spa business insider

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A SPA BUSINESS PUBLICATION Spa business

Bhutan to build Mindfulness City

The King of Bhutan has announced plans to create a 1,000sq km economic hub inspired by the country's culture of respect and compassion for others and nature in Gelephu.

Referred to as the Mindfulness City, the masterplan for the future Gelephu Special Administration Region (SAR) is informed by Bhutanese culture and its strong spiritual heritage, as well as the country's Gross National Happiness (GNH) index.

The Buddhist country uses the GNH, focusing on the wellness of its people, as a measure of development instead of gross national product.

The goal is for the SAR to lay the foundation for the country's future growth and create economic opportunities for its citizens through investments in green technology, education and infrastructure.



The SAR – located on the India-Bhutan border – will have legal independence and executive autonomy, plus all companies looking to do business in the region will have to be pre-approved.

The project has been designed by architecture firms Bjarke Ingels

Group and Arup and Singaporean planning city consultancy Cistri. The masterplan includes a spiritual centre, an airport, railway connections, a hydroelectric dam, public spaces and a language for local building typologies, based on the GNH.

MORE >>> http://lei.sr/g2b7w_B



Blue Lagoon forced to close due to volcanic eruption

Icelandic bathing oasis shuts for safety reasons

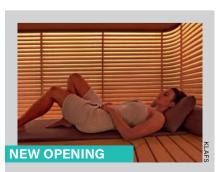
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Aman sister brand Janu launching in Tokyo in 2024

Concept inspired by social connection

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Klafs acquired by Kohler from Egeria

Sauna supplier starts new chapter

p17





spa business people

One&Only One Za'abeel to feature Longevity Hub by CLP, reveals Simone Gibertoni

ne&Only One Za'abeel, a striking upcoming urban vertical resort in Dubai, will be home to Clinique La Prairie's (CLP) first Longevity Hub in the UAE.

Opening in March 2024, the Longevity Hub will be the fifth CLP urban satellite site and join existing locations in Madrid, Bangkok, Doha and Taipei.

The outposts offer a distilled version of the Swiss medical resort brand's signature offerings grounded in longevity science, preventative medicine, nutrition, wellness and health. Tailored to address the daily stressors of urban living, the hub concept offers programming focused on longevity, wellbeing and aesthetics.



We distinguish ourselves by offering exclusive, sciencebacked destinations

Simone Gibertoni

Simone Gibertoni, CLP CEO, said: "This partnership exemplifies the convergence of cutting-edge wellbeing practices and unparalleled luxury. We're thrilled to join forces with One&Only to introduce an outstanding Longevity Hub, a testament to our commitment to enhancing the lives of individuals worldwide.

"In a world where the pursuit of longevity is often driven by trends and fads, we distinguish ourselves by offering exclusive, science-backed destinations."

In the latest *Spa Business* issue, Gibertoni shares exclusive details about the brand's global rollout plans. Read more by following this link.

MORE >>> http://lei.sr/S4t3B_B



We believe if men are better, the world is better

Bear Grylls

Bear Grylls launches meditation app for men

urvivalist, Bear Grylls has partnered with four mental health heavyweights and former TV producer, Neil Smith, to create an app targeted directly at men. Described as the only mental fitness toolkit built for men, Mettle, is designed to promote sleep, help people manage stress and improve mental focus.

"We believe if men are better, the world is better," said Grylls.

The launch was enabled by £2.5 million seed funding from Elbow Beach Capital, venture

capital funds and angel investors. A Series A round is expected to take place next year. The premoney valuation was £10 million.

The former SAS action man has teamed up with some big names from the mindfulness world to encourage men to do their inner work: mindhack coach, Paul McKenna Chibs Okereke a strong presence on Calm; author, UK Youth Ambassador for Mental Health Dr Alex George and breathwork guru, Jamie Clements, The Breath Space.

MORE >>> http://lei.sr/q4H2Z_B

spa business people



We seek to inspire our attendees to reimagine how they connect

Lucy Hugo and Monica Helmstetter

We Work Well founders announce 2024 events

nternational hosted buyer event company We Work Well (WWW) has confirmed dates and locations for its 2024 conference calendar.

Co-founded by Monica Helmstetter and Lucy Hugo, WWW focuses on creating programmes that enhance the health, happiness and productivity of attendees across the spa, hospitality and fitness industries.

The company hosts three types of events across the North American and EMEA markets; W3Spa, W3Fit; and W3Hospitality.

