



spa business insider

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A SPA BUSINESS PUBLICATION



Australia has new hot spring spa

Australia's iconic bathing destination Peninsula Hot Springs in the state of Victoria has a new sister site in Queensland.

Designed as a remote desert oasis in the outback, Cunnamulla Hot Springs is owned by the local council and marks the fourth site operated by Peninsula Hot Springs Group – founded by Charles Davidson in 2005.

The property was realised following an AUD\$11.7 million investment from Australia's federal government and Queensland's state government.

Cunnamulla's facilities include seven open-air geothermal mineral pools (ranging from 36-40C), a plunge pool, a sauna and a steamroom, as well as indoor showers, a relaxation area, picnic areas and a small canteen.



PENINSULA HOT SPRINGS

■ One of the remotest spas on earth

Davidson said: "Cunnamulla is located in one of the most remote destinations in one of the world's least populated countries. We want guests to connect with the outback, the local indigenous communities and the mineral-rich, artesian water."

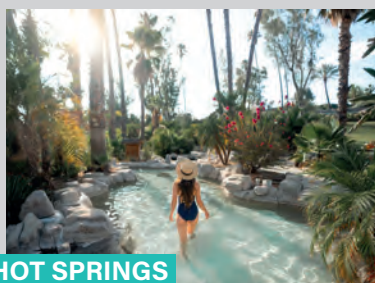
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PENINSULA HOT SPRINGS

We want guests to connect with the outback

Charles Davidson



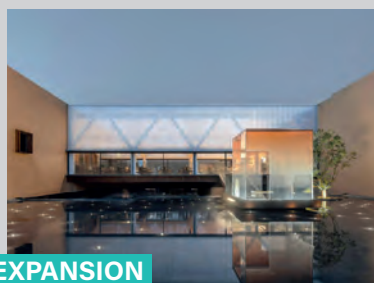
MURRIETA HOT SPRINGS

HOT SPRINGS

Murrieta Hot Springs completes restoration

Results revealed after 18-month project

p07



ARCH-TRANSLATOR

EXPANSION

Studio A+ designs urban hot springs retreat in China

Design studio shares creative inspiration

p12



GHARIENI

INNOVATION

Gharieni launches space-saving MLR Transform

Treatment bed designed for flexibility

p21

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Jeremy Hassell announces City Cave's plans to venture into US market

City Cave Float & Wellness Center – the Australia-based wellness franchise offering float therapy, infrared sauna and massage services – has announced its expansion into the US through franchising.

Focused on promoting mental and physical wellbeing, City Cave aims to foster healthier communities through natural remedies and support for mental health and physical recovery.

The brand has 74 locations across Australia, New Zealand and, now, the US. City Cave opened its first stateside franchise in Florida last June and has an additional 30 properties in the pipeline.

The team is focusing its initial US franchise development



CITY CAVE FLOAT AND WELLNESS



We can't wait to further expand City Cave to new communities across the country

Jeremy Hassell

efforts in Texas, homing in on the Dallas-Fort Worth market.

"As one of the fastest growing wellness franchises in the world, we've always had our sights on expanding into the US," said Jeremy Hassell, co-founder of City Cave.

"Now our first US location has proven successful in Flagler Village, Florida, we're all-in on franchising, beginning in Dallas-Fort Worth. We can't wait to further expand City Cave to new communities across the country."

City Cave was founded by Queensland entrepreneurs Hassell, a former builder, and Tim Butters, a former tiler, after they met on a Gold Coast construction site in 2014.

MORE >>> http://lei.sr/b3e7J_B



DORMY HOUSE



At Dormy House we pride ourselves on staying at the forefront of innovation

Bobby Griffiths

Bobby Griffiths unveils new facilities and programming at Dormy House

Rural countryside retreat Dormy House in the Cotswolds, UK, has reopened its House Spa to guests following a month-long renovation project.

Following the revamp, guests can embark on a nature-inspired contrast bathing journey at the spa's brand-new multisensory thermal suite including an aromatic steamroom, an experience shower with a forest mist and a Himalayan salt sauna.

The offering has been completed with a TechnoAlpin Snow Sky snow shower.

The refresh project has also seen the spa menu gain two massages and a facial from Proverb Skin; a sustainable, organic and vegan skincare and spa brand.

Spa manager Bobby Griffiths said: "We pride ourselves on staying at the forefront of innovation and this year's refresh of House Spa delivers just that. We really wanted to develop a more immersive wellness experience for our guests, incorporating elements of science and nature to deliver a unique thermal journey."

MORE >>> http://lei.sr/E5Y6s_B



We look forward to launching initiatives that honour our legacy, while paving the way for future success

Shane Evans

Massage Heights co-founder Shane Evans returns as CEO

US massage and wellness franchise Massage Heights is under new leadership with the return of co-founder Shane Evans as company CEO.

Effective immediately, Evans takes the place of Susan Boresow, who served as president and CEO for the past two and a half years. During this time, the company grew to provide massage, skincare and wellness services in more than 115 retreats in North America.

"20 years go, when the company was founded, our vision was to provide unparalleled wellness experiences. It is with a deep sense of responsibility and commitment that I step back into this role," said Evans, who co-founded Massage Heights in 2004, and served as its president, COO, vice chair of the Board of Directors and CEO – a role she held for five years up until 2021.

"As we celebrate our 20th anniversary, we also look forward to launching initiatives that honour our legacy, while paving the way for future success."

