



# spa business *insider*

13 FEBRUARY 2024 ISSUE 442

A SPA BUSINESS PUBLICATION

CLICK  
TO  
READ

## Othership eyes major US roll out

Urban wellness brand Othership has ambitions to expand its social bathhouse concept in North America, according to CEO and co-founder Robbie Bent.

The company operates two destinations in Ontario, Canada, which combine contrast bathing, breathwork and guided emotional regulation to create a space for people to connect with themselves and their community.

Othership hosts large-scale sauna and ice-bath classes that blend elements of Aufguss sauna with group therapy modalities including visualisation, group sharing and nervous system regulation modalities like breathwork, vocal toning and music.

Bent told Spa Business that Othership is expanding into New York City with two locations, one



OTHERSHIP

Othership studios feature a performance sauna, ice baths and communal spaces

OTHERSHIP



“

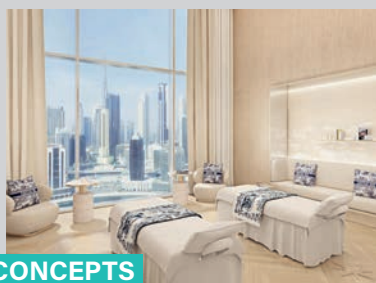
Our long-term goal is to open Othership spaces in every city in North America

Robbie Bent

in Williamsburg and one in Flat Iron – which is under construction and due to open in Q2 2024.

The team is now looking at potential destinations for studios in New York, Chicago, Boston, Washington and Miami.

**MORE >>>** [http://lei.sr/n8H2K\\_B](http://lei.sr/n8H2K_B)



DORCHESTER COLLECTION

### CONCEPTS

#### Dior picks Dubai for fourth spa location

Spa will open at The Lana in April 2024

p04



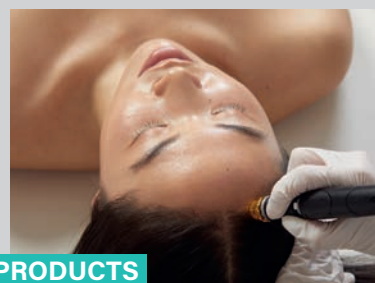
CLINIQUE LA PRAIRIE

### EXPANSION

#### Clinique La Prairie CEO reveals expansion plans

Simone Gibertoni speaks to *Spa Business*

p10



HYDRAFACIAL

### PRODUCTS

#### HydraFacial revamps signature scalp ritual

Keravive scalp treatment receives new updates

p19

## GOCO and Fullerton collaborate on wellness investment, reveals Ingo Schweder

**G**OCO Hospitality is collaborating with Fullerton Fund Management (Fullerton) to invest in wellness-centric properties in the Asia-Pacific region, via the Fullerton Thai Private Equity fund.

GOCO is a global wellness consulting, development and management company and its new acquisition plan will target a range of value-creation strategies, including financially distressed properties, value-added renovations, rebranding and wellness-focused repositioning.

Speaking exclusively to Spa Business, GOCO founder and CEO Ingo Schweder revealed that Fullerton has also bought



GOCO HOSPITALITY

**We look forward to potential opportunities in Indonesia, Thailand and the Maldives**

*Ingo Schweder*

a minority share in GOCO Hospitality Holdings Thailand.

GOCO expects to deploy investment capital from Fullerton over the next 18 to 24 months, focusing on acquiring strategic assets in the Asia-Pacific region.

Schweder said: "Fullerton makes a great partner, as we have a mutual understanding of the need to develop and further democratise wellness destinations in the Asia-Pacific region and beyond.

"We look forward to potential collaborative opportunities in Indonesia, Thailand and the Maldives and also outside the region – in Switzerland, Saudi Arabia, India and Germany."

**MORE >>>** [http://lei.sr/e7b4M\\_B](http://lei.sr/e7b4M_B)



CORINTHIA HOTELS

**I am humbled and delighted at my appointment at this important moment for Corinthia**

*Simon Casson*

## Simon Casson named CEO of Corinthia Hotels

**V**eteran hotelier Simon Casson has been appointed CEO of luxury operator Corinthia Hotels, owned by the Corinthia Group.

A distinguished figure in hospitality, Casson has spent more than three decades at Four Seasons Hotels and Resorts – throughout which he oversaw a significant period of growth and served as EMEA president for seven years.

Casson will start his new role on 6 April and head up Corinthia Hotels as it prepares to open new

locations in New York, Rome, Bucharest and Brussels in 2024.

Corinthia Hotels already operates a portfolio of award-winning hotels in London, Budapest, Lisbon, St. Petersburg and the Island of Malta.

The operator will also open properties in Doha, Riyadh and new resorts in Malta and the Maldives in the coming years.

"I am humbled and delighted at my appointment at this important moment for Corinthia as we boldly embark on a new era," he said.

**MORE >>>** [http://lei.sr/f4C2H\\_B](http://lei.sr/f4C2H_B)



DESIREE NICOLE



**We're anticipating that Enchant will become an annual event at our locations**

*Deirdre Strunk*

## Deirdre Strunk announces new Canyon Ranch festival

**D**estination wellness brand Canyon Ranch will host its first-ever beauty and wellness event, called Enchant at Canyon Ranch, from 17 to 21 March at its Tucson resort and spa in Arizona.

The event will only be available to guests staying at the resort and will cover everything from beauty and haircare to aesthetics and pro-ageing skincare.

