

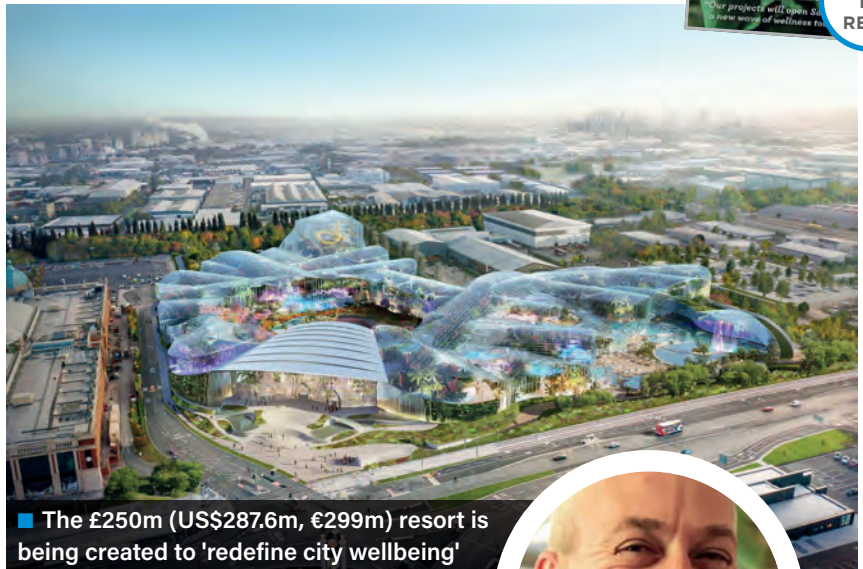


Therme prepping for first UK site

Global developer and wellbeing destination operator Therme Group is one step closer to breaking ground on its flagship UK wellbeing and leisure resort.

Regeneration business Peel L&P has now finished clearing the 28,000sq m former EventCity conference and exhibition centre at its TraffordCity site on Barton Dock Road in preparation for the Therme Manchester development. Set to become the UK's first city-based wellbeing resort, the destination is expected to take two years to build.

Attractions within the 28-acre resort will include an all-season urban beach, expansive thermal pools, a wellbeing spa, immersive digital art, an onsite urban farm, botanical gardens and a waterpark with the world's first living waterslides.



Therme Group

Therme Group UK

■ The £250m (US\$287.6m, €299m) resort is being created to 'redefine city wellbeing'

Richard Land, chief development officer for Therme Group UK, said: "We're delighted to see the demolition works completed. This is a key milestone for us. Manchester is a perfect location for our first UK facility."

MORE >>> http://lei.sr/n5N3y_B



This moment is a key milestone for us

Richard Land



DAN DEMETRIAD

PEOPLE

Cornelia Zicu co-launches new skincare range

Zicu teams up with her son for new venture

p04



PEOPLEHOOD

EXPANSION

SoulCycle founders launch new social wellness club

Peoplehood seeks to address loneliness crisis

p06



RED SEA GLOBAL

PARTNERSHIPS

Clinique La Prairie to open resort at Amaala

New facility to open at vast Saudi giga-project

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Cornelia Zicu launches new organic skincare brand in partnership with her son Hani

Seasoned industry executive Cornelia Zicu has formulated a range of organic and eco-friendly facial masks called Lalele Phytoactive Skincare.

Zicu is best known in the industry as the mastermind behind Fifth Avenue's luxury early-aughts day spa concept, named Cornelia Spa, which offered resort-style wellness facilities in an urban area. She also previously served as a chief creative officer at Elizabeth Arden Red Door Spa.

To realise the sheet mask line, Zicu worked with her son, financier and company founder Hani Zicu.

With her experience in product development and Hani's entrepreneurial expertise, the duo created four proprietary



DAN DEMETRIAD



Seeing my son's vision become a reality has been so rewarding

Cornelia Zicu

beauty formulas that offer solutions to multiple concerns under each major skin type: mature, oily, dry and sensitive.

The product is described as a system since the facial masks – packaged in a boxed set of seven pods – are to be used every day consecutively as a weekly programme.

“Working with my son was a unique experience that took me by surprise and seeing his vision become a reality has been so rewarding,” Ms Zicu told *Spa Business*.

“We'll continue developing natural, fun and experiential skincare that provides instant gratification for our users.”

MORE >>> http://lei.sr/Y5K8N_B



GLOWING FLOW WELLNESS SPECIALISTS



Kintsugi is in the crucial stages leading up to its flagship opening later this year

Patrizia Bortolin

Patrizia Bortolin consulting on UAE women's wellness club concept

UAE wellness brand Kintsugi has appointed consultancy Glowing Flow Wellness Specialists – founded by Patrizia Bortolin and Stefano Battaglia – to assist with its development.

Unveiled in 2022, Kintsugi is a women-only members club concept created to empower women across the globe helping them to heal, grow and embrace who they truly are.

The brand's flagship retreat will open in Abu Dhabi later this year, joining its lifestyle collection and education series.