MORE >>> http://lei.sr/s9X6K_B

06 London calling
Maybourne Hotel Group planning luxury Knightsbridge wellness haven, Surrenne

08 New opening
Ritz-Carlton, Portland unveils skyline spa inspired by unfolding petals of a rose

10 Wellness events
Nike takes on Les Mills and Adidas with the launch of Nike Well Festival

SPA BUSINESS INSIGHTS

12 Design in focus
Studio A+ realises striking urban hot springs retreat in China's Shanxi Province

14 Creating an oasis
A Conrad Orlando unveils water-inspired spa oasis amid billion-dollar Evermore Resort complex

19 Supplier innovation
The latest in products and innovation from Voya, Comfort Zone, Gharieni, Medik8 and Gaia Skincare

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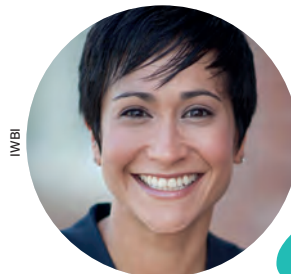
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WELL LIVING

IWBI unveils residential programme

The International WELL Building Institute (IWBI), has launched a new global certificate to recognise and award industry best practices to create healthier and more resilient homes.

Called WELL for residential, the certification programme has been conceived to transform the way homes are designed, built and maintained to support human health and wellbeing. The programme has launched with 25 global pilot participants that have enrolled almost 30,000 homes and residences.



We're excited to introduce this transformational roadmap

Rachel Hodgdon



"We're excited to introduce this transformational roadmap that will help market leaders adopt health-first strategies into how we design, operate and maintain our homes," said Rachel Hodgdon, IWBI president and CEO.

MORE >>> http://lei.sr/T5g7z_B

CONCEPTS

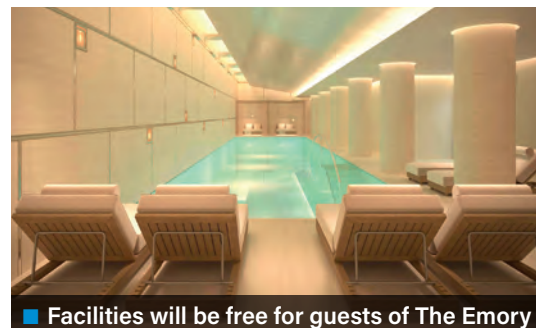
Maybourne Group announces London wellness haven

A major new wellness retreat called Surrenne is coming to Knightsbridge, London, this April, according to an announcement from Claridge's owner The Maybourne Hotel Group.

Spanning 2,000sq m, Surrenne will form part of the Qatari-based hotel owner and operator's all-suite hotel, The Emory – opening on 4 April.

Blending spa, beauty, recovery and fitness amenities, the club will be spread across four floors.

The first level will include a 22-metre swimming pool with an aquatic sound system to allow in-water meditation, a spa café, an aromatherapy sauna, a steamroom and a snow shower.



■ Facilities will be free for guests of The Emory

A gym will sit on the second floor alongside a multi-functional studio and recovery studio.

Meanwhile, a longevity-focused spa will live on the third level and feature seven treatment rooms, two Hammam treatment suites, a couples' retreat, an ashatsu massage room and a retail area, as well as an infrared sauna and a relaxation area with a hyperbaric chamber and cold plunge.

The final floor will be dedicated to classes by fitness pioneer, Tracy Anderson.

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TRENDS

GWS predicts wellness trends for 2024

The Global Wellness Summit (GWS) has released its *Future of Wellness* report, forecasting what will make waves in the world of wellness in 2024.

Predictions range from climate-adaptive wellness – offering new ways for us to cool our communities as climate change takes hold – to the transformative effects of tech-supported art in wellness.

“In the 20-plus years this team has been analysing the wellness space, there have been more shake-ups in 2023 than in the last decade,” commented Beth McGroarty, GWS



There have been more shake-ups in 2023 than in the last decade

Beth McGroarty



VP of research and forecasting.
“We feel that generational, income (and gender) gaps are creating a space increasingly defined by very different – even contradictory – markets and mindsets.”

MORE >>> http://lei.sr/j2r2V_B

UPDATE

Murrieta Hot Springs completes restoration

US developer Olympus Real Estate Group has breathed new life into California's historic Murrieta Hot Springs Resort following a comprehensive 18-month revamp.

Originally developed in 1902 as a health retreat, Murrieta attracted locals, travellers and celebrities to its restorative waters in southwest Riverside County before falling into disrepair in the 1980s.

Olympus acquired the property for US\$50 million in 2022 from the Calvary Chapel of Costa Mesa which had owned the site since 1995 and converted it into a Christian conference retreat. This



meant the hot springs facilities were closed for almost 30 years.

Following the refresh, the 46-acre location features 174 guestrooms and a large springs resort fed by the area's geothermal waters. Facilities include 50 geothermal pools, a spa, a fitness centre and the resort's original Bath Hall featuring a steamroom, a sauna, a Kneipp Walk, warm pools and plunges.

Guests can also visit a thermal mud loft, a rooftop sundeck and an adults-only pool area.

MORE >>> http://lei.sr/B8h7j_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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MINDFULNESS

Dutch practice of 'switching off' is the latest class from David Lloyd

David Lloyd Clubs (DLC) has created a class teaching its members how to switch off, in response to a survey of members saying they're stressed and don't know how to unwind.

Based on Niksen, the Dutch practice of just 'being', the class has been developed in association with psychologist, Jan De Jonge and life coach, Anna Williamson.

