

# spa business insider

17 NOVEMBER 2023 ISSUE 436

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## Wellness economy worth \$5.6trn

The global wellness economy will be worth US\$8.5 trillion by 2027, according to new research unveiled by the Global Wellness Institute (GWI).

Called *The Global Wellness Economy 2023*, the report was unveiled on the first day of the 17th annual Global Wellness Summit (GWS), hosted in Miami, Florida.

It is the 10th edition of its kind and illustrates how the market has fared since the pandemic's economic shocks. It provides numbers and analysis for all 11 wellness sectors, regional data and the top 20 national markets for each wellness sector while exploring the major shifts and trends that will impact each wellness market in the future.

"We're surprised by the resiliency of the global wellness economy, and how quickly it has bounced back," said Katherine Johnston,



■ The report was unveiled live on stage in Miami at the 2023 GWS

GWI senior research fellow and co-author of the report.

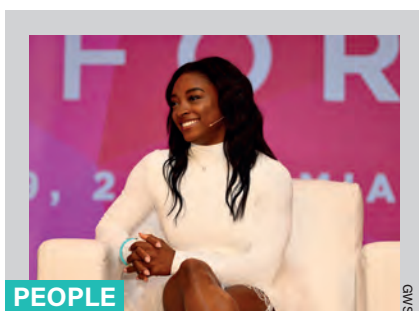
"If the pandemic disrupted industry momentum in the short term, it has simultaneously created a dramatic shift in the long-term opportunities for wellness."

**MORE >>>** [http://lei.sr/m3m5j\\_B](http://lei.sr/m3m5j_B)



**The pandemic has created a dramatic shift in the long-term opportunities for wellness**

Katherine Johnston

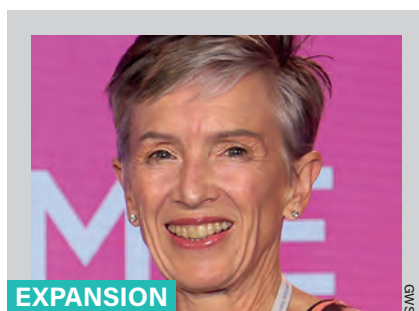


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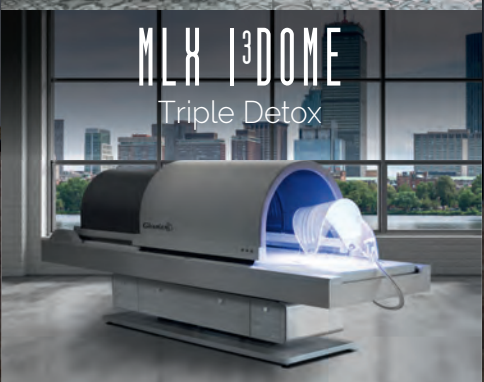


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## GWS awards Simone Biles 2023 Debra Simon Award for excellence in mental wellbeing

The Global Wellness Summit (GWS) has honoured legendary gymnast Simone Biles with the 2023 Debra Simon Award.

The annual accolade is given to an individual who has achieved excellence in the field of mental health and wellness and has been a leader, advocate or innovator in wellness programmes or pathways that help people thrive mentally.

A keynote speaker at the 2023 GWS, Biles is the most decorated gymnast in history, with 32 Olympic and World Championship medals under her belt. In recent years, she has established herself as an ambassador of mental



**This award forges a path that inspires people to thrive**

*Bill Kapp*

health and used her platform to champion the importance of prioritising mental wellbeing.

Announced at the GWS in Miami, the award was introduced by Simon's daughter and president of the Debra Simon Family Foundation, Lauren Wright, alongside Bill Kapp, MD, founder and CEO of Fountain Life.

Kapp said: "Tirelessly focused on achieving a level unparalleled in her field, Simone made headlines and history when she prioritised her own mental health and wellbeing over her career.

"She did this with an honesty and grace that most people twice her age would not possess."

**MORE >>>** [http://lei.sr/j4A7U\\_B](http://lei.sr/j4A7U_B)



## Rick Stollmeyer joins the board of Yoga Experience Africa

Rick Stollmeyer, founder of fitness tech giant, Mindbody, has joined the board of Yoga Experiences Africa (YEA), a business founded by University of Edinburgh student, Judith Nduati.