“Kintsugi is in the crucial stages leading up to its flagship opening later this year,” Bortolin told *Spa Business*.

Glowing Flow is working with the founders to deepen and expand Kintsugi's concept, method and treatments, as well as coaching the brand's executive board and training the on-site team.

“We're also creating a marketing plan that suits both the level of this vision and the opportunity it creates for women around the world.”

MORE >>> http://lei.sr/q8j5y_B



GSTe

Bath provided a great location to decide the next steps in the care and preservation of our common world heritage

Stefan Szirucsek

Stefan Szirucsek unveils plans for GSTE gathering

The Great Spa Towns of Europe association (GSTe) held its second General Assembly in the UK's World Heritage city of Bath on 2 March.

The GSTe is a serial transnational World Heritage Site which was inscribed on the UNESCO World Heritage list in 2021. Bath is the largest of the 11 spa towns and hosted the General Assembly at the Guildhall. The meeting brought together all mayors and site managers from the 11 towns, as well as Chiara Ronchini, who recently took up her new role as GSTe secretary general.

Mayor of Baden bei Wien in Austria and GSTe chair, Stefan Szirucsek, said: "Bath provided a great location to decide the next steps in the care and preservation of our common world heritage."

Alongside the conference, delegates got to take Bath's thermal healing waters, visit its latest prestigious projects, meet the mayor of Bath and experience the Roman Baths at night for a drinks reception.

MORE >>> http://lei.sr/B5U3D_B

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WELLNESS CLUBS

SoulCycle founders launch social wellness club

Elizabeth Cutler and Julie Rice, founders of the cult fitness and lifestyle brand SoulCycle, have announced the launch of their latest venture, Peoplehood.

Focused on community and connection, the basis of Peoplehood is 60-minute guided group conversations – called Gathers – between members where they practise active listening.

Each session is led by a Peoplehood-approved Guide and includes setting an intention, thought-provoking prompts, destressing breathwork and feel-good music to spark self-awareness,

change perspectives and lead to inspiring moments.

These are hosted either virtually or in person at the Peoplehood flagship in New York City.

The concept has been conceived to create a trusted and safe environment for its members to share freely and listen deeply to others.

“In 2023, coming out of the global pandemic, people are feeling lonelier and more isolated than ever,” says Rice.

“With Peoplehood, we hope relationships become prioritised just as much as daily fitness.”

MORE >>> http://lei.sr/N4e7r_B



■ Peoplehood focuses on community

“

We hope relationships become prioritised just as much as daily fitness

Julie Rice

RESEARCH

Physically active teenage girls do better academically

“

Studies have found that inhibitory control is related to better academic achievement

Dominika Pindus

A study from the University of Illinois has found that when teenage girls (age 15-18) take part in more moderate and vigorous physical activity each day they have better attentional control – which can, in turn, positively impact academic outcomes. Those engaging in less physical activity were slower and less accurate than their peers in terms of attentional control.

Dominika Pindus, kinesiology and community health professor at the university, led the study. She said: “Attentional control is an aspect of



■ The study tested girls between 15-18 years old

inhibitory control – we can think of inhibitory control as our ability to control attention when distracted, and our ability to control acting on an impulse,” said Pindus. “Studies have found that inhibitory control is related to better academic achievement.”

MORE >>> http://lei.sr/k4E8E_B

NATURE

Outdoor-centric hotel brand launches

Private investment firm Starwood Capital Group and real estate and hospitality company, Adventurous Journeys Capital Partners (AJ Capital), have unveiled a new outdoor-focused hotel group called Field & Stream Lodge Company.

The new launch is focused on serving the growing market for affordable and authentic wild outdoor experiences following the pandemic.

Barry Sternlicht, chair and CEO of Starwood Capital, said: "Today's consumer has a strong desire to support brands that connect them

SHUTTERSTOCK/DEBBY WONG



This initiative with will provide guests with authentic hospitality experiences

Barry Sternlicht

with the outdoors. This initiative will provide them with authentic hospitality experiences."

Starwood and AJ Capital want to initially create approximately 20 to 25 hotels, first targeting US markets in close proximity to national parks, beaches, mountain and ski towns.

MORE >>> http://lei.sr/S2D4P_B

EVENTS

Feliciano-Chon, Al Kuwari named GWS co-chairs

The Global Wellness Summit (GWS) has appointed Cathy Feliciano-Chon – a brand development and communications specialist with offices in Hong Kong and Shanghai – and Ali Al Kuwari, CEO of Qatar-based developer Msheireb Properties, as co-chairs of its summit in Doha, Qatar, this November.

With its recent hosting of the FIFA World Cup, US\$220bn (£183.3bn €207.2bn) was spent radically reimagining Qatar's infrastructure with 150 new hotels and resorts and new smart, sustainable cities, museums, public beaches and green space, subway systems and sports complexes.



