



B Corp Beauty Coalition launches

Twenty-six Certified B Corporations across eight countries have formed a new coalition to improve the beauty industry and personal care sector's sustainability standards.

Named the B Corp Beauty Coalition, the organisation's mission is to enable collaboration and exchange between companies, while identifying and sharing best practice, implementing improvement actions and publishing outcomes.

The coalition will also aim to help beauty consumers more easily navigate the B Corps category and work to influence the beauty industry to trigger broader changes that can improve its social and environmental footprint.

Aromatherapy Associates, Davines and Made for Life Organics are among the brands signed up to the new coalition.

Davide Bollati, president of Davines, commented: "As Certified B Corporations, we've become increasingly uncomfortable with the beauty industry's social and environmental footprint.



SHUTTERSTOCK/KATERINA MOROZOVA

PHOTO: DAVINES

■ B Corporations balance profit with purpose

"We've concluded that our respective positions can be enhanced through a partnership, so have formed a coalition to leverage our combined strengths and deliver tangible benefits to beauty customers and the planet we share."

[READ MORE ONLINE](#)



We formed a coalition to leverage our combined strengths

Davide Bollati



PHOTO: GWS

PEOPLE

"90 will be the new 40," says Michael Roizen

Cleveland Clinic's chief of wellness talks longevity

[p04](#)

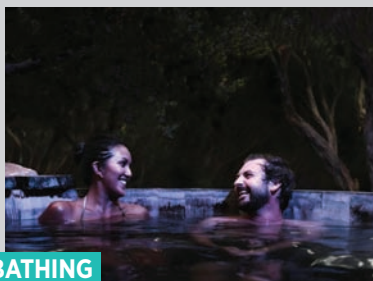


PHOTO: PENINSULA HOT SPRINGS

BATHING

Peninsula Hot Springs opens 24/7

New midnight bathing package launches for guests

[p07](#)



PHOTO: FAIRMONT WINDSOR PARK

NEW OPENING

Fairmont Windsor Park reveals major new spa

Property is third in the UK for the Accor brand

[p14](#)

The Johnstown Estate
Johnstownbridge, Ireland

Triple Detox Therapy



VERIFIED WELLNESS TECHNOLOGIES BY GHARIENI



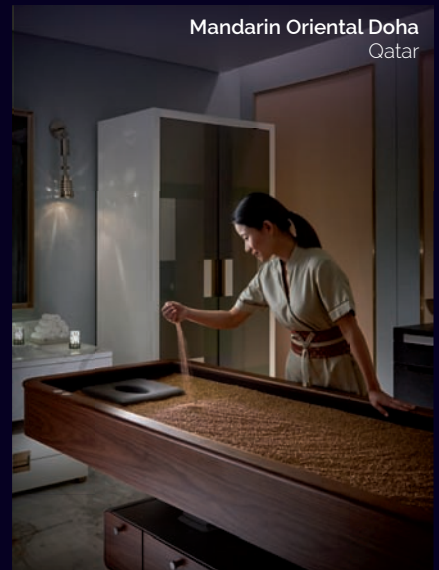
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CAN BE INTEGRATED WITH OTHER SPA AND WELLNESS OFFERINGS

Longevity is the next disruptor says **Michael Roizen** – 90 will be the new 40

Read the latest issue of
Spa Business online:

**Michael Roizen
& Victor Koo**
Q&A



The Cleveland Clinic's chief wellness officer, Michael Roizen, predicts longevity will become the next major disruptor, according to his recent interview with *Spa Business*.

"There will very likely be a major change in longevity in the coming decade," he says.

"Medicine and public health have expanded the average lifespan – through sanitisation, immunisation and management of chronic diseases – by about 2.5 years every ten years since 1890.

"We think, based on the research, that there's an 80 per cent chance that by 2035, there'll be a great age reboot.

"I've told people in the past that 60 can be the new



PHOTO: GWS 2021

■ Roizen predicts there will be a great age reboot by 2035

The spa and wellness industry has a major role to play in teaching people how to manage stress

40, but in the near future, you could be 90 and have a physiological age of 40."

Roizen is busy working on an app to help people understand this and show

them how the choices they make now can impact their future.

"The most important thing to learn is how to manage stress," he urges, "stress ages you in every system."

"It was the spa and wellness industry that got us to change our emphasis on stress management, for example and that brought mindfulness and healthy eating to the forefront.

"The spa and wellness industry has had a huge impact on people's wellbeing and can continue to do so in the future."

For more insights, head to our interview at www.spabusiness.com/Roizen.

READ MORE ONLINE

Neil Jacobs reveals new Six Senses Places concept for major world cities



PHOTO: SIX SENSES

■ Neil Jacobs has served as Six Senses CEO since 2012

Global hotel and spa operator Six Senses is incubating the launch of a new global wellness concept called Six Senses Place.

CEO Neil Jacobs and his team have indicated that new 'clubs' could open at urban Six Senses properties in New York, London, Bangkok, Shanghai, the Loire Valley, Istanbul, Rome and Lisbon.

"People's interest in wellness has increased significantly as a result of the pandemic," he said, "as many people find they

The problem with destination spas is that guests visit and then within two months they can be back where they started

have more time and want a healthier lifestyle, which bodes well for properties with strong spa, health and wellness provisions.

"The problem with destination spas is that guests visit to clean up their act, and then within two months they can be back where they started," says Jacobs.

He describes Six Senses Place as a concept that's

driven by wellness and guests who travel to Six Senses resorts globally will then have access to these urban locations when they return home, so they can continue to benefit from the programming they need to stay healthy.

The goal is to help guests foster long-term changes to their wellness routines and maintain a healthy lifestyle.

