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Misinformation rife in skincare sector

Consumers find the skincare industry saturated with misinformation, reveals a new report by high street skincare brand Simple.

Results from *The Simple Truth Report* showed people polled aren't only frustrated with misinformation; they're also confused by overly complex and long-winded skincare routines.

Magali Giupponi, global brand lead, House of Naturals and Simple, said: "The skincare industry is a beautifully diverse and innovative place. But, it's impossible to ignore the misinformation, the contradictions and the prevalence of 'facts' being broadcast from all corners.

"We commissioned this report because we wanted to understand how people feel about the skincare facts they're exposed to and what changes they're wishing for."



SIMPLE

Eighty-seven per cent of participants want to see positive changes within the industry, namely, a shift to more straightforward claims.

Meanwhile, 79 per cent feel overwhelmed by the industry, while 80 per cent of them – especially women – think it is rife with misinformation.

Respondents' answers also revealed that being bombarded with too much information can make them less receptive and likely to miss insights that could help shape beneficial skin habits and routines.

MORE >>> http://lei.sr/K3B7w_B




LONGEVITY

Netflix announces Blue Zones documentary

Dan Buettner to host four-part series

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EXPANSION

Guerlain to open first spa in London in Q3

Spa will launch at Raffles London flagship

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RESEARCH

Wellness labelled major global travel trend

American Express Travel unveils new report

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Canyon Ranch receives further US\$150m investment from VICI, reveals **Jeff Kuster**

Destination wellness brand Canyon Ranch has expanded its partnership with VICI Properties, an experiential-focused real estate investment trust, to expand its offering across North America and beyond.

In 2023, the Canyon Ranch brand encompasses three destination wellness resorts in Tucson, Lenox (Massachusetts) and Woodside (California) respectively, as well as a day spa in Las Vegas, Nevada.

Thanks to the recent deal, VICI has provided Canyon Ranch with US\$150m (€137m, £117m) in funding to grow its portfolio. This follows an initial US\$200m (€205m, £179m) investment by the trust in October 2022 when VICI announced



ERIC VITALE

“With VICI’s support, we can broaden and deepen Canyon Ranch’s offerings

Jeff Kuster

its commitment to providing development financing for the upcoming Canyon Ranch Austin resort, which has begun construction and is scheduled to open in 2025.

Canyon Ranch will also use the funding to strengthen its portfolio with two new urban membership-based Canyon Ranch Wellness Clubs in Fort Worth and Houston.

“Over the last 40 years, Canyon Ranch has been meeting people where they’re in their pursuit of wellness,” said Jeff Kuster, Canyon Ranch CEO, “with VICI’s support, we can broaden and deepen Canyon Ranch’s geographical and digital offerings and support more people than ever before.”

MORE >>> http://lei.sr/a3H2Q_B



MANDARIN ORIENTAL HOTEL GROUP

“We’re living in the age of the #wellnesseverywhere consumer

Jeremy McCarthy

Mandarin Oriental promotes **Jeremy McCarthy**

Jeremy McCarthy, industry veteran and *Spa Business* contributing editor, has been promoted from Mandarin Oriental Hotel Group’s (MOHG) group director spa to a new role.

Now serving as the operator’s group director of leisure, spa and wellness, McCarthy is one of the spa industry’s thought leaders and most popular figures.

He began his tenure with MOHG back in 2014 following eight years as director of global spa development and operations at Starwood Hotel and

Resorts. Prior to this, McCarthy spent 14 years as a director of spa at Four Seasons in various global locations.

In the upcoming issue of *Spa Business*, McCarthy will explore how experiences in the hospitality industry have evolved from spa to wellness and now leisure.

He said: “We’re living in the age of the #wellnesseverywhere consumer. These customers aren’t content to carve out limited time in their life for wellness, they want it everywhere they go.”

MORE >>> http://lei.sr/M8A7X_B



DAN BUETTNER/BLEU ZONES

Hotels and spas are the perfect places to incorporate the lessons of Blue Zones

Dan Buettner

Dan Buettner to host Netflix Blue Zones documentary

Streaming giant Netflix is preparing to launch a docu-series exploring the science and lifestyles behind the world's leading longevity hotspots, dubbed Blue Zones.

Going live on 30 August, the four-part series, *Live to 100: Secrets of the Blue Zones*, will be hosted by National Geographic fellow, explorer, author and Blue Zones founder Dan Buettner.

Since 2004, Buettner has been researching Blue Zone communities (in Sardinia, Italy; Okinawa, Japan; Nicoya, Costa Rica; Ikaria, Greece; and Loma Linda, California) to understand what keeps their residents healthy till age 100.

He discovered that the common theme is that these communities champion lifestyles incorporating daily movement, a plant-based diet, strong social connections and a sense of purpose.

The upcoming series will journey through the five locations and spotlight each one's diet, lifestyle and culture.