Qatar has become a formidable tourism destination and an exciting cultural hub

Cathy Feliciano-Chon

"It's an honour to co-chair the GWS at such a transformative time in Qatar's history," said Feliciano-Chon. "In a relatively short time, it's become a formidable tourism destination and an exciting cultural hub underpinned by a commitment to sustainable development."

MORE >>> http://lei.sr/m2x2s_B

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INNOVATION

Lake Nona Impact Forum returns

The Lake Nona Impact Forum will see leaders from health, wellbeing, technology and business gather in Florida during 8-10 March 2023.

The annual event brings together hundreds of leaders committed to improving human health on a global scale with a mission of developing and discussing long-term strategies.

The invitation-only event will feature an array of speakers from across the health spectrum and, as in previous years, be hosted at the Lake Nona wellness community in Orlando, Florida.



The forum's north star is to inspire human potential through health innovation

“ Gloria Caulfield

"Since its inception 11 years ago, Lake Nona Impact Forum's North Star is to inspire human potential through health and wellbeing innovation," said event founder Gloria Caulfield.

MORE >>> http://lei.sr/Z8n5d_B

MENTAL HEALTH

Physical activity is 'highly beneficial' for mental health

Physical activity should be a "mainstay approach" for doctors treating patients with depression, anxiety and psychological distress. This is the evidenced-based conclusion published in a recent study from the University of South Australia. The researchers wanted to provide physicians with one body of evidence that amalgamated all previous studies, to prove the link between physical activity and its effective treatment of mental health disorders. Overall, they analysed 97 reviews from eligible studies published from inception to 1 January 2022.



■ 97 reviews were analysed during the study

Physical activity is effective for improving depression and anxiety across a very wide range of populations

"In conclusion, physical activity is effective for improving depression and anxiety across a very wide range of populations," read the study.

"Physical activity should be a mainstay approach in the management of depression, anxiety and psychological distress."

MORE >>> http://lei.sr/6X2S6_B

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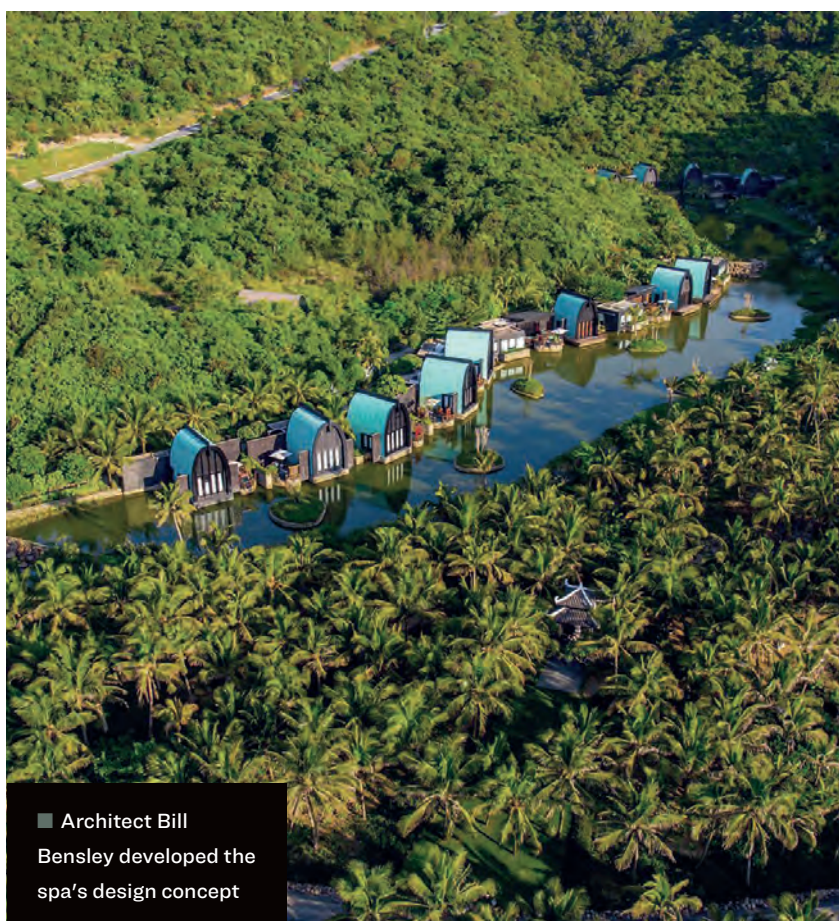


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FREEZING TECHNOLOGY

The sound of healing

Raison d'Etre has masterminded a brand new immersive sound spa concept for InterContinental Danang in Vietnam



■ Architect Bill Bensley developed the spa's design concept

INTERCONTINENTAL DANANG

A new wellness concept exploring the world of sound therapy has launched at the five-star InterContinental Danang Sun Peninsula Resort in Vietnam.

Created for InterContinental Danang in partnership with global wellness consultancy Raison d'Etre, the journey has been crafted to help guests tune their bodies to the exact frequencies and vibrations needed to achieve physical, mental and spiritual wellbeing.