More than 25 brands will be showcased at the event, where their teams will host panel discussions, provide demonstrations and offer bespoke services to attendees.

Industry specialists will also speak about the latest developments in the space and their unique approaches to success.

Deirdre Strunk, Canyon Ranch's senior vice president of spa and beauty, said: "We're anticipating this will become an annual event at our locations where we can unveil new experiences and interact with beauty purveyors that match our brand ethos in a new and exciting way."

**MORE >>>** [http://lei.sr/R7S8J\\_B](http://lei.sr/R7S8J_B)

02

### New deals

GOCO and Fullerton Fund Management collaborate on wellness investment, reveals Ingo Schweder

06

### Concepts

Dorchester Collection's The Lana, Dubai to launch first Dior Spa in the Middle East

08

### Health and wellbeing

Adidas and Bumble buddy up to tackle gymtimidation

## SPA BUSINESS INSIGHTS

10

### Building momentum

Clinique La Prairie to open up to 50 properties, shares CEO Simone Gibertoni

12

### State of play

New GWI study unveils global wellness market leaders: US, China and Germany

19

### Supplier innovation

The latest in products and innovation from HydraFacial, Bellefontaine, Emperor Ice Baths, Oakworks and Himalayan Source

### Sign up to Spa Business insider:

**Online:** [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

**Email:** [subs@leisuremedia.com](mailto:subs@leisuremedia.com)

**Tel:** +44 (0)1462 471930

Annual subscriptions:

International £114, UK £80 and UK students £42.



@spabusinessmag

Read Spa Business and Spa Business insider free online: [www.spabusiness.com/archive](http://www.spabusiness.com/archive)



## CONCEPTS

### Dior to launch first spa in the Middle East this April

The Lana – the Dorchester Collection's first property in the Middle East – opened on 1 February and welcomed the first-ever Dior Spa in the UAE in April 2024.

Bathed in natural daylight on the hotel's 29th floor thanks to floor-to-ceiling windows framing views of Dubai's iconic landmarks – such as the Burj Khalifa – Dior Spa The Lana was designed by architecture and interior design firm Gilles & Boissier.

With five treatment rooms and a couple's suite, the 4,300sq ft spa will provide a menu of signature Dior treatments complemented with modern

beauty tech solutions supplied by Icoone Therapy, Hydrafacial and Iyashi Dôme technology.

Programming highlights will include three new Dior treatments devised exclusively for The Lana.

Additional facilities at the Dior spa will include a futon for Japanese-inspired treatments, a dedicated beauty room and an elegant boutique showcasing Dior's product lines.

Richard Alexander, GM of The Lana, said: "Dior Spa The Lana will perfectly capture the essence of Dior's philosophy and expertise in wellness."

**MORE >>>** [http://lei.sr/3h6H5\\_B](http://lei.sr/3h6H5_B)



■ The spa will be the world's fourth Dior spa



**The spa will perfectly capture the essence of Dior's philosophy**

*Richard Alexander*

## GROWTH

### SHA Wellness unveils highly-anticipated Mexico outpost



**We're making our offering more accessible to a global market**

*Alejandro Bataller*

Spanish wellness brand SHA Wellness Clinic has launched its first international outpost in Mexico, in the first phase of its global expansion plans.

Building on the success of its flagship clinic in Spain, the global rollout plan has been developed to reflect the consumer demand to place health and wellbeing at the forefront of all areas of life – business and personal.

SHA Mexico is located in the state of Quintana Roo, in the eastern portion of the Yucatán



■ SHA Mexico was first announced in 2019

Peninsula. A further opening is set for the Emirates 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.

**MORE >>>** [http://lei.sr/N9Q9G\\_B](http://lei.sr/N9Q9G_B)

## GROWING FOOTPRINT

# New Anantara resort to open in Oman

Global hotel owner, operator and investor Minor Hotels is expanding its luxury Anantara brand's footprint in Oman with a new beachfront resort in Bandar Al Khairan, Muscat.

Located on the rugged Omani coast, the new-build 121-key property is slated to launch in 2026.

The property will be owned by Musstir which also owns Al Baleed Resort Salalah by Anantara on Oman's south coast.

With a focus on wellbeing, the property will feature a signature Anantara Spa and a fitness centre



MINOR HOTELS

**This Anantara will come to fruition between the mountains and the sea**

“Dillip Rajakarier

alongside a private stargazing majlis relaxation space.

Dillip Rajakarier, CEO of Minor, said: “Our team looks forward to seeing this new Anantara come to fruition between the mountains and the sea.”

**MORE >>>** [http://lei.sr/M7Z9S\\_B](http://lei.sr/M7Z9S_B)

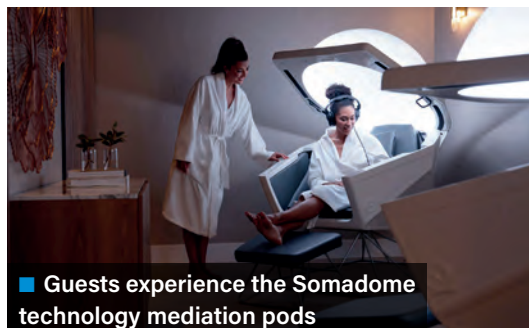
## TECHNOLOGY

# AAG launches first branded Privai spa in Miami

Arch Amenities Group (AAG) has announced the opening of its first Privai Spa + Fitness Center in a hotel – the 411-room Kimpton Epic Hotel in Miami, Florida.

