

spa business

GWS 2017

Highlights from this year's
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in Palm Beach, Florida

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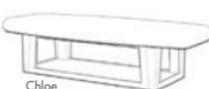


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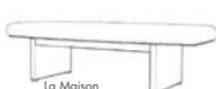
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Existential threat

The relationship between client and therapist is based on trust, good intentions and professionalism. Revelations about sexual abuse of guests by therapists threatens all these things in an existential way. It's time for the industry to unite, find its moral compass and take control

Operators involved in the emerging investigations into sexual misconduct in spas are shattered to find their businesses have been the setting for predatory sexual behaviour by staff against clients.

The Weinstein scandal has empowered people who've lacked the confidence to speak out, meaning we're hearing the truth about the darker parts of our world.

Overlay the possibility that in more litigious countries, compensation is also a motivation for a few unethical individuals, and it stacks up to mean we're highly exposed and facing what is arguably our first existential threat as an sector.

Massage and other one-to-one treatments are the engine room driving the industry and if customers lose faith in our ability to keep them safe when they're naked and vulnerable, they will simply stay away.

Our future success, reputation, and prosperity will depend on how effectively we tackle this challenge.

For operators, covering up what has happened is an understandable reaction, because we'll see business failures as a result of these revelations and people are frightened for their livelihoods.

But apart from being morally wrong and utterly unacceptable, the message from the courts of law dealing with these cases is coming through loud and clear - deny it, fail to report it or cover it up and that will be a major factor counting against you when it comes to determining the severity of the legal outcome.

At the heart of the solution is a need for more vigilance over our people. Just as doctors and other professionals need to be qualified and licenced and can be struck off for bad practice, so we must move to have this level of safeguarding for therapists. Customers will demand it and we must be able to prove our industry is well-governed to gain their trust.



Our future prosperity and power to do good is at stake

“Just as doctors must be qualified and licenced and can be struck off for bad practice, so we must have this level of safeguarding in place for therapists”

This is a wealthy sector that could afford to implement this type of system, but greed means corners are being cut by many when it comes to hiring, and with no process in place for oversight, rogue therapists, once discovered, can simply move on and continue their abuse elsewhere.

Industry bodies and leading operators must come together to create a system which will place our industry on a professional footing to ensure there's no way in for those who would abuse the trust our customers place in us.

Liz Terry, editorial director @elizterry

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54: Highlights from the annual Global Wellness Summit in Palm Beach, Florida



22: Wim Hof masters the cold



48: US spa industry growth



38: New wellness hospitality brand Civana plans to shake things up

7 | Editor's letter

Liz Terry shares her thoughts

20 | Letters

Dr Claudia Aguirre on the skin microbiome; Patrick Saussay on the importance of prevention

22 | Spa people

Wim Hof on spas, cold and breathing; CG Funk joins The Massage Company; Debra Neill helps spas after disasters

28 | News

Park Hyatt St Kitts opens with Miraval spa; Aman New York will have three-storey spa; Mearns joins LivUnLtd

36 | News report: Icelandic spa

Myths and monsters have inspired an Icelandic geothermal spa concept

38 | Top Team: Civana

Kevin Kelly and his team hope to transform wellness hospitality

44 | Ask an Expert: Cold therapy

Is cold-water therapy the next hot thing in spa treatments?

48 | Research: US spa industry

US spa revenue has reached an all-time high of US\$16.8bn, according to the latest research from ISPA

54 | GWS: Reaching for the moon

Highlights from the Global Wellness Summit in Palm Beach, Florida



76: Lux's holistic wellness concept is key to the brand's international growth



90: BodySpace opens at ESPA Life at Corinthia



80: Social media helps drive business to spas

66 | Spa Foresight

A look at the trends that will have the biggest impact on spas in the future

76 | Feature: Lux

Jane Kitchen finds out more about the Mauritian brand's holistic wellness offerings – and plans for expansion.