MORE >>> http://lei.sr/8R8z7_B

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PRIVATE CLUBS

Communal bathhouses and self-care inspire LA wellness club

LA-based Hume Projects has announced the forthcoming launch of Hume, an urban wellness club and members community designed to simplify and inspire the practice of consistent self-care.

Slated to open in early 2024, Hume is expected to bring together premium health and lifestyle facilities to create a members club concept for those searching for a more balanced routine.

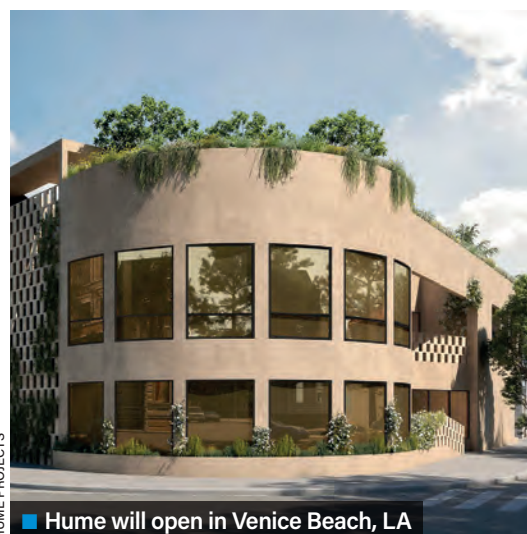
The club – located in Venice Beach – will blend fitness, spa and hospitality and provide access to exercise classes, nutritional support and recovery therapies.

"Hume was conceived in search of a more balanced lifestyle," said co-founders Roger Briggs and Sandy Bole.

"We organised our social lives around healthy activities and wanted to create a modern environment to support those habits while fostering a sense of community and connection.

"Pieces of what we desired were scattered throughout the world and enjoyed on special occasions but never readily available for our everyday routines. Through Hume, we've set out to build an intentional space to unite these rituals."

MORE >>> http://lei.sr/V3u3j_B



HUME PROJECTS

■ Hume will open in Venice Beach, LA



Hume was conceived in search of a more balanced lifestyle

Roger Briggs

SEXUAL WELLNESS

SHA launches sexual health clinic at Alicante flagship

Integrative medical-wellness spa brand SHA Wellness has enhanced its Alicante destination with sexual health programming.

"Sexual wellness is a manifestation of our general state of health," said Cynthia Molina, a psychologist at SHA and head of the new service.

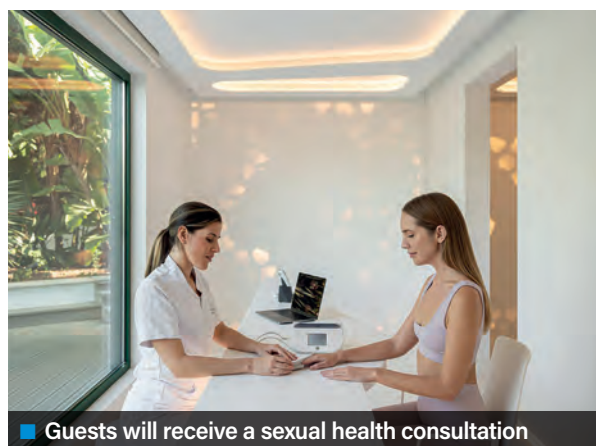
"We work to optimise overall health, and, thus, sexual function. From now on, we'll proactively ask patients about their level of satisfaction, activity or inactivity regarding sexual health."

SHA says the facility will address sexual health with a multidisciplinary



Sexual wellness is a manifestation of our general state of health

Cynthia Molina



SHA WELLNESS

■ Guests will receive a sexual health consultation

approach to optimise the foundations on which desire, self-esteem and sexual function are built.

All visitors to the facility will undergo an initial consultation with Molina to assess physical, emotional and mental health.

MORE >>> http://lei.sr/3u4F4_B

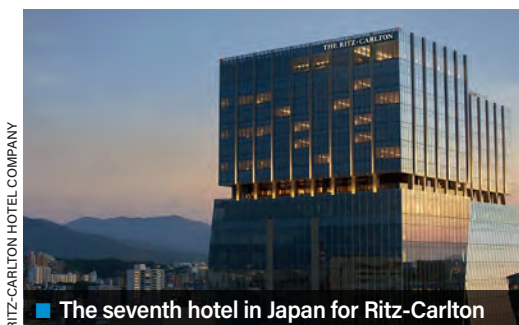
EXPANSION

Ritz-Carlton expands in Japan

The Ritz-Carlton Hotel Company, part of Marriott International's portfolio of 31 hotel brands, has opened The Ritz-Carlton, Fukuoka on the island of Kyushu in Southern Japan.

Rising above the city of Fukuoka, the 167-key hotel is situated in the top nine floors of a 364ft glass tower and crowned with a signature Ritz-Carlton Spa on the 24th floor.

The wellness facility features an indoor pool overlooking the bay, a gym with sweeping city views, a steamroom, lounges and single and double treatment rooms.