READ MORE ONLINE



PHOTO: RANCHO LA PUERTA

■ Aguilar wants to bring more traditional Mexican rituals to RLP

{ As a practitioner and leader, we're certain Luis will continue our innovation }

Luis Arturo Aguilar is Rancho La Puerta's new spa manager

Luis Arturo Aguilar has been appointed the new spa manager at Rancho La Puerta (RLP) in Tecate, Mexico.

In his role, Aguilar will oversee the property's three health centres and manage a team of health specialists.

He'll also help curate bespoke holistic itineraries to best suit guests' individual needs.

"As a practitioner and leader, we're certain Luis will continue our innovation and enable us to stay at the forefront of industry trends, practices and offerings," said Roberto Arjona, CEO and GM of RLP

Aguilar began his career as a tennis player which kickstarted

his interest in manual physical rehab, a type of kinesiology.

This drove him to pursue further education at institutions including the School of Hospitality at Cornell University, the Osho Meditation Resort in India and Sowa Rigpa Tibetan Monastery in Nepal.

Aguilar has also worked in a range of spa and managing director positions in Mexico.

He joins RLP with certifications in massage, reflexology, janzu aqua massage and Thai massage, and is a practitioner of Osho-style meditation, Chinese cups and Tibetan Moxibustion.

READ MORE ONLINE

CONTENTS ISSUE 388

- 04 Longevity**
Cleveland Clinic chief wellness officer Michael Roizen is predicting a great age reboot by 2035
- 06 A fresh feel**
Soneva launches a brand new spa and wellness concept at its global resorts
- 07 Worldwide ambitions**
QC Terme's Saverio Quadrio Curzio tells *Spa Business* about plans to expand the company's footprint in the US and Europe
- 09 Wellness traditions**
A hydrothermal day spa, inspired by Finnish wellness, launches in Ontario this month

SPA BUSINESS INSIGHTS

- 12 Wellness in 2030**
McKinsey predicts the hot wellness trends of the future
- 14 A one-stop wellness space**
Fairmont Windsor Park's innovative new destination wellness sanctuary is major addition to the UK spa scene
- 19 Supplier innovation**
The latest in products and innovation from ISM Spa, Thalgo, Living Earth Crafts, La Rue Verte and Gharieni

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CONCEPTS

Soneva launches new wellness concept

Barefoot luxury hotel brand Soneva has created a new spa and wellness concept combining ancient healing wisdom with modern science.

Named Soneva Soul, the concept has been rolled out at the brand's two existing locations in the Maldives and its Thailand destination.

In future, it will encompass branded wellness and lifestyle retail products.

The Soneva Soul philosophy is evident throughout the resorts and informs the design and operation of Soneva's spas, wellness programming and cuisine.

New treatment menus at Soneva Soul spas unite traditional wellness disciplines – such as Ayurveda, Traditional

Chinese Medicine (TCM) and herbalism – with the use of medicinal mushrooms, therapeutic biomodulation, including heart rate variability testing, platelet-rich plasma therapy, nutrient IV therapy, cryotherapy, ozone therapy and hyperbaric oxygen therapy.

As part of the concept, each spa now features an Ayurvedic doctor, TCM practitioner, integrative medicine doctor and highly-trained therapists.

“At Soneva Soul we're pioneering an approach that combines apparent opposites to offer our guests a transformative and personalised wellbeing experience,” says co-founder and CEO, Sonu Shivdasani.

[READ MORE ONLINE](#)



PHOTO: SONEVA

■ The Soneva Soul philosophy is evident throughout the resorts



PHOTO: JULIA NEESON

“

We're pioneering an approach that offers guests a transformative experience

Sonu Shivdasani

NEW OPENINGS

Montage unveils alpine spa retreat amid Rocky Mountains



PHOTO: MONTAGE BIG SKY

“

Montage is a first-of-its-kind resort experience in Montana

Alan J Fuerstman

Montage Hotels and Resorts has unveiled an all-season alpine resort and spa in Southwest Montana.

The destination is 7,000sq ft above sea level and sits against a backdrop of Montana's alpine Big Sky Country region.

The spa offers rituals from Valmont, Arcona Facials, HydraFacial and Oxylight in an alpine-inspired space. Design touches include surfaces appearing like alpine rocks, angled millwork mimicking the angles of snowy mountaintops and calming cove lighting.

The facility is home to 12 treatment rooms, heated plunge



PHOTO: MONTAGE BIG SKY

■ The destination sits 7,000sq ft above sea level

pools, steamrooms, relaxation spaces, an indoor pool, boutique and salon.

Programming highlights include a ritual to help guests acclimatise to the altitude.

“Montage Big Sky brings a first-of-its-kind resort experience to the Rocky Mountains of Montana,” said Alan J Fuerstman, founder, chair and CEO of Montage.

[READ MORE ONLINE](#)



GROWTH

QC Terme announces expansion plans

Milan-based wellness thermal spa operator QC Terme Spas & Resorts is on track to open three new spa destinations in Europe.

The business is led by brothers Saverio and Andrea Quadrio Curzio, who've built a wellness business based on the European bathing tradition.

Speaking exclusively to *Spa Business*, Saverio Quadrio Curzio revealed the business will grow its portfolio of 10 spas, with new locations in Engadine in Switzerland,



PHOTO: QC TERME



We plan to develop other spas around our QC NY model in other US cities

Saverio Quadrio Curzio

Italy's Lake Garda and a the opening of a second spa hotel destination in Milan.

"We're currently also in the process of opening our first US location in New York in 2022, called QC NY" he says. "We plan to develop other spas around the model of QC NY in other cities in the US."

