



McKinsey releases 2024 report

The market for wellness is being driven by consumers taking more control of their health states McKinsey's latest report

The report, *The trends defining the US\$1.8 trillion global wellness market in 2024*, is based on insights from McKinsey's latest *Future of Wellness* survey, which was carried out in August 2023, when researchers questioned 5,000 consumers across China, the UK and the US.

They found the US wellness market has reached a value of US\$480 billion a year and is growing at five to 10 per cent annually.

The paper identifies seven areas of growth in the wellness sector, including women's health products, healthy ageing and longevity products and services, weight management, fitness, gut health, sexual health products and sleep.



SHUTTERSTOCK/ JACOB LUND

■ McKinsey says consumers see fitness as a priority, with around 50 per cent of gym-goers saying it's a core part of their identity

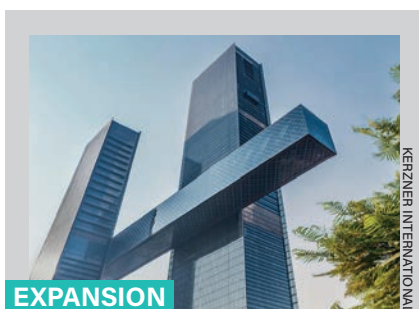
Key findings showed 87 per cent of Chinese consumers consider wellness a top or important priority in their lives, compared to 82 per cent in the US and 73 per cent in the UK.

Improving appearance is cited as the most important motivator, followed by gaining better health

and fitness, improving nutrition, sleep and mindfulness.

Meanwhile, Gen Z and Millennial customers are the most wellness-conscious demographic, buying more products and services than older generations.

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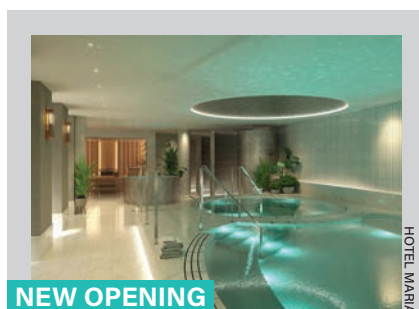
KERZNER INTERNATIONAL

EXPANSION

One&Only One Za'abeel opens in Dubai

Facility features Clinique La Prairie wellness facility

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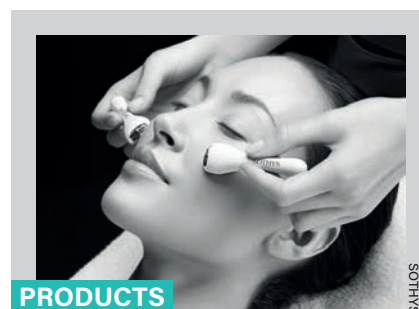
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Collection showcased with brand new facial

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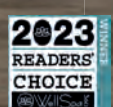
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BEST TREATMENT TABLE/EQUIPMENT

Eddy See reveals Banyan Tree's rebrand and 2024 growth strategy updates

Banyan Tree Group is ringing in its 30th anniversary by rebranding as Banyan Group to reflect its evolution into a multi-brand hospitality business.

Having doubled its portfolio since 2019, the group now manages 12 global brands, 75 hotels and resorts, more than 60 spas and 14 branded residences across 22 countries.

The company shows no signs of slowing down its momentum for 2024 and plans to unveil an additional 19 destinations throughout the year.

This will include new properties and residences in Cambodia (one), China (10), Japan (one), South Korea (two), Thailand (two), Vietnam (two) and Mexico (one).



“
**Almost half of
all countries we
operate in carry a
multi-branded presence**

Eddy See

“This brand evolution reflects our portfolio transformation from a single luxury brand to the diverse offering we have today,” said Eddy See, president and CEO of Banyan Group.

“Almost half of all countries we operate in carry a multi-branded presence, most of them high-growth travel destinations and with a keen eye on expansion, we’re seizing new opportunities for our distinct brands, designed to meet evolving traveller preferences and needs in these dynamic markets.”

