



SHA Mexico to debut in Jan 2024

Spanish wellness brand SHA Wellness will open its Latin American flagship in January in a secluded beach destination just north of Cancun, Mexico.

Joining SHA's Alicante flagship, SHA Mexico's opening will mark the first phase of SHA's global expansion plans with an additional Abu Dhabi forest destination set to debut in 2025.

"We feel we've reached our maximum potential at SHA Spain, so we're making our offer more accessible to a global market," said SHA vice president Alejandro Bataller, speaking to *Spa Business*.

"Between the relics of ancient wisdom and the advancements of modern medicine, Mexico is a natural paradise that is ideal for our offering.

"We've explored multiple potential international locations, assessing



SHA WELLNESS CLINIC

■ SHA Mexico's architecture will replicate the structure of a DNA strand

climate, environment and access to clinical resources. However, an in-depth analysis showed Mexico and the UAE were best suited to the needs of the business.

"Demand for our services in these regions is also strong."

MORE >>> http://lei.sr/4X3Y4_B

Demand for our services in Mexico and the UAE is strong

Alejandro Bataller



PROGRAMMING

New Zual retreat focuses on grandkids and grandparents

Skip-gen programming debuts at Qatari retreat

p06

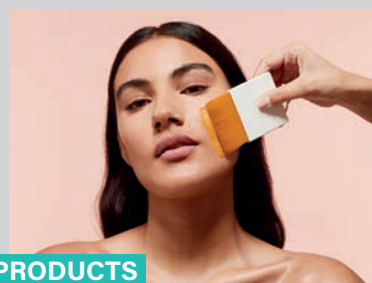


GLOBAL MARKETS

Lisa Starr reports on Spa China summit

New Chinese wellness market trends reveals

p10



PRODUCTS

Comfort Zone unveils Luminant Collection

Range and facial target hyperpigmentation

p17

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Kerzner's new 'fitness hotel', Siro One Za'abeel, opens for reservations, announces **Philippe Zuber**

The first ever Siro hotel, marketed as the “ultimate fitness and recovery hotel”, is now accepting reservations.

Set to open its doors in February 2024 at the One Za'abeel development in Dubai, the property marks the debut for Siro – a new, fitness and recovery brand developed by Kerzner International.

Siro One Za'abeel will offer guests experiences built around the brand's five biohacking pillars – fitness, nutrition, sleep, recovery and mindfulness with tech integrations built in.

Philippe Zuber, CEO of Kerzner, said: “Siro signifies Kerzner’s continuous quest to innovate and disrupt the hospitality industry.



KERZNER INTERNATIONAL



Siro signifies Kerzner's continuous quest to disrupt the hospitality industry

Philippe Zuber

“Over the last decade, the focus on self-care, and prioritising fitness and recovery as a form of wellbeing has accelerated at an exponential speed to become the core of modern lifestyle; Siro is our direct response to this. We're creating that space that brings together a community of like-minded individuals willing to exchange, learn and improve their lifestyle.”

The hotel will be anchored by a modern two-floor fitness club featuring a gym, Recovery Lab, space for yoga and meditation, as well as a variety of studios for group classes.

All hotel spaces have been designed to improve physical and mental wellbeing and recovery.

MORE >>> http://lei.sr/n6u2W_B



DANIELLE NOWAK & NOMADIC REVERIE



Huey joins Hyatt's wellness team headed up by TJ Abrams since his appointment in December 2022

Hyatt names **Patrick Huey** director of global wellbeing operations

Patrick Huey has been appointed as the new director of global wellbeing operations at Hyatt Hotels Corporation.

A spa and wellness veteran, Huey has more than 20 years of global experience in the wellness and hospitality industries where he has worked across the US, Mexico, the Caribbean and Southeast Asia.

Most recently, Huey worked as general manager at We Care Spa in California – a 28-suite wellness resort and spa located in the Coachella Valley. He's also previously served

as vice president of spa and retail for Montage International and group spa director in Asia for Minor Hotel Group (which operates the Anantara, Avani and Tivoli hotel brands).

Huey's new role at Hyatt marks an expansion of the wellness team which has been headed up by TJ Abrams, vice president of global wellbeing, since his appointment in December 2022.

Hyatt's portfolio now includes more than 1,250 hotels and all-inclusive properties in 76 countries.

MORE >>> http://lei.sr/E6t6E_B



KAMALAYA



We've curated an evidence-based programme that uncovers the secrets of the world's longest-lived cultures

Karina Stewart

Karina Stewart unveils Kamalaya's Blue Zones retreat

Holistic wellness sanctuary Kamalaya Koh Samui in Thailand has announced the launch of its latest programme in partnership with Blue Zones, launching May 2024.

The six-night retreat is based on 20 years of research by Blue Zones and has been designed to offer guests an immersive experience to discover secrets of longevity and wellbeing from the world's longest-living regions.

"We're inviting our guests to embrace the wisdom and lifestyle habits that promote unprecedented longevity," said Karina Stewart, founder and chief wellness officer of Kamalaya.

"This collaboration has allowed us to curate an evidence-based programme that uncovers the secrets of the world's longest-lived cultures, empowering our guests to make meaningful changes in their lives."