"At our spas in Milan and Rome, we already have many American customers who greatly appreciate our model, so we know this approach will work in other US cities."

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PROGRAMMING

Peninsula Hot Springs launches midnight bathing

Peninsula Hot Springs (PHS) in Victoria, Australia, has unveiled an overnight bathing experience drawing on the benefits of hydrotherapy, nature immersion and social wellness rituals.

Costing AUS\$65 (€41, US\$47, £35) per person, the package invites guests booked into PHS accommodation to enjoy a moonlit bathing experience with friends or family between the hours of 11pm-5am.

"Midnight Bathing was introduced to provide our overnight guests with the opportunity to bathe under the Southern stars and also



PHOTO: PENINSULA HOT SPRINGS

■ The package has proven popular with couples



PHOTO: PENINSULA HOT SPRINGS



We wanted to offer the gift of bathing to shift workers and insomniacs

Charles Davidson

to offer the gift of hot springs bathing to guests who are shift workers or insomniacs," said Charles Davidson, PHS founder and creative director.

He revealed the package has proven popular with couples looking for a completely different relaxation experience.

Created for guests over 18, Midnight Bathing is available seven-nights-a-week thanks to PHS' 24-hour operation.

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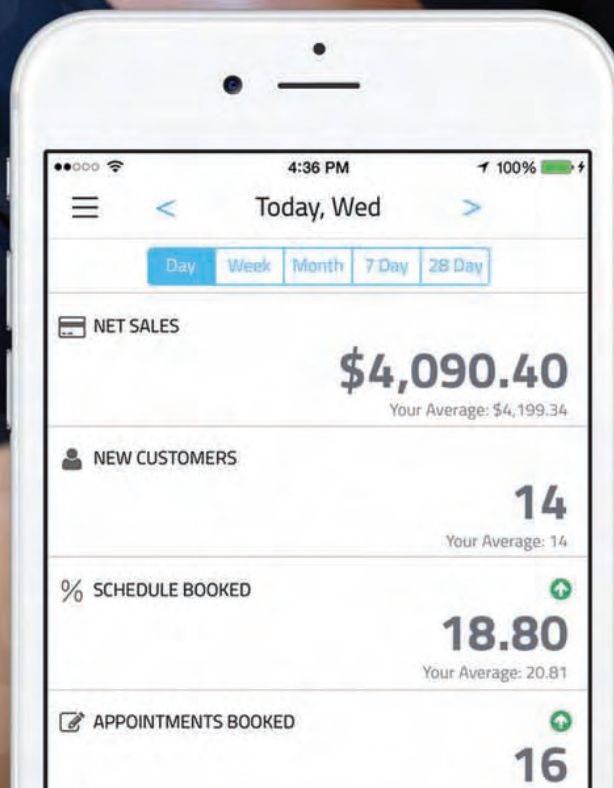
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NEW OPENINGS

Finnish wellness culture arrives in Ontario

A hydrothermal day spa designed to offer a taste of Finnish wellness will be launched in a grand opening ceremony on 23 January 2022 in Ontario, Canada.

The goal behind the day spa is to help guests restore their health and wellbeing through the emotional and physical benefits of Nordic bathing traditions, namely contrast bathing therapy.

Vettä Nordic Spa is the brainchild of Eric Harkonen, president and founder, and a proud Finn.

Harkonen said: "Coming from a Finnish family, it stood out to me that people in Canada – and especially Ontario – are missing out on the sauna experience

and the opportunity to unplug for a while."

Launching in phases, Vettä will open with a 12-treatment-room spa and a host of indoor/outdoor thermal wellness experiences.

Facilities will include two steamrooms, a hot stone room, four warm pools, two cold plunge pools, three relaxation rooms, outdoor fire pits, a spa bistro and a coffee bar.

In keeping with Finland's integral tradition of sauna bathing, the spa will be anchored by four Finnish saunas – one of which is claimed to be one of North America's largest wood-burning commercial saunas.

Guests will be able to enjoy hydrotherapy in the natural



PHOTO: VETTÄ NORDIC SPA

■ Vettä will have a forest theme and setting and foraged cuisine

surroundings of Horseshoe Valley's hardwood forests, experiencing the changing seasons, and fresh country air.

In keeping with the forest theme, Vettä's culinary offering will consist of three distinct experiences, all

showcasing forest foraged produce and ingredients.

Harkonen has high hopes for the Vettä brand and revealed there are plans to expand the concept in future, with more locations in Ontario.

[READ MORE ONLINE](#)

EXPANSION

Dorchester Collection to make Middle East debut in 2022



PHOTO: DORCHESTER COLLECTION



The Lana is one of the most anticipated openings of 2022

Christopher Cowdray

Hotel group Dorchester Collection and real estate development group Omniyat have joined forces to create a new luxury hotel named The Lana.

The 225-room destination will open in Q4 2022 in Dubai's Burj Khalifa district inside a 30-storey tower designed by architects, Foster + Partners.

The hotel's spa, wellness centre and state-of-the-art gym will be located on the tower's 29th floor, promising striking views of the Burj Khalifa and richly coloured sunsets. Meanwhile, the floor above will accommodate a rooftop pool area featuring cabana services.



PHOTO: DORCHESTER COLLECTION

■ The wellness centre will be located on the 29th floor

Christopher Cowdray, CEO of Dorchester Collection, said: "The Lana is one of the most anticipated openings of 2022, given its incredible design-led credentials and superb location.

"We're looking forward to bringing our luxury hospitality combined with Omniyat's real estate vision to a new region."

