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Feeling optimistic

Revenues are at an all-time high, operators are starting to benefit from yield management and democratic wellness is bubbling under. It's an exciting time for our industry

Figures just out from the International Spa Association (ISPA) show that revenues from US spas have surpassed US\$20bn (€18.6bn, £16.2bn) a year for the first time, marking a milestone achievement (see p32). The number of spa locations, visits, revenue per visit and total employment numbers are also up.

Our sector, which is based on touch and travel, was one of the hardest hit by COVID. But even back then, operators were optimistic their focus on wellbeing would stand the test of time, as a shell-shocked global population had a health wake-up call.

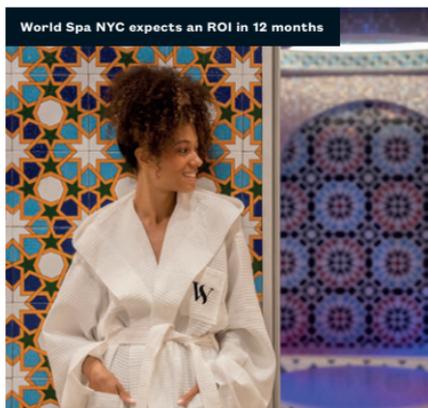
It's heartwarming to see these numbers confirming the comeback and also to have spas on the ground corroborating that their businesses are flourishing.

Another positive to come from hard times is that operators are increasingly embracing yield management. More often than not, *Spa Business* sees dynamic pricing at play and a steady increase in the number of businesses launching membership packages (see p102). Yes, this is an anecdotal observation, based on our reporting and there's more operators can do, but it's interesting and promising, nonetheless.

It's most encouraging, however, to see the beginnings of democratic wellness and the hunger for it.

Therme Group charges as little as US\$20 (€19, £16) for a three-hour pass to its Bucharest complex and welcomed over 1 million visitors in its first year. At the new World Spa bathhouse in New York (see p96) entry starts at US\$89 (€83, £72) and people are queuing around the block to get in - even on a Monday. The owners expect to see a return on investment in the first 12 months.

On a larger scale, Hilton's Amanda Al-Masri reveals that the global group intends to deliver wellness



“It's most encouraging to see the beginnings of democratic wellness and the hunger for it”

across all its 19 brands, not just those in the top tier (see p70). This amounts to 7,000 properties and 1 million guestrooms. “It helps us to do right by our guests and I feel a huge responsibility to deliver it,” she says.

The move, spearheaded by an all-female leadership team, will see wellness touchpoints delivered throughout Hilton hotels, not just in spas. Yet, at the same time, much innovation is stemming from those spas and they're gaining well-deserved, widespread recognition for this. ●

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SPA PEOPLE *by Megan Whitby, assistant editor*

Taichi is the son of
celebrated architect
Kengo Kuma

spa people

“

It's a cave-like space with
many twists and turns

Taichi Kuma

Kengo Kuma and Associates

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The 150-layer wooden sauna is built from 5,000 pieces of stacked plywood



PHOTO: KENJI IWANO/GETTY IMAGES

Taichi Kuma, son of the celebrated Japanese architect Kengo Kuma, has designed a striking new sauna for the Sana Mane glamping destination in southern Japan.

Nestled between a forest and a beach, the 150-layer wooden sauna is built from 5,000 pieces of stacked plywood and curves upwards into a spiral shape inspired by the geometry of seashells and fishtails. In a nod to this, the structure - called Sazae - is named after the Japanese word for the horned turban sea snail's shell.

Inside the sauna, the pleats of wood are gently shaped to provide a comfortable seating space. The interior is illuminated by natural light from an oculus in the



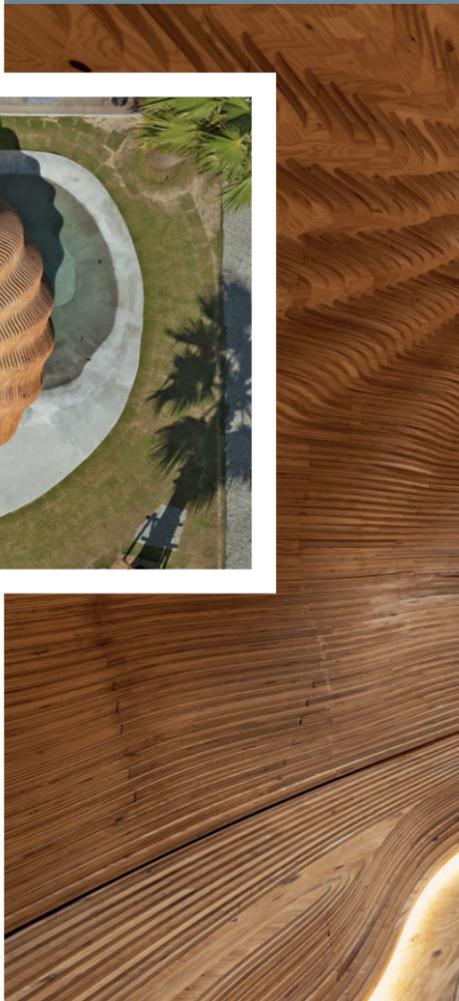
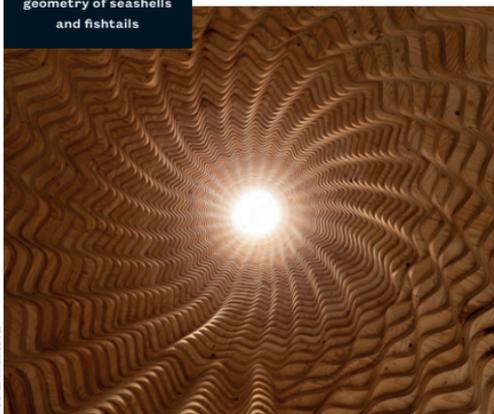
PHOTO: KENJI IWANO/GETTY IMAGES

PHOTO: KENGO KUMAHARA/ISS



The spiral shape was inspired by the geometry of seashells and fishtails

PHOTO: KENGO KUMAHARA/ISS



► ceiling as well as specialist durable LED lighting.

The temperature and humidity are kept at an optimum level, despite the high ceiling, thanks to environmental simulations and a design which forces ventilation.

Taichi became a partner at Kengo Kuma and Associates (KCAA) in 2020. His father Kengo founded the practice and has worked with leading

hospitality brands around the world such as Six Senses, Capella and St Regis.

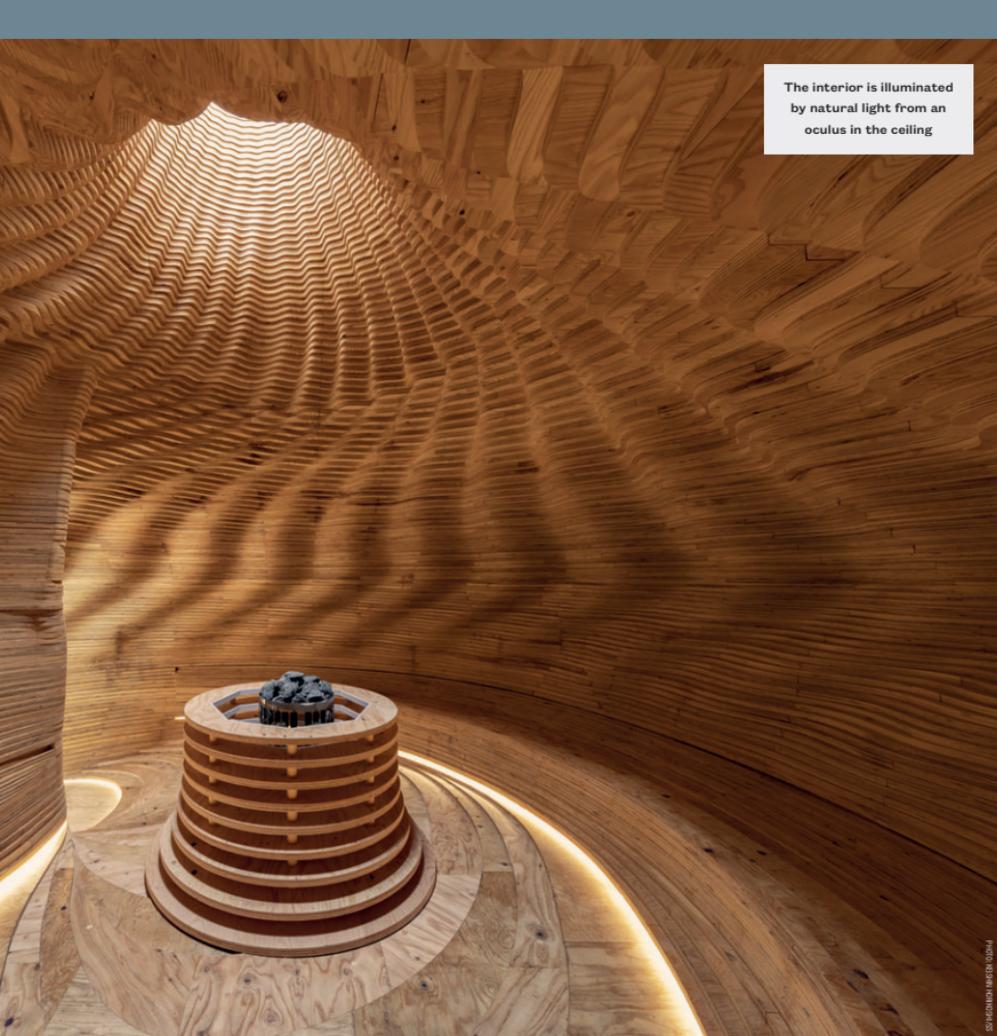
Kengo's wellness projects range from one of the largest spas in the Caribbean at Mandarin Oriental Dellsis Cay and the pixelated stone design of the Yunfeng Spa Resort in China to skincare packaging for Aman and a meditation house at Das Kranzbach spa hotel in Bavaria.

I like saunas where you can detox from digital gadgets, internalise and confront yourself



Taichi collaborated with Japan-based sauna brand TTNE to realise the design of Sazae. According to KCAA, Sazae's linear pleats were pieced together like a puzzle and draw on biomimicry.

The eye-catching sauna has been brought to life on Naoshima island, a creative hotspot known as 'Japan's art island' thanks to its abundance of art museums, sculptures and architecture.



The interior is illuminated by natural light from an oculus in the ceiling

PHOTO: KEVIN MAZUR

Taichi describes the sauna as a “cave-like space with many twists and turns, cut off from the outside world by a thin wall”. For him, its most important advantage is its ability to help people experience Naoshima’s nature more deeply and profoundly once they exit the sauna.

“Personally, I like saunas where you can detox yourself from digital gadgets, internalise

and confront yourself. Saunas have the effect of attracting such natural charm. When you bathe in plenty of moisture and heat, the air you feel afterwards is something else.”

He encourages bathers to use the sauna as part of a contrast therapy cycle and cool off by swimming in the nearby sea.

Reserved for hotel guests only, Sazae must be booked in

When you bathe in plenty of moisture and heat, the air you feel afterwards is something else

“

advance. Guests are allowed to eat and drink inside and are offered bath towels, sauna hats, sauna mats and sandals for free. They can also upgrade their experience by selecting either a herbal or citrus aromatherapy oil to scent the sauna and opt to take in a traditional Finnish vihta – a bunch of young birch leaves used for light slapping on the body to help with circulation. ●

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We'll have multiple destinations in Columbia, as well as sites in Peru and Ecuador

Ana Ramirez

architect and founder, Ancestral Handmade Hotels



Ramirez is passionate about preserving cultural heritage

Ana Ramirez, an architect deeply committed to prioritising human and planetary health in the built environment, has created a regenerative wellness hotel concept with the intention of rolling it out across South America.

Originally from Columbia, Ramirez is planning to launch a flagship Ancestral Handmade Hotels property in her hometown of Medellin, the second largest city in the country, but she also has her sights set on Peru and Ecuador.

The vision is to revive and celebrate ancestral wisdom and tribal traditions at every stage of the project - from building methods to wellness programming. Think coffee massages, cacao ceremonies and sound bath drum therapy.

She reveals more about her exciting plans to *Spa Business*.

What's the story behind Ancestral?

I've specialised in luxury and wellness hospitality design for 15 years, managing

We plan to partner with local healing people to learn about their distinctive wellness traditions and preserve their legacy



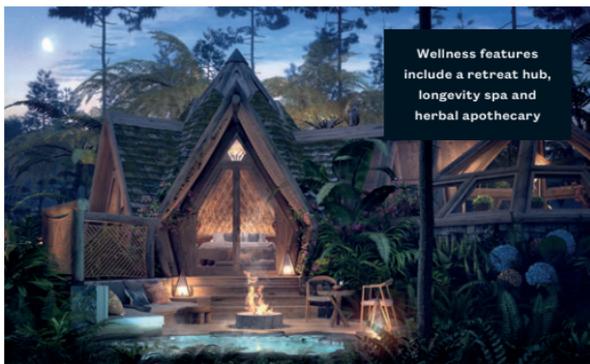
turnkey projects for firms such as SB Architects and OBM International. However, during the pandemic, I decided to forge my own path to prioritise creating designs that truly resonate with me.

My goal with Ancestral is to create wellness retreats in collaboration with local communities that work in tandem with the land and are rooted in nature. In fact, Ancestral's *raison d'être* is to shine a spotlight on the power

of ancient practices, local culture, traditional healing, regenerative tourism and nature in each of its locations.

What's the blueprint for the properties?

Each destination will be anchored by a comprehensive wellness area called The Reserve Spa featuring a Herbal Sensorial and Longevity Spa, a Wellness and Wellbeing Retreat Hub, a herbal apothecary and a plant-based restaurant.



Wellness features include a retreat hub, longevity spa and herbal apothecary



PHOTO: SPAS/STYLING: VILSE/STYLING: OLSON

Smart bungalows will be immersed in nature and equipped with wellness technology



Price points will sit between US\$350- US\$550 a night



PHOTO: SPAS/STYLING: VILSE/STYLING: OLSON

We want neuroscientists to conduct research on our wellbeing spaces



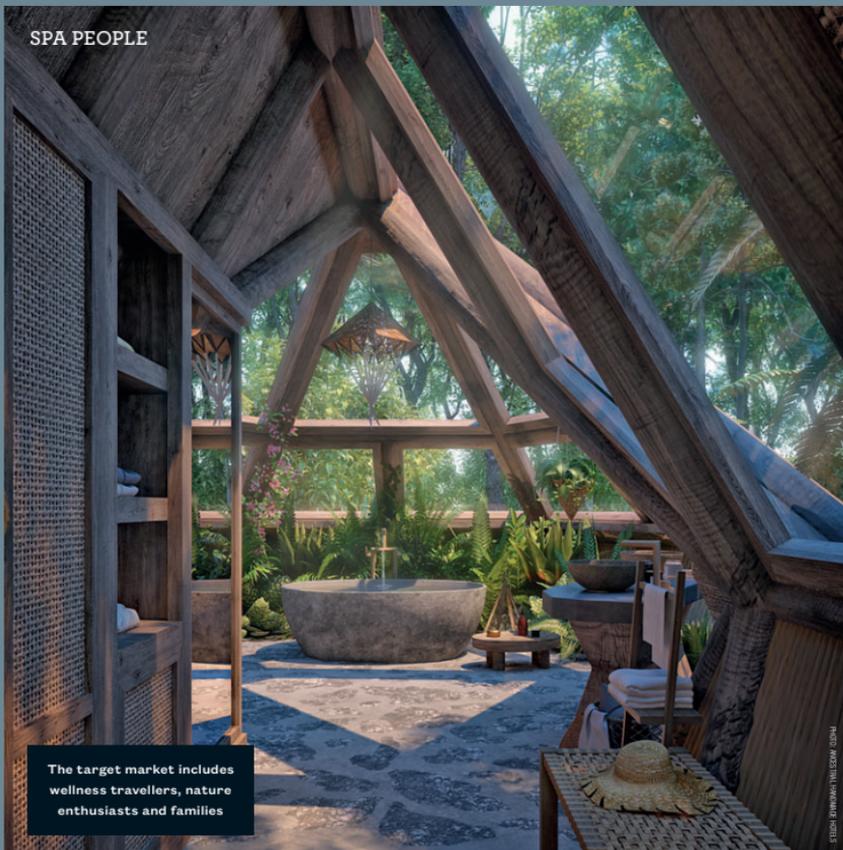
To create the wellness menu, we plan to partner with local healing people to learn about their distinctive wellness traditions to preserve their legacy.

In Colombia, for example, we've devised a menu of clay mud baths, coffee massages and exfoliations, essential oil workshops, sound bath drum therapy and equine therapy.

Other experiences will include a bioenergy dome, earthing pods, cacao ceremonies, quantum healing, fermentation classes and archaeological hiking trails.

Accommodation will consist of smart bungalows immersed in nature and equipped with wellness technology.

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The target market includes wellness travellers, nature enthusiasts and families

PHOTO: ANCESTRAL WOODEN HOTELS

► We're designing all buildings sustainably and integrating sacred geometry with biophilic and bioclimatic design, as well as bio-energy to create hotels which are built to make people feel better.

In future, my team and I want to partner with neuroscientists to conduct research which proves the positive effects these spaces have on wellbeing.

The hotels will feature a main communal area complete with a lobby and lounge bar, bazaar, local fusion restaurant and an aboriginal coffee-tea cacao shop.

We're also going to create gardens with a botanic event nursery, farm organic

produce and open a soil-to-table deli and bakery.

Who's your target market?

We've designed our concept to appeal to wellness travellers, nature enthusiasts and also families - I believe in promoting wellbeing at all ages.

We want to connect all of our guests with nature and immerse them in a different culture - and this will be a concept for locals and tourists alike, so we foresee an equal split between these groups as our customers.

Price points of our destinations will sit between US\$350-550 (€324-509, £281-442) a night.

It's not just about creating memorable experiences, but also about planting a seed for long-lasting lifestyle changes

“

Where are you planning to roll out the concept?

Our flagship property is in the works in the suburbs of Medellin and is in the environmental permitting stage. We've received a letter of positive viability from the municipality and anticipate that the 65-key project will take 18-19 months to build once we get the green light.

We'll establish Ancestral in South America with multiple destinations in Colombia, as well as sites in Peru and Ecuador.

But we're also open to the idea of expanding internationally into other spaces with vibrant ancestral healing cultures.



Buildings will integrate sacred geometry with biophilic and bioclimatic design

PHOTO: SHIMON TALENTI/LOFT



STYLING: ANITA PULICOVIC/LOFT



A flagship, 65-key property is in the works in Medellin, Columbia

We're designing hotels which are built to make people feel better



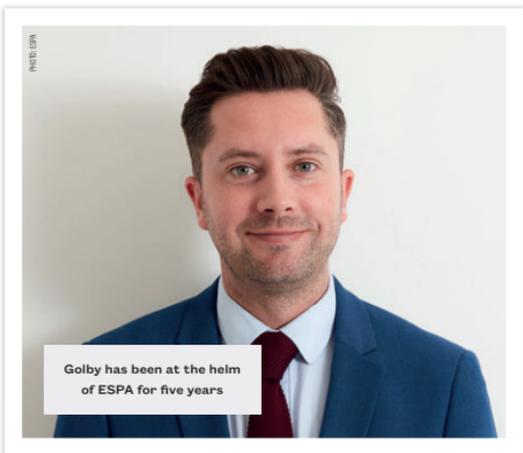
The plan is to realise our locations and then carefully select empathetic operating partners who feel open to collaborating, to curate the authenticity of our operation.

How do you want guests to feel?

My greatest intention is for our experience to ignite in our guests, hosts and collaborators a profound connection with the earth and their own inner essence.

I'm passionate about preserving cultural heritage and advocating for regenerative tourism to support local communities and create economic opportunities.

It's not just about creating memorable experiences, but also about planting a seed for long-lasting lifestyle changes that allow our guests to thrive. ●



We want to limit ESPA Life to around five locations globally

Daniel Golby

MD, ESPA International

ESPA Life, the full-scope integrative wellness concept by ESPA International, has debuted in the Middle East, marking the beginning of an exclusive collection of destinations worldwide. Residing in Waldorf Astoria Lusail Doha in the most coveted area of Qatar's capital, the impressive three-floor, 3,000sq m facility features 19 treatment rooms. It's the second ESPA Life to open following the concept's much-anticipated launch at Corinthia London 12 years ago.

"Drawing on a fusion of holistic and technological

The Middle East has become a huge territory for health and wellness



modalities to encourage optimum wellbeing and address our guests' immediate and longer-term needs to future-proof their health, ESPA Life is about delivering transformational experiences," says Daniel Golby, ESPA International's managing director. "We want to keep this brand evolution limited to a small club, ideally around five globally."

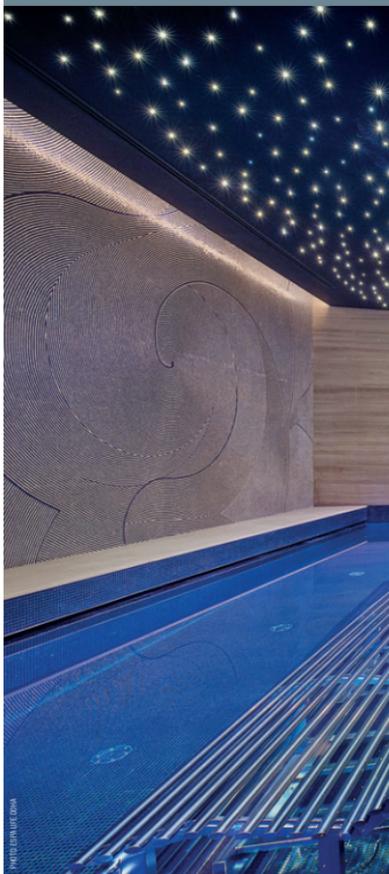
MIDDLE EAST MARKET

Designed by the renowned interiors' luminary Pierre-Yves Rochon, Waldorf Astoria Lusail Doha has proven an ideal entry

point into the Middle East for ESPA Life. "This territory has become a huge destination for health and wellness, with an increase in luxury clinics, spas and centres, especially following the global situation created by COVID," confirms Golby.

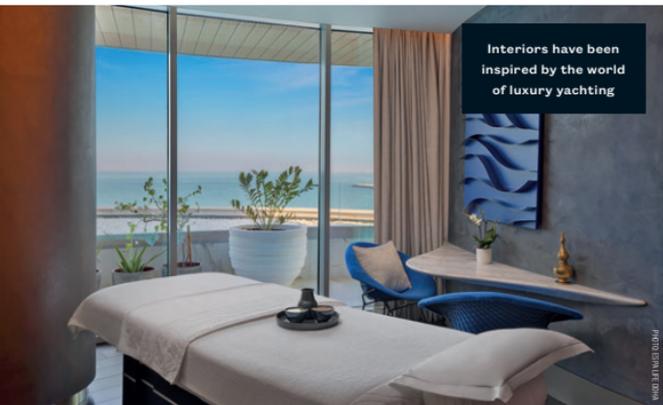
For this pioneering concept in Doha, inspired by the world of luxury yachting, ESPA's Design and Consultancy service worked to envision a contemporary, elegant spa, featuring a series of arches and 180° vista of the bay.