■ The seventh hotel in Japan for Ritz-Carlton

Treatments at the spa range from scrubs and couple's massages to facials and a selection of signature spa experiences. The rituals incorporate local ingredients in addition to products from ESPA.

MORE >>> http://lei.sr/f9Q4F_B

DEBUT

Guerlain's first London spa opens in Q3 2023

Raffles Hotels and Resorts will open its flagship London property in late Q3 of 2023, complete with the capital's first Guerlain-branded spa.

The 27,000sq ft spa at Raffles London at The OWO will sit at the heart of the landmark Grade II* listed former Old War Office on Whitehall.

Designed by interior design studio Goddard Littlefair, the luxury spa and wellness space will span four levels.

Facilities will include nine treatment rooms, indoor pools, a sauna, a barbers and salon, beauty treatment spaces, a gym and a Guerlain boutique, in addition to a separate VIP area and two couples suites.



■ The hotel will mark Raffles' UK debut



This will be a world-class spa

Veronique Courtois

Véronique Courtois, CEO of Guerlain, said: "To introduce Guerlain to London will be a truly special moment, especially in a space with such incredible heritage and such a meaningful history. This London flagship will be a "world-class spa".

To mark the opening, Guerlain has devised three exclusive spa treatments.

MORE >>> http://lei.sr/E7f3g_B

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EXPANSION

Lancôme's first Latin America spa launches in Brazil

Luxury French beauty brand Lancôme has entered the Latin American spa market with a new hotel spa in the Brazilian city of São Paulo.

Originally a fragrance house, Lancôme manufactures skincare and makeup products and is owned by L'Oréal. The company has previously delved into the world of wellness and opened branded spas in France and Australia in addition to securing an official spa partnership with Accor's Sofitel brand.

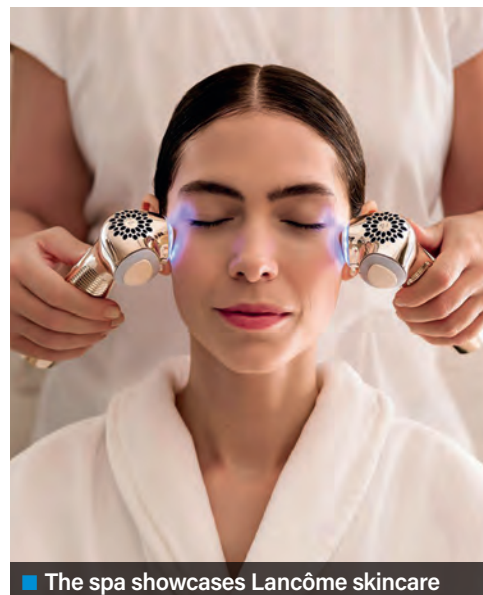
The brand's latest spa, Lancôme Absolue Spa, has opened at the prestigious Oetker Collection's

Palácio Tangará hotel which is surrounded by nature and intended to offer a refuge among the bustle of city life in São Paulo.

In keeping with this focus, Brazilian architect Patrícia Anastassiadis realised the new spa as an urban wellness retreat. Anastassiadis says design was inspired by the greenery of the verdant Burle Marx Park that surrounds the hotel.

Facilities include six treatment rooms (including one for couples), dry and wet saunas, a jacuzzi, a relaxation area and indoor/outdoor heated pools.

MORE >>> http://lei.sr/S3R8B_B



■ The spa showcases Lancôme skincare

OETKER COLLECTION



Design was inspired by the verdant park surrounding the hotel

Patrícia Anastassiadis

FITNESS

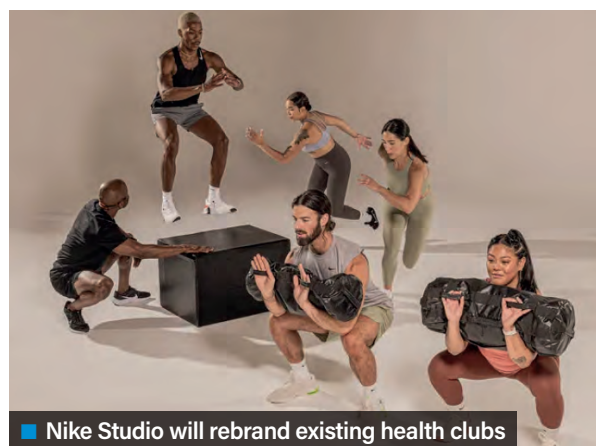
Nike gets into health club market, launches studios

Nike has made the leap into the group fitness market with the launch of Nike Studios.

The offering – in partnership with FitLab – is being billed as “a new generation of group fitness for every body and every goal.” Classes will be led by Nike trainers.

The first locations will be in West Hollywood, LA, and Newport Beach in Southern California, near the headquarters of FitLab.

Nike Studios will take over and rebrand existing health clubs, enabling it to fast-track the rollout of its studios.