[READ MORE ONLINE](#)

VALUATIONS

Myzone sets a course for unicorn status

Myzone has secured US\$17.2m worth of investment from growth capital investor BGF – a move that values the brand at US\$102m. The deal is all equity-based.

The BGF cash injection is coupled with a separate £2.5m investment by Vin Murria, which will also see the renowned tech entrepreneur join Myzone as non-executive chair.

Founded in 2011 by entrepreneur Dave Wright, Myzone specialises in wearable fitness technology for the business to business activity and wellness markets and has grown to serve more than 9,000 facilities in 84 countries, reaching two million consumers.

Speaking to *Spa Business*, Wright said the investment and appointment of Vin Murria as chair is a logical step in the brand's journey towards further growth – which is likely to include an IPO.

"I was really keen to bring someone in who I can learn with and from – and someone who can help us further professionalise our business," Wright said of Murria.

"In three to five years' time, we're looking to have achieved a US\$400-500m valuation and are likely to do an IPO. Ultimately we're aiming to become one of the first unicorns in our industry [achieving a billion-dollar valuation].

[READ MORE ONLINE](#)



■ Myzone specialises in wearable fitness technology



“

We're looking to become one of the first unicorns in the industry

Dave Wright

PROGRAMMING

Vinotherapy inspires treatments at Four Seasons Napa Valley

“

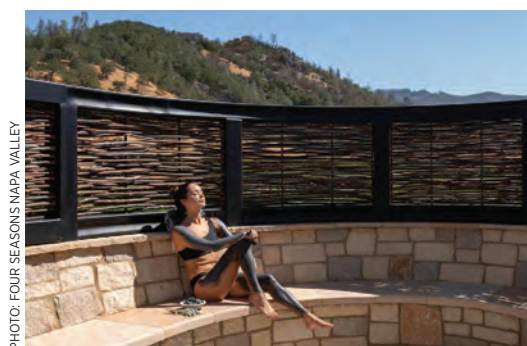
The signature treatment showcases the area's mineral-rich mud

The spa at the new Four Seasons Napa Valley in Calistoga, California, has been influenced by the resort's on-site vineyard and local Native American healing wisdom.

The 13,050sq ft Spa Talisa has been designed as a homage to Calistoga's 150-year history as a holistic spa and wellness destination.

Spa treatments and services incorporate grape seeds and olive oil produced on-property, as well as the local area's mineral-rich mud.

The spa's signature treatment – Brave Spirit Ritual – begins with a grounding foot soak and an aura



■ Curry Spa Consulting helped realise the new spa

cleansing ritual using a sage-infused flower spritz and feather wisp.

This is followed by a salt scrub enriched with marine algae and the application of detoxifying thermal mud and nourishing body balm from Seed to Skin. The treatment is completed with a restorative body and craniosacral massage.

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Wellness in 2030

McKinsey predicts the hot wellness trends of the future and assesses how the pandemic will drive these



■ McKinsey suggests the use of sleep tech will continue to be a hot consumer trend

SHUTTERSTOCK/FIZKES

C OVID-19 is accelerating interest in wellness as more consumers have been faced with the importance of taking care of their health and wellbeing.

As a result, the market's abuzz with growth as more businesses look to satisfy new demand with innovative solutions.

Data is showing that people are increasing their spending on wellness and a recent report published by the Global Wellness Institute forecasts the global wellness economy will reach nearly US\$7trn in value by 2025.

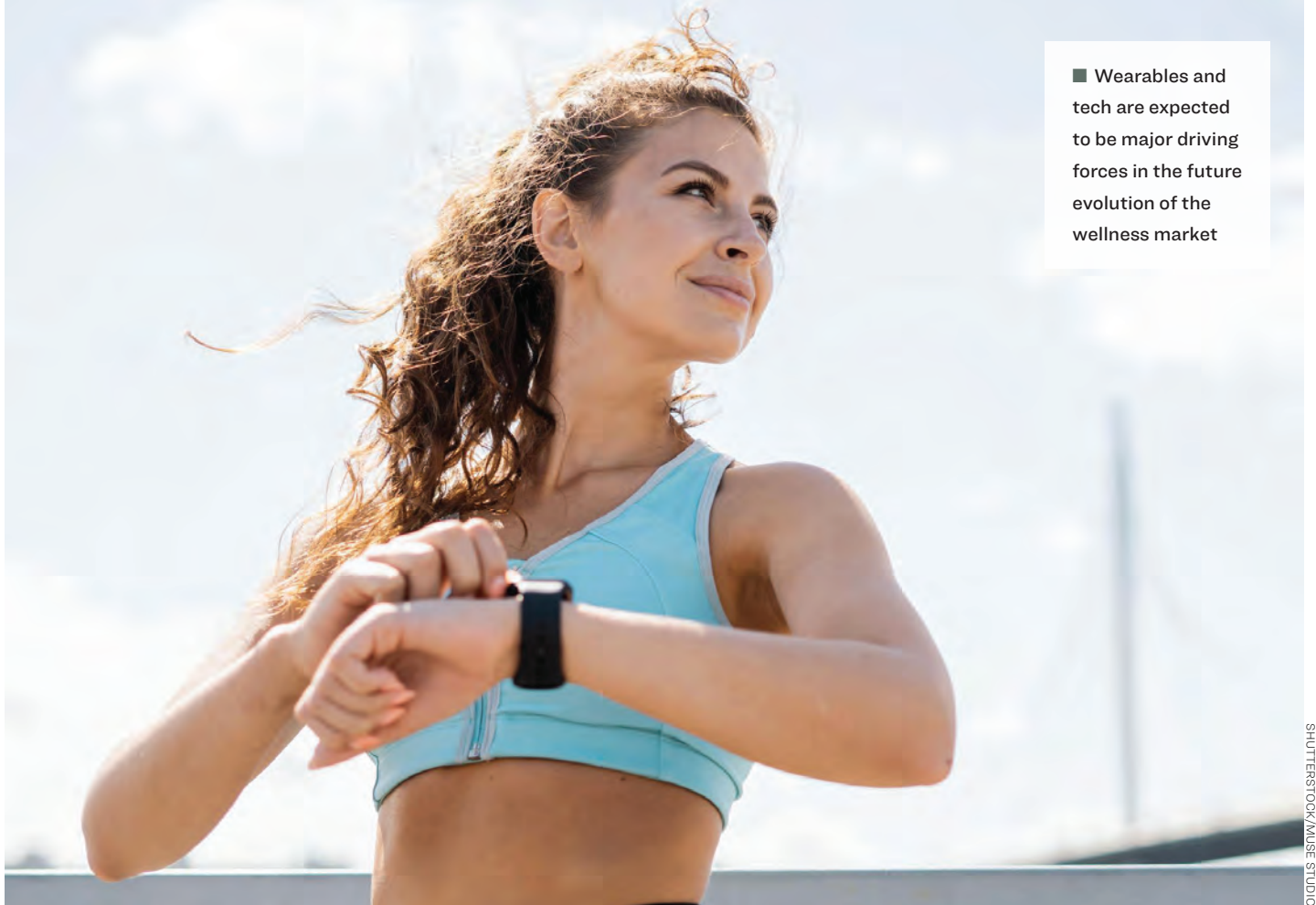
Recent predictions from McKinsey suggest the future of wellness will be tech-heavy, personalised, interconnected and dominated by the following six wellness categories:

Health

According to McKinsey associate partner Anna Pione, the future of wellness will see consumers take their health into their own hands. She envisages "offerings that let consumers triage their own medical issues" becoming increasingly more mainstream.

As part of this, Pione believes devices and technology from the doctor's office will be integrated into the home.

Think critically about strategies to engage consumers and continue to innovate to stand out from the crowd



■ Wearables and tech are expected to be major driving forces in the future evolution of the wellness market

SHUTTERSTOCK/MAUSE STUDIO

“ Mindfulness – and the pursuit of mindfulness – will become an essential aspect of how we live our lives ”

Fitness

Bricks and mortar fitness businesses are here to stay, predicts Eric Falardeau, partner in McKinsey’s Montreal office. He also anticipates that the future of fitness will feature an increasing amount of technology to help people track their fitness progress.

Nutrition

Consumer habits and relationships with food are shifting, as more people are becoming aware of the impact of our diet on our short- and long-term health.

Jessica Moulton, senior partner at McKinsey’s London office, thinks the reduction in sugar and an increase in sustainable eating will be two major trends going forward.

Appearance

Emma Spagnuolo, a partner in McKinsey’s New Jersey office,

anticipates that beauty retailers will expand their offering to keep up with new consumer demands and that procedures such as injectable services and clinical treatments will become more commonplace and easier to access.

Sleep

Sleep technology will continue to be a hot wellness trend in 2030, according to Scott Hayton, associate McKinsey partner in Toronto.

In his opinion, future innovation in the field could lead to sleep performance data being used to inform and best optimise our routines and daily capabilities, such as diet and exercise.

Mindfulness

“I believe that mindfulness – and the pursuit of mindfulness – will become an essential aspect of how we live our lives,” says Manish Chopra, senior

partner in McKinsey’s New York office. He feels that by 2030, mindfulness will be more deeply ingrained into people’s routines via wearables and tech, allowing for digital yoga or meditation sessions throughout the day.

Final advice

McKinsey analysts reminded wellness businesses that to keep up in the next generation of the wellness market and make lasting change, they need to nail down their e-commerce and marketing strategies, pursue data partnerships, reinvigorate the shopping experience, update their value propositions and consider consumers as a whole person.

A previous 2021 McKinsey report also advised both new and existing companies in the sector to think critically about strategies to engage consumers and continue to innovate to stand out from the crowd. ●



■ The opening represents the Accor-owned Fairmont brand's third UK property

PHOTO: FAIRMONT WINDSOR PARK

A one-stop wellness space

Fairmont Windsor Park's innovative new destination wellness sanctuary is a major addition to the UK spa scene

Pivate property development company, Arora Group, has opened an extensive spa and wellness centre at its new 200-room Fairmont Windsor Park property in southern England.

Fairmont Spa & Wellness is a two-floor 2,500sq m wellness facility, designed to cater to guests' spa, wellbeing, fitness and aesthetic needs.

The centre has been conceived by spa industry figure Lisa Barden – Arora's

spa and wellness director and also an independent spa consultant.

Barden described the new opening as "a one-stop wellness and spa space for all" that's inspired by the hotel's 40-acres of lush grounds.

The facility welcomes day and hotel guests, and also operates with an annual membership service including exclusive perks and events.