"ESPA Life at Waldorf Astoria is a sanctuary for physical and mindful regeneration that will feed into the growing interest





The Doha facility is only the second ESPA Life since the concept debuted in London 12 years ago



Interiors have been inspired by the world of luxury yachting

interest among Middle Eastern customers for mindfulness, self-care, lifestyle enhancements and physical wellbeing,” Golby says.

With a spa menu curated around nutrition, exercise, movement, treatments and mindful practices, therapeutic experiences are named after states of being, for example, Resilience, Vitality or Nurture. Moments to pause, reflect and participate in guided breathwork are incorporated into many treatments too.

Spanning a range of ancient and modern healing techniques, hands-on touch, aesthetics and calming rituals, the

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SPA PEOPLE

- ▶ menu is soon to be extended to medi-spa therapies and tech-enabled treatments, such as full-body cryotherapy.

Guests can also get a taste of healthy eating practices at Wyld Erth cafe, which serves smoothies, anti-inflammatory meals and nutritionally balanced bowls. To support exercise, movement and gentle detoxing, there are hot vitality pools, hammams and a state-of-the-art gym.

REGIONAL READINESS

For a market that has traditionally associated spa with pampering and aesthetics, how ready are regional clients for ESPA Life? "I think there's a learning curve on both sides and we'll be tweaking our approach in response to guest concerns," Golby explains.

"From the types of questions they're asking our staff, we can already report that there's real interest in the tips and practices we provide, which can be incorporated into daily lifestyles outside of the spa environment.

"We've been intensively training the team on the

best ways to impart this advice, whether on fitness routines or gut health."

The hotel's marketing outreach is also focused on raising awareness over the coming months, with promotional spa activities and cooking classes at Wyld Erth in the works as well as familiarisation wellness workshops planned for targeted groups of social influencers.

With the destination's comprehensive resort facilities in mind, a local wellness membership programme is being considered in addition to the existing fitness membership.

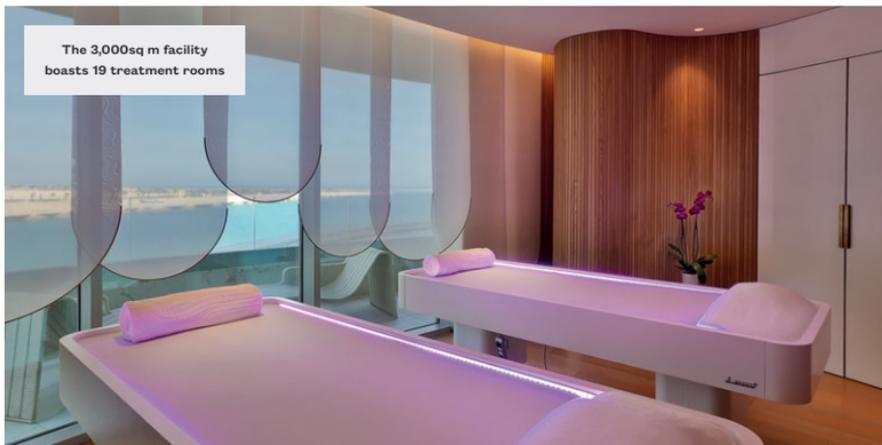


Pre-COVID 80 per cent of business came from spas and 20 per cent from online... today it's more like 50/50



STILL AN EXPERIENCE-LED BRAND

Of course, ESPA is no stranger to the Middle East, with the brand well-established in Qatar, Dubai and Abu Dhabi, among other countries. This is a useful reminder that pre-COVID 80 per cent of its business came from spas and 20 per cent from online. This mix almost flipped during the pandemic - with 70 per cent weighted in favour of online - but where is the balance settling today? Golby is quick to quash any industry rumours suggesting the brand will continue this online pivot. ▶





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PHOTO: DAVID BOA

► “We are still one of the only true turnkey operational brands in the industry, offering everything from architecture to management, and our spas will remain a core part of the business,” he notes. “As it stands, we have a healthy 50/50 split between spa treatments and in-spa retail revenues versus online.

“In fact, we bounced back quickly after the pandemic and are now exceeding pre-COVID levels of business for the exact reason that we are multifaceted and have several levers to pull. Our design consultancy is performing impressively, with double-digit growth in Europe, Asia and the UAE. While online platforms allow us to ensure maximum reach, the power of touch and service is key to our DNA.”

BIG SHOES TO FILL

Golby is well on course to shepherd the brand through its new era after founder Susan Harmsworth sold the brand in 2017 to The Hut Group. He stays in touch with Harmsworth, has the internal support of an “incredible” owner and can draw on the knowledge of long-standing team members who, on the design side, retain 60 years of experience between them.

He is humble and effusive in his praise of colleagues and how the brand weathered the COVID-19. Under his leadership, ESPA was the only fully operational spa business to retain its whole team during the pandemic.

While Golby himself is about to reach his five-year anniversary at ESPA, he still finds time to look after his

We're now
exceeding
pre-COVID levels
of business



own wellbeing, primarily by immersing himself in nature, particularly the North Yorkshire moors, where he now lives. “I’m surrounded by forests, so long walks with my springer spaniel, Rupert, are a fantastic opportunity to reset,” he says.

GROWTH POTENTIAL

With much pride in ESPA’s “bricks and mortar estate”, which today consists of 550 spa partners across 55 countries, Golby is excited about two territories in particular: “Although it’s too early to reveal any specific details, there are two global regions that we believe will offer significant strategic growth opportunities and they are the Middle East and China.” Safe to say, the brand will be revealing more about this spa expansion soon. ●

Dior spa inspired by nature opens at iconic Hôtel du Cap-Eden-Roc

Dior has launched a wellness retreat at the iconic Hôtel du Cap-Eden-Roc in Antibes, France.

A part of The Oetker Collection, the hotel has been a legend in the French Riviera for more than 150 years and has long been a refuge for global stars and VIPs.

Its new retreat, Dior Spa Eden-Roc, is an extension of the Christian Dior fashion brand and takes inspiration from the hotel's abundant landscaped gardens and beachfront setting.

In the shade of the hotel's Aleppo pines, the Dior Spa Eden-Roc opens onto a reception featuring pale shades of sand. The understated décor extends to the spa's four treatment rooms, while other facilities include an onyx

affusion shower room, as well as an ice fountain, sauna, hammam, Iyashi Dôme treatment room and retail boutique.

Four customisable signature therapies pay homage to the rocks, sea, garden and sun. For example, the two-hour, €550 (US\$606, £486) *Escale à Eden-Roc Ritual* aims to address energy flow during a massage that uses semi-precious stones.

Guests can also experience the first-ever Dior wellness retreats – Relaxation, Immunity, Detox, Reverse Ageing, Hormonal Balance and Dior Homme. They're available as three-, seven-, 10- or 14-day courses.

Known for fashion, the LVMH-owned Dior brand has expanded in recent years and now encompasses a handful of spas, a skincare line, a makeup collection and a perfume range.

Other Dior spas can be found in Morocco and Paris – including at the La Samaritaine hotel and Hôtel Plaza Athénée.

Dior also has a branded treatment space at luxury London department store Harrods and has recently launched its own Dior Spa carriage aboard Belmond's Royal Scotsman train.

More: http://lei.sr/d4s8f_B



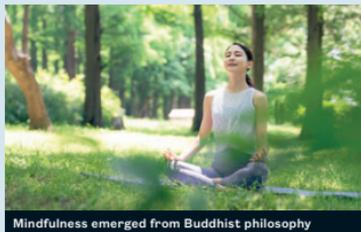
Hôtel du Cap-Eden-Roc will offer the first Dior-branded wellness retreats

Harvard unveils \$25m mindfulness centre

The Harvard TH Chan School of Public Health (HSPH) has unveiled the Thich Nhat Hanh Center for Mindfulness in Public Health, following a US\$25m (€22.7m, £19.9m) gift from an anonymous donor.

The centre's mission is to empower people everywhere to live with purpose and joy through the practice of mindfulness; pursue evidence-based approaches to improve health and wellbeing through mindfulness; and educate and train the public in mindfulness.

Two primary areas of emphasis will be



Mindfulness emerged from Buddhist philosophy

nutrition and the environment.

"We're thrilled to host this groundbreaking centre at the HSPH," said Michelle A Williams, dean of the faculty.

"In public health, we work at population scale – we aim to reach and uplift entire communities. The

Thich Nhat Hanh Center will operate in that spirit."

The facility is named after the late Thich Nhat Hanh, a Zen master, global spiritual leader, scholar and peace activist revered for his teachings on mindfulness and global ethics.

More: http://lei.sr/G3d7F_B



Christian Davies

Mii amo names Christian Davies GM

Christian Davies is the new GM of Mii amo, the US destination spa that's just reopened following a two-year refurb.

He brings more than two decades of industry experience to the property which has also recently joined the Relais & Châteaux consortium.

Raised in a family-run hotel in Wales, UK, Davies' upbringing was rooted in hospitality, eventually serving as the foundation for a long tenure with Ritz-Carlton.

More: http://lei.sr/g5n5H_B



AAG wants to conduct the surveys outside of the US by 2024

Arch Amenities unveils salary and wage benchmarking data tool

Arch Amenities Group (AAG) has launched a proprietary survey and salary benchmarking tool, Wage Insights, for the US hospitality and wellness sectors.

The new subscription-based service obtains and leverages data from across the country to help operators better formulate their employee compensation and growth strategies.

The platform is informed by surveys which are conducted, certified and interpreted by secure, third-party partners to capture and collate national, regional and state-level information.

Reports produced from this process include visual tools to support budgeting and forecasting, as well as wage benchmarking information specific to job type, category and location.



Barry Goldstein

“The ability to leverage hyper-current survey data to benchmark salaries and wages is a game-changer,” says group CEO Barry Goldstein.

He credits Michael Tompkins for conceiving Wage Insights. Tompkins, a known spa industry figure, is currently MD of Hutchinson, a recruitment firm in the AAG portfolio.

AAG already has plans to expand and conduct surveys outside of the US next year. **More:** http://lei.sr/M2S3x_B



The refreshed spa design will be inspired by water

Studio Apostoli to breathe new life into Italian thermal spa

Italian spa and wellness design firm Studio Apostoli has been appointed to help renovate a nature-centric spa complex, Terme di Comano, in Trentino, Italy.

Known since the mid-19th century for its healing mineral water, Terme di Comano is located between the Brenta Dolomites and Lake Garda. Designed as a retreat in nature, the existing spa destination sits within a 14-hectare park and is home to an expansive day spa and hotel, Grand Hotel Terme di Comano.

Tasked with redesigning the 11,135sq m complex, Studio Apostoli's vision is to create a seven-floor building dedicated to personal wellbeing with 12 themed areas all anchored by the central theme of water.

Alberto Apostoli, studio founder, explains: “The refurbishment project aims to preserve its founding values by combining them with a more contemporary philosophy to reinvent it as a place of total wellbeing focused on physical, mental and social health.”

More: http://lei.sr/X9X9H_B



Belgin Aksoy, founder of GWD

Belgin Aksoy invites the world to dance on Global Wellness Day 2023

Saturday 10 June 2023 will mark the 12th anniversary of Global Wellness Day (GWD) – an event dedicated to encouraging as many people as possible around the world to prioritise their wellbeing.

Founded in 2012 by Belgin Aksoy, GWD is celebrated annually with free wellness activities across the globe and the guiding principle that ‘one day can change your whole life’.

The 2023 theme is #DanceMagenta and Aksoy and her team of more than 140 GWD ambassadors, key supporters and volunteers are inviting people of all ages to enrich their lives with dance.

In keeping with the theme, Myndstream – a specialist wellness music company – has curated a dedicated GWD anthem called *Good to You*. **More:** http://lei.sr/N3Y9h_B



DESI GOGGIN/SHUTTERSTOCK

Soothe delivers on-demand spa and beauty services

Soothe extends services to hospitality industry

On-demand wellness marketplace Soothe has launched a new B2B platform for the hospitality industry.

The Soothe Residential & Hospitality platform makes it possible for spa or non-spa hotels, clubs and premium residential properties to easily provide on-demand spa services – such as massages, facials, nails and lash applications – without the need for expensive infrastructure or additional staffing.

For 10 years, LA-based Soothe has been connecting its community of licensed professional providers directly with customers seeking wellness whenever and wherever they need it.

Today it operates in 70 markets across the US, Canada, the UK and Australia.

“Health and wellness are more important than ever, and we’re thrilled to help the hospitality industry meet the growing demand for wellness-centric offerings,” says James Murphy, CSO at Soothe. “In 2022, we filled 92 per cent of requested shifts.”

More: http://lei.sr/F7g7w_B



SURABY FETTER/GETTY IMAGES

The hotel is the eighth property in Bulgari Hotels & Resorts' collection

Bulgari touches down in Tokyo with urban wellness haven inside towering skyscraper

Luxury hospitality brand Bulgari Hotels & Resorts has made its Japanese debut with an urban hotel and spa in Tokyo's Yaesu district of Chūō.

Occupying the top five levels of the 45-floor Tokyo Midtown Yaesu skyscraper, the plush Bulgari Hotel Tokyo overlooks the Imperial Palace and offers far-reaching views of the city, including Mount Fuji on the horizon.

The 98-key hotel has launched with a 1,000sq m Bulgari Spa on the 40th floor, complete with striking panoramic views of the city. The urban spa is home to nine treatment rooms – including a spa suite and two double treatment rooms – and an indoor bathing area with floor-to-ceiling windows.

Bulgari Group CEO Jean Christophe Babin says: “We’re



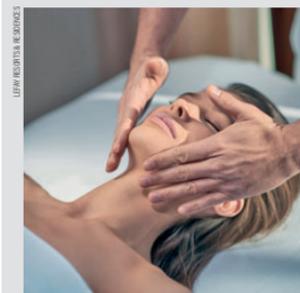
LEI

Jean Christophe Babin

delighted to announce our opening in Tokyo. Japan is a strategic market for us where the brand has already been present for 30 years.”

Bulgari Hotel Tokyo is the eighth property in the LVMH-owned Bulgari Hotels & Resorts collection and joins destinations in Milan, Bali, London, Beijing, Dubai, Shanghai and Paris. Further properties will open in Rome, the Maldives, Miami and LA.

More: http://lei.sr/B7q5M_B



LEI/WWW.FETTER.COM

Students will learn 50 Lefay spa rituals

Lefay unveils three-year spa academy training programme

Italian resort operator Lefay Resorts & Residences has unveiled a three-year Lefay Spa Academy training programme.

Since opening its first eco-spa resort in Lake Garda in 2008, the collection's wellness approach has been defined by its signature Lefay Spa Method which blends traditional Chinese medicine with modern scientific research.

This philosophy led to the creation of more than 50 Lefay signature

treatments – something which the company said quickly raised the issue of training because every therapist must be able to carry out all these protocols. A course was thus created, which has now been formalised into the Lefay Spa Academy.

The 400-hour course provides intense theoretical background and practical on-the-job training.

More: http://lei.sr/a5p7Y_B



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DIARY DATES

4 July 2023

Spa Life UK 2023

Cotswolds Water Park Hotel, Gloucestershire, UK
Industry event including networking, dedicated meetings, product innovations and education.
www.spa-life.international/uk

11-12 September 2023

Salt Therapy Association Conference

Hyatt Regency Indianapolis, Florida, USA

Event offering two days of actionable strategic content from salt therapy and spa and wellness industry specialists.
www.staconline.com

24-27 October 2023

Synergy - The Retreat Show
Palmaia, The House of Aia Playa del Carmen, Mexico

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

5-8 November 2023

W3Spa North America
Four Seasons Hotel Westlake Village
California, USA

Spa suppliers and decision makers from high volume luxury spas across the US will connect through a schedule of one-on-one meetings, networking and events.
www.weworkwellevents.com

6-9 November 2023

Global Wellness Summit
Qatar

Global spa and wellness professionals gather to discover innovations and network.
www.globalwellnesssummit.com

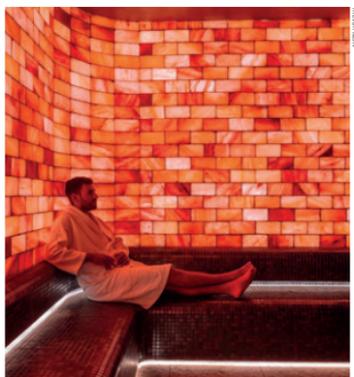
Underground bathhouse and spa opens in Sorrento

Global architectural firm Woods Bagot has completed a comprehensive renewal of the Continental Sorrento in Victoria, Australia, with a luxury underground bathing retreat and spa.

The opening of the spa marks the final step in the AUS\$120m (US\$80m, £65m, €73m) overhaul by Woods Bagot to restore and expand the hotel's existing facilities.

As the latest addition to the 108-key property, the Aurora Spa and Bathhouse has been designed as a sanctuary in which guests can pause, recharge and refresh. Aurora is a boutique Australian urban spa brand and operating company founded in 1997 by seasoned industry executive Lyndall Mitchell.

The jewel in the new spa's crown is its new bathing suite featuring



The spa is part of a AUS\$120m hotel makeover

four geothermally-heated mineral pools rich in magnesium and varying temperature. Visitors can also discover a Nordic timber-lined sauna, an aroma steamroom, a salt room, sensory showers and a glacial mist chamber.

Spa partners include Aurora's in-house skincare brand ASPAR and French skincare specialist Biologique Recherche.
More: http://lei.sr/T8F9Q_B



Rosewood Seoul's opening is the brand's first destination in Korea

Rosewood's Asaya concept to debut in Seoul in 2027

Rosewood Hotels & Resorts has been appointed by real estate developer Eleven D&C to manage Rosewood Seoul, a new-build ultra-luxury hotel in South Korea, opening in 2027.

Situated beside Yongsan Park in the heart of the city, the brand's flagship Korean hotel will feature a 4,500sq m Asaya spa.

Asaya is Rosewood's in-house integrative wellness brand. The comprehensive concept focuses on emotional balance, physical therapies, skin health, nutrition and community.

Rosewood says this upcoming expression of Asaya will be designed to incorporate offerings that speak to Korea's cutting-edge approach and commitment to health and beauty.

The wellness industry is waking up to the hidden potential in Korea, with operators such as Thermo Group branching into the market.

Head to the previous issue of *Spa Business* for an analysis of the destination - www.spabusiness.com/KoreanWellness.
More: http://lei.sr/H5Z4k_B



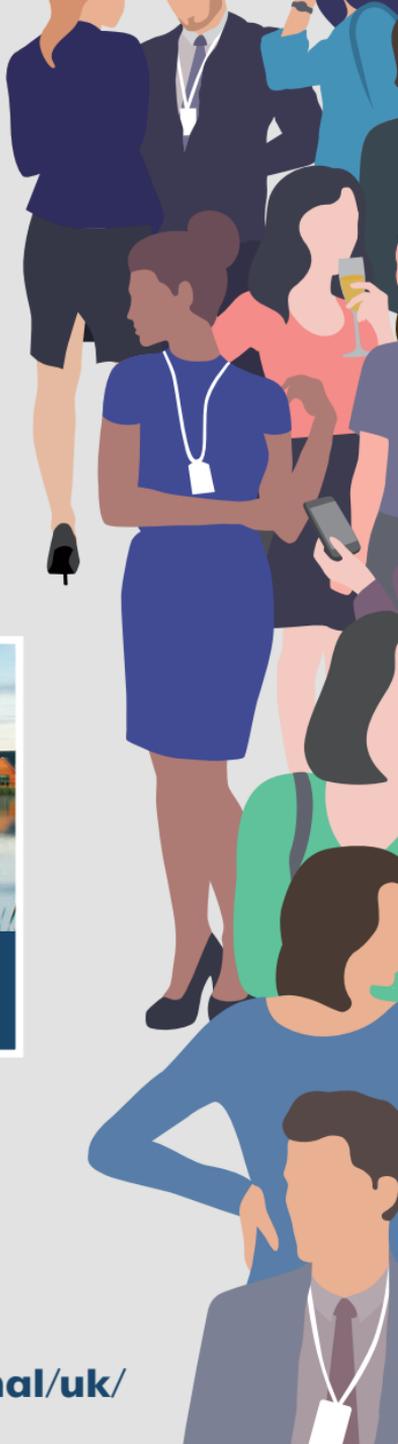
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MILESTONE MOMENT

Revenue in the US spa industry has exceeded the US\$20bn mark according to ISPA's latest stats

The US spa sector experienced a significant boost in revenue last year reaching US\$20.1bn (€18.3bn, £15.9bn) and surpassing a significant industry milestone.

This outpaces the previous high of US\$19.1bn (€17.4bn, £15.1bn) in revenues, which was realised in 2019.

This figure is one of the Big Five – key spa financial indicators that the International Spa Association (ISPA) reveals ahead of its full *US Spa Industry Study* around August time.

The study is conducted by PricewaterhouseCoopers (PwC) and the Big Five includes total revenue, total spa visits, number of spa locations, revenue per visit and the total number of US spa industry employees (see table).

CROSSING THE THRESHOLD

"The US spa industry has rebounded very strongly," says Colin McIlheney, global research leader at PwC, who first predicted in 2018 that the sector had the potential to reach the iconic US\$20bn threshold by 2020.

In 2021, he was still optimistic and predicted a significant rebound with pent-up demand for wellbeing. Now in 2023, McIlheney believes the industry is witnessing a watershed moment.

"It's been a tremendously challenging couple of years. But it's very clear that the spa industry in the US has shown great resilience. This is the dawn of a new decade of growth."

Tammy Pahel, VP of spa & wellness operations at the

The total number of US spa employees increased by 4.6 per cent



PHOTOGRAPH BY TAMMY PAHEL



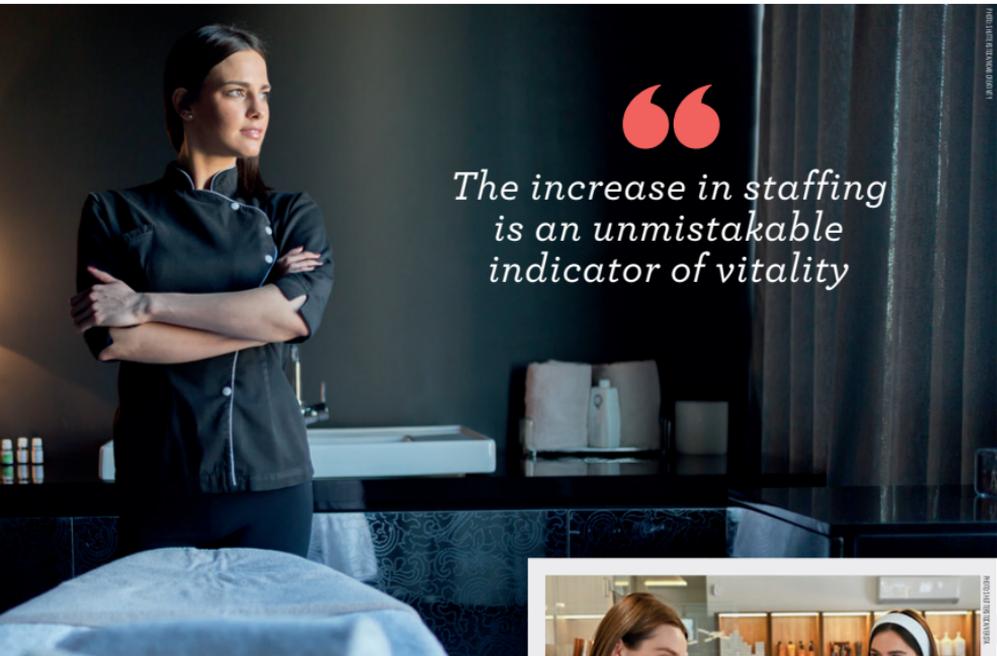
PHOTOGRAPH BY SHANE UPSON

Numbers align with what spas are seeing say CG Funk (top) and Shane Upson

2023 ISPA US Spa Industry Study BIG FIVE STATISTICS

	2021 (Year End)	2022 (Year End)	% Change
REVENUE	\$18.1 billion	\$20.1 billion	11.1%
SPA VISITS	173 million	181 million	4.1%
LOCATIONS	21,510	21,790	1.3%
REVENUE PER VISIT	\$104.5	\$111.5	6.7%

	2022 (Jan)	2023 (Jan)	% Change
TOTAL EMPLOYEES	345,000	360,700	4.6%
FULL-TIME	162,800	171,500	5.3%
PART-TIME	167,100	174,200	4.2%
CONTRACT	15,100	15,000	-0.7%



The increase in staffing is an unmistakable indicator of vitality

forward-thinking Carillon Miami Wellness Resort comments: "We expect to see numbers significantly increase further in 2023 with the ongoing demand for wellness tourism and touchless technologies.