The newly-renovated 5,000sq ft fitness and wellness centre provides access to a range of spa treatments, Technogym fitness equipment, group and private classes, a wellness lounge, traditional wet and thermal facilities and a Medi-Spa.

Charlotte Prescott, centre director, explained that touchless technology is key to the facility's identity: “We intend to feature new technology therapies in the lounge every six months or so.”



■ Guests experience the Somadome technology mediation pods

AAG

Currently featured in the wellness lounge are Somadome meditation pods, which offer colour light therapy, sound therapy and energy medicine using magnets and crystal strips.

Another of the spa's signature technologies is PureWave Technologies VEMI, which couples vibration and electromagnetic therapy with infrared heat and sound.

Privai is AAG's signature skincare and bodycare line which was established in 2006.

**MORE >>>** [http://lei.sr/c9H2h\\_B](http://lei.sr/c9H2h_B)

## MEET THE TEAM

For email use:  
[fullname@leisuremedia.com](mailto: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

Spa Business insider is published fortnightly by The Leisure Media Company Ltd, PO Box 424, Hitchin, SG5 9GF, UK.

The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Ltd.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Preview Cromatic Ltd. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally.

©Cybertrek Ltd 2024.

ISSN: Print: 1753-3430 Digital: 2397-2408  
Subscribe to Spa Business and Spa Business insider at to [www.leisuremedia.com](http://www.leisuremedia.com), email: [subs@leisuremedia.com](mailto:subs@leisuremedia.com) or call +44 1462 471930.

## FITNESS

## Adidas and Bumble buddy up to tackle gymtimidation

Sportswear giant Adidas and social network app Bumble for Friends have collaborated to help people find gym buddies.

The partnership has been formed in response to international research commissioned by Adidas into gymtimidation.

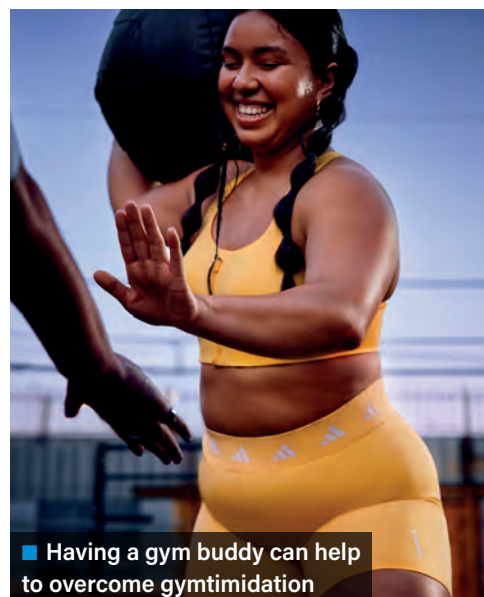
This found the main reasons for being nervous about joining a gym are fear of being judged (almost one in five); not being confident about how equipment works (one in three); uncertainty about how to push to the next level (more than one in four) and having no one to work out with (one in three.)

Having a gym buddy provides a good solution for these issues.

As a result of this new partnership, people looking for local workout mates can use Bumble for Friends and add "Adidas gym buddy" as an interest badge to their profile.

"We know that next-gen athletes can be pressured by negative self-talk which can form a barrier to training, so disarming these self-limiting beliefs with community-first solutions is important to us," says Aimee Arana, GM for sportswear and training at Adidas. "Partnering with Bumble perfectly supports our mission."

**MORE >>>** [http://lei.sr/y2C9C\\_B](http://lei.sr/y2C9C_B)



■ Having a gym buddy can help to overcome gymtimidation

ADIDAS TRAINING



**Partnering with Bumble perfectly supports our mission**

*Aimee Arana*

## PARTNERSHIPS

## Blue Zones announces first-ever skincare partnership



**We're delighted to be leveraging our knowledge of skin science to partner with Blue Zones**

*Karen Ballou*

Blue Zones – an organisation dedicated to helping people live better and longer lives through researching the world's longest-lived cultures – has announced a partnership with spa and skincare brand Immunocologie.

The new partnership has seen three of Immunocologie's signature products – Vital Iconic Mist, Vital Clay Mask and a self-heating Lava Mask – launch on Blue Zones' online store.

Headquartered in New York City, Immunocologie creates plant-based skincare to help ground its users



■ A selection of Immunocologie skincare is now available on Blue Zones' website

and support the skin's natural immune system by balancing its microbiome.

"We're delighted to be leveraging our knowledge of skin science to partner with Blue Zones in its important mission," said Immunocologie founder and CEO Karen Ballou.

**MORE >>>** [http://lei.sr/D8j6r\\_B](http://lei.sr/D8j6r_B)

IMMUNOCOLOGIE





# Luxury in the Details

*Elegant Spa Linen & Bathrobes*

[www.bcsoftwear.co.uk](http://www.bcsoftwear.co.uk)

**11 – 14 APR 24** Exhi

**FIC**

**For a strong and**

Built by



In the business of  
building businesses



Exhibition Centre Cologne

BO

GLOBAL FITNESS

healthy society.



Get your ticket  
**fibo.com**

# Building momentum

Clinique La Prairie CEO Simone Gibertoni speaks to *Spa Business* about the company's game plan to open up to 50 international properties



**E**xpansion is on the horizon for Swiss medical wellness brand Clinique La Prairie (CLP) according to an exclusive interview with CEO Simone Gibertoni in the latest issue of *Spa Business* ([www.spabusiness.com/CLP](http://www.spabusiness.com/CLP)).