The programme is priced at 246,173 THB per person (US\$6,929, £5,565, €6,376).

MORE >>> http://lei.sr/K6u3h_B

CONTENTS ISSUE 437

04 People on the move
Hyatt names Patrick Huey director of global wellbeing operations

06 New territory
Greece's first Guerlain Spa opens at One&Only Aesthesis

09 Fitness in wellness
Exercise is '1.5 times more effective than counselling or medication' in treating depression and anxiety

SPA BUSINESS INSIGHTS

10 Event report
Largest-ever Spa China Summit welcomes global attendees to Manchuria

12 Project spotlight
Castelfalfi introduces luxury RAKxa-branded spa experiences in Tuscany

17 Supplier innovation
The latest in products and innovation from Comfort Zone, Mauli Rituals, Soleum, Lemi and Kerstin Florian

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PROGRAMMING

Zulal launches skip-gen retreat

Qatari wellness destination Zulal Wellness Resort by Chiva-Som has developed a new retreat to help grandparents and grandchildren spend quality time together.

Zulal launched the offering after noticing a rising 'Skip-Gen' trend of grandparents holidaying with their grandchildren which skips the middle generation, the parents.

The experience focuses on enhancing emotional, physical, social and nutritional wellbeing for both grandparents and grandchildren and is the latest



ZULAL

■ Grandparents and grandkids bond at Zulal

family-focused programme to launch at Zulal Discovery.

Designed to strengthen family ties, the retreat features activities for grandparents and educational experiences for grandchildren.

MORE >>> http://lei.sr/7g6w8_B

BRANDS

Guerlain Spa opens at One&Only Aesthesis

One&Only has unveiled a new spa partnered with premium beauty brand Guerlain at its new Athenian resort One&Only Aesthesis.

Marking the debut of Greece's first Guerlain Spa, the facility's healing approach takes inspiration from its natural environment and local traditional practices.

Alongside ten treatment rooms, the spa is home to a sauna, a hammam, an outdoor pool, a retail area and a fitness centre.

The new spa partnership marks an extension of Guerlain and One&Only's existing relationship, which was established in 2015 with



ONE&ONLY RESORTS

■ The new spa features 10 treatment rooms

the opening of the Guerlain Spa at One&Only The Palm in Dubai.

One&Only Aesthesis' spa menu will feature signature Guerlain treatments, wellness programmes, experiences designed exclusively for the resort and workshops for children.

"Guerlain's legacy and savoir-faire is in line with the resort's philosophy, celebrating the cultural heritage, charisma and effortless sophistication of a bygone era," said Yann Gillet, resort GM.

MORE >>> http://lei.sr/s2E4A_B

MEDICAL WELLNESS

Life Time gets into medi-wellness market

Life Time is launching into the medical wellness market with a longevity and performance concept called Miora.

A pilot is in soft launch at Life Time's Target Centre health club in Minneapolis, US.

The company was already offering a range of wellness services through many of its 170 high-end health clubs across the US, including rehab/ chiropractic, weight loss and nutrition services and lab testing of things such as active and resting metabolic rates.

Now the launch of Miora consolidates these types of services



■ Jeff Zwiefel, president of Life Time (left), with Dr Jim LaValle

under a new brand, while adding an elevated level of diagnostics and a more holistic approach to prevention.

If the pilot is successful, Life Time will roll out the brand across appropriate locations in its estate.

MORE >>> http://lei.sr/j8b5X_B

RESEARCH

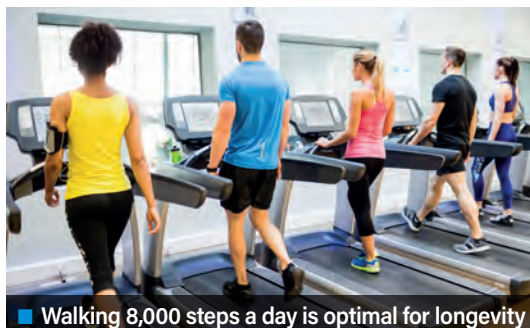
8,000 steps a day 'reduces risk of premature death'

Researchers are claiming to have provided the first scientific proof of how many steps a person needs to take each day, in order to significantly reduce the risk of premature death.

A team, led by the University of Granada (UGR) in Spain, conducted a systematic literature review and meta-analysis of data from twelve international studies involving more than 110,000 participants.

It identifies, for the first time, that 8,000 is the optimal number of steps at which most people obtain the greatest benefits.

The study also found that faster walking is associated



■ Walking 8,000 steps a day is optimal for longevity

with a reduced risk of mortality, regardless of the total number of steps per day.

Interestingly, the study revealed no difference between men and women when it came to the optimal number of steps.

The research was carried out in collaboration between researchers from the Netherlands (Radboud University Medical Center), Spain (Universities of Granada and Castilla-La Mancha) and the United States (Iowa State University).

It was published in the *Journal of the American College of Cardiology*.