■ Nike Studio will rebrand existing health clubs

NIKE

“The first physical locations will be in West Hollywood, LA, and Newport Beach

The West Hollywood location will open at Sanctuary Fitness – a FitLab brand – although Sanctuary will retain its locations in Pasadena and Korea Town. The Newport Beach location is thought to be taking over the site of Rocket Science Fitness.

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Trend-watch

Wellness has been labelled a major global travel trend by American Express in a new travel report



■ Findings showed new demand for travel experiences that include time in nature and provide opportunities to focus on mental health

SHUTTERSTOCK/MY GOOD IMAGE

Wellness is a key driving force behind global traveller behaviour, according to a new consumer insights report published by American Express Travel.

The *American Express 2023 Global Travel Trends Report* was conducted to expose the key factors influencing global travel and how they will affect it in future.

Its findings are the result of an online survey launched during February 2023 by Morning Consult.

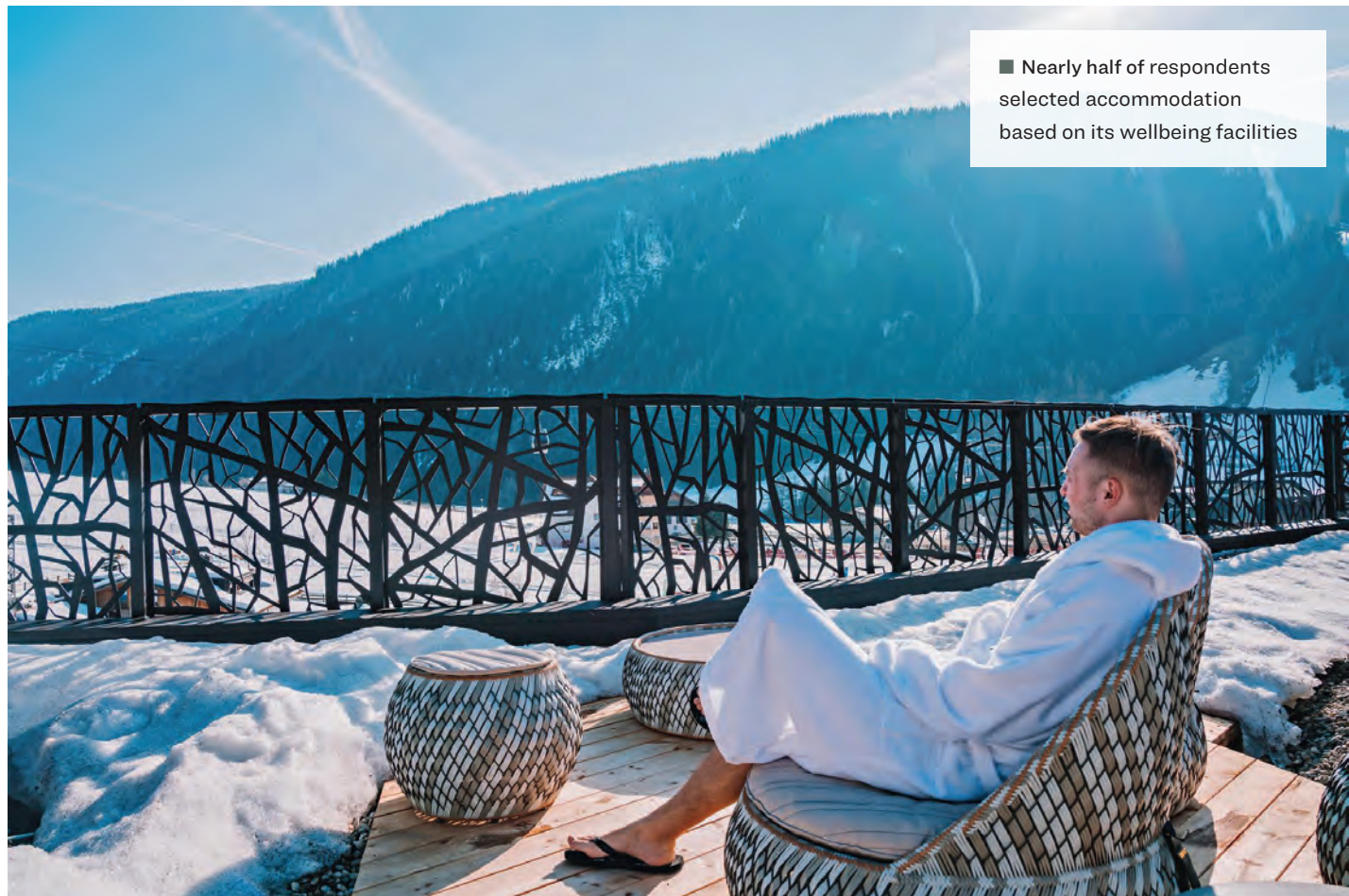
Respondents were drawn from a sample of 1,000 travellers from Australia, Canada, India, Japan, Mexico, UK and 2,000 travellers from the US.

All had a household income of at least US\$70,000 (€63,100, £54,500) and typically travel by air at least once a year.