"People are placing greater value on their holistic health, so it's no secret that the rise of the spa industry is showing no signs of slowing down."

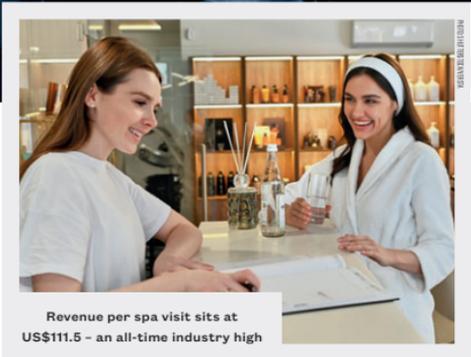
LOCATIONS, VISITS AND SPEND

Continuing the good news, the number of US spas increased by 280 locations - from 21,510 in 2021 to 21,790 in 2022. This indicates a 1.3 per cent jump and is more than five times the number of locations recorded since the inaugural 2000 ISPA industry study.

The number of spa visits grew from 173 million in 2021 to 181 million in 2022. McIlheney says: "Visits aren't yet back at 2019 levels (190 million), which highlights the ongoing recovery of the industry."

Meanwhile, revenue per spa visit rose by US\$7 (€6, £6) for the second time in year-over-year numbers, settling at US\$111.5 (€102, £88), another all-time high.

"This aligns with what we're seeing at Lapis, the spa at Fontainebleau Miami Beach," says the property's new director of spa and wellness, Shane Upson, who has nearly three decades of experience in hospitality. "Guest visits have increased and they want to spend more time in the spa. Many



Revenue per spa visit sits at US\$111.5 - an all-time industry high

are even booking more than one service. Not only are they wanting a massage, but they are investing in themselves in a more thoughtful way."

Susan Hern, COO of Woodhouse Spas, which has 80 day spa franchises across the US, adds: "Beyond the record-breaking revenues, the growth in spa visits and the increasing number of spa locations are noteworthy indicators of our industry's strength and relevance. I'm excited to see the sustained demand for spa experiences and the industry's ability to cater to a diverse customer base.

"The rise in revenue per visit showcases the industry's dedication to providing high-quality, personalised services that align with customers' evolving expectations. And this is in line with what we are seeing at all of our locations."

Visits grew by 4.1 per cent and experts say the sector is at the dawn of a new decade of growth

“ The spa industry is making up for lost time

Lynne McNees



▶ WORKFORCE GROWTH

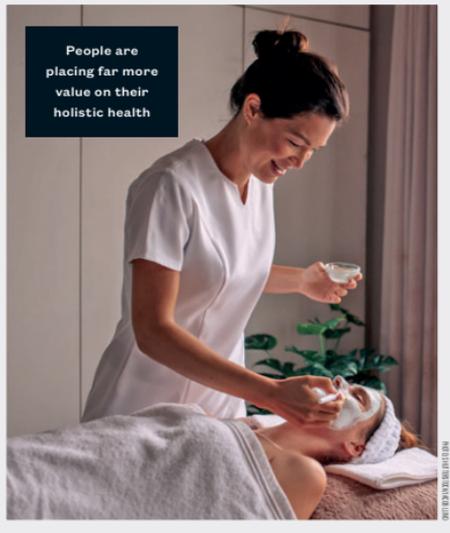
The total number of industry employees also continued on an upward trajectory in 2022, increasing by 4.6 per cent to 360,700.

Spa industry figure CG Funk, currently chief therapeutic experience officer at Massage Heights with its 115 retreats, says. “These findings show the resilience of our industry. We successfully navigated the COVID obstacles which included deep losses in employees across all spa sectors.

“It’s heartening to see such a positive jump in overall staffing numbers. While we do need to stay highly focused on continued recruiting and retention efforts, these numbers indicate that our efforts in 2022 helped achieve positive results in this category.”

ISPA president Lynne McNees concludes: “The spa industry is making up for lost time and revenue growth of 11.1 per cent is the spotlight statistic. But the increase in staffing – especially full-time employees, up more than 5 per cent – is an even more unmistakable indicator of vitality.” ●

ISPA revealed a first look at the *2023 US Spa Industry Study* during its 2023 Conference and Expo in May. The full report will be released later this year. See www.experienceispa.com



People are placing far more value on their holistic health



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The Performalift creates unparalleled guest experiences at the Beverly Hills Hotel.



The low height ProLuxe tables combine the best features of a spa and treatment table at the Hlatus Spa.



The Talise is feature rich with storage and warming drawer options. Shown here at Laguna Cliffs Marriott.

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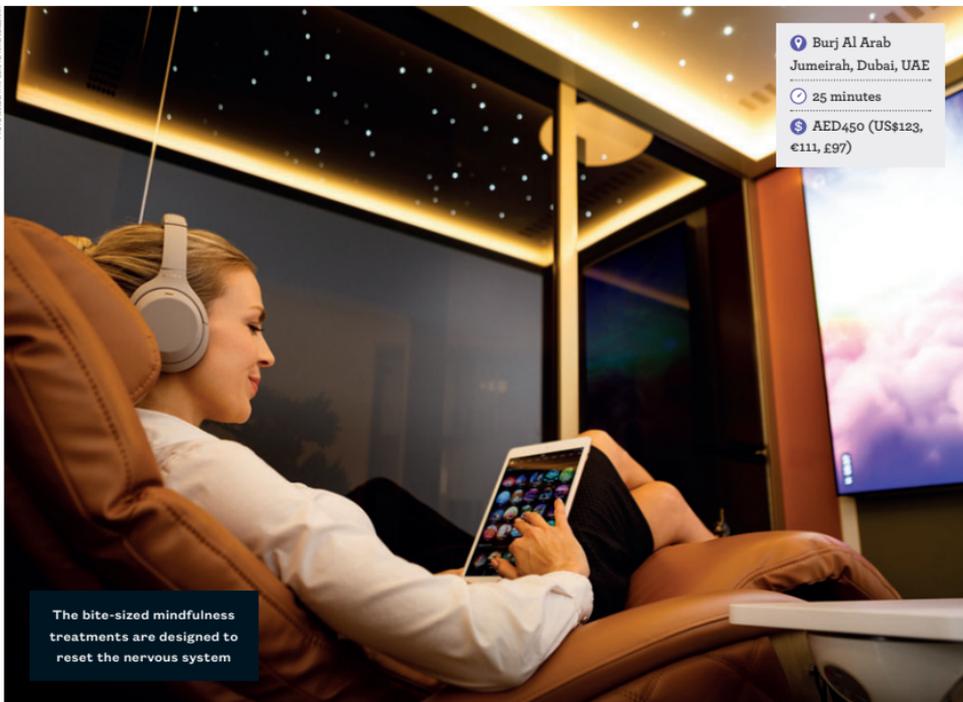


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At your service

We reveal some of the latest, most thought-provoking spa and wellness treatments, programmes and experiences from around the world

PHOTO: MINDSPA AT BURJ AL ARAB JUMEIRAH



📍 Burj Al Arab
Jumeirah, Dubai, UAE

🕒 25 minutes

💰 AED450 (US\$123,
€111, £97)

The bite-sized mindfulness treatments are designed to reset the nervous system



PHOTO: MINDSPA AT BURJ AL ARAB JUMEIRAH

MindSpa sessions include 3D sound technology

Brain reset at Burj Al Arab

The Talise Spa at the Burj Al Arab Jumeirah has introduced bite-sized mindfulness treatments to enhance sleep quality, heighten mental focus, reduce the effects of insomnia and reset the nervous system.

Delivered in a soundproof MindSpa unit and powered by mindfulness app Synctuition, the journey sees guests recline on a zero-gravity lounger while listening to brain entrainment and 3D sound technology to help them disconnect. Guests are also exposed to two different sound frequencies in each ear – known as binaural sounds – to impose total relaxation, where the brain is able to recharge and feel a mental boost as it enters a deep meditative state.

Mindful practices are combined with ceremonies using psilocybin truffles



PHOTO: SHUTTERSTOCK/DAVID DUBNYK

- 📍 De Hoorneboeg Retreat Centre, Hilversum, Holland
- 🕒 Five nights
- 💰 US\$6,000 (€5,459, £4,811)

Beckley backs psychedelic retreats

UK-based Beckley Foundation, which researches the therapeutic benefits of mind-altering substances, has launched a retreat company.

With dates just revealed for the Netherlands, Beckley Retreat experiences combine contemplative practices such as meditation, mindful movement, therapeutic group integration and breathwork with ceremonies using psilocybin truffles.

Ahead of the retreat, attendees join a four-week virtual preparation programme through group workshops, one-to-one facilitator calls, journaling and exercises, plus an introduction to key wellbeing practices.

After they've left the retreat, participants are further supported via weekly group calls and meditation and breathwork modules to practice at home.

Underwater Tibetan sound baths in the Caribbean

Island retreat Le Barthélemy Hotel & Spa is introducing aquatic Tibetan sound bowl therapy in a nod to the water that surrounds the property and its power to impact mood.

Using 5,000-year-old instruments, practitioner Marine Delfino plays the bowls on the surface of the water while the participant is submerged in the pool up to shoulder height. She says this allows the sound to transmit deep vibrational frequencies to the internal organs and energy systems four times faster than through air.

Each of the bowls creates a different frequency and is carefully chosen based on guests' needs.

"Feeling the vibrations through the water unlocks a new dimension of relaxation that guests have probably never experienced before," Delfino says.



- 📍 Le Barthélemy Hotel & Spa, Saint-Barthélemy, Caribbean
- 🕒 80 minutes
- 💰 €230 (US\$254, £204)

Feeling vibrations through water unlocks a new way to relax

PHOTO: SHUTTERSTOCK/DAVID DUBNYK

MENU ENGINEERING

Zulal Wellness Resort
by Chiva-Som, Qatar, UAE

Three, five, seven, 10
or 14 nights

Starts at QAR19,800
(US\$5,440, €4,923,
£4,343) for three nights

The holy month
is a special time
for reflection

Zulal offers gut programming for Ramadan

With a view to supporting local guests, Zulal Wellness Resort by Chiva-Som in Qatar created a selection of retreats to help Muslims fast during the holy month of Ramadan.

Ramadan is a special time for reflection, self-improvement and spirituality for Muslims and involves fasting from dusk until dawn. Zulal's programmes were underpinned by specially-devised meal plans to prepare and support guests' digestive and metabolic systems throughout the 'prior, during and post-season' phases.

Each programme included accommodation and daily tailored meals, a personal health and wellness consultation, customised treatments based on individual goals and Ramadan practice and full access to daily activities and the wellness centre.

Alba taps into olfactory marketing

New Aussie hot springs destination Alba has collaborated with skincare specialist Vanessa Gray Lyndon to create an olfactory experience for guests.

It has designed a signature scent incorporating juniper berry, petitgrain, cardamom, spearmint, Peru balsam and lemon-scented tea tree.

The calming and grounding fragrance is used in some of the spa's most popular treatments and then also underpins its own-branded retail line The Botanicals, which Gray also developed.

The products include a shampoo, conditioner, hand and body wash, body lotion, body oil, essential oil and a candle.

The intention is to tap into the relationship between scent, emotion and memory to enhance guests' wellbeing responses once they're back home.

The signature scent
is used in treatments
and products

Alba Thermal Springs and Spa, Victoria, Australia

Products start at
AUS\$30 (US\$20, €18, £16)



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Soul searching meets astrology in Bali

Astrologer to the stars Debbie Frank - whose previous clients include Princess Diana - will be on hand at Four Seasons Resort Bali Jimbaran Bay this July-August to help guests find a new sense of direction using astrology, spiritual insights and meditation.

The Healing Village Spa on site is known for an approach which combines "ancient wisdom and cutting-edge science" and a highlight of Frank's daily sessions will see guests finding their true north and uncovering cities, countries and continents that mean the most to them through exploring energetic connections between their birth chart and an atlas.

This service is available as an add-on to Frank's two other experiences - both 75-minute astrology readings focused on either relationships or developing your soul plan.

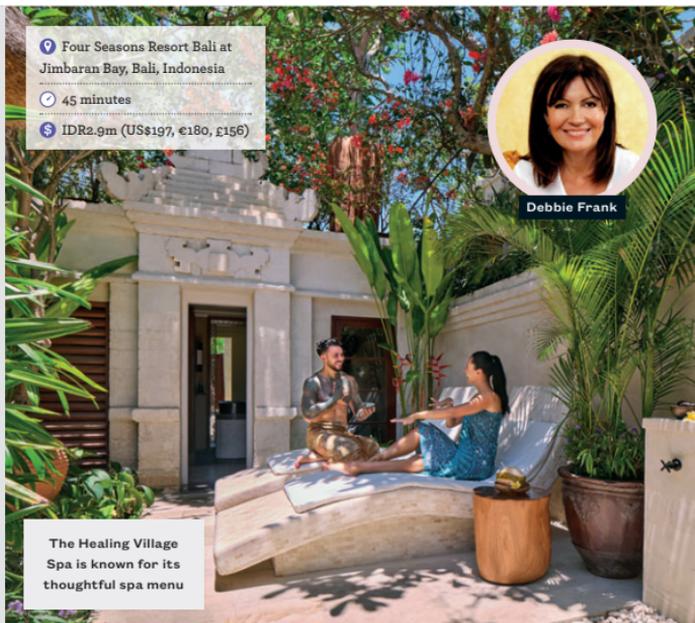
- 📍 Four Seasons Resort Bali at Jimbaran Bay, Bali, Indonesia
- 🕒 45 minutes
- 💰 IDR2.9m (US\$197, €180, £156)



Debbie Frank

The Healing Village Spa is known for its thoughtful spa menu

PHOTOS: FOUR SEASONS RESORT BALI AT JIMBARAN BAY; PHOTOGRAPHY: IRRAWADDI



Internal organ and womb massages in the Maldives

During November and December 2023, holistic healer Coco Maruno will be in residency at the Over-Water Spa at Conrad Maldives Rangali Island offering a Sacred Internal Organs Hara Massage.

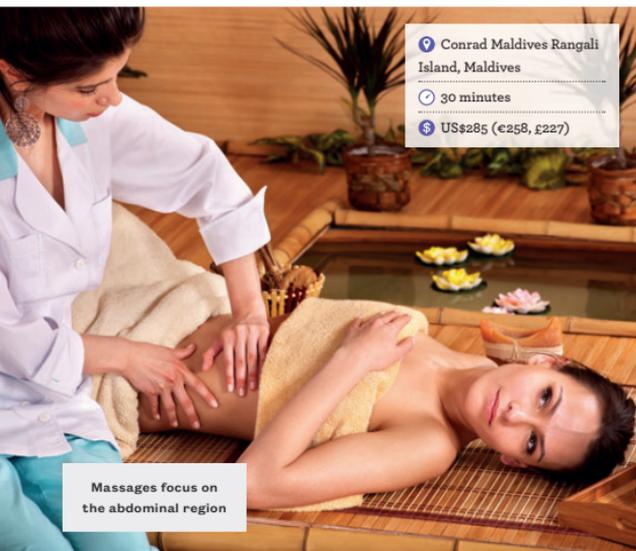
The practice is claimed to release tension and adhesions, help detoxify the organs, open the diaphragm to facilitate deeper breathing and promote digestive and hormonal balance. Maruno recommends the ritual to treat lower back pain, irregularity, painful periods, prolapsed uterus and infertility.

In addition, Maruno will be conducting Sacred Womb Hara Massages drawing on Japanese acupressure. This massage is said to unblock nerve channels, blood and lymph nodes where stagnation can affect the uterus and ovaries.

Maruno says the practice helps women "reawaken and reconnect to their womb space, relieving stress and promoting relaxation and energy flow". ●

- 📍 Conrad Maldives Rangali Island, Maldives
- 🕒 30 minutes
- 💰 US\$285 (€258, £227)

PHOTO: COCO MARUNO



Massages focus on the abdominal region



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INTERVIEW

RAHUL CHAUDHARY

Is it really possible to roll out destination spas successfully? The CEO of CG Hospitality, which owns The Farm at San Benito in the Philippines, passionately believes so and tells Katie Barnes why he's taking the brand to Nepal and Jordan, with India, Phuket and Portugal next on the list

“

*We have 150 properties and
The Farm outperformed all of
them consistently during COVID*

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The Farm sits in 52 hectares of lush green jungle



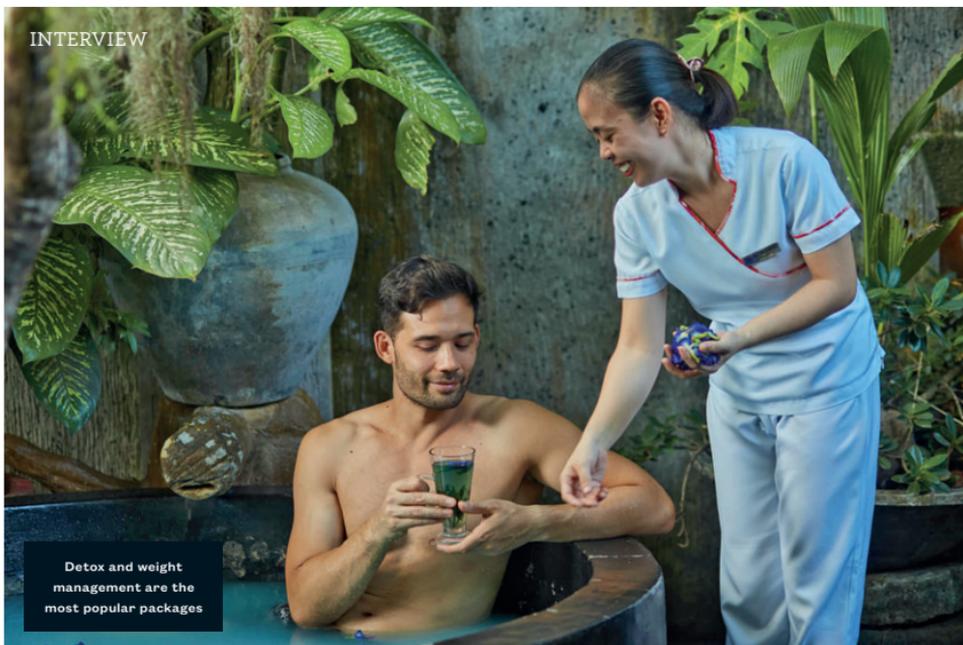
© SHUTTERSTOCK/ANNE JACQUELINE

CG Hospitality is worth close to US\$0.5bn, says Chaudhary

When the pandemic forced hotels around the world to shut overnight, The Farm at San Benito in the Philippines was still running at 90 per cent occupancy and generating close to US\$800 (€730, £643) average spend per guest. The 60-key wellness destination, 90 minutes from Manila, is blessed with 52 hectares of lush green jungle, majestic mountain views and pure fresh air and quickly converted to a health centre where people could go for COVID tests, stay in quarantine or recover post-virus.

"We have 150 properties in our portfolio and The Farm outperformed all of them consistently during COVID," says Rahul Chaudhary, CEO of The Farm's parent company CG Hospitality Holdings. "People couldn't leave the Philippines for two years and we had guests who took rooms for that entire time." ▶

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Detox and weight management are the most popular packages

- This outside-the-box thinking is typical of The Farm. New programmes from the holistic medical wellness resort are nearly always the first to market and reliably on-point – Happiness, Long COVID Recovery, Wellness Workations, Senior Wellness and Holistic Cancer Care to name a few. Its integrative medical doctors specialise in preventative, lifestyle, functional, naturopathic and holistic medicine and are supported by a team of spa therapists, sound healers, acupuncturists, yoga teachers, living food chefs, nutritionists, fitness coaches, physiotherapists and nurses. It's in the "business of caring and healing", driven by helping people to achieve optimum wellbeing.

Now embarking on an international rollout, it's no surprise that the destinations The Farm is coming to won't be your usual locales either. Miraaya Wellness & Golf Retreat, a boutique property 'inspired by The Farm' is currently in a soft opening phase in Nepal, while a second fully-branded site in Jordan is due to debut next year.

So where does this innovation come from and what further surprises can we expect?

Chaudhary shares his vision with *Spa Business*.

Tell us about your new wellness outpost in Nepal

Miraaya Wellness & Golf Resort is in a soft opening phase. Once fully complete later this year, it will have 24 villas and suites centred around a golf course as well as a wellness spa and medically supervised

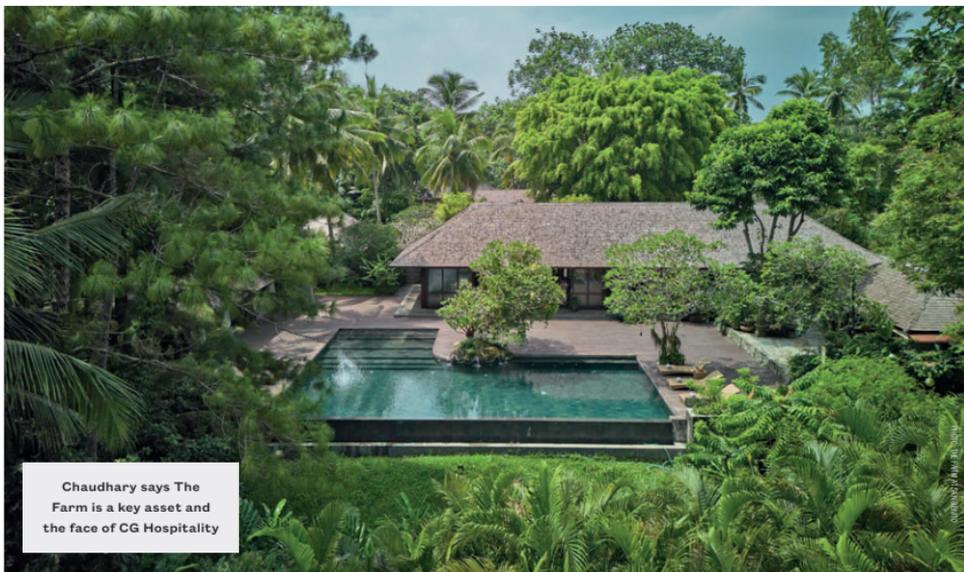
programmes. It draws on The Farm's DNA, ethos and wellness pillars in both its concept and design, however, it won't carry The Farm's name because it's much smaller and we can't get all the offerings there. Why Nepal? Because it's in our backyard – I was born and raised there – but also because it has a very spiritual, mystical side. The home of Mount Everest, it's a very scenic country and it's also the birthplace of Siddhartha Gautama, the founder of Buddhism.