MORE >>> http://lei.sr/v6F7r_B

MEET THE TEAM

For email use:
fullname@
leisuremedia.com



Editorial director
Liz Terry
+44 (0)1462 431385



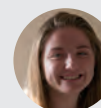
Spa Business editor
Katie Barnes
+44 (0)1462 471925



Publisher
Astrid Ros
+44 (0)1462 471911



Head of news
Kath Hudson
+44 (0)1462 431385



Assistant editor
Megan Whitby
+44 (0)1462 471906



Head of digital
Tim Nash
+44 (0)1462 471917

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MENTAL HEALTH

Exercise is effective support for mental health

Physical activity is 1.5 times more effective than counselling or leading medications when it comes to managing and treating mental health issues such as depression and anxiety.

The finding comes from research conducted by the University of South Australia (UOSA) in Adelaide, Australia and published in the *British Journal of Sports Medicine*.

It shows that physical activity was linked to a 43 per cent reduction in mental health symptoms.

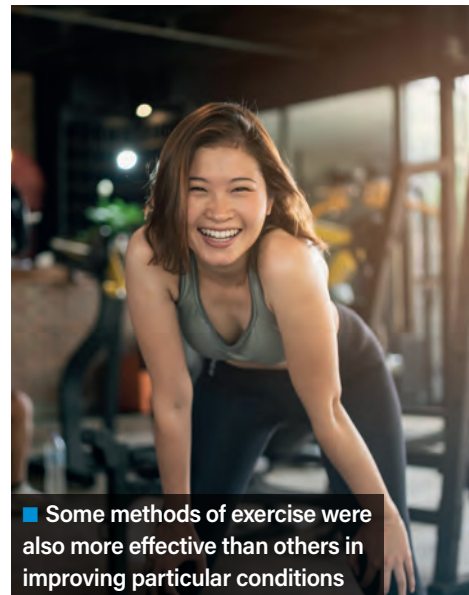
Exercise was deemed particularly effective for reducing symptoms of depression, anxiety and psychological distress.

A review of data, conducted by UOSA, encompassed 97 reviews, 1,039 trials and 128,119 participants.

It showed that physical activity's positive effects on mental health are similar across a wide range of adult populations, including the general population, people with diagnosed mental health disorders and people with chronic disease.

Higher intensity physical activity is also associated with greater improvements in symptoms. However, the effectiveness of exercise interventions seems to diminish with longer-duration interventions.

MORE >>> http://lei.sr/y9p5h_B



■ Some methods of exercise were also more effective than others in improving particular conditions



Higher intensity physical activity is associated with greater symptom improvements

TECHNOLOGY

Accenture says AI is bringing on a decade of deconstruction



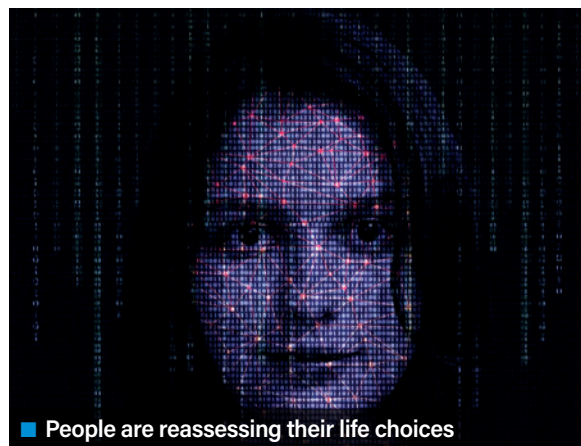
We're entering a decade of deconstruction spurred on by changing consumer values

Mark Curtis

The rapid advance of technology in all areas of life is putting societies in flux, creating uncertainty and forcing people to reassess their plans for the future, according to a new report from consulting firm Accenture.

The Annual Life Trends report shows that half of people globally are significantly altering their life goals, prioritising job stability and retirement over marriage or getting a college degree.

Another 48 per cent now only plan 12 months ahead (or less) – with some not making any plans at all.



■ People are reassessing their life choices

Mark Curtis, global sustainability lead for Accenture Song, commented: "We're entering a decade of deconstruction spurred on by changing consumer values, AI's explosive growth and the relentless speed of change."

MORE >>> http://lei.sr/8X8y4_B

Country focus

The largest-ever Spa China Summit welcomed global attendees to Manchuria to spotlight the country's spa and wellness industry



■ Consumer in China
expect their skincare to
be backed up by evidence

SHUTTERSTOCK/PROSTOCK-STUDIO

The 15th annual Spa China Summit was recently held at the Ritz-Carlton in the northern Chinese city of Harbin.

Organised by the *Spa China* magazine team, the annual summit aims to promote the spa and wellness industry throughout China by providing education and thought leadership for regional owners and operators.

Spa Business' contributing editor Lisa Starr rounded up her key takeaways from the industry event.

An overview of Spa China 2023

Hosted over three days, Spa China attracted 400 attendees with its schedule of 20 presentations and panels. Topics debated ranged from current and future trends to retailing, marketing and advancements in treatment protocols.

The summit was attended by operators, product houses, doctors, spa consultants and more.

Brands in attendance included Mandara Spa, Intraceuticals, Phytomer, Swissline, Natura Bissé and Mandarin Oriental, as well as Accor, Finn Partners, La Mer, Four Seasons and more.