Nduati was announced as the winner of the annual Sharktank of Wellness contest at the 2023 Global Wellness Summit in Miami, winning the top prize of US\$5,000.

YEA is developing a platform to list and validate yoga instructors and match them with consumers across the emerging wellness sector in Africa.

Stollmeyer started Mindbody in 2000, following a career in the US Navy. During his two decades at the helm, Mindbody made the "Inc. 5000" list of the fastest-growing private companies for seven years in a row (from 2008 to 2014).

Stollmeyer grew Mindbody into a multi-million dollar business before leading it through an IPO in 2015 and exiting in 2021.

Following this, he penned his first book, *Building a Wellness Business That Lasts*.

**MORE >>>** [http://lei.sr/2a2u4\\_B](http://lei.sr/2a2u4_B)

**YEA is developing a platform to list and validate yoga instructors and match them with consumers across Africa**



GWS

**The 2024 GWS will be  
hosted from 4-7 November  
in St Andrews, Scotland**

*Susie Ellis*

## Susie Ellis names Scotland as 2024 GWS host location

**T**he Global Wellness Summit (GWS), is headed to the Scottish coastal town of St Andrews in 2024.

The 18th edition of the conference will take place at the iconic Old Course Hotel, Golf Resort & Spa from 4-7 November next year.

The event will be sponsored Kohler, owner of the hotel and supplier to the spa and wellness sector.

GWS chair and CEO Susie Ellis and creative director Nancy Ellis announced the news live last week at the 2023 GWS in Miami with their annual flag-raising ceremony, followed by a champagne toast.

Kohler US representatives Ashley Kohler (director of wellness), Nicole Miller (director) and Huston Sprang (senior management business development) joined the team on stage.

Next year's event will mark the first time the GWS has been hosted in the UK. Previous destinations have included Morocco, India, the US and Singapore.

**MORE >>>** [http://lei.sr/r3J4u\\_B](http://lei.sr/r3J4u_B)

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# Bounce back

The Global Wellness Institute's new research shows the global wellness market is experiencing major growth and recovering well since the pandemic



■ From L to R: Tonia Callendar, Katherine Johnston, Susie Ellis and Ophelia Yeung

**N**ew research shows the global wellness market is growing at record-breaking pace – and the Global Wellness Institute (GWI) predicts things will only get better from here with the market set to balloon to \$8.5trn by 2027.

*Spa Business* shares highlights from the *Global Wellness Economy 2023* report.

## Key findings

Between 2019 and 2020, the wellness market shrank from US\$4.9trn to US\$4.4trn (11 per cent).

It has since grown 27 per cent to reach a record-breaking US\$5.6trn in 2022, where seven of the 11 wellness sectors now surpass their 2019, pre-pandemic values.

The GWI's 2022 figures for the 11 sectors are as follows:

- Personal Care & Beauty – US\$1.089trn (+102 per cent on 2019)
- Healthy Eating, Nutrition & Weight Loss – US\$1.079trn (+118 per cent on 2019)
- Physical Activity – US\$976bn (+111 per cent on 2019)
- Wellness Tourism – US\$651bn (+90 per cent on 2019)
- Public Health, Prevention & Personalised Medicine – US\$611bn (+171 per cent on 2019)
- Traditional & Complementary Medicine – US\$519bn (+107 per cent on 2019)

**“** The global wellness economy has a strong current under its wings **”**





■ Personal Care & Beauty is the largest wellness market sector

SHUTTERSTOCK / LYUBOV LEVITSKAYA

## It's facing some challenging macro conditions that will affect the flow of people, capital, technology and ideas

- Wellness Real Estate – US\$398bn (+177 per cent on 2019)
- Mental Wellness – US\$181bn (+139 per cent on 2019)
- Spas – US\$105bn (+92 per cent on 2019)
- Workplace Wellness – US\$51bn (+97 per cent on 2019)
- Thermal / Mineral Springs – US\$46bn (+71 per cent on 2019)

The GWI predicts that full recovery for the slightly lagging sectors of Wellness Tourism, Spas and Thermal / Mineral Springs will be swift given pent-up demand, anticipating that the first two categories will surpass their 2019 value by year-end 2023 and the latter by 2024.