The report's findings suggest that wellness tourism is on track to continue its strong growth trajectory and maintain its status as one of the fastest-growing sectors in the US\$4.4tr (€3.92tr, £3.29tr) wellness economy.

According to the latest research by the Global Wellness Institute, the wellness tourism sector is worth an estimated US\$436bn (€389bn, £326bn).

Seventy-three per cent of respondents were planning vacations to better their mental, physical and emotional health



SHUTTERSTOCK/INGUS KRUKLITS

Gen Z and Millennial travellers are fast turning into a key customer base for the wellness travel market

Popular activities

The paper indicates spa and wellness amenities are a growing priority for travellers, with 43 per cent of respondents saying they had selected a hotel/accommodation based on its wellbeing facilities.

Results also showed that booking a massage or facial was one of the top three activities guests were planning during their travels (33 per cent). Exploring hiking/beach trails (39 per cent) was voted the top priority, followed by visiting a private beach (34 per cent).

Meanwhile, 82 per cent of respondents considered walking their favourite activity for staying healthy while travelling.

Mental resets and nature

The report exposed a shift in consumers' mindset regarding motivation for and must-haves in wellness travel.

Findings showed that nature continues to be an important selling point, with 68 per cent of people seeking travel locations surrounded by nature so they can focus on mental clarity. The same number of respondents also agreed they were looking to travel so they could surround themselves with nature for the same reason (68 per cent).

Mental health also stood out as a key motivator. More than two-thirds of participants (75 per cent) stated that they were planning to decrease screen time while travelling to better their mental state.

A further 73 per cent of respondents were planning vacations to better their mental, physical and emotional health in 2023.

American Express Travel also found that 81 per cent of respondents looked forward to unplugging while on vacation to live in the moment.

Spend

Eighty-eight per cent of respondents said they planned to spend the same or more on wellness breaks this year, compared to previous years.

Generation game

Another key finding was that Gen Z and Millennial travellers are fast turning into a key customer base for the wellness travel market.

Results showed 61 per cent of Gen Z and Millennial respondents were prioritising travel plans that focus on personal wellness in 2023 – compared to 48 per cent of participants overall.

In addition, a further 60 per cent of Gen Z and Millennial respondents said they would go out of their way to book hotels that offer spa and wellness services. ●

More: www.spabusiness.com/ATE.



Equinox's unique brand of luxury and fitness is a fantastic fit for Amaala

John Pagano, group CEO of Red Sea Global



RED SEA GLOBAL

Project preview

Equinox Hotels and Red Sea Global have partnered to develop a fitness-focused resort at Saudi giga project Amaala



EQUINOX HOTELS AND RED SEA GLOBAL

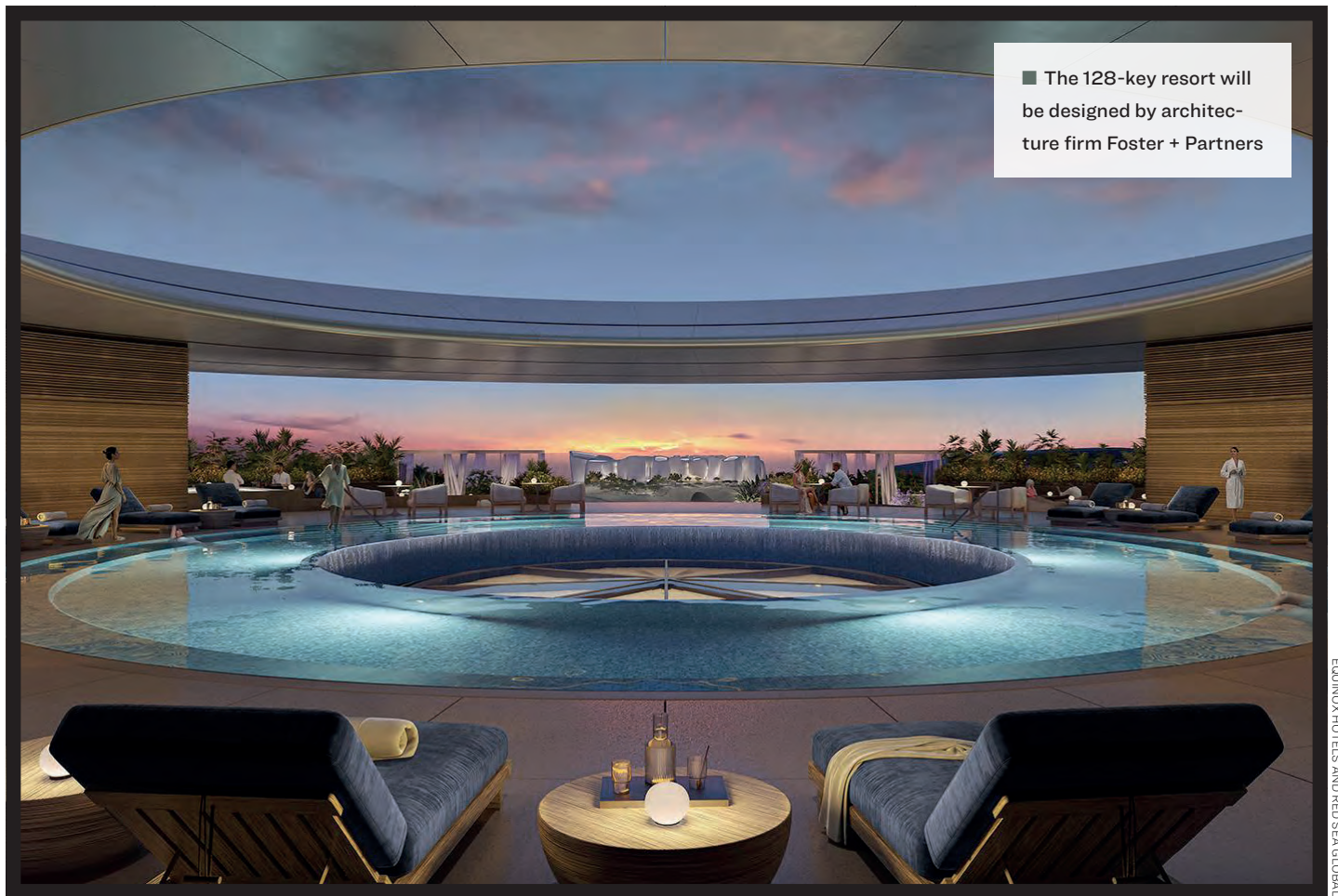
■ Equinox Amaala Resort will be home to a spa, a magnesium salt rooftop pool, a beach club and a signature Equinox Fitness Club