Why have you chosen Jordan for The Farm's international debut?

No one would think of Jordan, just like they wouldn't think of Nepal. But we feel there's so much about the surrounding environment – the healing minerals from the Dead Sea, the Red Sea, natural hot springs and the spectacular sightings of Petra and Aqaba – that we can tap into to create something unique. We want to put it on the map. It's not your busy Dubai, Doha or Saudi, but do you really think people will go to these places to be in a wellness resort? Location is first and foremost, from there everything else flows.

Destination spas are notoriously difficult to roll out. How will you succeed where others haven't?

We'll never be able to replicate The Farm 100 per cent, but it will be our foundation. The medical, wellness and spa offering will be the same but we'll also customise it based on location.



Chaudhary says The Farm is a key asset and the face of CG Hospitality

I come from four generations of entrepreneurs – innovation is in my blood

We'll tap into wellness traditions such as the Nabatean treatment which combines hydrotherapy and balneology with mineral wraps and argan and oud oil to treat chronic lifestyle illnesses. The food will be inspired by our farm-to-table concept and include 80 per cent of these dishes. But we'll also use organically grown ingredients which are endemic to the country.

As a nation that's known for its exceptional heartfelt service and genuine care, we will also provide our Filipino touch. Initially, our skeleton staff – including therapists and nurses – will come from The Philippines to help get all the plans in place and then train locals.

Why is now the right time to expand?

Plans for more medical wellness resorts were well underway before COVID, but the pandemic has affirmed that this is absolutely the right move. Hospitality has completely changed. Guests are more health conscious, they crave mental and emotional peace. And spirituality. This is exactly what The Farm offers and we want to take this all over the world. ▶



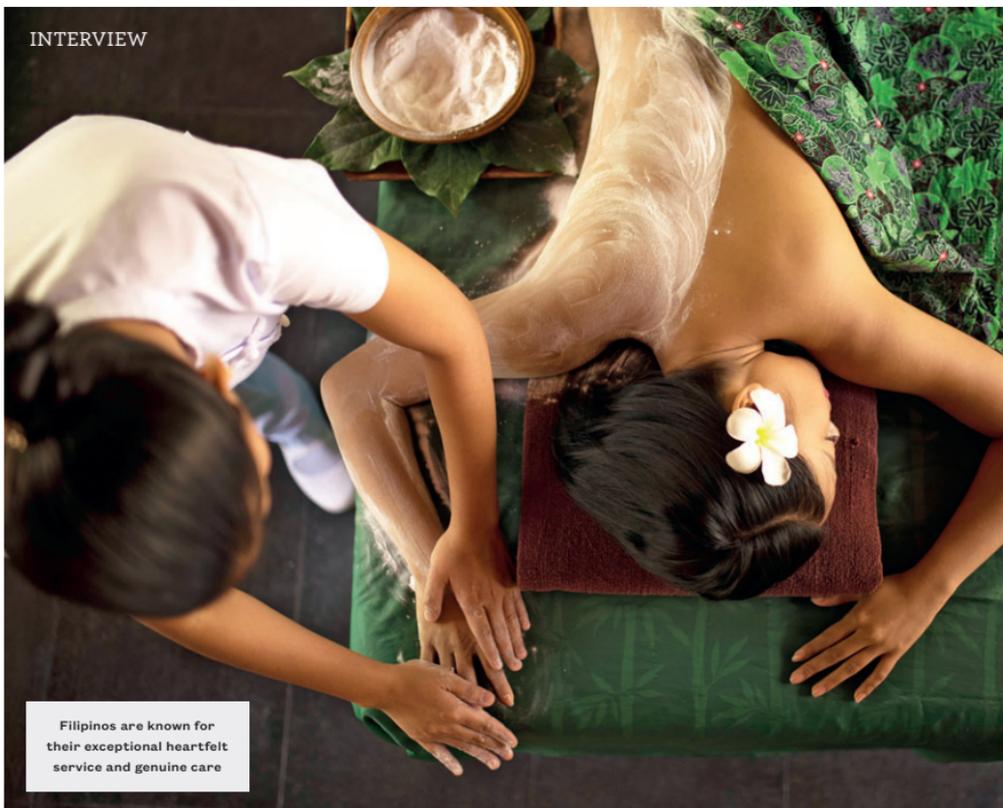
The resort prides itself on using fresh ingredients in treatments and having a 'farm to skin' approach



PHOTOS: THE FARM AT SAN BEATO

PHOTO: THE FARM AT SAN BEATO

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Filipinos are known for their exceptional heartfelt service and genuine care

► **Where else will we see The Farm in the future?**

In the next 10 years, we want to have one in all world regions. India is a very important market. It's going to have a population of 1.6 billion in the next two years. The majority of spenders there are the middle class, but they travel to places like Lanserhof, Palace Merano or Vivamayr for wellness so there's a gap for something homegrown.

We're assigned to do one in Phuket and are considering another in Portugal.

What's pushing you to choose lesser-known destinations?

The roots of CG Corp date back 150 years and across four generations of my family (see p45). It was born out of a community in Rajasthan which is known for its innovation so I guess it's in my blood. Today, CG Corp has 15 verticals and apart from one company, the Nabil Bank in Nepal, we're still privately held.

Although I went to university in Miami and completed a development programme at Cornell, most of my learning has come from my father – what

I refer to as 'the Chaudhary school of hospitality'! He taught me to think outside the box in difficult times and there's also been a lot of trial by error. My first acquisition was of a hotel in New York when I was still in college. I closed the deal but made all the mistakes. It was a big learning curve for me and an expensive one for my father.

What drew you to hospitality over CG Corp's other divisions?

Coming from a family business, one would expect me to get involved somehow, but my father gave me the option to do something else and said 'Whatever you decide it's up to you, so long as you're the best at it'. However, hospitality ignited something in me and I love the business. It's our fastest-growing vertical and is worth close to US\$0.5bn. Today we have 150 hotels in 12 countries and more than 8,000 keys, but by 2025 the portfolio is expected to grow to more than 200 hotels and 10,000 keys. I would say that we are one of the most diversified and quickest-growing hospitality groups in this part of the world. ►



Reinvestment: 17 wellness residences are being added

FOUR GENERATIONS OF ENTREPRENEURS

Based in Dubai, with satellite centres in Singapore and Nepal, CG Hospitality Holdings has more than 150 hotels, resorts, safaris and residences across 12 countries and 8,000 keys in its portfolio. Partnering with high-end hospitality brands such as Taj, Fairmont and Radisson, it owns 40 per cent of the properties and operates the remaining 60 per cent. In 2018, it became a majority shareholder of wellness destination The Farm at San Benito in the Philippines.

The company is one of 15 verticals of the Chaudhary Group Corporation Global (CG Corp), a multinational conglomerate with interests in financial services (it has a controlling stake in Nepal's Nabil Bank), fast-moving consumer goods (FMCG), retail food, telecoms and education sectors.

Binod Chaudhary, CG Corp's chair, is recognised as Nepal's wealthiest person and the country's only Forbes-listed billionaire. He's a global player in FMCG and the brains behind CG Corp's best-selling brand Wai Wai – instant noodles from Thailand, that have earned him the epithet 'Noodle King'. He also serves as chair of The Farm, while his son, Rahul, is managing director of the conglomerate and CEO of CG Hospitality.



Members of the Chaudhary family (clockwise from top left): Bhuramal, Lunkaran, Binod and Rahul



CG Corp's roots go back to the late 19th century when Binod's grandfather, Bhuramal, migrated to Nepal from Rajasthan and started a textile business selling clothes to royalty. He went on to create the country's first formally registered clothing company.

Binod's father, Lunkaran, built on this business and also established international trading houses and a construction company. He set up CG Corp in 1935 and his most successful venture was Arun Emporium, a retail store he founded in 1968.



COURTESY OF ANNE THE CLINIC

Key staff will be deployed to embed the 'Filipino touch' in new sites

Spas bring in massive revenues because they enable you to charge huge premiums

► **How important are spas to your portfolio?**
Usage is minimal in business hotels, but in resorts, they're the biggest attraction because people go there to relax. They bring in massive revenues because you can charge huge premiums when it comes to spas.

How valuable is The Farm to CG Hospitality?

It's one of our key assets because we own and operate it. It's the face of our business and it's one of the reasons that we have an identity in the hospitality world.
The success of any hotel can be judged on the level of reinvestment and since taking over The Farm in 2018 we've grown it from 30 to 60 keys. Not only that, we've expanded the medical facility and our F&B offering. We're also developing 17 wellness real estate residences which are opening in December and we've already sold half of these just by virtue of our brand.

Who are your guests and what do they come for?

They come from around the world and visit for various reasons – whether it's solo travellers on medically supervised programmes, couples on romantic getaways, families looking for fun and transformation or corporate guests on a wellness 'workation'. ►



COURTESY OF ANNE THE CLINIC

Medical approaches are offered alongside more holistic interventions



PHOTOS: THE FARM AT CG HOTELS



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Guests are more health conscious than ever, says Chaudhary

No one would think of Jordan or Nepal, but we want to put them on the map as wellness destinations

- Our most popular packages are our Holistic Detox Cleanse lasting five to seven days and our Weight Management, Diabetes Prevention & Heart Health Programme which ranges from seven to 31 days.

What does wellness mean to you?

Unfortunately, the terminology has become diluted and is everywhere – a deep tissue massage in a day spa, a diet programme in an urban centre. To me, it's not wellness unless it's an holistic experience that uplifts your life – where food, healthy lifestyle choices and mental and spiritual wellbeing come together. The Farm embodies this and that's why we think this is a brand that we can take all over the world.

I'm an avid squash player and follow many components of wellness. I try to visit The Farm two to four times a year to reinvent myself but inevitably get pulled into other things. So, I wouldn't say I practice it totally. But ask me if I believe in it then the answer is yes, 100 per cent.

What keeps you motivated? Inspires you?

I'm driven by profit, sure. But there's also beta satisfaction. Hospitality is a difficult business and creating something with as much attention to detail as The Farm doesn't happen overnight. So when our team does get appreciation – from journalists or by making a difference in someone's life – it motivates me to keep making improvements. And knowing that it's recognised around the world, is the cherry on top. ●



Miraaya Wellness & Golf Resort in Nepal is 'inspired by the Farm' and is in a soft opening phase



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The Lanserhof Spine Lab in London tests for neuromuscular imbalances

Ask an expert...

DIAGNOSTICS

As the lines that once separated spas and medical businesses continue to blur, Lisa Starr investigates how leading operators are using the latest in diagnostic technology to stay ahead of competition

With medical and technological innovations launching daily it seems, there are countless ways to assess any number of aspects of one's health. From MediSync – a cap with sensors that uses AI to give a reading of brain activity in just 10 minutes – to Gut Note – an app that turns your mobile into a microbiome detector – and Grail – a blood test targeting 50 types of cancers – there's something for everyone.

With so many options either available directly or known by consumers, spas and wellness centres need to up their game in order to remain a respected authority. But keeping up with all the releases is a job in itself, so how

are operators managing to track this and also decide which diagnostics they'll invest in or not?

In addition, interpreting the data of diagnostics often requires the skills of someone who's both number-focused and medically-minded and capable of personalising treatments accordingly, as well as capable of delivering modalities with the compassion and empathy that spa therapists are known for.

Successfully offering advanced and modern diagnostics, without losing the high-touch care our businesses are known for, takes careful planning and execution.

We talk to three highly-regarded destination and resort spas about how they're striving to do this.

Elke Benedetto-Reisch group medical director, Lanserhof

Our five clinics are known for their detoxification programmes, with most clients spending a week in them under medical supervision and with a strict nutritional programme.

Each location also has a variety of the latest medical diagnostic technology. I receive marketing on new technology every day, companies come to pitch to us and staff travel to look at new diagnostics in action. Devices have to fit our concept – they need to be high quality and modern, yet simplistic, reliable and add to our understanding of a person as a whole. We look at everything critically and many times tests are not adequate.

One of our all-encompassing, easy-to-use

Devices have to fit our concept – they need to be high quality and modern, yet simplistic and reliable.

Many tests are not adequate

tests is Global Diagnostics which uses electromagnetic frequencies to measure the body's energetic structure. This reveals any number of hidden conditions such as toxic overload, lymphatic blockages and active viruses. In the near future, we'll also be introducing an MRI machine at Lans Tegernsee.

Our Spine Lab and Movement Lab in London are great examples of cutting-edge diagnostics. They use the Centaur which tests for neuromuscular imbalances in the spine and back. They're staffed

with sports scientists who analyse gait and movement to detect irregularities.

While we take advantage of technological advancements, remembering the human element is key. Many patients arrive with chronic issues, liver overload, joint problems and headaches and machinery can only capture so much of that.

That's where our personal observations and individualised treatments come in. Upon check-in, Lanserhof guests spend one hour in

a medical examination with a physician, who uses their training, patient input (learning about needs and expectations) and medical data to develop a treatment plan for the stay.

During a week-long visit, the patient will see the doctor an additional three to four times. Our specialists – osteopaths, physiotherapists, sports scientists, energetics, and dermatological and cosmetological experts – also have meetings to discuss patient progress and share information which directs treatment protocols.



PHOTO: ANDREW TUDOR

Hans Peter Veit director of spa & wellbeing, Grand Resort Bad Ragaz

Our alpine setting and natural thermal waters mean we're perfectly positioned to offer healing modalities in collaboration with Medical Centre Bad Ragaz, one of Europe's largest healthcare and nutrition facilities, onsite.

Over 20 medical doctors with a wide array of expertise – including the physician for the Swiss National Ski Team – have offices here and schedule in time with hotel guests as well as their own patients.

We certainly see the benefits of having the centre onsite and having medical and spa staff sharing their findings with each other. Guests choosing our Smart Aging programme,

PHOTO: ANDREW TUDOR



for example, will see a dermatologist who performs diagnostics and directs the protocols of the therapy staff, who have access to the relevant medical background of the guest.

Could spa staff offer diagnostics and tests themselves? That heavily depends on the kind of tests and if they're capable of performing analysis.

We see diagnostics as the future and plan on investing millions of Euros in this area

The majority of our guests visit for a specific health-related programme with the most popular being our one- to two-week Weight Loss package. Nutritionists oversee meals and advice is given on how to be more active.

Two of the key tests we use are spiroergometry and functional movement analysis.

Spiroergometry measures a person's breathing, oxygen consumption, carbon dioxide production and heart rate during ramped-up exercises. This can be used

to determine the maximum oxygen uptake and the fat metabolic rate to pinpoint effective training zones for beginners through to athletes.

A questionnaire will determine which functional movement areas to measure to conclude a guest's strength and flexibility. Based on the results, we'll create a home programme which targets personal weaknesses and helps them feel more comfortable in their body.

We see diagnostics as the future and plan on investing millions of Euros in this area. ▶

Juan Pablo Barassi chief operating officer, SHA Wellness

With a staff numbering approximately 300 people, including 20 medical professionals, SHA is constantly creating and offering new services and programmes.

Our latest innovation is a Diagnostic Health Screening Lab, which includes a circuit of state-of-the-art equipment that delivers insightful metrics in just 30 minutes so bespoke programmes can begin straight away. Formerly, these separate tests and data analyses would have been carried out over the first few days.

Results obtained from the circuit include measurement of the guest's heart rate, pulse wave, an overview



of the functioning of the autonomic nervous system, information on the level of physical and mental stress, glycated proteins in tissue, vital sign collections, a body composition analysis and a 3D body scanner as well as a neurocognitive test.

What's so different about this is the multidisciplinary approach that enables us to not only diagnose but also

The biggest challenge we've faced is ensuring staff aren't overwhelmed with data

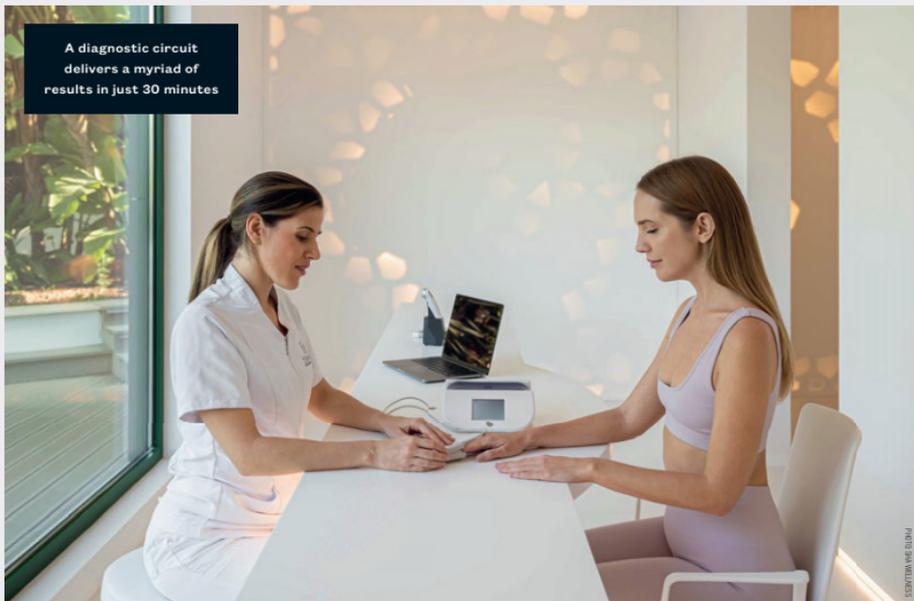
spot warning signs and make recommendations. A blood test, for example, gives a lot of information but it is a fixed picture - it may tell us that our cholesterol is fine at the moment, but only an arterial elasticity test will tell us if that's always been the case.

The biggest challenge we've faced is ensuring staff aren't overwhelmed with data. Our IT team has developed a way to present results that aren't just a PDF printout. Simple graphs for any aspect of a person's health show which variables

are in or out of range and these help both the doctor and patient understand results in a very visual way.

We also have a dedicated innovation team which assesses the efficacy and suitability of new technologies. It presents findings every month and is currently researching devices which determine the health of skin and hair. We expect this to be a new stage within our diagnostic circuit and it's just one example of how we're constantly advancing our offering. ●

A diagnostic circuit delivers a myriad of results in just 30 minutes





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Put to the test

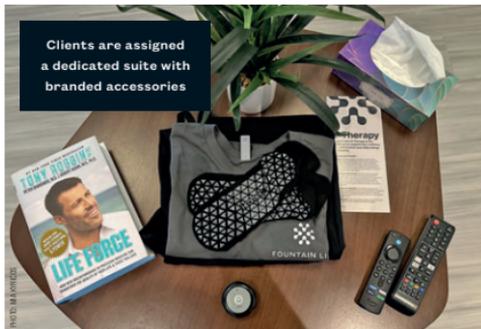
Mia Kyracos tries out the advanced biometric data gathering programme by Fountain Life, which has the potential to transform healthcare systems



STYLING: YVES ROBIN KODAKI

For far too long, the global healthcare industry has focused on treating sickness, ultimately giving the wellness industry its raison d'être: prevention. Now, with the debut of Fountain Life and its latest, spa-inspired centre at the health-minded Lake Nona campus in Florida, the future of medicine may have just arrived.

Via a five-plus hour journey of diagnostic testing, Fountain Life attempts to see, predict and reverse disease progression even before it starts. The programme, which is backed by life coach, philanthropist and entrepreneur Tony Robbins, captures 150 gigabytes of data - from gut microbiome analysis and an epigenetic biological age test to a full body



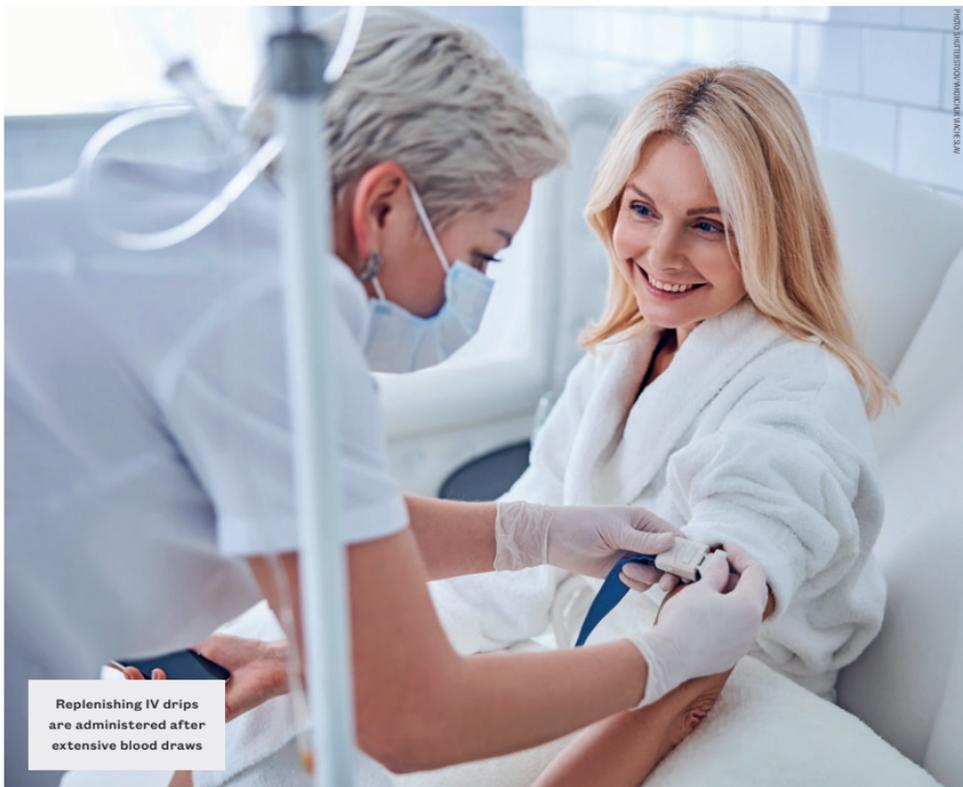
Clients are assigned a dedicated suite with branded accessories

PHOTO: MIK KONDOS



A full body MRI scan is one of many advanced tests carried out over five-plus hours

PHOTO: FOUNTAIN LIFE



Replenishing IV drips are administered after extensive blood draws

MRI and early cancer detection screening (see page 56). And as I walk into its gleaming new facility, it's easy to see how this just might be the poster child of preventative medicine.

