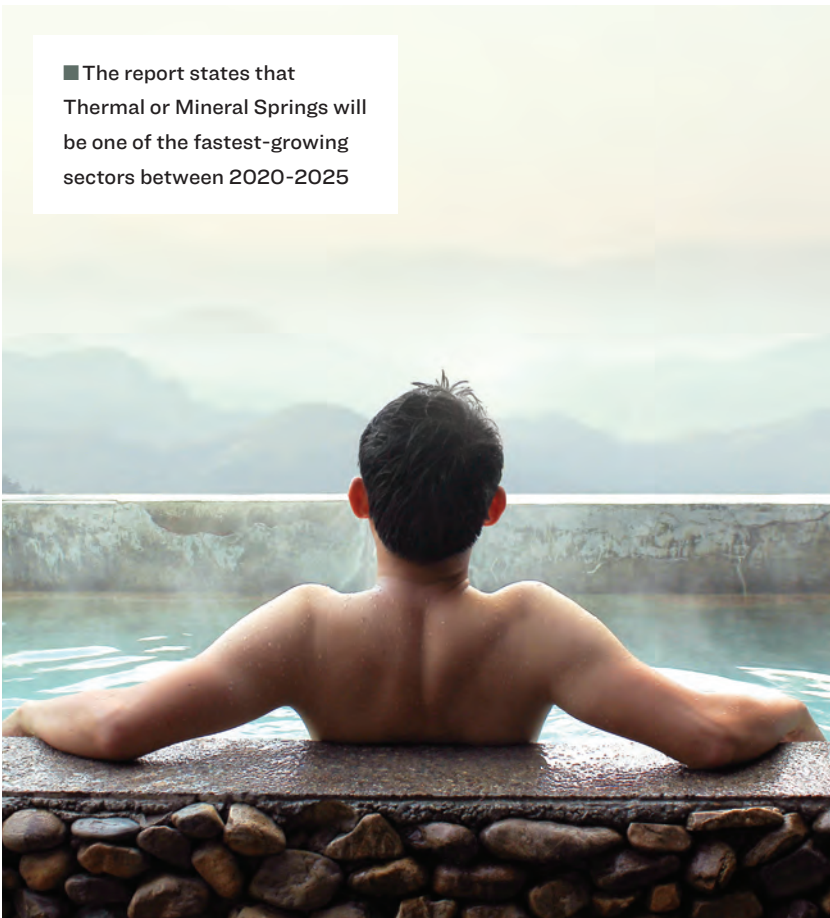


PHOTO: ISTOCK

In order to plot successful ways forward following the pandemic, the global spa and wellness industry needs data to fully understand its impact. In response, the Global Wellness Institute (GWI) has released new research on the wellness economy and its 11 sectors, exploring how Covid impacted the industry, which markets fared best and worst and what the future holds for the global wellness sector.

## Key findings

Named *The Global Wellness Economy: Looking Beyond Covid*, the report's key finding is that the global wellness economy will grow by 9.9 per cent annually and reach US\$7trn by 2025.

"We estimate that the global wellness economy grew from US\$4.3 trillion in 2017 to US\$4.9 trillion in 2019," said GWI senior research fellows and co-authors, Ophelia Yeung and Katherine Johnston.

In 2020 however, this figure dropped by 11 per cent to US\$4.4trn due to the pandemic's significant economic impacts, but the GWI predicts a healthy bounceback over the next four years.

The GWI's 2020 values for the 11 sectors are as follows – in order of size – with physical activity valued at US\$738bn, spa at US\$68bn and wellness real estate at US\$275bn:

In 2020, the global wellness economy dropped in value to US\$4.4trn due to the economic impacts from the pandemic



■ GWI researchers (from L to R);  
Ophelia Yeung, Tonia Callendar  
and Katherine Johnston

PHOTO: GWS 2021

This research update is crucial, because 2020 is the watershed year that will forever divide history

- Personal Care and Beauty - US\$955bn
- Healthy Eating, Nutrition and Weight Loss - US\$946bn
- Physical Activity - US\$738bn
- Wellness Tourism - US\$436bn
- Traditional and complementary medicine - US\$413bn
- Public Health, Prevention and Personalised Medicine - US\$375bn
- Wellness Real Estate - US\$275bn
- Mental Wellness - US\$131bn
- Spas - US\$68bn
- Workplace Wellness - US\$49bn
- Thermal / Mineral Springs - US\$39bn

### Growth in the 11 sectors

As part of the investigation, researchers highlight how each sector's value was affected during 2019-2020, in light of the pandemic.