Founded in 1931 by professor Paul Niehans, CLP focuses on four pillars – medical insight, wellness, nutrition and movement. Its method involves DNA testing to customise programmes, as well as the use of its famous CLP Extract, Cellular Genomic supplements and Holistic Health supplements.

Now approaching its centenary, CLP is entering a new chapter focused on global expansion and innovation.

With a flagship resort in Montreux, Switzerland, the brand has been gradually rolling out city-based satellite sites – known as Longevity Hubs – since 2020.

The urban outposts have opened in Madrid, Bangkok, Doha, Taipei and most recently, Dubai – at the newly-launched One&Only One Za'abeel.

“The long-term plan is to reach about 40 Longevity Hubs and 10 Health Resorts, while always maintaining exclusivity and reinforcing that the flagship property in Montreux is the pinnacle of our portfolio,” said Gibertoni. “Our debut Health Resort will launch in

Our Longevity Hubs help people prioritise preventative medicine and early detection





■ The Montreux property is CLP's flagship destination

CLINIQUE LA PRAIRIE

## The long-term plan is to reach about 40 Longevity Hubs and 10 Health Resorts

Anji, China, in 2024, followed by another in Amaala, the wellness-focused Saudi giga project, in 2025.

"Health Resorts are big projects, as you can imagine. In Anji, for example, it's a 1.3-hectare site which offers 29 rooms and suites spread over seven villas. On top of this, there's a core building that houses the medical, wellness, movement and nutrition departments.

"It takes years to grow such properties from the first exchange to being able to announce and open them and we're very selective in the destinations and their exclusivity.

"Over the past five years, we've engaged in active discussions with several partners across several countries about creating Health Resorts with us. The Anji project was the first to emerge as the perfect location to meet all our criteria but it also reflects the demand from our Asian clients."

Gibertoni revealed that the US is the next territory in CLP's sights.

### Why expand now?

"Chronic illnesses such as cardiovascular disease, diabetes and age-related conditions such as Alzheimer's are on the rise and our Longevity Hubs help people prioritise preventative medicine and early detection," Gibertoni stated.

"They offer a first-access approach to CLP services such as health assessments, cryotherapy, far-infrared light, nutraceuticals, IV drips and brain stimulation. Plus, they allow our international clients to continue their journey closer to home."

Meanwhile, the Health Resorts will bridge the gap between the Longevity Hubs and the Montreux HQ.

"Set in stunning locations, these highly exclusive resort destinations will be very similar to our flagship – in-house

medical and wellbeing experts will deliver week-long longevity and detox programmes combining preventative medicine and genetic/epigenetic testing, with wellbeing, lifestyle and nutrition plans – but on a smaller scale, with around 50 bedrooms."

Although the CLP rollout strategy is ambitious, Gibertoni emphasised that he and his team will preserve the brand's DNA as its portfolio grows.

CLP employs a team of 15 – specialising in disciplines from medicine to science to nutrition to wellness to hospitality and more – who make sure each of its global outposts encapsulates the expertise and experience of CLP in every detail.

To hear more about CLP's latest programming, AI-powered assessments, the latest trends in wellness and evolving guest profiles, head to the full interview ([www.spabusiness.com/CLP](http://www.spabusiness.com/CLP)). ●



# State of play

A new study from the Global Wellness Institute shines a spotlight on the top 145 global wellness market leaders

**T**he US, China, Germany, Japan and the UK have been identified as the world's five largest wellness markets in new research released by the Global Wellness Institute (GWI).

Called *The Global Wellness Economy: Country Rankings*, the study provides market size, rankings, analysis and per capita wellness spending for 145 nations.

Findings show the US remains the undisputed goliath in wellness spending, with an annual market worth US\$1.8trn,

and ranking first in nine of the 11 wellness sectors measured by the GWI.

Almost all the top 25 wellness markets have seen strong growth since the pandemic, with the UK, the Netherlands, the US, Mexico, Canada and Australia as standouts, surpassing their pre-pandemic market sizes by 120 per cent or more.

Globally, the wellness economy drives 5.6 per cent of total GDP, which, according to the GWI, means one in every 20 "dollars" spent by

consumers worldwide is on wellness.

To put this wellness spending into context, the research finds that annual, global per capita spending on wellness (US\$706) is on par with consumer out-of-pocket spending on healthcare (US\$711).

At the regional level, per capita wellness spending is higher than consumer out-of-pocket spending on healthcare across every region except North America. Wellness spending per capita is also higher than spending on clothing/shoes (US\$289) and hotels/restaurants (US\$475) all across the world (Euromonitor data).

In countries like Switzerland, Iceland and the US, people spend far more: on average, over US\$5,300 a year on wellness.

"For countries interested in growing their wellness economy, it's crucial to know where they stand in this massive global industry," say Ophelia Yeung and Katherine Johnston, GWI senior research fellows.

"It's also important to see how different countries' wellness markets have responded to the impacts of the pandemic."

The report is a sister publication to GWI's recent *2023 Global Wellness Economy Monitor*, a complete global update on all 11 wellness sectors.