Hot new trends

Kao opened the proceedings with a summation of the current business

It is clear that the spa and wellness industry is continuing to flourish in China



SHUTTERSTOCK/U_PHOTO

■ Chinese travellers and wellness enthusiasts are interested in nature, slower paced travel, solo experiences and sustainability

Chinese consumers are bright, early adopters, and expect a lot of innovation

climate in China, where she indicated that it is not all that different from other regions of the world.

Continued interest in maintaining personal health, along with a desire for personalised experiences and established brands are driving consumer behaviour.

Spa China surveyed Chinese consumers, and the shared results showed an interest from consumers in eco-wellness, tech-based wellness and mental wellness solutions, as well as menopause-related programmes, pain management, gut health, brain fatigue and nutrition.

Caution around spending, an increase in wealth inequality and less impulsive spending are also features of the current consumer mindset.

The Chinese wellness traveller

Jenny Lo, managing partner of Finn

Partners Hong Kong, shared current trends seen among Chinese travellers and wellness enthusiasts, similar to those heard across the globe: interests in a slower pace; solo travel; sustainability; and opportunities to be in nature.

Consumer expectations and needs

A panel of global suppliers discussed product trends and challenges in the Chinese market, which included having to adapt both their products and approach based on the size and speed of the market which is unequalled in other parts of the world.

They concluded that Chinese consumers are bright and also early adopters, and expect a lot of innovation.

However, product claims need to be backed up with clear evidence.

Grace Wu, general manager of Le Bonta Wellness Co, shared that Chinese

consumers are seeking practicality, quality and cost-effectiveness more now than in the recent past.

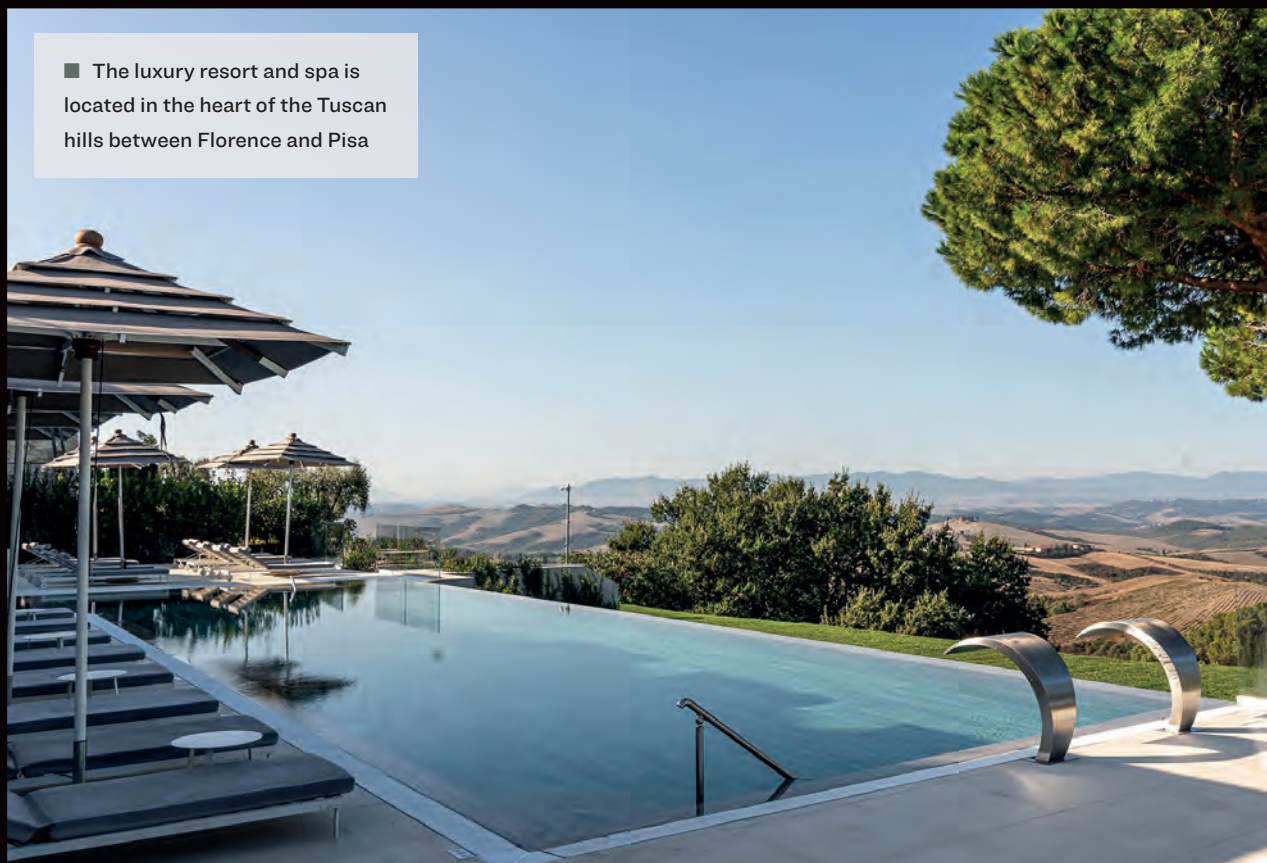
Creating new relationships

Networking opportunities were plentiful at the summit thanks to cocktail parties, tea breaks, morning yoga, meditation and running classes and the annual Gala dinner which saw 40 award winners from China and surrounding areas rewarded for their innovation.