Launched free on Instagram, Niksen is now available at selected clubs and on-demand via the DLC app. The practice involves stopping and allowing thoughts to wander without obligations or expectations and is a great way to release tension.

"The mental and physical benefits of doing nothing are fantastic, helping to lift your mood and set you up for a more productive and balanced life," says De Jonge. "However, switching off can be a challenge and giving yourself permission to do this is probably the hardest part of practising Niksen."

Steph Holland, DLC creative director, says: "In a culture that encourages us to always be on, we're encouraging Brits to take a step back and try to do the opposite, recognising the importance of rest on our overall wellbeing."

MORE >>> http://lei.sr/j9W6H_B



■ DLC is teaching members to just be

“
The mental and physical benefits of doing nothing are fantastic

Jan De Jonge

DESIGN FOCUS

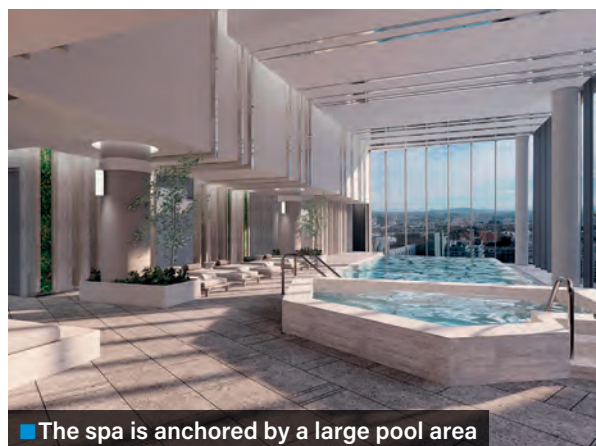
Ritz-Carlton, Portland Oregon unveils skyline spa

“
One of the spa's highlights is its zero-edge infinity pool overlooking the nearby mountain range

A new wellness retreat has opened in downtown Portland, Oregon, at the recently opened luxury hotel The Ritz-Carlton, Portland.

Situated on the 19th floor of the 35-storey, 251-room hotel, Cloudbreak on Nineteen has been conceived as a restorative health and wellness haven complete with a spa inspired by the unfolding petals of a Portland rose.

One of the spa's highlights is its Hidden Mountain Lake Pool. The zero-edge infinity pool is encompassed by three sides of



■ The spa is anchored by a large pool area

floor-to-ceiling glass, offering guests expansive views of Mount Hood and the Cascade Range in the distance.

Amenities include saunas, steamrooms, a whirlpool, a snow shower, private relaxation pods, a relaxation lounge and a retail area.

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FITNESS

Personally designed workouts create placebo effect

Believing your training programme has been personally optimised just for you creates a placebo effect that leads to better results.

In a Norwegian pilot study, called *The effects of being told you are in the intervention group on training results: a pilot study*, researchers at the University of Agder found the placebo effect, which is common in medicine, holds true for exercise as well.

"If you believe the training programme you're following has been optimised for you, that in itself will have an effect, regardless of the content of the

programme. It is exactly the same as the placebo effect we know from medicine," says research fellow Kolbjørn Andreas Lindberg.

The University of Agder study involved 40 individuals who underwent physical tests in a laboratory and were then given very similar training programmes.

After eight to 10 weeks of training, it transpired that those who thought they had received an individually-adapted training programme achieved better results on average than the control group.

MORE >>> http://lei.sr/n5T5X_B



■ Believing a workout has been customised yields better results

“

It's exactly the same as the placebo effect we know from medicine

Kolbjørn Andreas Lindberg

EVENTS

Nike announces plans for Nike Well Festival

“

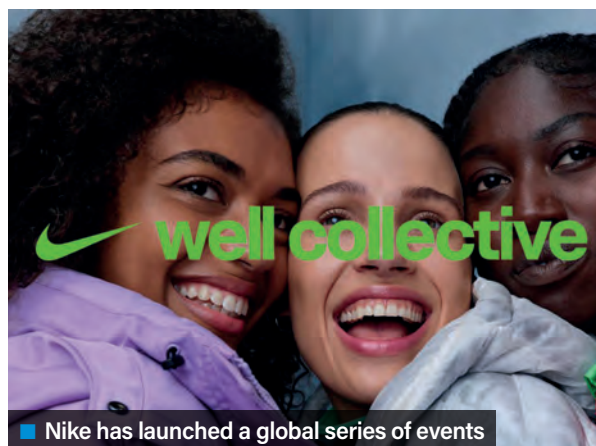
Our ultimate goal is to help more people move, feel good in their bodies and connect with what matters most

Amy Montagne

Nike, is launching a one-day fitness, wellness and mindfulness festival in London next month, before taking the event around the world.

Scheduled to take place on 2 March, at the Woolwich Works, the Nike Well Festival is being organised by the Nike Well Collective, which was launched last year to deliver lifestyle guidance through the company's global community of trainers and coaches.

"Our ultimate goal is to help more people move, feel good in their bodies and connect with



■ Nike has launched a global series of events

what matters most – a life well lived," commented VP/GM of Nike Women's category, Amy Montagne.

After London, the Nike Well Festival event will travel to Barcelona, Berlin, Istanbul, Johannesburg, Milan and Paris.