Wellness Real Estate exhibited the highest growth rate (22 per cent), followed by Mental Wellness (7.2 per

cent), Public Health, Prevention and Personalised Medicine (4.5 per cent) and Healthy Eating, Nutrition and Weight Loss (3.6 per cent).

The sectors which shrank the most include Wellness Tourism (-39.5 per cent), spas (-38.6 per cent) and thermal/mineral springs (-38.9 per cent).

Elsewhere, Personal Care and Beauty (-13 per cent) and Physical Activity (-13 per cent) recorded a slight loss. However, fitness technology as a sub-sector exhibited significant growth of 29.1 per cent, as many consumers swapped their spend on in-person training for digital workout solutions.

### Future sector growth

Looking ahead, the report predicts that Wellness Tourism (20.9 per cent), Thermal/Mineral Springs (18.1 per cent), Spas (17.2 per cent) and Wellness Real Estate (16.1 per cent)

will be the top four fastest-growing sectors between 2020-2025.

"The growth rates for these sectors may seem abnormally high, but it's because they reflect a period of rapid post-pandemic recovery in 2021 and 2022, and then taper off to a growth trajectory similar to their pre-pandemic levels," explain the authors.

Other sectors that maintained positive growth during the pandemic, including Wellness Real Estate and Mental Wellness, are projected to continue their robust growth trends in the coming years.

### Global winners in wellness

This year was the first year the GWI included regional breakdowns in the report, which indicated that Asia-Pacific was the largest region for wellness spending in 2020 at US\$1.5trn. North America (US\$1.3trn) and Europe (US\$1.1trn) follow closely behind. ●

■ GWS chair and CEO  
Susie Ellis welcomes  
delegates to the first  
day of the event



# The dawn of a new era

This year's Global Wellness Summit tackled the theme of A New New Era in Health and Wellness. Hosted live in Boston, Massachusetts, this year's hybrid drew nearly 600 delegates from around the globe

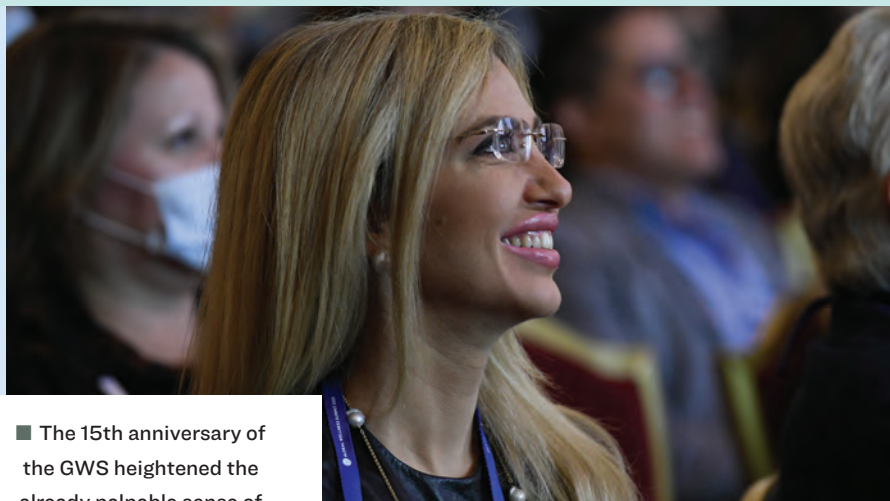
"There's going to be a powerful alliance between medicine and wellness going forward," said Susie Ellis, chair and CEO of the Global Wellness Summit (GWS), as she kicked off the 15th annual installment of the conference.