Each one features pre-organised meetings between buyers and suppliers as well as a host of networking, team-building and educational opportunities.

Importantly, every WWW event is punctuated with wellness touchpoints including morning boot camp and yoga sessions, stretching and breathwork breaks, standing meetings and healthy snacks and meals provided throughout.

MORE >>> http://lei.sr/G7z7h_B

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UPDATES

Esperanza, Auberge Resorts Collection debuts refreshed spa

Mexican beachfront resort Esperanza, Auberge Resorts Collection, has unveiled its revamped awardwinning spa, complete with new treatments and refreshed facilities.

"We're thrilled to re-introduce the spa with a new ancestral healing philosophy, inspired by Baja California's distinct locale and Mexico's rich history and culture," said Marc Rodriguez, GM of the Los Cabos resort.

"Enhanced treatments, contemporary menu offerings and state-of-the-art technology promote a personalised approach to wellbeing rooted in traditional therapies." Alongside refinements to Esperanza's signature spa treatments, new body and skincare rituals that emphasise local cultural practices are cornerstones of the spa's revitalisation.

The spa team has also rolled out treatments supplied by science-led beauty and spa brand Augustinus Bader and beauty tech brand Geneo, as well as new treatments for kids – ranging from massages and facials to nail treatments.

To complete the overhaul, the wellness facility has been updated with a brand new fitness centre.

MORE >>> http://lei.sr/c6J9T_B





We're thrilled to re-introduce the spa with a new ancestral healing philosophy

Marc Rodriguez

WORLD EVENTS

Iceland's Blue Lagoon closes due to volcanic eruption

We'll continue to monitor the progress and maintain close communication with authorities, prioritising safety and wellbeing Iconic Icelandic bathing destination Blue Lagoon Resort and Spa has closed again following a volcanic eruption on Monday night.

The major tourist destination shut down just 24 hours after partially reopening on Sunday following a six-week closure.

Blue Lagoon had been shut since early November due to fears of an eruption because of increased earthquake activity in Iceland during October and November.

In an official statement, Blue Lagoon's team stated:



"Our facilities have been temporarily closed due to a volcanic eruption in Sundhnúkagígar – a known volcanic area east of Blue Lagoon. All guests with confirmed bookings in the upcoming days will be contacted."

MORE >>> http://lei.sr/Q8d5J_B

spa business news

WORKPLACE WELLNESS

Health Foundation officially launches

An Independent Commission for Healthier Working Lives, supported by the Health Foundation, is being established to investigate the issue of declining health in the UK workforce and recommend action that can be taken by both the government and employers.

The Commission will partner with organisations, engage with employers, trade unions and other stakeholders to understand the challenge and build a consensus on action. Dr Jennifer Dixon, foundation CEO, believes a long-term plan



is needed, saying: "For too long, health challenges in our working-age populations have been overlooked.

"Being unable to work, or having to work and earn less, can affect our health and worsen inequalities."

MORE >>> http://lei.sr/n2r3Q_B

RESEARCH

Destination spas back new consumer study

Despite the growing popularity of health retreats globally, little to no research explores who goes to them, why and what benefits they get from participating.

With this in mind, a recent study in the *International Journal of Spa and Wellness* looked at the demographics and motivations of 2,600 retreatgoers from more than 60 countries.

One of the main reasons for going on a retreat is relaxation and a holiday (30 per cent), according to the findings, followed by improving general health and learning coping mechanisms (18 per cent) and reducing stress and improving mental health (18 per cent).



Nearly all respondents felt better (74 per cent) or somewhat better (22 per cent) after a retreat stay. In addition, the vast majority felt so happy that they would return or recommend the stay (71 per cent) or were satisfied that it was worth the time and money (25 per cent).

The research was supported by destination spa operators including Lapinha in Brazil, Bodyholiday in St Lucia, Danubius in Europe, Sheenjoy in China and Elysia (previously Golden Door) in Australia.

MORE >>> http://lei.sr/h5E8d_B

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INSIGHTS

Peloton's new research explores US fitness consumers' behaviour

American men are more than twice as likely as women to increase exercise frequency in order to increase libido (20 per cent vs 10 per cent), as well as their sexual endurance (23 per cent vs 10 per cent), according to a new research report from Peloton.

Peloton, conducted the online survey in September and questioned more than 4,000 Americans of different ethnicities to understand their challenges and motivators to exercise.