Banyan Group says the robust growth slated for 2024 has been driven by a resilient recovery post-COVID, surpassing pre-pandemic metrics across various regional markets.

MORE >>> http://lei.sr/G7H9K_B



“
**Consumers are
discovering new
experiences rooted in
fitness, fresh air and a
connection with nature**

Craig Oliver

Craig Oliver unveils Spas of America's Top 100 Spas of 2023

Spa and wellness travel website Spas of America (SOA) has unveiled its Top 100 Spas of 2023, with The Spa at Séc-he in downtown Palm Springs, California, taking the top spot.

The spa's new title hints at just how popular communal wellness and social bathing experiences have become. Recent research from the Global Wellness Institute (GWI) suggests interest and investment in hot springs developments will only continue to increase in future. In 2022, the global thermal/mineral

spring sector was worth US\$46.3bn (£36.4bn, €42.3bn) and the GWI predicts it will climb to US\$90.5 billion (£71.1bn, €82.7bn) by 2027.

According to SOA, 2023 marked a noticeable resurgence in spa and wellness travel across North America.

Craig Oliver, SOA president, said: “Consumers are rediscovering beloved wellness havens, exploring new and enticing resorts and hotels and discovering experiences deeply rooted in fitness, fresh air and a connection with nature”.

MORE >>> http://lei.sr/e4C2x_B



KERZNER INTERNATIONAL

We've reinvented what an ultra-luxury resort in the heart of the city can deliver

Philippe Zuber

Philippe Zuber announces One&Only One Za'abeel launch

Kerzner International has officially opened the doors to its striking new vertical resort, One&Only One Za'abeel, in Dubai. The opening marks the launch of the first-ever urban One&Only destination.

Located in the One Za'abeel development, the destination boasts dual skyscrapers intersected by the world's longest cantilever bridge, The Link, which is suspended 100 metres above street level.

"We have set aside convention and reinvented what an ultra-luxury resort in the heart of the city can deliver," said Philippe Zuber, CEO of Kerzner.

"This architectural landmark pushes the boundaries of excellence and vibrant city living."

Wellness is a key tenet of the One&Only philosophy and the Dubai resort has set new standards in the brand's portfolio, having opened with the UAE's first Longevity Hub operated by Swiss medical resort brand Clinique La Prairie.

MORE >>> http://lei.sr/7N7B3_B

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The latest in products and innovation from Sothys, Klafs, Prodec Global, Hyperice and Robosculptor

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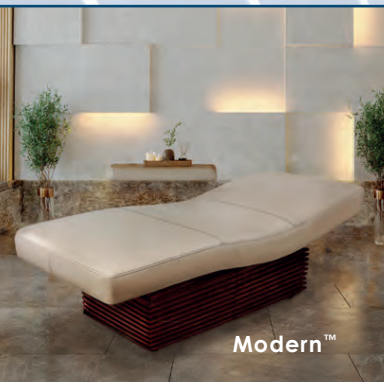
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REFURBISHMENTS

Springs Resort due for major expansion

The Springs Resort in Pagosa, Colorado, is set to undergo a significant expansion to elevate its hotel and day pass guest experience.

With an estimated opening date in early Q2 2025, the overhaul will double both the destination's number of rooms and geothermal soaking pools, while adding wellness experiences, event spaces and a new restaurant.

The Springs accommodation currently consists of 79 rooms and suites located just steps away from 25 hot spring pools terraced



THE SPRINGS RESORT

■ The facility will gain 26 new soaking pools

along the San Juan River and fed by the geothermal Mother Spring.

Following the overhaul, the destination will be home to 157 rooms and 51 pools exclusively available 24/7 to hotel and spa guests.

MORE >>> http://lei.sr/u4r3T_B

WORKPLACE WELLNESS

Walmart invests in corporate wellness centre

The Walton family, owner of US supermarket chain, Walmart, has opened the doors to a new corporate health, fitness and wellness centre at the company's Bentonville campus in Arkansas.

The Walton Family Whole Health and Fitness and Children's Enrichment Center, represents a significant investment in the health of Walmart employees.