Good vibrations

Mi Sol Spa is named after the tones in the musical scale – do, re, mi, fa, sol, la and ti – each of which has a specific vibration frequency and is claimed to enhance the flow of natural energy around the body. For example, mi – 528 hertz – is said to stimulate love and restore equilibrium, while sol – 741 hertz – is claimed to help detoxify the body.

All treatments and rituals at the spa are inspired by these sounds and use tuning forks to harness these frequencies. These are then blended with ancient wellness healing techniques and modern science to create a multisensory treatment protocol.

"Sound is incredible, as vibrations affect all things and have untold powers, using these as tools can help

Our team was truly inspired by the hotel's original design and natural location



INTERCONTINENTAL DANANG

■ Some treatments and rituals incorporate tuning forks



Sound is incredible, as vibrations affect all things and have untold powers



reset, relax and rejuvenate your life,” said Sri Ambarwati, spa director.

The wellness centre’s team strives to help every traveller to achieve complete relaxation and rejuvenation.

The customer journey

The spa’s multi-sensory experience starts as soon as guests arrive. Nestled in 39 hectares of nature and perched above a natural lagoon in a valley of the Son Tra Peninsula, the wellness facility is designed to feel separated from the outside world.

Architect Bill Bensley of Bensley Design Studios was brought on board to develop an organic spa design concept that invites relaxation. He chose to create eight treatment villas that are based on the tube shape of Quonset huts.

Each is complemented with saunas and steamrooms, hammam beds, whirlpool spas and marble bathtubs.

Striking the right chord

With regards to the spa menu, guests can opt for a series of Signature Mi Sol Spa experiences, bodywork treatments, scrubs, massages or facials, as well as frequency yoga sessions, sleep support therapies and more. Highlights include the Re-Start Ritual, designed to cleanse and heal, as well as Empower Me, to help people visualise and realise their dreams, and Connecting Us – created for couples or families wanting to reconnect.

Anna-Cari Gund, managing director of Raison d’Etre said: “This has been a wonderful concept to work on and our team was truly inspired by the hotel’s original design and natural location.

“We’ve been pleased to use our global wellness knowledge and experience to create something new and exciting which is guaranteed to surpass guests’ expectations and help them achieve a greater level of holistic fulfilment.” ●



RAISON D'ETRE

■ Anna-Cari Gund, managing director of Raison d’Etre



At Amaala, we're creating the most important health and longevity-focused resort ever developed

Simone Gibertoni,
CEO of Clinique La Prairie



CLINIQUE LA PRAIRIE

Partner up

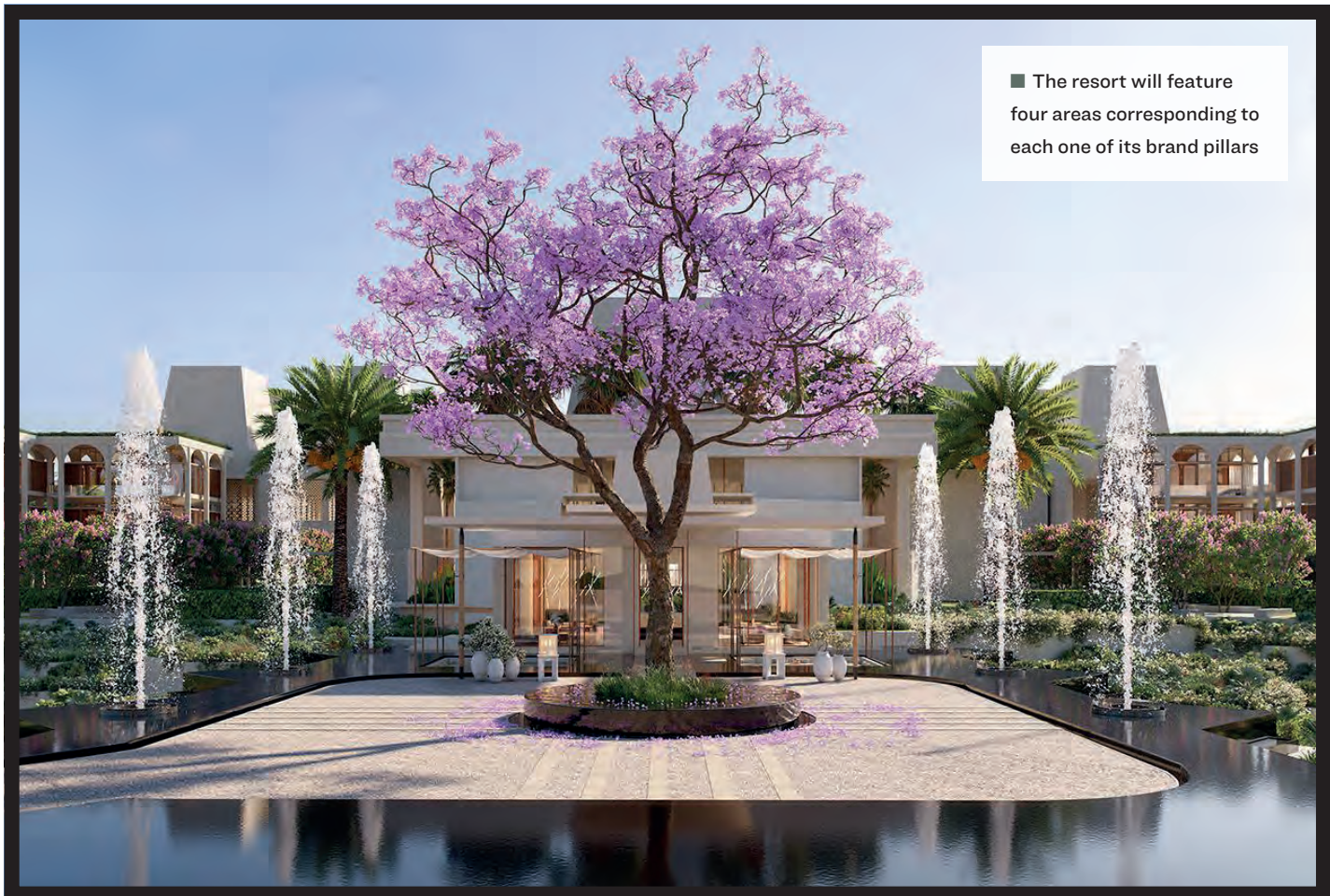
Luxury wellness brand Clinique La Prairie has announced plans to open a wellbeing resort within the Saudi giga-project Amaala