Ninety three per cent of those questioned said they're motivated to exercise to improve their mental health – including better sleep and mood, decreased stress, improved focus and concentration. Gen Z – which has particularly suffered with loneliness since the start of the pandemic – finds this aspect of exercise especially important.

The prospect of better physical health is still important, with 90 per cent saying this was a key motivation. Data shows that getting fit makes people feel better mentally, which in turn makes them feel better physically.

Head to the story for more insights about how age, race and location influence fitness consumers patterns and choices.

MORE >>> http://lei.sr/E7K2H_B





The survey questioned more than 4,000 Americans to understand their challenges and motivators to exercise

FITNESS

Third Space reveals unveils new Wimbledon outpost



As with every Third Space club, no detail has been spared

Colin Waggett

KSL-owned Third Space has unveiled its latest wellness club in Wimbledon, south-west London.

The development marks the first of many forays into residential locations for the operator, following the recent securing of a loan facility of £88.5m.

CEO, Colin Waggett, says the club marks a key moment as the company branches into new areas of London. "As with every Third Space club, no detail has been spared," he says.

"And in addition, Wimbledon's world-class spa makes it a unique luxury offering."



This is the ninth club from the premium operator which has four further openings slated for London in the next two years: Battersea, Clapham Junction and Wood Wharf in 2024 and The Whiteley in Bayswater near Six Senses in 2025.

MORE >>> http://lei.sr/T2D6n_B

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Social healing

Aman's sister brand Janu is set to launch in Tokyo in 2024, driven by social wellness and connection – *Spa Business* reports





The arrival of Janu Tokyo signifies a pivotal moment in Aman Group's progression



man's sister brand Janu will launch its flagship property in Tokyo in March 2024, complete with a 4,000sq m urban wellness retreat.

Meaning 'soul' in Sanskrit, Janu is a hotel, residence and lifestyle brand based on social connection, equilibrium and human interaction.

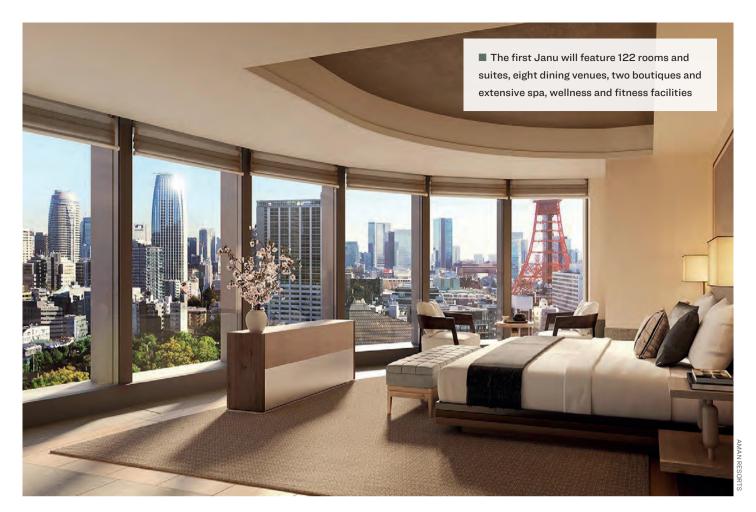
With reservations now open for bookings in March, the first Janu will feature 122 rooms and suites, eight dining venues, two boutiques and extensive spa, wellness and fitness facilities.

Much like Aman, Janu will have a strong emphasis on wellness but its distinctive wellness concept will focuses on enhancing individual wellbeing through the concept of connectedness and the notion of the shared social experience.

Wellness facilities

Janu Tokyo's nine-treatment-room spa will offer a hydrotherapy and thermal area anchored by a 25-metre heated lap pool, a separate lounge pool – traditionally a place for socialising in Japan – as well as two signature private Spa Houses with cold and hot plunge pools, banyas and hammams.

A recovery studio with a hyperbaric oxygen therapy chamber will also be available.





My vision is for the Janu brand to trailblaze a new direction in hospitality



Fitness forms a major pillar of Janu's wellness philosphy which led the Tokyo outpost to be completed with one of the city's largest gyms (340 sq m).

Additional facilities will include five movement studios for group exercise – including the only boxing ring located within a Tokyo hotel – as well as facilities for spinning, personal training, recovery and relaxation.

For those not staying at the hotel, Janu Tokyo will also offer Wellness Collective memberships enabling access to its facilities, programming and an exclusive members-only lounge.