Her statement set the tone for this year's event, which was dominated by the convergence of the medical and wellness industries. The agenda brought 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.

Delegates attended both in-person and virtually and were taken on a journey through a schedule brimming with all things wellness, ranging from the traditional topics to brand new vigorous frontiers in the industry.

Subjects covered included psychedelics, sleep, music and



■ The 15th anniversary of the GWS heightened the already palpable sense of celebration at the chance for the industry to reconnect



Turn over  
for more  
GWS  
photos

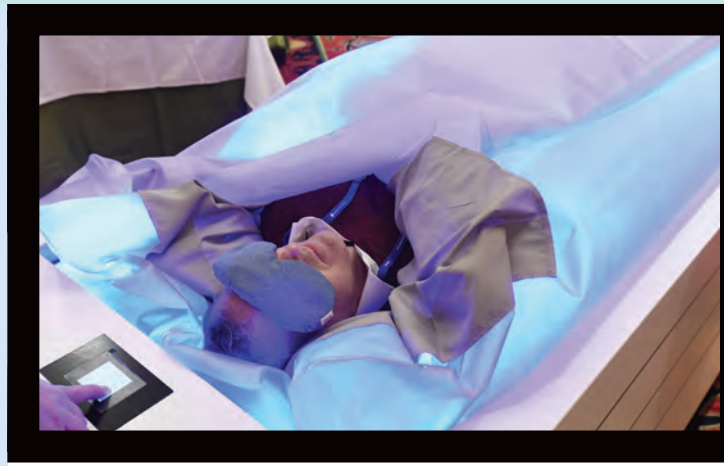
women's health, as well as hospitality, travel and spa – all discussed in relation to wellness.

"In our 15-year history, we've never gathered so many luminaries from both the medical and wellness worlds – a historic number of brilliant doctors, wellness executives, technologists, scientists and start-up founders trailblazing the future of health and wellness around the world," Ellis exclaimed.

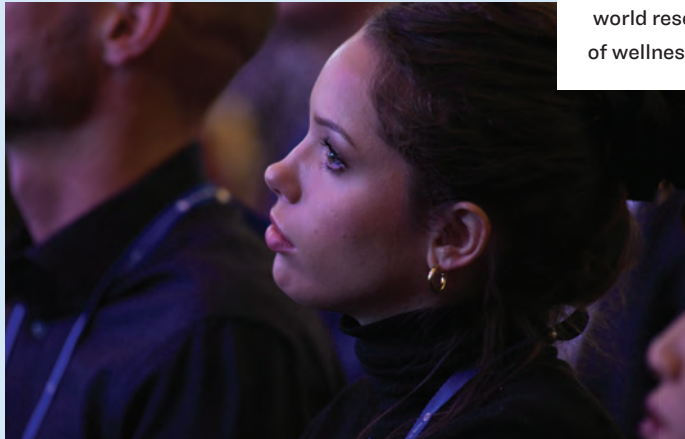


In our 15-year history, we've never gathered so many luminaries from both the medical and wellness worlds

"Hosting the Summit in Boston has provided amazing access to the most respected academics, researchers and integrative medicine pioneers, as well as wellness tech start-ups." While in-person delegates were treated to energetic networking opportunities and the chance to reconnect with their colleagues, online delegates were guided by Six Senses wellness pioneer Anna Bjurstam through virtual breakout sessions and panel discussions. ●