### Regional analysis

Wellness markets in all global regions have fully recovered from the pandemic, but North America (123 per cent of 2019), Middle East-North Africa

(119 per cent of 2019) and Europe (114 per cent of 2019) have shown the most powerful growth rates.

In 2022, as countries in Asia suffered prolonged disruptions and lockdowns, the North American market (US\$1.9trn) surpassed Asia-Pacific (US\$1.7trn) as the largest regional wellness economy.

These two regions, along with Europe (US\$1.5trn market), now make up 90 per cent of the entire wellness market.

### What's next?

Four wellness sectors – Personal Care & Beauty, Healthy Eating, Nutrition & Weight Loss, Physical Activity and Wellness Tourism – will exceed US\$1trn in market size by 2024.

Three more are expected to surpass half a trillion dollars in 2024: Wellness Real Estate, Traditional & Complementary Medicine and Public Health, Prevention & Personalized Medicine.

Healthy Eating, Nutrition & Weight Loss is also expected to leapfrog Personal Care & Beauty to become the largest wellness market by 2025.

Meanwhile, Wellness Real Estate will enter the top five sectors in 2025, and explode from a US\$398bn market in 2022 to US\$887.5bn in 2027.

“The global wellness economy has a strong current under its wings, based on global trends that are only accelerating: an ageing population, rising chronic diseases and mental unwellness, and a shift in consumer values,” said Ophelia Yeung, GWI senior research fellow and paper co-author. “But it's also facing some challenging macro conditions like widening wealth gaps, consumer confidence in uncertain economic conditions and rapidly changing geopolitics that will affect the flow of people, capital, technology and ideas. How the wellness economy will do will depend on the interplay of these factors.” ●

spa business **insights**

■ Attendees bonded over their shared optimism about the future of wellness

# Come together

The 2023 Global Wellness Summit was held in Miami this November and drew more than 350 professionals who discussed the future of the industry. The theme was Time for Transformation

**S**pa and wellness representatives from all corners of the world recently convened in Miami, Florida, for the 17th annual Global Wellness Summit (GWS).

GWS chair and CEO Susie Ellis kicked off proceedings by saying that although “there is much in the news to be concerned about, we’re fortunate to be together in this room where there is real reason for optimism”. Ellis reflected on the impressive wellness

economy data from the recent GWI research (see page 6) to illustrate how the bright the industry’s future looks.

## The agenda

During the four day event, delegates were treated to a busy schedule of keynotes, panels, presentations, interactive sessions and a host of networking opportunities.

Highlights included legendary US gymnast Simone Biles taking to the stage to share her passion





■ The 17th anniversary of the GWS encouraged delegates to both reconnect with industry friends and forge new relationships



Turn over for more GWS photos

for mental wellness and how its supported her journey so far.

Producer to the stars – including the likes of Beyonce, Madonna and Jay Z – Timbaland also gave a keynote on wellness music in conversation with Myndstream founder Freddie Moross.

Topics spotlighted this year included AI's role in wellness, the convergence of sport, hospitality and wellness, architecture's role in wellbeing, democratising wellness and the transformation of the beauty industry.



We're fortunate to be together in a room where there is real reason for optimism

During the summit, three awards were presented to celebrate outstanding contributions to the industry. The GWS' 2023 awards were given to Biles, for her fearless advocacy for mental health; Michael Roizen, MD, for his trailblazing work in integrative medicine and longevity; and Anjan Chatterjee, MD, for his eye-opening work in neuroaesthetics and how the brain processes beauty.

The GWS rounded out proceedings by revealing that St Andrews, Scotland, will be the host destination for 2024. ●





■ Delegates were treated to a host of keynotes, panels and presentations from specialists across the wellness industry



GWS







■ Legendary US gymnast Simone Biles headlined the event with a keynote talk about her passion for mental wellness



GWS



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spa business **news**

MAYBOURNE HOTEL GROUP

■ The Maybourne manages iconic hotels around the globe including Claridges in London

## TECHNOLOGY

## Maybourne Hotel Group to integrate Virtusan wellness technology

Luxury hotel operator The Maybourne Hotel Group has partnered with wellness technology company Virtusan to enhance its guests' wellbeing.

The partnership will allow Maybourne to integrate multisensory technology into its hotel environments to promote the adoption of healthy wellbeing-focused habits.