RED SEA GLOBAL

■ A 36,115sq m Clinique La Prairie Health Resort will be brought to life on Saudi Arabia's coastline

Red Sea Global (RSG), the developer behind the ambitious Amaala and The Red Sea regenerative tourism destinations in Saudi Arabia, has partnered with Clinique La Prairie, an established Swiss longevity clinic and wellness brand. The partnership involves the development of a high-end 36,115sq m Clinique La Prairie Health Resort offering 13 villas, as well as 52 rooms and suites. The resort will open as part of the Amaala development which is being brought to life on Saudi Arabia's north-western coastline. Amaala has been billed as the first global integrated family wellness destination and will offer 'curated transformative personal journeys' inspired by arts, wellness and the Red Sea.



■ The resort will feature four areas corresponding to each one of its brand pillars

RED SEA GLOBAL

Clinique La Prairie's world-renowned facilities will take our visitors on transformative personal journeys

When complete, the vast 4,155sq km site will have eight resorts, 200 residential units and a marina.

Amaala's first notable opening, called Triple Bay, is scheduled for completion in 2024.

This is one of three high-profile developments that will make up Amaala, which is being dubbed the new 'riviera of the Middle East'.

"Clinique La Prairie's world-renowned facilities and health and wellness experiences, set against Saudi Arabia's extraordinary natural landscapes, will take our visitors on transformative personal journeys," commented John Pagano, RSG group CEO.

"The resort's subtle beauty – a product of Islamic architecture and modern craftsmanship – will deliver a serene place in which guests can come to unwind, meditate and rejuvenate."

The customer journey

Clinique La Prairie's approach to wellbeing puts longevity front and centre. In a nod to this, its upcoming Saudi resort will be anchored by a central Longevity Plaza leading to four distinctive areas corresponding to each one of the brand's pillars – medical care, nutrition, movement and wellbeing.

The on-site team will work to slow the process of ageing, as well as restore visitors' internal balance and remedy a wide range of conditions, including fatigue, anxiety, digestive disorders, insomnia, diabetes and more.

Facilities will include a diagnostics lab, museum, beach club, workshop and training rooms, private dining space, and even a cooking school.

Landscaping around the property will be vital to architect John Heah's

vision for the resort. He plans to use idyllic gardens to establish a sense of place and tranquillity.

A bigger plan

Phase one of Amaala is well underway and expects to welcome its first guests in 2024. It will consist of eight resorts offering upwards of 1,300 hotel keys.

Sustainability is a cornerstone of Amaala, with the carbon-neutral destination set to be powered by 100 per cent renewable energy.

Simone Gibertoni, CEO of Clinique La Prairie, stated: "At Amaala, we're creating the most important health and longevity-focused resort ever developed."

"We're delighted to be building our very first full-scale destination in such an extraordinary setting and to help bring RSG's vision of regenerative, ultra-luxury tourism to life." ●

SKIN *restructuring*

Skincare experts at Biologique Recherche have created **Sérum Collagène Originel**, a product containing Collagen Type 0, a patented pure collagen formulation

The R&D team at Biologique Recherche, led by Laure Bouscharain, has located the purest collagen in the world in marine jellyfish.

This organism, which hasn't evolved in more than 600 million years, is so ancient it contains the mother of all collagen – the historical strain and origin of all collagen types, being the original protein in its raw state.