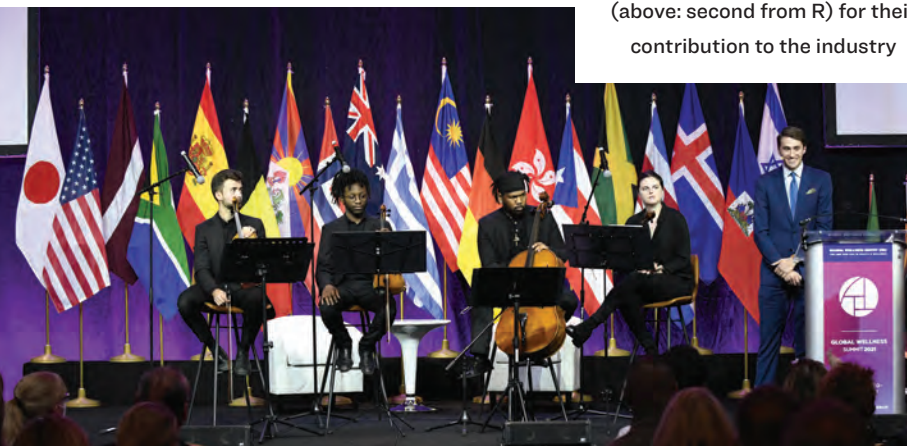


■ Energetic keynotes and panels explored how the industry can help the world reset with a blend of wellness and medicine





■ The conference celebrated luminaries such as Sue Friedland (above: second from R) for their contribution to the industry





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# spa business news



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■ Patients will be referred for supportive wellness care sessions and consultations

## HEALTH

### Doctors to prescribe wellness to cancer patients in new pilot

As of January 2022, US doctors and nurses will begin prescribing wellness modalities to those touched by cancer.

The move is part of a unique pilot app developed by digital health platform ApricityHealth to help cancer patients proactively monitor and manage side effects from cancer treatment.

The 24/7 platform will be an add-on service for patients available through their physician.

Prescribed by patients' healthcare providers, the platform will offer guidance and interactive check-ins for patients using artificial intelligence to assess what side effects users are experiencing and at what severity.

These results will be scaled against an adverse events rating scale which, if critical,



**Healing comes when the mind and body are moving in the same direction**

Julie Bach

will trigger an alert directed to certified oncology nurses, available 24/7. In response, nurses will respond to patients via a call or telehealth consultation, or direct them to a doctor or emergency room.

Crucially, one of the options will also allow physicians to refer patients for supportive 'wellness'

care which may include a massage, breathwork, yoga, health coaching or skin health consultations with physician-vetted wellness practitioners.

Apricity is partnering with cancer patient support organisation Hope and Beauty MD to deliver this pilot.

Hope and Beauty is founded by surgical oncologist and medical director of Apricity, Shyamali Singhal MD, PhD, who's collaborating with Wellness for Cancer founder Julie Bach and Becky Kuehn – founder of Oncology Spa Solutions.

Bach and Singhal revealed the plans at a workshop at the Global Wellness Summit, sponsored by Biologique Recherche. They both believe that healing comes when the mind and the body are both moving in the same direction.

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## spa business news

### PARTNERSHIPS

# GWI partners with BBC for new film series

The Global Wellness Institute (GWI) and BBC Storyworks have struck up a partnership to create a digital film series exploring the true meaning of wellness.

BBC Storyworks is the commercial creative arm of BBC Global News and will co-produce the series with the GWI ahead of the 2022 GWS in Tel Aviv.

The series will be deployed through documentary-style short films, immersive audio content and in-depth contextual written pieces.

Once live, all content will live on a dedicated central microsite at BBC.com.

The announcement was revealed live today at the 2021 Global Wellness

Summit (GWS) in Boston by Nickie Omer, executive producer, BBC Global News, UK; Ophelia Yeung, GWI senior research fellow, US; and Simon Shelley, VP of programme partnerships, BBC Global News UK.

Shelley commented: “BBC StoryWorks is thrilled to be exploring the true meaning of wellness through human-centric stories of those seeking holistic health for both themselves and the wider society.

“We hope to bring a new comprehension of wellness to our global audiences, and start a deeper conversation about integrated, personalised health.”