SPA-LIKE HOSPITALITY

Upon arrival, I'm assigned a dedicated suite with a locker, sofa, table, chair and personalised TV screen naming my carers for the day – a client coordinator, nurse and overseeing doctor (Dr Bowen) who will eventually review all of my results.

Overall, the hospitality is akin to what's offered at premier health and wellness destinations. Clients are offered scrubs, branded t-shirts and socks. Replenishing IV drips are administered in a hydration lounge after extensive blood draws; teas, coffees and snacks are available after fasting and a made-to-order lunch is delivered fresh to the suite. In addition, clients may select from an optional, à la carte menu of vitamin-based IV infusions designed to further fortify the body.

The experience feels both new and familiar to me. It seems to disrupt the medical spa and primary



It offers a level of diagnostic testing I've not seen elsewhere

care visit all at once with a level of diagnostic testing I've not seen elsewhere. The fact that a simple blood test can pre-screen for more than 50 cancers, for example, seems profoundly revolutionary and also perplexing that it's not standard at primary care practices today. And while I was lucky enough to have my first DEXA bone density scan more than 20 years ago at Canyon Ranch, I find it odd that neither health resorts nor my GP have suggested the test akin to an annual breast exam or periodic colonoscopy. ▶



The experience "disrupts the medical spa and primary care visit all at once," says Kyricos

30/SHUTTERSTOCK.COM



I feel much more equipped to future-proof myself

► At the very least, I'm happy to see that the GI Map test – my second this year – is gaining popularity to evaluate gut health which we know is increasingly linked to everything from mood to the quality of your skin and hair. This is something more spas and wellness destinations should consider.

AFTER TEST DAY

Four weeks later, I have an extensive 90-minute Zoom follow-up with Dr Bowen and get a full summary of results, considerations and recommendations for my primary care provider.

I'm relieved and grateful to report that no cancers were detected, my brain looks good, I have the bones of a 30-year-old and both my gut and heart are in good shape with some minor opportunities for improvement.

I have concerns that my GP may struggle to understand all the tests and results, but the recommendations seem fairly straightforward and I feel much more equipped to future-proof myself. ►

PRECISION DIAGNOSTIC TESTING

The Fountain Life assessment includes the following tests:

- Full Body MRI with AI to scan the body and brain for abnormalities, cancer and neurodegenerative disease, often in their infancy
- AI Coronary Artery Scan to detect the warning signs of future heart disease, attacks and related cardiac conditions
- Early Cancer Detection Screening inclusive of a fasting blood test to detect more than 50 types of cancer, most of which traditionally go undetected at stage 1
- DEXA Bone Density Scan to measure the mineral content of bones, risk of osteoporosis and fractures and body composition
- Biologic Age Test which looks at epigenetics and considers more than 900,000 locations of DNA to compare the age of your body with how old you actually are. It also helps to predict lifespan
- Gut Microbiome Analysis to determine the state of good and bad bacteria in the gut with the goal of optimising immunity, digestion and overall health while also testing for conditions like inflammatory bowel disease, Crohn's disease and chronic fatigue syndrome among others
- Genetic Sequencing to determine how your specific DNA might affect your health in the future



PHOTO: MAI VOYTES

- Executive Blood Panel to assess kidney and liver function, vitamin, mineral and hormone levels, lipid panel and glucose markers, all of which can give insight into potential health risks that may be mitigated by nutritional, lifestyle and related interventions

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Genetic sequencing is used to uncover potential health risks



PHOTO: FOUNTAIN LIFE

► THE VERDICT

The Precision Diagnostics programme is priced at a high premium currently not covered by insurance and at an out-of-pocket expense of US\$11,700 (€10,597, £9,353). If clients are interested in longer-term support, Fountain Life offers a year-round membership costing US\$19,500 (€17,661, £15,585).

Still, the founders of Fountain Life are committed to making these tests and overall access to preventative medicine much more widely available to consumers, independent of their centres, over time. There are currently four facilities across the US and four coming soon – in Toronto, New Delhi and Dubai, as well as another in America.

Down the line, I see collaborations between health resorts and wellness destinations that are easily accessible from major cities, as well as partnerships with primary care facilities which are eager to become more proactive.

The reality is, Fountain Life is far ahead of its time. And while this whole experience may seem overwhelming if not cost-prohibitive, it's hard not to marvel at these latest advancements. The company is in the admirable position of being both a pioneer and advocate for a dramatic change in our approach to healthcare – namely, our wellness – and from my perspective, not a moment too soon. ●



PHOTO: MARIANNE

Dr Bowen oversaw tests on the day and fully explained the results in a follow-up four weeks later

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A new vision of BEAUTY

Clarins has elevated its myBlend brand with new tech and formulations, as well as forging powerful alliances with global spa partners

Pioneer brand of the Clarins group, myBlend, has relaunched under the direction of Dr Olivier Courtin, MD of Clarins and founder of the myBlend brand.

Leveraging the research capabilities of Clarins' Laboratories, Courtin has redefined the limits of the holistic myBlend system, introducing innovations to increase its effectiveness.

Consumers using myBlend now get holistic support with their skincare, including high-tech diagnostics delivered by the mySkinDiag system, supplements to nourish the skin from within, a comprehensive skincare line, a collection of tech beauty tools – including a state-of-the-art LED mask – and a suite of spa treatments.

ULTRA PERSONALISATION

With an increased focus on personalisation, Courtin has created mySkinDiag – an app which uses photo analysis combined with a lifestyle questionnaire to prescribe customised treatment pathways.

myBlend is responsive to the uniqueness of each customer's skin and lifestyle and the precise skin



PHOTO: G. WINGS



PHOTO: G. WINGS



My goal is to offer women the most effective, respectful solution for achieving wellbeing and visibly transformed skin quality

Dr Olivier Courtin

MYBLEND

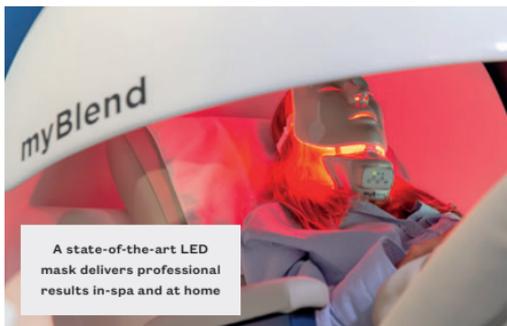
HIGH STANDARD OF CSR

- **Committed to the skin**

myBlend formulas include 93 per cent natural ingredients, are devoid of contentious ingredients and are respectful of the skin's microbiome

- **Committed to the planet**

Local and transparent manufacturing and sourcing with glass, pure aluminium or FSC-certified, 100 per cent recycled and recyclable cardboard packaging. See our transparency map at www.my-blend.com/en/our-commitments



A state-of-the-art LED mask delivers professional results in-spa and at home

PHOTO: G. WINGS

La Maison myBlend
in Paris offers the
full brand experience



INSIDE-OUT BEAUTY THE MYBLEND EQUATION

● NUTRI

Water-soluble daily supplements full of micronutrients and prebiotics to nourish the skin from within

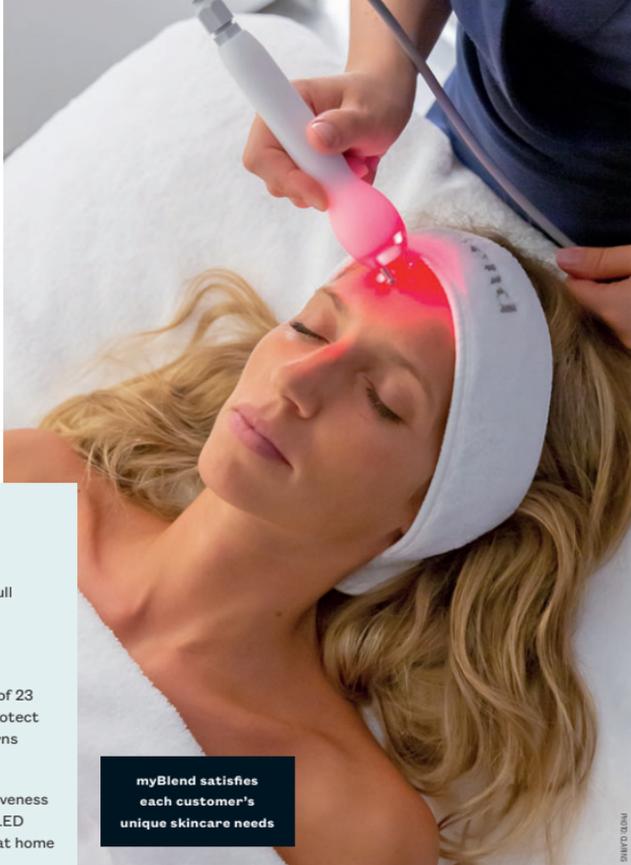
● DERMA

A comprehensive skincare line-up of 23 formulations to strengthen and protect the skin and target specific concerns

● TECH

Beauty tools to enhance the effectiveness of skincare and a state-of-the-art LED mask offering professional results at home

myBlend satisfies
each customer's
unique skincare needs



diagnostics delivered by mySkinDiag are identified by a proprietary algorithm, combining the picture analysis with a thorough assessment of the skin to deliver a unique beauty routine recommendation.

"When creating myBlend I wanted to bring comprehensive skincare with maximum effectiveness to the reach of women everywhere," explains Courtin. "This includes high-performance cosmetics with formulations based on the power of peptides, cutting-edge technologies in combination with tailor-made treatments and food supplements for visibly more healthy, beautiful and radiant skin. I also wished for myBlend to be responsible and committed to the planet and to women," he says.

"My goal is to offer women the most effective and respectful solution for achieving wellbeing and visibly transformed skin quality in complete safety."

MYBLEND - POWERING SPA INNOVATION

myBlend's ultra-premium spa offering, which delivers high-end treatments using the myBlend line of products, is distinguished by a harmonious blend

of relaxation, expert manual procedures, super-concentrated formulas and cutting-edge technology.

Cell Synergy professional equipment, developed exclusively for myBlend, offers a wide range of treatments, such as radiofrequency, electrostimulation, electroporation and cryo aesthetics, delivering an optimum balance of efficiency, respect for the skin and restorative wellbeing.

myBlend is forging strong partnerships with spas, sharing expert training, support with strategy and customised 360° marketing plans. This has earned the trust of some of the world's most venerable operators, such as the Ritz-Carlton Toronto, Le Royal Monceau - Raffles Paris, the St Regis Florence, and Four Seasons Mauritius & Seychelles. ●



More: www.my-blend.com
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Scan with your phone camera to
find out more about myBlend

LESSONS for leadership

Spa Business digs into the latest findings from Wisdom Works Group's inaugural wellbeing leadership study

Industry leaders with a higher level of wellbeing make those around them feel more energised, maximising their effectiveness and growth and cultivating a positive work environment, reveals a new survey.

The report - *Leading in the Health & Wellbeing Industry 2023* - by US-based social enterprise Wisdom Works Group (WWG) explores the state of wellbeing leadership.

Answered by 841 leaders across 71 countries, the survey quizzed respondents from three sectors (the global wellness economy, healthcare and human potential and development) about their organisation and everyday stressors. It also looked at leadership impact and psychological wellbeing - which combine into something WWG calls wellbeing leadership (see p62).

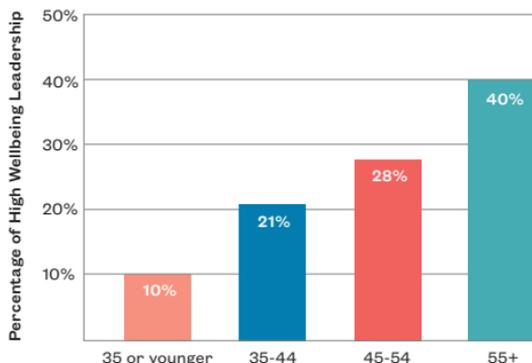
"This study brings to light the need for integrating the science and practices of wellbeing into leader development as a strategy for improving leadership, work culture and industry impact," says WWG CEO Renee Moorefield.

"The measurements we studied offer wellness leadership an expansive way to view, and thus, elevate the wellbeing of people."

WALK THE TALK

Across all three sectors, the higher the psychological wellbeing of leaders, the more positive their impact was. WWG calls this the study's most significant conclusion and says it reinforces the necessity for leaders in the health and wellbeing industry to 'walk the wellbeing talk'.

WELLBEING LEADERSHIP INCREASES OVER LEADER'S LIFESPAN



Source: *Leading in the Health and Wellbeing Industry 2023*



WWG's Renee Moorefield (top) and study director Kate McIver (below)



Industry leaders
need to prioritise
their own wellbeing

WELLNESS LEADERSHIP PSYCHOMETRICS

PSYCHOLOGICAL WELLBEING

Today & tomorrow
Flourishing
Resilience
Eating as fuel
Moving as fuel
Resting as fuel
Breathing as fuel
Engagement at work
Self-esteem at work
Mindfulness
Appreciation & awe
Seeking new perspectives
Learning & growing
Vision & purpose
Wholeness
Emotional capacity

LEADERSHIP IMPACT

Energising others
Maximising others
Cultivating care in others

*Most leaders feel they're not as internally
well-resourced as they could be*

Study director Kate McIver says: "Having grown up in the spa industry, I know people join it to make a difference to other people's lives and wellbeing. These results show the toll our roles as servant leaders can have when we don't, as they say, 'put our own mask on first'.

"How we treat ourselves – and as leaders, those we lead – broadcasts to those around us. This is about integrating human wellbeing into the very ethos and about creating a thriving work environment and this is a positive force for attracting and retaining employees."

MANAGERS NEED SUPPORT

First- and mid-level managers reported lower wellbeing leadership compared with other leadership levels. While they represented 35 per cent of the study sample, only 28 per cent of them reported high wellbeing leadership.

As this pool of leaders is the future of the industry, WWG says this finding highlights that there's a critical opportunity for retaining and developing talent within the spa sector.

GENDER AND AGE VARIATIONS

In every sector, a higher proportion of women consistently scored in the high-stress category compared with their male counterparts.

Women represented 65 per cent of leaders in the study sample yet a disproportionate 71 per cent of leaders in the high-stress category.

In addition, the quality of wellbeing leadership appeared to increase with age, with those over 55 years old representing the majority (40 per cent) of the high wellbeing leadership group (see graph on p62).

LACKING INTERNAL RESOURCES

Most leaders surveyed agreed there was room for improvement in their wellbeing leadership, concluding that they weren't as internally well-resourced as they could be to handle the complexities and challenges of their life and work.

"Since wellbeing is the core purpose of the health and wellbeing industry, we were surprised to find leaders not reporting higher scores," revealed McIver.

"However, this industry has been significantly challenged to meet the growing mental,

Women scored consistently higher in stress categories

PHOTO: SHUTTERSTOCK/RYAN HANCOCK

People want to work in a psychologically safe, collaborative and vibrant work environment

- ▶ physical, emotional and social wellbeing demands of people due to complex challenges we're collectively facing around the globe."

Although wellbeing leadership for these industry leaders wasn't as robust as it could be, they did indicate a high degree of job autonomy – a factor which is associated with higher wellbeing across organisational and management research.

CONCLUSION

"This study is not only a clarion call for health and wellbeing industry leaders to prioritise wellbeing for themselves and the people and organisation they serve; it's a voice for making thriving a standard of success across the industry," concludes the report. "The industry can increase its global impact by 'putting on its own mask first'."

McIver and Moorefield both feel the study offers many takeaway points for spas. "As spa leaders, we're affecting employees and customers not just through how we act and communicate – we're affecting them with how we show up as human beings.

"When we feel internally well-resourced in our lives, we more naturally broadcast a sense of vibrancy and wellbeing to others; this, in turn, affects their state of being, too.

"We must understand that human beings are hard-wired to enhance or erode the wellbeing of others through co-regulation. Co-regulation simply means that we're always broadcasting our state of being in some way.

"For example, when your heart rate variability decreases because you feel overstressed, studies show that a similar shift will likely occur in the people you're around. Similarly, when you listen to a colleague with genuine care, this micro-moment of positive resonance shared with the other person sets off similar shifts in brain activity and oxytocin levels for both of you.

"When we return to the roots of spa as a life-giving avenue for mental, emotional, physical and social health benefits, we can quickly see how important it is to lead our lives and companies in a way that radiates wellbeing.

"Integrating wellbeing into leadership isn't a sprint, nor is it an event, programme or fad. It's a marathon requiring a dedicated commitment to real transformation."

WWG is planning to repeat this report every two years, so it can provide more specific and nuanced insights into sectors of the health and wellbeing industry. ●

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LEARNING *to lead*

The most important thing mentees need to learn is the hardest thing to teach – and that’s leadership, says Jeremy McCarthy

“ *I never finished learning how to be a leader. I’m still learning from my mistakes to this day* ”



One of the most rewarding parts of being older and a bit more established in my career is the opportunity to mentor others. In the past few years, I've taken on a number of mentees, some of whom I've coached from afar and others whom I've taken under my wing, working closely with them for an extended period.

Mentoring is not easy. It's one thing to become successful in your own career, but to package and convey a lifetime of learning, experiences and wisdom into some usable nugget that can actually make a meaningful impact on someone's life and career is its own art form and not one that I've mastered.

I often think the most important thing my mentees need to learn is the hardest thing for me to teach: leadership. People who are juniors in their careers today have access to incredible resources that I never had. They can easily learn about the industry by taking courses, reading blogs, watching YouTube videos, etc. They can learn how to read a P&L, how to write an SOP or how to give good customer service. But leadership is one of the most essential skills for a successful career and it's hard to learn, hard to teach and not easily replaced by technology.



The best way to learn leadership skills is to 'step up, take control and make decisions,' says McCarthy

TRIAL AND ERROR

When I think about how I learned leadership, the top answer that comes to mind is trial and error. I made lots of mistakes. They didn't feel good. I made adjustments. Often, I overcorrected and made more mistakes. And gradually, over time, I established my own leadership style. But I never finished learning how to be a leader. I'm still learning from my mistakes to this day.

ROLE MODELS

The second way I learned is by working with people I admired. Inspiring leaders were role models, who pushed me to be the best I could and also gave me a template for what being a good leader looks like. I've worked with some amazing people and my approach to leadership is shaped by those who went before.

LEARNING BY DISLIKE

The third way I learned is by working with people I didn't like. The micromanagers, the tyrants and the soulless number crunchers. They were role models too, teaching me what didn't work and what I didn't want to become.

The leadership wisdom from these channels is hard-won. They take time and effort and more than a

few lumps along the way. Sure, as a mentor I can try to help my mentees bypass some of the pain and duration necessary to learn these skills. I can try to bottle up the lessons I've learned into an easily digestible format, but they'll sound like meaningless platitudes.

It's not until the mentee tries them out in a real situation that they can see whether it fits them or not. The techniques that work are the ones that come from the heart of the leader. Authenticity is more important than the actions themselves.

So my advice to those who are early in their careers is simple: step up, take control and make decisions. Make decisions and mistakes. You won't make good decisions at first. Making good decisions requires wisdom. Wisdom comes from experience. And experience comes from making bad decisions. So make bad decisions. Own your mistakes and learn from them. And maybe . . . just maybe . . . become a leader along the way. ●

Jeremy McCarthy has worked in the spa industry for 34 years. As group director of spa and wellness for Mandarin Oriental, he oversees spa, wellness and leisure operations at 35 luxury hotels globally. Contact him with your views on Twitter @jeremymc

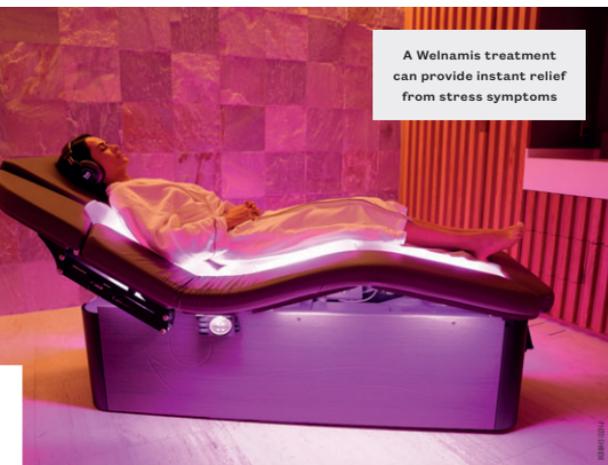
Mind expansion

With the quest for better mental wellness growing ever stronger in the wake of the global pandemic, we ask Gharieni CEO Sammy Gharieni how the company's wellness technologies are helping spas to meet this consumer demand

As a supplier, how is Gharieni addressing the shift towards treatments that better support mental health? Today's spa visitors are now looking for both mental and physical benefits. Pampering is no longer the sole objective of the spa experience. The shift is towards a wellness experience, where guests seek multiple benefits from their spend – mental fitness, health optimisation and take-home value. These are all benefits that should extend way beyond their stay, and our mind/body wellness technologies enable spas to provide enhanced and accelerated results.

Can you outline in more detail how your spa models help to improve a client's mental wellbeing? All of our Mind/Body Wellness Technology beds are developed to enhance mind and body, and in particular, the following are focused on the support of mental wellness.





A Welnamis treatment can provide instant relief from stress symptoms

Our **Welnamis** bed is designed to offer deep relaxation for busy minds. Its binaural acoustic and dynamic stimulation comprises a computer-controlled acoustic and vibrational technology that trains the brain to relax and benefit from deep relaxation techniques.

Similar to meditation, specific sounds slow down mental activity and vibrational frequencies act on specific parts of the body.

A **Welnamis** treatment can provide instant relief, and if repeated as little as once a week for three weeks – for just 22 minutes a week – can create optimal and longer-lasting results.

For clients suffering from low-energy, lack of sleep, anxiety and stress, our **RLX Satori Wellness Lounger** uses natural vibrational and binaural sounds to fully synchronise body and mind.

This vibro-acoustic treatment has been clinically proven to have positive effects on mood states and support behavioural change in people recovering from anxiety, sleep disorders and addiction states, as well as in people looking to reduce stress in their lives.

RLX Aurasens is our immersive sound and haptic augmented experience that delivers the magic of music and pulsating haptic sensations to transport guests to another dimension.

As a non-visual, multi-sensory experience, it's designed to help users escape from reality into their imagination, enabling them to re-awaken their senses and create a deeper connection to mind, body and spirit.

Gharieni places great importance on validated scientific research to support the development of its wellness technologies. What are some of the standout study results that link your models to improved mental wellbeing?

There is much evidence to support this and the scientific database is growing day by day.



Consumers are looking for evidence-based claims to ensure value for their wellness spend

*Sammy Gharieni,
CEO, Gharieni*

A study into our **MLX i3Dome** (combining far infrared technology with plasma and light) showed reduced levels of cortisol (stress hormone), improved immune systems function, lower anxiety and depression score states, elevated wellbeing ratings, improved mood states, reduction in muscle and joint pain and decreased insomnia states.

Results from the first part of a two-part study into the **MLX Quartz** (integrating sand therapy, aromatherapy, inversion therapy and undulating massage) and the **Welnamis** have indicated that both these beds improve the regulation of the autonomic nervous system (ANS), responsible for both sympathetic and parasympathetic responses, which is the primary mechanism in control of the body's fight-or-flight (stress) response.