Working with an exclusive partner specialising in marine biotechnology for the medical sector, Bouscharain and her team extracted the substance and called it Type 0 Collagen.

From this the company has developed a new skincare product, Sérum Collagène Originel, adding silene extract to stimulate increases in type IV collagen production, soybean glycopeptides to act



PHOTO: BIOLOGIQUE RECHERCHE

Laure Bouscharain



The serum re-densifies skin in all three dimensions, making it tighter, smoother and plumper



Sérum Collagène Originel
from Biologique Recherche

on type I collagen and primitive green marine microalgae to increase levels of type III collagen in the skin.

“We developed Sérum Collagène Originel to specifically target the main types of collagen in the skin,” says Bouscharain. “Each of its active ingredients has a specific effect on a target tissue, enabling the serum to re-densify skin in all three dimensions, making it tighter, smoother and plumper, while the length of established wrinkles is significantly reduced.”

How does it work?

The new serum is rich in proteins and essential nutrients, helping restructure the skin by stimulating the production of collagen and elastin at both gene and protein levels. This regenerates the skin, improving connections between its



**Sérum Collagène
Originel reduces
the length of
established wrinkles**

inner and outer layers that can weaken with age, so the skin regains firmness, skin tone, density and tightness and the appearance and length of wrinkles are reduced.

The collagens in Sérum Collagène Originel also restore the wavelike structure at the junction of the skin's layers, which is a characteristic of younger skin, counteracting the effects of chronological and biological aging.

In the spa

For spa and wellness operators, the Biologique Recherche Skin Instant Lab gives a skin diagnosis, allowing treatments to be devised that precisely match client needs.

The company's VisioLab gives even more finely-tuned results, thanks to high definition imaging and scientific analysis of the face. Experts provide a personalised facial according to the diagnosis. Serum Collagène Originel is recommended for people who are found to have 'established wrinkles'.

Biologique Recherche was founded 45 years ago by a family of passionate skincare experts and has a unique methodology focused on hyperpersonalisation and results-driven treatment procedures and products that guarantee results. ●

More: www.biologique-recherche.com

ABOUT COLLAGEN - FAST FACTS

- Collagen is a member of a family of proteins whose main function is to support the structural integrity of connective tissues such as skin, bones, cartilage and tendons
- There are 28 types of collagen in humans, with diverse structures and biological functions. They provide strength and rigidity to tissue
- Collagens also play various essential roles in cell communication
- Skin mainly contains collagen types I and III, along with a small percentage of type IV collagen
- Collagens represent about 30 per cent of the total protein mass of the human body, including more than 70 per cent of the dry weight of the dermis
- It continues to accumulate until about age 25. After 25, collagen levels in the skin naturally decrease by about 1 per cent each year, causing the skin to flatten and sag
- Skin is also more fragile and becomes thinner and more wrinkled as we age

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Premier hosted buyer events connecting global wellness suppliers with pre-selected buyers from luxury resorts and spas, through scheduled one-on-one meetings, networking activities, community and purpose.



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W3Spa EMEA

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California

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SUPPLIER NEWS

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THALGO

■ The vegan collection features eco-refill options to offer a more sustainable packaging approach

Thalgo introduces pro-ageing Silicium Lifting range and facial

French marine skincare brand Thalgo has unveiled the Silicium Lift collection, complete with five skincare products and a facial fitness tool to help fill in wrinkles, and firm skin and refresh the complexion.

Silicium Lift is the latest evolution of Thalgo's existing Marine Silicium collection, one of the brand's most popular anti-ageing ranges.

The new line consists of a serum, a light cream, a rich cream, a night cream, a facial sculpting tool (available in professional and consumer models) and an eye cream.

Caroline Mahe-Lea, general manager of Thalgo Group, told *Spa Business* that the previous line had been reimagined to meet the new requirements of both the brand's beauty partners and the end consumer.

"We refreshed the offering with a new cleaner formula and eco-friendly packaging," she said, "the outcome is a results-driven collection that provides a sensorial experience with a state-of-the-art formula.

"The range has been upgraded to improve performance and efficacy with organic marine silicium,

bamboo extract, vitamin C and Thalgo's patented algae filtrate."

In collaboration with a French company specialising in the culture of fragile micro-algae, Thalgo has co-developed a source of organic marine silicon in a form that is highly absorbable and bio-available for the skin.

As part of the launch, Thalgo has developed a professional 60-minute Silicium Lift spa treatment incorporating the new products.

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<http://lei.sr/g4l8z>



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Sothys Organics collection grows with new bodycare and treatment journeys

Sothys has upgraded its Sothys Organics collection with a new line of bodycare products and treatment options.

The Sothys Organics body offering features nine new environmentally-packaged products, three of which are designed for retail. These include a body scrub, a multi-

purpose protective balm and an oil for the face, body and hair.

The brand has also created six professional products; a massage oil; a massage cream; a shea body butter; a massage balm; a salt scrub; and a perfume concentrate scented with star anise.