Red Sea Global (RedSG), the developer behind regenerative tourism destinations Amaala and The Red Sea, has partnered with fitness-focused hospitality brand and management company Equinox Hotels.

The organisation is an offshoot of premium fitness group Equinox which operates more than 100 upscale health clubs in urban markets in the US, Canada and UK. Equinox Hotels is looking to develop a global network of hotels, with plans for 33 properties globally in the next 10 years.

Thanks to the recent deal, Equinox Hotels will operate a 128-key resort with a focus on fitness, sport and lifestyle in the Amaala development.

Billed as the first global integrated family wellness destination, Amaala is



■ The 128-key resort will be designed by architecture firm Foster + Partners

EQUINOX HOTELS AND RED SEA GLOBAL

Amaala brings the best in health and wellness together in an area of extraordinary natural beauty

being realised on Saudi Arabia's north-western coastline and will offer 'curated transformative personal journeys' inspired by arts, wellness and the Red Sea.

When complete, the 4,155sq km site will have eight resorts, 200 residential units and a marina – all powered by renewable energy.

In addition to Equinox Hotels, RedSG has already secured deals with Clinique La Prairie, Jayasom and Rosewood to operate wellness resorts in Amaala.

Equinox Resort Amaala will feature a range of amenities including a signature Equinox Fitness Club, a spa, a magnesium salt rooftop pool, a beach club and several high-end culinary concepts.

The resort will be designed by British architecture firm Foster + Partners.

"Amaala brings the best in health and wellness together in an area

of extraordinary natural beauty to offer exceptional and transformative experiences for guests," said John Pagano, group CEO of RedSG.

"Equinox's unique brand of luxury and fitness is a fantastic fit, allowing visitors to choose seeking self-improvement during their stay, getting back to nature on land or at sea, or simply enjoying quiet moments with loved ones in comfort and privacy."

Wellness leadership

Amaala's first notable opening, Triple Bay, is scheduled for completion in 2024. This is one of three high-profile developments that make up Amaala, dubbed the new 'Riviera of the Middle East'.

RedSG recently appointed seasoned industry veteran, consultant and founder of Meraki Bespoke Wellness

Strategies Lindsay Madden-Nadeau as its senior director of wellness strategy.

Commenting on the new deal, she said: "Equinox Hotels' offer will focus on signature programming for an unparalleled sports and fitness experience that celebrates nutrition as a lifestyle while considering the way we rest and recover.

"What excites me most about Equinox's approach is how thoughtful the brand is in connecting the customer journey touchpoints with bespoke design in a way that strengthens the experience." ● Read more about Amaala and The Red Sea in *Spa Business* where we interview Stephan Wagner, asset management director of RedSG (www.spabusiness.com/wagner), and chair of the RedSG Advisory Board, Aradhana Khowala (www.spabusiness.com/akhowala).