Based in Switzerland, Virtusan blends science, technology and multi-sensory environmental experiences to reduce stress, improve sleep and elevate performance in all aspects of life.

The brand is guided by its scientific advisory board of specialists including Dr David



GWS

We're creating a world-first, fully integrated, immersive environmental experience

Li Wu

Sinclair (longevity), Dr Andrew Huberman (neuroscience) and Dr Shauna Shapiro (mindfulness).

Dr Li Wu, Virtusan founder and chair, unveiled the partnership at the recent Global Wellness Summit.

Wu said: "Together, we're creating a world-first, fully integrated, immersive environmental experience for Maybourne guests."

**MORE >>>** [http://lei.sr/7a6d4\\_B](http://lei.sr/7a6d4_B)

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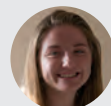
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## spa business news

## GROWING FOOTPRINT

## Chiva-Som sister-brand Jayasom plans global expansion

Destination wellness operator and Chiva-Som sister brand Jayasom plans to launch in Saudi Arabia, Europe, Japan, India and Malaysia as part of a major global rollout plan.

The brand's first property will launch in Saudi Arabia in 2024 at the upcoming integrative multigenerational health resort called Amaala.

Speaking exclusively to *Spa Business* at the GWS, Chiva-Som business development director and Jayasom board member Karen Campbell revealed plans are underway to open a 35-villa

Jayasom property in Ibiza, Spain, at a 300-year-old olive oil farm as well as a forest retreat in Japan and properties in India and Malaysia.

"Jayasom and Chiva Som's values are the same but they're distinct concepts," said Campbell. "In contrast to Chiva-Som, which encourages guests to take a digital detox, Jayasom will target the younger generation and focus on tech integration.

"Each location will be distinct in its own right with a sense of place, but there'll be synergy among the portfolio."

**MORE >>>** [http://lei.sr/T7D4t\\_B](http://lei.sr/T7D4t_B)



■ Jayasom will target a younger generation of wellness travellers

“

**Jayasom will target the younger generation and focus on tech**

*Karen Campbell*

## SOUND THERAPY

## Timbaland and Myndstream to co-create wellness music

Health and wellbeing music provider Myndstream has announced a partnership with Timbaland, multi-Platinum Grammy Award-winning producer, artist, author and entrepreneur.

The new partners will produce an album of wellness music to help improve the health and wellbeing of the listener, whether that be to destress, relax, unwind or focus.

The tie-up was announced at the 2023 Global Wellness

Summit in Miami, where Myndstream founder Freddie Moross interviewed Timbaland live on stage.

The 51-year-old musician shared his journey about overcoming an addiction to oxycontin, a powerful opioid painkiller, and how it led him to create wellness music.

"Music is a very powerful tool," Timbaland said. "It brought me out of crisis. It was this that triggered my fascination with frequency



■ Timbaland and Freddie Moross at the 2023 GWS

and tone, understanding the role they play in being able to change your perspective and attitude without you even realising it.

"I want to create music that can help people heal and grow and be used in every spa around the world."

**MORE >>>** [http://lei.sr/4M3U2\\_B](http://lei.sr/4M3U2_B)

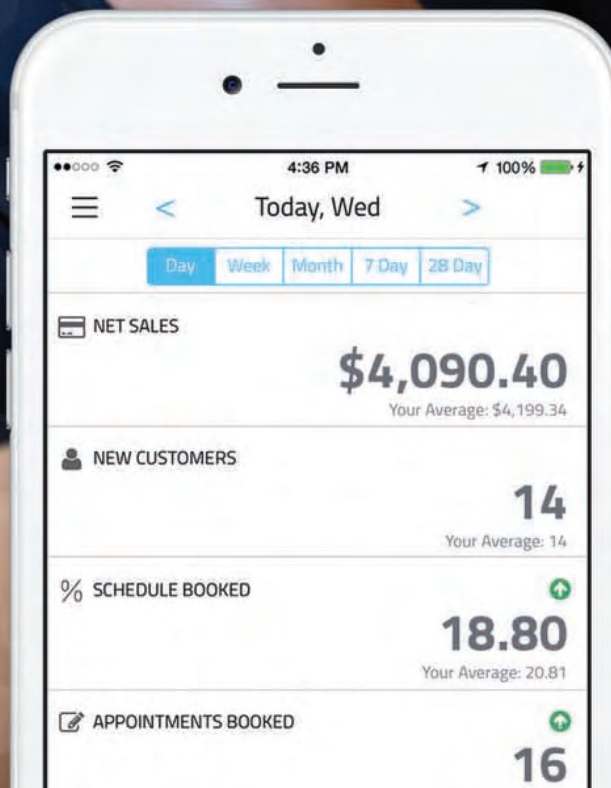




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# SUPPLIER NEWS

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

For the latest supplier news and company information, visit [spa-kit.net](http://spa-kit.net)