These products are now being used in Sothys' 100 per cent Customisable Massage – a ritual that lets guests customise their experience all the way from the choice of fragrance, time length and focus areas on the body to whether they'd like a scrub, massage or wrap and the texture of products used (including oils, creams, balms, butters or scrubs).



■ Christian Mas, president of Sothys



SOOTHYS

■ The brand has launched six new professional products

"This launch is crucial for Sothys as it underlines our ongoing commitment towards sustainable development," concluded Christian Mas, president of Sothys.

MORE ON spa-kit.net
<http://lei.sr/y7m6W>

GM Collin introduces 4D Visible Lifting collection

Canada-based spa and skincare brand GM Collin has announced the arrival of its new 4D Visible Lifting line after four years of research and development.

The new two-piece collection features a serum and a face cream. Blended with majestem and intensyl, the serum is designed to target the visible and premature signs of ageing in the delicate skin on the neck, décolleté and face.

Meanwhile, the face cream helps to provide volume for visibly firmer, redefined skin. The key ingredients in this product are skinectura and red maple bark.

"Our 4D Visible Lifting line uses innovative technology and active ingredients to stimulate



GM COLLIN

■ The new products are for the neck, décolleté and face

collagen and elastin synthesis, reduce the appearance and number of wrinkles and firm the skin, giving it an immediate and long-term lifting effect," said Dany Brind'Amour, GM Collin senior director of export.

MORE ON spa-kit.net <http://lei.sr/P9w2B>

Comfort Zone unveils new eco-conscious London offices

Sustainable spa and wellness brand Comfort Zone has officially opened the doors to its eco-conscious headquarters in the heart of Kings Cross, central London.

Now housing the UK Comfort Zone team, the 4,600sq ft space was brought to life by interior designer Melody Weir, who also launched the design for the B Corp brand Brooklyn, New York office earlier in 2022.

UK country manager, Tracy Brasenell, said: "Our new UK home is a place for us to welcome our community, provide education and share and inspire through our brand vision and values."

Complete with a stylish architectural design, the building has been constructed with recycled, repurposed and sustainably sourced materials to complement the brand's sustainability ethos.

Interior furnishings also pay tribute to Comfort Zone's philosophy with details including cushion covers made from reused plastic bottles and curtains



COMFORT ZONE

■ The space was created with planet and people in mind

crafted from sustainably-sourced fabrics. With a more than 30,000 individual plants spread across the site, the space is designed to bring the brand's DNA to life; conscious skincare science providing science-backed, regenerative results for both skin and planet.

MORE ON spa-kit.net <http://lei.sr/s3G5y>

Ground Wellbeing partners with Lime Wood's Herb House spa

Irish aromatherapy brand Ground Wellbeing has partnered with Lime Wood's Herb House Spa in Hampshire, marking the brand's first foray into the UK spa market.

Founded in 2020 by consultant and industry figure, Peigin Crowley, Ground Wellbeing is the result

of over 20 years' experience in the industry. The aromatic vegan collection was designed with the intention to make wellness and self-care accessible to all and features six ranges including bath salts, face- and body balms, oils and masks.

Thanks to the new partnership, Ground Wellbeing treatments are now available at the Herb House. The first and only hotel spa in England to host the treatments, the facility was chosen for its synergy with Ground Wellbeing and the two brands' dedication to natural wellbeing.

GROUND WELLBEING



■ Peigin Crowley, founder of Ground Wellbeing

MORE ON spa-kit.net <http://lei.sr/c0W9v>



SIMONE GANNON

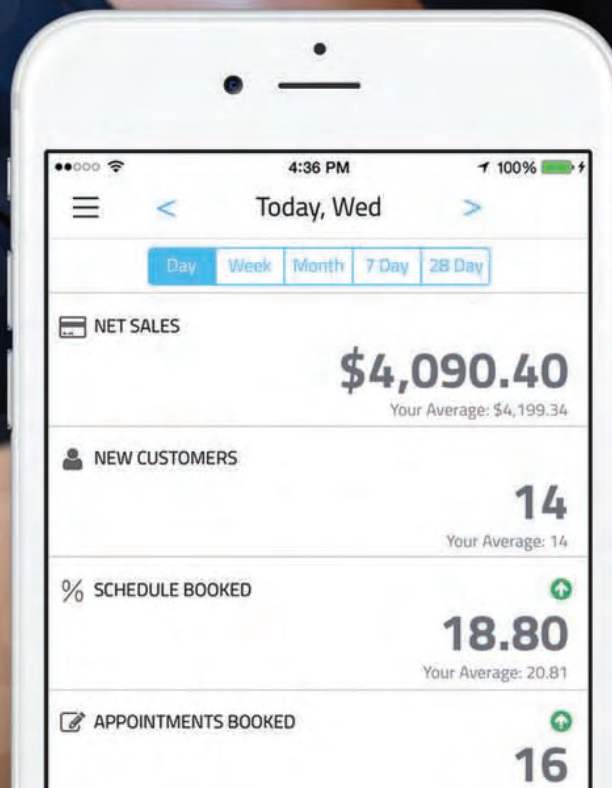
■ Ground Wellbeing spa treatments are now available at Herb House



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NEW WAVE OF WELLNESS

Myrtha Wellness has been innovating in wellness product engineering for six decades, creating world class products while also delivering Italian style

“The last three decades have witnessed technological advances in virtually every industry, as new and longer-lasting materials, improved engineering, more sophisticated technology and increasingly stringent safety criteria have raised standards virtually everywhere,” says Myrtha Wellness CEO, Roberto Colletto.