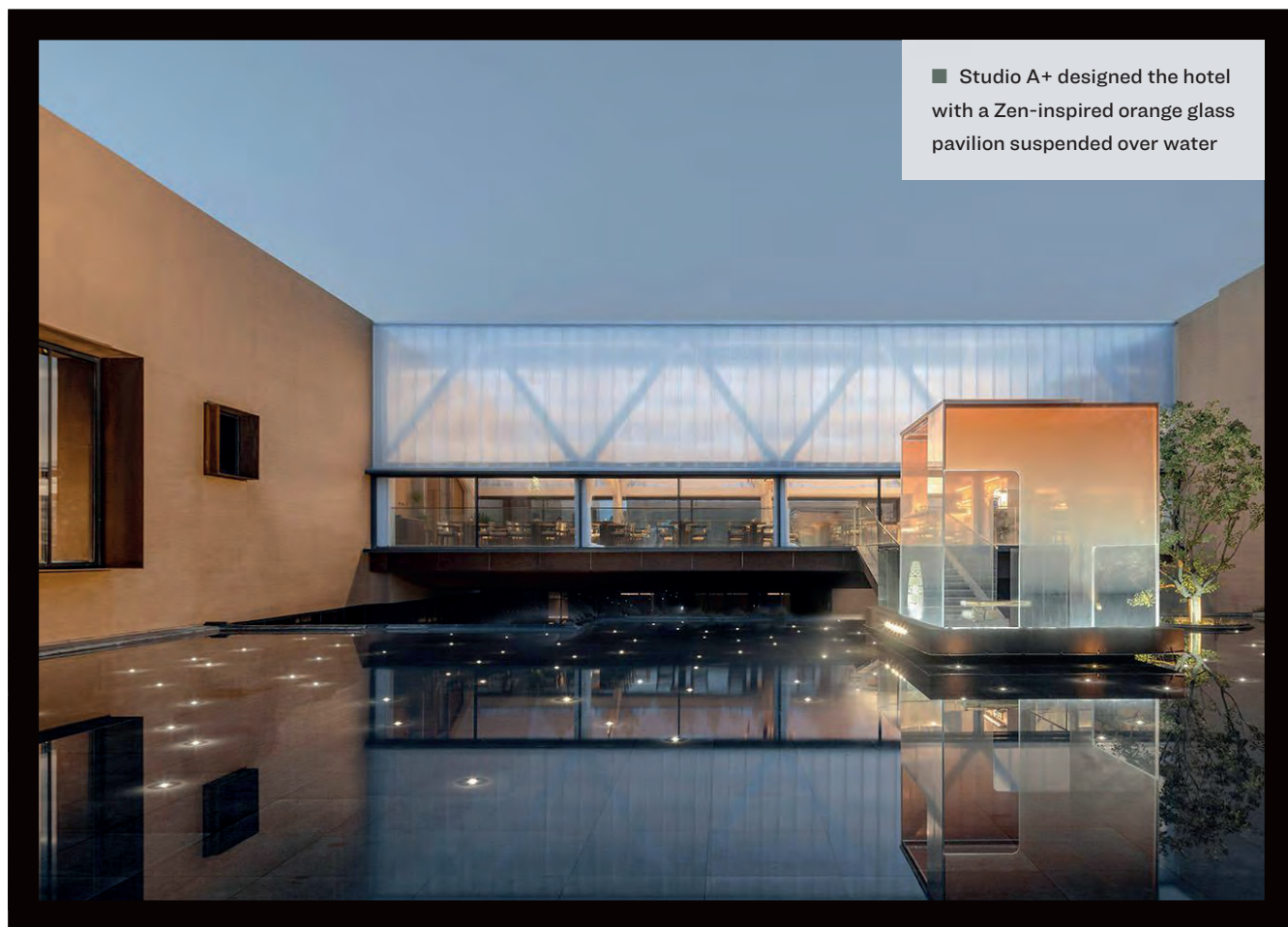
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ARCHI-TRANSLATOR

Design in focus

Studio A+ realises a striking urban hot springs retreat in China's Shanxi Province

Architecture and interior design firm Studio A+ has revealed the design inspiration behind its recent boutique hotel and hot springs retreat project in Fengxi New City, Shanxi Province, China.

The vision

Founded by Min Wang in 2007, the studio's vision was to create a property fusing city life and nature, providing guests with a peaceful and refined sanctuary.

The architectural approach to Mu Feng Yue Hot Spring Hotel also emphasises harmony with nature and thoughtful adaptation to the surroundings.

The complex is anchored by a sunken courtyard which gives the impression of the structure emerging organically from the land.

This area is home to some of Mu Feng's most striking design features including a Zen-inspired orange glass pavilion suspended over water, reflective pools and sloping water surfaces.

Design details

The hotel features six luxury guest rooms, each with an indoor pool, while eight outdoor pools with dedicated showers and lounges are also available to visitors, in addition to dining halls and tearooms specialising in local flavours.

Studio A+ chose to integrate gardens, water features, lawns and seasonal flower seas throughout the Mu Feng complex in order to create an attractive urban oasis that keeps guests connected to nature throughout their journey.



■ The architectural approach to the urban property emphasises harmony with nature

Wang and her team explained that they opted to work with materials that complement the local surroundings' natural hues, including rich earth-toned, timber-textured bare concrete.

Studio A+ worked with Xi'an Xilv Tourism Culture Development, Beijing Qinghua Tongheng Planning and Design Institute, Architecture Design and Research Institute of HIT and Ning Field Lighting Design to complete the project.

The firm was appointed by Shaanxi Fengxi New City Investment &



Studio A+ has integrated gardens, water features, lawns and seasonal flower seas throughout

Mu Feng, founder, Studio A+

Development to create the design concept for the hotel in August 2019, with construction finally wrapping up in August 2023.