86 | Software: Social media

How software is helping spas drive new business through social media

90 | Fitness: Hybrid Fitness

ESPA Life at Corinthia launches a 'revolutionary' new fitness concept

95 | Product Innovation

Suppliers tell Lauren Heath-Jones about their newest launches

106 | Finishing touch

A new study shows that massage can help muscle re-growth after an injury – even when applied to the opposite limb



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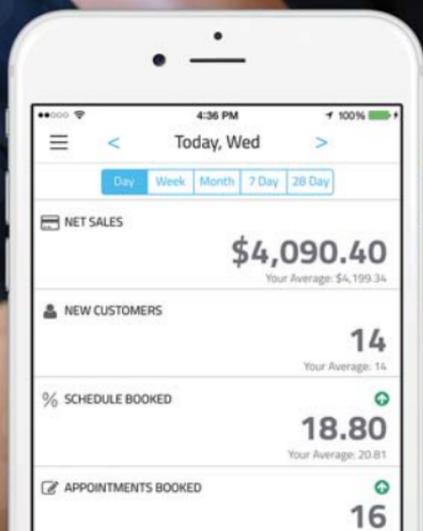
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Barr + Wray's spa design
for the Grand Hyatt
Colombo in Sri Lanka



Making waves in spa design



Barr + Wray has long been known for excellence in water leisure engineering. Design director **Graeme Banks** explains how spa design also became a natural fit in the company's portfolio

You've been a leader in the water and aqua-leisure engineering business for almost 60 years. When did you add spa design to your wide range of services?

We decided to add spa interior design to our services around three years ago, primarily due to clients requesting a one-stop shop when it comes to spa design. We've always offered the technical design aspects of the spa, so it seemed a logical step forward to offer our clients a full design package.

What's your philosophy when it comes to spa design?

To never stand still and always try to innovate. We constantly get asked to create something new and unique.

What in your opinion makes the perfect spa environment?

Making sure that the spa has the perfect journey in relation to the surroundings, theme, culture and architecture. The spa also needs to have the major fundamentals including wet area, relaxation and treatment rooms.

What do you see as the biggest challenges of spa design, especially when you're working in different cultures?

Some of the biggest challenges we have are mainly due to where the spa is located in relation to its surroundings and architecture. This can have a big impact on the journey, views, access and movement, etc. Different cultures do pose their own unique challenges, but this can always be resolved by good design.

What can they expect from your spa design process?

Our design process is unique in the fact that we offer both technical design and interior design thus enabling a more integrated package. With every client, we always engage, evaluate, design and deliver.

What projects are you currently working on?

We've recently finished design projects in Hong Kong, the UK, Dubai, Sri Lanka and

Qatar. 2018 is already looking busy for us with more projects within Europe, Middle East and Asia, so watch this space.

What excites you about the wellness market today, and do you have any predictions for the future of spa design?

I think everyone is now more socially aware of their own wellbeing and because of this there's so much variety and choice in the spa industry which can only be a good thing for us all.

For the future of spa design I think we'll see two things happening. Firstly, technology will play a bigger part to give our guests a truly immersive experience; and secondly, spas will become more family oriented and not just the domain of singles and couples. So expect also to see mini kids spas appearing in the future!

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Spa Business is published four a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 5DL UK. The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Co 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, Cybertek Ltd. Printed by The Manson Group Limited. Distributed by Royal Mail Group Ltd and Wincott Ltd in the UK and local print Ltd globally. ©Cybertrek Ltd 2017 ISSN 14767920. To subscribe to Spa Business log on to www.leisuremedia.co.uk or email: sub@leisuremedia.co.uk or call +44 1462 471910. Annual subscription rates are UK £31, Europe £42 rest of world £42, students £30 £20

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Letters

Do you have a strong opinion, or disagree with somebody else's point of view on topics related to the spa industry? If so, *Spa Business* would love to hear from you. Email your letters, thoughts and suggestions to theteam@spabusiness.com

The complexity of the skin microbiome

Dr Claudia Aguirre, neuroscientist and mind-body expert

I was pleased to see the skin microbiome introduced in the Spa Foresight section of the *Spa Business Handbook 2017-2018* (see page 68). The segment hit the two key points around the skin microbiome – balance and immunity – but I'd like to add a bit more depth into our understanding of the skin microbiome.

It's important for skin professionals – and the general public – to realise how diverse and multitudinous the skin microbiome population really is. The communities thriving on the forehead are likely

very different than those on the cheeks, arms and toes. What's more, the biodiversity of skin habitats is heavily influenced by the biodiversity of the ecosystems in which we reside (humid beach town vs. dry desert town). That means simply travelling around can impact our skin's biodiversity, potentially affecting our risk of skin disease, allergies or other inflammatory conditions.