Aman CEO Vladislav Doronin said: "The arrival of Janu Tokyo signifies a pivotal moment in Aman Group's progression – not only introducing the energetic spirit of Janu for – but also representing the evolution and enduring strength of Aman.

"As we unveil this new concept in one of the world's greatest cities, my vision

is for the Janu brand to trailblaze a new direction in hospitality whilst preserving, upholding and following in the illustrious footsteps of its legendary sibling Aman."

Janu Tokyo's unveiling will be the first in a 12-strong global pipeline of projects across city, country and coastal destinations.

Sense of place

The upcoming destination is connected to the new Azabudai Hills – a mixed-use urban district created and managed by Japan's leading developer Mori Building Co as part of a 30-year urban regeneration project.

A progressive new neighbourhood designed by architectural firm
Heatherwick Studios, Azabudai Hills is described as a city within a city, abundant in nature, culture and art. The location features Japan's tallest skyscraper and 24,000sq m of green space designed

by founder Thomas Heatherwick, alongside offices, residences, educational institutions, galleries and over 150 luxury retail and dining outlets including a Japanese food market.

The only hotel within the development, Janu Tokyo is located in the Residence A Tower designed by architects, Pelli Clarke & Partners.

Design details

Janu Tokyo reveals itself with a lofty gallery and reception, where a sense of space is fostered through the considered use of glass and textured mouldings that reflect soft, glowing light.

Above, a ceiling embellished with intricate lattice woodwork and rows of woven rope arches (a modern interpretation of the traditional Japanese technique of shimenawa) connects guests from street level into the soul of Janu.

spa business insights

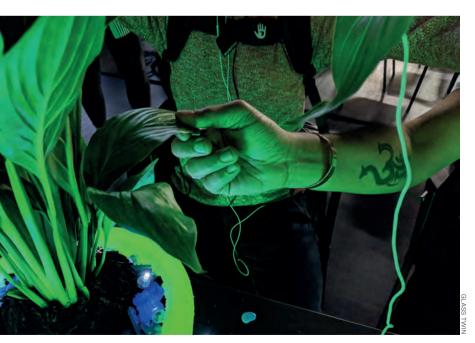


Justin Wiggan, inventor and founder of Glass Twin



Powered by nature

Justin Wiggan speaks to *Spa Business* about developing a new massage experience powered by plant and rock energy



Wiggan says there is a two-way conversation between plants and humans as plants' readings change in accordance with the energy levels of the person near it

nventor Justin Wiggan is creating a haptic suit that massages people by translating the electrical impulses and frequencies from vegetation and minerals into vibrations.

Wiggan composes soundscapes from plant, tree, rock and crystal energy – a process known as biosonification – and believes the suits "will be a game-changer in the integration of human empathy and emotion in green spaces for spas".

"They'll be fully immersive vibrational cocoons, almost like a green womb, to experience a grounding connection to nature," he said, adding it's a two-way conversation between plants and humans as readings change in accordance with the energy levels of the person near it.

Sparking spa interest

Hosted by his company Glass Twin, Wiggan's healing soundtracks





The suits will be a game-changer in the integration of human empathy and emotion in green spaces for spas



have caught the attention of several global spa companies.

He's recently secured partnerships with wellness music platform Myndstream, as well as Six Senses. He's also working with international consultants such as Bonnie Baker and Diana Mestre to realise sound art-based wellness initiatives.

Together, Baker and Wiggan are creating a permanent biophilic rooftop garden for Nima House and Spa in Mexico where spa guests can interact with plants, stones and crystals independently to experience their sounds and vibrations.

He suggests that biosonification equipment could be set up in spa gardens and interactive living bio walls indoors, or in any rooms with plants and crystals, so guests can immerse themselves.

People who've experienced Wiggan's quirky plant biosonifcation pop-ups report big emotional and physical changes. In addition, a recent study of his work by the UK's University of Plymouth indicated a positive effect on blood pressure and stress levels.

Now, Glass Twin is waiting on further funding to trial the method in cancer treatment waiting rooms.

The inspiration

Wiggan has been fascinated by sound from a young age after being told he might lose his sight as a child, which inspired him to keenly train his sense of hearing.

However, his focus on wellness came later on following a cancer diagnosis which revealed to him how powerful sound can be in vulnerable situations.