SHUTTERSTOCK/MARINAMOS

■ The report found global consumers now spend as much on wellness per capita as on healthcare



CREDIT: SHUTTERSTOCK / JOSEF SURIA

## It's important to see how different countries' wellness markets have responded to the impacts of the pandemic

### Top 25 national wellness markets

1. **US** – US\$1.8trn – 14 per cent
2. **China** – US\$790bn – 8.9 per cent
3. **Germany** – US\$269bn – 16.8 per cent
4. **Japan** – US\$241bn – minus 3.9 per cent
5. **UK** – US\$224bn – 19.4 per cent
6. **France** – US\$172bn – 11.6 per cent
7. **India** – US\$132.5bn – 16.5 per cent
8. **Canada** – US\$128bn – 13.5 per cent
9. **S. Korea** – US\$113bn – 9.4 per cent
10. **Italy** – US\$112bn – 7.9 per cent
11. **Australia** – US\$110bn – 12.9 per cent
12. **Brazil** – US\$96bn – 18.2 per cent
13. **Russia** – US\$94.5bn – 13.2 per cent
14. **Spain** – US\$83bn – 12.4 per cent
15. **Mexico** – US\$74bn – 25.2 per cent
16. **Netherlands** – US\$50bn – 12.1 per cent
17. **Switzerland** – US\$50bn – 14.5 per cent
18. **Indonesia** – US\$49bn – 5.9 per cent
19. **Turkey** – US\$45bn – 14 per cent
20. **Taiwan** – US\$43bn – 5.1 per cent

21. **Austria** – US\$42bn – 13.9 per cent
22. **Philippines** – US\$41bn – 8.9 per cent
23. **Poland** – US\$39bn – 11.1 per cent
24. **Thailand** – US\$35bn – 8.5 per cent
25. **Sweden** – US\$30bn – 7.5 per cent

The top 10 largest markets represent 70 per cent of the global wellness economy, while the top 25 represent 86 per cent.

The GWI found that the vast majority of the 25 largest wellness markets have seen robust recent growth. Comparing market sizes in 2019 vs. 2022, 22 of 25 countries (except Thailand, Japan and Brazil) are now larger than pre-pandemic, as measured in US dollars.

But the GWI says it's important to note that currency depreciation impacts data for countries like Japan, Brazil and some eurozone countries like Germany, France and Italy. For instance,

the Japanese yen fell by 19.8 per cent against the US dollar in 2022, so if it looks like its wellness market shrank by 3.9 per cent annually from 2020 to 2022 in dollars, it actually grew 6.6 per cent each year when measured in yen.

### Wellness spending per capita: top 12 countries

1. **Seychelles** – US\$8,097
2. **Switzerland** – US\$5,737
3. **Iceland** – US\$5,523
4. **Aruba** – US\$5,361
5. **US** – US\$5,321
6. **Austria** – US\$4,683
7. **Australia** – US\$4,218
8. **Norway** – US\$4,197
9. **Denmark** – US\$3,846
10. **New Zealand** – US\$3,689
11. **UK** – US\$3,342
12. **Canada** – US\$3,287





SHUTTERSTOCK/ FOKKE BAARSEN

■ The report reveals how important wellness tourism has become for island nations, such as the Seychelles

- The GWI discovered that spending on wellness is highest in wealthy countries that also rank in the top 25 for GDP per capita, including Switzerland, Iceland, the US, Austria and Australia.

Those countries have seen significant recent growth in wellness spending (per capita): in the US that spend has risen US\$1,636 – and in Switzerland US\$1,365 – between 2020 and 2022.

While it may be surprising to see small countries like the Seychelles and Aruba so high on this list (the Maldives and the Bahamas also rank in the top 25), the GWI says it's because these islands are major high-end wellness tourism destinations, with a large portion (50-90 per cent) of their wellness



For countries interested in growing their wellness economy, it's crucial to know where they stand in this massive global industry

spending coming from inbound wellness tourists rather than locals.

The GWI describes the impact of the wellness market – heavily dominated by inbound wellness tourism – on these countries' economies as

“staggering”. In the Seychelles, the wellness market accounts for 42 per cent of the total economy, while in the Maldives that number is 22.6 per cent.

The ratio of how much the wellness economy contributes to GDP is highest in North America (6.9 per cent) and Europe (5.8 per cent) – and lowest in the Middle East-North Africa region, at 3.3 per cent.

North America and Europe's wellness markets have been growing faster than the overall economy. Among the top 25 wellness markets, some of the countries where wellness makes up a bigger percentage of GDP are the Philippines (10.1 per cent), Austria (9 per cent), the UK (7.3 per cent), the US (7 per cent) and South Korea (6.8 per cent). ●





# MEDICAL~WELLNESS CONGRESS

CONFERENCES ~ SPONSORS ~ NETWORKING ~ LEISURE

**3<sup>rd</sup>**  
edition

**April**  
**8<sup>th</sup>-9<sup>th</sup> 2024**

## **St. Martins Spa & Lodge**

Frauenkirchen,  
close to Vienna - Austria  
A resort of VAMED Vitality World

## MAIN THEME

***VITALITY: THE KEY  
TO LONGEVITY***



Book your  
Delegate Pass  
and get -10%  
with the code  
**LM2024**

- In partnership with -

FORUM  
**HOTEL & SPA**  
*in Paris*

**CONTACT US:** [enquiry@mwcongress.com](mailto:enquiry@mwcongress.com) / [www.mwcongress.com](http://www.mwcongress.com)

*An event organized by HEALTH AND BEAUTY FRANCE. Health and Beauty France is part of Bolognafiere Cosmoprof*

# Spirit of excellence

Rupert Schmid and Pierre-Louis Delapalme, owners of Biologique Recherche, discuss the global rollout of its 'Ambassade' flagship spas

PHOTO: BIOLOGIQUE RECHERCHE



**B**iologique Recherche is already the skincare partner of choice for luxury hotels and exclusive medical and day spas in over 85 countries. The global rollout of its 'Ambassade Biologique Recherche' concept is set to further grow its reputation for delivering results-driven treatments in a luxury setting.