Another important point is our supposed understanding of bacteria in skincare. For many years, anti-acne products, treatments and education have



Dr Claudia Aguirre

“The biodiversity of skin habitats is heavily influenced by the biodiversity of the ecosystems in which we reside”

positioned the *P. acnes* bacteria as the main culprit in causing acne. Fighting 'acne-causing bacteria' with antimicrobials is still the leading method in the anti-acne industry; however, just last year, UCLA researchers found that people with healthy skin actually had more *P. acnes* bacteria than acne patients. This is contrary to the long-held belief that this bacteria causes acne – in fact, the researchers position *P. acnes* as a probiotic! So if we're still determining which bacteria are probiotic, perhaps it's prudent to wait until more research is available before wiping out a potentially beneficial population on our skin, or introducing bacteria known only to be beneficial in other areas like the gut.



The bacteria on the forehead is likely different from those on the cheeks

Next generation massage

Beata Aleksandrowicz, co-founder,
Pure Massage Spa Training Method*

I read with great interest your trend report in the *Spa Business Handbook's* Spa Foresight section about the next generation of massage - Nose to Toe (see page 74). I agree that it's time that we consider the whole body as one, and this is certainly a step towards that goal. All systems of the body are connected and depend on each other, but this is especially true for the muscular system. It is connected, there is a oneness and there is always a ripple effect from any movement within the body.

It is also important to bring wholeness back into our discussions about spa. Clients are coming to the spa and are often disconnected - both mentally and physically. We need to look at them as whole people.



“Clients are coming to the spa and are often disconnected - both mentally and physically. We need to look at them as a whole person”



The muscular system is highly connected

But I would urge caution too. By simply introducing long, flowing movements from the nose to the toe - without intention or deep understanding of oneness - we may lose the great opportunity to make change for our clients. If the therapist is not present in mind and body and doesn't make a

true connection with the client, it is lost. The movements merely become a series of protocols to follow like a robot. There must be deep understanding of the connection and the reason why we are working from nose to toe. Only then will the massage deliver the true benefits for the client.

Prevention is key for wellness - and spas

Patrick Saussay, founder and CEO, Global Project & Spa Advisory

The adage 'an ounce of prevention is better than a pound of cure' is well-known, but it seems in our modern society - focused on the present and possessions - we may have forgotten about these

wise words. The culture of immediacy, a focus on external looks, economic pressures, a lack of information, and the relative novelty of the wellbeing market may explain this.

At spas, we should embrace the concern for underlying

causes, and genuinely listen to people and create truly personalised care. Techniques of empathy and psychology, together with holistic treatments that incorporate exercise, nutrition, sleep, meditation and silence, can be combined with lifestyle suggestions and follow-up visits.

To live longer is not an end in itself if someone is not leading a life of health and wellness. Prevention to secure wellness is a daily process that starts early, and spas can help by offering solutions beyond curative treatments - which could lead the way for guests to interact with the spa in a more in-depth way.

There are challenges that will have to be overcome: a serious inclusion of wellness at work; educating and teaching



“To live longer is not an end in itself if someone is not leading a life of health and wellness”

the younger generations what wellbeing is all about; and creating a quality environment - which includes access to quality food, air and water, as well as healthy living spaces at home and at work.

These dimensions are linked, and our wellness industry seems to be ideally positioned to play a major role in these challenges.



Holistic programmes and lifestyle suggestions are key

spa people



“One learns to think differently of oneself, and to breathe more into life

Wim Hof founder, the Wim Hof Method

Daredevil, yogi, madman, Iceman – Wim Hof has been called all of these things and more. His eponymous Wim Hof Method boasts thousands of followers worldwide (and the number is growing), and combines breathing techniques, cold exposure and mindset techniques with physical exercise – techniques that the Dutch-born Hof has been developing for the past 30 years.

It may sound simple, but the Wim Hof Method promises profound effects: increased energy, better sleep, heightened focus and determination, improved sports performance, reduced stress levels, greater cold tolerance, faster

recovery and enhanced creativity. Cold exposure can offer benefits, such as the build-up of brown fat – which turns food into body heat – as well as reduced inflammation and the production of endorphins.