The summit also included an expo where global and domestic brands showcased their latest innovations in products, equipment and experiences.

It is clear that the spa and wellness industry is continuing to flourish in China, as consumers there seek the same personal wellness goals as those in the rest of the world, and the China spa market is mature and polished enough to deliver. ●

■ The luxury resort and spa is located in the heart of the Tuscan hills between Florence and Pisa



CASTELFALFI

La dolce vita

Italian countryside retreat Castelfalfi has unveiled its brand new spa following a resort-wide renovation

Five-star Tuscan retreat Castelfalfi has celebrated the relaunch of its spa with a partnership with integrative wellness and medical retreat

RAKxa based in Bangkok, Thailand.

Following extensive multi-million-dollar renovations across the Italian golf resort, the Castelfalfi Spa has undergone a complete overhaul combining centuries-old traditions with contemporary design.

The new spa features warm earthy tones and natural materials throughout.

It is home to seven treatment rooms – including a couple's suite – as well as two saunas, a steamroom, a relaxation area and an indoor/outdoor heated infinity pool with views of the estate's rolling hills.

Spa treatments on offer are supplied by Espa and Maria Galland Paris.

RAKxa lands in Europe

Thanks to the partnership with RAKxa, the Castelfalfi Spa menu includes three RAKxa-branded wellness treatments:

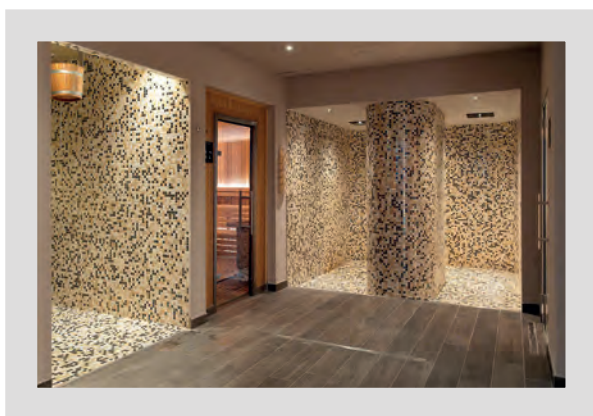
- RAKxa Good Night Sleep – 90

mins (€270, US\$286, £236) or 120 mins (€350, US\$371, £305): a full-body massage and scalp massage accompanied by energy-balancing singing bowls and RAKxa Deep Sleep essential oil blend.

- RAKxa Tension Release – 60 mins (€190, US\$201, £166), 90 mins (€270, US\$286, £236) or 120 mins (€350, US\$371, £305): Inspired by Traditional Thai Medicine and physiotherapy, this ritual blends Thai massage techniques with a full head-to-toe stretch. Pressure



■ Castelfalfi – owned by the Lohia Family – has undergone a resort-wide renovation to elevate its facilities



and acupressure are also applied along the principal meridian lines.

- Seven Chakra Hot Stone Massage – 60 mins (€190, US\$201, £166) or 90 mins (€270, US\$286, £236): this treatment combines a hot stone massage with energy healing using crystals as well as a facial massage using rose quartz crystals.

The collaboration marks RAKxa's first European partnership.

RAKxa has also unveiled three new retreats with a distinct theme: recovery; relaxation; and a one day spa retreat.



We invite spa visitors from around the world to discover the true essence of Italian relaxation

Each ritual draws on the 60-villa resort's philosophy which blends Traditional Thai Medicine, Traditional Chinese Medicine, Ayurveda and energy healing.

"The new spa is the culmination of our renovation efforts which reflect our commitment to providing an exceptional experience for our guests," said resort GM Roberto Protezione. "We invite spa visitors to immerse themselves in the tranquility of Castelfalfi Spa and discover the true essence of Italian relaxation."

RELAX into wellbeing

Klafs and Studio F. A. Porsche have combined their design and wellness expertise to create an oasis for total-body relaxation

Klafs – founded in 1928 – has been creating market-leading sauna spaces, to benefit the body and soul, across the globe ever since founder, Erich Klafs, made the company's first sauna in 1952.

Its recent collaboration with design agency Studio F. A. Porsche has set new standards in international sauna design, resulting in the new S11 sauna that combines novel design with exceptional functionality.

Klafs' vision for the collaboration was to create an iconically-designed classic that's an oasis of deep relaxation and fascinates people with its unique aesthetics for decades to come.

The two industry leaders have combined their design and functionality expertise to recreate the traditional sauna experience by incorporating stylish

design principles, using high-quality materials and craft, with the natural stimuli of warmth, light, colour and sound to create a holistic wellness experience that fits perfectly with the user's need for deep relaxation.