According to company owners Rupert Schmid and Pierre-Louis Delapalme, the 'Ambassade' (embassy) concept was created by the brand's founder, Yvan Allouche, who had a vision of creating a network of exclusive Biologique Recherche flagship properties to showcase the brand's products and unique methodology for spa clients around the world.

"Our main goal is to expand our Ambassade network to the most emblematic cities and if possible, open one in each of our partners' countries," say Schmid and Delapalme.

The most recent locations opened in October in Stockholm and Brussels. Both near the heart of the city, in exclusive shopping areas close to other luxury brand flagships.

The Los Angeles location has a luxe setting



PHOTO: BIOLOGIQUE RECHERCHE

## BRIEFING

### THE BIOLOGIQUE RECHERCHE STORY

Founded over 50 years ago by a family of experts passionate about skincare, Biologique Recherche is today managed by Rupert Schmid and Pierre-Louis Delapalme, while the son of founders Yvan and Josette Allouche – Philippe Allouche – leads the R&D team.

Remaining loyal to the brand's fundamentals, Schmid, Delapalme and Allouche continue to safeguard its unique methodology and results-driven, personalised approach, which combines powerful products and effective bespoke treatment procedures with respect for the skin's structure to deliver excellent results.

Face remodelling underway

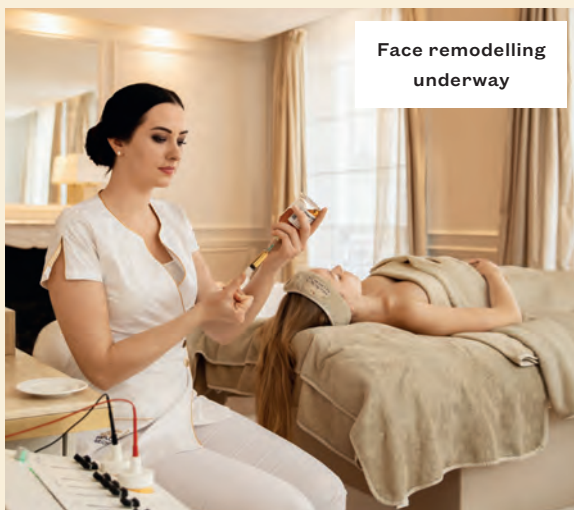


PHOTO: BIOLOGIQUE RECHERCHE





**The new Biologique Recherche Ambassade in Brussels**



PHOTO: BIOLOGIQUE RECHERCHE

*Our goal is to expand our network of flagship locations to the most emblematic cities in the world*

*Rupert Schmid and Pierre-Louis Delapalme, Biologique Recherche*

The company has also opened Ambassades in Paris, Los Angeles, Rome and Shanghai, with further locations coming online soon in New York and Boston and more international openings in the pipeline.

Schmid and Delapalme say spa menus reflect the company's commitment to skincare excellence, while interiors are consistent with its luxury design principles.

"To extend the authenticity of the brand and create continuity, we borrowed elements from the original Ambassade in Paris to bring the same spirit to each destination," they explained.

The Ambassades in Bruxelles and Stockholm each contain original pieces of furniture made to measure by cabinet makers and glass artists to reflect the brand's identity.

They also incorporate decor with white, blue and gold touches, as well as the use of onyx displays and brass-trimmed cabinets to showcase products.

This consistency, together with the company's powerful products, effective treatment protocols and customised solutions, is increasing its global visibility and enhancing its reputation.

As Schmid and Delapalme conclude, "Building brand recognition on an international scale ultimately benefits our entire network of partners." ●