“However, parts of the wellness industry have lagged behind – the production of steamrooms, Roman baths, swimming pools and hammams, for example, have remained largely unchanged,” he explains.

“A 30-year-old approach to production sees some suppliers using a range of legacy materials which can leak bacteria, mould and odours in humid wellness environments, causing hygiene issues, while also having poor structural and fire ratings.

“As a result of these kinds of practices, the wellness industry was begging for an injection of smartness and we’ve answered this call,” says Colletto. “Myrtha Wellness is brought to you by Myrtha smartness.”

ENGINEERING RELAXATION

With 60 years experience in designing and building pools for clients ranging from La Reserva Club Sotogrande in Spain, to SLS Brickell Hotel and Residences, Miami, US, Myrtha Wellness is committed to delivering to the highest standards in terms of design, construction and after-sales service.

The innovations Myrtha has brought to its selection of wellness products are based on ideas engineered and developed over the company’s decades as a world leader in pool design and technology.

Myrtha’s revolutionary use of stainless-steel panels in the design of everything from competition pools, to waterparks, gives the company a solid foundation on which to build when creating its wellness portfolio – the company’s products deliver superior waterproofing advantages and even have earthquake-proof certification.

“Featuring ‘Made in Italy’ design, our technology has inspired a breathtaking line of saunas, steam baths, Kneipp pools, salt walls, ice fountains,



Wellness at the Borgo Lanciano Resort, Italy



PHOTO: MYRTHA WELLNESS

Roberto Colletto

Relaxation has
never been so
well engineered





Myrtha Wellness at
La Reserva Club,
Sotogrande, Spain



The spa at The Estates at Acqualina, Miami



The Myrtha Wellness YouForest sauna

experience showers and more,” says Colletto. “Relaxation has never been so well engineered.”

Myrtha’s design team uses a 3D system that’s compliant with BIM standards and streamlines the approval process, allowing the company to identify possible issues before manufacturing even begins. The result is Myrtha’s ‘prefab process’ that comes together with plug-and-play ease.

Each wellness area or treatment room is prefabricated and assembled in-house, meaning they are literally as strong as steel, while panels and components can be easily inspected, removed and replaced, minimising disruption during maintenance.

Design and customisation are important considerations in the development of welcoming, rejuvenating wellness environments and mosaics, marble and other fine finishes are then used to add to the Myrtha Wellness experience.

“The benefits of our technology extend to areas critical to a well-conceived wellness facility,” Colletto explains. “Our products deliver insulation material of Class B fire

resistance, while stainless-steel components result in a 90 per cent reduction in bacterial growth and odours.”

Myrtha Wellness products are engineered, designed and manufactured using environmentally sustainable processes, with the company’s products contributing in up to six of the nine LEED certification categories.

EXCELLENCE IN INSTALLATION

For The Estates at Acqualina in the US, Myrtha is providing 55 spa pools, 12 suspended pools and a complete wellness centre. The project is a synthesis of Myrtha’s values, the beauty of ‘Made in Italy’, the comfort of the company’s solutions and the sustainability guaranteed by its technology.

“The design flexibility of our modular system, the structural integrity of our steel components and the ability to customise with beautiful finishes, make it possible for us to create sensational wellness spaces to the highest standards for hotels, spas and wellness customers,” says Colletto. ●

More: www.myrthawellness.com

WEB ADDRESS BOOK

Connect with spa organisations from around the world.

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

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Australasian Wellness Association (ASWELL)

■ <https://aswell.au>

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Spas Association

■ www.abcs spas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

Estonian Spa Association

■ www.estonianspas.eu

European Historic Thermal Towns Association

■ www.ehtta.eu

European Spas Association

■ www.europeanspas.eu

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

Federterme

■ www.federterme.it

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.org

GSN Planet

■ www.gsnplanet.org

Hot Springs Association

■ <https://hotspringsassociation.com>

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

The Iceland Spa Association

■ www.visitspas.eu/iceland

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

Japan Spa Association

■ www.j-spa.jp

Latin American Spa Association

■ www.spalatioamerica.com

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Portuguese Spas Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Saudi Arabian Wellness Association

■ www.saudiwellness.org

Sauna from Finland

■ www.saunafromfinland.com

Serbian Spas & Resorts Association

■ www.ubas.org.rs

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swafrica.org

Spa & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ www.tspa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

Wellness Tourism Association

■ www.wellnesstourismassociation.org