FEEL-GOOD DESIGN

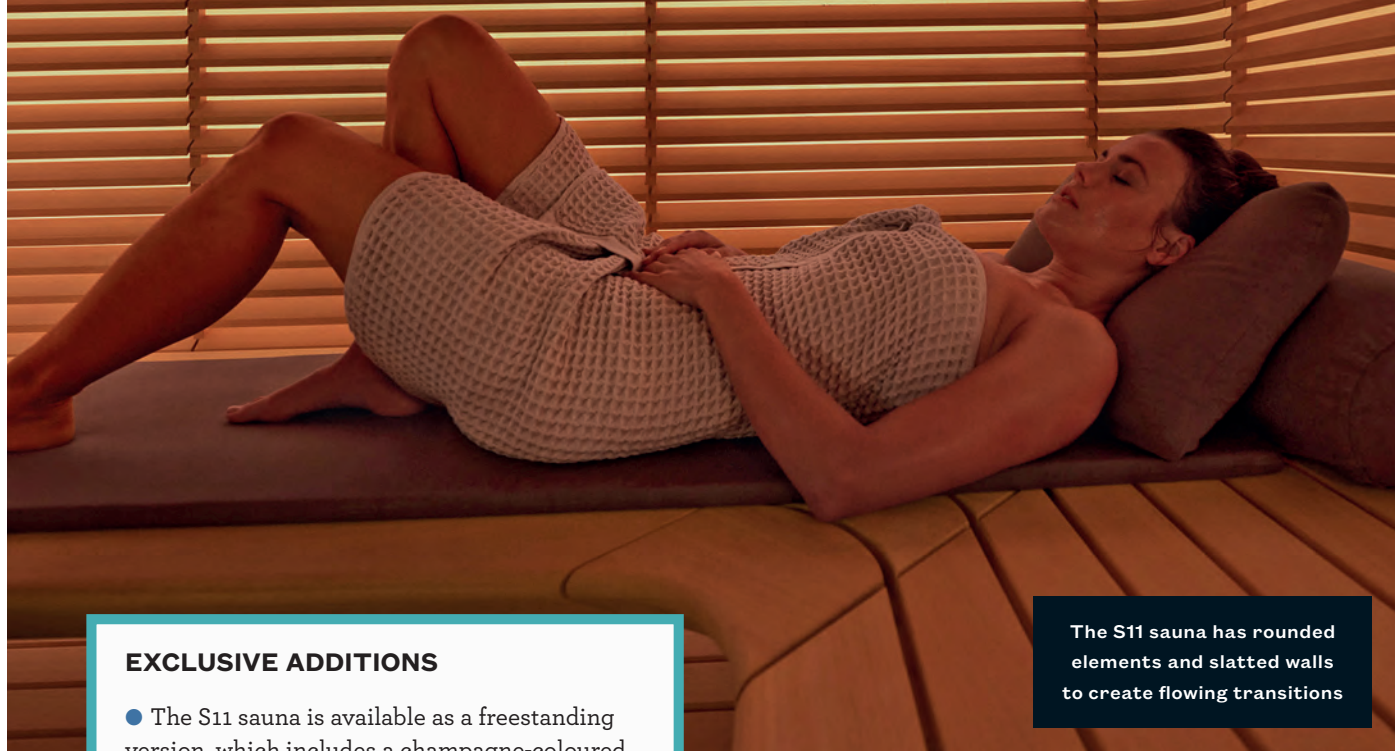
Using design techniques, which are said to be a first in sauna design, the aesthetic of the S11 sauna has been created by using rounded elements that create a flowing transition between the benches, walls and hidden technology.

The cabin has an open-plan aspect to allow natural light into the sauna. The inner walls that run along three sides feature ornamental, horizontal wooden slats, set at precise angles that give a 'floating' illusion to the cabin's wooden structure. Semi-transparent walls are made from





*Light and sound sequences
allow users to relax in their
own dissolving sense of space*



EXCLUSIVE ADDITIONS

- The S11 sauna is available as a freestanding version, which includes a champagne-coloured outer wall, or as a custom-made, built-in version.
- Only 999 S11 exclusive saunas are available. An edition number is displayed on each unit.
- Matching Studio F. A. Porsche S11 accessories include the NOOA sauna infusion set with bucket and ladle and the NOOA pendant lamp.

The S11 sauna has rounded elements and slatted walls to create flowing transitions

traditional Japanese Washi paper and a frameless glass front offers an elegant, spacious feel.

The illusion of free-floating benches inside the cabin – which are available straight or angled, in Hemlock or Obeche – combine with Klafs' sound technology to convey a feeling of warmth, space and depth, while the colour gradients and light are softly refracted to give the cabin a magical glow.

"From every angle, the combination of carefully dimensioned wooden slats, the rounded wall edges and the washi paper invite you to let your gaze wander into the distance," Klafs MD, Phillip Rock, explains. "This creates a calm and relaxing atmosphere, combined with a visual and acoustic experience, which allows users to completely withdraw into the world of wellbeing."

LIGHT AND SOUND

Sauna users can create their own mood-enhancing experiences by choosing between automatic programmes [ceremonies], based on sensual aspects of nature.

These ceremonies include: Pulses of Nature (rays of sunlight shimmering through treetops); Magic Blue Sea (gentle waves moving rhythmically to the sound of the sea); Night and Light (gentle relaxation from the blue to the golden hour); or Relaxing Amber (a warm, pulsating, sensory journey) and Colourful Senses (an experience full of exotic colours).