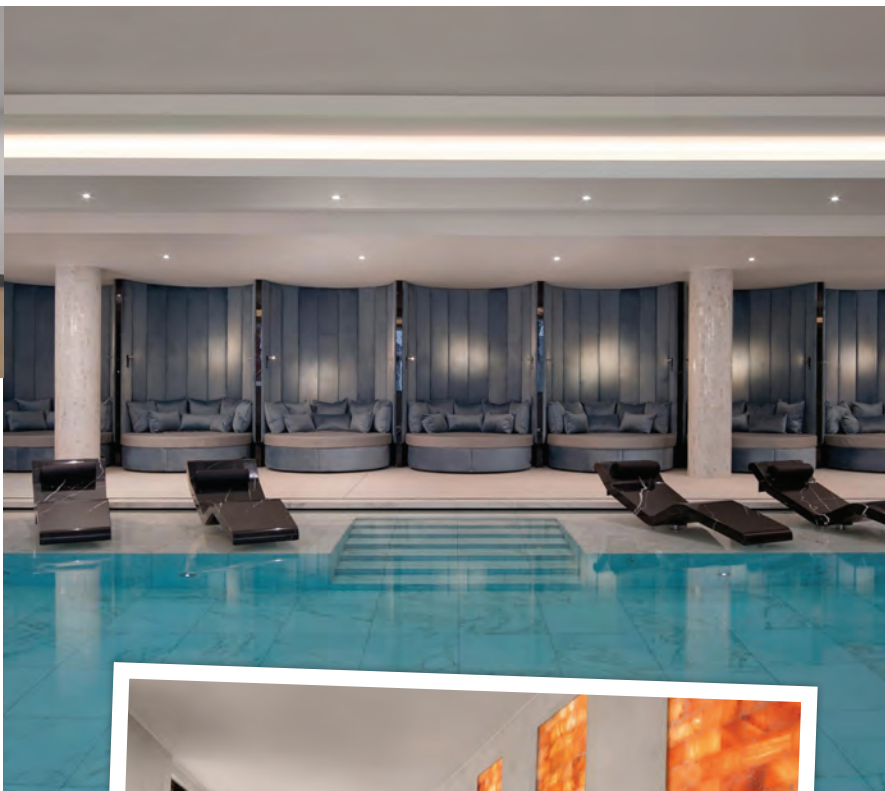
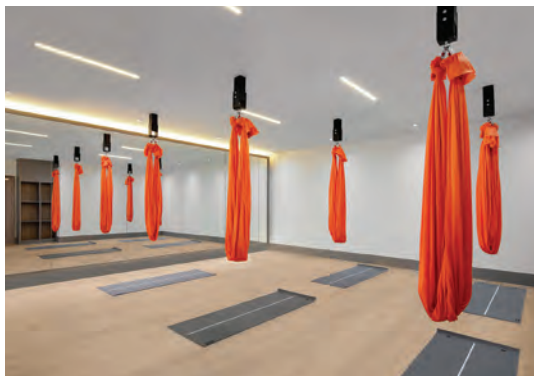
Annual membership pricing starts at £2,430 (US\$3,292, €2,909) per person.

The spa

The new spa features 18 treatment rooms – including three for couples – plus a VIP Spa Suite with a rasul, hot tub, private dining area and dressing room.

All are equipped with Lemi's Florence treatment beds and BC Softwear.

The centrepiece of the spa is a naturally-lit indoor pool area, complete with bespoke hand-carved marble loungers – created by Fabio Alemanno – ergonomically designed and float just above the surface of the pool.



■ The 272sq m Wellness Suite at Fairmont Windsor has studios, a luxury pool, treatment rooms and recovery spaces

This space connects to a thermal suite including a Finnish sauna, steamroom, experience showers, ice fountain, Japanese Ashiyu foot ritual bath, hot tub and a heated tepidarium bench.

Guests can also access a dry flotation room, hammam, IV infusion space, complementary therapy room and colon hydrotherapy suite, topped off with an outdoor courtyard featuring an outdoor 39°C hydrotherapy pool and fire pit.

Barden told *Spa Business* she's particularly excited about the location's

Mecotec cryotherapy chamber. Claimed to be the UK's first multi-person cryo chamber, the appliance accommodates up to five guests at a time.

Both the chamber and Japanese foot bath were incorporated to fulfil Barden's vision of an inclusive spa, as these therapies are suitable for use by guests with life-limiting conditions.

As part of this vision, Barden and spa and wellness director Carlos Urrutigoity have appointed five therapists trained in cancer touch therapy to join their team.

Wellness treatments and therapies include skincare, massages and Ayurvedic rituals supplied by Comfort Zone and Maui Rituals, as well as IV infusions, osteopathy, nutritional therapy and acupuncture.

Additional facilities include a large fitness suite, wellness cafe, boutique, changing rooms and relaxation rooms, ranging from a halotherapy suite with infrared Sommerhuber loungers to a softly lit post-treatment suite fitted with Gharieni's Evo relaxation beds. ●

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SPONSORED

The Alpenresort Schwarz in the Austrian Tirol is one of the first in Europe to offer cryotherapy to guests

Raising the bar

Delivering holistic, sustainable health and wellbeing experiences has always been central to the philosophy of the Me Sense Spa at Austria's five-star Alpenresort Schwarz.

The spa offering has recently been enriched and elevated by the introduction of cryogenic chambers in the form of Art of Cryo's new high-performance Vaultz V1 Lux.

Thanks to the newly-installed Art of Cryo technology, The Alpenresort Schwarz is one of the first spas in Europe to offer sophisticated cryotherapy treatment technology to its guests.

COLD GOLD

Introducing cryotherapy can be lucrative for spas, as well as offering customers a cutting-edge therapy with powerful benefits for both body and mind

Non-invasive, gentle, yet effective, cryotherapy can help ease numerous chronic health conditions, as well as disorders such as anxiety and depression. Its positive effects have been scientifically proven in three main areas; health and prevention; sport and fitness; and anti-ageing and beauty, making it ideal as a service for customers in the spa and wellness sector.

Cryotherapy exploits the difference in temperature between the user and the cryo chamber to cool the body and stimulate important body functions.

During a session – which typically lasts just three to four minutes – cooling happens extremely quickly, activating thermoreceptors in the body and causing blood vessels to contract.