This led Wiggan to launch Glass
Twin with the intention of improving
people's wellbeing by reconnecting
them with sound. ●



■ Wiggan is working with Six Senses and Myndstream to create naturecentric sound art installations

Chilling out at Krallerhof

TechnoAlpin's Snowroom brings winter conditions to a stunning indoor spa at Austria's Hotel Krallerhof



hen the Altenberger family – the owners of the five-star Hotel Krallerhof in Leogang in the Salzburg region – decided to extend its wellness provision, they included a TechnoAlpin Snowroom in its new 'Atmosphere by Krallerhof' spa to provide a rejuvenating snow experience, within a spectacular natural setting – all year round.

Overlooking the Leoganger Steinberg mountain range, the Atmosphere spa – designed by architect Hadi Teherani – fits seamlessly into the dramatic Asitz Mountain landscape.

The organically-shaped glass-fronted building has been created with nature and the surrounding landscape central to its design. Made from natural, mostly locally-sourced materials, such as ash and oak, alpine marble, glass and exposed concrete, its open aspect offers a connection to the outdoors, with spectacular views over the spa's 5,500sq m natural bathing lake and the 50m infinity pool.





FAMILY TRADITIONS

According to Philipp Altenberger, the careful use of resources, the preservation of biodiverse habitats and other ecological aspects played an important role in the spa's design process.

"Sustainability has always been a major priority for us," says Altenberger – a fourth-generation member of the hotelier family, "we're very grateful for the hotel's natural surroundings and treat them respectfully."

Innovative design is also extremely important at the Krallerhof. Altenberger says his grandfather was enthusiastic about progressive design when he took over the family farm in 1956 and laid the foundations for the current five-star hotel – and his family has continued with this passion for innovation ever since. "Relaxation in a natural environment is becoming more essential for spa-goers, so we wanted to create a wellness facility, designed with water at its centre, that fits within its natural surroundings," he explained.

NATURAL DESIGN

The new Atmosphere spa complements the hotel's existing 17-treatment-room spa – Refugium – and during the initial design phase Alterberger says Teherani devised the perfect architectural vision: to create a



The Snowroom offers a gentle cooling experience, which provides guests with a pleasant chilled feeling without having to endure a shocking wet effect

Philipp Altenberger, Hotel Krallerhof

spa that 'integrates seamlessly into the landscape, creating an atmosphere halfway between the water and the mountains. "We wanted to create a place where guests could withdraw from the outside and allow everything to come to life from the inside," he explains.

The Atmosphere spa entrance opens into an Alpine Zen Garden where the sound of running water can be heard in the background. This leads to the glass-fronted relaxation room where guests can relax or explore the spa's indoor offering,





which includes a Blue Grotto hydrotherapy cave; a Himalayan infra salt room; Finnish and herbal sauna; a steam bath and the TechnoAlpin Snowroom.

THE CHILL FACTOR

With a treatment brief underpinned by the hotel's philosophy of rejuvenation, relaxation and renewal, the owners decided to include the snowroom because they wanted a contrast to a conventional sauna. While researching they found the TechnoAlpin concept, that 'brings natural winter conditions indoors'.

"We could see huge potential for our wellness business through choosing the snowroom," Altenberger explains. "Used in combination with heat, it delivers the most innovative kind of Kneipp therapy, which appeals to guests for whom health and relaxation are important. This fits perfectly with the variety of relaxation and regeneration programmes we offer our guests.

"The snowroom offers a gentle cooling experience, which provides guests with a pleasant chilled feeling without having to endure a shocking wet effect. This means it's accessible to all our adult guests, who can benefit from a holistic cooling effect that refreshes their respiratory tract and cools their skin.

"The soft snow offers the possibility to intensify the cold experience according to personal preferences.

A holistic cool down - regardless of the weather conditions outside," says Altenberger. ●

More: www.indoor.technoalpin.com www.krallerhof.com



SUPPLIER NEWS

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





Launched in 1928, Klafs creates saunas, sanariums, infrared cabins, steam baths, pools and equipment accessories

Klafs acquired by Kohler from Egeria Group

pa operator and bathroom fixtures company Kohler has entered into a definitive agreement to acquire saunas, steamrooms and hydrothermal area specialist Klafs from investment company Egeria Group.

The agreement was signed on 1 December and is still subject to customary closing conditions. Final closing is expected in the first quarter of 2024.

Financial details of the transaction are not being disclosed.