LES MILLS

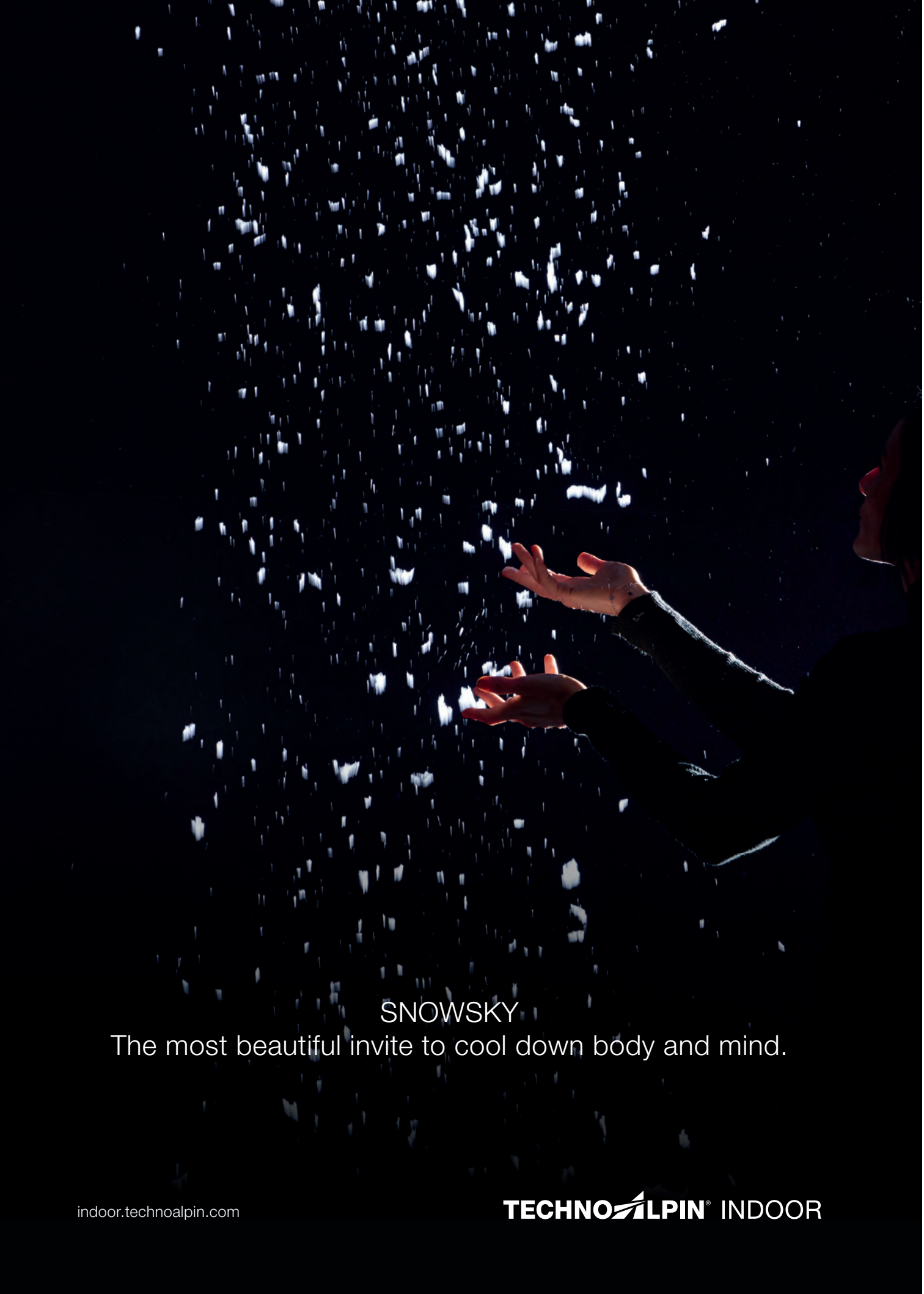
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KLAFS

■ Dröm UK designs, supplies and installs projects throughout the UK, Europe and the Middle East

Klafs acquires majority stake in Dröm UK

Klafs, a sauna, pool and spa manufacturer based in Schwäbisch Hall, Germany, has acquired a majority stake in UK-based spa and thermal experience specialist Dröm UK.

Launched in 2002, Dröm UK was formed by Barry Smith and Kicki Carlsson. The company designs and installs luxury, bespoke thermal rooms in the high-end residential and commercial sectors.

Today, Dröm UK offers a large portfolio of ultra bespoke saunas, steam baths and spas in the luxury property segment.

Following the deal, Dröm UK's existing team will become part of Klafs and operate alongside Guncast Pools & Wellness – the British manufacturer of swimming pools, spas and wellness suites for the premium sector, acquired by Klafs Group in 2021.

"I'm very excited to be part of such a prestigious and forward-thinking brand that can continually create innovative products in the thermal wellbeing arena and deliver some of the best projects in the world," commented Smith, CEO of Dröm UK.

"By incorporating some of our ideas and know-how – together with Klafs' existing offering – we'll successfully use our combined strength to push the UK market to new heights."

Klafs CEO, Phillip Rock, added: "Dröm UK's high expertise in design and quality fits perfectly with our requirements. Together with Guncast, we're well positioned in the UK and see great potential for Klafs' high-quality products in this market."

MORE ON spa-kit.net

<http://lei.sr/u1o5h>

Cellcosmet creates exclusive facials for Ouronyx

Swiss skincare and spa brand Cellcosmet has announced a new partnership with holistic facial aesthetics clinic Ouronyx in St James, London.