After leaving the chamber, blood vessels dilate, the blood flows back and a rush of beneficial endorphins is released.

Backed by science

Art of Cryo is a market leader in whole-body cryotherapy solutions and offers evidence-based products underpinned by 30 years' experience in the field.

Its elegant chambers for whole body cryotherapy come in three lines: Single Vaultz, Vario Vaultz and Unical Vaultz.

All the high-performance chambers are powered by electricity and made to



PHOTO: ART OF CRYO

Depending on the model, operators can deliver up to 150 cryotherapy treatments per day

Rainer Bolsinger, Art of Cryo



The resort has invested in the V1 Lux chamber from Art of Cryo

the highest quality standards, making them both efficient and eco-friendly.

Each is designed and built with advanced technology, so it provides even temperature distribution to ensure the delivery of first-class treatments.

Rainer Bolsinger, Art of Cryo chief sales and marketing officer, says the brand's solutions offer an exciting opportunity for spas: "The initial investment can

be quickly repaid, due to the fact it's possible to deliver a huge number of treatments in a short time and at an extremely low marginal cost," he explains. "Depending on the model, operators can deliver up to 150 treatments per day."

● Art of Cryo is part of industrial group L&R Kältetechnik – refrigeration tech specialists with a 30-year pedigree. ● More: www.artofcryo.com



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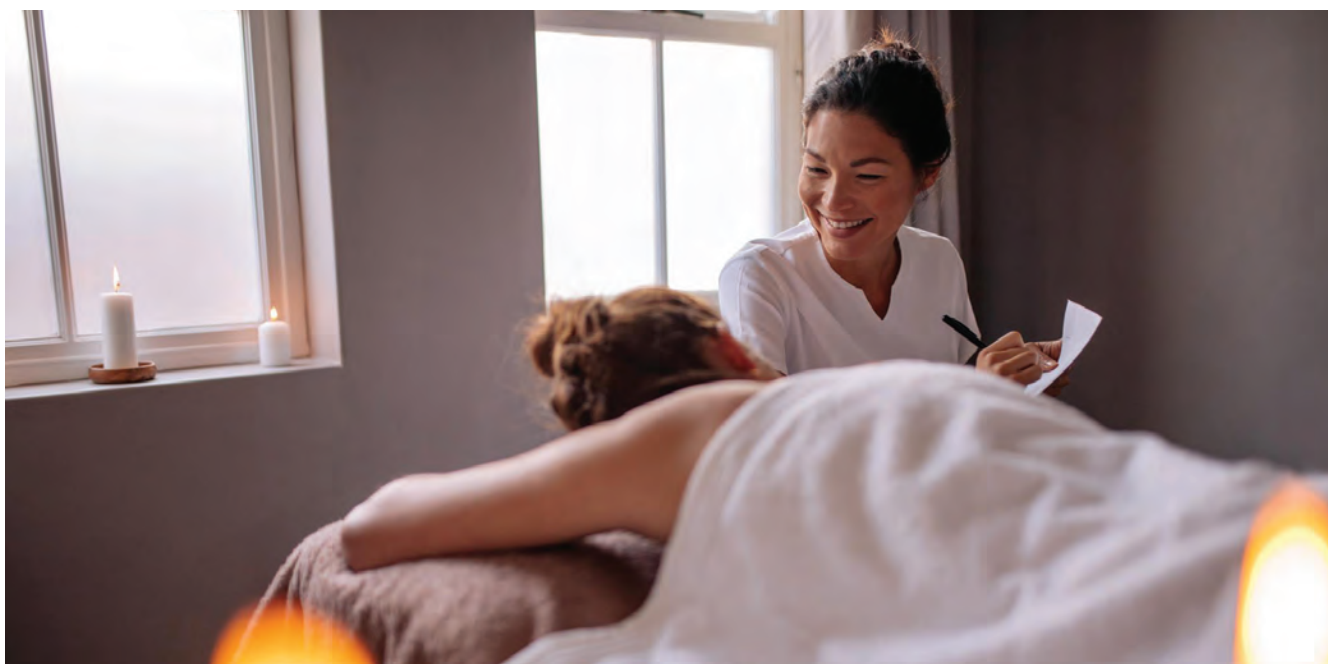
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SUPPLIER NEWS

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

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SHUTTERSTOCK/JACOB LUND

■ Spa Space Chicago credits its success to the personal relationship guests have with therapists and the elimination of a static spa menu

ISM Spa's new management technology matches clients with therapists based on treatment needs



PHOTO: ISM SPA

■ Ilana Alberico, ISM Spa co-founder

Wellness tech platform, Spa Space, has launched a turnkey technology solution to improve operating efficiencies and increase guest and therapist satisfaction.

The new patent-pending algorithm matches guest preferences to therapists best-suited to their needs, who will then tailor personalised treatment plans for each client.

Spa Space was created by ISM Spa founders, Ilana Alberico and Christina Stratton and their partner Nathalie Malkoff.

The software is in beta-testing within the group's 14 hotel and resort spas in the

Southeast US, and early results show Spa Space has delivered a 60 per cent reduction in fixed operating expenses.

The platform was inspired by Spa Space Chicago, which credits its success to the personal relationship the guests have with its therapists and the fact it eliminated the use of a static spa menu. Instead, therapists create personalised treatment plans for guests.

"The intent was to create a technology solution to address the customer, therapist, and spa facility challenges we observed as spa owners and operators," explained Alberico.

"Now more than ever, the world is seeking the power of touch but the demand is for more personalisation. Spa Space makes that possible."