Klafs CEO Phillip Rock and CFO Jens Friedrich will continue in their leadership roles, and the company will join Kohler's Luxury Brands division with other brands including Ann Sacks, Kallista, Robern and Kast Concrete Basins.

Headquartered in Germany, Klafs develops, designs, manufactures and sells premium wellness products designed to enhance personal spa experiences.

Its remit includes saunas, sanariums, infrared cabins, steam baths, pools and related wellness equipment and accessories. In addition, the company provides consultation and planning services. "Klafs is an international market leader that shares our passion for innovation and delighting customers," said David Kohler, chair and CEO of Kohler. "We look forward to working together, driving continued growth in sauna and spa solutions."

Klafs sells its products through a direct-to-consumer showroom network that primarily spans Europe to both residential and commercial (including hotels, day spas and fitness centres) clients.

MORE ON spa-kit.net w http://lei.sr/B8g5e_B



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SUPPLIER NEWS

Siminetti unveils iridescent decorative panelling range inspired by plants

he Botanicals is Siminetti's newest Mother of Pearl decorative panelling collection, inspired by the distinctive patterns found in botany and plant life.

Celebrating the natural world, the designs were selected to help make a soothing centrepiece and bring the



Simon Powell, Siminetti founder

essence of lush gardens, flowers and vines into the lived environment.

Four designs are available – Clematis, Jasmine, Alpine and Royal Palm – which can be customised with either a gold or silver Mother of Pearl finish.

Suitable for spas, hotels, gyms and residences, the panels can be used to adorn interior and exterior feature walls, backsplashes, shower walls and furnishings.

All panels feature an aluminium honeycomb backing, which reinforce them and make the tiles waterproof, creating surfaces that are suitable for interior or exterior projects.

"Made to the client's dimensions, each panel is infused with



A rendering of Siminetti's Clematis design

mother nature's own iridescent tones which are captured by the surrounding light," said Simon Powell, company founder, speaking exclusively to *Spa Business*.

MORE ON spa-kit.net http://lei.sr/0J4T3

Subtle Energies unveils bioactive aesthetic line

n celebration of its 30th anniversary,
Australian skincare brand Subtle
Energies has unveiled a bioactive
aesthetic line which Nick Irani, director
of operations and brand development, says
delivers an instant "cosmetic look and feel, using
only the best and purest natural ingredients,
which in turn give you transformative results."

Biotechnology Skincare includes three products, along with complementary facials and massages.

Vegan Collagen Serum has been formulated with proteins that mimic human collagen to act as a natural filler and restore elasticity and plumpness. Designed to help improve skin tone and moisture levels, Multi Molecular Hyaluronic Acid serum offers



■ The line includes a vegan-friendly collagen serum

a broad range of molecular weights combined with pomegranate extract and kakadu plum. Meanwhile, pomegranate Enzyme Mask includes active aromatics and botanicals and is intended as a gentle exfoliator.

MORE ON spa-kit.net http://lei.sr/k5I4S

SUPPLIER NEWS

Biologique Recherche unveils new cleansing milks

iologique Recherche has boosted its range of Cleansing Milks with two new products to ensure it caters to every individual's skincare needs.

The new products – called Lait S.R. Treatment and Lait Dermo-S Treatment – join the collection's two existing cleansers; Lait VIP O2 Treatment and Lait E.V. Treatment.

Each is tailored to a particular Skin Instant thanks to its carefully selected active ingredients:

- Lait S.R. Treatment (new) for combination and/or oily skin.
- Lait Dermo-S Treatment (new) for sensitive skin.
- Lait VIP O2 Treatment for dull and dry skin that's overly exposed to pollution.
- Lait E.V. Treatment for alipidic, dehydrated and mature skin.

Each formula is blended to avoid dehydrating or irritating the skin while also preserving its hydrolipidic film and ensuring skin hydration.



■ The company has created two new cleansing milks

"Thanks to our scientific expertise, we have chosen to offer cleansing milks carefully adapted to each Skin Instant, so as not to harm the epidermis and alter its hydrolipidic film," said Rupert Schmid, president of the professional French skincare and spa brand.

MORE ON spa-kit.net http://lei.sr/R1U2b

Gharieni and Yon-Ka team up to set new industry standards

pa and wellness equipment supplier Gharieni Group has announced a new partnership with Yon-Ka Paris, a holistic phyto-aromatic skincare brand.

Thanks to the deal, the two companies have joined forces to co-create a showroom at Yon-Ka's distribution, training and office center in Rockaway, NJ.