Around the world, hot springs are having something of a moment, with renewed interest and investment ushering in a new era of social bathing. To check out our *Spa Business*' feature exploring new developments in Australia, New Zealand and the US, follow this link: www.spabusiness.com/HotSpringsDevelopments. ●



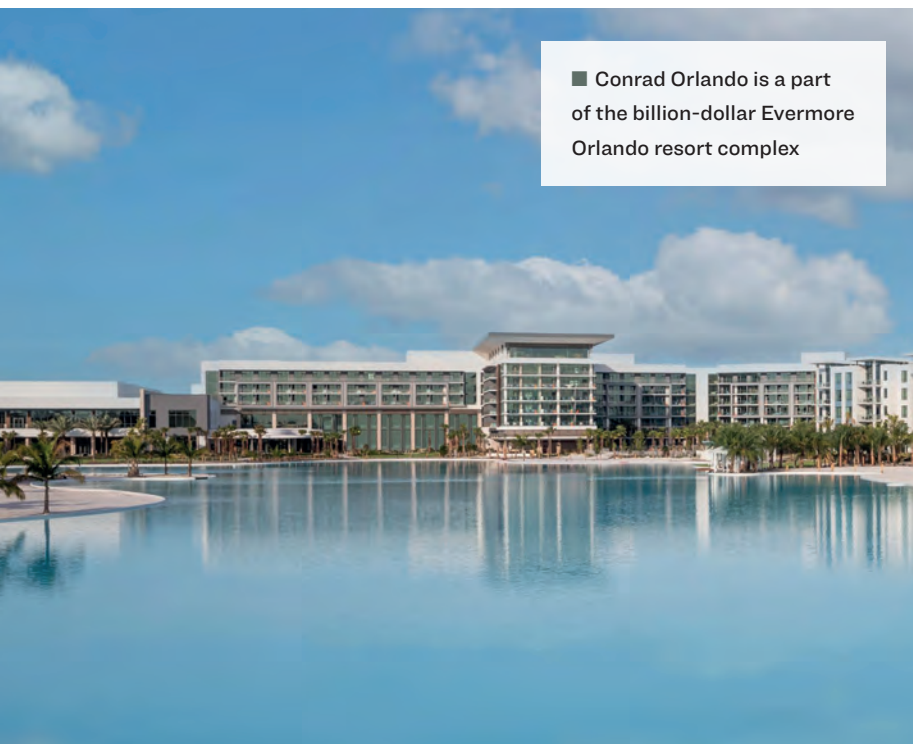
We centred the entire wellness experience around three pillars – recuperate, reconnect and re-energise

*Amy McDonald, owner
Under a Tree consulting*



Creating an oasis

Hilton has launched its first hotel in Florida complete with a water-inspired spa oasis amid the billion-dollar Evermore Resort complex



CONRAD ORLANDO

The healing power of water has inspired the concept behind a large spa in Florida at the recently-opened Conrad Orlando hotel.

The 433-key Hilton hotel was developed by Dart Interests and forms part of the developer and owner's billion-dollar 1,100-acre mega-resort called Evermore Orlando, located next to Florida's iconic Disneyland resort.

Dart appointed spa and wellness consultancy Under A Tree (UAT) to develop a concept for the two-floor 10,000sq ft Conrad spa. The final result is an indoor-outdoor oasis including a 12,000sq ft outdoor Water Garden.

The UAT team – formed of Amy McDonald, Sue Adkins and Jane Kitchen – drew inspiration from Florida's natural springs and the 500-acre nature preserve adjacent to the property.

The spa is complete with a 12,000sq ft Water Garden surrounded by lush tropical flora and fauna



Whether through spa treatments, contrast bathing or quick recovery treatments, there's something for everyone

Open to guests and hotel visitors, the spa includes 11 Lemi-equipped treatment rooms, saunas, steamrooms, a relaxation lounge, a recovery space, a fitness area and stations for manicures, pedicures and hairstyling.

UAT worked with hospitality design firm HBA and Laurie Miller of Anderson Miller Interiors to realise the space.

"Whether through traditional spa treatments, contrast bathing in the Water Garden or quick restorative treatments in the Harmonic Wellness Lounge, there's something special for everyone at this spa," McDonald told *Spa Business*.

"We centred the entire wellness experience around three pillars – recuperate, reconnect and Re-energise – and tied these words into the different ways that guests experience water at the spa."

Creating an oasis

The Water Garden is the jewel in the spa's crown, featuring hot/cold plunges, a vitality pool, sound bath stations and a garden relaxation area.

Four individual soaking baths are also available for an additional fee. Here, guests can opt for customised herbal and flower essence soaks supplied by Lotus Wei.

"Due to the size of the hotel and the surrounding condos and homes, we wanted to have a water offering that was wellness-focused, and not just another hotel pool," explained McDonald.

The Harmonic Wellness Lounge, set off the main lobby of the Conrad, is designed for guests who are pressed for time. The offering includes percussion massage guns, compression equipment, weighted blankets and vibro-acoustic loungers with guided meditation.

The wider project

Designed by global architecture firm HKS, Conrad Orlando is a comprehensive redevelopment of the former Villas of Grand Cypress Golf Resort.

The vast property is home to almost 1,500 vacation rentals and luxury hotel accommodations, paired with high-end amenities. These include a 20-acre tropical beach and an eight-acre lagoon created by specialist vendor, Crystal Lagoons.

The surrounding beach areas feature bars, cabanas, fire-pits and an aquatic adventure and watersports area.

