

# spa business

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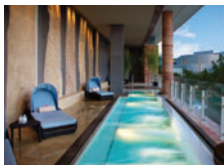
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## The wellness metaverse

We're being handed a powerful new tool that will become a channel for creativity and innovation – pioneering wellness operators are already getting to grips with its exciting potential

When the starchitects get involved, you know things are getting real. News that Bjarke Ingels is designing an 'office' for Vice Media in the Decentraland

metaverse and that Grimshaw has been commissioned to create four new blockchain-based lands for metaverse pax.world, mean 2022 is likely to go down in history as the year the metaverse hit the mainstream.

The Metaverse isn't new, having been first conceptualised in the 1992 sci-fi novel *Snow Crash* and brought to fruition by Second Life in 2003, but technology has now caught up with the concept and put it within reach of the average business.

McKinsey says explosive growth will see the metaverse being worth US\$5tr by 2030 and with such reputable thought leaders taking this kind of bullish stance, the big money is pouring in, making it more likely this prediction will come to pass.

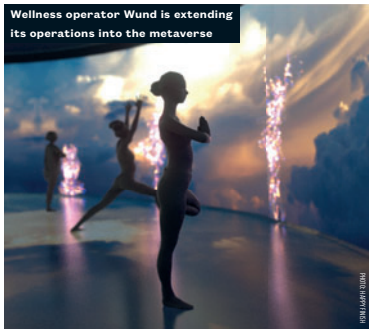
In spite of all this heavy-duty activity, however, some are still dismissing the metaverse as a fad – as they did with the internet in the early 90s – but this is missing the point. The metaverse is simply another tool and when humans are given new tools and creativity kicks in, the opportunities are limitless.

You'll be able to own, build and – very importantly – monetise virtual experiences to be enjoyed by consumers in VR-based parallel internet worlds that enable the creation of avatars and real-time interactions and payments.

On page 52, we get inspiration from tech expert, Rainer Ussellmann, who's working on metaverse-based immersive experiences for German wellness operator, Wund.

These services could include digital therapeutics, curated content to alter mood and improve wellbeing

Wellness operator Wund is extending its operations into the metaverse



“Digital therapeutics could offer curated content to alter mood and improve wellbeing”

and things such as interactive wellness installations and experiential relaxation programmes.

The metaverse presents many opportunities and threats – the opportunity to develop revenue streams, undertake brand extension and explore new digital frontiers, for example, but also the threat that non-facility-based businesses will develop rival brands or leverage existing properties to build competitive businesses.

Now's the time to be making your brain ache thinking through what the metaverse will mean for you. ●

**Liz Terry, editorial director [lizterry@spabusiness.com](mailto:lizterry@spabusiness.com)**

**Contact Spa Business: +44 (0)1462 431385 [theteam@spabusiness.com](mailto:theteam@spabusiness.com)  
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## THE SPA BUSINESS TEAM

For email, use contact's fullname@spabusiness.com



Editorial director  
Liz Terry

+44 (0)1462 431385



Publisher  
Astrid Ros

+44 (0)1462 471911



Editor  
Karen Maxwell

+44 (0)1462 431385



Assistant editor  
Megan Whitby

+44 (0)1462 471906



Contributing editor  
Jane Kitchen

+44 (0)1462 431385



Contributing editor  
Lisa Starr

+44 (0)1462 431385

### Customer service

+44 (0)1462 471901

### Advertising

+44 (0)1462 431385

### Subscriptions

+44 (0)1462 471910

### Circulation

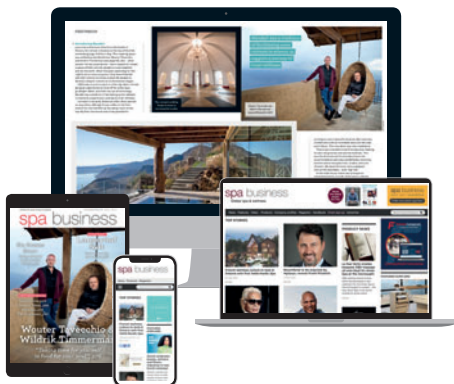
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### Finance

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### Credit control

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©Cybertrek Ltd 2022 ISSN 1479-912X (print) 2397-236X (online)

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Annual subscription rates are UK £48, Europe £65,  
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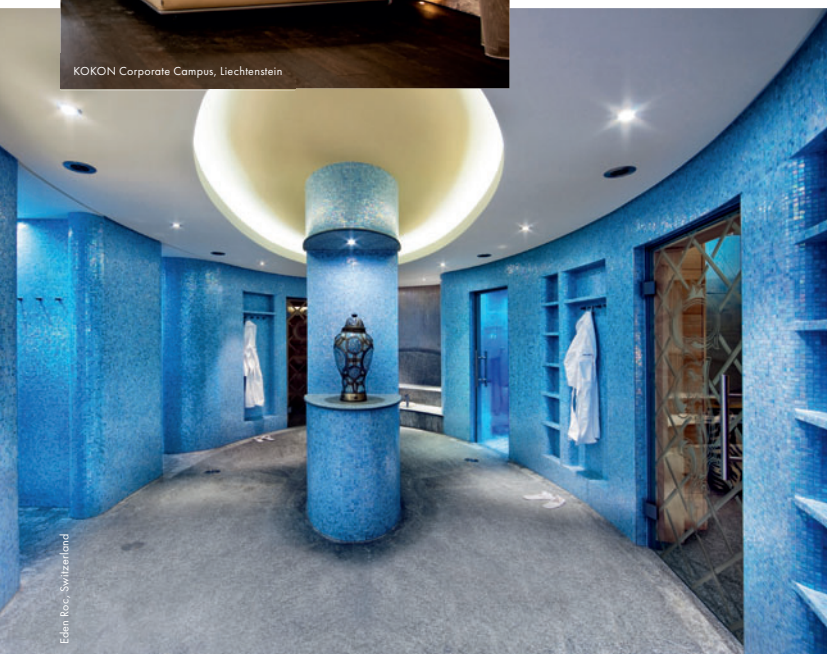
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# spa people

6

My intention was to  
create a meditative  
environment for a  
healing sanctuary that  
provided nurturing  
services in resonance  
with nature

**Michael Stusser**

Owner and CEO, Osmosis



Michael Stusser  
created his Cedar  
Enzyme Bath in 1985

PHOTO: COURTESY OF OSMOSIS



Stusser's Japanese garden in California is regarded as highly authentic



**M**ichael Stusser became a full-time organic gardener after leaving college in the 1960s.

However, his gardening focus shifted from food to landscaping during his years as an apprentice in Kyoto, Japan where he studied traditional Japanese gardening and Zen meditation.

After experiencing the extraordinary healing powers of a traditional Japanese enzyme bath, he decided to place this unique treatment at the heart of his Osmosis Day Spa Sanctuary, which he built in 1985, alongside a Kyoto-inspired meditation garden, in the hills of Northern California.

Today, the Cedar Enzyme Bath continues to be the main attraction for people looking for a natural, immersive healing therapy, while the unique facility also plays host to local cultural events, such as equinox or solstice rituals, as well as meetings that introduce leaders to industry networks in conservation and environmentalism.

We ask Stusser to explain the benefits of his 100 per cent natural treatment and how he's

encouraging sustainable earth-friendly spa operations within the wider industry, through his work with the Green Spa Network.

#### What was your inspiration?

My vision for Osmosis flashed into my mind's eye during my extraordinary first experience of an enzyme bath in Japan, and I imagined this exceptional health treatment situated in a beautiful Japanese-style environment planted in the hills of Sonoma County.

I found a perfect rural location, built a small enzyme bath building with recycled wood from a chicken coop, and enhanced it with a small Japanese garden. My intention was to create a meditative environment and healing sanctuary that provided nurturing services in resonance with nature.

Although it was a humble beginning it embodied all the elements of the Osmosis Day Spa Sanctuary as it is today.

#### What makes Osmosis unique?

Our 5.5-acre property, once used as a seasonal encampment by the Pomo Indians, is situated in a magical riparian corridor in one of the most



Bath tubs contain ground cedar, rice bran and a cultured catalyst

- scenic parts of Northern California. Since we believe connection with nature is a key to healing and transformation, we've created a variety of outdoor experience spaces, including charming outdoor eating areas along Salmon Creek, and a hammock garden with sound therapy.

Our Kyoto-style meditation garden has been recognised as one of the most authentic Japanese gardens in America and in addition to traditional spa services, we also offer massage in private pagodas nestled along wooded pathways next to the creek. We offer tours of our gardens as well as forest bathing and guided meditation.

Our massage therapy sessions last 75 minutes so they can begin and end without rushing. We're currently developing three decks on our hillside to provide guests with dramatic views during their visit and we're exploring partnerships with our neighbours, to create day-long retreats.

#### What is a Cedar Enzyme Bath?

It is a unique sensation, best described as a primal earth experience, in which we create the ideal environment for billions of microorganisms to connect

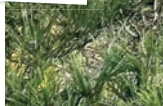


After the enzyme bath, guests move on to have a 75-minute treatment



PHOTO: CORTISLOW SPASAMURRAY

The bath heat causes the body's circulatory system to dilate, the epidermis to soften, and skin pores open to receive the intense heat and energy of billions of organisms



Stusser delivering his enzyme bath in 1985



PHOTO: CORTISLOW SPASAMURRAY

symbiotically with the microbial activity within the human body.

Enzymes are a special class of proteins that catalyse change and movement in all living tissues, from the transfer of oxygen from the linings of the lungs into our blood, to the movement of energy through our nervous system and digestion.

There are a minimum of 3,000 different enzymes in every human cell and a minimum of 600 active enzymes present during the fermentation process of the enzyme bath.

Our tubs are filled with three cubic yards (2,290 litres) of finely ground fragrant cedar, rice bran and evergreen plants, as well as some water and a cultured catalyst. This mixture is a perfect balance of carbon and nitrogen, particle size



The Kyoto-style meditation garden offers guests peace and tranquility



and humidity to support a bloom of microbial activity that generates a gentle penetrating heat biologically, making the enzyme bath different from any other form of heat therapy.

#### Why are there so few Cedar Enzyme Baths?

The effort involved in obtaining, transporting, storing and mixing the materials makes it very labour-intensive as a business model. We actually have a 35-page training manual for employees who administer the bath.

#### What's the historical background?

Although the first known modern Cedar Enzyme Bath was established in the 1940s in Hokkaido, Japan, its history dates back centuries.

The Cedar Enzyme Bath attracted international attention when the treatment was offered at the 1972 Olympic Games in Sapporo, Japan to help athletes achieve a fast recovery from the stress of exertion. During the past 50 years, the treatment has become popular in many parts of Japan – particularly in clinical environments that promote its therapeutic benefits.

#### What does the treatment entail?

Osmosis spa guests are served a herbal enzyme tonic prior to the bath to initiate elevated enzyme activity internally. A bath attendant sculpt's out a body-shaped cavity in the mixture and guests lie covered to the chin in the bath for 20 minutes, with the evenly-supported position allowing optimum relaxation.

After their session they exit the tub – with assistance if necessary – brush off, shower and have a rehydrating electrolyte drink. They can then continue on to a 75-minute massage or facial of their choice, or a sound therapy session.

The bath's heat causes the body's circulatory system to dilate and the epidermis to soften, opening the

#### Cedar Enzyme Bath ingredients

*The bath is composed of a blend of natural ingredients:*

**CEDAR:** For thousands of years, cedar and its essence have been used by Native Americans and other aboriginal cultures for rites of purification, strengthening, and cleansing. The cedar comes from one of the most fragrant evergreen woods in the world and is native to Oregon. Similar to Hinoki, a sacred wood in Japan, which is used in traditional homes, hot tubs, and temple construction, this cedar contains fragrant resins including phenol, which produces healthful vapours for bathers to bask in.

**RICE BRAN:** Used for centuries as an exfoliant for its oil's softening properties and revitalising nutrients, the light, fluffy bran is separated from the rice kernels during milling and ferments easily. High in enzymes, it contains 20 per cent oil, and nutritional compounds that act as antioxidants to protect from free-radical damage. The bran's B-complex vitamins are vital to nerve health.

**BIOLOGICAL CATALYST:** This is cultured to activate the enzyme bath as a baker would culture a sourdough starter. It stimulates the fermentation that sustains the generation of warmth, while creating a universe of highly beneficial enzyme activity and maintaining the hygienic properties of the bath.

The 5.5-acre property is located in one of the most scenic areas of California

The pandemic made us realise that our clients needed heartfelt hands-on healing more than ever and when they returned after lockdowns, their expressions of gratitude were overwhelming

- pores of the skin to receive the heat and energy of billions of organisms.

This activity mimics many basic functions of the body's internal organs and the flow of this metabolic activity within the body allows these to rest in a unique way, as they are being supported from the outside in.

This facilitates the breakdown and transport of toxins, making the Cedar Enzyme Bath a powerful detoxification treatment.

It's also been suggested that this activity supports the production of T cells by the immune system.

#### What are the health benefits?

Recent scientific discoveries have proven that a diverse and vibrant microbiome is important to gut health. The gut/brain connection is now also known to be an essential link in balancing mood, psychological wellness and optimal cognitive function. Healthy microbial activity also improves the length of telomeres, a key marker for longevity and resistance to degenerative diseases.



The gardens are rich in healing, plants

PHOTO: CORTLANDT SPA, SAN ANTONIO

In addition, the enzyme bath is an aromatherapy treatment akin to a full body compress. As the material heats up, the oils from the cedar and other wood species are released into the steam and flow into the open pores of the body. These contain phenol, camphor and a variety of terpenes known to elevate activity in the limbic system.

#### What are the wellness benefits experienced by Osmosis guests?

Our guests report a range of post-treatment benefits, including an immediate sensation of reduced tension and stress. The bath balances body chemistry and the nervous system by stimulating

serotonin and melatonin production, and many guests experience an exceptionally deep and restful night's sleep following the bath.

The treatment also offers relief from aches, including arthritis and joint pain and noticeably increased mobility. Athletes have confirmed it clears lactic acid from sore muscles.

Circulation is improved, as the bath dilates the cardiovascular system and increases blood flow to even the smallest capillaries. The enzyme activity also delivers a full body exfoliation by digesting dead skin cells while constantly sanitising the bath.

A major post-treatment experience is elation, as the cedar oil in the bath stimulates the brain's limbic system. ●



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PHOTO: THE PAVILIONS HOTELS & RESORTS

Scot Toon

“Locals want international-style treatments, whereas international guests want local and authentic experiences

**Scot Toon** MD Asia,  
The Pavilions Hotels & Resorts

**What's your background?**

I've spent all my career opening and managing luxury resorts and spas in island locations such as The Maldives, Sri Lanka, and Phuket - and also managed a small international spa collection.

**Tell us about your current remit?**

I'm the MD for The Pavilions Hotels & Resorts and co-founder of new brand, Explorar Hotels & Resorts. We're a privately-owned company with a number of hotels - we also have other hotels in our group under franchise or management agreements.

**Who are your nearest competitors?**

For The Pavilions Hotels & Resort, we'd compare ourselves to groups such as Como Hotels, and for Explorar Hotels & Resorts, we'd look at Selina or Mama Shelter hotels.

Two Explorar resorts were developed during the pandemic

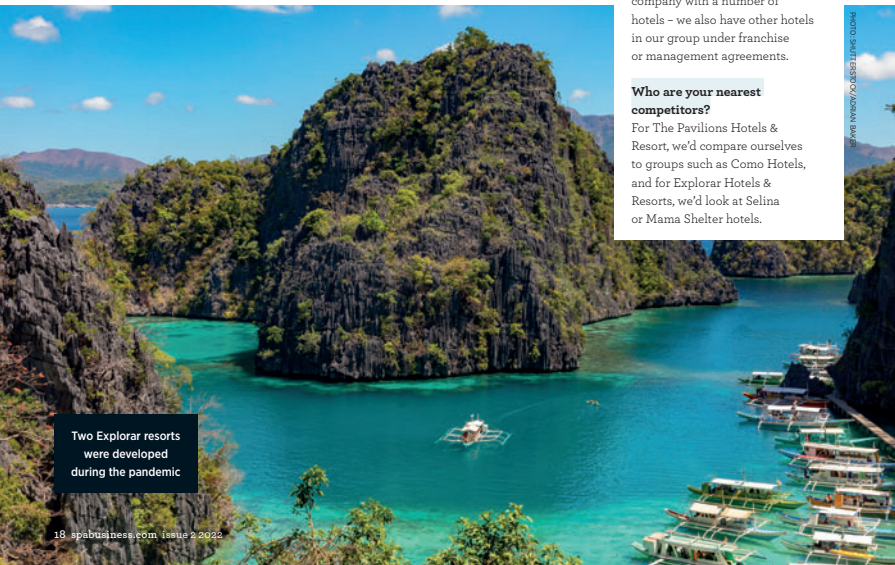
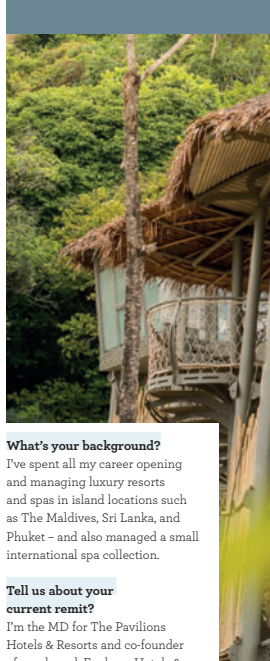


PHOTO: WENDY YONG/SHUTTERSTOCK





Treehouses fit into the natural island environment

PHOTO: TREEHOUSE VILLAS KOH MA NOI

#### How has your pandemic been?

Our resorts have made it through and out the other side stronger. My colleague Tim Sargeant and I developed the new Explorator Hotels & Resorts brand through the pandemic, which is an amazing feat, with two resorts opening this year in Thailand.

#### What's the vision?

Explorator is inspired by millennial travellers – people who want social travel and are looking for a modern, connected hotel or resort with a social and workspace. These are 4.5-star properties where the ability to explore the destination and location are the reasons for the stay, rather than the rooms.

The Pavilions' properties are focused on the experiences of the destination, and are all unique hotels that are a destination in themselves, such as our private pool villas in Phuket overlooking the island beaches and sunsets.

#### Explain the portfolio

The Pavilions Hotels & Resorts will continue to grow in the boutique luxury hotels and resort market through hotel management agreements or franchises. We currently have 11 properties operating, and four in our development pipeline opening over the next three years.

With the Explorator brand, launched 11 months' ago, we're looking to be more aggressive as we feel there's a need for a non-cookie cutter hotel or resort in the four-4.5-star segment. We currently have two hotels opening soon and one in the pipeline.

#### Tell us about spa and wellness

The Pavilions is a luxury offering with a full spa and wellness experience, indulgent and pampering using luxury international and local products. With Explorator, the spa offering is localised, organic and authentic

We use natural products wherever possible – such as papaya wraps using fruit picked from the island



to local treatments, style and product. We use more natural, in-house made products where possible, such as papaya wraps using fruit picked from the island.

#### What are the price points?

For The Pavilions' hotels, a luxury stay in a spa and pool villa with daily massage included is from US\$500 (€466, £399) per night. If you head to our Explorator Samui resort, a Seaview Room with a daily massage will be approximately US\$180 (€168, £143).

#### Do you offer residences?

Yes, we offer residences and villa investment at our resorts in Phuket, El Nido (Philippines) and Niseko (Japan). We have a new Pavilions property to be announced soon in Indonesia which will also offer residences.

#### What's the look?

The properties are all unique with touches of heritage in art or





## SPA PEOPLE

► amenities. Our upcoming resort in El Nido was designed by the Underwood Art Factory in Thailand and will have stunning treehouse designs to fit the natural island environment on Palawan Island.

### What's actually happening at El Nido?

El Nido, Palawan Island, is being developed and managed by the owner and developer who has partnered with Explorar under a franchise agreement. The property will open in 2024.

It will offer an experience where luxury meets nature, with 70 spectacular treehouse villas with private plunge pools surrounded by untouched, lush mountain terrain overlooking the sea.

### What amenities will it have?

The resort will feature a permaculture farm and garden, a bar and guest area in 'The Exchange', a social space for guests to connect which is special to the Explorar brand, along

with spa and wellness utilising local and natural products.

The farm will support the restaurants with fresh ingredients and indigenous products, such as coconut and papaya, that will also be used at the spa. For example, Tsaang Gubat a type of wild tea will be used for healing the skin and incorporated into the spa menu.

Traditional herbal teas will be available at both Explorar Hotels & Resorts and the Pavilions Hotel

Wellness provision is designed to reflect the island experience

and Resorts, as these are a key part of traditional healing history in the Philippines. The concepts behind health and wellness provision at all properties are designed to reflect the island experience and its people and traditions.

### Tell us about your cluster model

When it opens, El Nido, Palawan Island will be located close to The Pavilions El Nido Palawan Island property, with this cluster

Treehouses will have private plunge pools overlooking the sea

Explorar specialises in developing luxury resorts in island locations



El Nido Palawan Island  
will open in 2024,  
catering for millennials

model allowing staff to be shared across the two properties.

As both Explorar and Pavilions El Nido sit together on their beach location, the team will work together to provide better cost management of operations and resources. Guests at the Explorar hotel will also have access to more facilities by having access to the Pavilions property.

#### Do you see clustering as a growing trend?

Yes I do, and it works in key areas of general management, finance and sales and marketing. However further down into the businesses the differentiation of brands can't work with the same people in two types of brands.

#### What's your personal ethos?

Natural, authentic, and mindful are to me what feels important. Eating a healthy, organic diet where possible is the best place for everyone to start and then to take time for yourself, whether

**Hiring internally is the number one priority; to develop the current team to take on new roles and be rewarded**



it's a simple meditation or a workout at the gym. 'Me time' is important and often hard to find.

#### What learnings have you fed back into the business?

How we can be more resourceful and ensure we're not wasteful in any part of the business operations. I've also looked more closely at our community and partners, and how we can develop stronger bonds.

#### Has the pandemic led to you focusing more on local markets?

We've always had guests from local markets coming to our destinations, but the focus has shifted towards this market with greater weight. With spa and wellness, we found locals wanting more international-style treatments and products/brands, whereas our international guests want more local and authentic experiences.

#### What's your eco policy?

We look for natural and organic products where available, as well as

having a policy of buying locally if possible. Reduction of plastics has long been implemented and we're looking to other areas where we can be more sustainable, such as working on solar implementation.

#### And your people approach?

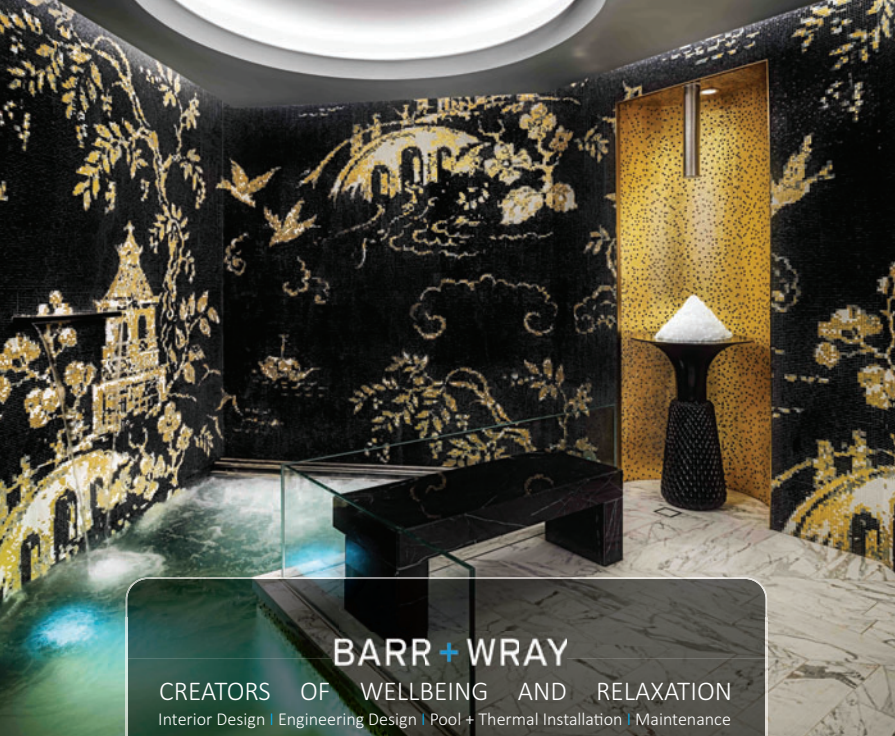
Hiring internally is the number one priority; to develop the current team to take on new roles and be rewarded for their success is essential. Benefits and time off for yourself and your family is also key to a healthy work/life balance.

#### Where do you plan to develop?

We're focused on southeast Asia, but we also have a partner in Central America and the Caribbean and we're looking to expand our brands in that exciting part of the world.

#### Will you launch more brands?

These are the two brands for now, but we may look at an exclusive luxury brand in the future - watch this space. ●



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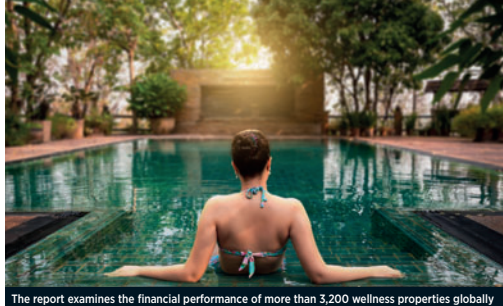


## Wellness drives TRevPAR results thanks to pandemic, reports RLA Global

Hotels with wellness revenues exceeding US\$1m (€957,000, £821,000) generated 126 per cent more in total revenue per available room (TRevPAR) in 2021 than those with wellness revenues of less than US\$1m, according to the latest *Wellness Real Estate Report* by RLA Global.