[READ MORE ONLINE](#)



■ Once live, all content will live on a dedicated BBC microsite

“

**We hope to bring a new comprehension of wellness to our global audiences**

Simon Shelley

### SLEEP

# Timeshifter launches circadian app for shift worker market



PHOTO: GWS 2021

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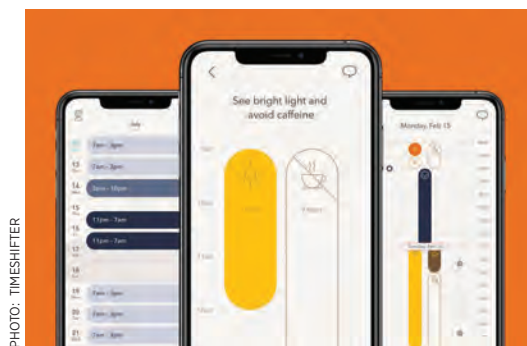
**We'll help shift workers improve their quality of life**

Mickey Beyer-Clausen

Wellness tech firm Timeshifter has launched a new circadian app for shift workers, allowing them to form and maintain healthier lifestyles.

When a shift worker imports their schedule and enters their sleep pattern, chronotype, and personal preferences, the app will provide highly personalised advice to tackle the underlying problem of circadian and sleep disruption.

By providing personalised advice, Timeshifter will – according to CEO Mickey Beyer-Clausen – help shift workers increase their “safety and productivity” while improving their quality of life.



■ The app will provide personalised advice

This is because Timeshifter will not replace existing shift work scheduling solutions already in place – instead, the app is a tool intended to be used to accommodate existing work schedules.

Beyer-Clausen unveiled the new launch live on-stage at the 2021 Global Wellness Summit in Boston.

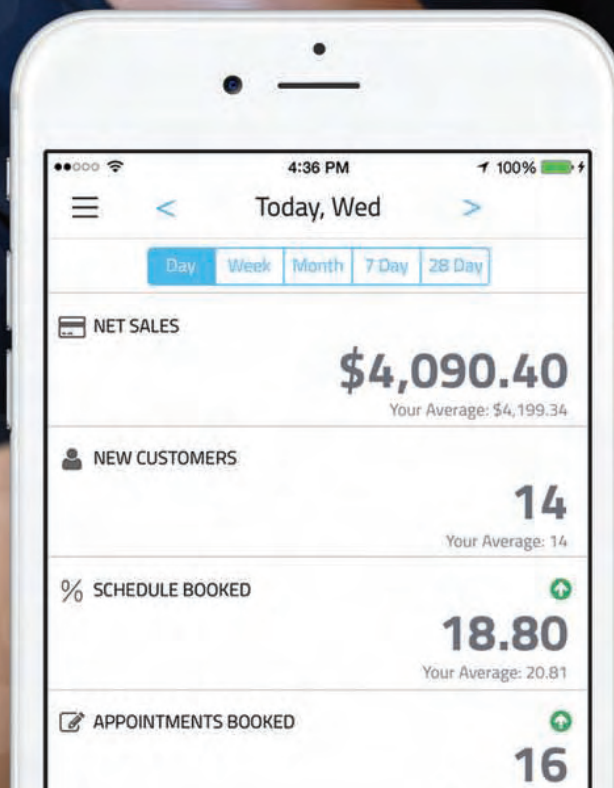
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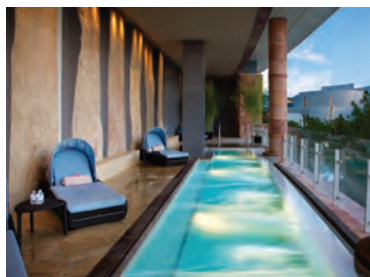


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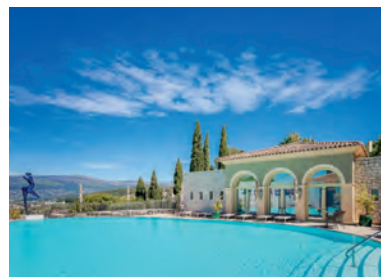
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# SUPPLIER NEWS

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: EMINENCE ORGANIC SKIN CARE

■ The Marine Flower Peptide Collection has been upgraded with a serum, night cream and cream-gel concentrate

## Eminence Organic Skin Care unveils new additions to its anti-ageing Marine Flower Peptide Collection

PHOTO: EMINENCE ORGANICS



■ Natalie Pergar, lead skincare trainer at Eminence Organic Skin Care

Eminence Organic Skin Care has upgraded its Marine Flower Peptide Collection with three new products.