According to Alice Walton – daughter of Walmart founders Sam and Helen Walton – the centre has been designed to support physical, emotional and mental wellbeing: “Providing associates with easy



WALMART

■ Duda Paine Architects designed the building

Providing associates with access to offerings that enhance their wellbeing is essential

“

Alice Walton

access to offerings that enhance their health and wellbeing is an essential element of whole health,” she said.

The facility will provide a host of fitness facilities, meditation rooms, recovery services, healthy dining options, education and connection spaces and doula services.

MORE >>> http://lei.sr/P5U2U_B

MEMBERS' CLUBS

Calcot Manor to gain new health club

Luxury spa hotel Calcot Manor, located in England's Cotswolds, is launching a purpose-built fitness and wellness sanctuary.

Opening in February, The Grain Store will have indoor and outdoor gyms, a spin shed, a holistic studio, an exercise studio and a café with a terrace.

The gym will have a functional space, cardio zone, free weights and a stretch pod.

Price of membership is £200 a month with a joining fee of £300 (spa access is not included). Perks will



CALCOT COLLECTION

■ Calcot is launching an exclusive fitness offering

include working areas and a private meeting room, as well as access to health and wellbeing analysis services. Wellbeing events will also be on offer, with educational talks organised on a regular basis.

MORE >>> http://lei.sr/9s4d5_B

UPDATES

Chenot's Italian retreat reveals new look

Medical health and wellness operator Chenot's flagship Italian spa at the L'Albereta hotel has undergone an extensive refurbishment and launched new programming and diagnostic testing.

Founded by the late Henri Chenot, the Chenot Group is responsible for developing the Chenot Method, a programme that aims to protect the body from damage, toxin build-up and premature ageing.

The Chenot Space at L'Albereta is the only medical and wellness spa partnered with Chenot in Italy and is located in a 19th-century villa set in the vineyards of



CHENOT GROUP

■ The spa is located in Franciacorta, Italy

Franciacorta. The 2,000sq m space's make-over included the restoration of the spa's first two floors, the gym and its restaurant.

The overhaul has updated the spa, medical cabins, public areas and reception with a new look characterised by Chenot's signature cool-toned palette, complemented by understated natural materials.

As part of the overhaul, the Chenot Space menu has also been refreshed with new diagnostic treatments.

MORE >>> http://lei.sr/J3E6Z_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



Assistant editor
Megan Whitby
+44 (0)1462 471906



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

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Raising the bar

Jumeirah's wellness offering is set to reach new heights in 2024 as the brand prepares to open Jumeirah Marsa Al Arab – its largest property yet



■ Niamh O'Connell joined Jumeirah in June 2023 following more than six years at Rosewood

JUMEIRAH HOTELS & RESORTS

Jumeirah Hotels & Resorts has announced plans to unveil its biggest property and most impressive wellness facility to date in 2024 with the launch of Jumeirah Marsa al Arab.

Commanding a prime location on the Dubai peninsula, adjacent to the group's iconic Burj Al Arab, the new ultra-luxury five-star hotel will feature a large 3,500sq m spa spread over three floors – one of which will be dedicated to women.

"Jumeirah Marsa Al Arab will feature our most significant wellbeing offering so far, which will be very much ingrained in all aspects of the property, from spa through to F&B," said Niamh O'Connell, Jumeirah's vice president of wellbeing, during an exclusive interview with *Spa Business*.

The spa will be bathed in natural light thanks to the inclusion of floor-to-ceiling windows throughout, meanwhile, 13 treatment rooms will all lead to a private terrace with loungers and offering panoramic views of the Arabian Gulf.

What's on offer

Wellness facilities will include a fitness studio, a hammam, a sauna, a steam bath, a barbershop and a salon, as well as five private swimming pools.