Comparing data from 2019 through to 2021, the new publication marks the third edition of RLA's annual report which examines the financial performance of more than 3,200 properties around the world. Data used was supplied by P&L benchmarking company HotStats.

The 2022 report also indicates that average TRevPAR at properties with significant wellness offerings was still 35 per cent below pre-COVID levels in 2019. However, this gap was much higher at 44 per cent and 55



The report examines the financial performance of more than 3,200 wellness properties globally

per cent, respectively, at hotels with minor or no wellness offerings.

Roger Allen, group CEO of RLA Global, said: "2021 was about recovery and hotel performances show a clearly positive trend in 2021, compared to 2020."

"When looking solely from a revenue perspective, hotels with significant wellness offerings seem to have achieved better results than properties with minor or no wellness facilities."

"The pandemic resulted in new revenue management strategies, giving priorities to average daily rates (ADR) over occupancy."



Roger Allen

More: [http://lei.sr/D3c7E\\_B](http://lei.sr/D3c7E_B)

## Studio Apostoli brings the outdoors in for new spa project in Hudson Valley

International spa and wellness design firm Studio Apostoli is realising a new spa in New York's verdant Hudson Valley.

The studio is creating the Shin Rin Spa for Silo Ridge Field Club, an 850-acre gated community and private members' club with an emphasis on fitness, wellness, recreation and connecting with nature.

Studio Apostoli's design brief for the development echoes these core pillars and has been devised to



The spa is being brought to life using 'light architecture'

help visitors rediscover nature and their own physical and spiritual wellness.

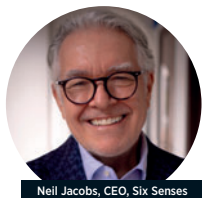
The spa will be divided into two areas – wellness and fitness – both of which will include blended indoor and outdoor spaces.

The wellness area will be anchored by a mixed spa, equipped

with glazed saunas overlooking the valley, sensory showers and hammams, together with a range of pools and relaxation areas, as well as four indoor suites.

To strengthen the connection with nature, the facility will be complete by five outdoor treatment cabins.

More: [http://lei.sr/d2D9N\\_B](http://lei.sr/d2D9N_B)



Neil Jacobs, CEO, Six Senses

## Six Senses to manage Vana's Indian wellness retreat as of Q3 2022

Six Senses has signed a deal to manage Indian destination spa and retreat Vana in Dehradun, India from Q3 2022.

Launched in 2014 by Veer Singh, Vana draws on Ayurveda, Tibetan healing traditions and yoga to create bespoke retreat schedules.

Six Senses' goal is to work with Vana's team to weave new experiences into the existing formula and bring it to a broader global audience.

The property will operate under the name Six Senses Vana.

More: [http://lei.sr/J4Z4g\\_B](http://lei.sr/J4Z4g_B)



PHOTO: SHUTTERSTOCK/OMNISTOCK

Each NFT is linked with a hotel room

## Paris hotel unveils luxury NFTs to engage eco-conscious guests

Parisian boutique property, Hotel Lancaster, has partnered with plastic recovery marketplace Plastiks to launch a range of NFTs (non-fungible tokens).

The 15 NFTs launched were created to support a reverse logistics startup in Brazil called Green Mining, which focuses on plastic recovery.

Each NFT is linked with a hotel room that will contain the room's graphics and a Plastic Recovery Guarantee which indicates that plastic has been removed from the environment in Brazil.

This means anyone who buys one of the NFTs will be directly funding the recovery of harmful plastic, while also supporting the employment of waste pickers. In addition, successful buyers will receive a two-night hotel stay, as well as a range of additional benefits, such as a VIP Club Membership.

Lyderick Jadaud, hotel director at Hotel Lancaster, said: "Sustainability is becoming an important part of the hospitality industry, especially in cities where it can be more difficult to introduce greener practices. These NFTs allow us to demonstrate to our guests that we share a commitment to solving the climate crisis."

More: [http://lei.sr/J9A2w\\_B](http://lei.sr/J9A2w_B)



PHOTO: AAG

AAG opened The IläOnly Spa at Lotte New York Palace in February 2021

## WTS International rebrands and joins Arch Amenities Group

A new amenity management firm called Arch Amenities Group (AGG) has been formed by the amalgamation of spa and wellness consultancy and management company WTS International, corporate fitness and amenity solution provider LifeStart and Meet Hospitality – a hospitality services and hosted meetings company.

The trio of businesses have undergone a merger and collective rebrand to create AAG.

The new company's mission is to provide an enhanced set of services, amenities and offerings to activate spaces in wellness, hospitality, commercial real estate and multi-family settings through their combined experience.

Barry Goldstein, former WTS CEO and new CEO of AAG, explained: "We partner with property owners and managers to create and activate spaces, delivering bespoke experiences



Barry Goldstein

for their customers to increase their sense of wellbeing through elevated service and innovative programming."

He confirmed to *Spa Business* that spa design and management will continue to be a critical division of the new company, a branch underpinned by WTS' design and management experience in the sector spanning nearly 50 years.

Goldstein says the spa division is expected to double in size over the next few years as a result of the new leadership and a growth platform.

More: [http://lei.sr/D3d3x\\_B](http://lei.sr/D3d3x_B)

## Mandarin Oriental set to bolster London portfolio with new hotel and spa

Mandarin Oriental Hotel Group (MOHG) is gearing up to open a new property in London's upmarket area of Mayfair in Q4 of 2022.

The 50-room Mandarin Oriental Mayfair will open as the sister property to the existing Mandarin Oriental Hyde Park and will feature 78 private residences.

In classic MOHG fashion, the hotel will be completed with a new spa – designed to offer a wellness sanctuary in the city, open to guests, residents and the local community.

The design brief for the spa is focused on creating a space dedicated to renewal and rehabilitation. Facilities will include an indoor swimming pool, sauna, vitality pool and relaxation room.

Susanne Hatje, who joins as GM direct from Mandarin Oriental, New York, said: "We feel that our warm, club-like atmosphere, which flows throughout the hotel, is set to make Mandarin Oriental Mayfair a new destination of choice in the area."

More: <http://lei.sr/c51ld>

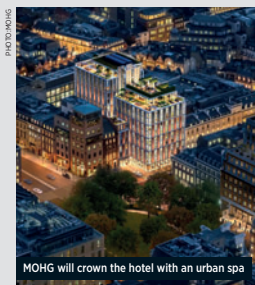


PHOTO: MOHG

MOHG will crown the hotel with an urban spa

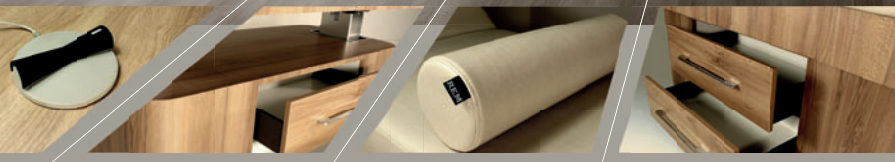




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## ▶ DIARY DATES

03-04 September 2022

**The Healing Summit****The Pine Cliffs Resort,  
Albufeira, Portugal**

Speakers from all over the world share their holistic perspectives on a future committed to healing.

[www.healingsummit.com](http://www.healingsummit.com)

12-14 September 2022

**Spa Life Ireland****Galgorm Spa & Golf Resort,  
Ballymena, Ireland**

Industry event including networking, dedicated meetings, product innovations and education.

[www.spa-life.international/ireland/](http://www.spa-life.international/ireland/)

20-23 September 2022

**SpaTec Europe****Anantara Villamoura****Algarve Resort, Portugal**

Face-to-face meetings for top European spa operators and leading domestic and international suppliers over two dedicated business days.

[www.spateceu.com](http://www.spateceu.com)

29-30 September 2022

**Termatalia****Expourense, Ourense, Spain**

The 20th international conference focused on thermal tourism, health and welfare.

[www.termatalia.com](http://www.termatalia.com)

23-26 October 2022

**GSN Planet Buyers Conference****- Green Spa Network****Wild Dunes Resort****Charleston, South Carolina, US**

Three day buying event bringing together sustainability-focused spa and wellness suppliers and buyers.

[www.gsnplanet.org/2022buyersconference/](http://www.gsnplanet.org/2022buyersconference/)

25-28 October 2022

**Synergy - The Retreat Show****Ca Na Xica, Ibiza**

A trade show unifying hospitality and wellness professionals through experiential learning, meetings, social events, wellness and education.

[www.theretreatshow.com](http://www.theretreatshow.com)



The cave has been updated with a new lighting system to enhance the customer experience

PHOTO: GROTTA GIUSTI THERMAL SPA RESORT

**Grotta Giusti reopens after renovations and Marriott deal**

Italian destination spa and resort Grotta Giusti Thermal Spa Resort has begun a new chapter following the completion of a two-year-long resort-wide refurbishment.

Located in the Tuscan spa town of Montecatini Terme, the historic 19th-century property has been a popular wellness hotspot for more than 150 years thanks to its natural underground thermal cave – thought to be 130 million years old and the largest of its kind in Europe.

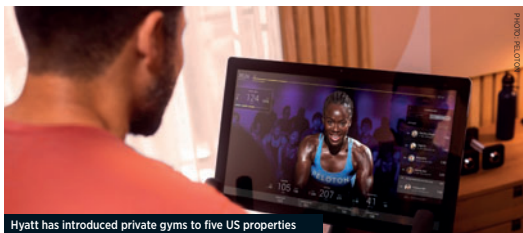
After being acquired by Marriott International and inaugurated into its Autograph Collection, Grotta Giusti underwent a refurbishment by London-based architecture firm Richmond International. The extensive

project has recently been completed and involved the renovation of the spa, guestrooms, restaurants and hotel bar.

Grotta Giusti's two-floor spa now features 13 treatment rooms and has been updated with new interiors using a palette of neutral colours and natural materials to reflect the caves' rugged formations.

The refurbishment has also added a seven-step indoor contrast bathing path named the Meditarium, as well as a refreshed reception, and new relaxation area and spa garden. The thermal cave also benefits from a new lighting system to emphasise the unique natural rock formations and illuminate the thermal pools.

**More:** [http://lei.sr/U252f\\_B](http://lei.sr/U252f_B)



Hyatt has introduced private gyms to five US properties

PHOTO: PELOTON

**Hyatt pilots private gyms that can be rented hourly**

Hyatt is piloting private gyms in five of its US hotels as part of its Stay Fit Private Fitness programme. The exercise spaces are located in converted guest rooms and offer a collection of cardio and strength-training equipment.

Guests can book the gyms for US\$25 (£24, £21) an hour, giving them access to a Peloton bike, Precor treadmill, workout mats, stretch bands, foam roller, dual grip medicine balls, stability balls and hand weights.

The StayFit Private Fitness suites are all located in hotels with larger hotel health clubs that are open to all guests.

The two-year pilot will run at Manchester Grand Hyatt San Diego; Hyatt Grand Central New York; Hyatt Regency Crystal City; Hyatt Regency Dallas; and the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch.

If successful, Hyatt has plans to expand the scheme.

As well as other exercise-centric facilities, such as jogging paths, gyms, pools and in-room fitness options, Hyatt offers wellness features such as Headspace mindfulness and sleep exercises for World of Hyatt members.

**More:** [http://lei.sr/B2U2w\\_B](http://lei.sr/B2U2w_B)



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# Lanserhof Sylt opens, following five-year, €120m development

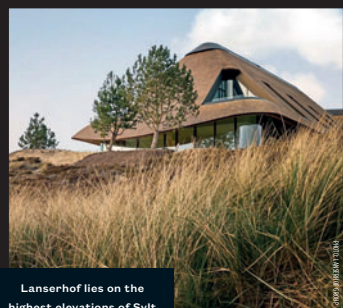
**M**edical spa brand, Lanserhof Group, has welcomed the first guests to its all-new coastal health resort on the German island of Sylt.

Plans for the 55-key property were first revealed in 2017 and Lanserhof has invested more than €120m (US\$128.6m, £102.6m) in the intervening years to bring the property to fruition.

Currently in a soft opening phase, Lanserhof Sylt joins the group's four other properties: the original, Lans, in the Tyrol region of Austria; Lanserhof Hamburg; Lanserhof Tegernsee, in the Bavarian district of Miesbach; and a private wellness clinic in London called Lanserhof at The Arts Club.

The new destination's beating heart is its 5,000sq m treatment area. The facility is complete with a spacious spa – equipped in part by Unbescheiden – and features saunas, steam baths, a relaxation area and an indoor and outdoor pool with a sun terrace hidden in the island's coastal dunes.

There are also two interconnected saltwater indoor and outdoor pools and a striking five-story, freestanding spiral staircase which serves as a centrepiece for the destination.



Lanserhof lies on the highest elevations of Sylt



## Treatments on offer

Programming at Lanserhof Sylt is centred around the brand's signature LANS Med Concept, inspired by the Mayr method.

The concept blends modern diagnostics and medicine with natural healing methods – through a combination of detox treatments, mental training, movement therapy and programmes for beauty and aesthetics, as well as traditional massage treatments.

Programming at the resort also has a focus on cardiological rehabilitation for acute or chronic diseases, as well as treatment for respiratory and skin diseases.

These priorities were inspired by the island's reputation for restorative sea air, which is claimed to provide relief for allergy and respiratory disease sufferers.

Lanserhof has appointed medical director and cardiologist Dr Jan Stritzke, a specialist in cardiological rehabilitation for acute and chronic illnesses, to oversee programming at Lanserhof Sylt.

Stritzke said: "Surrounded by the unique and ever-present nature of Sylt, the new resort awaits guests in a place where modern, flowing and natural architecture radiates tranquillity





© LANSERHOF SYLT

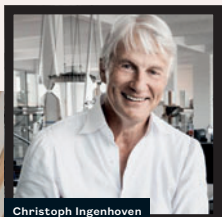
The resort is said to have Europe's largest thatched roof, at 17,000sq m



*Lanserhof Sylt is a place where natural healing meets innovative medicine and diagnostics*



Dr Jan Stritzke



Christoph Ingenhoven

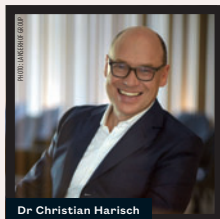


Long-time collaborator Ingenhoven oversaw the resort design

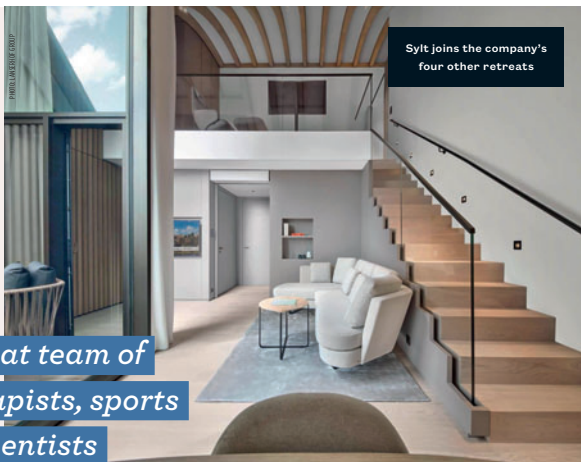
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## NEW OPENING



*We've built a great team of  
physicians, therapists, sports  
and nutrition scientists*



Sylt joins the company's  
four other retreats

► and at the same time combines modern, cutting-edge medicine with the help of state-of-the-art equipment and alternative naturopathy.

"For this new Lanserhof experience, we've built a great team of physicians, therapists, sports and nutrition scientists, and therapists I can't wait to introduce to our guests."

Rates start from €7,120 (US\$8,233, £6,044) per person for a seven-night Lanserhof Cure Classic.

### Design details

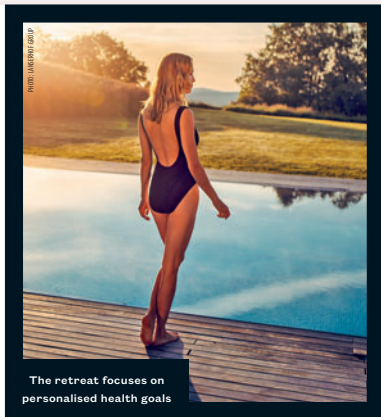
Lanserhof Sylt is located on one of the highest elevations on the island, providing visitors with panoramic views of the nearby harbour and the adjacent landscape conservation area.

Set against the backdrop of the Wadden Sea, the resort has been designed with minimalist interiors and open spaces to keep guests' attention focused on the natural beachfront surroundings.

Built on the site of a former military camp near the village of List, the construction and design of the resort were overseen by long-time Lanserhof collaborator, architect Christoph Ingenhoven, founder of Ingenhoven Architects. He claims the design is inspired by Sylt's local architecture and climate, as well as by the construction of Frisian houses, which typically feature low storeys, glass, wood and thatch.

In tribute to this inspiration, the property has been crowned with what is reportedly Europe's largest thatched roof, measuring 17,000sq m.

Integrating sustainability into the project was a core pillar for Ingenhoven and the team. This motivated them to use entirely sustainable, non-emitting materials during construction.



The retreat focuses on  
personalised health goals

Dr Christian Harisch, MD of Lanserhof Group, said: "The island of Sylt is a magical place that enchants and ensnares anyone who visits. We're proud to have brought a unique architectural vision to life – nestled among the island's dunes.

"Sylt never ceases to move and inspire me, so it was important for us to preserve this treasure for generations to come. Lanserhof Sylt is a place where natural healing meets innovative medicine and diagnostics. Fully focused on guests' individual health goals, everything is precisely tailored to you." ●

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Svart will offer an all-encompassing approach to wellness, indoors and out

# GOING OFF-GRID

Svart Six Senses will open in Norway in 2024, a property set to redefine the meaning of regenerative travel and sustainable wellness tourism





The glass-fronted property will be built on stilts, at the base of a glacier

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Immersed in the Norwegian wilderness, the world's first energy-positive hotel and spa – Svart – will open in 2024 as a Six Senses resort, following the signing of an agreement between the operator and the hotel's owner, Svart Eiendom AS.

The circular glass-fronted property will be built on stilts and hover above the clear waters of the Holandsfjorden, at the base of the Svartisen glacier. The word Svart means black and blue in old Norse – a reference to the way the light plays on the glacier through the long Arctic winters and summers.

Designed by Norwegian architecture firm Snøhetta, with interiors overseen by Space Copenhagen, the aim is for Svart to be fully carbon-positive, including zero waste to landfill within the first five years of operation. The team is also working to ensure the 94-room hotel is built with a minimal environmental footprint.

Six Senses has earned a reputation as one of the most sustainably-minded hospitality brands on the market, thanks to its dedication to integrating sustainability throughout its operation – including its spa operations.

Wellness is ingrained deep within Six Senses' philosophy and the brand has plans to ensure wellness will be the beating heart of the destination.

"Building a unique environment through cutting-edge design and superior craftsmanship comes with clear obligations, so creating a sustainable destination through an optimised resort operation requires us to collaborate with the right partner," said Iyaylo Lefterov, Svart development director.

"Six Senses shares the same ethos and ambition, to redefine bespoke travel through technological innovation, a carbon-neutral



*The aim is for Svart to be fully carbon-positive, including zero waste to landfill, within the first five years of operation*

approach, ground-breaking design and an exceptional guest journey."

#### INTEGRATIVE WELLNESS

In line with the nature-first ethos behind the property, Six Senses Svart will house an indoor-outdoor spa, which will allow guests to soak up the benefits of the stunning backdrop. The spa was originally designed by consultant Felicity Leahy, and is now being fine-tuned in line with Six Senses' approach.

Wellness at the property will extend beyond the walls of the spa and fitness centre to become an integrated experience. Svart plans to cover the 'full gambit' of integrated wellness, from compression boots and vitamin IVs in the biohacking lounge, to all-round wellness in the sensory treatment suites.

Guests will also enjoy state-of-the-art fitness equipment and wearable tech integration, including

► a specially-developed Svart Touch wellness concierge concept that Six Senses says will “further elevate the brand’s wellness approach”.

The new technology will be integrated into each guest room and delivered via non-invasive touchless consoles. It’s claimed the platform will adapt the room to the guest’s state of mind and health, providing intuitive options to evoke a deeper sense of wellbeing.

Six Senses Svart will have four restaurants – including an interpretation of Six Senses’ Marketplace concept – and an Alchemy Bar highlighting the history of the region.

A centre for engagement and innovation, the Earth Lab at Svart will serve as a sustainability outreach space, showcasing lifecycle living initiatives on and off the property.

There will also be a Svart Design Lab, which will act as an incubator for innovation and education for guests to better understand how new technologies can bring the hospitality sector closer to carbon neutrality, as part of a cradle-to-cradle lifestyle hospitality offering.

Space Copenhagen – founded in 2005 by Peter Bundgaard and Signe Bindlev Henriksen – has designed the hotel in its signature style of ‘Poetic Modernism’.

The building is conceived as ‘a portal’ to enhance human connection to nature





## Sustainable properties call for extraordinary creativity

Neil Jacobs, CEO Six Senses


Henriksen said: "The design aesthetic does not seek to mimic or filter the magnificence of the Norwegian landscape, but to be a humble backdrop to it. The building itself – an unbroken, seamless circle – will become a portal dedicated to enhancing human connection to nature, the seasons and to time itself".

The design vision for Six Senses Svart is influenced by a 'fiskehjell' (an A-shaped wooden structure for drying fish) and the 'rorbu' (a coastal fisherman's cabin).

### A PROJECT OF FIRSTS

CEO of Six Senses Neil Jacobs said: "Sustainable properties call for extraordinary creativity, and Six Senses Svart – our first property in Scandinavia – takes us to a whole new level in terms of pushing boundaries.

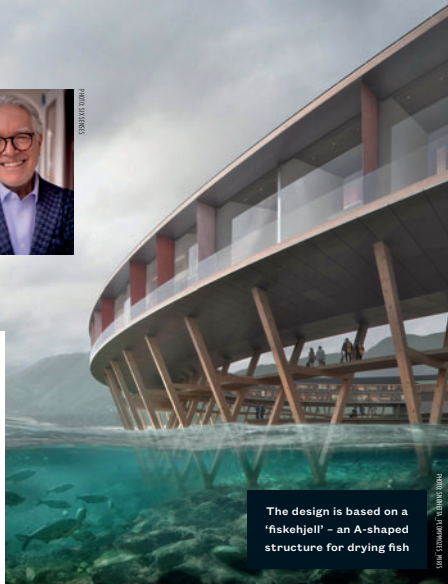
"The concept has become bigger than the project itself, as it will provide a futuristic showcase for what can be achieved in terms of sustainability and energy solutions, and therefore a blueprint within our hospitality industry and the development sector in general."



The building will harvest enough solar energy to power the hotel facilities



PETER STENHUS



The design is based on a 'fiskehjell' - an A-shaped structure for drying fish

Six Senses says the building will harvest enough solar energy to power the hotel, adjacent operations, the boat shuttle, and the energy needed to actually construct the building – rendering it independent from the grid.

"Such energy-positive buildings could deliver 89 per cent of the 45 per cent decrease in emissions required to reach the scenario where global warming is limited to 1.5°C above pre-industrial levels," says Jacobs.

"As such, Six Senses Svart is the northernmost implementation of the Paris Agreement, demonstrating that carbon neutrality can not only be feasible in a sophisticated development at an eco-sensitive site, but can also be profitable.

"The project has been a long time in the planning to make sure all parts of the operation support the vision from the start, rather than being bolted on as an afterthought," said Jacobs. "The result will set a new standard in carbon-neutral travel."

### LEADING BY EXAMPLE

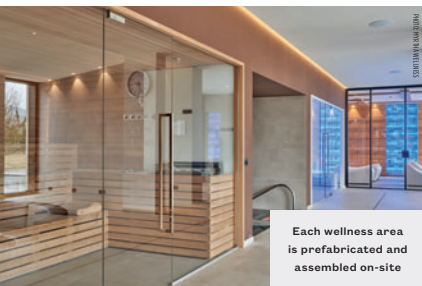
Six Senses believes the operation at the destination will inspire guests and raise awareness of the possibilities of regenerative travel and the importance of the polar region, in partnership with the local community. It states that inherent in the project is the commitment not to compromise the fragile and pristine glacial surroundings or the property's beauty and quality. ●

# Watertight expertise

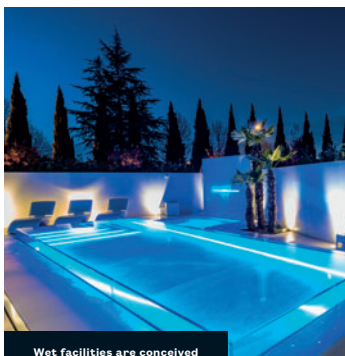
Myrtha has transformed the world of aquatics over the last 60 years. Now it's bringing its ingenuity-driven expertise to the international wellness industry

The past three decades have produced technological advances in virtually every industry, with longer-lasting materials, new technology, new safety criteria and improved engineering helping to raise building standards. However, within the same time frame, the wellness industry seems to have lagged behind, and the production of steamrooms, Roman baths, hammams, and other wellness features within spa environments have remained largely unchanged.