First launched in 2017, the anti-ageing collection is underpinned by plant-based peptides naturally derived from sacha inchi and rice protein, claimed to enhance skin elasticity.

The globally-sourced and sustainable marine flowers in the collection are an assortment of fine freshwater and saltwater algae – considered ‘superfoods of the sea’.

The range has been refreshed with a Marine Flower Peptide

Concentrate with a lightweight cream-gel formula enriched with botanical peptides from rice protein, blue-green algae extract and brown algae extract.

The concentrate has been designed to be used in tandem with Eminence’s existing Marine Flower Peptide Serum to help reveal smoother and revitalised skin.

The second new addition consists of a Marine Flower Peptide Lip Serum formulated to improve the appearance of fine lines and wrinkles in the lips and surrounding areas.

The Marine Flower Peptide Night Cream featuring dual

peptide technology represents the third and final new launch. With its rich formula, the product has been realised to soothe delicate and dehydrated skin while minimising fine lines and wrinkles.

Natalie Pergar, lead skincare trainer at Eminence told Spa Business: “Our Marine Flower Peptide Collection now offers five targeted products that work to reduce the visible signs of ageing, resulting in skin that appears more lifted, firm and rejuvenated.”

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

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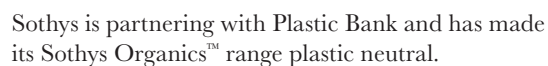


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## Knesko Skin unveils the Amethyst Hydrate collection

Skincare and spa brand Knesko Skin has launched the Amethyst Hydrate Collection infused with reiki-charged amethyst gemstone powder and its proprietary Hydrating Complex.

The range features natural collagen hydrogel face, eye and lip masks designed to de-puff and refresh the skin while targeting fine lines by hydrating and nourishing.

Used with each mask, an amethyst gemstone roller helps to sculpt and relax the skin.

Knesko founder Lejla Cas focused the collection around amethyst because of its purported ability to balance the Crown Chakra. Claimed to be one of the



PHOTO: KNESKO SKIN

■ Lejla Cas, founder of Knesko Skin

most spiritually beneficial crystals, amethyst is also said to promote higher states of consciousness and protects the body from negative energy.

"I'm so committed to empowering women and men of

all ages to feel truly good about themselves that I personally charge and set an intention with Reiki Energy in every one of our products," Cas explains.

Cas is a renowned, Los Angeles-based skincare

specialist, esthetician, makeup artist and entrepreneur. She has been developing skincare for more than 20 years.

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

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## Phytomer launches two new blue skincare solutions



PHOTO: PHYTOMER

■ Mathilde Gédouin-Lagarde, Phytomer's deputy GM

Phytomer has unveiled the Sea Holistic Body Cream-to-Oil, inspired by Phytomer's signature Sea Holistic massage.

Powered by 84 per cent naturally-derived ingredients, the formula incorporates uses organic GlassWort Oil to stimulate natural moisturising factors, nourish the skin and strengthen the lipidic barrier.

Phytomer's second new launch – named Pionnière XMF Youth and Glow Supreme Cream – has been created as an exfoliating mask-to-oil formula.

Enriched with XMF marine sugar, the product's natural state is a balm designed to provide all the benefits of a smoothing exfoliating mask.