CODAGE

■ Codage plans to expand the Magistrale line in future with additional products

## Codage Paris showcases Magistrale line with all-new facial

Codage Paris has launched the Magistrale collection, composed of La Crème & La Crème Nuit, underpinned by its pro-ageing PGF-5 Complex.

First used in the brand's premium myCodage range, PGF-5 is designed to revive various cell renewal mechanisms and maintain optimal levels of collagen production to restore the skin's youthfulness.

The complex is rich in peptides, hyaluronic acid, bio-retinol, encapsulated AHAs, a vitamin C derivative, flower stem cells and plant actives.

Julien Azencott, Codage president and co-founder, said: "Magistrale has been specifically developed to drastically and visibly reduce the signs of ageing over time. We have plans to expand it in future."

Codage has celebrated the launch of the line by creating a 90-minute facial.

The treatment begins with a scalp massage and breathwork techniques to relax the client and prepare them. Next, the face, lips and eye contour are lifted and massaged during the cleansing process using Codage's Cleansing Balm.

To promote cellular regeneration and enhance the absorption of actives applied during the treatment, an exfoliation phase with the Codage Peeling Lotion is performed.

Once the skin is prepared, a deep anti-ageing face massage is conducted using the myCodage made-to-measure serum, formulated for the individual's skin needs.

Finally, the Magistrale cream is selected and carefully applied to enhance the effects of the massage.

**MORE ON** [spa-kit.net](http://spa-kit.net)

<http://lei.sr/g8k3Q>

# swiss line

BY D E R M A L A B 

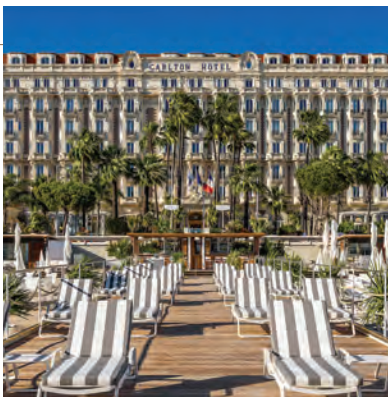


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# SUPPLIER NEWS

## Elemis and Morro partner to develop plastic-free innovation

**E**lemis and Xampla, creator of natural materials brand Morro, have announced a collaboration to develop plastic-free biodegradable sample sachets.

The initiative aims to see left-over plant waste from Elemis product ingredients turned into biofilm, with the long-term goal of replacing

single-use sachets used to package samples of its skincare products.

Based on Xampla's proven Morro materials made from plant feedstocks, the companies will utilise their expertise over the next six months to turn Elemis' plant waste into heat-sealable films that can replace single-use plastics.

Oriele Frank, co-founder, chief product and sustainability officer at Elemis, said: "Elemis continues to innovate and investigate new ideas, and partners wherever possible with organisations that can help move the dial on key environmental or social challenges.

"This project further reflects our commitment to finding new



■ Oriele Frank,  
Elemis co-founder



ELEMIS

■ The project aims to replace plastic materials traditionally used in sachets

opportunities to have a positive impact on the planet and people throughout our value chain."

The partnership was facilitated by PlasticFree.com.

**MORE ON [spa-kit.net](http://spa-kit.net)**  
<http://lei.sr/t7a5J>

## Seed to Skin launches new skincare duo

**C**rocus chrysanthus bulb extract is at the heart of a new day cream and overnight facemask duo unveiled by Seed to Skin.

The ingredient is used in The Light Source and Night Force to stimulate 'cell to cell communication' in mature skin to target all signs of ageing.

The Light Source is a multi-active day cream that's designed to restore the skin's cushion, repair and protect the lipid barrier and soothe sensitised, dry and aged skin.