This traditional building production approach typically involves the use of EPS panels for structural elements, which are made from shaved polystyrene and cement mortar, reinforced with fibreglass net. However, EPS has limitations, which include a poor fire-resistance rating; a low structural rating regarding strength; and the frequent replacement of hinges on glass doors to prevent damage. EPS is also porous, and in a damp/humid wellness environment, water leaks and a build-up of bacteria and mould, as well as unpleasant odours, are a common issue. Notably, EPS is not recyclable – a growing concern due to its impact on the environment.



Each wellness area is prefabricated and assembled on-site



Wet facilities are conceived through a 3D system that streamlines the design process



## ENGINEERING EXPERTISE

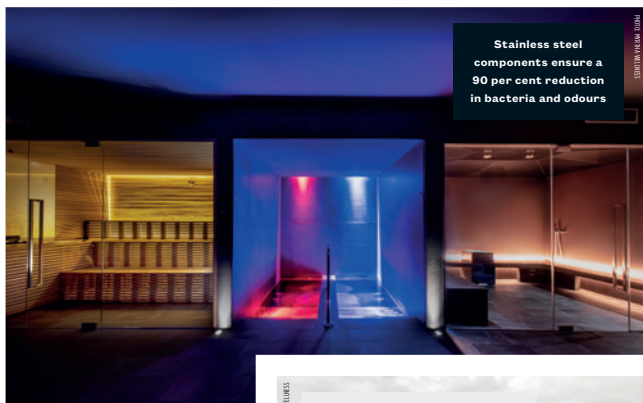
Now Myrtha Wellness, a world leader in pool design and technology, has answered the call for a long-overdue improvement in design and technological building methods within the wellness sector.

Over the past six decades, the manufacturing company has transformed the world of aquatics, and is now bringing its ingenuity-driven expertise to the international spa and wellness industry.

The company's revolutionary use of modular, laminated stainless-steel panels in the design of everything from Olympic competition pools to water parks and showcase hospitality pools at wellness leisure centres, hotel pools and spas – offers its clients a 'watertight' approach in delivering exceptional wellness products. Its technology has inspired a breathtaking line of saunas, steam baths, Kneipp pools, salt walls, ice fountains and experience showers to more than 70 locations across the world – including Europe, the US, Canada, Brazil, India, Australia, Japan and New Zealand.

"For the past 20 years, my personal mission has been to bring wellness experiences to another dimension, and now with Myrtha Wellness we've succeeded," Myrtha wellness director Stefano Cattaneo explains. "Myrtha Wellness provides a series of solutions that combine the beauty of 'Made in Italy' design, with

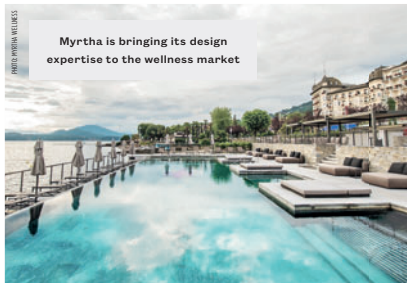




Stainless steel components ensure a 90 per cent reduction in bacteria and odours



*We work with architects, designers and engineers to pioneer the latest technological and eco-friendly trends in the hospitality market*



Myrtha is bringing its design expertise to the wellness market

sustainable production and the best warranties for spa structures, equipment and waterproofing.

## DESIGNED TO FIT

Relaxation has never been so well engineered, with each wellness area prefabricated and assembled in-house and flat packed for shipping - boasting a robust structure that is literally as strong as steel.

Customised design is an important consideration in the conceptual development of a bespoke wellness environment. Mosaics, marble and other exceptionally fine finishes are included in Myrtha Wellness' product portfolio. The flexible design of the modular system, the structural integrity of our steel components and the ability to customise specific designs with beautiful finishes, make it possible to create sensational wellness spaces to the highest standards of modern design for hotels, spas, clinics and wellness customers.

Structural panels or components can also be easily inspected, removed and replaced from within the cabin, which allows minimal disruption for the operator.

## TECHNOLOGY GAINS

Sustainability is built into the Myrtha technology, with products engineered, designed and manufactured using environmentally sustainable processes that

have a low carbon footprint and lead to reductions in both energy and water consumption.

Myrtha products contribute up to six of the nine LEED certification categories. Additionally, with decades of aquatics experience, products also deliver superior waterproofing advantages.

The benefits of Myrtha's technological expertise extends to many areas critical to a well-conceived wellness facility design. The products are made from insulation material of Class B Fire Resistance and the stainless-steel components ensure a 90 per cent reduction in bacterial growth and odours.

Myrtha Wellness also employs a 3D-design system that streamlines the approval process and allows identification of possible issues before manufacturing even begins. The result is an in-house 'assembly process' that comes together with plug-and-play ease.

As partners from the earliest planning conversations to the first 'toe in the water', the Myrtha team offer expertise, inspiration and support for wellness facilities in any shape and size.

"We work globally in partnership with architects, designers and engineers throughout the project lifecycle to create exceptional wellness experiences, by pioneering the latest technological and eco-friendly trends in the hospitality market," Cattaneo concludes. ●

# Growth & vitality

After four years of research, the spa at Daios Cove has reopened as Kepos by GOCO, with a holistic wellness vision. Jane and Christian Kitchen went to Crete to find out more

With an enviable position in a sheltered cove on Crete's northeast coast, Daios Cove could get by on its setting alone; the resort's 300 rooms, suites and villas look out over a sea rich in hues of deep blues and aquamarine so stunning it's difficult to feel anything but blissful and utterly relaxed.

However, the resort – which has long been popular with couples and families – has also now launched a wellness vision for its spa that provides a bespoke approach to healing.

A collaboration between founder Dimitris Daios and GOCO Hospitality CEO, Ingo Schweder, Kepos by GOCO opened its doors in April after a complete remodel and four years of research and focus groups.

The name Kepos comes from the real-life garden created in ancient Athens by the Greek philosopher Epicurus, as a safe haven for

PHOTO: JANE KITCHEN



PHOTO: KEPOS BY GOCO

Sweeping views from the spa are dominated by the blue of the Sea of Crete

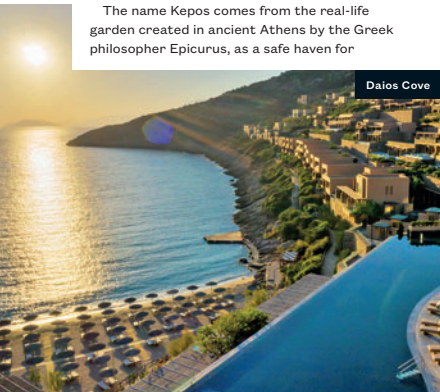


dialogue and open discussion and a place of growth and vitality. Following this philosophy, the spa takes its inspiration from Epicurean teachings on happiness and wellbeing.

A layered combination of treatments, movement, nourishment, rest and bathing form the core of the wellness menu, but it's the high-tech approach that sets the spa apart. Signature offerings include regenerative treatments such as cryotherapy, hyperbaric oxygen therapy and colon hydrotherapy – all of which require specialised equipment and come with oversight from on-site doctor, Dr Masoud Fawzi.

## HIGH-TECH TREATMENTS

The spa's Insight to Wellness programmes last from two to five days and begin with a consultation with Dr Fawzi, in order to understand guests' physical state and discuss their individual needs and objectives. Before I arrive, I fill out a detailed consultation form, so when I first meet Dr Fawzi he already knows what vitamins and supplements



Daios Cove

PHOTO: KEPOS BY GOCO

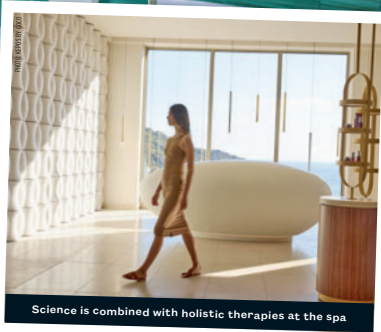
The high-tech approach set the spa apart, with hyperbaric oxygen therapy and colon hydrotherapy, plus oversight from the resort's on-site doctor

I take, and that I suffer from headaches and less-than-perfect sleep. He suggests cryotherapy, infrared sauna and hyperbaric oxygen therapy, checking my ears to make sure they're clear, for the hyperbaric pressure and my blood pressure, to make sure it's not too high for cryotherapy.

I also meet with George Fokas, Kepos's resident dietician, for a Styku 3D Assessment – a bodyscanner that spins you around on a pedestal and creates a 3D representation of your body that can be viewed on screen.

Styku provides measurements of the circumference of limbs, waist and hips, as well as body composition, including body fat percentage and fat-free mass. Seeing your lumps and bumps represented in 3D on the screen could either be motivating or depressing, but it's very definitely real; for customers who stay for longer retreats – or come back at a later date – it provides a tangible representation of results achieved (or not), as you can look at past and present 3D representations side-by-side on the screen to see how diet or exercise regimens have paid off.

The next morning, I start my day with a Resting Metabolic Rate (RMR) test from PNOÉ Fitness and Movement. It required little preparation other than a four-hour fast and your RMR is calculated by analysing your



Science is combined with holistic therapies at the spa

breath as you lie for 10 minutes wearing a heart rate monitor and face mask that fits over your nose and mouth and connects to a computer.

A detailed report is then analysed remotely and a virtual consultation with one of PNOÉ's metabolic experts gives details of how to interpret the results, with everything from metabolic fitness to fat-burn efficiency and heart and lung fitness covered – all from calculating the ratio of oxygen consumed to carbon dioxide expelled, breathing rate, forced exhale volume and heart rate variability.

There's science I don't fully understand and a lot of data, but it's fascinating to learn how much can be measured through the breath.

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The programme is more than high-tech, personalised programmes also include massage and facials and an extensive thermal bathing suite and vitality pool

- The Kepos team emails me my full report, as well as my Styku 3D report, so I have time to look through the details, and encourage me to get in touch with any questions I may have.

My husband Christian was travelling with me and I was glad to share the two-person hyperbaric oxygen tank with him; Dr Fawzi had asked if either of us suffered from claustrophobia, but the space is actually quite roomy and the glass door allowed us a visual of Fokas, who supervises the 30-minute sessions, staying in the room the entire time.

It felt a bit like sitting on an aeroplane (even down to the seats), with a slight pressure in the ears and a TV playing videos about the effectiveness of hyperbaric oxygen therapy for everything from wound healing to SCUBA diving injuries.

The 30 minutes passed quickly. The masks are loose enough to be comfortable and I learn from the videos that breathing 100 per cent oxygen in a pressurised environment increases your body's uptake of oxygen and enhances bloodflow and circulation, helping the body create new white blood cells and triggering collagen growth – all of which leads to increased healing and contributes to longevity. It's also said to improve brain function, memory and



The name Kepos comes from the Athenian garden created by Epicurus



Jane and Christian try a hyperbaric oxygen session

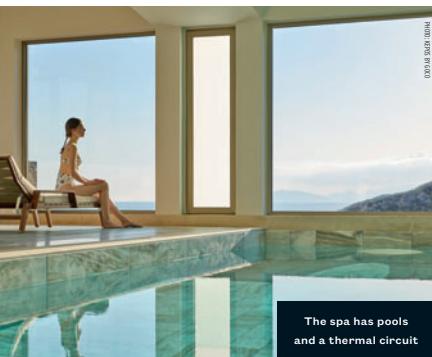
mood and to reduce fatigue and improve sleep – and can be good for headaches or migraines.

## INTO THE BIG CHILL

Next we were whisked off to a cryotherapy session. The chamber is -85 Celsius, and Christian goes in first, disappearing in a cloud of condensation before we see him through the glass door – geared up in hat, gloves, socks and Crocs. It's suggested you move and stretch during the two minutes and Fokas has hooked us up with a thermal headband playing 'Ice Ice, Baby,' which inspires some dancing during my session.

We emerge energised and clear-headed and I understand why people want to come back to this again and again. Cryotherapy is said to stimulate healing, as blood vessels constrict in the cold and dilate afterwards. It's also believed to boost the immune system, enhance athletic performance, reduce inflammation and stress, improve sleep, help with pain relief and muscle healing and provide anti-ageing benefits.

But the programme at Kepos is more than high-tech – personalised programmes also include massage and facials using 111SKIN and Comfort Zone, while an extensive thermal bathing



The spa has pools and a thermal circuit



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MULTI-PURPOSE TREATMENT TABLES

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Guests can try a range of activities, from aerial yoga to boxing

- suite and vitality pool provide additional contrast bathing and hydrotherapy.

A mind and body studio includes equipment for aerial yoga with views across the Cove, while Aqua Reax rafts provide an opportunity to enhance balance by taking yoga moves to the water. The modern fitness area includes the latest equipment from Technogym and Life Fitness, as well as an impressive outdoor BXR Gym area for functional fitness.

#### BXR PARTNERSHIP

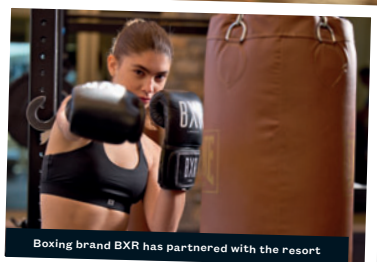
BXR – the boxing gym operator which is backed by world heavyweight champion boxer, Anthony Joshua – has partnered with Daos Cove to open an outpost of its operation on-site as part of its growing portfolio.

The BXR session we had booked with PT, Aristidis Barouxakis, was one of the best I've had. Barouxakis is clearly a man who loves his profession and his enthusiasm is infectious; he worked with me on running technique and gave tips for alleviating plantar fasciitis pain. I'm sure if we hadn't had a breakfast booking, he could have continued until lunchtime.

Because Christian has had surgery recently, he was under doctor's orders not to lift anything, so Barouxakis tailored our session to his needs, working on fascia release using foam rollers, assisted stretching and pressure point massage in the neck and face – particularly the jaw.

Both our spa therapists were incredibly talented; I had a Vitality Experience massage using 111SKIN, and a Molecular Hydration Facial the following day. My massage therapist, Liberty, worked wonders on my shoulders and as I had her for the facial, she could continue her therapeutic work.

Christian said simply his massage was one of the best he's had. Director of wellness Eleni



Boxing brand BXR has partnered with the resort

The combination of quality therapists, diagnostics, regenerative treatments,

fitness activities, mind/body

offerings and hydrotherapy means

Kepos feels truly holistic

Papadopoulou has clearly assembled an excellent team, which is of course key to any spa experience.

This combination of quality therapists, high-tech diagnostics, regenerative treatments, fitness activities, mind/body offerings, and hydrotherapy means Kepos feels truly holistic. With the sea air, sunshine and Mediterranean food, a three-night visit left me feeling relaxed and rejuvenated. Christian's surgery scars looked markedly improved and the lingering soreness he'd had for weeks had all but disappeared – whether from the cryotherapy or hyperbaric treatment, it's hard to know. Likewise, maybe it was the facial or the cryotherapy that left my skin looking and feeling hydrated and healthy.

I guess that's the beauty of a truly holistic offer: it's the mix of it all together – including that deep blue sea – that leaves you feeling well in both body and mind. ●



Featuring the deep blue-black out-wall fabric light design, the AURORA spa is just as romantic and eye-catching as its name. The transparent inner wall is printed with silver stripes, which is highly elegant, even during the daytime. The spa's LED light can also now be controlled remotely. With the new controller, users can choose between 20 static colors and 21 dynamic effects.



AURORA

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# At your service

We share some of our favourite treatments, programmes and services



**Jamaica Inn Ocean Spa, Ocho Rios, Jamaica**  
One hour, plus treatment time  
Complimentary, plus price of treatment

PHOTO: JAMAICA INN OCEAN SPA

## Foraging for spa ingredients in Jamaica

Jamaica Inn's Ocean Spa has launched a Farm-to-Skin Foraging experience that takes guests on a journey through the property's tropical gardens to forage herbs, plants and fruit to create products for their treatments.

Accompanied by a spa therapist, guests discover ingredients such as papaya, coconut, lemongrass, rosemary and aloe vera, while learning about their health benefits.

Following the tour, they enjoy a hands-on demonstration of how to make a range of DIY beauty products.

All spa treatments can be coupled with this experience with guests offered a 15 per cent discount.

Guests learn about the benefits of plants such as rosemary and aloe vera

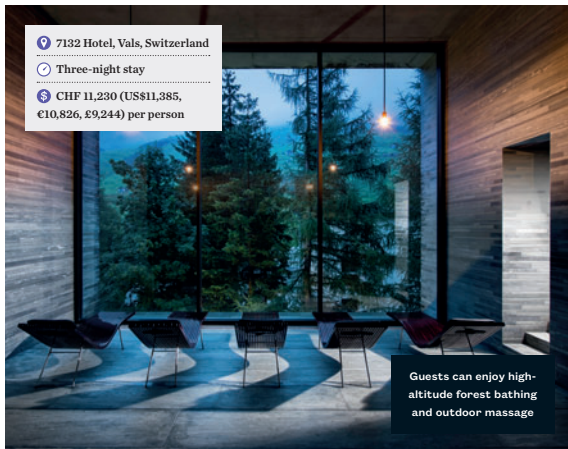
## Alpine forest bathing and massage at Hotel Vals

The 7132 Hotel and thermal baths (formerly Therme Vals) has launched an immersive Swiss Alpine package.

Guests can enjoy the hotel's breathtaking landscape by experiencing high-altitude forest bathing, complete with a personalised outdoor massage in a forest dense with fir trees and ferns.

Therapists use local ingredients, such as mountain herb-infused oils during the ritual, which is rooted in the belief that proximity to nature improves physical and mental wellbeing.

The 7132 Alpine Ritual package includes three nights in the penthouse suite, helicopter transfer, a forest bathing wellness treatment, hot stone massage, and access to the thermal baths.



**7132 Hotel, Vals, Switzerland**  
Three-night stay  
CHF 11,230 (US\$11,385, £10,826, £9,244) per person

THOMAS H. J. H. H.

Guests can enjoy high-altitude forest bathing and outdoor massage

The retreat is limited to 25 guests per week



PHOTO: TONY JACOB

## The Ranch launches at Palazzo Fuggi

US destination fitness and wellness retreat operator, The Ranch, has launched its first permanent international programme at Palazzo Fuggi Wellness Medical Retreat.

Limited to 25 guests a week, the retreat includes a daily schedule of a four-hour morning mountain hike, nap time, healthy plant-based meals, afternoon strength and core training classes, yoga and a daily massage.

Guests will also undergo diagnostic and blood testing,

- 📍 Palazzo Fuggi Wellness Medical Retreat, Fuggi, Italy
- 🕒 Seven nights, eight days
- 💰 US\$10,650 (£10,110, £8,650) per single room

plus a consultation with a Palazzo Fuggi physician for a more complete understanding of their health status.

The package is designed to help people leave with a greater sense of self, and feel rested and rejuvenated, while having lost weight and gained muscle.



GETTY IMAGES/ALAMY

The daily schedule includes a four-hour mountain hike

- 📍 Armathwaite Hall Hotel & Spa, Keswick, UK
- 🕒 Five hours
- 💰 £110 (US\$136, €129)



PHOTO: SHUTTERSTOCK/PAWPAWS - PHUHA

Guests learn how to connect mindfully with a range of wild animals

## Go wild with animal mindfulness

Armathwaite Hall Hotel and Spa is offering the Rest. Restore. Rewild. package to encourage guests to engage with the natural world, to bring a deeper sense of connection and love for the earth and all its beings.

The experience includes two hours of guided forest bathing, afternoon tea and a private tour of the nearby Lake District Wildlife Park, where guests are taught how to connect mindfully with endangered animals, such as red pandas, lemurs, tapirs and gibbons. They also meet alpacas and giant tortoises. To protect the animals' wellbeing, the tour is conducted without contact.

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## Gold coated, micro-magnetic pearl facial is based on TCM

Philosophia Botanica's new Meridian Flow Golden Facial has debuted at the UK's first Heavenly Spa by Westin.

Created by Traditional Chinese Medicine (TCM), practitioner Francesca Canzano-Franklin, the treatment is inspired by African botanicals and traditional Eastern techniques.

The facial incorporates the use of botanical oils, which are used in conjunction with a gauss micro-stimulator, a magnetic pen and a copper gua sha sculpting spoon.

**The Westin London**  
City, London, UK

**90 minutes**

**£170 (US\$210, €200)**

Gold-coated micro-magnetic pearls are then applied to the meridians and acupuncture points of the face, to increase micro-circulation and oxygenation, reduce wrinkle depth and plump the skin.

The ritual also incorporates facial mapping based on TCM's meridian balancing, magnetic energy matching, acupressure stimulation and a bespoke facial massage.



Gold-coated micro-magnetic pearls are placed on the face

Guests are taken to a sacred healing well during the lunar ritual

**Chablé Yucatan, Mexico**

**60-90 minutes**

**4,180 MXN (US\$206, €198, £169)**

### Tune in to the power of the lunar cycle

Mayan culture upholds that the moon's cycle affects body water in the same way as the tides.

Now, Chablé Yucatan's new Full Moon ceremonies offer guests the chance to recalibrate by working with spiritual guides to request permission from the four cardinal directions and natural elements for the body, soul and mind to be at peace.

Prayers and songs dedicated to the moon are performed, and guests are taken to a sacred healing well to make seed offerings of cocoa, rice, beans and corn to the water, symbolising rebirth. This represents the return to mother nature and resetting one's life path with new intentions. ●



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# FULL BODY BOOST

**i-Boost stimulates the skin and muscles – offering a tech-based, holistic treatment for total-body wellbeing**



**i-icone Booster  
improves posture  
and balance**

PHOTO: L. GARDINIER

**T**he interconnection between skin quality and body movement has led i-Tech Industries to create the i-Boost concept. Based on a scientific approach to wellness and using advanced tech, i-Boost offers bespoke treatments for individual needs by combining i-Tech's highly effective i-icone and i-icone Booster devices.

"Just a few sessions on both devices enable users to achieve seven wellness goals," explains i-Tech Industries' GM, Luca Gualdrini. "These include remodelling; anti cellulite; tonification; drainage; posture and muscular flexibility; stretching and relaxation; and coordination."

"i-icone and i-icone Booster are revolutionary patented devices that work together to go below the surface of the skin, offering a total body and mind treatment."

## HOW IT WORKS

Based on revolutionary Roboderm technology, i-icone treats the skin by regenerating connective tissue using 21,600 microstimulations a minute. This is combined with laser and LED light sources, guaranteeing results that remodel the body's silhouette and accelerate skin regeneration.

The i-icone Booster activates 95 per cent of the body's muscles through exercise on an Elispheric platform, improving posture and balance by increasing muscle tone and flexibility, while burning calories as it rotates, slopes and vibrates.

The process stimulates proprioception and works on the back, improving posture and activating even the smallest and deepest muscles around the spinal column.

The new full-body i-Boost has been designed as a dual-treatment concept for spa settings. Customers can experience the i-icone body treatment in one room, then move to another for the full-body i-icone Booster treatment.

Gualdrini says this customised approach delivers excellent results in a short amount of time. Treatment protocols are flexible for customer needs and time availability, and can include express and intensive programmes. He adds: "The reliability and effectiveness of the i-icone and i-icone Booster's technologies is the main advantage for operators, as they can rely on a



The i-Boost centre is a mini retreat, regenerating skin, body and mind

PHOTO: ERIK

Thanks to the i-Boost concept, we've attracted a new client group who appreciate the effective personalised sessions and time-saving treatments

Claudia van der Lugt, Alizonne Therapy

solid scientific foundation that can achieve the best results for their clients. This builds customer loyalty and helps increase and boost revenue for operators."

### PROVEN RESULTS

Claudia van der Lugt MD, owner and developer of Alizonne Therapy clinics in The Netherlands, says the icone and icone Booster combination has attracted more clients to her clinics. She says: "The Alizonne Therapy clinics offer treatments focusing on contour shaping and weight correction, using icone for mechanical lymphatic drainage and skin tightening – particularly the Multi Micro Alveolar Stimulation, in combination with LED and laser which contributes to an overall regeneration effect on deeper tissues.

"We combined icone with icone Booster to extend our treatment focus on full body vitality and wellbeing, together with individual food plans devised under medical supervision.

"Thanks to the i-Boost concept we've attracted a new client group – mainly high-enders – who appreciate time saving and effective, personalised training sessions to bring their body and mind awareness to the highest level," she says.

### SUPPORT SERVICES

"Operators looking to incorporate the i-Boost concept into their treatment menu can be assured that i-Tech will be with them every step of the way, to help them achieve success," says Gualdrini.