The new collaboration brings Cellcosmet's SwissCellSpa Experience treatments and scientifically-backed skincare range to Ouronyx's UK flagship which offers non-invasive facial treatments.

The SwissCellSpa Experience concept was developed to provide treatment programmes that boost skin revitalisation and restore its natural radiance.

All Cellcosmet skincare products feature a signature ingredient; CytoPep Cellular Extracts, which is composed of skin structural proteins (collagen, fibronectin and actin).

Cellcosmet says the ingredient leaves skin hydrated, firm and radiant, and is complemented by the actions and benefits of other botanical and marine ingredients, used in objective concentrations.



CELLCOSMET

■ Cellcosmet has launches six facials at the London clinic

Cellcosmet has launched six facials at Ouronyx, three of which are exclusive to the clinic; Ouronyx Swiss Anti-Fatigue & Energising Eye Contour, Ouronyx CellEnergiser and Ouronyx Advanced Procollagen CellFacial.

MORE ON spa-kit.net <http://lei.sr/U9A2l>

Elemis unveils Pro-Collagen Rose Micro Serum

British skincare and spa brand Elemis has expanded its Pro-Collagen Rose collection with a new serum designed to lock in moisture, plump skin and enhance radiance.

The fifth addition to the B-Corp brand's Pro-Collagen Rose range, the

Pro-Collagen Rose Micro Serum uses patented microfluidic technology to encapsulate organic English rose extract in a lightweight formula.

Elemis says the 7,000 rose micro-droplets housed in each bottle deliver the freshest and purest form of the ingredient to help plump, firm and smooth fine lines within two weeks of use.

Noella Gabriel, Elemis global president, said: "Our new serum boosts the skin's hydration as well as moisture levels, for skin that looks youthful, fresh and dewy."



ELEMIS

■ Noella Gabriel, Elemis global president

MORE ON spa-kit.net
<http://lei.sr/u8S8y>



ELEMIS

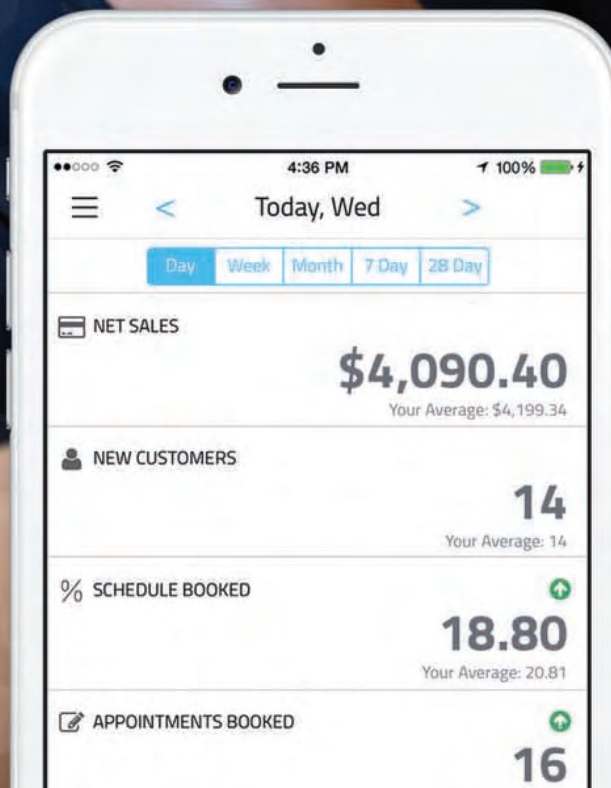
■ Every bottle contains 7,000 rose micro-droplets



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physical, mental and emotional wellbeing. All our products are made in Australia following European standards of natural skincare to create safe, ethical and effective products. Visit our website to learn more about our products and experience the transformative power Subtle Energies.

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WEB ADDRESS BOOK

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■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Australasian Wellness Association (ASWELL)

■ <https://aswell.au>

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Esthetics & Spas Association

■ www.abesbrasil.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

Estonian Spa Association

■ www.estonianspas.eu

European Historic Thermal Towns Association

■ www.ehtta.eu

European Spas Association

■ www.europeanspas.eu

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

Federterme

■ www.federterme.it

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.org

GSN Planet

■ www.gsnplanet.org

Hot Springs Association

■ <https://hotspringsassociation.com>

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

Icelandic Spa Association

■ www.hlsi.is

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

Japan Spa Association

■ www.j-spa.jp

Latin American Spa Association

■ www.spalatinoamerica.com

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Portuguese Spas Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Saudi Arabian Wellness Association

■ www.saudiwellness.org

Sauna from Finland

■ www.saunafromfinland.com

Serbian Spas & Resorts Association

■ www.ubas.org.rs

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swaafrika.org

Spa & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ <https://www.twspa.tw/>

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

Wellness Tourism Association

■ www.wellnesstourismassociation.org