Meanwhile, the Night Force is a leave-on cream masque that's formulated to smooth lines and wrinkles, redensify ageing skin and brighten the complexion.



SEED TO SKIN

■ In total, the duo boast more than 30 actives

"We've looked into every ingredient to understand how we could further improve its efficacy," says Seed to Skin founder Jeanette Thottrup. "It's all about how those ingredients are structured and put together."

**MORE ON [spa-kit.net](http://spa-kit.net)** <http://lei.sr/g9B00>

## Eminence Organics's new collection offers alternative to retinol

**E**minence Organic Skin Care has launched a new Bakuchiol + Niacinamide Collection designed to mimic the pro-ageing effects of conventional retinol while avoiding its potential skin irritation.

Eminence says the ingredient pairing smooths wrinkles, firms skin, minimises large pores and uneven texture.

The two-product collection includes a Bakuchiol + Niacinamide moisturiser, a lightweight gel cream formulated to smooth wrinkles and lock in hydration.

The second item is the Radiant Protection SPF Fluid, an all-mineral SPF formula designed to address existing damage and prevent and protect skin from the harsh effects of the sun.

Natalie Pergar, Eminence Organic's lead skin care trainer told *Spa Business*: "Our new collection is a great choice for clients looking to hydrate their skin and minimise fine lines and wrinkles without the unpleasant side effects of using conventional retinol."



EMINENCE ORGANIC SKIN CARE

■ Bakuchiol is the star ingredient of the new range

"For this line, we combined bakuchiol – a botanical retinol alternative – with niacinamide (a form of vitamin B3) to smooth uneven texture and proactively address the visible signs of aging without irritation, dryness or UV sensitivity."

**MORE ON [spa-kit.net](http://spa-kit.net) <http://lei.sr/n6z8B>**

## Athletiqo's reLounge bed "supports staff and guest wellbeing"

**A**thletiqo has designed the touchless reLounge treatment bed to promote relaxation and soothe pain in the back, legs and neck.

The bed integrates transcutaneous electrical nerve stimulation (TENS), modulated medium frequency,

heat and massage rollers to enhance circulation, induce muscle relaxation and provide pain relief.

Based in Germany, Athletiqo supplies reLounge beds around the world, including to Florida's Carillon Miami Wellness Resort. VP of spa and wellness Tammy Pahel says: "The reLounge has been highly popular among our guests and employees. It's been one of the key drivers in boosting the revenue of touchless technologies at our hotel, thanks to its popularity and efficiency."



CARILLON MIAMI

■ Tammy Pahel, Carillon Miami  
VP of spa and wellness

**MORE ON [spa-kit.net](http://spa-kit.net) <http://lei.sr/8h3M7>**



ATHLETIQO

■ The reLounge is operated by a smart screen





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# BUILT TO LAST

Lemi is committed to leading with innovation to create cutting-edge treatment room solutions that excel in terms of performance and eco-credentials

**T**rust and reliability are fundamental for spa and wellness operators, especially now sustainability has become such a crucial factor in business.

Lemi's goal is to constantly improve by identifying areas that will benefit from innovation. "Being part of environmental associations, such as Ecovadis and Futureplus, that promote future-orientated companies, is a source of pride for us, as well as being an exciting challenge," says GM, Matteo Brusafferri.

"The criteria laid down by Ecovadis and Futureplus inspire us to research, study, and design solutions that will be part of a new way of understanding business, aimed at balancing structure, space and equipment, creating sustainable realities – a new kind of ecosystem," he explains.

"Our goal as a company is to identify areas with significant room for enhancement and work to improve in every area of the business."

## HISTORY OF SUSTAINABILITY

Lemi has always selected materials and suppliers with a focus on sustainability. "We've been transitioning to lean production processes by eliminating waste – of time, space, resources and energy – while focusing on what truly adds value," says Brusafferri.

Lemi treatment beds go beyond the pursuit of green alternatives by generating less waste. They have a ten-year guarantee, but are actually designed to last for decades: "It's not uncommon for us to take back equipment that's 15- or 20-years-old for recycling," says Brusafferri, "However, our most gratifying experience was recovering one of the first Lemi 4 models from 30 years ago, which we decided to display in our showroom as a 'piece of history' that attests to the quality and durability of our products, since it still works to this day.

The company's lifetime post-sales service ensures parts can be replaced, prolonging product life and often removing the need for a replacement.