The showroom will be used to showcase Gharieni's technology beds and to invite potential clients and press to test the equipment. Gharieni has also kitted out Yon-Ka's training centre with an array of its treatment beds and equipment.

To further enhance its service, Gharieni will maintain a substantial inventory in Yon-Ka's distribution and warehouse centre.

Antoine Lamarche, CEO of Yon-Ka Paris, said: "We're embarking on a new era in wellness, where the journey goes far beyond skin.

"Together with Gharieni, we aspire to shape the future of wellbeing through multi-sensorial, technology-powered and results-driven experiences. This partnership will symbolise the fusion of science and holistic expertise."

MORE ON spa-kit.net http://lei.sr/a8V8c



■ The two companies are co-creating a new showroom in New Jersey



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Our innovative approach to visibly correcting hyperpigmentation on all skin tones comes from the convergence of dermatological science and nature

PHOTO: COMFGRI ZONE

Eve Merinville, R&D Director, Comfort Zone

A brighter future

Consumers are increasingly interested in reducing dark spots and hyperpigmentation and a new line from Comfort Zone has been launched to address this emerging need

omfort Zone, is launching Luminant, an exclusive line formulated to correct and prevent dark spots and hyperpigmentation.

Luminant uses Comfort Zone's innovative 3-Bright Technology* that acts on the three stages of dark spot development, to guarantee triple results: prevention of new pigmentation, the correction of existing dark spots and an immediate illuminating effect.

These results are made possible thanks to the use of a combination of potent natural extracts and high-tech molecules, such as Zingiber and ginger extract.

A growing concern among consumers in relation to hyperpigmentation was the driving force behind the development of Luminant: "Formulating for different ages and ethnicities was the goal of Comfort Zone labs, ensuring dark spot correction

LUMINANT - FAST FACTS

- Clinically proven efficiency on all skin tones
- Can be used during pregnancy
- Vegan formulas
- Up to 97.6 per cent natural-origin ingredients
- Free from silicones, animal derivatives, parabens and artificial colourants
- Plastic Neutral Certified by Plastic Bank
- Uses FSC certified recycled paper packaging
- 100 per cent CO2 neutral packaging through reforestation initiatives

and glow, coupled with exceptional skin safety and comfort in use" says R&D director, Eve Merinville.

"Hyperpigmentation occurs more frequently in women, due to an imbalance in hormones, which stimulates melanin production. Triggers include sun exposure, hormonal and lifestyle imbalances which lead to inflammation, as well as factors such as pregnancy and ageing" explains Dr Mariuccia Bucci, dermatologist and member of Comfort Zone's scientific committee.





THE SCIENCE

Luminant targets the three key stages of melanogenesis: inflammation, melanin synthesis and melanin accumulation in the upper layers of the epidermis.

EXPERT FORMULATION

Working with Dr Simon Jackson, Comfort Zone botanist and pharmacognosist, the team – led by R&D director, Eve Merinville – developed products that protect microcirculation, counteract inflammation, exfoliate and illuminate, for immediate effects.

comfort zone)

All products feature biomimetic sensorial textures, ensuring optimal absorption and skin comfort and enabling the multilayering of serum, cream and SPF without creating a greasy effect.

The new line consists of three products – Luminant Serum for the correction of all types of dark spots, Luminant Cream, to reduce the visibility of dark spots for immediate radiance and the lightweight Luminant Defense Fluid, that counteracts the formation of dark spots and protects skin from UVA/UVB rays and pollution.

The combined efficacy of Luminant Serum and Luminant Cream was tested by an independent laboratory, which recruited 30 women with different skin types and an assortment of age spots, sun spots, post-inflammatory spots and melasma.

Tests showed a reduction of dark spot visibility of 21 per cent after only 28 days. ●



DEEPER DIVE - NEW 3 BRIGHT FACIAL

Inspired by dermatological science and available in Comfort Zone's 10,000 partner spas globally, the 3-Bright Facial is a 50-minute triple-action treatment which is especially recommended for dull and uneven complexion, as well as all type of spots, including melasma.

The facial features an intensive mask with Rhodiola Extract and Niacinamide for clinically tested results.

90 per cent of consumer panelists reported brighter skin after one facial and a more even complexion after the four-facial programme.

spa business insider

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.historicthermaltowns.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.swaafrica.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

SHUTTERSTOCK/ANDREYUG