Studio F. A. Porsche senior designer, Adam Bieta, says these "light and sound sequences allow the user to relax in their own dissolving sense of space". ●

Click for Klafs



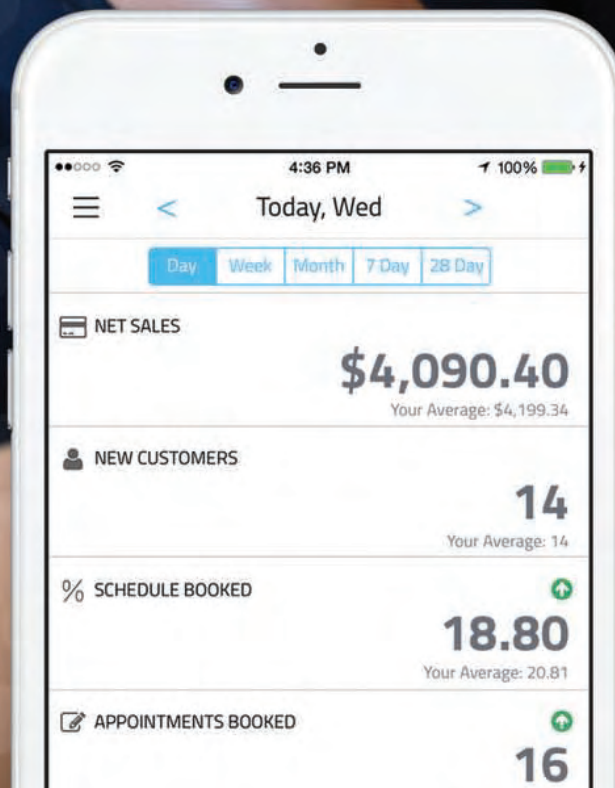
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SUPPLIER NEWS

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

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COMFORT ZONE

■ The Luminant range is designed to provide both immediate effects and long-term protection

Comfort Zone new collection targets hyperpigmentation

Professional spa brand Comfort Zone has developed an all-new range and treatment to tackle hyperpigmentation.

The Luminant line is the latest launch from the Italy-based B Corp brand and is complete with the Dark Spot Correcting Serum, the Illuminating Correcting Cream and the Anti-Spot Protection Fluid SPF50.

Known to be a growing skin concern globally, hyperpigmentation is commonly triggered by sun damage but can also be accelerated by hormonal or lifestyle imbalances, the natural ageing process and pollution.

Thanks to its in-house botanist and pharmacognosist Dr Simon Jackson, Comfort Zone has blended its new range with its new trademarked 3-Bright Technology complex – a formula that acts on the steps which lead to the formation of dark spots; inflammation, synthesis, transfer of melanin and melanin accumulation.

The complex is enriched with advanced, multitasking bio-actives including 4-butylresorcinol, zingiber extract, melano hexapeptide and keratolytic enzymes.

When combined, these compounds are claimed to protect

microcirculation, counteract inflammation and provide an exfoliating and illuminating effect, guaranteeing both immediate effects and long-term protection.

Dermatologically and clinically tested, the line is vegan and free from silicones, mineral oils, parabens, animal derivatives and artificial colourants. Packaging is also CO2 neutralised through reforestation projects, and Plastic Neutral-certified by Plastic Bank.

MORE ON spa-kit.net
<http://lei.sr/9z0N5>

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destiny rather
than your destination.

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ITALIAN SPAs

SUPPLIER NEWS

Mauli Rituals unveils global expansion plans

Mauli Rituals, a UK-based ayurvedic spa brand, is taking its hair, skin, body and mind products worldwide.

The collections are inspired by the ancient Indian tradition of layering, anointing and purifying with sensual oils, healing herbs and fragrant flowers.



■ Anita Kaushal,
Mauli co-founder

Most recently, it's launched a Post-Flight Recovery Himalayan Salts blend infused with 12 therapeutic oils and adaptogenic herbs to help balance pH levels, relax the nervous system and prepare the mind and body for sleep.

Treatments include Sensorial Sound Therapies which match meditations, movement and products to a person's dosha. This was created specifically for Bulgari Spa in London and Mauli Rituals is now also supplying its spas in Rome Dubai and Tokyo.

Other key partners include Mandarin Oriental, Four Seasons, Nobu and Fairmont in Europe, Dubai and North America.

This expansion marks the next chapter of Mauli's spa business,



MAULI RITUALS

■ Mauli is expanding its spa partner portfolio around the globe

which co-founder Anita Kaushal has been spearheading.

She says: "Mauli takes the spa guest experience to ever greater heights of authentic luxury."

MORE ON spa-kit.net
<http://lei.sr/H2t8A>

Soleum unveils heated lounge range

Austrian steam bath and thermotherapy specialist Soleum has launched a dynamic collection of infrared loungers for spas, private homes, hotels and resorts.

The new Luxury Relaxing range features a selection of eight loungers fitted with adjustable infrared heating settings and LED underlighting.

Designed for indoor or outdoor use, the beds can be customised in many detailed finishes including glass mosaic, concrete, oak or a metal coating.