“The Wim Hof method is simple, effective and accessible,” explains Hof. “It has proven to go to the deepest level of our physiology – to our primordial physiology. From there, one learns to think differently of oneself, and to breathe more into life.”

Hof himself holds 26 world records – he’s climbed Mount Everest in nothing but shorts, run full marathons in the desert with no water, and has been submerged in ice for almost two hours.

“You’re tapping into foundational systems and mechanisms within the body related to alkalinity, adrenaline, cell biology and metabolic processes in the deepest sense,” says Hof. He explains that practising the breathing techniques exercises the cardiovascular system, alkalises the blood and activates the adrenal axis – all of which help reset the body to its natural state.

“The cold trains the vascular system and taps into deeper parts of the brain when done in a mindful, controlled manner, which makes the body’s mechanisms aware of your will,” explains Hof. “A deep sense of control emerges from there.”

Wim Hof holds 26 world records and has climbed Mount Everest wearing nothing but shorts





Scientists have studied him, and he's been shown to be able to tap into his autonomous nervous system at will, and with that, to activate his immune system - something they didn't know was possible. "It's like finding a ballroom in your own house - unexpected," says Hof.

In October, Hof spoke at the Global Wellness Summit in Florida, and gave a demonstration of his breathing techniques. He says the demand is there to implement his Method in spas with the right education; already there is a Wim Hof Method Academy, and a growing list of certified instructors worldwide. "We have to come up with the

The Wim Hof Method would be able to create a new dimension in the wellness industry



right programme - a professional platform for instructors related to the wellness industry, and make it happen on a much wider scale," he says. "This would open up a new dimension in the wellness industry, where the spas provide much more than wellness alone, moving into self-awareness and hands-on prevention techniques related to stress and disease."

And he says therapists are a natural fit for working with the Method. "They have great affinity with people and existing knowledge of the heat and cold," he says. Additionally, spas often have the facilities already to offer workshops in the Method - cold water experiences and spaces

for breathing exercises, such as relaxation lounges. But he'd like to see spas do more with cold therapy.

"We in the wellness industry should create facilities to go into the cold water, with the right knowledge of both how to approach the cold and what the benefits are for the participant," says Hof. "Wellness is becoming a great way to prevent the consequences of our daily stress and modern lifestyles. Prevention of diseases - both mental and physical - is a great new route to enter on. The Wim Hof Method would be able to create a new dimension in the wellness industry - actually, we are doing it as we speak." ● ▶

It's truly about helping the average consumer understand why these services are so important to their overall wellness

CG Funk adviser,
The Massage Company



CG Funk – the former vice president of product development for US-based franchise Massage Envy – has joined the board of The Massage Company – a UK-based franchise venture. She'll help drive the company's growth in the UK by consulting with the company on training and franchise systems.

Launched in 2016 by Charlie Thompson – the current UK Spa Association chair, who has also worked for QHotels and Virgin Active – and Elliot Walker, former managing director of Murad, The Massage Company offers a simple selection of four massage treatments: deep tissue, sports, Swedish and maternity.

Funk is a 25-year spa industry veteran and played a key role in the massive expansion of US-based Massage Envy,

working with a team that grew the brand from 30 franchised locations to more than 1,100.

"I knew I could bring valuable insights and expertise to support The Massage Company's growth and sustainability," says Funk. "The Massage Company is the first franchise massage model to market in the UK, which gives them a unique and positive opportunity to grow faster than average with the lack of competitors. The UK market is currently an open playing field for The Massage Company model, which is a huge opportunity for quick expansion."

Funk says she appreciates The Massage Company's focus on training and education, its "tightened-down" sales process, and Thompson and Walker's hands-on approach.

Thompson says he knew when he first met her that Funk was

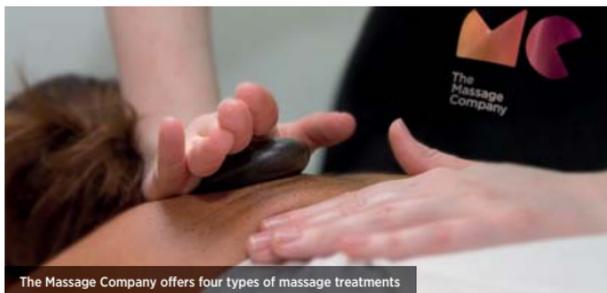
someone he wanted to work with. "Directing multi-site spa operations is my background, but we have a huge learning curve in both membership-based subscription services and franchising," says Thompson. "We know CG brings solid credibility as we bring both new franchisees and properties into discussions."