*We've been transitioning to lean production processes by eliminating waste of time, space, resources and energy*

Matteo Brusafferri

"We also prioritise working with local suppliers to maintain a 'zero-kilometer' supply chain – reducing transportation and ensuring our production process is 100 per cent 'Made in Italy'," he explains, "In addition, we manufacture products on-demand, enabling better control over raw materials and storage charges."

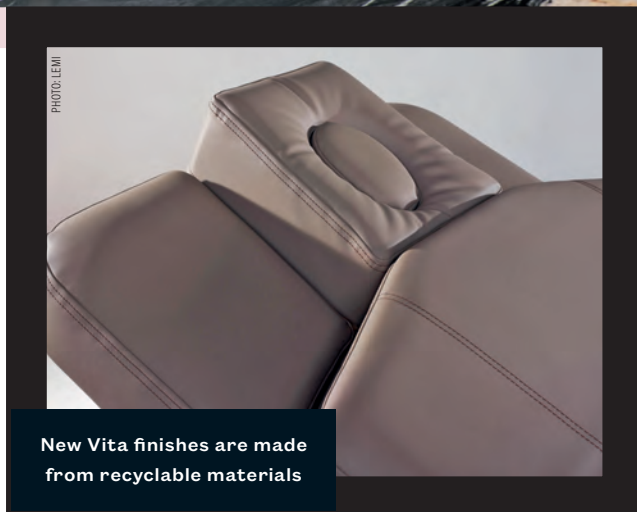
The design of Lemi's space-saving new Amalfi treatment bed marks the beginning of a new chapter in the company's journey in terms of technological and functional advances, making it an excellent and sustainable choice for the spa treatment room.

With the installation of an Amalfi bed, one treatment room can be used to deliver a range of





Amalfi: the Lemi bed that combines massage table and mani/pedi station



New Vita finishes are made from recyclable materials

treatments, such as body/face massages, pedicures using the built-in tub and manicures using the elegant new armrest set, which has been specifically designed to harmonise with the bed's design.

The Amalfi base also incorporates sections made of steel to ensure that, at the end of its lifecycle, the product can be disassembled and recycled to give the materials a second life. Plastic components have also been reduced and cardboard and wooden boxes are used for shipping.

Also new is Lemi's Vita line of finishes, which are made from recyclable and renewable raw materials to cater to the growing demand for greener products. These also integrate perfectly with the Amalfi beds.

## CUSTOMISABLE & SUSTAINABLE

Lemi's commitment to providing multi-functional solutions that improve space management within a spa or wellness facility, can be witnessed in its various bed models which feature storage bases and the option to be combined with multi-functional trolleys. This enables professionals to have a high-quality, visually-appealing product that helps them perform their work correctly, avoiding time and space wastage.

All parts of Lemi's beds are customisable – even the mattress width – which enables greater flexibility when designing treatment rooms while also allowing therapists to adjust the bed to their needs, which prevents them having to work in uncomfortable positions or endure long-term back issues.

Sustainability and profitability are undoubtedly vital to the spa and wellness sector and Lemi's products are matching industry demands in this regard: "As market direction shifts constantly, reinventing ourselves and adopting a more open mindset towards future needs has become a tangible reality," Brusaferri says. "At Lemi, we strive to keep our products at the forefront in terms of quality and functionality. Our goal is not only to offer sustainable work tools but also to be an excellent partner to help spas become more successful – both commercially and in terms of their eco-credentials. ●

**More: [www.lemispa.com](http://www.lemispa.com)**

# WEB ADDRESS BOOK

Connect with spa organisations from around the world.  
We welcome your entries – write to [spateam@leisuremedia.com](mailto:spateam@leisuremedia.com)

**Asia-Pacific Spa & Wellness Coalition (APSWC)**

■ [www.apswc.org](http://www.apswc.org)

**Association of Malaysian Spas (AMSPA)**

■ [www.amspa.org.my](http://www.amspa.org.my)

**Australian Hot and Mineral Springs Alliance**

■ [www.bathing.org](http://www.bathing.org)

**Australasian Wellness Association (ASWELL)**

■ <https://aswell.au>

**Bali Spa and Wellness Association**

■ [www.balispawellness-association.org](http://www.balispawellness-association.org)