Jumeirah Marsa Al Arab will feature our most significant wellbeing offering so far



■ The yacht-inspired hotel will feature 303 rooms, 84 suites and 82 serviced residences

JUMEIRAH HOTELS & RESORTS

We don't want to see wellbeing isolated to spas – it's going to be part of the overarching Jumeirah experience

Talise, Jumeirah's in-house spa concept, currently operates in 14 of its properties along with a handful of other non-Talise-branded facilities. While there's a 'golden thread' of Middle Eastern influence that runs through the spas, they're all adapted to their particular location and clientele.

Going forward, O'Connell and her team are looking to develop Jumeirah's emphasis on wellness throughout its customer journey.

"We don't want to see wellbeing isolated to spas – it's going to be part of the overarching Jumeirah experience with different touchpoints throughout all hotels," she explained.

"We think the family market is hugely underserved, so we're looking at how we create offers that parents and children actually want. Families face enormous time pressures these days, so how do we create an environment where they can

come together, switch off from social media and enjoy healthy activities? It may be that only one parent visits the spa, but how can we ensure that the whole family can benefit from a wellness experience during their stay with us?"

Women's wellness, in particular perimenopause and menopause, and the male equivalent 'andropause', will also be brought more to the fore, as well as more medical offers focused on longevity, with Jumeirah currently in advanced talks with two potential medical providers.

Finer details

Designed by architect Shaun Killa of Killa Design, the nautical-inspired Jumeirah Marsa Al Arab will feature 303 rooms, 84 suites and 82 serviced residences all offering sweeping panoramic views over the Arabian Gulf. Additional facilities will include 10 dining concepts, nine bars, two exclusive beaches and a superyacht club.

Jumeirah is a subsidiary of Dubai Holding, the investment portfolio of the emirate's ruler Sheikh Mohammed bin Rashid.

It owns 27 properties, 12 are in Dubai and others are in Abu Dhabi, Bahrain, Kuwait, Oman and Saudi Arabia.

As part of Jumeirah's ambitious global rollout strategy, the brand has announced plans to double its hotel portfolio by 2030. The process will include upweighting its presence in Europe where it already has properties open or under development in London, Capri, Mallorca and Geneva, as well as exploring opportunities in the US.

The group will also look to capitalise on the strong growth potential of the APAC market to extend its reach into China, Bali and the Maldives.

Follow the link to read the whole feature – www.spabusiness.com/NiamhO'Connell. ●



Urban haven

Spa Business shines a spotlight on Helsinki's newest wellness sanctuary, The Maria Spa

An elegant new urban retreat, Hotel Maria, has launched in Helsinki, Finland, complete with a tranquil spa.

New for 2024, The Maria Spa is inspired by the 117-key hotel's namesake, Grand Duchess Maria Feodorovna – a revered Nordic royal who sought sanctuary in Finland during challenging times and was celebrated for her elegance and intellect.