Funk says Massage Envy grew so substantially because the team spent time teaching consumers and franchisees the benefits of regular massage.

"We did this through an affordable membership programme and great marketing," says Funk. "At the end of the day, it's truly about helping the average consumer understand why these services are so important to their overall wellness, and helping franchisees understand the solid business opportunities the brand gives." ●

CG Funk played a key role in the massive expansion of US-based Massage Envy

We know CG brings solid credibility as we bring new franchisees and properties into discussions



The Massage Company offers four types of massage treatments



Charlie Thompson is co-founder of The Massage Company

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When disaster strikes – as it has so often this year in the US and Caribbean – Debra Neill is there to help. Neill runs the nonprofit Salon and Spa Relief Fund, which she founded in 2005 in the wake of Hurricane Katrina. A native of Louisiana, which suffered massive flooding and devastation from the storm, Neill has been a distributor for spa and salon supplier Aveda in the southeast US for decades.

She wanted to help, and knew many in her industry were suffering – it's not always easy (or even possible) to get flood insurance in many areas, and small, family-run businesses were hit especially hard as they tried to pick up the pieces. "We were devastated by Katrina and we started raising money for salons and day spas that were affected," says Neill.

It's unfortunate, but it seems like it's going to be an ongoing need

Debra Neill founder, Salon and Spa Relief Fund

The money raised helps spa owners and their employees rebuild their lives and businesses after a natural disaster or a fire. The goal is to get businesses up-and-running as soon as possible, but also to see people through, who may be out of work for weeks or months while repairs take place.

After the extreme weather in the US this summer, Neill created a 'Hurricanes Harvey and Irma 500 Challenge' to raise funds for those in the industry affected by the storms. In the first few weeks after Harvey, the organisation

Since its inception, the Spa and Salon Relief Fund has distributed more than US\$200,000

distributed US\$32,000, but Neill called on the industry to contribute more due to the extent of the damage and the number of people in the spa industry affected. The goal is for 500 businesses to donate US\$500 in order to raise a total of US\$250,000.

Since its inception, the Spa and Salon Relief Fund has distributed more than US\$200,000 for those dealing with everything from flooding to fires. A board of directors reviews grant applications, but aims to get money to people quickly. For Hurricane Harvey, Neill reports that cheques were distributed to people within 10 days; some recipients faced chest-high water in their facilities, and many were unable to carry flood insurance.

Neill said the organisation keeps about US\$20,000 in reserve so they are ready to help immediately when a disaster strikes.

"It's unfortunate, but it seems like it's going to be an ongoing need," said Neill. "We're committed to keeping money in that account because these natural disasters keep coming." ●

Neill created a Hurricane Harvey and Irma 500 Challenge after the storms hit the US



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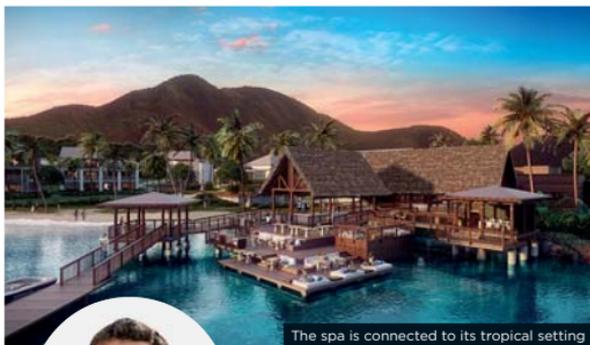
spa business uniting the world of wellness

Park Hyatt St Kitts opens with 37,000sq ft Miraval spa

The Park Hyatt St Kitts opened in November, marking the brand's debut in the Caribbean – and also the first Miraval Life in Balance spa to open since Hyatt acquired Miraval earlier this year.

Miraval Life in Balance Spa at Park Hyatt St Kitts Christophe Harbour is described as a “37,752sq ft state-of-the-art oasis,” and has nine treatment rooms. Treatments are designed to honour nature and the mind-body-spirit connection.