"We offer ongoing support and training, directly or through local distributors, on how to effectively use the devices, with business coaching and marketing support to ensure their success. Master trainers offer technical and scientific training, and operators are also given advice on treatment protocols, collecting meaningful data and scientific updates." ●

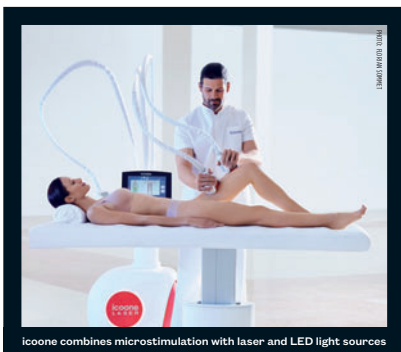
More: [www.i-boost.it](http://www.i-boost.it)



PHOTO: ERIK

i-Boost builds customer loyalty and helps increase revenue for operators

Luca Gualdrini



icone combines microstimulation with laser and LED light sources

“

*Digital therapeutics could offer digital-first wellness ‘prescriptions’, digital ‘treatments’ and curated content to alter mood and improve wellbeing*

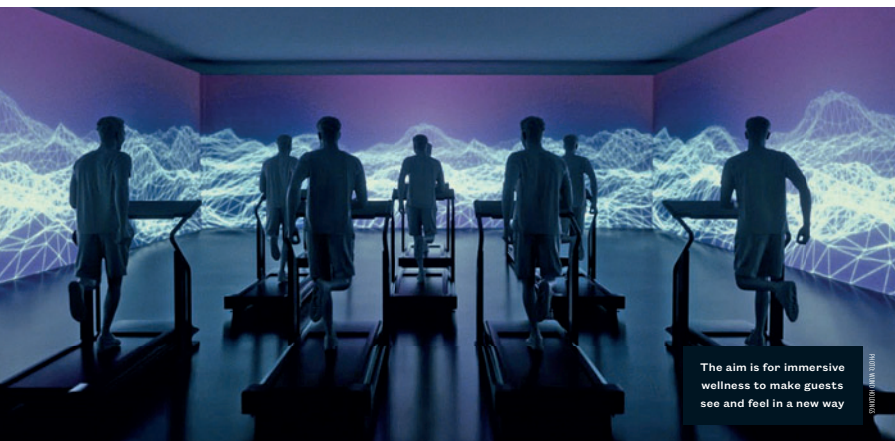
# RAINER USSELMANN



PHOTO: ANDREW BELLAMY

Wellbeing experiences  
will take place against  
spectacular backdrops





The aim is for immersive wellness to make guests see and feel in a new way

PHOTO: WUNDERMAN

**Tech Business Happy Finish is bringing metaverse-based**

**immersive experiences to the wellness sector.**

**Liz Terry finds out more**



PHOTO: WUNDERMAN

Usselmann is developing immersive experiences

#### **What trends do you see driving change in wellness?**

From the music industry pivoting to wellness music to new technologies that capture our biometric data to create personalised, healing breathwork – wellness is undergoing a momentous digital transformation and we're entering the era of adaptive, personalised digital wellbeing solutions.

#### **You're working with Thermengruppe Josef Wund to create new services – what will these look like?**

It's all about immersive wellness. We're developing a number of different technologies such as instructor-led or self-guided classes against changing, spectacular backdrops, delivered on room-sized curved screens in an immersive, biophilic environment. Also, multisensory chroma yoga, enabled with motion tracking-based feedback.

The aim is for immersive wellness to make guests see, feel and experience in a new and multisensory way.

#### **Tell us more about Thermengruppe Josef Wund**

It's a German company that designs, develops and operates resorts that combine the ancient tradition of thermal baths with the thrills of a modern waterpark, offering a wide range of wellness options.

This is all set within very large, architecturally spectacular, light-filled, biophilic spaces full of real vegetation and hundreds of giant palm trees.

The resorts offer guests a unique wellbeing proposition, a refuge from the stresses of daily life and a holiday destination that's just a short commute away.

Two millions guests currently visit Wund's wellness destinations each year

PHOTO: THERME GROUP



These 'digital nutrition' tools categorise content based on its ability to evoke six core emotions: calm, confidence, connection, energy, focus and happiness

#### ► How did the partnership come about?

When Thermengruppe Josef Wund approached us in early 2019, it was initially to develop a collaboration for our Virtual Reality SkySlide product, that we'd launched on the viewing platform of the Shard in London two years before ([www.spabusiness.com/skyslide](http://www.spabusiness.com/skyslide)).

However, during the course of our initial conversations, it quickly became clear that there was an opportunity to extend our collaboration beyond a single VR project, and look at ways of widening Wund's core proposition beyond the physical and into the metaverse.

#### How did the partnership develop?

Under the working title 'Therme in your pocket', we began a series of work-streams to establish and define how a digital 'experiential' layer could be added to their customer journey to meaningfully extend what was on offer in bricks and mortar; how we could enable digital and physical services for enhanced wellbeing, on site, on the go, at home, and at work.

At the discovery phase, we researched the market for digitally-enabled wellbeing services from blockbuster Apps such as Calm, as well as trends – for example, the quantified/optimised self and health metrics. What became clear, very quickly, was the need to differentiate the new offer, and the vision of the service that Wund would bring to the market from more generic wellbeing propositions.

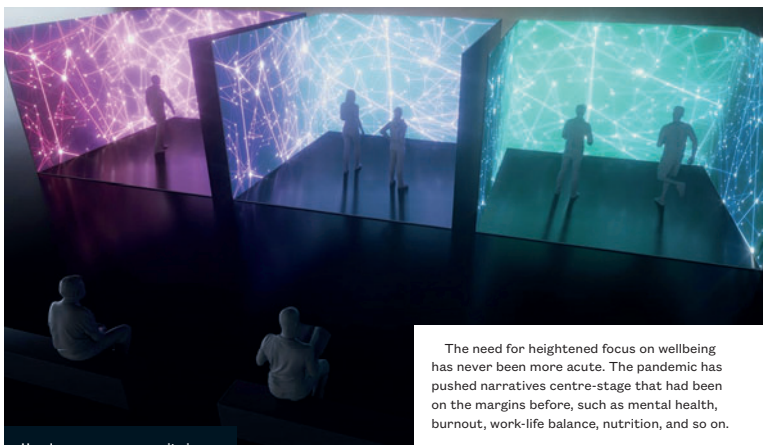
#### What direction did you head in?

We had to be clear about the specific and evolving needs and expectations of Wund's core audience. Supported by a process of user and stakeholder

Germany's largest wellbeing resort opens in 2023 in Bad Vilbel



GROUP: JOSEF WUND



Usselmann says community is one of the cornerstones of Wund's new digital wellness universe



interviews we arrived at a few key considerations. While the general wellness market has seen exponential growth, particularly in the shape of global, self-serve wellness apps – either VC-funded, or from tech incumbents – we wanted to ensure that Wund's offer was more authentic, more connected with their physical sites and services and their local and regional audiences.

#### How are you making it different?

With two million guests visiting Wund resorts annually, there's a real gap for products and services that can meaningfully extend the company's service offer and brand.

This presents a unique opportunity for a credible presence built on a well-established ecosystem within an otherwise increasingly crowded and generic wellness market.

The need for heightened focus on wellbeing has never been more acute. The pandemic has pushed narratives centre-stage that had been on the margins before, such as mental health, burnout, work-life balance, nutrition, and so on.

#### What will the new services look like?

Digital therapeutics could offer digital-first wellness 'prescriptions', digital 'treatments' and curated content to alter mood and improve wellbeing. Our roadmap for Wund's onsite and offsite programming will consist of two key principles:

##### 1. Immersive Wellness Solutions

These will deliver evidence-based wellness, combined with immersive technology to create interactive installations, experiential relaxation programmes and products.

##### 2. The importance of community

We want to support Wund's community to transform anxiety, support healthier lifestyles, and improve productivity. This will happen by building a community around wellness and technology, supporting a transition from a transactional proposition to the consumer becoming partners in striving for attainable wellness.

#### And what effects will they have?

These emerging 'digital nutrition' tools categorise content based on its proven ability to evoke six core emotions or mood groups: calm, confidence, connection, energy, focus, and happiness. These moods are linked to the activity of neurotransmitters and hormones such as GABA, dopamine, oxytocin, endorphins, acetylcholine, and serotonin.

#### How do you see the future of digital wellness?

Wellbeing needs redefining now that being digital has become a 'thing'. We're excited to be part of the redefinition of how meaningful immersive experiences can add value and a sense of wellbeing to people, wherever they're at home, at work, on the go or at play. We think of it as wellbeing remixed for the age of the metaverse. ●

The media and outspoken female celebrities have helped dispel the taboo around menopause

By 2025, Forbes reports there will be more than a billion women experiencing menopause – 12% of the world population

*Everyone's talking about...*

# MENOPAUSE

Once a taboo subject, menopause – and its effects on women's physical and mental health – is suddenly a hot topic, and spas can offer a safe space for women to learn about this phase of life, reports Jane Kitchen

Considering it's a natural process that affects half of the population at some point in their lives, it's bemusing that it's taken until 2022 for issues relating to menopause to be spoken about freely.

Mood swings, hot flushes, sleep troubles, weight gain, loss of libido, skin and hair changes, anxiety and depression can all be symptoms of both menopause and perimenopause – the transition between the reproductive and non-reproductive years. In fact, it's only recently that anyone has talked about perimenopause at all, and most women experiencing it have been given no education whatsoever about the process.

A combination of social media, access to information on the internet, outspoken celebrities such as Stacy London in the US and Davina McCall in the UK, and the coming of (middle) age of Gen X have all come together to drive the emergence of menopause re-education. As menopause coach Sophie Bengé – interviewed on page 68 for this article – explains, “the conversation has morphed rapidly from taboo to mainstream, as midlife women have found their collective voice.”

A landmark study from the Fawcett Society of more than 4,000 women in the UK found that nearly

half (44 per cent) of women said their ability to work had been affected by menopause symptoms, but almost as many (45 per cent) have avoided speaking to their doctor because of perceived stigma. Even if they do raise the issue with a medic, there's a massive gap in many healthcare systems when it comes to addressing menopause.

A study from AARP, (formerly the American Association of Retired Persons), a US-based group focusing on issues affecting those over 50 ([www.aarp.org](http://www.aarp.org)), found that while 84 per cent of women said symptoms interfered with their lives, only one in five received a referral to a menopause specialist. In the past, they may have been expected to just get on with it, but today, we know so much more about how to find relief, from diet and exercise to HRT, meditation and breathwork.

Women today are hungry for knowledge – and help. They're learning about menopause from friends, the internet, TV, their doctors, and increasingly, at spas. Since the typical age for menopause – 45 to 55 – is also a prime demographic of spa guests, operators have an opportunity to establish themselves as trusted, safe spaces to learn about this phase of life.



## Stacy London CEO, State of Menopause

I equate spas with self-care: they allow us to take time out of our daily grind, reconnect with ourselves and nurture ourselves. We turn to spas for all kinds of health reasons. Menopause is a natural process which changes our bodies and minds, and those changes require education, self-care and some time out.

As spas are both restorative and clinical, addressing menopause can easily be accomplished by educating clients about potential symptoms in menopause and connecting them to spa services offered. For example, someone experiencing muscle



STACY LONDON © STEVE GRANITZ

fatigue and joint pain may benefit from massage or acupuncture. Someone experiencing inflammation may benefit from lymphatic drainage. A nutritionist or trainer can discuss best diet and strength-training practices to protect cardiac and bone health. Someone experiencing intense anxiety may benefit from massage or guided meditation.

Gen X isn't the first generation to experience menopause, but they're the first to own it. I'd say that's a pretty big win from which future generations will benefit

Ultimately, the best ways for spas to address menopause is by creating an educational atmosphere and service selection that allows the consumer to understand what's being offered to them in support of the menopause experience.

Since menopause is still stigmatised, we must be supportive and thoughtful of people during this transition and allow them to come to it on their own terms. Spas should advertise that they have specific menopause offerings, suggesting them

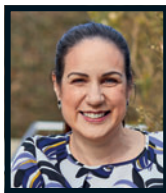
when a client enquires or when it's been established through examination that a client will benefit from a particular service.

Menopause has always been an important issue. It's taken until now – certainly in the last 10 years – for us to discuss it openly. Gen X isn't the first generation to experience menopause, but it's the first to own it, understand it and educate around it. I'd say that's a pretty big win from which future generations will benefit.

## Bobby Griffiths Spa manager, Dormy House Hotel & House Spa

Spas need to be places that recognise menopause and offer support, understanding and empathy for those who find it challenging. This also includes our own teams and their welfare, not just our guests.

Spas are 'safe spaces' – places to truly relax, let go, to nurture and re-group. At Dormy House we treat the whole person by looking at their lifestyle, diet, mental health and wellbeing. If there are little things we feel will make a difference, we'll suggest them. It shouldn't be only about treating the skin or giving a massage.



BOBBY GRIFFITHS © ANDREW COOPER

We'll host dedicated menopause retreats here later this year, with informal workshops, a specialist menopause doctor, a nutritionist, yoga, meditation, styling and an aromatherapy workshop, as well as use of our spa facilities and a

It's about normalising the conversation. It's a topic that affects so many people, not just women. The fact that we're talking about it now is just the beginning

safe environment to share experiences and gain valuable and knowledge.

We've seen major brands developing menopause products. However, we need to be careful we're not just using it as a box-ticking exercise or worse – a marketing opportunity.

Menopause-related products need to give tangible results and existing

treatments can be tailored to help – it's just a matter of listening to your guest and personalising their care.

It's about normalising the conversation. It's a topic that affects so many people and not just women, but also their families, partners and children. The fact we're talking about it now is just the beginning and a real step forward.

## Sophie Benge Feminine embodiment and menopause coach

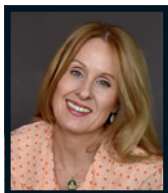
Spas can contribute to the growing conversation about menopause by addressing the subject head-on with related programmes, workshops, retreats and individual consultations to support women going through perimenopause and menopause.

Midlife women are a vital demographic for the industry, and there's abundant opportunity to address their wellbeing as it changes during this transitional life phase.

That said, it's important for spas to be sensitive when introducing menopause programming, as every woman experiences menopause differently. They also have different degrees of openness about talking about, or even addressing what's going on. While every woman goes through menopause, their journey is highly individual.

Spas offer safe spaces and that encourages women to be more open about their vulnerabilities. Women learn so much from each other's experiences and because we are, by nature, hardwired for community, we love to share and support one another. The nurturing atmosphere inherent in spas makes them a perfect place to hold workshops, retreats and programmes for women focused on menopause.

Residential retreats or day workshops can bring in experts who have specialist knowledge, such as doctors, nutritionists, movement or exercise coaches, feminine



energy and intimacy coaches, embodiment coaches, mindset and emotional resilience practitioners.

My 'Art of Being She' concept offers workshops, a video course, retreats and private consultations to boost self-esteem and libido in midlife. I'm passionate about the power of connecting to our bodies, waking up our sensual aliveness and focusing on our sexual energy to bring more flow and happiness into our middle years.

My passionate belief in making midlife a positive

I'm passionate about the power of waking our sensual aliveness and focusing on our sexual energy to bring flow and happiness to our middle years

journey of transformation centres around making a deeper connection with our bodies. We often sidestep the great well of energy within because we live constantly in our heads where mental chatter tends to drown out our body's voice of wisdom. Spa treatments that – by their nature – encourage us to feel, to connect more closely to our senses within and to take the precious time to be, absolutely help us embrace our innate feminine power and pleasure.

Spas offer an ideal environment to support women with transformative experiences – intellectual understanding, somatic

experience, safe space for community, treatments and products. There's been a groundswell of midlife female empowerment across media, the workplace and social platforms and menopause is an integral part of this. It's time for spas to join the wave!

■ Sophie Benge will run an 'Awaken The Feminine' retreat with Euphoria Retreat in Greece in November 2022, designed to boost emotional resilience, joy, happiness and self-esteem.

Also upcoming are Ageing Gracefully (menopause) retreats, featuring hormone doctors, nutritionists and intimacy coaches.



Spa treatments by their nature, help women to connect to their senses

PHOTO: SHUTTERSTOCK/ARTHEID STUDIO



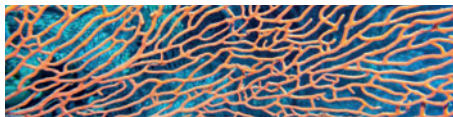
# SUN SOUL

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Massage can help alleviate stress that women may be feeling

## Victoria Kruse Sustainability and wellness mentor, Amilla Maldives

Menopause has always been an important time in a woman's life; the difference now is that women are talking about it, and aren't afraid to admit it's happening to them.

Menopause and perimenopause have effects on both body and mind, and many women find it daunting to navigate changes in their hormones during this time, along with accompanying symptoms such as hot flushes, mood swings, sleep disturbances, brain fog, weight gain and anxiety.

Being able to talk about what's happening with others is truly key; not talking about the subject, or thinking menopause is shameful or it's the end of your femininity are common feelings for many women. This time can also cause a feeling of not wanting to be



close to others or indeed even touched by others, and this can lead to a feeling of isolation and depression.

A massage can alleviate these feelings and deal with the physical manifestations of stress, while lymphatic drainage can assist with rebalancing the body. Treatments such as facials also help women feel better about themselves during this time of change. Meditation can play a key role in giving space in our minds, allowing improved sleep and rest.

We've recently launched a perimenopause and

Our retreats have been developed to give women the tools they need to adapt, while in the company of supportive women and a team of expert practitioners

menopause wellbeing retreat at Amilla Maldives, which explores natural ways to boost female hormones, while empowering women to manage their symptoms through movement, nutrition and mindful activities.

Our retreats have been developed to give women the tools they need to adapt to the changes of perimenopause and menopause, while in the company of supportive women and a team of expert practitioners, enabling them to tune into their body's rhythm and renew their energy.

Activities include yoga, meditation and Pranayama for all levels, to minimise symptoms and promote

deep sleep; masterclasses to demystify the subject; and Sufi Whirling meditation and intuitive dance to achieve mental clarity and improve overall wellbeing - accompanied by balanced wellness meals and workshops on eating well to support hormone transitions and weight changes.

Confidentiality is assured and valued, as guests are sharing personal space and a degree of intimacy, especially as they're often shedding clothes and having someone touch their skin. This closeness creates an environment that promotes confidence for guests in talking about themselves and their body.

**Kh Dusadee Tancharoen MD, RAKxa, Bangkok, Thailand**

Menopause is finally becoming a more open topic that women are less afraid to talk about. Although some women are lucky enough to sail through their menopause with barely a symptom, it's not an easy transition for all. By talking about it openly, raising awareness and putting the right support in place, women can communicate and educate themselves on how to cope with and/or prevent the side effects from menopause. It's an issue that 50 per cent of the population face and it's important that it is addressed in order to make the process as bearable as possible.

By offering female-focused treatments and programmes, medical wellness retreats can help address the issue of menopause. It's important to remember that there is not a 'one programme fits all' type retreat. Every woman's menopause journey



is different, so at RAKxa, we make sure we treat guests with bespoke programmes tailored to each individual.

We do this by focusing on comprehensive diagnostic tools; all guests must go through assessments and consultations with our health and wellness advisor and doctor, including taking lab tests to check on the root cause of their issues.

One of the specialty treatments we recommend to guests facing menopause is Thai Traditional Woman Care Massage (also called the uterine massage). This is a whole-body massage that focuses on the energy

**It's important to remember that there is not a 'one programme fits all' type retreat. Every woman's menopause journey is different**

lines of the body, paying particular attention to the abdomen. This traditional Eastern medicine treatment is a natural way of easing menopause symptoms by taking care of the uterus and making it stronger, increasing blood flow and releasing hormones. It can also help provide relief of menstrual cramps for perimenopausal women.

We also suggest our menopausal guests have acupuncture, as there is evidence for the positive impact of acupuncture on menopausal symptoms, including hot flushes, sleep disturbances, and mood swings. We've found it to be a fantastic remedy for menopause, and we also offer moxibustion – a traditional

Chinese medicine technique involving the burning of mugwort to promote healing – to further enhance the results of acupuncture. This session strengthens the blood, stimulates the flow of Qi, and promotes a sense of enhanced wellbeing. There's also evidence to support the use of yoga to treat hot flushes, sleep quality and stress.

By visiting a medical wellness retreat like RAKxa, women benefit from trusted advisors who can help them to understand their own menopause journey, and then tailor-make a programme to fit their needs. And just as importantly, they'll be given invaluable advice on how to manage their symptoms at home once they leave. ●



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“  
Spa visits in the  
US increased by  
nearly 40% in 2021  
to 173 million

# BOUNCEBACK

ISPA's latest US industry study paints a positive picture for the future of US spas, with the market showing strong signs of recovery, finds Megan Whitby

Spas across the US generated US\$18.1bn (£17.2bn, £14.4bn) in revenues in 2021, marking an almost 50 per cent increase when compared to 2020 (US\$12.1bn, €11.5bn, £9.7bn).

This is according to data from the 2022 *US Spa Industry Study*, conducted by PricewaterhouseCoopers (PwC) on behalf of the International Spa Association (ISPA).

The report, which is published annually, details overall revenue, number of spa visits, number of spas, revenue per visit and total employees for the US spa industry in 2021.

Findings signal encouraging news for market recovery, indicating revenue has nearly returned to 2019, pre-pandemic levels – US\$19.1bn (£18.1n, £15.3bn) – an all-time high for the industry.

“We're thrilled to report strong signs of recovery for our industry,” said ISPA president Lynne McNeese. “We're confident this positive trend will continue and we look forward to

seeing how members use this new industry and consumer data to further elevate the industry.”

## Visits and revenues up

The 2022 report also found spa visits increased by nearly 40 per cent – shifting from 124 million in 2020 to 173 million in 2021.

Revenue per visit received a boost too, jumping from US\$97.50 (€92.65, £77.77) to US\$104.50 (€99.30, £83.35), indicating a seven per cent rise.

The total number of employees rose 13.2 per cent from 304,800 in 2020 to 345,000 in 2021. ISPA splits this into full-time (162,800), part-time (167,100) and contracted staff (15,100) – which had declined slightly by 0.7%.

As of January 2022, 21,510 spas were recorded, compared to 21,560 in 2021\*, which indicates a 0.2 per cent fall, but includes locations temporarily closed.

“This year's study indicates a significant bounceback from the depths of the pandemic in 2020,” said Colin McIlheney, global research leader at PwC. “The overall revenue growth, substantial increase in visits



## 2022 ISPA US Spa Industry Study Big Five Statistics

	2020 (Year End)	2021 (Year End)	% Change
REVENUE	\$12.1 billion	\$18.1 billion	49.4%
SPA VISITS	124 million	173 million	39.5%
LOCATIONS*	21,560	21,510	-0.2%
REVENUE PER VISIT	\$97.5	\$104.5	7.1%
	2021 (Jan)	2022 (Jan)	
TOTAL EMPLOYEES	304,800	345,000	13.2%
FULL-TIME	140,600	162,800	15.8%
PART-TIME	149,000	167,100	12.1%
CONTRACT	15,200	15,100	-0.7%

\*Count includes spas temporarily closed at the end of 2021



PHOTO: ISTOCK

PwC global research leader  
Colin McIlheney and ISPA  
president Lynne McNees



PHOTO: ISTOCK



*This year's study indicates a significant bounceback from the depths of the pandemic in 2020*

and sharp rise in revenue-per-visit are particularly encouraging as the industry continues its recovery."

ISPA's *US Spa Industry Study* has been published annually since 1999 and the latest edition saw responses from 2,300 spas. The study was unveiled at ISPA's Conference & Expo in May at the Mandalay Bay Resort and Casino in Las Vegas. The association is set to release its full findings in July 2022. ●

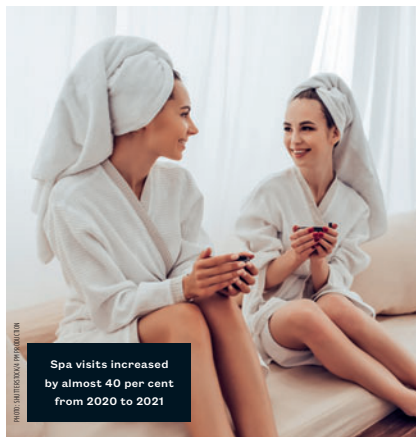
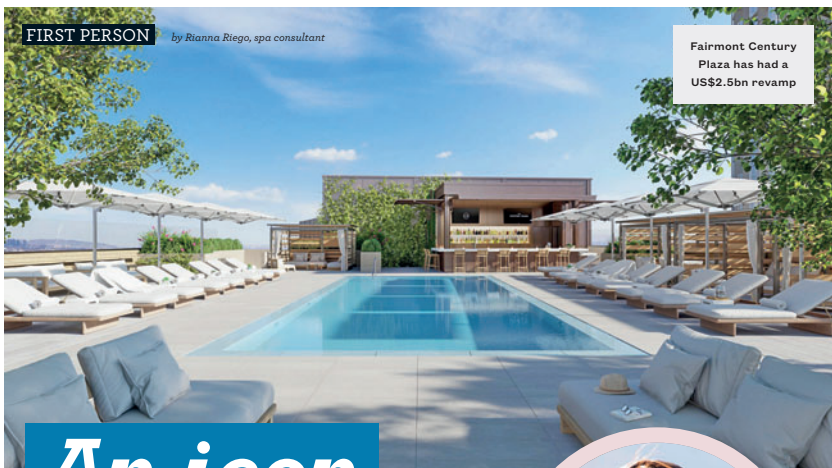


PHOTO: SHUTTERSTOCK/PPP PRODUCTION

Spa visits increased  
by almost 40 per cent  
from 2020 to 2021



# An icon REBORN



PHOTO: RIANNA RIEGO

Fairmont has premiered its North American flagship in a stunning renovation of the iconic Century Plaza hotel. Rianna Riego went to visit

With the reimagining of its new-age glamour, the Fairmont Century Plaza hotel in Los Angeles has been preserved as the centrepiece of a US\$2.5bn (€2.4bn, £2bn) redevelopment that includes residential, retail and hospitality. At its heart is a 14,000sq ft, nine-room spa – designed by architects Yabu Pushelberg.

During a stay 10 years ago, it felt dated and dark, but the transformation of this property is impressive – the entrance alone, with its 23ft (seven metre) sculpture 'Laura', created by Spanish artist Juane Plensa – is the perfect calming welcome.