Designed as a sanctuary from urban life, the spa's healing philosophy melds

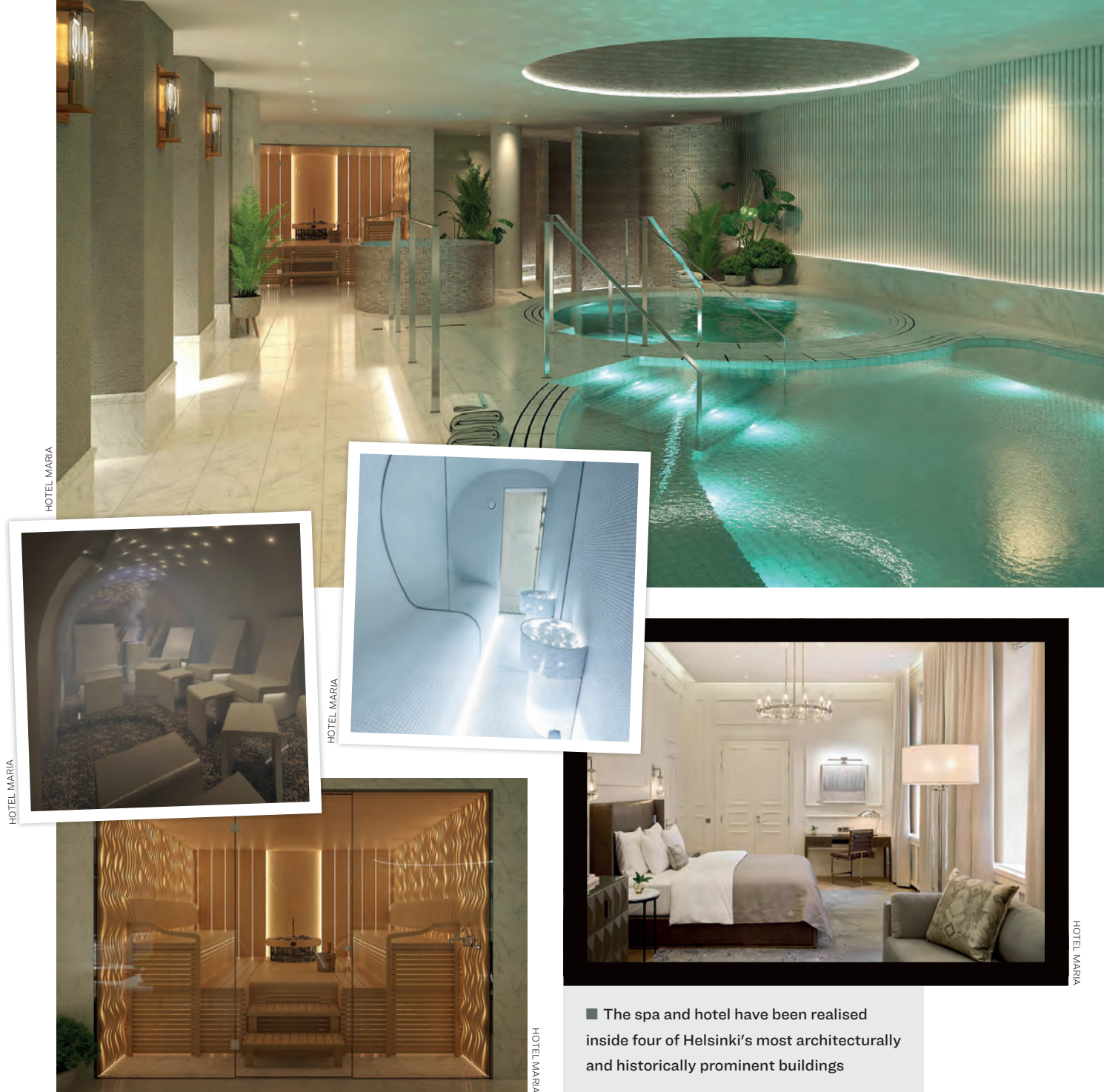
traditional Finnish sauna culture with holistic treatments and concepts.

It is home to four treatment rooms and features a glass-roofed atrium lounge filled with greenery and bathed in natural light, a traditional Finnish sauna, a steamroom with a cave-like design, cold and warm water plunge pools and a series of hot tubs.

Additional facilities include an experience pool, a cold bucket shower, a spa bar area, a fireplace and a boutique selling beauty and wellbeing products.

The spa offers a menu of treatments by Biologique Recherche, as well as signature Nordic-inspired wellness rituals and high-tech treatment upgrades, including infrared sauna blankets and compression therapy cloud boots – each top-up costs €65 (US\$70, £56).

Developed and operated by Samla Capital, the hotel's commitment to wellness also extends to in-room services, including the Finnish Oat Milk Bath or Viking Bath with Nordic salt and hand-collected herbs.



■ The spa and hotel have been realised inside four of Helsinki's most architecturally and historically prominent buildings

Finnish wellness roots

Embedded in a cultural history spanning thousands of years, saunas are a cornerstone of Finland's national wellbeing. With a population of more than 5.5 million people, the country is home to an estimated 3.2 million saunas according to the Finnish Sauna Society.