**More: [www.biologique-recherche.com](http://www.biologique-recherche.com)**



# G.M. COLLIN<sup>®</sup>

65 YEARS OF EXPERTISE IN COLLAGEN TECHNOLOGY

## AN EXCEPTIONAL COLLAGEN TRIO



### LOOKING FOR DISTRIBUTORS

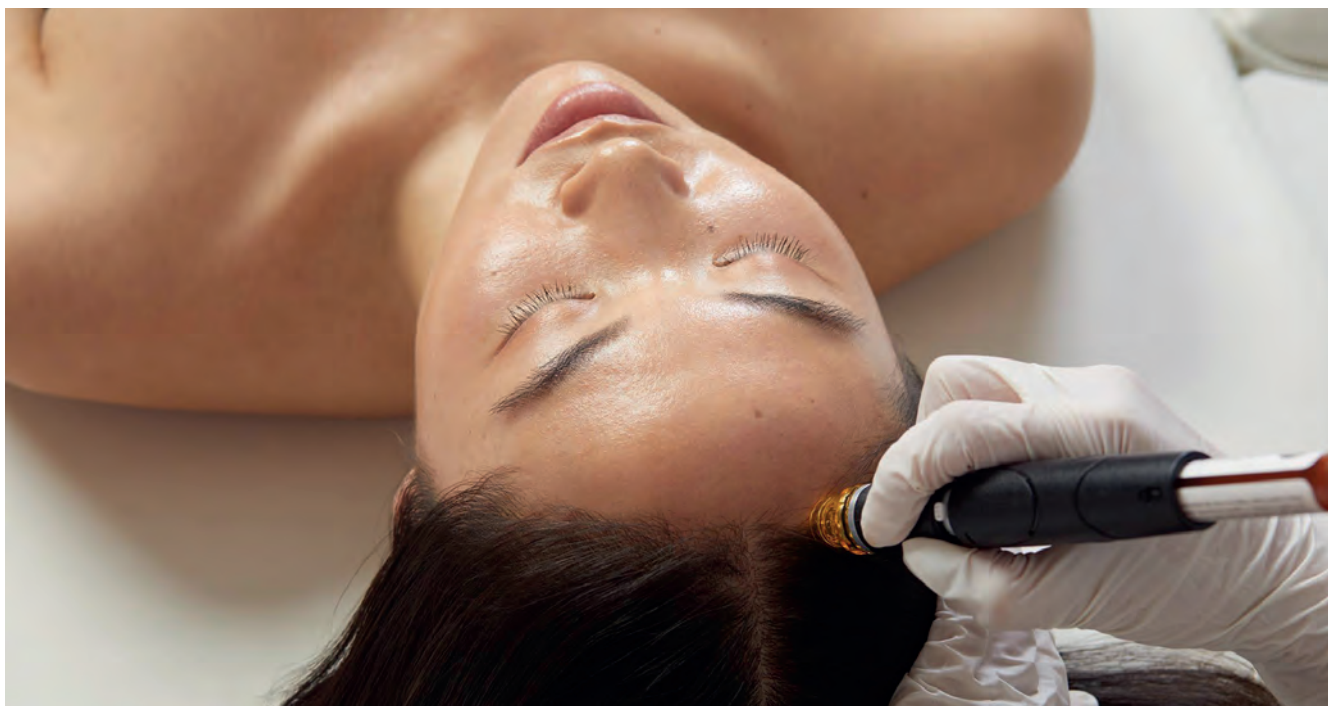
[export@gmcollin.com](mailto:export@gmcollin.com)

[GMCOLLIN.COM](http://GMCOLLIN.COM)

# 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](https://spa-kit.net)



HYDRAFACIAL

■ HydraFacial has incorporated science-backed formulas which are designed to help balance the scalp's microbiome

## HydraFacial revamps Keravive scalp treatment

**H**ydraFacial has relaunched its dedicated scalp protocol, Keravive. The refreshed treatment features three steps and is designed to purify, nourish and rebalance the scalp to promote healthier, fuller hair growth.

HydraFacial is known for cleansing, extracting and hydrating the skin using patented hydradermabrasion and vortex technology alongside distinct serums – including boosters by Murad, Hydropeptide, Omorvicza and JLO Beauty.

The brand's new 30-minute ritual works to regulate the network

of oil glands and hair follicles on the scalp, where a community of diverse bacteria work to create a balanced microbiome and environment for healthy hair.

Like the skin on our face and body, the scalp is an area that can become clogged with oil and product build-up, leading to scalp-related problems such as scalp acne, dandruff and seborrheic dermatitis.

With this in mind, HydraFacial's updated treatment is designed to help rebalance the scalp and hair while also protecting them from exposure to the elements, UV

rays, styling wear and tear, heat, chemical treatments, products and environmental pollution.

HydraFacial has designed the Keravive treatment to suit all scalp hair types, including braids, extensions, locks, dyed hair and more.

It is also suitable for all ages and genders, and can be personalised to target areas prone to hair loss and thinning like the hairline, crown and frontal areas.

**MORE ON** [spa-kit.net](https://spa-kit.net)  
[http://lei.sr/8O6y5](https://lei.sr/8O6y5)



# Sustainability Innovation Satisfaction Quality



**Aromée®**

Fragrances for steam baths, saunas, whirlpool, hot tubs and experience showers



**Technico®**

Sauna, spa and wellness technology: Technology for experience showers, saunas, hammam, steam baths and rhassoul, dosage systems, inhalation systems, light technology



**Pure**

Cleaner/conditioner for sauna, spa and wellness facilities. Disinfectant and cleaner for whirlpools and Jacuzzis

**Kemitron is a manufacturer of high-quality products for the spa, sauna, and wellness markets** (technology, fragrances, cleaners, cosmetic). The company's focus is on best quality and workmanship. All items are "made in Germany".

Kemitron's products are sold on the international spa and wellness market and can be purchased via our webshop on our homepage. [www.kemitron.com](http://www.kemitron.com)



## Himalayan Source pairs halotherapy with IV therapy to enhance treatment benefits

**H**alotherapy equipment supplier Himalayan Source has partnered with two US medical wellness clinics to enhance their guest journey and treatment outcomes.

Halotherapy – known as salt therapy – is claimed to benefit respiratory health and skin ailments as well as supporting the

immune system and improving athletic performance.

Himalayan Source has teamed up with two locations – LifeGaines Med Spa in Boca Raton, Florida, and Kuya in Austin, Texas – and equipped both with a halogenerator and a Himalayan salt wall.

Now, guests undergoing IV therapy can upgrade their experience with halotherapy and inhale pharmaceutical-grade salt as they recline during their treatment.

Dr Richard Gaines, chief medical officer of LifeGaines, said: “By combining our wellness protocols and IV therapies with salt therapy, we’ve taken our medical spa to the next level.



■ Dr Richard Gaines, chief medical officer of LifeGaines



SHUTTERSTOCK/DRAGANA GORDIC

■ Halotherapy is growing in popularity across the industry

“Our guests are not only loving the health benefits of salt therapy but immediately feeling a sense of relaxation when relaxing by the beautiful salt wall.”