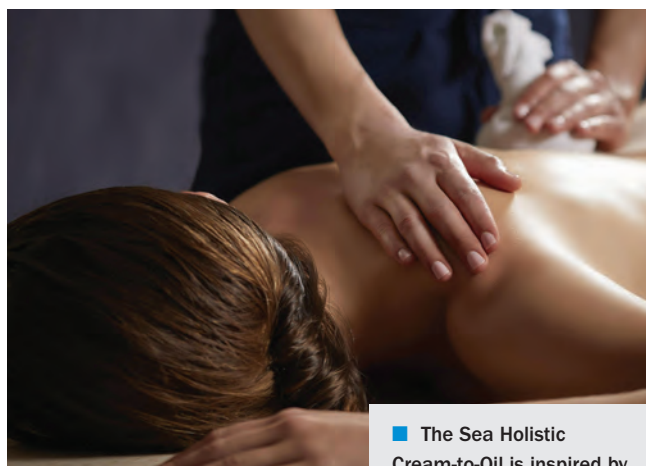


PHOTO: PHYTOMER

■ The Sea Holistic Cream-to-Oil is inspired by the Sea Holistic massage

Once users begin exfoliating with the product it seamlessly transforms into an oily formula. When users then apply water to wash away the product, the formula transforms into a milky veil, which when rinsed, is claimed to reveal smoother, moisturised skin with a refined texture.

Mathilde Gédouin-Lagarde, Phytomer's deputy GM, calls Pionnière XMF Phytomer's "greatest ambassador of advanced clean and sensorial premium skincare".

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

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

## Trybe unveils new cloud-based spa software



PHOTO: TRYBE

■ Ricky Daniels, Trybe co-founder

A new cloud-based spa and leisure software has been launched to simplify and improve spa and leisure businesses' operational efficiency.

Called Trybe, the platform is co-founded by former Google employee Will Taylor-Jackson, Steve Porter and Ricky Daniels.

Trybe features include live availability on customer bookings and rota management; streamlined inventory management to store, manage and maximise retail stock; emails, SMS and CRM all combined into one cloud-



PHOTO: TRYBE

■ Trybe co-founders Steve Porter, Will Taylor-Jackson and Ricky Daniels

based tool; automated payment system at the point of booking; comprehensive analytics to drive data-backed decisions; one central solution for memberships; and secure storage for digital intake forms.

Co-founder Daniels comments: "Having worked in the hospitality space for some time we saw a real opportunity for helping the spa and leisure

market simplify their software solutions and save on costs.

"Tech is moving at a tremendous speed so we've introduced a system which automatically manages this 24/7 without business interruption or costly license fees."

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

**READ MORE ONLINE**

## Olay pioneers with new disability-friendly beauty packaging

Beauty brand Olay's North America branch is introducing the Easy Open Lid, a limited-edition prototype developed with and for people with disabilities.

The lid is designed with a winged cap, braille text, a raised lid for extra grip and a high contrast product label.

The lid will be incorporated into the product design of some of Olay's most popular products including the Regenerist Micro-Sculpting Cream, Vitamin C + Peptide 24 Face Moisturizer, and Collagen Peptide 24 Face Moisturizer.

To create the design, Olay met with consumers with a wide range of conditions, from dexterity issues and limb differences to chronic issues causing joint pain and vision impairments.



PHOTO: OLAY

"Accessibility makes things better for everyone," says journalist and model Madison Lawson who lives with muscular dystrophy and worked alongside Olay to create the new lid.

"Everyone's been there where you get the product in your hands

or you're trying to open something and you can't, so I think it's cool this is designed with us specifically in mind but it also makes everyone's life better."

The team also met with external experts and incorporated personal experiences from

team members into the new product design.

"As a global brand, it's our responsibility to ensure all consumers have access to products that serve their needs and fit seamlessly into their daily lives," said Chris Heiert, senior vice-president of Olay.

"But we can't do it alone, which is why we've chosen not to patent this lid, and rather share the design widely with the beauty community.

"Our hope is that others will join us in our efforts in making products more accessible for everyone."

The open-source design for the lids is available now at Olay.

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

**READ MORE ONLINE**

# DISCOVER THE ULTIMATE GROUP FITNESS SOLUTION



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\*Les Mills 2021 Global Fitness Report

# Leading by example

Art of Cryo offers evidence-based whole body cryotherapy solutions, providing effective solutions for guests and an attractive investment for investors

When investigating the growing trend of whole body cryotherapy, Art of Cryo is the ideal place to begin your journey. Even though the brand has only been selling cryo chambers under its own name since 2020, the company brings 30 years of experience in manufacturing the highest-quality cryo chambers for the market. The results are high-performance chambers that deliver what they promise – real minus temperatures of -75°C, -85°C or -110°C.