Venturing through a light, open-air lobby with floor to ceiling windows – a living green wall, a floating fireplace and a water feature further set the mood.

I was a little disappointed to find the spa was on the level below – I thought spas had finally emerged from being relegated to the basement? But fortunately, my dismay didn't last long.

The hydrotherapy area is the heart of the wellness offering



PHOTO: FAIRMONT HOTELS AND RESORTS/CPTZ

A seven-metre-high sculpture 'Laura' sits at the entrance

FIRST  
PERSON  
SPECIAL

*I was given a tour of the biohacking room which spa GM, Magdaleena Nikolov, considers the centrepiece of the wellness programme*

As I entered the spa, I was greeted by a sensory welcome of zen-inspired hues of greys and blacks, anchored in grounding materials such as stone, wood and glass to create a warm, inviting ambience.

The arrival experience was seamless. I checked in for my treatment on a tablet and asked how they were storing my confidential information. They advised it would populate my Book4Time profile and be kept for a year.

#### SPA SANCTUARY

I was given a tour of the salon and biohacking room, where you can experience a number of options to stimulate healing. Spa GM, Magdaleena

Nikolov, considers this the centrepiece of the wellness programme. It's powered by partnerships with Dr Oz, NuCalm, Three Sages, Oakworks, Sandoval Aromatics, Hyperice and Eight Sleep.

The locker area gave a 'house of mirrors' impression I think was meant to make it feel more spacious. Vanities and showers were well appointed, although the latter was so dark, you could hardly read the labels on the mini toiletries. Like many new spas, signage was minimal, so I wandered around a few times before figuring out where I needed to go.

Next stop was a co-ed waiting area with comfortable seats, beautiful artwork

## FIRST PERSON

- and a thoughtfully-curated selection of chlorophyll water, teas and single-serving dome dishes of dried fruit with nuts.

My therapist, Freddie, collected me promptly before I could get too relaxed. The treatment room was a generous size with private washroom and toilet and the Lemi bed was dressed with Nolapelli sheets, designed to care for your skin and hair while you lie on them.

Face down I felt the perfect amount of heat from the bed and as I was getting comfortable with the face cradle, Freddie produced a vial of orange blossom/ylang ylang essential oil to begin my 90-minute Sunset Signature treatment.

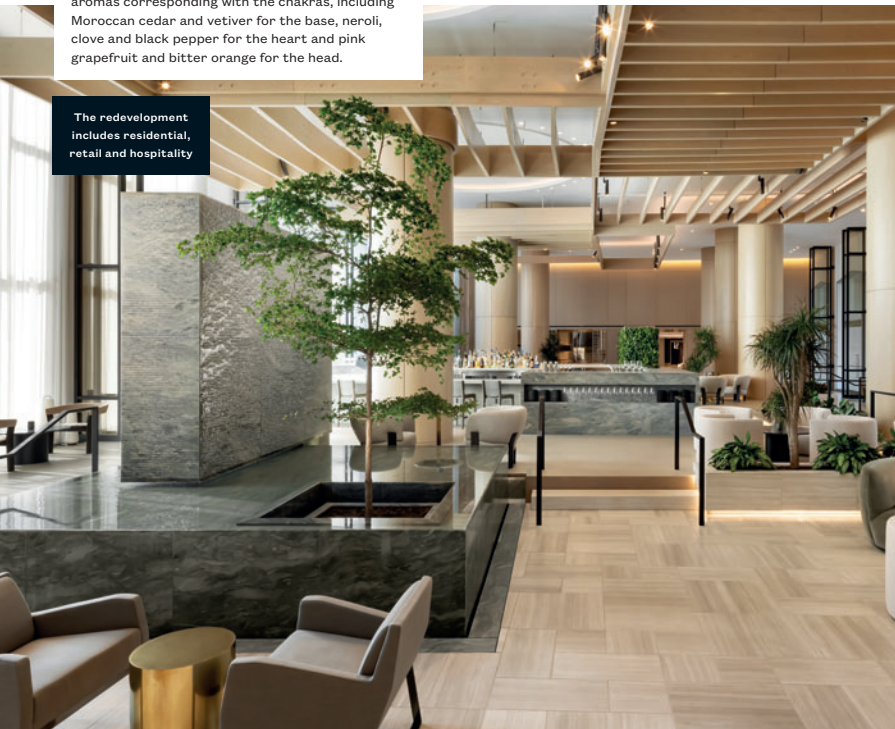
The promise of this ritual is to restore and renew with a full body massage utilising a desert succulent body mask formulated by LIIFOX that's meant to create an energy shift.

Throughout the massage, my senses were treated to orchestrated inhalations of various aromas corresponding with the chakras, including Moroccan cedar and vetiver for the base, neroli, clove and black pepper for the heart and pink grapefruit and bitter orange for the head.

“

*Throughout my  
massage, my  
senses were treated  
to orchestrated  
inhalations of various  
aromas corresponding  
with the chakras*

The redevelopment  
includes residential,  
retail and hospitality




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Treatment rooms have Lemi beds and Nolapelli sheets

PHOTO: FAIRMONT HOTELS AND RESORTS/C&amp;Z



The new facilities include a gym, and a biohacking room

I found the last a little 'sweet' and almost distracting, although the crystal eye mask helped keep me in the zone. Otherwise, the binaural beats of the music curated by Three Sages, the synergistic blend of aromas and touch, the comfort of the sheets and the bed left me relaxed.

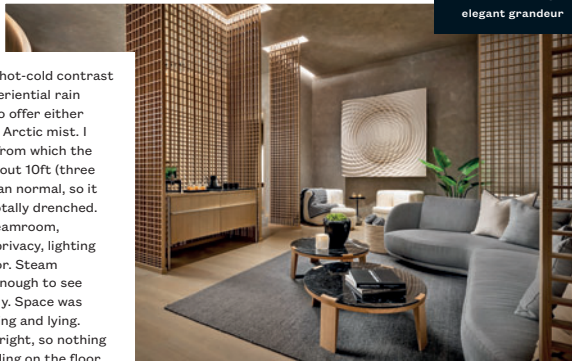
### HOT-COLD THERAPY

Freddie escorted me back to the lounge, after the treatment, where he sat me at his favourite spot with a tray of warm horchata and dark chocolate. I certainly didn't expect this, and although it was such a simple personal gesture, it added the missing element in the entire sensorial journey that was masterfully curated to address not only sight, sound, smell, touch and taste, but also connection.

Thoroughly impressed so far, the next stage in the journey was to indulge in the essence of spa – *salus per aquam* – in the private hammam-inspired hydrotherapy area reserved for females. Craving warmth, the Klafs Sanarium was first on my list – especially as Fairmont was the first operator to bring this multi-purpose sauna to North America at a previous project.

This sauna has five settings and on the day, it was operating as a Finnish Sauna which controls humidity levels to 10 per cent. When used as a steam bath, humidity levels sit at 69 per cent, so it would have been the perfect post-treatment enhancement to my treatment, opening my pores and allowing the nourishing oil to sink in, rather than drying my skin.





► In keeping with the tradition of hot-cold contrast therapy, I headed next to the experiential rain shower which was programmed to offer either a warm tropical rain rinse or cool Arctic mist. I chose the latter, but the canopy from which the mist emanated was positioned about 10ft (three metres) high – two feet higher than normal, so it took a while to cool off and feel totally drenched.

Next was the aromatherapy steamroom, which is very well designed, with privacy, lighting and seating comfort accounted for. Steam was ample, and lighting was dim enough to see someone but not view them totally. Space was generous enough to allow for sitting and lying.

Floor and ceiling pitch was just right, so nothing was dripping on your head or pooling on the floor. I was enjoying it so much I didn't realise the lovely product on my skin was dripping off, so decided to dry myself naturally in the Himalayan salt room.

Much as I wanted to linger, I wanted to avoid rush hour traffic more, so headed home feeling so relaxed I could hardly be productive the rest of the day.

#### MODERN SANCTUARY

The Spa at the Fairmont Century Plaza has definitely lived up to its promise of being a sanctuary amid the bustle of Los Angeles.

By preserving the healing traditions of spa and delivering it in a more relevant modern-day setting, Nikolov has laid the foundation for a comprehensive programme that will set the trend and permeate the DNA of hospitality wellness. ● ►



*Nikolov has laid the foundation for a programme that will permeate the DNA of hospitality wellness*

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WhatsApp: +1 717.659.7403

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*It's the element of surprise and delight that creates an outstanding memorable experience*

## Magdaleena Nikolov

The GM of spa, wellness and retail at Fairmont

Century Plaza talks to Jane Kitchen



The spa is offering 'an ever-evolving' treatment menu

PHOTO: FAIRMONT HOTEL CENTURY PLAZA



### How has Yabu Pushelberg's design set the scene?

It's a clean and minimal space, yet features intricate touches, such as detailed woodwork and beautiful marble. The high arching ceilings within the grand treatment rooms give a modern global feel, yet with a nostalgic elegant grandeur.

We've designed our experiences to pay homage to the past, bringing tried and true ancient modalities to our guests in a modern way.

### Tell us about the biohacking room?

It offers experiences focused on mindfulness, improved sleep and stress elimination – all things that are plaguing many people, especially now – given the world we live in.

Biohacking sessions have been curated to maximise the time and effectiveness of different tools to directly impact guests' wellbeing, not only on the day of their treatment, but also moving forward in their life. Session includes an anti-gravity chair, PEMF infrared mat, compression boots and a Nucalm session, all proven to impact mental and physical health.

We believe it's extremely important to engage in therapies that support mental health and recovery and have a lasting effect on wellbeing.

These biohacking treatments complement many other offerings throughout the property that have a focus on mental and physical recovery and range from curated meditation moments on our front drive, to virtual fitness and recovery sessions accessible on our TVs, and a recovery station in the fitness centre by Three Sages Wellness.

### Tell us about your partnerships?

Having strategic partners enables us to be at the top of the game in various categories by engaging with

the experts in each area. I often joke that I know a little about a lot, and can then find those who know the most within their respective space. Having these strategic partnerships also allows guests to access new experts.

### You've gone to great lengths to engage all the senses. Can you tell us more about the inspiration behind this?

In everything we do, the magic is in the detail, which I have always found to be extremely important.

In the luxury market, there's a high expectation of great service and beautiful facilities, so the curation of the details is what sets you apart.

Targeting the senses is the place to start. The subtleties of how something feels, tastes, smells and looks is the best part of what we do. In addition, it's the element of surprise and delight that creates an outstanding memorable experience.

From the moment guests arrive they're welcomed by our signature sunset aroma. In the treatment rooms they lie on special wellness linens atop custom-made heated tables and their experiences conclude with a locally-inspired tasting in our relaxation space. We also fill the spa with soothing binaural beats with healing frequencies. I often smile to myself that we're helping heal people and they don't even realise it!

### Can the service continue to live up to the hotel's reputation?

It's been an honour and privilege to be the opening GM for this property and spa. We've been given the creative freedom to curate special experiences for our guests that we believe are unparalleled. As a leader there's not a lot more I can ask for, apart from an outstanding team, which is exactly what we have. ●

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# DESIGNED FOR PROFIT

Lemi's new combined massage and pedicure workstation – Amalfi – offers a multi-functional, space-saving solution

Lemi has launched Amalfi – a 360-degree, multi-functional bed that allows therapists to perform a whole range of treatments from one versatile workstation, including massages, facials, pedicures and manicures.

In the process of keeping a close eye on the evolving needs of its clients and their customers, Lemi found that although massages and pedicures continue to be popular treatments, lack of space can sometimes be an issue for operators.

The Amalfi bed offers the perfect solution, allowing for extended treatment programming and avoiding space being tied up by workstations dedicated solely to pedicure treatments.

"Amalfi's flexibility means it appeals to a wide range of spas, including smaller businesses with a reduced number of treatment rooms, because it allows for a whole range of treatments to be delivered from just one room," explains Matteo Brusaferrri, GM of Lemi.

## STYLISH DESIGN

The Amalfi's horseshoe-shaped mattress is made from thick, soft padding, using a combination of foams. It's finished with elegant seams and offers a comfortable shell texture, guaranteeing comfort for every type of full-body treatment.

The bed's padded head support is made of a durable, hygienic material and designed to accommodate a face hole.

A removable section of the Amalfi bed opens into an ergonomically-designed pedicure station, which allows therapists easy access to a tub, equipped with a pipeless hydromassage system.

The bed is controlled by a wireless foot pedal that allows therapists to adjust the height, back position and seat angle, working with traditional AUT and END settings. It also has a new memory function, which enables the bed to retain two customisable preset positions.

A bi-material base transforms the bed into an elegant furnishing solution. The central section has a wooden finish, which can be selected from various options, while the side section is made of metallic material and is available in a choice of rose or gold.

## UNIQUE CONCEPT

As an industry leader in wellness beds, Lemi's R&D team looked to create a product with a unique and innovative design, inspired by fashionable trends in the world of furniture.

The elegant, stylish design allows for the fact that the Amalfi is not covered by sheets, so is more visible within the spa or wellness environment.

Lemi wanted to create a design inspired by luxury car upholstery and delivered by its design team,




Amalfi is a flexible bed that can be used for massages, manicures and pedicures



*The Amalfi can offer higher levels of profitability, because it can be used all day, for any type of treatment*

Matteo Brusaferrri,  
general manager, Lemi





*Amalfi allows for a whole range of treatments to be delivered from just one room*



A comfortable head hole can be set up for use during massages



A removable panel reveals the pedicure footbath with hydromassage system

who have experience gained in the world of fashion. The elegance of the new Amalfi bed does not, however, detract from the comfort that always distinguishes Lemi products and as a result, the mattress offers a soft and comfortable treatment experience – be it for face, body or pedicure.

According to Brusafferri, Amalfi's space-saving versatility means it appeals to a wide range of spas, including smaller businesses with a reduced number of treatment rooms, as it allows for a whole range of programming to be conducted

very efficiently from just one room without compromising comfort.

He adds that the bed can potentially improve a spa's revenue, as it enables several therapists to work with the same client at the same time.

"The Amalfi can offer higher levels of profitability, because it can be used all day, for any type of treatment. If the spa has several therapists working at the same time, it can sell more treatments, such as facials, pedicures or manicures – thus significantly boosting profitability," Brusafferri concludes. ●

More: [www.lemi.it](http://www.lemi.it)

# ENERGY *healing*

Lindsay Madden-Nadeau went to Mandali, high up in the Piedmont mountains in northern Italy, to experience a silent retreat that gently delivered a powerful energy healing experience



*I've never gone in search of more meaning in my life, however, when you lean into the stillness and do powerful body and energy work, something naturally shifts inside you*

FIRST  
PERSON  
SPECIAL

Mandali in Italy was chosen  
for its location, facilities  
and restorative programme

PHOTO: MANDALI

Every year I set aside time to 'retreat' – dedicated 'me-time' that involves slowing down in a remote location and 'doing the work'. This typically occurs over the year-end holiday, to rest, restore and find clarity as I enter the year ahead.

In my previous role with Accor – pre-pandemic – I travelled the globe and retreats became a necessity for my mind and body to sustain the pressure. This year was no different and as the founder of a start-up consultancy and almost two years into the pandemic rollercoaster this was still a necessity for me.



I set off on my journey to find the ideal place to retreat with an intention of not more than five days offering yoga and meditation, comfortable accommodation, healthy food, and great teachers without having to travel too far and go through all the stress that travelling today brings.

This was a lot to ask for – undertaking a retreat can be quite tough if you don't understand the real recipe needed to weave together the experience – but I instantly knew where I wanted to go, as I'd been following Mandali Retreat in Italy on Instagram for some time.





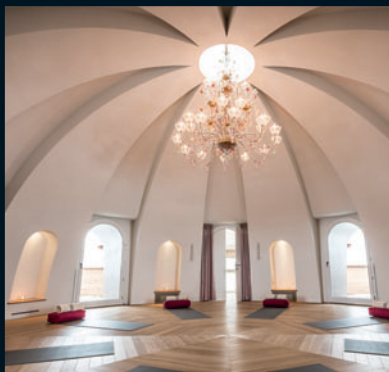
## FIRST PERSON

### ► Introducing Mandali

Less than a five-hour drive from the South of France, the retreat is located at the top of the hills overlooking Lago d'Orta in Italy. The inspiring space was crafted by two Dutchmen, Wouter Tavecchio and Wildrik Timmerman (see page 84), who – after several retreat experiences – were inspired to create a space of their own for people to come together and 'do the work'. After five years searching for the right location and ecosystem, they found Mandali and their mission to create a place for people to develop a deeper connection to themselves began.

I felt lucky to score a spot in a five-day silent retreat giving an opportunity to shut off for a few days, go deeper within, and limit the use of technology. Mandali has a tradition of facilitating some retreats in silence to support your journey to inner stillness.

I arrived in the early afternoon after what seemed an easy drive, although it was a hike on the final stretch for my Fiat 500 up the windy roads to the top. My first impression was to be grateful for



The retreat's striking Temple is home to two beautiful studios

PHOTO: DAN MULLI



Mandali has a spectacular location on a mountaintop, with sweeping views

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*Mandali has a tradition  
of facilitating some  
retreats in silence, to  
support a journey to  
inner stillness*

Wouter Tavecchio and  
Wildrik Timmerman  
opened Mandali in 2017



PHOTO: LINDA VAN DER WERF



PHOTO: LINDA VAN DER WERF

arriving at such a beautiful location. My room was comfortable with an incredible view over the lake and hilltops. The view alone was very meditative.

There was time before the first welcome meeting to walk the grounds and see the facilities. This was the first retreat I'd attended where the accommodation was very comfortable, removing worries about mosquito nets, snakes, and cold showers. My beautiful room came equipped with all the amenities – even Yogi Tea!

In the main house, there was a reception complemented by a small retail space, a dining hall with an outstanding view over the lake, and windows that stretched from each side of the room. You walked outside to a gorgeous terrace where you could soak up the sun for hours.

Upstairs in the main house was a small studio, as well as a Silence Terrace where Qi Gong classes were held. Downstairs, the house offered an outdoor infinity pool and indoor swimming pool with sauna and steam, and treatment rooms for massages and other body experiences.

This was beyond anything I'd ever experienced at a boutique and dedicated meditation centre, and it was clear every detail had been well thought through.

Outside led you to the 'Temple' housing two large and beautiful studios. From incredible chandeliers to crystal art installations, the rooms were gorgeous, spacious and had all the equipment for yoga and



## FIRST PERSON

- meditation. Outside the temple was a large statue of Hindu god Ganesh, a beautiful fire pit, a Labyrinth, and plenty of quiet areas for outdoor seating. I was excited to be here and to get started.

### The retreat begins

Our welcome group consisted of about 35 students and four teachers as well as Prema, the retreat coordinator. We introduced ourselves one by one, focusing on what our intentions or expectations were for our time together. It's always interesting to be on the other side of this exercise because retreats – when done effectively – have a way of surprising us when it comes to reflecting on our initial intent.

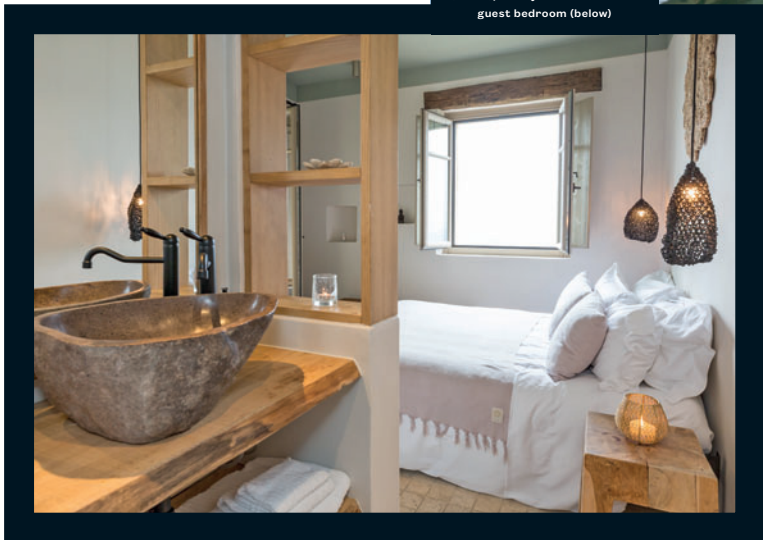
Most people were looking to slow down and lean into the silence, many being new to the yoga and meditation experience and trying to find some clarity.

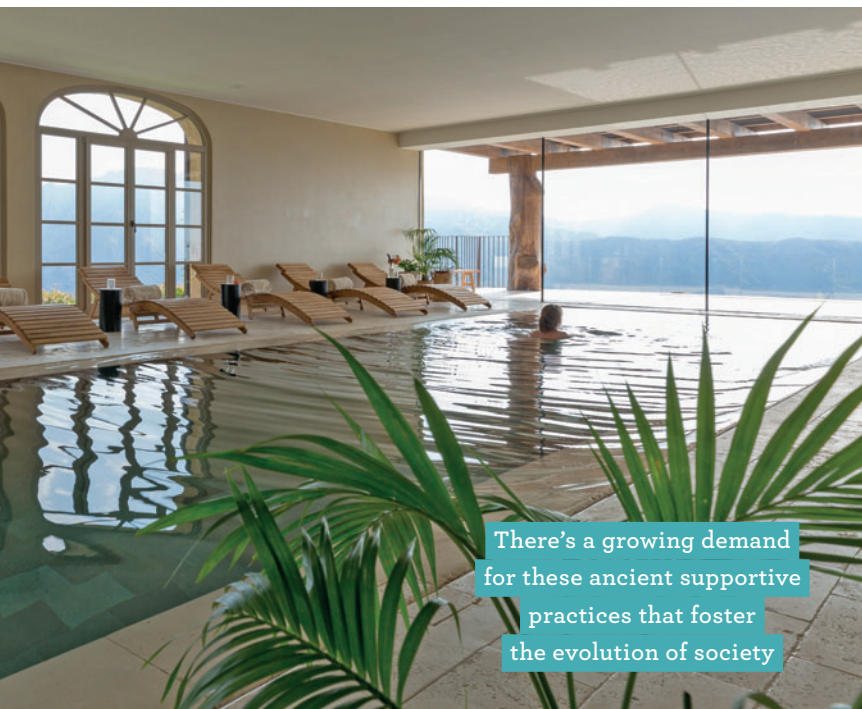
When it came to my turn I mentioned how grateful I was to be there and said I had no expectations.

I've never gone in search of finding more meaning in my life, however, when you lean into the stillness and do meaningful body and energy work, something naturally shifts inside you. I wanted to open up wide spaces to ignite my creativity with no distraction, and be inspired by what's available to me.



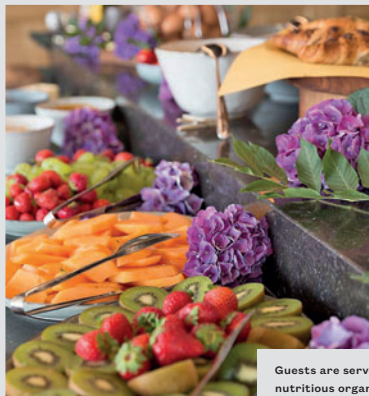
Mandalí's indoor infinity pool (above); A cosy and comfortable guest bedroom (below)





There's a growing demand for these ancient supportive practices that foster the evolution of society

TYRONA COLLINS



Guests are served nutritious organic vegetarian food

PHOTO: MANDALI

Over the five days, there was a full schedule available, such as meditation, yin and yang yoga classes, Qi Gong, and hikes. Mandali invites you to attend what feels right for you, leaving behind the idea that you have to participate in everything. Meals were served at the same time and the food was outstanding, particularly when in silence, as with no distractions or conversations, you can solely focus on what's in front of you.

Spare time allowed exploration of nearby villages on foot, nature walks, reading in the library or outside on one of the terraces, massage treatments or using the wellness facilities. The teachers also made themselves available for conversation or contemplation any time during the day, so if people had things bubbling to the surface they had support.

It's one thing to have a daily yoga practice, but when you add to that hours of body energy work, things get stirred up and so it was unexpected to have sleepless nights. Even in such quiet and comfortable accommodation my body was aching, tossing, and turning, and yet still feeling refreshed each morning. ▶



On the last morning after our meditations and bodywork, we broke the silence and had a sharing circle

The many outdoor areas enable guests to enjoy the solitude



► Some days it was almost too much to handle and I couldn't make it through my meditation without extreme anxiousness in my body. I was experiencing a translation of emotion in what is called the 'pain-body' – something that spiritual teacher Eckhart Tolle describes as “an accumulation of painful life experiences that were not fully faced and accepted at the moment they arose.”

Tolle says this leaves behind an 'energy form' of emotional pain that can merge with other energy forms, so after some years you have this 'pain-body' – an energy entity consisting of old emotion. It required a process of patience and acceptance – one I've experienced many times when I'm doing more than my normal share of body and energy work.

#### A new moon and a camp fire

We were lucky enough to have a full moon, a crisp, clear sky and a campfire – what better way to welcome and nurture those intentions. We gathered and watched the flames for at least an hour.

During the five days, I managed to wake and watch the sunrise over the hills and the lake every day, listening to the church bells ringing from above,

staying away from technology except for my one text per day to check on my dog Sydney who I knew was in good hands. I was out in nature the majority of the day connecting to the source and gathering energetic nourishment. I ate healthy sugar-free foods and got to enjoy my Lion's Mane mushrooms; for those who know, they have been my daily ritual for years now.