**MORE ON [spa-kit.net](http://spa-kit.net)**  
<http://lei.sr/4j0Z0>

## Bellefontaine bolsters Cellstemine line

**S**wiss spa and skincare brand Bellefontaine has launched the 24h Glow Repair Mask to help consumers achieve a smoother, firmer and more glowy complexion.

The latest addition to the brand’s pro-ageing Cellstemine collection, the mask is powered by plant stem cells derived from edelweiss, argan and alpine rose, as well as the probiotic concentrate lactobiotyl.

The line already features the 24HR Repair Cream, Eye Contour Perfection Cream, Intense Renewal Serum and Night Renaissance Elixir.

The mask’s creamy formula is designed to hydrate the skin, help erase signs of fatigue and stimulate cellular repair activity while restoring suppleness and comfort.



BELLEFONTAINE

■ The new mask is suitable for all skin types

Its ingredient list also includes a cocktail of natural minerals and antioxidants to combat free radicals while protecting the skin barrier against external aggressions.

**MORE ON [spa-kit.net](http://spa-kit.net)** <http://lei.sr/0V4f1>

## Oakworks unveils Low-Height Spa table collection

**O**akworks has launched a new treatment table range to redefine accessibility standards in the spa industry.

Jessica Wadley, VP of business development, integrative health and wellness division at Oakworks, commented: "We introduced the ADA Compliant Low-Height Spa table line with our unwavering commitment to inclusivity and accessibility in mind.

"Recognising the diverse needs of our clientele, we sought to create an environment where everyone, regardless of physical ability, can enjoy the rejuvenating benefits of spa treatments."

Comprised of Oakworks' existing Britta, Talise, Palas and ProLuxe models, the line features beds with a maximum height of 19 inches which ensure easy wheelchair access and promote a seamless transfer for clients with mobility challenges.



■ The ADA Compliant Low-Height Spa table line is made up of four existing Oakworks treatment tables

Each bed is also equipped with plush AeroCel padding and an ergonomic design to ensure a luxurious experience.

Oakworks says the line blends innovation with accessibility, creating an environment that caters to all spa guests, without compromising on style or functionality.

**MORE ON [spa-kit.net](http://spa-kit.net)** <http://lei.sr/C7p0V>

## Emperor Ice Baths makes global debut

**T**apping into the growing interest in cold water immersion, Emperor Ice Baths has created what founder Daniel Watson calls "the most bespoke [portable] ice bath on the market".

"We've thought of everything," says Watson, explaining that the

traditional timber-clad coolers (and the inner mould) come in various finishes and colours – 14 as standard, but Pantone shade matching is available too.

There's also a choice of underwater LED lights and optional extras such as ozone filtration, a built-in external drawer for storing accessories and a shelf with a phone slot.

The plug-and-go system, which has been made to bring the temperature down to 2°C without



■ The system is controlled with a touchscreen LCD control

adding ice, can be managed via a touchscreen LCD control with wifi capability and an app.

**MORE ON [spa-kit.net](http://spa-kit.net)**  
<http://lei.sr/J8B0T>



■ Daniel Watson, founder





**LES MILLS**

# Transform Hotel and Spa Wellness

Enhance your guest experience and transform your facilities  
with our world class fitness and wellness solutions.

[lesmills.com/hotel-fitness-programs](https://lesmills.com/hotel-fitness-programs)

# WEB ADDRESS BOOK

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

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

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

**Association of Malaysian Spas (AMSPA)**

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

**Australian Hot and Mineral Springs Alliance**

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

**Australasian Wellness Association (ASWELL)**

■ <https://aswell.au>

**Bali Spa and Wellness Association**

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

**Brazilian Esthetics & Spas Association**

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

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

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

**Association of Spas of the Czech Republic**

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

**Estonian Spa Association**

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

**European Historic Thermal Towns Association**

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

**European Spas Association**

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

**Federation of Holistic Therapists (FHT)**

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

**Federterme**

■ [www.federterme.it](http://www.federterme.it)

**FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)**

■ <https://www.femteconline.org/m>

**French Spa Association (SPA-A)**

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

**German Spas Association**

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

**Global Wellness Institute (GWI)**

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

**GSN Planet**

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

**Hot Springs Association**

■ <https://hotspringsassociation.com>

**Hungarian Baths Association**

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

**Hydrothermal Spa Forum**

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

**Icelandic Spa Association**

■ [www.hlsi.is](http://www.hlsi.is)

**The International Medical Spa Association**

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

**International Sauna Association**

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

**International Spa Association (ISPA)**

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

**Irish Spa Association**

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

**Japan Spa Association**

■ [www.j-spa.jp](http://www.j-spa.jp)

**Latin American Spa Association**

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

**Leading Spas of Canada**

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

**National Guild of Spa Experts Russia**

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

**Portuguese Spas Association**

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

**Romanian Spa Organization**

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

**Salt Therapy Association**

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

**Saudi Arabian Wellness Association**

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

**Sauna from Finland**

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

**Serbian Spas & Resorts Association**

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

**South African Spa Association**

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

**Spanish National Spa Association**

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

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

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

**Spa & Wellness Association of Canada**

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

**Spa Association of India**

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

**Spa Industry Association**

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

**The Sustainable Spa Association (SSA)**

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

**Taiwan Spa Association**

■ <https://www.twspa.tw/>

**Thai Spa Association**

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

**The UK Spa Association**

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

**Ukrainian SPA Association**

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

**Wellness Tourism Association**

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