Spa Space was designed to alleviate spa operation headaches by handling recruitment, staffing, quality control, scheduling and real-time payroll to therapists.

It's also been developed to help resort spas implement a personalised experience to drive local capture while streamlining operations.

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Ayurveda inspires **Thalgo's** new ritual and retail line



PHOTO: THALGO

■ Maria Harvey,
Thalgo's UK MD

Thalgo has formulated a new five-step spa treatment and retail range in collaboration with Ayurvedic specialist Nordine Meguelatti.

Marian Harvey, Thalgo's UK MD explained the principles underpinning the treatment.

"The Mer Des Indes ritual draws on Ayurvedic practices already well known within spa circles," she says, "namely Abhyanga and Shirodhara via a head and body massage, along with the science of Marmas and Marmatherapy."

Marmatherapy is an Ayurvedic massage technique that works



PHOTO: THALGO

■ The range includes a scrub, massage oil, shower oil and balm

on points of energy blockage at junctions between muscles, tendons, bones and nerves.

The treatment journey includes a warming hand and purification ritual, a head massage, exfoliation and a harmonisation massage inspired by Marmatherapy. Stretching manoeuvres from Hatha yoga and musical frequencies to relax the mind are also incorporated.

To conclude, guests are gently rocked and stretched by therapists before enjoying a soothing cup of herbal tea.

Thalgo has also created four retail body products to help guests continue the rituals of Ayurveda following the treatment.

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Living Earth Crafts unveils the Mind-Sync Harmonic Sleep Lounger

Living Earth Crafts (LEC) has launched the Mind-Sync Harmonic Sleep Lounger – a zero-gravity lounger featuring clinically-tested, Mind-Sync vibroacoustic resonance therapy

to support stress reduction, meditation and enhanced sleep.

The lounger offers six immersion programmes utilising four full-spectrum transducers to flow Quantum Harmonic sound waves through the body.

Noise-cancelling headphones also deliver two channels

of proprietary brainwave entrainment frequencies, masked by gentle music and nature sounds to help move clients to the relaxed, parasympathetic state.

Users can choose between programmes lasting between 25-60 minutes via the lounger's interactive touch-screen.

Designed for guests pre- and post- spa treatments, the chair is claimed to offer significant unattended revenue potential as both an add-on or standalone service.

Blake Feeney, LEC's VP of business development, sees great potential in the lounger's application.

"In these tight labour markets, my spa clients



PHOTO: LIVING EARTH CRAFTS

■ Blake Feeney, LEC's VP
of business development

are seeking unattended, effective experiences to augment their traditional spa, medical and beauty services. The Mind-Sync Harmonic Sleep Lounger is a perfect addition to their offerings."

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*Les Mills 2021 Global Fitness Report

La Rue Verte partners with Aman Spa at The Connaught

CBD wellness brand La Rue Verte has developed a new treatment for the Aman Spa at The Connaught in London – the only Aman Spa in the world outside an Aman resort.

The CIBTAC-accredited ritual has been created to ground guests through a lymphatic drainage massage, designed to eliminate toxins, release muscle tension and manage pain.

La Rue Verte has also incorporated reflexology body mapping to target key areas of concern across mind and body, drawing on the non-psychoactive properties of CBD to help promote inner balance.

During the massage, therapists use a professional massage oil, developed exclusively for Aman.



The formula incorporates actives and potent CBD blended together to soothe, uplift, ease pain and support the respiratory system.

La Rue Verte has infused the oil with essential oils from

bergamot, moringa, ho wood, cedarwood, cypress, eucalyptus, rosemary and myrcene.

Emma O'Neil, MD and founder of La Rue Verte, adds: "We've trained The Connaught's therapists to



PHOTO: LA RUE VERTE

■ Emma O'Neil, MD and founder of La Rue Verte

deliver our CBD journeys with knowledge and expertise – ensuring industry compliance and innovation for the spa."

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Sammy Gharieni to receive "A Life of Beauty" award in 2022

Sammy Gharieni, CEO and founder of the Gharieni Group, will receive the 'A Life of Beauty' Award at industry event Beauty Düsseldorf, in 2022.

Gharieni helms a company that manufactures spa and medical equipment, providing equipment for resorts, hotels, spas and hospitality groups in 120 countries.

The "A Life of Beauty" accolade honours personalities with special merits in professional cosmetics who are considered driving forces in the industry.

The award ceremony will take place on 4 March 2022 and mark Gharieni's second receipt of the 'A Life of Beauty' award.

"I'm driven by passion and I absolutely love what I do – and this decides on the avenue you opt for at the end of the day," comments Gharieni.

"Despite the initial uncertainty due to the pandemic, we were able to cope well in the last two years."

The Gharieni Group team places a huge emphasis on active networking at national and international levels and has used this to grow its business globally. "The principles of successful companies are innovation, investment in research and multi-disciplinary cooperation.

"A worldwide network is indispensable for this," concludes Gharieni.



PHOTO: GHARIENI GROUP

■ Gharieni will receive the award in March 2022 at Beauty Düsseldorf

Born in Tunisia, Gharieni established his first company in 1992, called Electro-Medical Gharieni, which engineered beds for medical treatments.

In 2005 he moved into the wellness sector, specialising in wellness and spa treatment beds.

In other news, Gharieni has

launched an ongoing research series into the physiological effects of its concept beds. The recent report focused on Gharieni's MLX I³Dome table and found that the bed aids recovery and wellbeing.

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WEB ADDRESS BOOK

Connect with spa organisations from around the world.

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

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Bali Spa and Wellness Association

■ www.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.org

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

Ukrainian SPA Association

■ www.facebook.com/UASPA