The Hotel Maria pays homage to this through its 19 Spa Suites (10 Junior Spa Suites, three Loft Spa Suites, two Premier Loft Spa Suites and four Signature Spa Suites), all of which offer




As part of the hotel's final opening stage, The Maria Wellness Club and Wellness Studio will launch in June 2024

an in-suite steamroom or sauna along with complimentary access to the spa.

The hotel also provides access to a wellness concierge who provides an array of tailored services, ranging from healthy menu planning and PT sessions, to beauty consultations and health coaching.

As part of the final stage of The Hotel Maria's opening, The Maria Wellness Club and Wellness Studio will launch in June with a design-forward fitness space with high-end equipment and training programmes. ●

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 *The cold of a snowroom is gentle,
controlled and comfortable*

Lasse Eriksen

Contrast therapy is gaining attention for its healing effects. We ask the aufguss and sauna expert to share his views on the perfect experience

Recognition of the healing benefits associated with hot and cold treatments is making contrast bathing a growing global trend. It's increasingly being used to deliver wellness therapies, sports performance and medical interventions, due to the benefits it delivers when used for recovery, pain management and full-body rejuvenation.

An increasing number of research studies offer a deeper understanding of its physiological effects on the body, as well as its positive impacts on mental wellbeing.

Contrast therapy convert

Professional saunamaster, Lasse Eriksen, is a contrast therapy convert, enjoying regular sessions for his own health: "My personalised approach to contrast therapy allows a full-body immersion into the experience, which creates a comprehensive and enjoyable session catering to both relaxation and the beneficial effects of temperature fluctuations on the body," he explains.

Snowroom & Snowsky BY TECHNOALPIN

The TechnoAlpin **Snowroom** offers an invigorating winter-themed, -10°C cool-down experience in dimensions and designs to suit any setting.

Users can benefit from the gentle cold in winter-themed settings and enjoy hand-to-skin, snow massages.

The TechnoAlpin **Snowsky** room offers an eye-catching snow-fall feature, creating a calm, relaxing experience for users in wellness environments as snowflakes fall gently from the ceiling.

Water and power consumption are kept to a minimum in all cases.

More: www.indoor.technoalpin.com

Enjoying the TechnoAlpin
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Aufguss Championships



World renowned aufguss-master, Lasse Eriksen, talks about contrast therapy



When it comes to delivering the cold element of the therapy, Eriksen believes the snowroom environment offers the perfect cooling to balance the hot phases of the experience, saying it delivers a head-to-toe 'feel-good' benefit to guests and is cooling without the risk of dizziness. "The cold of a snowroom is gentle, controlled and comfortable," he explains.

Here Eriksen shares his 'perfect' contrast therapy experience, noting that if a longer sauna session is possible, this can enhance the experience.

LASSE ERIKSEN'S PERFECT CONTRAST THERAPY SESSION

"I begin the session in fresh, cool air to allow my body to adjust to the environment," he says. "If cooler outdoor air isn't available, I take a light shower to moisten the skin or enjoy some time cooling off in a snowroom by inhaling the cold air."

"My first session in the sauna is conducted at a lower temperature to gently introduce my skin and cardiovascular system to the increasing heat," he continues. "Following this, I might take a light shower at a moderate temperature or briefly step back into the snowroom."

"I then gradually increase the intensity of the contrast therapy by increasing the temperature in the sauna and extending the duration of the cooler part of the session, such as time in the snowroom."



The TechnoAlpin Snowroom in a wellness set-up

"If the environment and my body allow, I finish with a strong steam session in the sauna, followed by a plunge into a cold environment – whether it's an ocean dip, a cold plunge pool or a snowroom – where I can apply snow to my skin – as the contrast of extreme temperatures is very invigorating."

"After the intense contrast, I allow my body to slowly adapt back to a normal temperature, either through a warm shower or by relaxing in a comfortable environment," he concludes. ●

Read the full interview with Lasse Eriksen at www.indoor.technoalpin.com/de/interview-lasse-eriksen

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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



SOTHYS

■ The 75 minute facial is designed to reduce dark spots, boost hydration and even out the complexion

Sothys unveils Pigmentation Management line and facial

Sothys has brought a new range to market to target pigmentation and visible signs of ageing while promoting radiance.