Other amenities include a food hall and gourmet market, a casual resort restaurant, two Jack Nicklaus-designed 18-hole golf courses and more than 150,000sq ft of indoor/outdoor event space. ●

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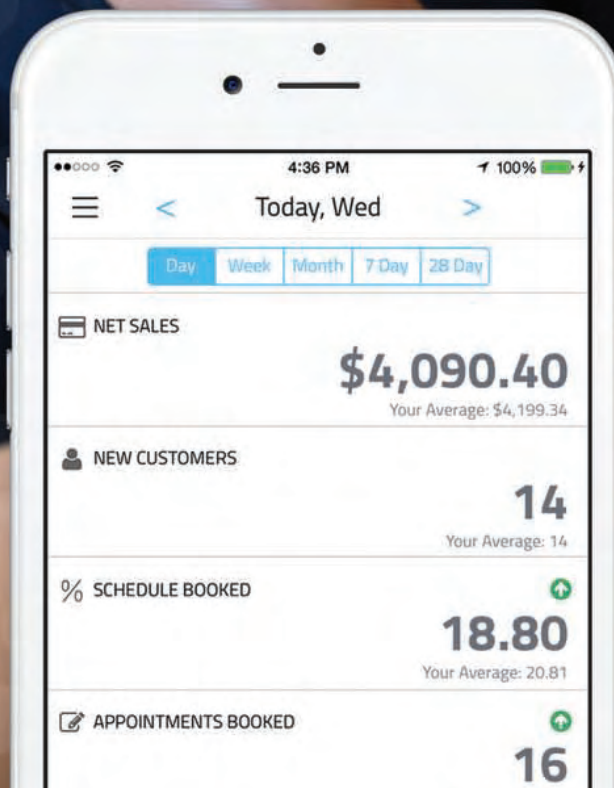
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SUPPLIER NEWS

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

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VOYA

■ The oils have been designed to be used alongside specific Voya spa rituals

Voya expands essential oil collection with three new scents

Voya has expanded its aromatherapy portfolio with three new essential oils; Lift, Rest and Zest.

Voya has expanded its aromatherapy portfolio with three new essential oils; Lift, Rest and Zest.

Designed to support wellbeing, each rosemary-based product has been crafted with a distinct wellbeing need in mind. The options include:

- Lift – a refreshing scent with top notes of spearmint and lavender.
- Rest – a grounding scent that features top notes of lavender and lemon.

▪ Zest – an uplifting scent with top notes of eucalyptus and lime.

Mark Walton, Voya CEO and co-founder, told Spa Business: “We strongly believe in creating environments, products and treatments that are centred around supporting wellbeing.

“The extension of our Essential Oil range allows customers to experience a spa-inspired sensory journey from the comfort of their own home, as well as in Voya spa treatments worldwide.”

Walton explained that the new oils will be incorporated into Voya’s

sensory journeys at its partner spas this quarter. At the beginning of each treatment, guests will sample each of the oils and decide which one their body and mind are most drawn to.

The oils will then be used in inhalations, opening and closing rituals and will be able to be added to a body massage. Voya is also encouraging consumers to use the products at home by adding drops into a bath or a foot spa or combining them with body moisturiser.

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SUPPLIER NEWS

Gharieni launches space-saving MLR Transform

Gharieni Group has expanded its luxury spa equipment line with the MLR Transform treatment bed.

Designed to accommodate a variety of spa treatments, the new model seamlessly transitions from a bed that lies flat on the floor to a conventional elevated spa table.



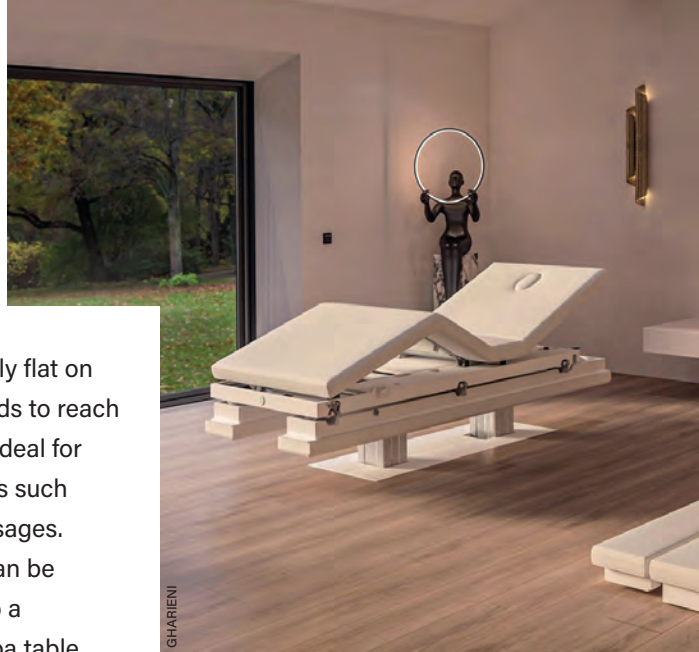
■ Sammy Gharieni, company founder and CEO

When lying completely flat on the floor, the bed extends to reach 120cm in width, and is ideal for ground-level treatments such as Thai or Shiatsu massages.

Within moments, it can be swiftly transformed into a standard 80cm-wide spa table, appropriate for various treatments from massages to facials.

Sammy Gharieni, company founder and CEO, said: "The MLR Transform is a real game-changer for the treatment room. It's the first ever Thai mattress that turns into a multifunctional spa bed."