The premium German manufacturer invests huge efforts

into the research and development of cryotherapy, so that the very latest insights and innovations can be directly incorporated into its state-of-the-art products.

Art of Cryo's high-performance cryo-chambers are 100 per cent electrically-driven and made to the highest quality standards, making them both extremely efficient and eco-friendly.

## Fields of application

Cryotherapy is typically known for use in the sport and health sectors to help with recovery, support pain relief and reduce inflammation. Furthermore, it can also help to ease



Art of Cryo supplies cryo chambers in three different product lines

numerous chronic health conditions and psychosomatic disorders such as anxiety and depression.

Recently, modern whole-body cryotherapy is being used more and more in the fields of beauty, wellness and lifestyle. The simple yet effective treatment lasts just three to four minutes in the cryo chamber and provides increased blood circulation and gives the skin a healthy glow. Results include rejuvenated skin and an anti-ageing effect, both of which can become visible after just a few sessions. This makes whole-body cryotherapy in an Art



Art of Cryo offers versatile, unique and effective treatments to customers



*Art of Cryo offers manufacturing, research, service and training in one go*



*Art of Cryo's high-performance  
cryo-chambers are 100%  
electrically-driven*



The company is passionate  
about research and aims  
to constantly innovate

art of  
cryo



#### TESTIMONIAL

**Paula Kasper, Cryodukt AG**

Art of Cryo is innovative in its business ventures, providing first-class high-performance cryo chambers, backed up with excellent consultancy and project management support to help with stepping into the whole body cryo space.

While I was starting to establish my Cryodukt in Zurich, Art of Cryo always sought out the best and most effective solutions to support me and my business.

Their team understands the cryo market like no other and is, therefore, able to help create an efficient process for starting the whole body cryo business. The Art of Cryo Vaultz are unique, achieving real temperatures down to -110 degrees. Our customers love the real temperatures and immediately feel a significant difference to other cryo experiences after they've tried the vario Vaultz V3 with -110 °C for the first time in our centre.

of Cryo Vaultz an ideal treatment for modern biohackers who want to protect and optimise their health.

#### Art of Cryo models

Art of Cryo supplies its cryo chambers for whole body cryotherapy in three different product lines: single Vaultz, vario Vaultz and unical Vaultz.

The single Vaultz encompasses the V1 and V1 lux models which are superior, space-saving solutions for professional or private use. These innovative chambers work on a real room temperature of -75°C (V1) or -85°C (V1 lux).

The vario Vaultz line includes the V2 and V3 models, made for professional use, even in highly frequented cryotherapy facilities. With one (V2) or two (V3) anterooms, the vario Vaultz line offers real -110°C and a spacious treatment room to treat several customers at the same time.

These specific models can be upgraded with special features including a 22" display, CCTV, intercom and a sound module that allows guests to listen to

their favourite songs during treatments to make it a true Cryotainment experience.

The unical Vaultz are custom-made solutions for every customer who has special ideas or needs.

#### A reliable partner

As a manufacturer, Art of Cryo places particular emphasis on research and further development of its product range. New insights from the company's own research department flow directly into every product that leaves the factory – not only the high-performance cryo-chambers themselves, but also the company's operating software and its certified courses for cryo operators.

In this way, the company offers manufacturing, research, service and training in one go – reliable, fast and of the very highest quality.

#### Art of Cryo

- [www.artofcryo.com](http://www.artofcryo.com)
- [contact@artofcryo.com](mailto:contact@artofcryo.com)



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# WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to [spatteam@leisuremedia.com](mailto:spatteam@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.abcs spas.com.br](http://www.abcs spas.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.serbian spas.org](http://www.serbian spas.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.sustainable spas.org](http://www.sustainable spas.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](https://www.facebook.com/UASPA)