Powered by active ingredients, the six-product collection's core formula is based on an exclusive Sothys patent powered by organic white nettle – grown and harvested using green chemistry methods near the Sothys factory in Auriac.

The company said white nettle was selected as the star ingredient due to its high levels of phenolic compounds, particularly

flavonoids, which are claimed to reduce pigmentation issues.

The complete Pigmentation Management line features a Brightening Facial Cleanser, a Complexion Renewing Essence, a Spot Focus Serum, a Spot Focus Cream, a Radiance Enhancing Mask and a Youth Protective Fluid Spf50.

Florent Mas, Sothys Paris R&D director, said: "The strength of the Sothys brand lies in our ability to always listen carefully to our customers' needs and to combine this with well-researched innovative natural active ingredients."

Sothys has devised a new 75-treatment protocol to showcase the line. The new facial is claimed to reduce dark spots, boost hydration and even out the complexion on the face, neck, décolleté and hands.

A six-step process, the ritual also features Sothys' newly-launched cooling facial tool, The Ridoki.

The implement is inspired by traditional Asian medicine and used to stimulate the skin and help improve the penetration of products.

MORE ON spa-kit.net

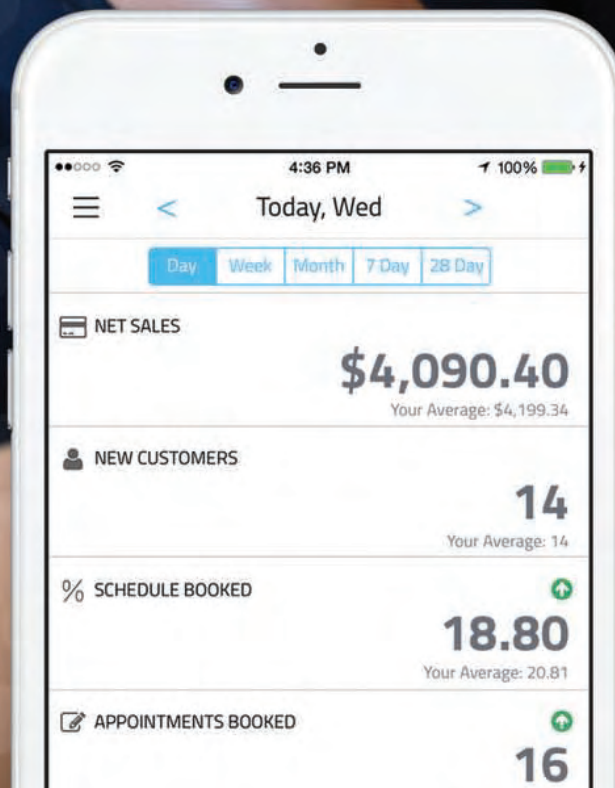
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SUPPLIER NEWS

Klafs brings new Enya sauna infusion bowl to market

Heat experience specialist Klafs has created an automatic infusion bowl as part of a series of upgrades for its commercial saunas.

Part of the new Profi sauna range, the Enya bowl is operated via a timed control or at the touch of a button has been created



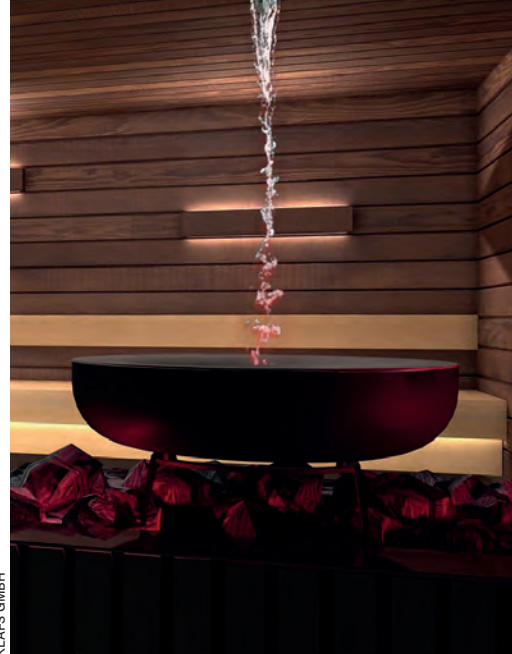
■ Klafs CEO Phillip Rock

to provide continuous scent for sauna sessions and ceremonies.