Gharieni has labelled the MLR Transform as a catalyst for change in the spa industry because it



■ The new model has debuted at the Dior Spa Cheval Blanc Paris in France

"eliminates the constraints of traditional spa setups, allowing for a more versatile treatment room which helps cut down costs and elevates the treatment experience"

MORE ON spa-kit.net
<http://lei.sr/M5R10>

Comfort Zone re-partners with Aqua Sana

Comfort Zone has announced its second collaboration with Center Parcs' in-house spa brand, Aqua Sana.

From 23 February, for two months only, guests at Aqua Sana, Sherwood Forest will be able to experience a menu of Comfort Zone's treatments and retail products.

A refreshed menu of treatments has been designed exclusively for Sherwood Forest spa guests, including the Comfort Zone's signature Sublime Skin Intensive Lift Facial and the new Hydramemory Face and Body Treatment.

Aqua Sana will also become one of the first spas in the UK to host Comfort Zone's new treatment concept, Face SPaCe.



■ Comfort Zone's residency will last for two months

Tracy Brasenell, Comfort Zone UK country manager, added: "We're thrilled to be collaborating with the team at Aqua Sana and look forward to providing their guests with truly transformative results."

MORE ON spa-kit.net **<http://lei.sr/G1w7Q>**

Medik8 announces B Corporation certification

British skincare and spa brand Medik8 has achieved B Corporation (B Corp) status, making it one of only 66 beauty manufacturers in the 8,000-strong B Corp community worldwide.

Other spa and wellbeing brands which have achieved B Corp status include The Body Shop, Comfort Zone, Aromatherapy Associates, Elemis and Aesop.

B Corps are companies that meet high standards of social and environmental performance, accountability and transparency. Their goal is to balance people, the planet and profit.

To certify as a B Corp, a business' performance is analysed across five key areas; governance, workers, community, environment and customers.

As part of the certification, companies are also legally committed to bring benefits, not just to shareholders, but to all business stakeholders, including workers, customers, communities and the environment.



MEDIK8

■ Medik8 creates skincare and bodycare products

Medik8 says its vision is to continue to be part of a global movement for a more inclusive, equitable and regenerative economy, while constantly improving on its existing processes and practices to drive greater positive change, both now and in future.

MORE ON spa-kit.net <http://lei.sr/d9s7e>

Jessica Scullion rejoins Gaia Skincare as new head of sales

Spa and skincare brand, Gaia Skincare, has named Jessica Scullion head of sales.

With 19 years' experience in the spa industry, Scullion has a strong sales background having worked in account management roles over the past eight years.



GAIA SKINCARE

■ Jessica Scullion, Gaia Skincare head of sales

Her career has seen her work her way up from a therapist to spa trainer and then on to spa manager roles, where she oversaw the successful opening of two new-build spas.

Scullion has rejoined Gaia after a two-year stint at HydraFacial.

She first joined Gaia in 2018 and served as national sales manager for the next three years. During her tenure, Scullion supported Gaia's launch and the opening of its flagship spa at Boringdon Hall, along with securing the brand's first spa partner accounts in the UK and Ireland.

MORE ON spa-kit.net
<http://lei.sr/Y9I5x>



GAIA SKINCARE

■ Gaia is partnered with 50 spas across the UK and Ireland



PHOTO: IYASHI DÔME

Iyashi Dôme fuses wellness and technology, says CEO Shogoro Uemura

In today's demanding wellness world, finding ways to harness the power of both wellness and technology has become a major challenge. Fortunately, innovative companies such as Iyashi Dôme have succeeded in fusing these seemingly opposing worlds to offer an exceptional luxury spa experience.

The combination of luxury and technology in spas is the future of wellness and Iyashi Dôme is at the forefront of this revolution, not only for end customers, but also for owners and entrepreneurs in the wellness, beauty and health sector.

"Much more than a simple sweating device, the Iyashi Dôme offers the opportunity for spa professionals to respond to the growing demand for wellbeing and aesthetics, personalisation and technological innovation," says CEO Shogoro Uemura, who explains how this technology has been revolutionising the beauty industry for 20 years.

"Spas equipped with the Iyashi Dôme have an undeniable advantage in terms of attractiveness," says Uemura: "In a competitive market, differentiation is essential. The infra-therapy of the Iyashi Dôme Japanese sauna is high-tech and attracts the attention of customers looking for unique experiences and results. Whether it's for detox, slimming, anti-ageing, relaxation, muscle preparation, recovery or improved sleep, the benefits are scientifically proven year after year."

Customisation & profitability

"Customers can enjoy intense sessions, gentle sessions, Omedeto treatments and so much more," says Uemura. "This is because the Iyashi Dôme allows treatments to be individually personalised."

"Spas can offer their customers tailor-made experiences, adapted to their specific needs and requests – this customisation not only improves

"The Iyashi Dôme blends cutting-edge Japanese technology with luxury comfort"
Shogoro Uemura

customer satisfaction, it also allows premium rates to be charged, increasing the spa's profitability.

"The Iyashi Dôme has been designed to blend cutting-edge Japanese technology with luxury comfort," says Uemura. "The quality materials used in its construction are more than just a technical component, they're the foundation of performance, safety, durability and brand image."

"These premium materials ensure that every session in the Iyashi Dôme is an exceptional sensory wellness experience, while providing a solid foundation for industry professionals to thrive in the world of high-end spas."