Operators can also upgrade the loungers with a 3D fireplace behind the headrest.

Thomas Kiesenebner, Soleum CEO, says: "These loungers go beyond the



SOLEUM

■ The beds can be customised in a variety of finishes

confines of traditional furniture and provide a functional art installation."

Soleum has spent 20+ years creating spa solutions blending modern tech and traditional healing concepts.

MORE ON spa-kit.net <http://lei.sr/x6V0v>

Lemi introduces new Milano treatment bed range

Italian spa and wellness equipment supplier Lemi Group has unveiled the new Milano treatment bed, available in either the Classic or Evo model.

With a double-column base, the Milano line has been designed as an elegant new solution for spas which is inspired by stability and comfort.

Both versions of the bed are equipped with a 15cm thick memory foam standard mattress, underside chromotherapy lighting options and a foot pedal capable of adjusting height, back and seat arrangements, complete with Aut and End functions.

Operators can adjust the height of the bed as needed, from 60cm up to 92cm, and programme the bed to memorise two positions which can be applied with just the push of a button.

The Evo version is differentiated by its HBS Stress Relief system which allows the back and arm zones to be stimulated without stretching and contractures.

Meanwhile, the Classic version features a horseshoe headrest – with padding made from a



LEMI

■ The Classic Milano features a horseshoe headrest

variety of sponges – which is fixed to the support in resistant, durable and hygienic plastic material. The model also features side handles that allow therapists to adjust both the inclination of the head and the distance from the mattress.

MORE ON spa-kit.net <http://lei.sr/w3i1j>

New juniper body oil boosts Kerstin Florian Nordic Zen treatment

Sweden-based skincare brand Kerstin Florian has refreshed its 90-minute Nordic Zen Body treatment with a new star product.

Juniper Berry Bath & Body Oil – available in professional and retail sizes – is enriched with vitamin E

and organic sunflower oil to hydrate, repair and revitalise the skin.

“Nordic Zen Body was originally developed in 2003 by our founder Kerstin Florian,” says Kristina Zanardi, global director of education and product development, describing the treatment approach as a fusion of the company's Nordic heritage and Eastern healing modalities.

“In this latest iteration, we provide a spiritual experience filled with energy and deep relaxation using heat, stones, repetitive movements and active plant extracts.”

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KERSTIN FLORIAN

■ The oil has been blended to hydrate, repair and revitalise the skin



KERSTIN FLORIAN

■ Kristina Zanardi, global director of education and product development

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PHOTO: ELEMENTAL HERBOLOGY

The two-part Five Element Cleansing Duo is inspired by the principles of TCM

Double cleansing is the ultimate secret to achieving radiant, healthy skin explains Antonia David, head of education at Elemental Herbology

With the rise in popularity of double cleansing, Elemental Herbology has released new facial cleansers – The Five Element Duo – to add to its range of natural skin and bodycare products.

Voted the Best Natural Spa Brand of 2023 in the Beauty Shortlist Awards 2023, Elemental Herbology is inspired by the principles of Traditional Chinese Medicine and creates aromatic products inspired by the five elements: Wood, Fire, Earth, Metal and Water.

Each element symbolises a different season, personality type and skin type, acknowledging that life is always in flux and our skin and wellbeing needs change throughout the year and as we grow as people.

The new double cleansing ritual brings together the best of all the elements into a Five Elements Cleansing Duo that begins with the Five Elements Cleansing Balm.

Formulated with sea buckthorn oil, apricot oil and jojoba oil, this rich balm has an uplifting scent of grapefruit and geranium and uses nourishing

natural oils to melt away all traces of make-up and impurities while leaving the skin calm and hydrated.

The next step is the Five Elements Vital Cleanse, a relaunch of Elemental Herbology's best-selling Vital Cleanse, which combines wildflower honey, green tea and Vitamin C to cleanse and brighten the skin for a nourished and balanced complexion.

"Double cleansing is the ultimate secret to achieving radiant healthy skin," explains Antonia David, head of education at Elemental Herbology.

"Originating in Asia, this cleansing ritual involves using two different cleansers during your facial cleansing routine – an oil-based cleanser first, followed by a gentle foaming cleanser.

"This combination will effectively rid the skin of the first layer of dirt, impurities and debris that has accumulated throughout the day and will also remove the layer of build-up on the skin that comes from exposure to environmental pollutants and other toxins."

The new cleansing duo emulates the expert double cleanse that each guest receives as part of a



PHOTO: ELEMENTAL HERBOLOGY

"Double cleansing ensures every other skincare product applied afterwards will work better"
Antonia David

signature Five Element Aroma Facial treatment, bringing spa luxury to your everyday cleansing routine.

"The best part?" says David, "double cleansing ensures that every other skincare product applied afterwards will work better, effectively super-charging your entire skincare routine." ●

More: www.elementalherbology.com

 spa-kit.net keyword:
Elemental Herbology

WEB ADDRESS BOOK

Connect with spa organisations from around the world.
We welcome your entries – write to spateam@leisuremedia.com

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Australian Hot and Mineral Springs Alliance

■ www.bathing.org

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.swafrica.org

Spa & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ <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