How do you see the future developing with regard to wellness technologies and mental wellbeing?

Today's consumers are looking for evidence-based claims to ensure value for their wellness spend – and mental wellness is a key part of this. Brands will need to work even harder to deliver reliable information about the promises they make and to balance scrutiny and authenticity.

We're also in the middle of a convergence of traditional spa and wellness practices with the integration of medical and wellness practices – Integrative Wellness. This means that the industry must continue to work with the latest science to deliver more targeted and bespoke experiences to educate wellness consumers. ●

More: www.gharieni.com

TOP TEAM

TOP TEAM: HILTON



Sleep, fitness and new spa concepts are just some of the strategies we can expect from Hilton as it looks to deliver wellness across its 7,000 properties. Katie Barnes catches up with its all-female leadership team around the world to find out more

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People want authentic, localised experiences when they travel and Hilton is focusing on this

We don't just want to deliver wellness to guests in our luxury properties, we'll deliver it across our entire portfolio of 19 brands and a million guestrooms in 123 countries

Earlier this year, global chain Hilton Hotels & Resorts appointed spa industry veteran Amanda Al-Masri to head up its wellness division.

The group oversees more than 7,000 properties in its portfolio and close to 3,000 in development (see p76). It also operates nearly 300 spas and has 62 more in the pipeline, making it one of the biggest players in the wellness industry.

And while wellbeing has often been a luxury for the privileged few, Hilton has brought Al-Masri on board as vice-president of wellness to change this. In an unprecedented strategy, a major part of her role is to work out a way to deliver wellness across all of its 19 brands and not just those at the top end.

This will see wellness touchpoints being delivered throughout properties, not just within spas. Not necessarily a radical move in hospitality these days, but the scale of it is and Al-Masri insists it's underpinned by innovation. She reveals that sleep and fitness are two key areas of focus. An overhaul of spa concepts for Waldorf Astoria and Conrad is on the cards as well.

It's also refreshing to note that this fundamental pivot for Hilton is being led by a powerhouse of women – Al-Masri at headquarters in Virginia, USA; Jessica Shea in the Americas; Louise Moore in Europe; Sharon Barcock in the Middle East and Africa; Amanda Teng in Asia and Ann Lei in China.

Spa Business catches up with the team to find out more about these ambitious plans. ▶

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A wildlife sabbatical in the Galapagos Islands

GLOBAL

Amanda Al-Masri

VICE-PRESIDENT, WELLNESS

What's your global wellness strategy?

Hilton has always been committed to wellness. We have deep expertise in fitness and spa, but we're looking to expand into areas that have emerged as critical to our customer promise, which is delivering an optimal stay.

We knew travellers had an interest in wellness, but our 2023 trends report (see p73) showed it's much bigger than that – more than half of the 8,000 people surveyed said they're looking to engage with wellness experiences. The audience has become increasingly diverse and their expectations of wellness are expanding too. The findings were compelling and we had to react.

On top of that, all of our main competitors are going after wellness. So Hilton brought me on to define what wellness means to the brand and how it aligns with its core values. We don't want to follow suit, we want to engage with wellness in a way that feels uniquely ours.

It's a huge mandate and even though wellness has been a big component of hospitality programming for decades, what we're doing is innovative.

What are you doing that's so different?

As the wellness consumer diversifies, our goal is to reach as many people as possible – not just

guests in our luxury or full-service properties, but across our entire portfolio of 19 brands and a million guestrooms in 123 countries.

Spa and fitness facilities remain an incredibly important way for us to engage with guests. But if we want to democratise wellness and scale it up, we need to embed touchpoints outside of their walls and our partnership with Peloton is the epitome of this approach. Every single Hilton hotel in the US, UK and Germany and the majority in Canada will have a Peloton bike in it and every bike delivers personalised workouts to guests.

This non-prescriptive approach enables us to meet people where they're at in their wellness journey – an 'opt in' if they want. This is something I'm most proud of and we're expecting to engage in more partnerships like this.

What major wellness initiatives can we expect?

One of the biggest things we're going after is sleep. It's an overall driver of wellbeing and critical to how people perceive their stay has gone. And we're looking at all of the wonderful elements that are coming up in the industry – sleep experts, equipment and partners. Getting the right room temperature, bed

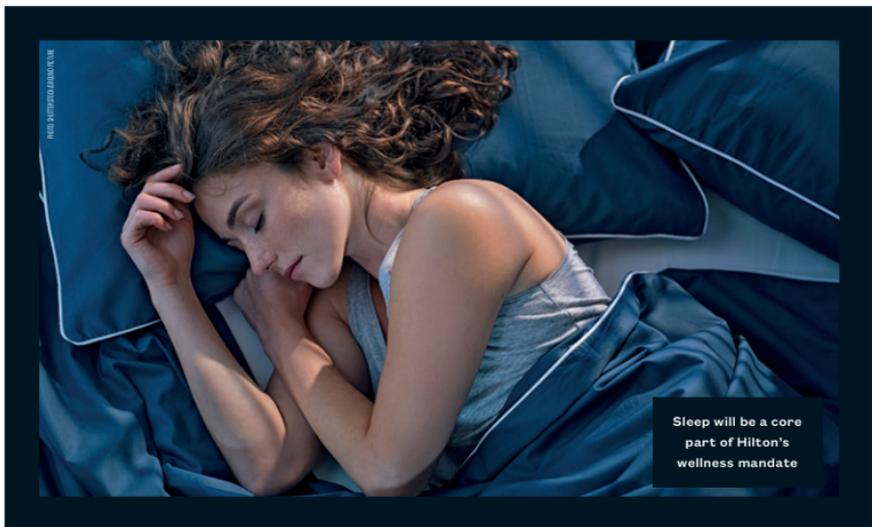


PHOTO: GETTY IMAGES/ALAMY

Sleep will be a core part of Hilton's wellness mandate

It's nice to be one of the few female leaders in this space... women bring a different perspective to the table

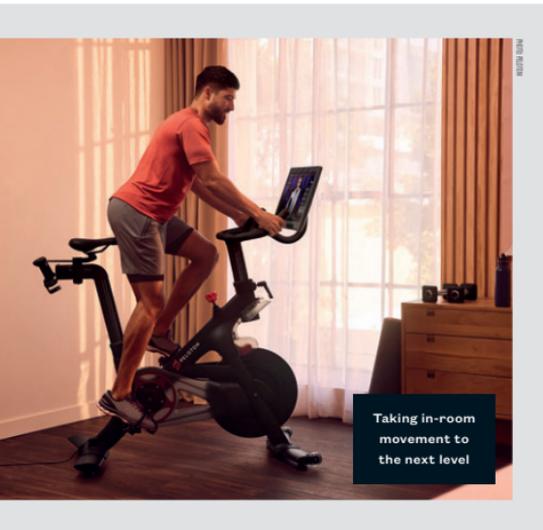


PHOTO: GETTY IMAGES

Taking in-room movement to the next level

HILTON 2023 TRENDS REPORT

Fifty per cent of travellers seek experiences that align with their wellness goals and prioritise addressing the mind, body and spirit, according to Hilton's latest forecasting report*. Other findings from the survey include the following:

- ◆ For almost 1 in 2 travellers (**47 per cent**), **physical wellness and accessibility to fitness** amenities like centres or activities will be top of mind
- ◆ Addressing **mental health** on the road will be prioritised by **35 per cent** of people
- ◆ Nearly half (**49 per cent**) of survey respondents want to be immersed in local culture and products while travelling
- ◆ Overall, a **sense of care** rules. Nearly nine in 10 (**86 per cent**) indicate they want **recognition and personalisation** when they travel
- ◆ Frictionless travel is also key, with **56 per cent** looking for solutions – such as digital key cards – to make travel easier

*The 2023 Traveler: Emerging Trends that are Innovating the Travel Experience, A Report from Hilton, was conducted in August 2022 and based on responses from 8,000-plus consumers in Australia, China, Germany, Japan, Mexico, the UK and the US.

"We want to deliver wellness in a way that feels uniquely ours," says Al-Masri



- linen, noise levels and light exposure. Assessing what we can provide as an option for guests.

Fitness is a huge category for us too. Our trends report showed that 47 per cent of travellers list physical wellness and accessibility to fitness amenities as a priority. And these are savvy people, highly opinionated and well-educated about the market.

At its most basic, this is about having really lovely, well-resourced gyms. But it's also about having access to outdoor spaces and knowing where to direct guests if we can't offer something in-house. That could be providing a running route in the city, pointing out hiking trails or tapping into the local fitness culture.

We're creating the next generation of in-room movement. Ryan Crabbe launched a wonderful concept called Five Feet to Fitness (see www.SpaBusiness.com/fivefeettofitness) which brings more than 11 different pieces of equipment and accessory options into the hotel guestroom. We'll expand on this and introduce different categories of movement such as yoga, stretching and meditation.

What else is bubbling under?

We're looking at wellness at a category/brand level as well. There will be a complete refresh of the Conrad and Waldorf spa concepts and with that will come a variety of different programmes.

And most certainly there are regional and property-led executions of wellness that deliver a pure cultural experience.

The challenge of focusing on far-reaching wellness is not to detract from the incredible work our spas are doing

At Conrad Koh Samui, we have wonderful workshops where you learn about local healing herbs and create compresses to use in your spa treatment, for instance. Or at Royal Palm Galapagos we're offering a 30-day wildlife sabbatical which enables people to work and experience nature like you can't get anywhere else for an extended period.

Where do spas fit within all of this?

The challenge of focusing on far-reaching wellness is not to detract from the incredible work our spas are doing. They are an extremely important element at Hilton and still a huge priority. The refresh of the Conrad and Waldorf spa concepts is emblematic of that.

We're building amazing new facilities and continuing to deepen and evolve our offerings because the mandate of spa is increasing. It's no longer just about pampering or relaxation. It's about offering those authentic experiences, engagement, the quality of our practitioners and training.



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► **How are you shining a spotlight on spas?**

It's about uncovering the great work that our onsite teams are already doing and ensuring it sees the light of day by liaising with our marketing people. And that comes down to gathering information. It's not sexy. But at a corporate level, a lot of value people like myself bring to the table is focused on processes – how we organise the flow of information and share that across departments and regions.

It's exciting to see that this is an all-female team.

It's wonderful, isn't it? Even my boss, Lara Hernandez, senior vice president of global brand innovation and planning, is female. Hilton takes equality very seriously and one of the many variables women bring to the table is a different perspective. Many of us are mums and children force us to find balance. We can empathise with how stretched business guests can be – juggling timetables, travelling and being pulled in different directions. I think a lot of my male colleagues are also wonderful, but I have to be honest and say that it's nice to be one of the few female leaders in this space.

What keeps you motivated?

Most people choose hospitality as a profession because they love to serve. That's an innate passion in me and I really believe that democratisation helps us do right by our guests. So when I think about wellness, I feel a huge responsibility to deliver the core things – eating, movement, sleeping – even if people don't stay in a luxury property. It's a basic right. ►

Democratisation of wellness

helps us do right by our

guests and I feel a huge

responsibility to deliver it

ABOUT HILTON

Listed on the New York Stock Exchange, Hilton Hotels & Resorts reported an overall RevPAR of US\$101.90 (€93, £81) in 2022. That's a 42.5 per cent increase on the previous year and occupancy had grown by 10.3 percentage points to 67.5 per cent. EBITDA sat at US\$2.3bn (€2.11bn, £1.83bn).

Headquartered in Virginia, its portfolio includes 19 brands with 7,165 properties globally and a further 2,821 in the pipeline.

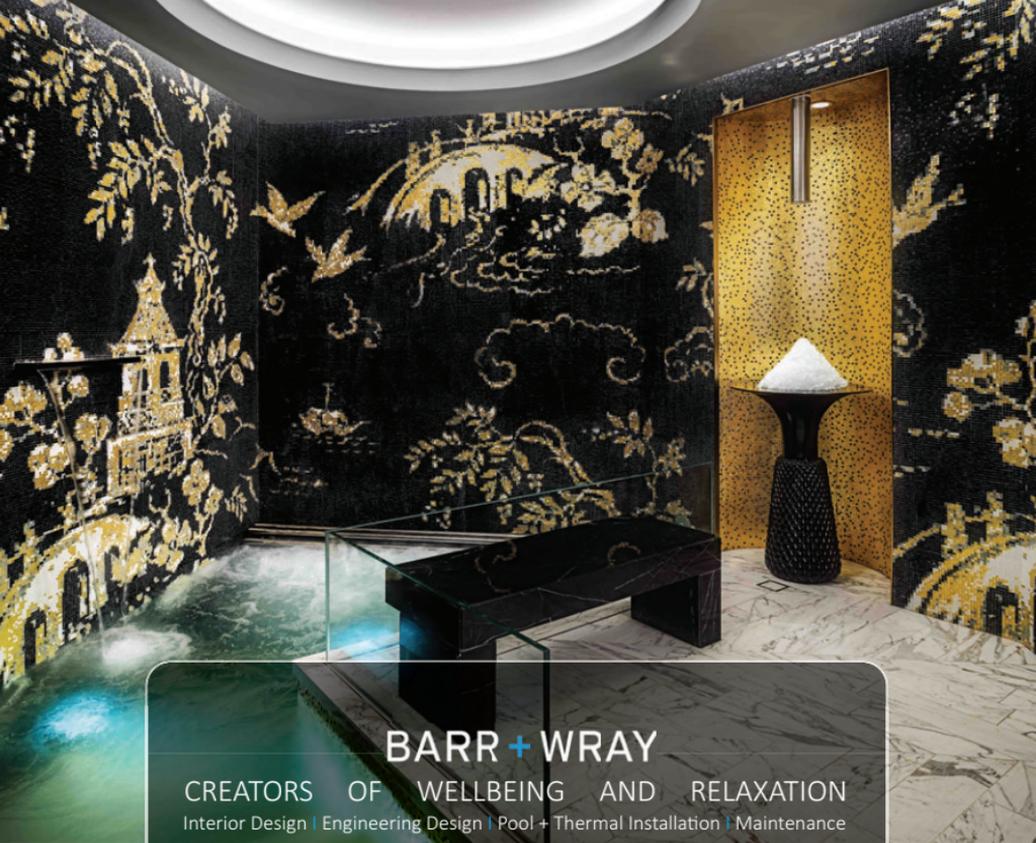
Currently, Hilton oversees 289 spas spread across the following regions:

- ◆ The Americas (128 open and more than 11 in development)
- ◆ Europe (66 open and 14 in development)
- ◆ MEA (28 open and 26 in development)
- ◆ APAC (67 open and 11-plus in development)



Guests are demanding a sense of care and personalisation

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AMERICAS

Jessica Shea

VICE PRESIDENT OF WELLNESS, RETAIL AND LEISURE OPERATIONS

What exciting things are you working on?

2023 has been very busy! I'm supporting the growth of our spas as they achieve record levels of business and as our teams deliver creative, meaningful experiences. Some examples of this include the launch of a spiritual spa menu at Conrad Tulum Riviera Maya and NuCalm neuroscience technology in our recovery cabins at Conrad Los Angeles. Significant spa openings include our first facility for Signia in Atlanta and at Conrad Orlando, featuring an extensive Florida-Springs-inspired water garden.

What trends are you noticing?

Social wellness has a massive impact on our spas as people continue to seek more healthful and fulfilling ways to connect during their travels. From small social gatherings to large corporate events, we're hosting groups of all sizes in our spas and developing wellness programming both within and outside the facility to accommodate and support our guests on their wellness journey.

Where are the biggest growth markets for spas in your region?

Significant developments are happening in the Caribbean and Latin America, driven by Hilton's

Social wellness has a massive impact on our spas as people continue to seek healthful ways to connect

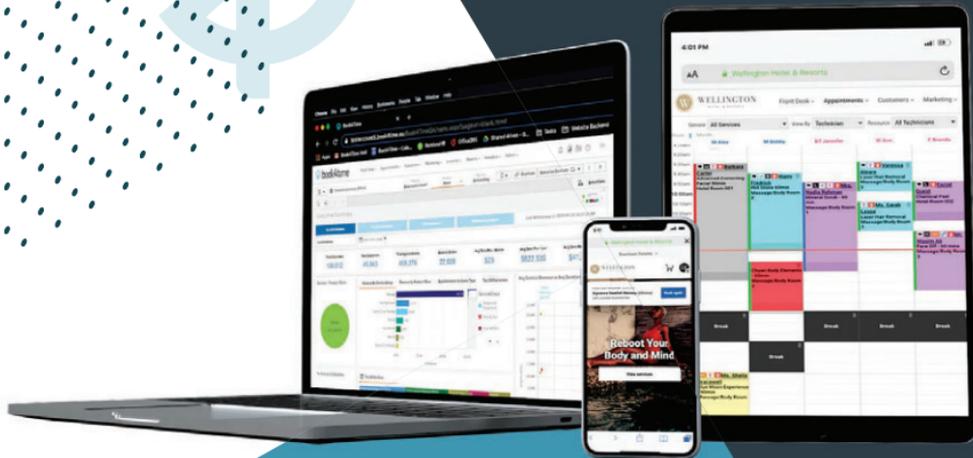
focus on all-inclusive, resort and luxury segments and the increased travel demand for spa and wellness experiences in these evolving markets.

As Hilton widens its wellness remit, where does that leave spa?

They are still the cornerstone of our wellness programmes and receive enormous support and recognition. Hilton's strategic vision on wellness only bolsters our spas' position as industry-leading in hospitality innovation. This is proven by Hilton's commitment to a well-tenured spa and wellness corporate leadership team, through to talented team members and managers.

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Programmes at Conrad Algarve are particularly innovative, says Moore



EUROPE

Louise Moore

DIRECTOR OF SPA OPERATIONS AND DEVELOPMENT

How is Hilton's commitment to broader wellness impacting your work?

There's never been such a significant time to make sure we're fully leveraging our spa and wellness programmes. Hilton is truly engaged in furthering its work and innovation in wellness in small and big ways and the recent appointment of Amanda [Al-Masri] is a true testament to that.

We're collaborating closely with her to create programmes to improve sleep, food and beverage and more, and, ultimately, provide the best stay possible.

What are you working on regionally?

We have several exciting initiatives focused on how we can best harness and retain talent, provide access and share our governance around pre-opening, onboarding and best practice. To further enhance engagement, community learning and unite the region as a whole, we also plan to hold a virtual regional spa managers meeting. From a broader perspective, we're always envisioning and innovating around what the spa of the future may look like. These points of collaboration will allow us to put our heads together efficiently.

What consumer demands are you noticing?

There's an expanded definition of wellness that's evolving into areas of movement, recovery and mindfulness, nourishment and design.

With this in mind, many of our properties are elevating their offerings both inside and outside of the spa. Conrad Algarve, for example, is combining high touch and high-tech disciplines in new personalised programmes such as A Better Journey For You which includes approaches like yoga immersion, life reset, essential detox, stay in shape or weight loss.

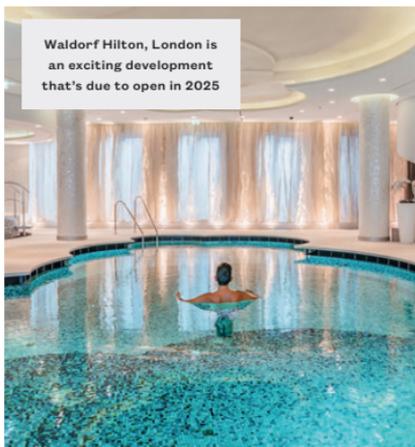
I've seen a significant increase of interest in thermal bathing and the health benefits that it

I've seen a significant increase of interest in thermal bathing and the health benefits it brings both mentally and physically

brings both mentally and physically and this is part of the really exciting Waldorf Hilton, London project I'm working on that's due for completion in 2025. Thermal bathing lends itself to social activity so it's perfect for guests seeking connection.

Across the board, we're finding that travellers are seeking an experience that is not only enjoyable but is also sustainable and socially responsible. ●

Waldorf Hilton, London is an exciting development that's due to open in 2025





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SKIN-ADAPTIVE HYDRATION

Comfort Zone has relaunched its iconic Hydramemory line and associated Hydra Glow Facial which harness the hydrating power of the prickly pear

How do desert plants endure arid environments and hostile climates while maintaining the hydration necessary for their survival and vitality?

This question was the starting point for scientific innovation by Comfort Zone's in-house laboratories when it came to creating new formulas for the Hydramemory brand.

The team undertook a complete relaunch of this iconic and best-selling line that drew inspiration from pharmacognosy – the branch of pharmacy which studies natural molecules to capture their therapeutic properties – and combined this with the highest standards of efficacy, sustainability and sensory appeal.

Multiple desert plants were evaluated, with the optimal found to be the prickly pear, which

is grown for Comfort Zone in Apulia, Italy, using regenerative organic agriculture.

The plant was chosen due to its ability to adapt to the environment and maintain an optimal level of hydration, even under the most challenging conditions.

Its extract – obtained using sustainable extraction methods to best preserve its efficacy – was found to increase the production of Keratinocytes Growth Factor by 39 per cent*, thereby supporting skin barrier integrity.

"It is nature that teaches skin how to regenerate," says Eve Merinville, R&D director at Comfort Zone. "We owe it the power of our formulas."

EFFECTIVE BY NATURE

The Hydramemory line has been developed using biomimetic textures with precious natural oils

HYDRAMEMORY – FAST FACTS

- Vegan formulas
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- Free from silicones, animal derivatives, parabens and artificial colourants
- Eco design with sustainable packaging and refills
- Reduced use of material with every purchase by 95 per cent (cream), 91 per cent (serum)
- 100 per cent CO2 neutralised packaging and production through reforestation initiatives
- Plastic Neutral Certified by Plastic Bank
- Uses FSC-certified recycled paper



ABOUT THE NEW HYDRA GLOW FACIAL

Inspired by cryotherapy and available in Comfort Zone's 10,000 partner spas around the world, the new Hydra Glow Facial is a 50-minute experience delivering deep moisture restoration and plumping and toning of the skin, thanks to professional intensive formulas which are rich in macro hyaluronic acid and prickly pear extract.

The facial is delivered using the new Comfort Zone Ice Rollers, combined with a signature Hydra Drain & Lift massage.

100 per cent of the consumer panellists testing the facial reported immediate feelings of freshness and moisturising effects, while 95 per cent claimed increases in plumpness and reductions of signs of fatigue***.

**In vitro test on keratinocytes, KGF quantification*

***Clinical test: 20 people, different climate conditions, one application of Rich Sorbet Cream*

****Clinical test: 20 people, after one Hydra Glow treatment*



The Hydra Glow Facial is available at Comfort Zone's 10,000 partner spas worldwide

butters. The formulation has been designed to mimic the skin's natural composition for optimal absorption and long-lasting comfort.

The range includes a concentrated Water Source Serum, a Rich Sorbet Cream, also available in a lighter version, an intensive Hydra Plump Mask, a Depuff Eye Cream and a special refreshing Face Mist, ideal for a hydration recharge throughout the day.

Independent clinical studies have proven there's an immediate increase in hydration of up to 70 per cent** or more. And that there's a 10x boost in the skin's ability to retain water throughout temperature and humidity fluctuations**.