On the last morning after our meditations and bodywork we broke the silence and had a sharing circle, this allowed everyone to discuss their experience and ask questions. It was the one time we could connect with people and yet it was such a vulnerable space and time to do it.

Most people shared that this was their first time being 'in their body and out of their mind' in a peaceful, non-judgemental place.

Others commented that they didn't enjoy the experience of silence and probably had more questions now than when they started, while others experienced a profound initial impact on their emotional status.

When it was my time, I was feeling a little bit wobbly from listening to everyone else's experience, and wasn't sure I'd yet noticed anything consciously changing. However,



THOMAS HEDIN

energetically, I knew I was experiencing shifts and was riding that wave until the dust settled.

### Growing demand

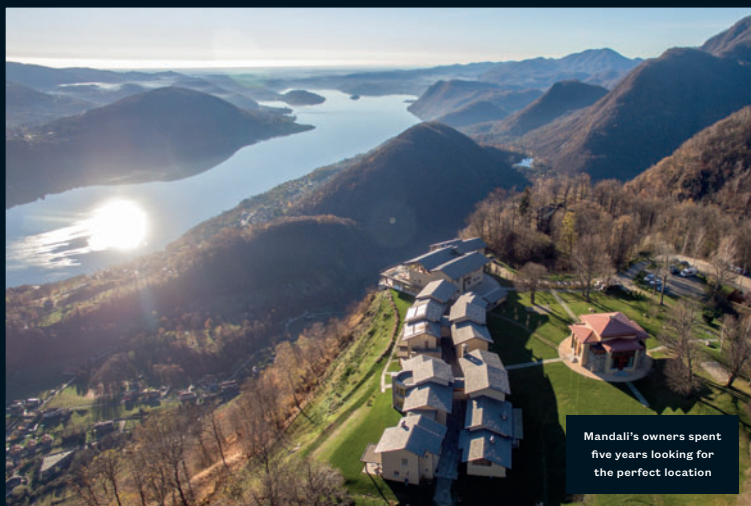
What was clear is the need for this work and the growing demand for these ancient supportive practices that foster the evolution of society, a connection to others and a connection to self.

This pandemic is still not over and carries a lot of uncertainty for the future. Some people have not returned to the same safe way of living as they experienced before and need this type of intervention.

In the days following the retreat, it felt as though I had an 'energetic hangover' – even though my mind wanted to propel me forward to 'do', my body was taking everything super slowly. Not in an exhausted way, but more in a mindful slowness.

I continued to have some sleepless nights and moments of contemplation, but this is just part of the process when doing this kind of work. Five days post-retreat and I was just coming round. The 'energy hangover' was an interesting experience and one I hadn't experienced for many years, but every bit of it felt OK.

**Continued overleaf**



Mandali's owners spent five years looking for the perfect location

THOMAS HEDIN



*Taking time for yourself is food for your soul. It helps you to shift the perspective from your person to your being and reminds you of who you truly are*

# The story of Mandali

The founders of Mandali, Wildrik Timmerman and Wouter Tavecchio, welcome visitors with an embracing message

*Beloved fellow travellers...*

When we went to India on our first silent retreat in 2009, we had no clue of how profoundly this experience would change our lives. We were 30 years-old and we finally remembered who we really were, for the first time since childhood maybe.

Leading up to that time, we'd had many successes organising large-scale dance festivals, but although we'd achieved everything we ever dreamed of, we felt rushed, unsatisfied, and we were always looking for more.

We were the perfect examples of people chasing external happiness, only to attain it briefly before it left us longing for something new.

During our first experience of the power of silence in India, it took us a couple of days to slow down. But then we felt a deep inner silence and contentment emerged in us. We were in the middle of nowhere, with nothing to do, nobody to speak to and yet we felt happier than ever.

We know you may have already heard such a story. Perhaps many times, but we all recognise its truth – that the things we're looking for are already within us.

We are born with love and joy in our hearts. Power, energy and stillness in our bodies. Clarity and peace in our minds.

This is why we created Mandali in 2017; to rediscover these essential qualities. Taking time for yourself is food for your soul. It helps you to



Timmerman and Tavecchio

shift the perspective from your person to your being and reminds you of who you truly are.

Mandali wishes to be a point of light; a spiritual sanctuary of peace that supports you in reconnecting with yourself and others. Our beloved team of teachers and every other member of the Mandali family is looking forward to hosting you during this important time of your life.

May you leave behind what you no longer need and may you receive what will help you to return to your heart.

Much love and appreciation.

*Wildrik Timmerman & Wouter Tavecchio*

**Co-founders, Mandali. [www.mandali.org](http://www.mandali.org)**

A silent retreat in India in 2009 was the inspiration for Mandali

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# Breedon Priory

## AN ALLURING DESTINATION

A new deluxe spa has placed Breedon Priory in the UK firmly on the leisure destination map

**T**he Spa at Breedon Priory has been a work in progress since 2017, after the Blunt family acquired land in the village of Wilson in the UK.

The facility's newly-completed spa, which has been fitted out with changing areas by specialists, Crown Sports Lockers, creates an alluring leisure destination with a broad blend of wet and dry facilities that are already attracting attention, as the UK rises out of COVID restrictions.

The Blunt family's journey began nine years ago, when they bought a health club located on Breedon Priory Golf course. They subsequently extended and refurbished the building and renamed it Breedon Priory Health Club.

Owner Graham Blunt says: "When our daughter became a manager at the facility, we were offered the chance to purchase the building and a small parcel of land by the original owner and our family decided it offered a good business prospect to create a members-only health club. We started by completely refurbishing the building and replacing the fitness equipment with state-of-the-art Technogym lines. Over a short period of time, the 250 to 300 membership base increased to about 1,000 members, who were also attracted by the 14m indoor pool and spa facilities, our fitness training programmes and extensive range of classes."

*We decided a day spa would be a good fit, as our research showed the sector was growing by around 8% annually*



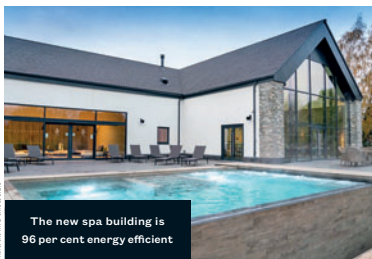
### EXTENDED FACILITIES

When the owner of the golf course decided to decommission it, Blunt says the family were given first refusal to purchase the clubhouse. "We felt this offered another great opportunity to enhance the health club, and on the back of the health club's buoyant business we proceeded with the clubhouse purchase in 2017, with the purchase also including the 24-acre golf course."

This purchase encouraged the family to investigate other leisure opportunities on the site, says Blunt. "We decided a day spa would be a good fit, and from our research, the sector was growing by around 8 per cent annually. Initially, we discussed converting the old clubhouse. However, it had been extended a couple of times over the years, and had floor levels at different heights. After six months of working with an architect, we decided to demolish the existing building and design and build a new spa."

That was nearly five years ago. The resulting new build is 96 per cent energy efficient and is insulated to the highest specification.

Blunt says: "The building and the two outdoor infinity pools are heated by an air source heat pump, working alongside LPG gas boilers. To add to our environmental credentials, we also decided to sink our own borehole, which results in significant

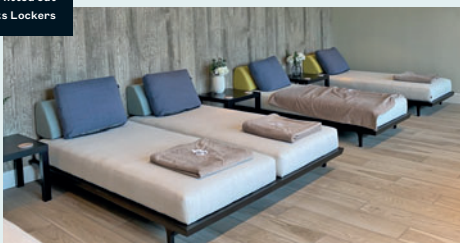
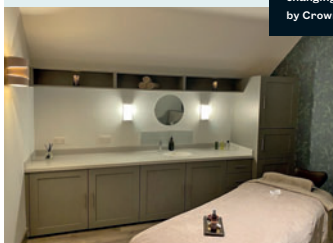


The new spa building is 96 per cent energy efficient

PHOTO: CROWN SPORTS LOCKERS



The spa offers a number of wellbeing suites plus stylish changing rooms fitted out by Crown Sports Lockers



savings against the cost of using mains water and adds to the eco-friendliness of the building.

"The spa offers a wide scope of provision; the wellbeing suite includes four thermal cabins which overlook the landscaped spa garden and include a herbal steam bath, Himalayan salt and herbal saunas, aroma steamroom, three experience showers and an ice fountain that delivers Finnish-style cold therapy.

## HITTING BOOKING TARGETS

"The jewels in our crown are the outdoor infinity-edge, relaxation and vitality pools," Blunt says. "The vitality pool has a range of underwater hydro-massage jets and three water cannon, while the relaxation pool is a far more relaxed design, to allow guests to enjoy the views over the surrounding countryside. Meanwhile, the outdoor terrace and tranquillity garden offer covered seating areas, as well as two fire pits, water features and a first-floor slumber lounge with relaxation beds."

After opening in October 2021, the site is already hitting projected spa day bookings, with indications that the family's decision to invest in the sector was the right one. "Response has been really good and we're hoping as COVID measures ease, more people will seek experiences that benefit their health and wellbeing," says Blunt. ●

## CHANGING ROOM DESIGN

A significant part of the Breedon Priory project was the design of new changing and treatment rooms and Blunt says it was very important they found the right partner company to work with.

"We researched extensively, visiting 15 sites, including Dormy House on the Farncombe Estate in the Cotswolds," he says. "This is a superb venue and includes changing rooms that had been fitted by Crown Sports Lockers.

"We discussed our project with the company and felt they ticked all the boxes. We had a sole point of contact in Sam Palmer, who was very easy to work with and also provided useful advice on many aspects of the design.

"Crown Sports Lockers was extremely professional throughout and its install team was exceptional – quick and quietly professional. I would recommend the company to anyone."

Crown Sports Lockers' director Sam Palmer adds: "We're proud to unveil one of our most memorable jobs, with stylish shaker-style locker doors featured in the changing areas."

# Mia Kyricos

The Ecosystem of Wellbeing is a new protocol developed and trademarked by Kyricos and Associates and designed to give a framework for the development and delivery of wellness interventions.

*Spa Business* finds out more from the company's founder

## **What's changing at Kyricos & Associates?**

The essence of our business hasn't changed, but the approach has. I like to think it's changed with the times, but the reality is, it's been informed by my personal learnings advising on wellness strategies for organisations of all kinds.

We need to move beyond products, services and programmes and think strategically and holistically – to make wellness a part of how companies and organisations behave and operate, not just what they offer.

For example, it's not only about hotels offering spa and wellness treatments to guests but also about the example GMs and corporate leaders set, how they operate, source and recruit talent and deliver experiences. It's also about how they show up and give back to their communities and their overall impact on the planet.

With this lens, we're changing the way we support organisations that want to leverage wellness as a strategic differentiator and at the same time, impact the wellbeing of people, planet and community.

In my opinion, this is what's expected of 21st century organisations. We call this approach the Ecosystem of Wellbeing and have recently trademarked this term.

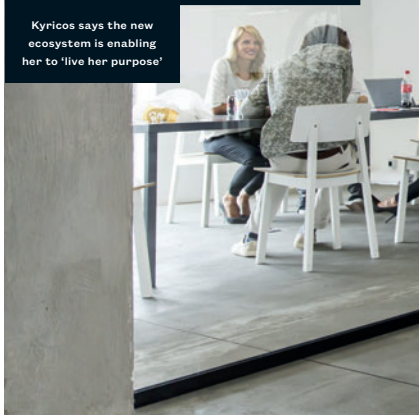
## **What inspired you to create this new framework?**

The pandemic was a time of great realisation and inspiration. I left a job, a company and a city I loved and returned to my own consultancy that, candidly, didn't inspire me anymore.

I knew I had to rediscover my inspiration and work through some personal disappointment, which involved everything from deepening my meditation practice and prioritising the things in life that give me the greatest joy, to researching crazy concepts such as love as a business strategy – which I would later learn was not so crazy, hence my title change to 'chief love officer'.



Kyricos says the new ecosystem is enabling her to 'live her purpose'





“

*If you look to the world's most successful leaders and happiest individuals, you'll find they have wellness practices they're 'religious' about*

I had to step back from the world in order to see it more clearly. I watched, listened and learned how people and communities responded to everything from COVID-19 to the death of George Floyd and renewed corporate efforts to make diversity and inclusion a strategic priority.

A lightbulb went off when I added these observations to my professional experiences creating and implementing wellness brands and products or workplace wellness programmes within largely unwell systems. I realised we need to look at wellness systemically, not just symptomatically.

**Why did you register your proprietary process?**

I'm purpose-driven, which is not always a good thing because I'm in the habit of freely sharing what I later learn was pioneering. I had a team to help me; a brand strategist who illustrated Ecosystem of Wellbeing as an infinity symbol, which I thought was genius and when I shared it with our website manager he suggested I meet



The goal is to guide organisations who want to support people and the planet

PHOTO: ANDREW HAYES

- ▶ with a trademark lawyer, saying “you’ve articulated what I’d failed to understand until this moment and I think the world will want to copy you.”

I realised the concept may be easy to understand, but actualising it is a greater challenge, which is where our proprietary thinking and my experience working in the corporate and consulting worlds come in.

Our brand manager says, “Kyricos is the special sauce and our “associates” are who help us to scale, so we hope, over time, to guide our associate network around the world to identify and activate Ecosystems of Wellbeing, so we can oversee and make systems well together.

#### How will it change your work?

It will expand its scope and the business impact we create for companies. We’re changing mindsets in terms of how people perceive wellness and wellbeing, so we stand to reduce costs by streamlining resources, products and programmes that have historically been siloed, while increasing brand awareness and the overall appeal of companies, both internally and externally.

#### Who will it benefit?

For companies serious about making wellbeing part of their DNA, it presents a strategic approach to wellness that supports business and brand objectives.

If companies are wishing to address leadership, employee, consumer or even community wellness, it gives them a point-of-entry into a wider ecosystem they often don’t realise exists. For others who may have failed or had fleeting success with the launch



Companies have woken up to the many benefits of a corporate wellness plan

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Companies should get serious about making wellbeing part of their DNA

of wellness-driven programmes, products and/or services, it gives an objective lens to reevaluate, evolve and deepen the potential for success. It's a tool from which we can teach and learn because every company, every organisation – even every city and country – has an Ecosystem of Wellbeing that's unique to them.

#### How happily does wellness sit with commercialism?

The answer is profoundly simple: it comes down to the authenticity of leadership. I ask leaders all the time if they're trying to "tick the box" by offering a wellness-driven product, service or programme, or if they really want to change their companies for the better? Either answer is OK, but they need to be honest with themselves from the start.

We should stop feeling ashamed about making money. On the contrary, doing good often comes at a cost, so why not reward companies and organisations that do this while also caring for the wellbeing of people, community and planet?

The key to success and the future of work will be more about how we work than what we do or even where we do it from.

#### You're suggesting executives spend time on their wellbeing...

If we only focus on challenges and stress, it becomes self-defeating because we ultimately grow what we feed.

Leaders who don't personally identify or practice wellness are the ones that don't understand it, or who secretly don't believe in it, while publicly being responsible for its success. In both cases, they're just setting themselves up to fail.

## Ecosystem of Wellbeing™



spabusiness.com issue 2 2022 91

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*It's as simple as being conscious and having the intention to leave the world a better place, which I genuinely feel is a responsibility for us all*

Prioritise things that make you happy, says Kyracos

PHOTO: SHUTTERSTOCK/ALAN LING

► My advice is to find a wellness 'religion' of some kind. It doesn't matter if it's spiritual, emotional, physical, mental or financial. It doesn't matter what time of day it's practised, or for how long, just that it's identified, respected and practised every day. If you look to the world's most successful leaders and happiest individuals, you'll find they have wellness practices they're religious about and regularly share, publicly.

#### **Do we have to accept wellness is for the privileged?**

This is such an important question and one that those in the business of wellness have either complicated or neglected because it comes down to the environment required for our wellness to thrive.

For example, it's impossible to think about being mindful or taking time to connect with loved ones or even eating or sleeping well when we're worried about food or shelter. It's difficult to take advantage of a workplace wellness programme or a free meditation app when you don't feel included, seen or supported at work, or safe in the community where you live.

We have to remember that wellness is personal and the path to wellbeing is dependent on environmental factors inside and outside our control, both at work and in life.

We have to get real about the factors that affect personal health and wellbeing in order to refine what we offer, to whom and how. Only then will we stand to make wellness more equitable and achievable for all.

#### **Can the wellness market be sustainable?**

This comes down to the 'how' for every single company, community, industry or even country. All it takes is one thing: intention.

Just think about how far we've come. I grew up in the 70s and 80s, and we never talked about caring for people or the planet in the context of business - and if we're being honest, some people and organisations weren't even doing this by 2019.

But the world has changed, and the worst thing we can do at this point is to have collective amnesia. We can and should do better.

For me, it's as simple as being conscious and having the intention to leave the world a better place, which I genuinely feel is a responsibility for us all.

#### **How is your new framework being received?**

Answering this question makes me emotional because the response has been overwhelmingly positive. I've been contacted by people from all over the world and all walks of life who identify with the Ecosystem of Wellbeing in some way, or who've shared how it's helping them to see the world of wellness, and their part in it, much more clearly.

Over time, organisations of all kinds will engage with it. This will lead to more data being shared, more positive outcomes and more learnings that will help us guide others to do the same. Perhaps the model will even be taught in business schools one day. ●



# 30 GHARLENI

YEARS OF INNOVATION

## MLX QUARTZ

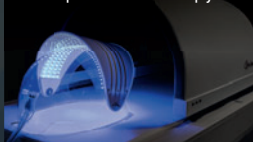
Psammotherapy



Enjoy it here:  
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## MLX I<sup>3</sup>DOME

Triple Detox Therapy



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art<sup>of</sup>  
cryo

# HIGH PERFORMANCE CRYO CHAMBERS

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A 26 year-old legacy of building the best quality solutions for whole-body cryotherapy is the foundation to offer our electricity driven high performance cryo chambers - The Art of Cryo Vaultz®. Offering real room temperatures of -75 °C, -85 °C & -110 °C our products are 100% made in Germany and are made to the highest quality standards - extremely efficient and eco-friendly. Vaultz® - keep your health save.

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# RAISING THE BAR

**Art of Cryo is complementing its high performance cryotherapy range with advanced new technology to enhance treatment benefits**

In October 2021, Cool-Zoone cryotherapy centre opened in Klagenfurt, Austria. Less than six months later, a reconstruction project is now underway to expand the successful wellness centre to accommodate its unprecedented demand.

According to facility owner, Kristina Milojevic, its popularity is due to her decision to work with cryotherapy expert, Art of Cryo. It was important to be able to offer clients the very best experience and in her opinion, this was only possible with high-performance cryotherapy equipment from the industry specialist.

## Diversifying the offering

Cool-Zoone Klagenfurt opened with Art of Cryo's advanced software and one of its V1 Lux cryotherapy chambers, which is used to deliver more than 50 treatments a day.

The centre's expansion project is progressing and Milojevic is planning

a grand reopening for Q3 2022. The upgrades will enable the team to conduct more cryotherapy sessions and offer new therapies, in combination with cryotherapy practices, to enhance results.

Art of Cryo's expertise has been used to add the finishing touches to the upgraded facility, including the purchase of another high-performance cryo chamber and an Art of Cryo Vacu System.

This new technology will offer effective intermittent vacuum therapy (IVT), designed to promote recovery, strengthen connective tissue and

contour the body. IVT was developed by NASA and the German Aerospace Center and is believed to enhance the health effects of cryotherapy.

## Vital signs check up

Cool-Zoone Klagenfurt will also increase its offering by providing Art of Cryo's new 'vital sign' check-ups before, during and after cryotherapy treatments. This innovative diagnostic system records heart rate, body temperature, blood pressure and oxygen saturation in seconds and transmits these values to Art of Cryo's software and app for viewing by clients.

The chambers' high-resolution 3D-body scan will also be upgraded with new functionality and measurement variants.

Cool-Zoone Klagenfurt will be one of the first facilities in the world to offer Art of Cryo's Multi-CryoHacking-System, which is due to launch in the final quarter of this year. The team is looking forward to welcoming customers back to a refreshed menu and the gold standard in cryotherapy. ●

**To tap into this high-performance wellness trend and offer your guests a new way to refresh their wellbeing, contact [www.artofcryo.com](http://www.artofcryo.com)**

**The Art of Cryo Vacu System strengthens connective tissue**



**“It was important to be able to offer clients the very best experience**

**Kristina Milojevic, Cool-Zoone**

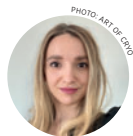


PHOTO: ART OF CRYO



**Cool-Zoone is expanding due to demand**

PHOTO: ART OF CRYO

# THE LONDONER



The Londoner has been billed as one of the most important hotel openings in the city in recent times. Megan Whitby went along to check it out

The pool, with its near perfect replica of natural daylight, sits at the heart of The Retreat

My journey starts well when I call to book, with a cheerful staff member guiding me towards the best treatment option. I'm looking for a 60-minute full-body massage and she steers me towards the Hibernation massage, which is described as a top-to-toe experience delivered using British organic skincare line ila. The rate is £110 (US\$148, €132).

I ask about using the thermal area to loosen up beforehand, but I'm told its use comes bundled with a private cabana rental and access to the pool and so would cost an extra £110 for two hours... I politely decline.

A follow-up email is promised, but doesn't materialise. Given these emails are invaluable for orientation, its non-arrival causes a bumpy start to my experience.



*My experience at The Londoner spa was a mixed bag with some obvious bumps, particularly with regards to the customer journey*

Wellness is evident around the hotel. (Below), the studio at The Retreat



PHOTO: ANDREW BERRY

### First impressions

Six floors underground, The Londoner's wellness retreat requires guests to start their journey via an elevator tucked away in the lobby. On arrival I'm greeted with a view into the heart of the spa, pool and thermal suite and relaxation areas. Interiors are in pale browns, with an abundance of marble.

A receptionist arrives to confirm my booking, and leads me past the Refuel wellness bar, barber, hairstylist and manicure areas to the changing room.

### Pre-treatment

This area has a boutique designer vibe with dark marble, black lockers, tall vanity mirrors and grey interior detailing. It's a pity the ambience is spoiled by slippers strewn on the floor and abandoned tools.

My guide locates a locker with robe and slippers – both supplied by Richard Haworth

and embroidered with the Londoner's logo. She instructs me to return to reception when I'm changed, to complete my pre-treatment questionnaire.

I feel disorientated as there was no explanation of the facilities, so have a look around and find stylish showers and plush toilets, each with a heated seat and electric bidet.

After slipping into a comfy robe and a pair of fluffy slippers, which come with a 'Take me home!' cardboard slip – a nice keepsake for guests – I make my way to the front desk and am greeted by a different employee, who tells me she usually manages the wellness bar, but is covering reception. She asks me to take a seat and complete my pre-treatment questionnaire on an iPad, and gestures to the central pool area behind me.

The Retreat is a welcome oasis from the bustle of London's tourist-heavy Leicester Square and I'm met with a rush of warmth, soothing sounds of running water and a near-perfect replica of natural daylight pouring from the ceiling.

Foregoing the additional access to the private cabanas and pool, I sit on one of three sprawling day beds and enjoy a glass of cold, crisp cucumber water while waiting for my therapist who guides me to my room.

## MYSTERY SHOPPER

### ► The treatment

The door opens to a gently-lit couples' treatment room with brushed light brown plaster walls and an ornate circular mirror. Two beds are covered in towels embroidered with the hotel's logo and the spa products are neatly presented on tall dark wooden shelves.

My therapist explains that my treatment will only be a back and back leg massage, which doesn't match my booking brief for a full hour. Nevertheless, she makes me comfortable, asks if I'd like the bed heated and enquires about my preferred massage pressure – I opt for no heat and medium-to-firm. She then leaves me to get undressed and slip underneath the towel.

As I position my head into the face hole, I'm left staring at a chair that's been left tucked under the bed, presumably after someone previously had a facial. Another missed opportunity is that there's no in-room aromatherapy or introduction to the skincare brand or products being used.

My therapist gently lets me know she's returned, lowers the towel and starts the treatment on my upper back. I encourage her to be vigorous on the knots in my neck and shoulders from desk-working. She follows my instructions and applies deep pressure, skilfully using her hands to rock me and pinch out tension around my spine and shoulder blades.

It's a treat having a therapist deliver the treatment mainly with their hands, rather than elbows. She works around my back using sweeping movements, keeping continuity while manoeuvring around the table.

She then covers my back with a towel and places two warm poultices on the lower- and mid-sections. This allows my muscles to relax further and my body slumps deeper onto the bed.

The hotel offers a sanctuary in London's busy West End

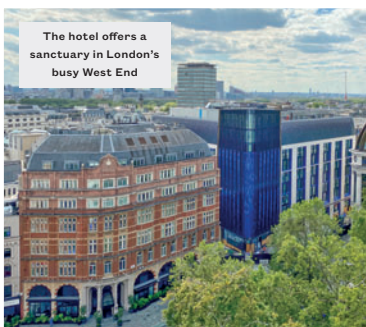


PHOTO: JAMES WILSON

Next, she moves onto my legs and feet which is the stage I most enjoy. She starts by washing them with a warm towel followed by a gentle massage. She then cycles through sequences on both legs, where she massages from top to bottom and finishes by lightly but deftly releasing tension through stretching and bending my foot back towards my thigh. The most blissful part is the finale where she works up the central muscles in my legs.

After this comprehensive massage, the experience ends abruptly as I'm informed it's complete. I would have preferred a smoother finish to such a skilful treatment, and I also expected to be advised about taking care not to rush leaving the bed. She then leaves to fetch me a mint tea.