"Not only is the Iyashi Dôme a pioneering product in the integration of cutting-edge technology into the world of wellness, it also offers an exceptional opportunity for spa professionals to reach new heights in differentiation, personalisation, profitability and reputation. For wellness professionals, the union of luxury and technology through the Iyashi Dôme is the key to success in this ever-evolving industry."

More: www.iyashidome.com

The bed delivers an
infra-red Japanese
sauna treatment



PHOTO: IYASHI DÔME

spa-kit.net keywords:
Iyashi Dôme

CUTTING EDGE

Ara Patterson from Equinox Hotels talks about a partnership with Gharieni that's delivering ROI and innovative treatments for guests

Tell us about the spa at the Equinox Hotel in New York City

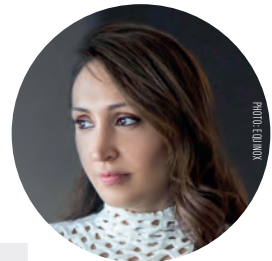
Our award-winning The Spa by Equinox Hotels is known for its science-backed, results-driven spa menu and services, all designed for inner and outer body excellence to help guests perform at their highest level.

In addition to popular spa offerings – such as massages and facials – we push the envelope when it comes to innovation with cutting-edge treatments. These include the Icoone Roboderm, a non-invasive lymphatic drainage and body-sculpting device; the Gold Collagen Facial in collaboration with Dr Lara Devgan; and the Welnamis table, which harnesses immersive sound and vibrational therapy to provide the equivalent of three hours' sleep in just 30 minutes.

We're also proud to be the first spa in New York to offer the revolutionary Triple Detox Therapy: MLX i3 Dome. After treatments, guests can continue their full-body care with private access to the on-site infrared sauna and cryotherapy chamber for contrast therapy.

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We push the envelope when it comes to innovation, with cutting-edge treatments

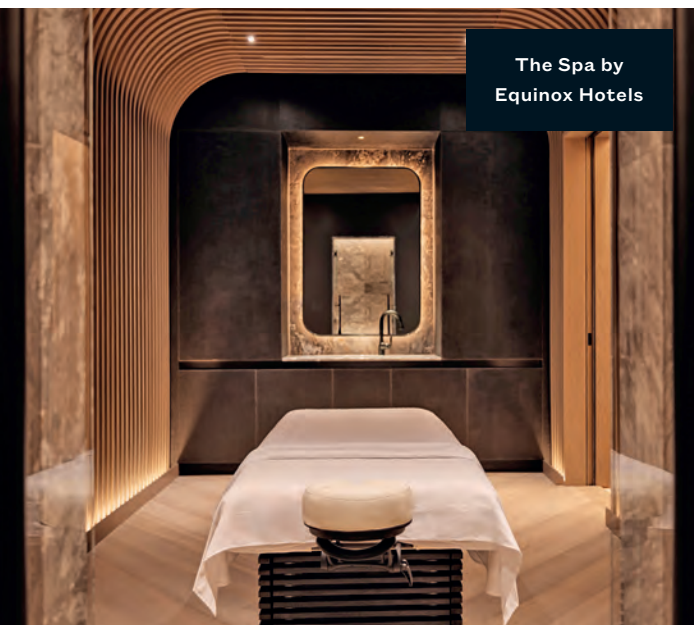


Ara Patterson, VP food, beverage & spa, Equinox Hotels

The hotel was designed by Joyce Wang



The Spa by Equinox Hotels



What sets the spa apart?

Our commitment to continuous innovation when it comes to our facilities, spa menu and offering.

The spa's treatments are not commonly found in competitor hotels or luxury spas, reflecting our cutting-edge approach. Furthermore, the team's attention to detail and deep alignment with the Equinox philosophy cultivate an exceptional guest experience where our pillars of movement,



The MLX i3 Dome delivers Triple Detox Therapy

The MLX i3 Dome is the first in New York City



PHOTO: GHARIENI

nutrition, regeneration and community are woven into the fabric of our offering, catering to both the physical and mental wellbeing of our guests.

Tell us about your collaboration with Gharieni

Gharieni is a renowned leader in innovative spa equipment. We chose to partner with the company because of its expertise in creating state-of-the-art spa solutions that align with our commitment to providing unique and high-performance experiences for our guests.

Gharieni's technologies and designs pair well with our spa treatments and complement our vision of offering the best in relaxation and rejuvenation.

How does it elevate the guest experience?

Equinox Hotels are designed to promote better sleep. One standout offering at the spa is the Welnamis bed, a touchless treatment that

incorporates acoustic and vibrational technology, training the brain for deep relaxation and aligning with our mission to promote better sleep.

We've also recently introduced the MLX i3 Dome – another touchless therapy that includes triple detox: far-infrared sauna, plasma and colour light therapy. Our guests have shown great enthusiasm for this, particularly those who are regular users of traditional infrared sauna, as they appreciate the enhanced sauna experience offered by the MLX Dome.

Looking to the future, we're considering the addition of G-Vac, an innovative technology poised to revolutionise lymphatic drainage treatments and body contouring. The benefits extend beyond aesthetics, with a significant impact on overall wellbeing and health.

How do you balance hands-on and touchless?

Balancing touchless and high-tech with traditional hands-on therapies is the foundation of our spa experience. Our guests appreciate the harmonious blend of both approaches. It's not a matter of one replacing the other; instead, they work together to enhance the overall wellbeing experience.

What ROI do Gharieni products deliver?

With the popularity of the spa and the innovative technology, we've achieved a return on investment in several months. ●

More: www.gharieni.com

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