The tray has been designed so that liquid is evenly distributed and a wide rim prevents hot splashes or water pools on wooden surfaces.

It can sit on existing stoves with water supply fed from below, via an outlet in a wall or, for a more dramatic effect, coming down from the ceiling.

CEO Philip Rock said: “Enya offers another way to enrich the world of sauna culture while optimising existing capabilities at the same time. The innovative and elegant design ensures that the water is distributed evenly and in a controlled manner.”



KLAFS GMBH

■ Enya provides a continuous scent during sauna sessions

Other Profi additions include two new sauna bench and lamp designs, 3D laser engraving for decoration and a simpler touchscreen control system.

MORE ON spa-kit.net

<http://lei.sr/K1Y7B>

Hyperice and Escape Fitness partner up

Fitness and recovery brands Hyperice and Escape Fitness have teamed up to create recovery stations for spas, gyms and sport-specific training facilities.

Available in the UK, US and Europe, the stations feature Hyperice's Hypervolt 2 Pro percussion massage device and Escape's Multi-Activity Resource Station screen providing virtual one-to-one coaching 24/7.

With a small footprint, the unit is set up so that the Hypervolt 2 Pro percussion device is tethered via a flexible cable, to provide constant charging and theft prevention, ensuring the technology is always available for use.



HYPERICE

■ Stations include Hyperice's percussion massage device

Jim Huether, Hyperice CEO, said: “Our recovery areas are raising the bar for accessible warm-up and recovery technology and education. We're committed to helping people lead healthier, more active lives.”

MORE ON spa-kit.net <http://lei.sr/K1W9n>

Prodec Global unveils GPH 5 Complex collagen supplement

Distributor Prodec Global UK has introduced a new supplement designed to stimulate collagen production at a cellular level to rejuvenate the skin and promote overall health.

Developed by natural health company Hebe Life, GPH 5 Complex supplement shot is blended to help users experience smoother, plumper and firmer skin.

Prodec believes the supplement is a good fit for spa and wellness facilities as it can be used as an add-on to upgrade spa treatment experiences and will also be well placed in retail boutiques.

Natural collagen peptides are the star ingredient and are claimed to help maintain the skin's elasticity and hydration while increasing the body's natural production of collagen and ceramides.

The supplement also features a blend of hyaluronic acid, a patented ceramide blend and vitamin C.

Bioavailable zinc has also been incorporated to protect cells from damage and promote skin regeneration.



PRODEC GLOBAL

■ GPH 5 Complex is said to increase collagen production

In addition to its proposed beauty-boosting benefits, the formula is also said to support immune health, strengthen nail and hair health, improve energy levels and metabolism and support healthy bone-, joint-, eye- and cognitive health.

MORE ON spa-kit.net <http://lei.sr/j8d7k>

Robosculptor AI massager to launch imminently

Robosculptor, an AI robot used for body treatments, is in the final stages of development.

Created by Beautyliner, the system employs a high-speed 3D camera to scan the user and track their body movements. A robotic arm with a rotating massage roller is then used

over the body and adjusts position, pressure and speed based on camera feedback. The user is given a remote so they can also adapt the treatment.

Beautyliner sees potential services including physiotherapy, medical massage/rehab and aesthetic body contouring.



BEAUTYLINER GROUP

■ Dennis Ledenkof,
Beautyliner founder

■ A robotic arm with rotating massage roller is used over the body



BEAUTYLINER GROUP

“Automating treatments through robotics, AI and machine learning, makes massages more accessible,” says founder Dennis Ledenkof. “Operators can offer 240 sessions monthly, tripling

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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.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