The Retreat is located six floors below ground

PHOTO: JAMES WILSON

## RIGHT OF REPLY

**Stefani Stead, spa manager, The Londoner**

The Retreat at The Londoner Hotel is a sanctuary in the heart of London. A subterranean wellness floor where guests can relax in private poolside cabanas and enjoy a range of treatments from renowned brands.

Since opening in September 2021, we do our utmost to serve and acknowledge all guests in a timely manner and we welcome feedback as a way of providing the best service.

Ongoing touchpoint staff training is an important area for us and we take feedback concerning these aspects in your report on board. The guest journey has since been amended and clarified with all staff, to ensure the upsell is clear for everyone arriving.

We had an error on our system which has since been rectified and our

*We welcome honest feedback as a way of providing the best service possible*

guests now receive confirmation emails for their bookings. This is something we were aware of and worked on as soon as it came to our attention.

We now also have displays of our retail items within The Retreat for guests to browse, and a dedicated retail area is something we're working on, and excited to announce in due course.

Drinking water temperature has since been lowered, and we make all guests aware tea is no longer at a temperature that may cause discomfort.

We pride ourselves on ensuring guests have a relaxing experience. We offer a show-around to all guests if they wish. The inconsistency of the spa facilities has been addressed, and it's now clearer for all clients, whether they're with us for the day or for just for a treatment.

We're excited to welcome everyone to the improved Retreat to discover a spa hotel with holistic remedies for body and mind, in a therapeutic setting that quietly soothes. ●



PHOTO: ANDREW HODGKIN

**Stefani Stead**

### Post-treatment

My therapist greets me outside the door with another cucumber water and I then enjoy some post-treatment time in the thermal space before relaxing into one of the day beds where tea arrives in an ornate Japanese-style iron teapot and cup.

The staff member recommends only half filling the cup due to radiant heat, which turns out to be an understatement, as even half-filled, it burns my hand.

As I sit there, I'm not at ease and find myself clock-watching as a result of having been told the poolside is reserved for members and guests who pay for the privilege.

Eventually, I give up on my tea and anxiety about outstaying my welcome gets the better of me, so I return to the changing room to freshen up.

When I arrive to settle my bill, the card machine doesn't work and I'm asked to sit in the cafe while a replacement is found. The receptionist thanks me for visiting and then, clearly as an afterthought, asks me if I'm interested in buying any products.

### Overall impressions

My experience at The Londoner is a mixed bag, with some obvious bumps, particularly with regards to customer journey and service. The spa has a strong treatment menu and good facilities, so any improvement in customer service would definitely elevate the experience to match the surroundings. ●

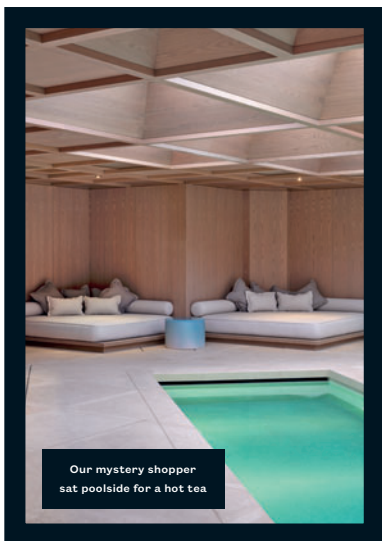


PHOTO: ANDREW HODGKIN

**Our mystery shopper sat poolside for a hot tea**

# PEOPLE, PARTNERSHIPS & PROGRESSION

Emerging from the pandemic stronger than ever,  
Premier Software is reaffirming its commitment to staff, clients  
and the industry. We catch up with CCO Oliver Cahill to find out more

## What did the pandemic look like for Premier Software?

Naturally, the last few years were unexpected. We've always known software can bridge the gap between business and client, however, when physical interaction powered down, technology really stepped up to keep those lines of communication open and convey client safety on reopening.

Many people felt the effects of repeated lockdowns and isolation – including our own staff. Before the pandemic we already had an Employee Assistance Programme in place to support our team. To bolster this, two team members recently became qualified Mental Health First Aiders.

Through adding another layer of assistance for staff, we can better support our clients.



## How are you supporting operators?

We've already launched partnerships with Wowcher and Spabreaks.com. These give operators access to a new market of avid spa enthusiasts. With Wowcher introducing 180,000 new clients to spas each year and Spabreaks.com arranging 10,000 spa visits each week, both are huge contenders to help operators recover and grow.

But let us not forget our industry is going through a recruitment crisis. With increased bookings, staff time is more precious than ever before. Our integrations help relieve the pressure on internal teams by enabling third parties to secure reservations directly into Core by Premier Software. This in turn increases booking levels, while reducing administration and human error.



PHOTO: SHUTTERSTOCK/ANITA STONE



Plans to integrate Core with golf are on the horizon. Above: Partnerships with Wowcher and Spabreaks are expanding business potential

PHOTO: GETTY IMAGES/CLARA





Premier Software is helping operators gain access to a new market of avid spa enthusiasts

SPAS/STYLING: JESSICA HARRIS

#### Tell us about working with Made for Life Organics

Our partnership was born out of a conversation at SpaFest 2021 and is very close to our hearts.

Our corporate manager, Laura Meeson, revealed how she was turned away from a spa in 2016 due to having breast cancer. She knows firsthand how detrimental this was to her mental wellbeing. While the industry has come a long way since then, spas can still do more to open their doors wide to all.

Therefore, throughout 2022 any business that uses or purchases Core will receive 25 per cent off Made for Life's Cancer Touch Therapy training. We're thrilled with the campaign's progress and can't wait to see what more we can achieve together.

#### What else will we see from Premier in 2022?

One of our most exciting plans is enhancing Core's functionality with Golf.

Designed for hotels and resorts with golf courses, Golf integrates with Core to promote online bookings, manage tee sheets, control memberships and take pro-shop sales with our new, fully configurable Electronic Point of Sale system.

The software is currently at the pilot stage, with a full launch planned for later this year. This has been an eagerly anticipated launch for us and we look forward to being back on-site with operators to share what we've been working on.

#### Are you back to face-to-face meetings?

Our account managers have been itching to meet up with their customers again. They thrive on ensuring operators get the most out of their

PHOTO: PREMIER SOFTWARE



Amanda Winwood, MD, Made for Life Organics and corporate manager Laura Meeson

purchase. That is why we were so thrilled to restart our Core Forums in March this year.

It was wonderful to welcome our valued clients to Premier's head office to share Core's new features, integrations and communicate upcoming improvements - with instant feedback. We're already planning our next Forum in July and our attendance at industry shows.

#### Where should we look out for you this year?

We were pleased to sponsor the UKSA Spring Networking event and Spa Life UK.

Naturally, we look forward to regrouping at SpaFest in September to see how our initiative has progressed. ●

More: [www.premiersoftware.uk](http://www.premiersoftware.uk)

# TRUE PICTURE

Your software can enable  
the gathering of customer  
insights to guide your product  
development and grow profits,  
as Karen Maxwell reports

**C**apturing feedback immediately after a spa experience helps operators adapt or improve services to encourage repeat visits and word-of-mouth marketing.

We ask software suppliers how their spa operator clients monitor customer satisfaction levels, what triggers the different stages of the feedback process and how software can be tailored to fit business needs.

## Matt Lerner

MINDBODY



Matt Lerner

Feedback uses NPS  
methodology and  
can be filtered by  
date, score range,  
staff member and  
whether the review  
is published

Mindbody offers a valuable 'feedback and reviews' module that can be easily accessed through the software's marketing suite. This feedback uses Net Promoter Score (NPS) methodology and the generated report gives an NPS score, which can be filtered by date, score range (promoters, passives, or detractors), with or without comments, services provided, staff member, or whether the review is published.

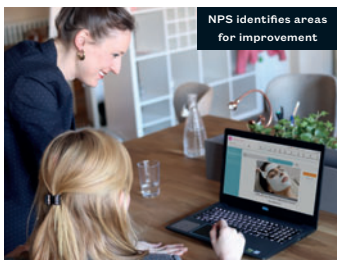
The NPS and comments from customers allow spa operators to identify areas of improvement to

continuously enhance the customer experience.

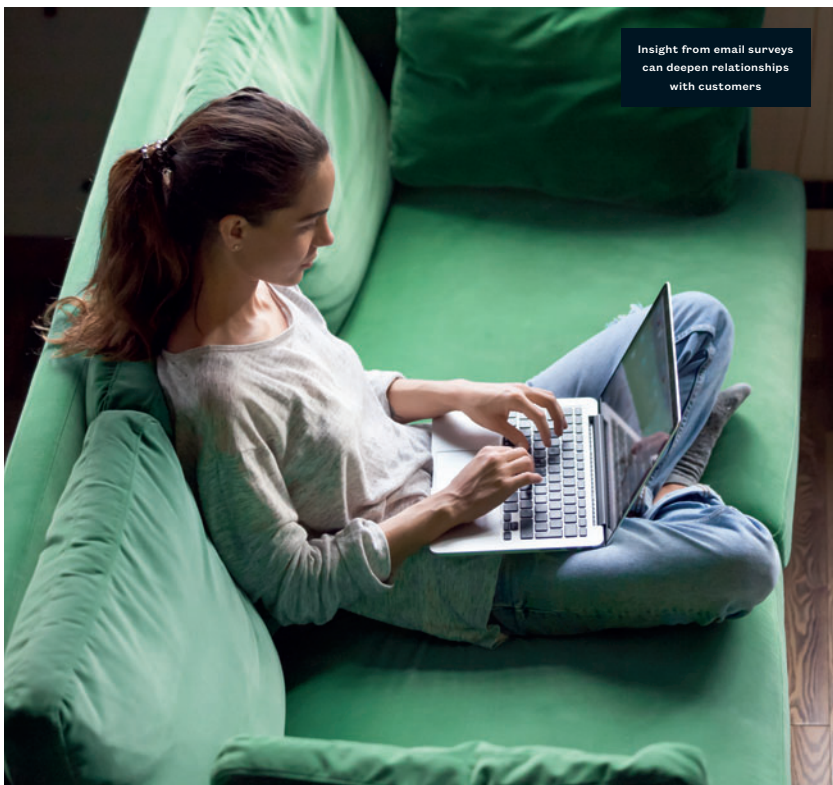
After a customer visits a location, they receive a text and/or email asking them to provide feedback within 24 hours of their visit. The software is highly customisable, so each business can decide how

frequently to send out the survey, choose text and/or email and configure the colors of their widget.

Customers can also be asked to post on social media and the system will allow them to opt-in to auto publishing to their website.



Insight from email surveys  
can deepen relationships  
with customers



SHUTTERSTOCK/ALAMY



PHOTO: SHUTTERSTOCK

Sal Capizzi

## Sal Capizzi

BOOK4TIME

Many of our clients use our software to collect helpful insights to help enhance departmental experiences, treatment menus and services.

The system will automatically know when a guest is ready to be sent a thank you note and survey, as this is triggered automatically after a workflow event, such as a guest or group checking out.

Although some clients aren't comfortable expressing personal feedback, these surveys can be completed by clients in their own time and can prompt the sharing

of deeper insight that may have not been expressed in person. Our 'schedule task' feature also allows a repeat of a survey to be sent out within an allotted time frame.

This feedback can be linked to deliver an overall customer satisfaction NPS - with those giving a score of nine or 10 being 'promoters' and seven or eight being 'passive'.

With passive clients, a slight facility or experience adjustment can convert them into a promoter. For example, using feedback from our surveys, one of our clients was alerted that their women's facility was frequently out of complementary products, which resulted in additional products being put out for use during peak times. ▶

Surveys can be  
completed by clients  
in their own time –  
offering deeper insights  
that may have not been  
expressed in person

## Sudheer Koneru

ZENOTI

With our software, spas and wellness facilities can invite customers to leave a star rating and their comments, related to their overall experience, via an automated SMS message, an email, or a Customer Mobile App prompt.

If feedback is negative, the relevant staff member is automatically alerted so they can promptly remedy the situation. If feedback is positive, the guest has options to share their experience online (Google, Yelp, etc.).

Zenoti maps customer feedback to specific



Sudheer Koneru

**If feedback is negative, the relevant staff member is automatically alerted so they can promptly remedy the situation**

PHOTO: SHUTTERSTOCK/ARTURMILAZ

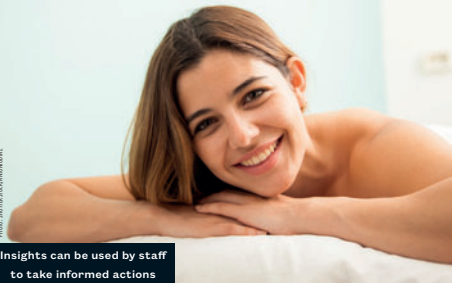
**Insights can be used by staff to take informed actions**

providers, services, and feedback tags, so businesses can easily monitor problem areas.

Dashboards track customer feedback and personas, creating insights that spa staff can use to take informed actions. Individual centres within the brand can also learn from one another's feedback.

For example, Gene Juarez Salons & Spas monitored feedback to meet customers' expectations when they reopened after lockdown.

They reported that knowing what clients thought was important and it was great to share positive feedback with the team as they worked with the new changes.



## Charity Hudnall

VAGARO

Vagaro software allows customers to leave written reviews detailing their experience, as well as a system where customers rate their experience from one to five stars.

An overall star rating with the cumulative sum of all customer reviews can be accessed via operators' Vagaro portal.

Only verified reviews are allowed on Vagaro. This means customers are only able to leave a rating and a written review for a business after they've paid for a service. Once the checkout process is complete, the customer receives a prompt in the app to give feedback.



Charity Hudnall

**When clients complete the survey, their feedback will be saved to their customer profile for later reference**

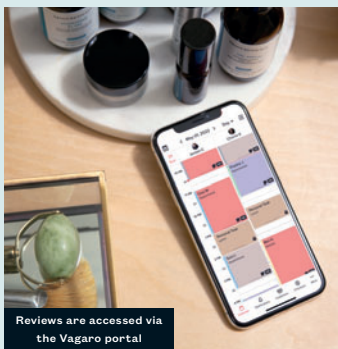
CHARITY HUDNALL

Businesses can also use our form-builder, paired with built-in email marketing to automatically send out post-visit surveys. Completed survey details are saved to clients' profiles for later reference.

Vagaro can also be tailored to different scenarios based on the type of offering and these come with our verified review functionality.

When spa professionals respond to verified

reviews - whether good or bad - potential customers scouting for a spa experience see those responses and determine what their own experience could be like, informing buying decisions. ●



**Reviews are accessed via the Vagaro portal**

CHARITY HUDNALL





**15,000 Businesses.**  
**50+ Countries.**  
**One Trusted Solution.**



**Zenoti makes your life easier and your spa more successful.**



Elevating your  
guest experience



Growing your  
revenue



Increasing your  
employee retention



Simplifying your  
operations

"Zenoti has been a fantastic enabler for our business,  
I couldn't recommend Zenoti more highly."

**Bridget Healy, Co-founder & COO | EverySkir**



"The (FaceGym) trainers who work with Zenoti are happy at the  
end of the day to see the commission they've earned. It's very  
powerful to drive the motivation of our staff."

**Zoe Withers, CFO**

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Zenoti maps customer feedback to specific



Sudheer Koneru

**If feedback is negative, the relevant staff member is automatically alerted so they can promptly remedy the situation**

PHOTO: SHUTTERSTOCK/ARTURMILAZ

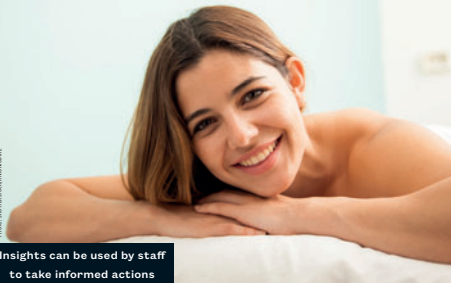
**Insights can be used by staff to take informed actions**

providers, services, and feedback tags, so businesses can easily monitor problem areas.

Dashboards track customer feedback and personas, creating insights that spa staff can use to take informed actions. Individual centres within the brand can also learn from one another's feedback.

For example, Gene Juarez Salons & Spas monitored feedback to meet customers' expectations when they reopened after lockdown.

They reported that knowing what clients thought was important and it was great to share positive feedback with the team as they worked with the new changes.



## Charity Hudnall

VAGARO

Vagaro software allows customers to leave written reviews detailing their experience, as well as a system where customers rate their experience from one to five stars.

An overall star rating with the cumulative sum of all customer reviews can be accessed via operators' Vagaro portal.

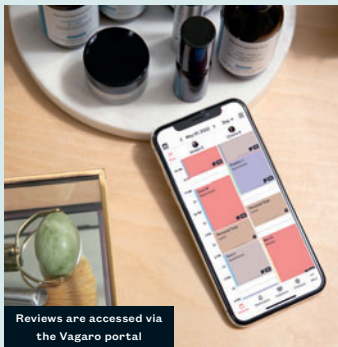
Only verified reviews are allowed on Vagaro. This means customers are only able to leave a rating and a written review for a business after they've paid for a service. Once the checkout process is complete, the customer receives a prompt in the app to give feedback.



Charity Hudnall

**When clients complete the survey, their feedback will be saved to their customer profile for later reference**

PHOTO: VAGARO



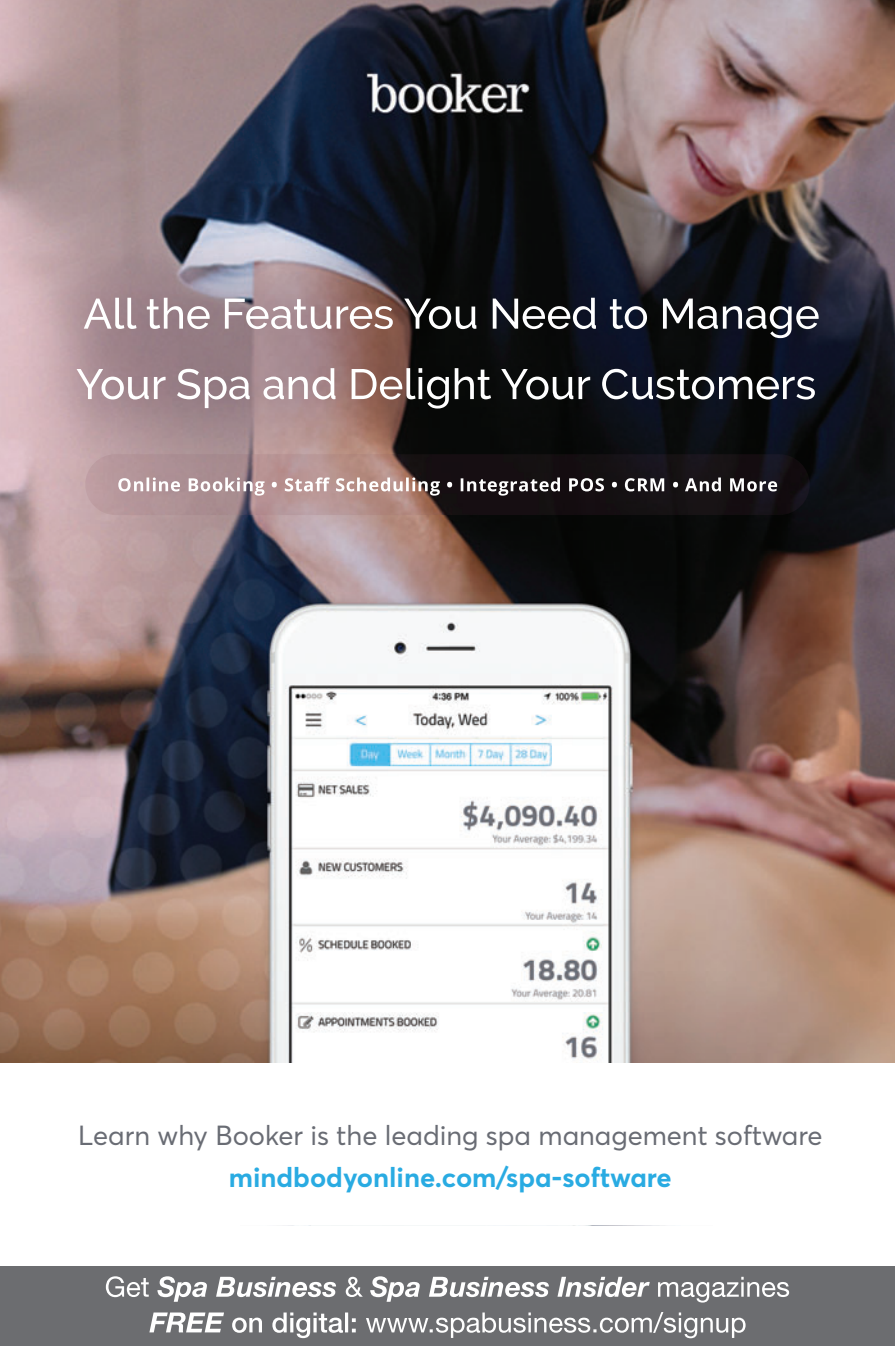
**Reviews are accessed via the Vagaro portal**

Businesses can also use our form-builder, paired with built-in email marketing to automatically send out post-visit surveys. Completed survey details are saved to clients' profiles for later reference.

Vagaro can also be tailored to different scenarios based on the type of offering and these come with our verified review functionality.

When spa professionals respond to verified

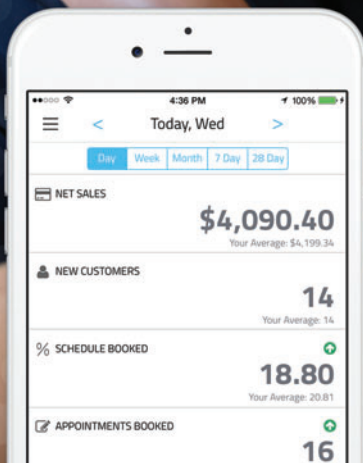
reviews - whether good or bad - potential customers scouting for a spa experience see those responses and determine what their own experience could be like, informing buying decisions. ●



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This year has seen a significant bounceback from the pandemic

**The ISPA Research Library includes thousands of pages of research reports**

## DATA INSIGHT

ISPA supports its members with robust research to help them develop strategic plans and attract their target market

In a constantly evolving industry, it's vital to keep an accurate account of the pulse of consumers and their habits. When it comes to operational initiatives and business strategies, spa and resource partner professionals need hard data to inform and support their most critical decisions. For this reason, the International SPA Association (ISPA) equips its spa and resource partner members with robust research reports in partnership with renowned research organisation PricewaterhouseCoopers (PwC).

### Consumer snapshot

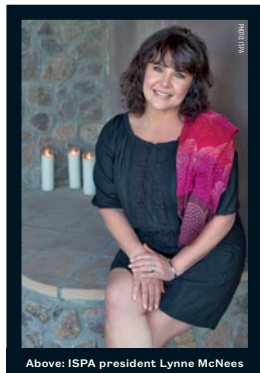
ISPA recently released the 11th edition of the *ISPA Consumer Snapshot*, detailing the evolution of consumer attitudes and behaviours over the last two years, as the COVID-19 pandemic made its effects felt around the world. The ISPA Foundation commissioned

the study to discover how those attitudes and behaviours may have shifted among spa-goers and non-spa-goers in that time, in order to supply ISPA members with an accurate picture of their target consumers.

In addition to the *Consumer Snapshot*, the *2022 ISPA US Spa Industry Study* will be released to all ISPA members in July. This year's *Industry Study* indicates a significant bounce back from the depths of the pandemic in 2020. Particularly encouraging is the overall revenue growth, substantial increase in spa visits and a hopeful rise in revenue per visit.

### Monthly surveys

ISPA members enjoy exclusive access to all research studies conducted by the association, including monthly Snapshot Surveys that focus on various timely and pertinent topics.



Above: ISPA president Lynne McNees

The ISPA Research Library includes thousands of pages of research reports that can be used to assist members at every turn as they seek to navigate the ever-changing landscape of spa and wellness. ●

### ISPA membership

To learn more about ISPA's research efforts, the ISPA Foundation and membership options, visit [www.experienceispa.com](http://www.experienceispa.com) and become a member to tap into the wealth of research reports available immediately upon joining.



# REDUCE *that* laundry MOUNTAIN

*Spa Business* investigates initiatives from linen suppliers  
that enable operators to embrace sustainability

**B**ehaving in a more environmentally conscious way is no longer just a nice 'extra'. Sustainability needs to be part of every spa's DNA, as consumers are increasingly seeking out businesses that demonstrate they're taking steps to become more sustainable.

The World Meteorological Organisation reports record increases in sea-levels, ocean heat and greenhouse gases, while the *State of the Global Climate in 2021* report – described by the UN as 'a dismal litany of humanity's failure to tackle climate disruption' – shows we're ever closer to catastrophe.

As a sector dedicated to wellness and longevity, spas should be leading the way in offering a solution and embedding sustainability into every part of their offer. The problem may be huge, but small changes make a difference and the sustainability of towels and linens – in themselves a significant cost centre – are a valid place to start.

Consider the mountain of towels, robes and linens that go through the wash each week in your spa – after salaries, laundry costs can be the biggest running expense.

We ask linen suppliers to share the eco-innovations that could help you make a genuine sustainability impact while also saving on your costs.