THE SCIENCE OF SKIN-ADAPTIVE HYDRATION

Our environment is a major determinant of skin hydration. Changes in humidity greatly impact and compromise the balance of hydration, affecting the look and health of skin. A recent study by the National Library of Medicine in the US found low humidity and low temperatures lead to a general decrease in skin barrier function. Optimal skin moisture levels



PHOTO: GREGG USUNA



Nature teaches skin how to regenerate

Eve Merinville, R&D director, Comfort Zone

are only maintained when the relative humidity is between 40-60 per cent. Below this level – when travelling or exposed to air conditioning, heating and ultraviolet night – water content in the stratum corneum is compromised, causing roughness, decreased elasticity and accelerating aging.

ABOUT COMFORT ZONE

Comfort Zone has been a Certified B Corporation since 2016, delivering premium clean, results-driven, vegan formulations and spa treatments. With 25 years of professional expertise and constant innovation, it is committed to skin and planet regeneration. ●

More: www.comfortzoneskin.com

THERMAL SPA

Rates at Castle Hot Springs start at US\$1,200 a night following a major overhaul

THE HEAT IS ON

Dozens of historic hot springs facilities in the US are getting a new lease of life and are paving the way for the country to earn its position as a thermal spa destination. Jane Kitchen reports



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“There are around
50 hot springs projects in
development in the US”

There's a renewed interest in hot springs globally, spurred on by an increased consumer desire to connect with nature, as well as with other people. In Part I of this series, we explored the many projects in Australia and New Zealand (see www.spabusines.com/thermalusnz); here in Part 2, we're taking a closer look at the US, where hot springs scene is on fire. “The boom in hot springs is not a new trend, but rather a rediscovery of our North American health heritage,” says Dr Marcus Coplin, a naturopath specialising in balneology

and medical director of The Springs Resort in Colorado and Murrieta Hot Springs in California.

“Hot springs have been in use around the world for centuries as part of a multifaceted healthcare approach. The recent reawakening in the mainstream as to the health benefits of hot spring bathing couldn't have come at a more opportune time.”

True thermal mineral water has been shown to help a wide range of health problems, explains Coplin. “The ever-expanding scientific body supports the use of these waters as an aspect of a comprehensive treatment for a variety of ailments from anxiety, burnout, joint pain, cardiovascular issues and more,” he says. ▶

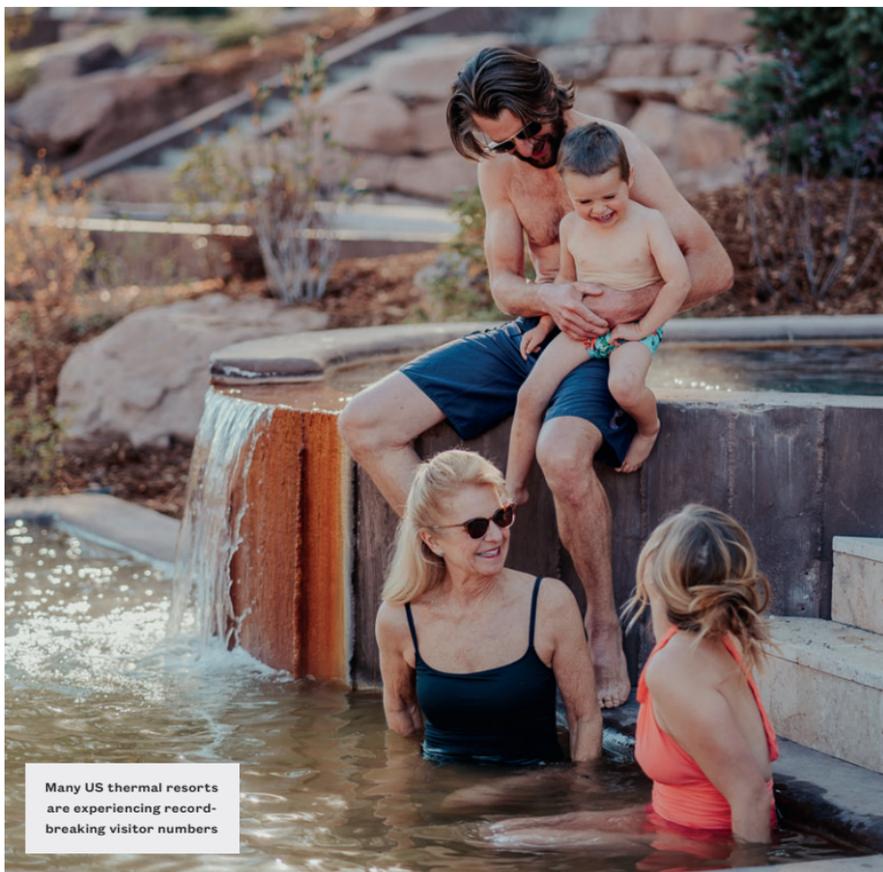


PHOTO: JACQUES-CHARLES JOUQUET/GETTY IMAGES

Many US thermal resorts are experiencing record-breaking visitor numbers

▶ With a global rise in rates of anxiety, depression and sleep disorders since COVID, hot springs offer a natural path to relaxation. "Hot spring bathing provides an accessible way for people to take their health into their own hands and engage in an activity that's socially enjoyable and leads to positive health benefits," says Coplin. "That's why we are seeing North Americans flocking to thermal springs and the increased development of these health-promoting, site-specific waters answering the call."

Vicky Nash, executive director of the country's Hot Springs Association, says about 50 hot springs projects are in development in the US. "There's definitely a renewed interest in hot springs properties in the US right now," she says. "These past two years, health-conscious consumers have been utilising geothermal pools and baths in greater numbers, seeking more natural immune-boosting



PHOTO: JACQUES-CHARLES JOUQUET/GETTY IMAGES

US\$10m was spent on transforming Durango Hot Springs



New owners Olympus plan to double the size of The Springs Resort in Pagosa Springs

PHOTO: THE SPRINGS RESORT, PAGOSA SPRINGS, CO

activities and many resorts have recently experienced record-breaking visitation numbers."

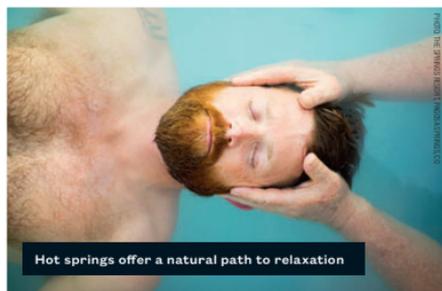
Dozens of historic facilities have made significant improvements and expansions to their properties in recent years and new ownership at decades-old institutions has breathed new life – and money – into a number of locations.

New lease of life

Colorado is home to three note-worthy projects. Here, the century-old Trimble Hot Springs has been transformed from disrepair into the new **Durango Hot Springs** after a US\$10m (€9.1m, £8m) renovation. The facility now features 41 thermal mineral water features and in the summer guests can soak in the hot springs while they listen to live music performances. The owners report visitation numbers are now over 400,000 a year.

Secondly, at **Iron Mountain Hot Springs** in Glenwood Springs, expansion is nearing completion with the addition of 10 rock-bottom, adult-only pools, which doubles the size of the facility.

Thirdly, **The Springs Resort in Pagosa Springs** has also benefited from new owners and a renovation, with 25 mineral hot spring pools and a variety of health and wellness activities on offer, including a new guided ritual that introduces guests to the benefits of hot and cold contrast bathing. The new owners, Olympus Real Estate Group, have purchased neighbouring land and plan to double the size of the resort, with 21 riverfront pools, close to 80 additional hotel rooms, a restaurant and an outdoor music venue.



Hot springs offer a natural path to relaxation

PHOTO: TRIMBLE HOT SPRINGS, DURANGO, CO

“Hot spring bathing provides an accessible way for people to take their health into their own hands”



Dr Marcus Coplin

PHOTO: MOUNTAIN HOT SPRINGS, GLENWOOD SPRINGS, CO

PHOTO: TERRY MARSH, HOT SPRINGS ASSOCIATION

These past two years, health-conscious consumers have been utilising geothermal pools and baths in greater numbers



Vicky Nash, executive director, Hot Springs Association

Olympus has also purchased California's historic Murrieta Hot Springs - originally developed in 1902 as a health resort - for US\$50m (€45.6m, £40.2m) and plans to renovate the 46-acre property and reopen it as a "world-class wellness destination", with an anticipated opening date of December 2023. The renovation will include expanded use of the natural hot springs, overnight guest lodging, a full suite of wellness classes and activities, a geothermal-focused spa and access for day guests. "Murrieta Hot Springs is an irreplaceable property with tremendous history," says David Dronet, founder and principal of Olympus. "Years ago [it] was one of the preeminent health resorts in the country."

Another historic California property, Dr Wilkinson's Backyard Resort & Mineral Springs, completed a multi-million dollar renovation in 2022, adding in an outdoor spa garden, four indoor mud baths, seven indoor and two outdoor mineral baths, a cold deluge shower and a dedicated geothermal mineral pool.



PHOTO: MURRIETA HOT SPRINGS CO.

Dating back to 1902, Murrieta Hot Springs is undergoing a US\$50m renovation

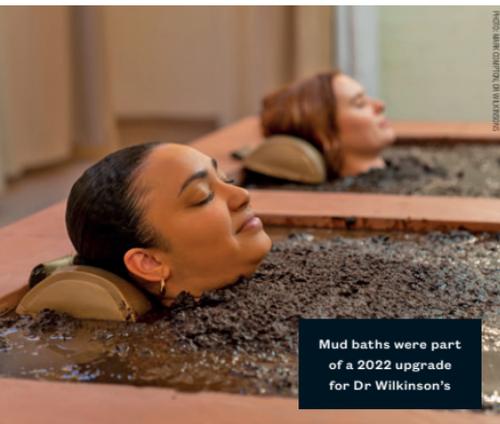


PHOTO: DR WILKINSON'S

Mud baths were part of a 2022 upgrade for Dr Wilkinson's

Hot Springs Connection 2024

The US' fifth annual Hot Springs Connection conference will be held at Murrieta Hot Springs in California on 8-11 January 2024. The event was established in 2018, with a view to providing networking opportunities, seminars and workshops for owners and operators of geothermal pools, spas and resorts. Details: www.hotspingsconnection.com.



PHOTO: HOTSPRINGS CONNECTION

The networking event launched in 2018

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PHOTO: CASTLE HOT SPRINGS



Castle Hot Springs, first opened in 1896, has been brought back to life under new ownership

▶ In Arizona, **Castle Hot Springs**, originally established in 1896, has been brought back to life under new ownership as a high-end boutique resort in the desert. Set on 1,100 acres with just 30 cabins and bungalows, rates at the resort start at US\$1,200 (€1,095, £966) a night, including meals and activities.

In downtown Palm Springs, California, the Agua Caliente Band of the Cahuilla Indians has just opened the 73,000sq ft **Spa at Séc-he** complex inside a museum celebrating the tribe's culture. Séc-he means boiling water in the Cahuilla language and the exciting development taps into local sacred healing waters which are believed to be 12,000 years old.

"We're honoured to share some of our most precious rituals with the world," says the tribe's chair Reid D Milanovich. "While an emphasis on healing helped our tribe thrive throughout the years, so has the connection to the body, mind and spirit – all things you will be enveloped in at The Spa at Séc-he."

Finally, in Utah, investors hope to build a 16-acre US\$30m (€27.4m, £24.1m) resort on the Virgin River near the popular Zion National Park. The proposed **Zion Canyon Hot Springs** resort will include more than 20 bathing tubs and a freshwater pool.

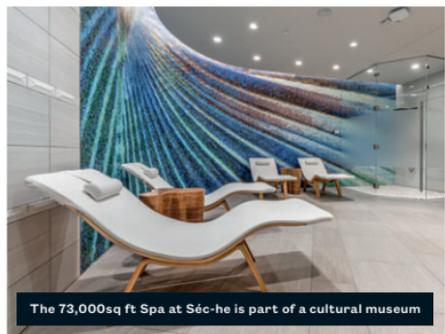
"There are geothermal facilities all over the US, with the highest concentration in the west," says Nash. "The majority are in remote locations, which adds to their appeal." But perhaps most importantly, she explains, "A hot springs property is a special place; you can't just build one anywhere." ●

We're honoured to share some of our most precious rituals with the world



PHOTO: AGUA CALIENTE BAND OF CAHUILLA INDIANS

Reid D Milanovich, chair, Agua Caliente Band of Cahuilla Indians



The 73,000sq ft Spa at Séc-he is part of a cultural museum

PHOTO: AGUA CALIENTE BAND OF CAHUILLA INDIANS

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Kemitron's products are sold on the international spa and wellness market and can be purchased via our webshop on our homepage. www.kemitron.com

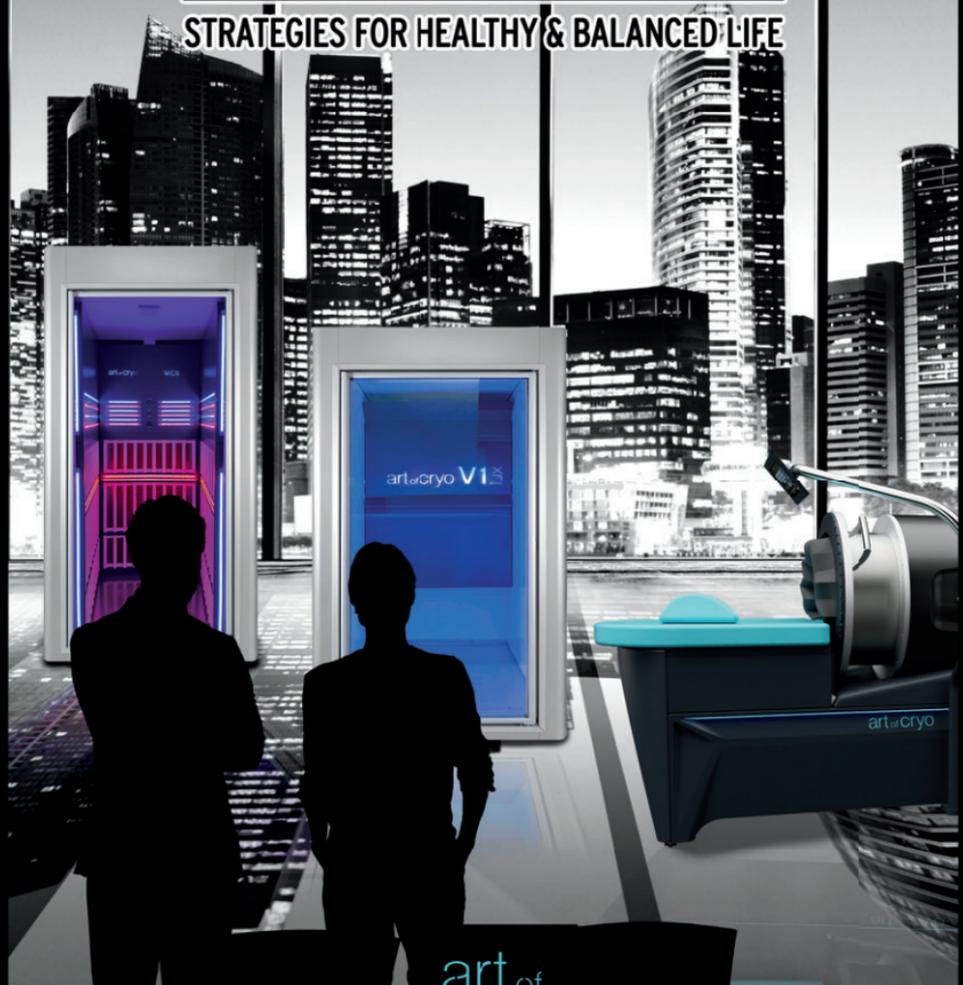
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TIME FOR A RECHARGE

Tired, stressed and facing burnout, a couple look to Art of Cryo's innovative new Tec-Spa Module for a solution

"Why do you want a promotion if you already can't sleep well?" Robbie asks his

girlfriend Vikki. They've been together for years but recently Robbie's worried Vikki might burnout and experience physical and psychological imbalances from the escalating stresses of daily life and work-related issues.

"Which office worker doesn't suffer from back and neck pain?" Vikki retorts. Robbie's never worked in an office, he's a professional sportsman who trains daily and knows how to handle pain and stress.

"A little back pain isn't dramatic, but if pain and stress levels aren't controlled, they'll manifest in a chronic condition," says Robbie, "there are good strategies that can help."

TWO NEW TREATMENTS

He tells Vikki about the new Tec-Spa Module (TSM) by Art of Cryo which his club has started using. It combines three Art of Cryo appliances and three health-tracking devices. "We use the Vaultz cryo chamber which delivers outstanding results when it comes to rehab, pain or sleep management," he says. "But recently they added two more treatments."

Vikki gets excited as Robbie explains more. Before the Vaultz session is the new Multi Cryo-Hacking System (MCS) which includes a cocktail of light therapy, ionised oxygen therapy, aromatherapy and long-wave heat therapy. After the Vaultz is the Flow System which involves intermittent vacuum therapy to stimulate the lymphatic system.

She exclaims, "We need a break to recharge! I'll check what luxury resorts offer TSM cutting-edge technology."

HEALTH TRACKING DEVICES

At the resort, Vikki and Robbie check in using an Art of Cryo app, inputting details like BMI, how they feel and what they want to improve. An individual treatment plan is then created and uploaded.

"I am intrigued," says Robbie, scrolling through the app. "We can get 3D body scans before and after our treatments and we can see our results via a body avatar."

"Wow, look," says Vikki. "We've got smart rings that can track our vital data, including our sleep stages. This is not your typical wellness resort."

"TSM is such a unique approach. I love that we'll not only feel the changes but also see them in numbers."

The couple is scheduled to start Art of Cryo's TSM session imminently... read the next issue of *Spa Business* to find out how they get on. ●

More: www.artofcryo.com



The new programme combines three Art of Cryo appliances



Guests monitor their progress via an app

DAY SPA

GOING GLOBAL

Lisa Starr and Jane Kitchen give the
lowdown on World Spa, the urban bathhouse
that's getting New York all steamed up



There are heat experiences
from across Europe, the
Middle East and Asia

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This type of facility is new in the US, but it's still attracting several hundred people a day

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With ROI expected in just a year, it's hardly surprising they plan to take the model to more cities

As often seems to happen, World Spa is the result of an unexpected change in plans. A group of developers, hoping to purchase an existing 10,000sq ft spa in the bustling New York borough of Brooklyn, spent a few years travelling and researching spas around the world. When the opportunity for the sale didn't materialise, the group decided to create their own facility on a nearby piece of land for which they already owned the leasehold – it just so happened to be a disused car park.



Both writers were very impressed by the authentic banya treatment

PHOTO: SPAS 2018



Day passes are dynamically priced and start at US\$89

Nearly a decade on and World Spa, a 50,000sq ft, three-storey urban bathhouse, is providing much-needed relaxation in the city that never sleeps.

Lisa Starr talks to the MD about how business is going since opening in December and teams up with fellow *Spa Business* editor Jane Kitchen to try out the facility.

Thermal fantasy land

At the heart of World Spa is one of the largest co-ed hydrothermal bathing facilities in the area, offering experiences from across Europe, the Middle East and Asia.

Managing director Lenny Vays says the vision was to create a "fantasy land", an escape from the commercial craziness of the local environment. "We weren't totally sure what we wanted until we saw it," he explains, adding that Design for Leisure worked with the team on the original conceptual and planning designs.

The wide range of thermotherapy experiences, accessed via dynamically-priced passes ranging from US\$89-188 (€81-170, £71-151), include a Moroccan hammam, a Turkish hammam, two Russian banyas, an event sauna, a clay and hay sauna, an infrared sauna and an aroma sauna. Guests can also cool off in a snow room and visit a Himalayan salt room, private cabanas, or hydrotherapy, vitality and onsen pools.

The big difference from other spas, says Vays, is that "our approach allows people to socialise with each other". Treatment areas are intended for quiet, but public areas allow for conversation and togetherness.

This type of facility is quite new in the US, but Vays says the response has been excellent – thanks in part to a lot of press coverage, but also much



PHOTO: WENDY EDINA



PHOTO: WENDY EDINA

created via word-of-mouth. Up to several hundred people visit daily and 55 per cent of the clientele is 25-35 years old and 75 per cent are women.

ROI within a year

Vays heads up a staff of 200 and a management team overseen by spa veteran Sandra Sadowski. The seven treatment rooms, for therapies by Hydropeptide, HydraFacial and Charme d'Orient, are manned by 45 employees and are already booked solid, so Sadowski has resourcefully turned some of the pool-level cabanas into additional treatment areas.

Aside from treatments and day passes, revenue is also generated by a private membership costing US\$1,700 (€1,540, £1,364), US\$3,000 (€2,718, £2,406) or US\$5,000 (€4,732, £4,071) for three, six or 12 months respectively.

Another differentiator of World Spa, says Vays, is its food offering. The site features three restaurants seating more than 330 people, including Ren, which is helmed by Michelin-starred chef Shaun Hergatt. "Our menu is a very intentional amenity, offering guests good food, selections that they probably don't eat every day, from different corners of the world," he says.

Once the tweaking and training is complete, and they're able to fully evaluate what is working well, Vays expects that World Spa will start to see ROI as soon as this year. With such a positive start, it's hardly surprising to hear that the ownership group has plans to take the model to more cities across America.

The intricate Moroccan tiles in the hammam are gorgeous, says Jane Kitchen

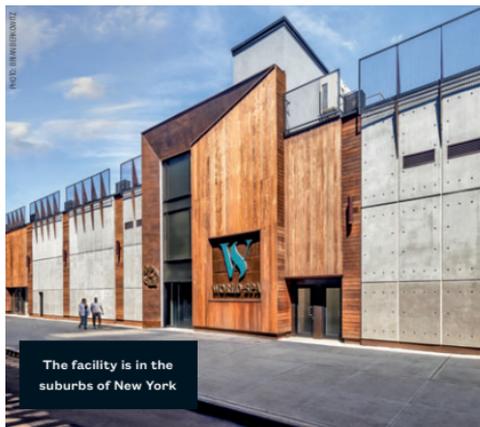


PHOTO: SHAWN HERTZ

The facility is in the suburbs of New York



FIRST PERSON

The gentle heat of the Himalayan salt room offers respite after the banya

Jane Kitchen

Editor at large, *Spa Business*

Approaching World Spa on a Monday in January, I'm struck by its out-of-town location – this is the New York where people actually live – and surprised to see a snaking queue of people waiting to take advantage of the cheaper weekday admission: US\$89 (€81, £71) vs US\$120 (€109, £96).

I've booked a 45-minute hammam ritual for 2pm with my friend Joselin, which costs US\$165 (€150, £132) on weekdays. On arrival, we're also offered a 30-minute, US\$120 (€109, £96) Venik Platza banya session, which is available immediately. Nice upsell.

Authentic banya experience

In the sauna, two men in bell-shaped felt hats – one Russian, one from Uzbekistan – deliver an invigorating ritual and their attentiveness was a true highlight. Having experienced traditional banyas I could tell the temperature had been dialled down for an American audience – a necessary and welcome adjustment.