**Brazilian Esthetics & Spas Association**

■ [www.abesbrasil.com.br](http://www.abesbrasil.com.br)

**Bulgarian Union for Balneology and Spa Tourism (BUBSPA)**

■ [www.bubspa.org](http://www.bubspa.org)

**Association of Spas of the Czech Republic**

■ [www.jedemedolazni.cz](http://www.jedemedolazni.cz)

**Estonian Spa Association**

■ [www.estonianspas.eu](http://www.estonianspas.eu)

**European Historic Thermal Towns Association**

■ [www.ehtta.eu](http://www.ehtta.eu)

**European Spas Association**

■ [www.europeanspas.eu](http://www.europeanspas.eu)

**Federation of Holistic Therapists (FHT)**

■ [www.fht.org.uk](http://www.fht.org.uk)

**Federterme**

■ [www.federterme.it](http://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](http://www.spa-a.org)

**German Spas Association**

■ [www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

**Global Wellness Institute (GWI)**

■ [www.globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)

**GSN Planet**

■ [www.gsnplanet.org](http://www.gsnplanet.org)

**Hot Springs Association**

■ <https://hotspringsassociation.com>

**Hungarian Baths Association**

■ [www.furdoszovetseg.hu/en](http://www.furdoszovetseg.hu/en)

**Hydrothermal Spa Forum**

■ [www.hydrothermal-spa-forum.net](http://www.hydrothermal-spa-forum.net)

**Icelandic Spa Association**

■ [www.hlsi.is](http://www.hlsi.is)

**The International Medical Spa Association**

■ [www.dayspaassociation.com/imsa](http://www.dayspaassociation.com/imsa)

**International Sauna Association**

■ [www.saunainternational.net](http://www.saunainternational.net)

**International Spa Association (ISPA)**

■ [www.experienceispa.com](http://www.experienceispa.com)

**Irish Spa Association**

■ [www.irishspaassociation.ie](http://www.irishspaassociation.ie)

**Japan Spa Association**

■ [www.j-spa.jp](http://www.j-spa.jp)

**Latin American Spa Association**

■ [www.spalatinoamerica.com](http://www.spalatinoamerica.com)

**Leading Spas of Canada**

■ [www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

**National Guild of Spa Experts Russia**

■ [www.russiaspas.ru](http://www.russiaspas.ru)

**Portuguese Spas Association**

■ [www.termasdeportugal.pt](http://www.termasdeportugal.pt)

**Romanian Spa Organization**

■ [www.romanian-spas.ro](http://www.romanian-spas.ro)

**Salt Therapy Association**

■ [www.salttherapyassociation.org](http://www.salttherapyassociation.org)

**Saudi Arabian Wellness Association**

■ [www.saudiwellness.org](http://www.saudiwellness.org)

**Sauna from Finland**

■ [www.saunafromfinland.com](http://www.saunafromfinland.com)

**Serbian Spas & Resorts Association**

■ [www.ubas.org.rs](http://www.ubas.org.rs)

**South African Spa Association**

■ [www.saspaassociation.co.za](http://www.saspaassociation.co.za)

**Spanish National Spa Association**

■ [www.balnearios.org](http://www.balnearios.org)

**Spa and Wellness Association of Africa (SWAA)**

■ [www.swafrica.org](http://www.swafrica.org)

**Spa & Wellness Association of Canada**

■ [www.spaandwellnessassociationofcanada.com](http://www.spaandwellnessassociationofcanada.com)

**Spa Association of India**

■ [www.spaassociationofindia.in](http://www.spaassociationofindia.in)

**Spa Industry Association**

■ [www.dayspaassociation.com](http://www.dayspaassociation.com)

**The Sustainable Spa Association (SSA)**

■ [www.sustainablespas.org](http://www.sustainablespas.org)

**Taiwan Spa Association**

■ <https://www.twspa.tw/>

**Thai Spa Association**

■ [www.thaispaassociation.com](http://www.thaispaassociation.com)

**The UK Spa Association**

■ [www.spa-uk.org](http://www.spa-uk.org)

**Ukrainian SPA Association**

■ [www.facebook.com/UASPA](http://www.facebook.com/UASPA)

**Wellness Tourism Association**

■ [www.wellnesstourismassociation.org](http://www.wellnesstourismassociation.org)