Beltrami Linens are made from sustainable yarn sourced from birch wood

“Our range of sheets and towels is made from birch wood yarn sourced from certified forests in Northern Europe”

### Cinzia Imberti Beltrami

CEO, BELTRAMI LINEN

In the last three years we've noticed a steady increase in the sale of our birch wood products, which we believe is an important sign for a better future.

Our Autentica Fibra di Legno Beltrami range of sheets and towels is made from innovative Fibra di Legno yarn, obtained from birch wood sourced from certified forests in Northern Europe.

A sustainable and environmentally friendly process, Autentica Fibra di Legno Beltrami melds nature and technology to create sustainably luxurious linens.

[www.beltrami.it](http://www.beltrami.it)



The Autentica Fibra di Legno Beltrami is a range of luxurious spa-grade linens



*RKF Luxury Linen created beautiful high-end linen for the Valmont Spa of the Chateau de Versailles that reflects the splendor of the place. The luxurious fabrics offer a real cocoon of softness during the different treatments.*



*Photo credit: Renée Kemps*



[www.rkf.fr](http://www.rkf.fr)



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## SUSTAINABILITY

The 300gsm luxury towels are quick drying

### ► Gilad Lang

VICE PRESIDENT, THE MADISON COLLECTION

In the past 12 months, due to raw cotton shortages, there's been pressure to mix plastic, synthetic or microfibres with cotton to make robes and towels, but we've resisted this trend. Our green manufacturing practices pre-date much of the 'green bandwagon' and we remain committed to never using microfibres or any other synthetic/plastic blend.

Microfibres are the single most detrimental thing for our environment – machine washing just one garment can flush 1,900 particles into our water supply. In the last 12 months alone, we've prevented millions of microplastics from entering our waters.

Our luxurious Bordado and Tuxedo towel collections require 40 per cent less water and electricity to launder and as they're highly absorbent and quick-drying (at 300gsm), spas also report their guests use up to 50 per cent fewer towels.

We're currently working on creating them at 270 gsm with laundering innovations to make further strides in new eco luxury terry.

[www.themadisoncollection.com](http://www.themadisoncollection.com)



Gilad Lang

**"Microfibres are the most detrimental thing for our environment – machine washing one garment can flush 1,900 particles into the water supply"**

### Jon Balladon

SALES DIRECTOR, HARTDEAN

Hartdean has always manufactured products with the aim of reducing energy consumption and reducing carbon emission.

The goal remains to offer customers a choice between traditional textiles or a better, greener solution that has added benefits, far beyond a traditional robe or towel. Each of our ranges offers unique and specific energy and water saving properties, that a 100 per cent cotton woven towel or robe cannot.

Our EcoKnit Spa range is snag-free which saves, on average, 60 per cent energy consumption, while being more durable and long-lasting.

[www.hartdean.com](http://www.hartdean.com)

PHOTO: HARTDEAN



The EcoKnit range is snag-free to extend its lifespan



Jon Balladon

**"Each of our ranges offers energy and water saving properties that 100% cotton cannot"**

## SUSTAINABILITY

### ► Mia Richardson

FOUNDER, COMPHY

We consider environmental kindness an essential component of what it means to live truly well. For that reason, since our inception in 2003, we've made minimising our carbon footprint and leaving behind a healthier planet a priority.

We're a certified Sustainable Furnishings Council member, pledging to take immediate steps to minimise carbon emissions, waste stream pollutants and un-recyclable content.

Comphy is committed to removing plastic from all its retail packaging this year. Additionally, we've removed all vinyl packaging, we're recycling all vinyl and cardboard that comes with our products and we are using the scraps from our sheeting to create reusable bags for retail.

We use microfibre, an alternative to cotton, hemp and bamboo, because

commercially grown cotton uses millions of tons of water and 20 per cent of the world's pesticides to produce. Microfibre represents the majority of the world's fabric usage, but uses only one per cent of fossil fuel demand.

A true sustainability test is how much water is used in the making and care of linens. One acre of cotton requires 25,000 tons of water, whereas the same amount of Comphy microfibre requires just four tons.

[www.comphy.com](http://www.comphy.com)

Microfibre  
production uses  
far less water



Mia Richardson

"Growing an acre of cotton requires 25,000 tons of water – production of the same amount of the microfibre requires just four"

### Guniz Alkan

PRESIDENT AND CO-OWNER  
A LA TURCA

Our Pestemal towels make a tangible environmental impact. Made from traditional thin woven cloth, used for centuries in Turkish baths, when used in place of terry cloth towels in spas the energy saving impact is considerable.

Considering the average commercial washing machine can launder 8kg of terry towels per cycle (around 11 towels), this load equates to 22 Pestemal towels in comparison. As the same washing machine uses approximately 35,000 gallons of water and 910 kWh electricity per year – the savings are obvious.

The drying time for Pestemal towels provides yet further savings. An average commercial



Guniz Alkan

"A commercial dryer takes 30 minutes to dry 8kg of terry towels. The same weight of Pestemals takes 10-12 minutes"

dryer takes about 30 minutes to dry 8kg of terry towels. The same weight of Pestemals takes just 10-12 minutes to dry.

It is hard to dispute the benefits of switching.

[www.alaturcatextiles.com](http://www.alaturcatextiles.com)



In the light of rising energy costs, Pestemal can create savings for spas

# BC SoftWear

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BC Softwear offers sustainable solutions to the problem of excess wastage

PHOTO: BC SOFTWEAR

## ► Barbara Cooke

CEO AND FOUNDER  
BC SOFTWEAR

Our team has noticed a shift towards spas seeking more sustainable options in the last year, with increased requests for environmentally-friendly ways to meet towelling needs that don't compromise on quality.

The International Tourism Partnership states the hospitality sector must reduce its carbon footprint by 90 per cent before 2050 to keep global warming below the two-degree threshold enshrined in the Paris Agreement. With energy saving high on the agenda, BC SoftWear's SmartSoft range of eco-friendly towels is a sustainable option for busy spas managing a high turnover of clients.

This range includes SupremeSoft robes and spa linens, which require 70 per cent less energy to launder when compared with a traditional towel, as well as needing 10 per cent less water and 31 per cent

less drying time, while SmartKnit towels and are made using knitted technology, rather than traditional weave, which means they're snag-free, aiding longevity.

BC SoftWear considers the environmental impact of everything; from factory operations to plastic-free packaging. Coir spa slippers are biodegradable and a popular choice, and the company has moved to using paper wraps and cornstarch for packaging, saving 50 tonnes of single-use plastic a year. The factory is powered by solar panels, while its water treatment plant reuses waste water.

The company works with Reskinned – a specialist in recycling end-of-life textiles and footwear that turns textiles, such as towels that are no longer fit for purpose, into recycled yarn, which is then used in other textiles. We're now working to introduce each of our hotel partners to this recycling option including flip flops and slippers. It's our way of supporting the circular economy,

[www.bcsoftwear.co.uk](http://www.bcsoftwear.co.uk)



PHOTO: BC SOFTWEAR

Barbara Cooke

**“The International Tourism Partnership says the sector must reduce its carbon footprint by 90% before 2050”**





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## SUSTAINABILITY

### ► Robert Cooper

MANAGING DIRECTOR,  
SCRUMMI SPA

Our products were created sustainably 13 years ago. However, we realised there was too much single-use plastic in some of our packaging, so we've removed it from 80 per cent of our products and have a target to be 100 per cent plastic free by 2023.

By using Scrummi single-use products within treatments, spas reduce their towel laundry by up to 90 per cent, with no loss of comfort or luxury.

Our single-use towels biodegrade in 12 weeks and are fully compostable. The energy used in the entire lifecycle of a Scrummi spa towel, including its manufacture, is less than the energy used by machine washing a single cotton towel once.

Our customers report clients also love the enhanced hygiene

Operators can  
improve their  
carbon footprint



PHOTO: SCUMMI SPA



Robert Cooper

“Our single-use towels  
biodegrade within  
12 weeks and are  
fully compostable”

and reassurance that their towel has never touched another person. And for every cotton towel replaced with a Scrummi, spas save up to 90 per cent on contaminated waste water and electricity from the laundry process. We're now also working to set up a composting network for our clients.

[www.scrummispa.com](http://www.scrummispa.com)

### Sam Landsman

PRESIDENT  
MAJESTIC INTERNATIONAL

Incredibly luxurious, Majestic's EarthRight collection is made of 100 per cent organic, long-staple cotton. It requires 10-20 per cent less drying time and saves about 30 per cent in water consumption.

In addition, we offer a fully biodegradable and compostable slipper that's 100 per cent cotton terry upper, with a jute and plant-based sole so it can go into the compost bin.

This is so important, as spas go through thousands of slippers a month and the innersoles are filling our landfills.

We're looking into packaging alternatives that still protect linens, while being sustainable and have found a bag made from



Sam Landsman

“Majestic's EarthRight  
collection requires  
10-20% less drying time  
and saves about 30% in  
water consumption”

corn-starch that we're testing. In the interim, for our robes, we've converted to a half plastic front bag with a mesh back that can be re-purposed as a laundry bag or a catch-all for the consumer.

[www.majesticinternational.com](http://www.majesticinternational.com)

Majestic supplies  
organic towels and  
compostable slippers



PHOTO: MAJESTIC INTERNATIONAL



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# Product innovation

Spa and wellness industry suppliers tell us about their latest product, treatment and equipment launches

The library caters to a range of spa environments

## Freddie Moross launches myndstream's music portal

Wellness music company myndstream has unveiled a subscription-based music service in partnership with global spa products wholesaler Universal Companies, called myndstreamspa.com.

The platform has been developed as an affordable streaming portal for the spa and wellness industry, encompassing a library of purpose-built spa music with frequencies, tonalities and tempos that research shows can have a direct effect on relaxation and mood.

"We aim to provide our music services and portal to all spas across the US, eventually expanding across the globe," explains Freddie Moross, head of marketing.

"Our portal eliminates the risk many spas and therapists unwittingly take by using their personal playlists – which can result in fines for copyright violation."

The music service is offered at a discounted monthly price to spas, particularly for early adopters willing to provide feedback.



FREDDIE MOROSS

“Our portal eliminates the risk many spas unwittingly take by using personal playlists

spa-kit.net keyword: myndstream



PHOTO: OPENSEED

OpenSeed pods can play an important role in facilitating meditation

## Deepak Chopra and OpenSeed create private meditation pods

OpenSeed has partnered with Deepak Chopra – physician, author and wellness expert – and Yves Behar, CEO of fuseproject design studio, to launch meditation pods for personal wellness practices in the spa environment, workplace or private residences.

The Iris pod, priced at US\$16,000 (€15,200, £12,900) is made with sustainable materials and integrates sound, guided meditations, aromatherapy

and specially-designed lighting. It will launch in Q1 of 2023.

“OpenSeed pods can play an important role in facilitating meditation,” said Chopra, “they offer a unique environment which integrates industrial design, technology and content that helps ease stress and expand self-awareness.”

A research study, supervised by neurosurgeon Dr Michihito Sugawara, showed that meditating in the pods increases

the practice's effectiveness because the isolated and controlled environment has great potential to quickly quiet the mind, reduce stress and enhance performance. Further studies will focus on the effect of designed micro-environments that include content by Chopra and leading sound designers, therapists and meditation teachers.

spa-kit.net keywords:  
OpenSeed

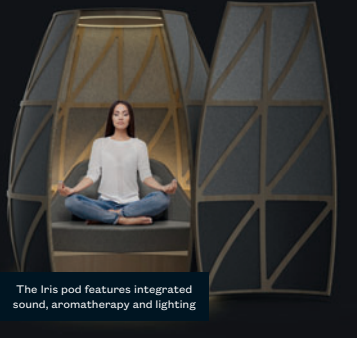


PHOTO: OPENSEED

## The RLX Satori Wellness Lounger enables the next level of touchless treatments, says Sammy Gharieni

Featuring the latest in vibroacoustics, Gharieni's new RLX Satori Wellness Lounger has been designed to offer spa clients touchless, mind/body wellness benefits. The experience is underpinned by the combination of full-body vibration, healing binaural beats music and a voice-guided programme.

Recommended for medical spas, health, therapeutic and rehabilitation environments, Satori is claimed to provide full-body relaxation, together with brain stimulation that promotes mental and physical wellbeing through an enjoyable experience – without the need for a dedicated therapist or treatment room.

“The Satori Wellness Lounger is the result of an emerging consumer demand for targeted

vibroacoustic therapies, and the associated programmes provide an incredible variety of choices,” says Gharieni CEO Sammy Gharieni.

“From guided meditation, stress and anxiety relief, to support for desired behavioural changes, Satori's authentic zero-gravity body placement is a versatile and powerful addition to any environment.”

spa-kit.net keyword:  
Gharieni

Satori's authentic zero-gravity body placement is a versatile and powerful addition to any spa environment

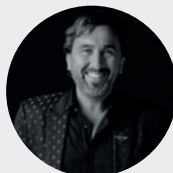


PHOTO: GHARIENI

The Satori provides total body and mind relaxation



PHOTO: GHARIENI

## Comfort Zone has reformulated its sunscreens to prevent them damaging the oceans

Comfort Zone's R&D laboratory has reformulated its Sun Soul range of sunscreens to ensure it's at the forefront of effective anti-ageing sun care, while also being sustainable.

High-performance Sun Soul products boost the skin's natural defences before, during and after sun exposure, preventing sunburn, ageing and age spots.

With natural, high-tech ingredients and a formula that combines UVA and UVB filters to provide protection, the filters have also been proven safe for ocean environments\*.

### Sustainable sun care

Comfort Zone scientist, Cecilia Ranieri, says consumers are more aware of the need to use sunscreen daily to protect their skin, however, it's also important to help them to make a responsible choice that doesn't affect the oceans.

"Recent studies on the impact of skincare products on coral reefs have revealed that sunscreens containing oxybenzone and octinoxate can damage aquatic ecosystems," Ranieri explains.

"For this reason, we've reformulated our Sun Soul line to ensure our formulas contain up to 98 per cent biodegradable ingredients that are safe for the aquatic environment."\*\*



PHOTO: COMFORT ZONE

**Our filters are proven safe for ocean environments\***

Cecilia Ranieri, scientist, Comfort Zone

### Photoageing protection

Comfort Zone's R&D team has ensured products are free from oxybenzone, octocrylene and octinoxate, while also being enriched with anti-ageing DNA-Defense Peptide to support the skin's self-repair and provide antioxidant protection.

Ranieri says: "UVA rays are present all year round. Even on cloudy days, they can penetrate deep into the skin, causing premature ageing.

"UVB rays are blocked by clouds, however, they can still cause sunburn. Our eco, water-resistant UV filters have been proven to shield the skin, while having a minimal impact on the ocean.



PHOTO: COMFORT ZONE

Sun Soul supports skin repair

"The use of microcellulosa from spruce trees has also made it possible to replace synthetic texture components, such as acrylates, to ensure a pleasant, fast-absorbing silkening application," she says.

### Eco friendly packaging

The same attention to sustainability has been paid to production, which is 100 per cent carbon offset.

Packaging is made using recycled and bio-based plastic from sugar cane, while the entire 'Made in Italy' process takes place at the Comfort Zone Village in Parma, the company's carbon-neutral headquarters, which uses only renewable energy in its operations.

The Sun Soul line is certified plastic neutral by Plastic Bank, a social enterprise that builds recycling ecosystems in under-developed communities to fight ocean plastic pollution.

For every product sold, the same amount of plastic is collected from coastal areas in the Philippines, Brazil and Indonesia, with this waste exchanged for secure income and life-improving benefits for the local community.

References: \*Independent study on a representative sample of sea water organisms. \*\*Ingredients not classified as hazardous to the aquatic environment, biodegradable, including water in formula.

➔ [spa-kit.net](https://spa-kit.net) keyword: Comfort Zone



PHOTO: COMFORT ZONE

Products contain up to 96.5 per cent natural ingredients

## Hüseyin Arslan: Lion Stone Art adds value to wellness environments

Lion Stone Art is producing luxury, natural stone design pieces to create aesthetic spaces in spas, wellness facilities, gyms, hotels and private residences.

Based in Turkey, the group works with a range of marble and precious stones varying in colour, depth and texture. Its core remit includes crafting 3D feature walls, hybrid marble furniture, stairs, abstract sculptures and waterjet applications to enhance properties' overall design and atmosphere.

Lion Stone Art also collaborates closely with clients to design and manufacture bespoke products. Hüseyin Arslan, Lion Stone Art GM and architect, says: "Marble is a unique work of art that takes millions of years to form. It's



PHOTO: LION STONE ART

been used as an indispensable building material by human beings for centuries due to its elegance, beauty and durability.

"We process, design and add value to our customers' spaces by reflecting the beauty of nature in our art."

spa-kit.net keywords:  
Lion Stone Art



PHOTO: LION STONE ART

Lion Stone Art collaborates closely with clients to design bespoke pieces

“We process, design and add value to spaces by reflecting the beauty of nature in our art”



PHOTO: TECHNOALPIN

“The configurator was developed to stimulate what a SnowRoom looks like



PHOTO: TECHNOALPIN

The configurator allows clients to explore design finishes

## Customise a bespoke SnowRoom with TechnoAlpin's design simulator, says Sara Brenninger

Italian SnowRoom specialist TechnoAlpin has developed an interactive tool to help clients virtually simulate and design their own SnowRoom, before committing to buying.

The configurator allows clients to get to grips with the product and explore a range of styles and design options.

Users begin by choosing their desired SnowRoom size and can then customise it with different wall covering textures, a selection of motifs, floor and ceiling designs, door positioning and a variety of accessories.

"The configurator was developed out of the need for a better online presence

during the pandemic, as our sellers couldn't show potential clients a SnowRoom, as well as the recent demand for hyper-personalisation," says Sara Brenninger, product manager at TechnoAlpin.

spa-kit.net keywords:  
TechnoAlpin

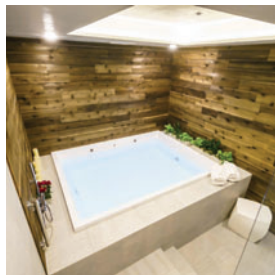
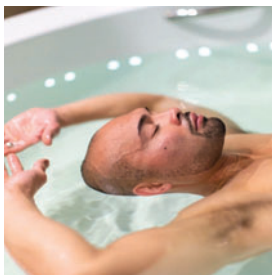




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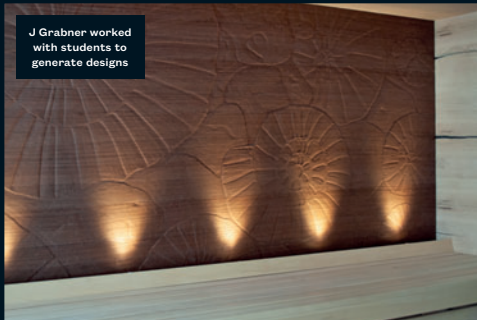
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PHOTO: LUDWIG

“The natural designs create a calming atmosphere and offers a unique aesthetic feature

J Grabner worked with students to generate designs



© SHUTTERSTOCK/STEFAN

## Mother Nature inspires J Grabner's new embossed sauna panelling, says Christian Baumberger

Intricate textures found in nature have inspired J Grabner's new 3D embossed Saunaboard Arte range.

The company is producing the wooden boards in four types of wood and in three different designs, including Ammonite, which depicts the traditional spiral structure of prehistoric fossils, as well as a coral-reef-inspired finish – called Coral. A third Timber design

mirrors the natural look of end-grain wood slices.

“We already offer four types of embossing, so we needed some bold new motifs,” says Christian Baumberger, head of sales at Saunaboard. “Since we work in wellness, we wanted natural designs to create a calming atmosphere, while also offering a unique aesthetic feature.”

J Grabner worked with students to generate ideas

for the nature-inspired sauna boards. Produced in Austria, all Saunaboard collections have high-level technical characteristics and are water- and heat-resistant, formaldehyde-free and have been temperature-tested up to 90°C. In addition, the panel's smooth surface makes the boards easy to clean.

spa-kit.net keyword:  
J Grabner

## Paul Ravnbo-West unveils rain shower inspired by Swedish massage

Kelda Showers has developed the BubbleSpa – an experience shower that creates a cascade of bubble rain to offer a bathing experience promoting holistic wellbeing.

The sensation of the bursting bubbles is designed to simulate the rhythmic fingertip tapping synonymous with traditional Swedish massage. “BubbleSpa is a manifestation of our vision to create the world's most desirable shower,” says Paul Ravnbo-West, marketing director at Kelda.

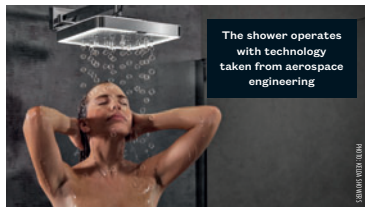
Each shower features a digital fan and microprocessor

that controls the delivery of water and air to 16 nozzles.

The overhead shower is equipped with an LED EdgeLight to illuminate each bubble and, upon bursting, the bubbles make a gentle popping sound.

Kelda works with air-powered technology to create high-efficiency showers that reduce energy and water consumption, thereby lowering running costs and carbon emissions, while creating new experiences.

spa-kit.net keywords:  
Kelda Showers



The shower operates with technology taken from aerospace engineering

PHOTO: KJELLER SPAIN



PHOTO: KJELLER SPAIN

“It's a manifestation of our vision to create the world's most desirable shower

## Noel Asmar develops biodegradable spa uniform fabric

Noel Asmar Uniforms has developed a new line of eco-friendly fabric for spa uniforms called EcoSignature.

The material – made from biodegradable polyester and spandex (to be replaced with biodegradable spandex once available) – is claimed to ensure durability and only begins to break down when disposed of.

EcoSignature has been third-party tested and received an environmental compatibility certificate ensuring that no harmful substances are released as it degrades in soil.

“Transitioning to a material that safely degrades at the end of life was the biggest opportunity for impact,” says CEO and founder, Noel Asmar. “We had to make it as easy as possible for our customers



PHOTO: NOEL ASMAR UNIFORMS

without compromising on quality, colour or garment longevity, and also avoiding increased costs.”

Hitting shelves later this quarter, the EcoSignature will replace the brand's current Signature fabric, used to make a variety of clothing for both men and women in an extensive size range.

 **spa-kit.net keyword:**  
Noel Asmar Uniforms



SARAH HARRIS/STYLING: EMILY LUDMAN

The EcoSignature fabric will replace the brand's current Signature fabric

“A material that safely degrades at the end of life offers the biggest opportunity for impact”

## Mathilde Gédouin-Lagarde: Phytomer's Oligo 6 is 'like the sea in a bottle'



The formula is packed with trace elements, marine prebiotics and vitamins

PHOTO: PHYTOMER



PHOTO: PHYTOMER

“We want to offer everyone the chance to find skin, body and mental wellbeing


Oligo 6 is Phytomer's first ultra-vitamin marine formula – offering a boost of vitamins, minerals and trace elements, the serum is designed to help re-energise tired skin and promote a healthy radiance for all skin types.

Made from 94 per cent natural ingredients, the serum combines a gel texture with a silky-smooth finish and offers a fresh fragrance that's evocative of the seaside. It contains a blend of minerals, vitamins and trace elements – including Vitamin C – to provide an antioxidant effect that helps

protect the cell and skin tissues against free radicals, while also revitalising the skin's appearance.

Phytomer has completed the Oligo 6 formula with a prebiotic complex containing algae extracts and marine spring water to rebalance skin flora.

“Our new re-energising serum is a tribute to the sea and its fascinating powers,” says Phytomer deputy GM Mathilde Gédouin-Lagarde. “It's like the sea in a bottle.”

 **spa-kit.net keywords:**  
Phytomer

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# Gratitude reduces stress

A recent research study has found that gratitude between team members can improve their performance in high-stress situations

A recent study into the physiological and biological benefits for teams of displays of gratitude has shown they prompt an enhanced cardiovascular response that can lead to increased concentration and confidence, allowing individuals within the team to give their peak performance.

The study, carried out by researchers at the University of California San Diego's Rady School of Management, was based on a sample of 200 university students who spent time with each other but did not have intimate relationships.

The students were paired in teams to replicate workplace colleagues and given six minutes to create a campus bicycle marketing pitch to present to a panel of judges, in a contest inspired by the format of the TV show, *Shark Tank*.

Participants wore electrodes on their neck and torso to enable researchers to measure their physiological responses through electrocardiography and impedance cardiography signals. Their blood pressure was also monitored through an arm cuff.

During the study, some teams were asked to express gratitude to their colleague and their biological responses were compared to those teams that did not thank each other during the task.

Commenting on the study, which is due to be published in the *Journal of Experimental Psychology*, Christopher Oveis, general and associate professor of economics and strategy at the Rady School of Management, and senior author of the study, said: "The experiment was designed to create a highly stressful environment, so we could gauge how gratitude shapes stress response during teamworking.

"When carrying out high-stakes performance tasks, some people rise to the challenge and have an efficient cardiovascular response, known as a challenge response: the heart pumps more blood, the vasculature dilates, blood gets to the periphery, oxygenated blood gets to the brain and cognition fires on all cylinders. Other people, however, have a threat response: the heart pumps less blood, the vasculature constricts, blood flow to the periphery is reduced and performance goes down."

The study found that a single expression of gratitude from a teammate pushed their partner towards adaptive, performance-orientated biological challenge responses. "Gratitude within work environments may be key to managing our stress responses," Oveis said. "We can make our stress responses fuel performance instead of harming it." ●

Experiencing gratitude can  
make our stress responses fuel  
performance instead of harming it

PHOTO: CAST OF THOUSANDS/SHUTTERSTOCK



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