Perfect for socialising

Joselin and I spend the afternoon moving between thermal pools and heat experiences and it's the perfect setting to relax, reflect and catch up with an old friend.

At one point, a woman in the salt room reminds us we're in a quiet zone, even though no signs indicate that. But perhaps there's a need for such an area?

This is clearly a social spa and most people are there in groups or couples, laughing and talking. The clientele is mostly young and much more reflective of the diversity in New York City – a striking contrast to hotel spas that are usually full of older, white women.

“The food is an important detail that will keep guests coming back

Still in our bathrobes (very European!), we enjoy a delicious avocado salad and salmon tartare with fresh juices in the World Spa Lounge in the middle of the thermal floor. This is an important detail that completes the social spa experience and will keep guests coming back.

Room for improvement

We end our day in the hammam, which feels less authentic. While my therapist is very sweet she's unsure of the process and the mud feels diluted and slippery. However, the Turkish and Moroccan tiled facilities are gorgeous and more training will undoubtedly lead to another fantastic ritual.



This is clearly a social spa with a mostly young clientele, says Kitchen

Lemi

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Lisa Starr

Contributing editor, *Spa Business*



Venturing on a 45-minute train ride from mid-town Manhattan takes you to the nether regions of Brooklyn. It's 10am on a weekday, but there's a line of people waiting to try World Spa's wide range of global spa bathing and heat experiences.

Efficient check-in

Using a QR code while waiting leads to an online intake form and speeds up entry. Directly behind the check-in desk – staffed by four people on my visit – are the changing rooms with 400 lockers between them. An RFID bracelet conveniently opens the locker – storing a robe and slippers – and also handles billing for food and drink. It's an efficient process geared for high numbers of guests.

Impressive guest engagement

A large open stairway winds around the elevator up to the second floor, with the thermal amenity options which are the heart of the spa. These were being enjoyed by a diverse array of guests on my visit: couples, groups of friends (even men). I was surprised to see visitors enjoying all thermal options, even cold plunge pools which are not so common in America, in spite of the fact there was no apparent guidance on sequencing or recommended usage. New Yorkers are an intrepid audience for sure, but the overall engagement I witnessed bodes well for these types of facilities across the US.

My treatment was the signature 30-minute Venik Platza – an affordable US\$120 (£109, £96) banya ritual,



Visitors were enjoying all thermal options even though there was no guidance on sequencing



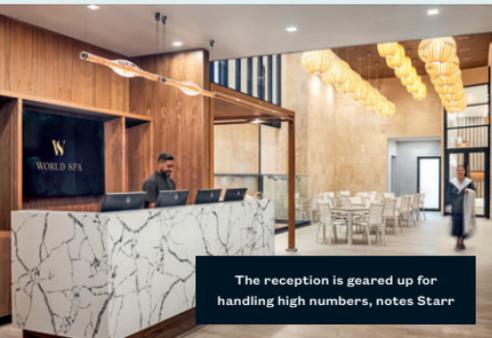
It's 10am on a weekday, but there's a line of people waiting to get in

that includes two hours of facility use. Being doused in extremely hot water and thwacked with oak and birch leaves might not sound appealing, but it's authentic, doesn't hurt and lounging in the Himalayan salt room afterwards helps to regulate body temperature.

Extensive food menu

After visiting a number of saunas and hammams, I found a table for lunch. The restaurant, Ren, offers a surprisingly extensive menu of small plates and meals, accessed through a QR code once more. The choice of alcohol, including cocktails and shots, are contraindications for heat treatments, but I'm told servers are trained to discourage over-ordering these.

When you're ready to depart, you can use one of several kiosks to check out and settle the bill. Bundling up to brace for the cold New York winter, it's easy to see why the warmth and relaxation at World Spa have been so appealing. ●



The reception is geared up for handling high numbers, notes Starr



Our new METEOR spa was inspired by glorious meteor showers cascading through the night sky. Featuring LED lighting that shines through its deep emerald green exterior with transparent details, it's sure to create a magical environment. With 164 air jets and additional bubble massage areas to target your shoulder and back.



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Skincare services have been the most popular with those booking on the Vagaro platform



PHOTO: JAMES HEDDERLEY/SHUTTERSTOCK

ON THE BOOKS

Spa software suppliers tell us what significant booking trends they've noticed in the last 12 months

Sal Capizzi

DIRECTOR OF MARKETING,
BOOK4TIME

More businesses are taking a 360° approach to wellness in a variety of ways and adding memberships is the most prominent. We've seen an uptick of 8-10 per cent of spas rolling these out since 2021. Memberships make it easy for people to visit spas regularly and they also guarantee a monthly or annual revenue for the business.

We've also noticed that yield management and dynamic pricing



Sal Capizzi

An astounding 25 per cent of Book4Time spas are using at least one type of yielding solution

features are taking the spa and wellness industry by storm.

Yielding your prices can be done easily with Book4Time by day of the week, time of the day, facility utilisation rate or practitioner utilisation rate. This feature also allows for sales and marketing teams to have a better pitch to guests rather than discounting services to fill treatment rooms.

We've found that an astounding 25 per cent of our spas are using at least one type of yielding solution to manage their business and are seeing a 5-10 per cent revenue increase because of it.

Charity Hudnall

VP OF MARKETING,
VAGARO

Spa businesses on the Vagaro platform saw an average 6.6 per cent growth in appointment bookings month-over-month from April 2022 to March 2023. In the 12 months, March 2023 saw the most appointments booked, followed by December 2022 and February 2023.

This data is significant because it correlates with the overall consensus that the global health and wellness-conscious consumer market is

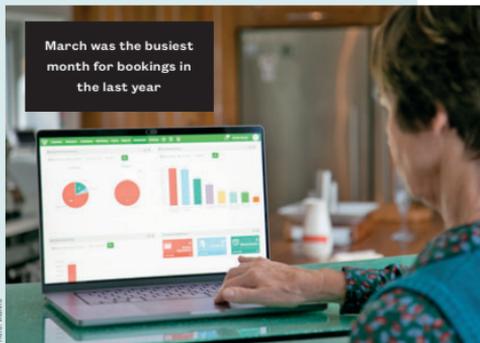


Charity Hudnall

growing right along with a boom in the popularity of related services.

In the last 12 months, skincare services were the #1 most-booked appointments for spa businesses, followed by massages, waxing, lash and brows, medical spa services and laser hair removal.

In the last 12 months, there's been a 6.6 per cent growth in appointment bookings on Vagaro



March was the busiest month for bookings in the last year

Ricky Daniels

CO-FOUNDER, TRYBE

We've found wellbeing remains a priority despite the tightening of purse strings. But there is a noticeable change in consumer behaviour when it comes down to the type of treatment they book and how much they're willing to spend.

Spas with lower price point offerings - such as facility access with afternoon tea - have seen a 15 per cent reduction in average spend from June 2022 to April 2023, but a 32 per cent increase in footfall. This indicates guests are looking for access to facilities but not necessarily indulging in add-ons that augment their bill.

We've also noticed that spas with an increase



Ricky Daniels

Higher spending guests book closer to the time of treatment

in average spend have subsequently seen a decrease in how far in advance guests are booking. The more a spa package costs, the less likely people are to commit to it ahead of time.

In addition, spas that are increasing their prices are seeing a reduction in the number of people through the door.

Zenoti releases 2023 Beauty and Wellness Benchmark Report

Gift cards bring in a notable number of new guests, according to Zenoti's recently published *2023 Beauty and Wellness Benchmark Report*. It found that one out of every five cards sold by spas and salons (21 per cent) is redeemed by a first-time guest. For businesses using Zenoti software, that amounts to more than 890,000 new guests from 2020 through 2022.

The report aggregates the performance of spas, salons and medi spas across North America to determine benchmarks across 12 metrics.

Other findings show that overall the spa segment saw nearly 19 per cent more customer visits in 2022 than the previous year and that barbershops and full-service medi spas led in appointment growth - up 28.5 per cent and 22.5 per cent respectively.

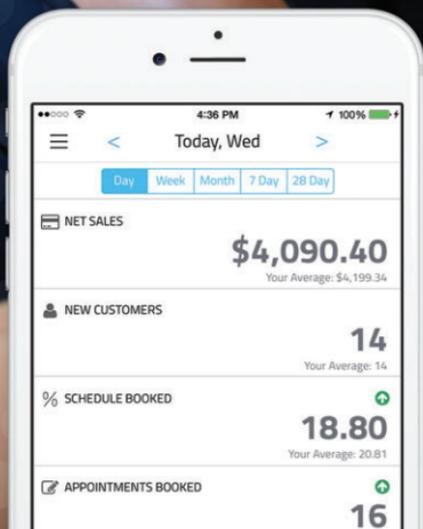
Interestingly, numbers indicate that membership models yield greater results. In 2022, the top 10 per cent earning membership-based spas had 22 per cent higher revenue than their non-membership peers. ●

Top-earning membership spas had 22 per cent higher revenue than non-membership based spas

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Product innovation

Spa and wellness industry suppliers tell us about their latest product, treatment and equipment launches



Filip Sedic reveals FAQ Swiss' LED facials

Foreo-owned skin-tech brand FAQ Swiss has launched two smart silicone LED face masks.

The premium model, the FAQ 202 (US\$900, €815, £719), uses 600 light replicators and eight wavelengths of LED light while the FAQ 201 (US\$562, €509, £449) provides a lighter, cheaper option and is powered by four wavelengths of LED.

Available for retail in spas, both devices are wireless, with

an open-eye flexi-fit design and a non-slip headband. They're also app-connected and feature pre-programmed treatments (up to 15 minutes long) as well as the option to design your own protocol.

Foreo and FAQ Swiss founder, Filip Sedic, says the move is meeting consumer demand and "ultimately empowering people to feel confident using these technologies".



PHOTO: GETTY IMAGES/STYLING: TONYA

"We're empowering people to feel confident using these technologies"
- Filip Sedic

spa-kit.net keywords:
FAQ Swiss



PHOTO: AROMATHERAPY ASSOCIATES

Our mind and skin are inextricably linked.
Christina Salcedas



The major launch has been in the works for three years

PHOTO: AROMATHERAPY ASSOCIATES

Psychodermatology underpins Aromatherapy Associates' new skincare, says Christina Salcedas

B Corp brand Aromatherapy Associates has unveiled an 11-piece skincare collection and three complementary facials, designed to restore balance to both mind and skin.

It's a major launch that's been in the works for three years and the line features a balm, mist, serum, mask and exfoliator, as well as four facial oils and two moisturisers. All are powered by

a proprietary skincare complex, BioActive, including essential oils, active botanicals and skin stress relief technology.

Global director of education and wellness Christina Salcedas says the collection is backed by psychodermatology – a discipline which shows that our mind and skin are inextricably linked.

The range has been formulated to instil calm and

so tame the stress signals the brain sends to the skin.

To create the all-new facials, Aromatherapy Associates' in-house therapists joined forces with a psychodermatologist, dermatologist, award-winning facialist, breath coach and advanced massage therapist.

spa-kit.net keywords:
Aromatherapy Associates

Zoe Little introduces Koto hot tub

A wood-fired hot tub has been unveiled by Koto, an architecture and design studio which has a passion for Scandinavian and Japanese minimalism and natural elements.

Clad in black thermo wood, the hot tub has a diameter of 2m and can seat up to four people. It features an ultra-quiet hydromassage system to enable users to fully disconnect.

Koto is known for crafting modular, energy-neutral cabins and homes. The hot tub is the first in its Koto Elements range and a sauna and sleep cabin are set to follow.

"We prioritise designing spaces and objects that



PHOTO: KOTO

Our designs empower people to feel relaxed and stimulated by nature - Zoe Little

embrace the natural world and empower people to feel relaxed and stimulated by nature," says company co-founder Zoe Little.



PHOTO: KOTO

Scandinavian and Japanese minimalism have inspired the design of the wood-fired hot tub

spa-kit.net keyword:
Koto

Debbie Leon on Fashionizer's foray into garments for guests

Uniform specialist Fashionizer Spa is launching its first garment – a kimono-style robe – for guests.

"No luxury experience is complete without a good welcome routine and a luxurious robe," says MD Debbie Leon, adding that the new Kinthia gown is designed for use in hotels and spas and as a VIP or retail offer.

The wrap-around robe has been made to be comfortable and chic and features thoughtful details such as carefully designed sleeves, a detachable belt and two pockets.

It comes in a green leaf print or a plain/undyed version, both of which can be personalised with logos and trims.



PHOTO: FASHIONIZER SPA

It cuts laundering costs by 50 per cent
- Debbie Leon

Kinthia is underpinned by Fashionizer's strong focus on sustainability. It's crafted from 100 per cent organic cotton, is fully biodegradable and uses less energy and water during the washing and drying process as it only weighs 350g. In comparison, traditional towelling or waffle robes weigh 550g and 950g respectively.

spa-kit.net keywords:
Fashionizer Spa

The robe is made from 100 per cent organic cotton and is fully biodegradable



PHOTO: FASHIONIZER SPA

Edeniste wellbeing fragrances are backed by neuroscience, says Audrey Semeraro

Edeniste has created a two-step olfactory journey where users pick one of seven delicate perfumes formulated to regulate and rebalance stress levels. Next, they choose one of six Lifeboost active essences – Happiness, Energy, Dream, Wellbeing, Relax and Seduction – that have been designed to enhance and stimulate certain areas of the brain.

Neuroscientists have monitored heart rate, electrodermal activity, blood flow, skin conductance and muscle tension when people use the fragrances and believe it has a positive effect on the body.

"My aspiration has always been to bring emotional wellbeing to people, but when I looked into the fragrance industry,

I found that this need wasn't being addressed," says Edeniste founder Audrey Semeraro.

"Edeniste would certainly look for like-minded partners in the spa industry, especially those combining wellness with science and therapies."

spa-kit.net keyword:
Edeniste



PHOTO: EDENISTE

Essences stimulate certain areas of the brain
- Audrey Semeraro



PHOTO: EDENISTE

Users pick one of seven perfumes before choosing an active essence

GoSleep helps users nap in privacy, says Topi Piispanen

GoSleep, the Finnish company behind commercial sleep pods, says it only takes a 15-minute power nap for stress levels to reduce and wellbeing to ensue.

Already a feature in airports, hospitals and offices around the world, the firm is now making its way into the wellness sector supplying sites such as Thermae 2000, the Dutch destination spa, and XpresSpa at Dubai airport.

There are three styles of pods, all of which have pull-down screens. "My vision is to make rest and recovery in full privacy available for everyone, including in spas," says CEO Topi Piispanen.

The Powernap Pod - Pro, most suited to spas and sports centres, boasts a Neurosonic

whole-body vibration mattress which uses low-frequency sound waves to help users reach a meditative state or to aid exercise recovery.

Igloo Pod - for business users wanting to rest while they work - is equipped with a foldable table and charging port; or the standard Powernap Pod (typically used in airports) has storage space underneath.

The plug-and-play pods are designed to be mobile and easy to relocate within a facility.

“In just 15 minutes, stress levels start to reduce - Topi Piispanen

spa-kit.net keyword: GoSleep



PHOTO: GO SLEEP



The pods are used in airports and offices, but GoSleep is now targeting spas

Voya's Mark Walton reveals eye masks and bath salts

Voya, known for its sustainable seaweed spa lines, has created two new retail products.

"The launches are the perfect way to try out the unique Voya wellbeing experience and the benefits of seaweed at home," says founder Mark Walton.

Its Renewal Eyes Seaweed Eye Masks are made from laminaria digitata. They're designed to soothe the delicate under-eye area, offering hydration and elasticity and helping improve dark circles and puffiness.

The masks come in dried form, but spring back to life with health-giving properties when prepared in warm water.

The Indulgent Sea Marine Bath Salts combines chunky bath salts with nourishing fucus serratus and detoxifying minerals - magnesium, zinc,

calcium and potassium. They're completed with uplifting lime and mandarin essential oils to revitalise the body.

Both types of seaweed are believed to help collagen production and protect against free radicals. Like all Voya ingredients, they're hand-harvested off the coast of Ireland.

spa-kit.net keyword: Voya



PHOTO: VOYA



The salts are blended with fucus serratus seaweed and detoxifying minerals

“It aids collagen production and protects against free radicals - Mark Walton

PHOTO: VOYA



Five unique product ranges span skincare, body care and home fragrance

PHOTO: ELEMENTAL HERBOLGY



PHOTO: ELEMENTAL HERBOLGY

“In an ideal world, all five elements exist in a state of perfect balance and harmony”

Antonia David, Elemental Herbology

You can bring Five Element Theory to your spa or salon with Elemental Herbology, says Antonia David

Wood, fire, earth, metal, water – ancient Chinese philosophy tells us that everything in life is composed of and influenced by these five natural elements. They influence who we are and what we feel.

Our moods can also be affected by many different factors, such as our lifestyle, diet, stress levels, routine and the seasons.

At Elemental Herbology, we embrace the elemental way of life. With five unique product ranges spanning skincare, body care and home fragrance – alongside a carefully curated treatment menu designed to balance both body and mind – our therapeutic aromatherapy blends, performance-driven ingredients and skilful techniques offer spas, salons and customers the ultimate Five Element experience.

The Five Element Face & Body Profile is a consultation process based on the ancient principles that asks each client a series of questions around their emotional and physical needs, as well as their lifestyle preferences.

This moment of calm and self-reflection before each treatment gives the client an opportunity to look within themselves, to determine how they're feeling and how they want to feel after their Elemental Herbology treatment.

After completing the Face & Body Profile, the therapist will determine the client's most 'dominant element' and select products and techniques to re-balance and restore mind and body for a truly bespoke elemental treatment.

Our five aromatherapy massage oils – Rejuvenate, Zest, Harmony, Detox and Soothe – are 100 per cent natural and plant-based. Recently reformulated to be nut-free, these indulgent oils are blended using coconut oil and skin-friendly essential oils to ensure they are irritant-free and gentle on therapist's skin.

About the elements

Those dominant in Wood will enjoy lightweight, balancing skincare and an invigorating aromatherapy massage oil to rejuvenate tired, aching muscles.

Fire elements will benefit from clarifying skincare and a zesty

aromatherapy blend to re-fuel and energise a tired mind.

Those in the Earth element will enjoy brightening, antioxidant-rich skincare and a blend of balancing aromatherapy oils to restore harmony and emotional equilibrium.

Metal elements will benefit from age-defying skincare and a detoxifying massage oil to banish feelings of sluggishness while decluttering a busy mind.

Those dominant in Water will enjoy deeply hydrating skincare and the relaxing benefits of a soothing aromatherapy blend, perfect for encouraging a good night's sleep.

Antonia David, head of education at Elemental Herbology, says: "The Five Element Theory runs throughout everything we do. In an ideal world, all five elements exist in a state of perfect balance and harmony, leading us to experience good physical, mental and emotional health. However, modern living often knocks our balance of the five elements off-kilter, and if one or more becomes either deficient or excessive, then this can lead to dis-ease and eventually disease.

"We must work to harmonise the elements ourselves, through a combination of good lifestyle choices.

"At Elemental Herbology, we aim to bring about a better state of balance with the elements through our products, aromas and spa treatments."

More: www.elementalherbology.com

🔗 spa-kit.net keyword: Elemental Herbology

Margo Marrone introduces The Organic Pharmacy's Niacinamide Ultra 5 Serum

"Serums are an absolute must in any routine," says Margo Marrone, founder of The Organic Pharmacy. "My favourite tool in the arsenal of skincare, they're easy to layer, easy to customise and give such excellent results."

Inspired by this, the London-based skincare and spa brand has developed the Niacinamide Ultra 5 Serum.

The product is blended with 5 per cent niacinamide, stabilised vitamin C, bakuchiol, triple molecular hyaluronic acid and organic rose water.

With a milky texture, it aims to smooth wrinkles, minimise pores, brighten skin, reduce redness and repair the skin barrier.



PHOTO: ORGANIC PHARMACY

Serums are an absolute must in any routine
- Margo Marrone

spa-kit.net keywords:
The Organic Pharmacy



COURTESY: ORGANIC PHARMACY

The blend aims to smooth wrinkles and brighten skin

Hydrafacial rolls out digitally-connected Syndeo device

Hydrafacial is launching its next generation, digitally-connected device Syndeo internationally.

The brand is known for cleansing, extracting and hydrating the skin using patented hydra dermabrasion and vortex technology alongside unique serums – including boosters by Murad, Hydropeptide, Omorovicza and JLO Beauty. But the sleek, new system has a digital focus.

Through a connected interface, therapists can log each treatment, personalise it to a client's skin needs and preferences and access protocol guidance on screen – all through touchless, more hygienic, gesture-control features.

In addition, cloud-based software has the capability to store real-time knowledge of client preferences, treatment history and skin concerns across locations and providers.



PHOTO: HYDRAFACIAL

This is a true revolution for the treatment room
- Andrew Stanleick

Syndeo will roll out across Europe and Asia following its launch in the US.

"This is a true revolution for the treatment room," says Andrew Stanleick, president and CEO of Hydrafacial's parent company BeautyHealth. ●

spa-kit.net keyword:
Hydrafacial



PHOTO: HYDRAFACIAL

Cloud-based software can store client details

swiss line

BY DERMALAB



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POSITIVE ENVIRONMENT

Buildings which have a wellness centric design boost perceived wellbeing, health and satisfaction according to a peer-reviewed study

A new study in the *Journal of Building and Environment** has found that environments which focus on things such as light, water and air quality can have a significant impact on our wellbeing in a number of ways.

For the peer-reviewed research, a team from universities in the USA which specialise in architectural engineering and design, analysed the impact of WELL Certification using more than 1,300 pre- and post-occupancy survey responses from six companies in North America.

Launched in 2014, WELL offers a framework for healthy buildings spanning 108 features across 10 categories of air, water, nourishment, light, movement, thermal comfort, sound materials, mind and community (see www.spabusiness.com/PaulScialla). It's being used in 125 countries by more than 100 Fortune 500 companies and brands such as Four Seasons Beverly Hills.

WELL Certification is awarded to companies which meet certain requirements of the WELL Building Standard.

Specifically, this study focused on WELL Certified workplaces and found a number of benefits for occupants:

- A near 30 per cent improvement in overall satisfaction with the workplace, which jumped from 42 per cent to 70 per cent
- A 26 per cent overall increase in reported wellbeing scores
- A 10 per cent increase in mental health and a 2 per cent increase in physical health
- A 10-point jump in median productivity scores

Rachel Hogdon, president and CEO of the International WELL Building Institute, creator of

PHOTO: SHOWN TECH, COURTESY OF THE INNS OF AURORA



The Inns of Aurora in New York state, USA, has a WELL Certified spa

{ There was a 26 per cent overall increase in reported wellbeing scores }

the standard, says this is the first time researchers have published rigorous longitudinal research into its certification. She adds: "It shows unequivocally how a people-first approach supports wide-ranging benefits for occupants and organisations alike".

Lead study author Nasim Ildiri concludes that the findings "serve as another powerful accelerant for healthy building adoption". ●

*Source: Ildiri, N et al. *Impact of WELL Certification on Occupant Satisfaction and Perceived Health, Well-being, and Productivity: A Multi-Office Pre- Versus Post-Occupancy Evaluation*. *Journal of Building and Environment*. October 2022

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