“The Park Hyatt St Kitts is an exquisite property that is very connected to its tropical environment,” says Simon Marxer, corporate director of spas for Miraval. “Miraval believes in embracing the culture, history and beauty of a destination, so it



The spa is connected to its tropical setting



“Miraval believes in embracing the culture, history and beauty of a destination”

Simon Marxer

was a very organic decision to create a Miraval Life in Balance Spa there.”

Guests are presented with elements from St Kitts: sea salt, raw sugar, basalt volcanic rock and limestone, each representing a different intention. “Guests are asked to choose an element they’re drawn to, and then the intention is revealed to them,” says Marxer. “By setting an intention ahead of their treatment, we believe they have a deeper, more meaningful experience.”

More: http://lei.sr?a=J2x9h_B



Hyatt acquired Miraval earlier this year

Aman New York to feature dramatic three-storey spa



The 26-storey Beaux-Arts Crown Building overlooks Central Park

Aman has unveiled details of its New York property, set to open in 2020 in the heart of Manhattan. Aman New York will be housed in the 1921 Crown Building overlooking Central Park, and will include a three-storey, 2,000sq m (21,528sq ft) Aman Spa.

The 26-storey Crown Building is one of the finest examples of Beaux-Arts architecture in New York. The resort will occupy the entire building excluding the retail space on the first three floors, and will include 83 bedrooms.

The Aman Spa will be located on the 7th, 8th and 9th floors. The centrepiece



The swimming pool is the spa's centrepiece

of the spa will be a dramatic 25m (82ft) indoor swimming pool surrounded by fire pits and alcoves of double daybeds. Two Spa Houses will include a double treatment room, sauna and steam rooms complemented by hot and

cold plunge pools, an outdoor terrace with cabana, daybed and fireplace. “The Crown Building represents a once-in-a-lifetime opportunity to bring Aman to New York,” says Aman CEO Vladislav Doronin.

More: http://lei.sr?a=3a4b4_B

The architecture has been designed to integrate the desert topography

Six Senses to make Israeli debut

Six Senses Hotels Resorts Spas will open a resort in the Negev Desert in late 2018 – its first property in Israel. Nestled into a dramatic cliff with panoramic views of the desert, the Six Senses Shaharut will be located in the small community of Shaharut, and will include 58 suites and villas, including a three-bedroom retreat.

The architecture of the resort has been designed to integrate the desert topography while preserving its natural terrain. The villas will be built from, and inspired by, local rocks and pigments, and the landscape will utilise regional cacti and indigenous desert blooms. Exterior lighting



“We’re very excited to announce this magical Six Senses project in the desert of Israel”

Neil Jacobs

will be designed to avoid light pollution at night in order to preserve the clarity of the starry sky. Many furnishing elements of the resort will be sourced from a partnership with local community artisans.

A Six Senses Spa will offer a layered approach to wellness and will include the Six Senses Integrated Wellness programme, which is based on the preventative principles of Eastern medicine and results-oriented Western influences. The approach allows in-house experts to measure and analyse key physiological biomarkers in order to provide guests with lifestyle and nutritional advice as well as a personalised programme of spa treatments, fitness and wellness activities. Spa facilities will include an indoor swimming pool, 80ft (25m) outdoor lap pool, fully equipped gym, yoga studio with desert views, alchemy bar, and a nail bar.

The resort will also be home to a desert activity centre that will incorporate Six Senses’ ‘Earth Lab’ scheme, where guests can reconnect with the natural world and learn simple life-hacks to make a difference. **More:** http://lei.sr?a=x7j4g_B



The resort will be located in Shaharut

Palm Beach’s Amrit Resort to include 100,000sq ft spa

Developer Dilip Barot, founder of Creative Choice Group, is building what he calls an “urban destination spa resort” on Singer Island in Palm Beach, Florida with a 100,000sq ft, four-storey ESPA spa. Spread across seven acres on the Atlantic shoreline, the Amrit Ocean Resort & Residences will have a focus on wellness lifestyle, taking inspiration from Patanjali yoga, and is due to open in 2019. The development will incorporate mindful living, Eastern traditions of inner science, and Western luxury.



Practitioners will focus on preventative maintenance and personalised wellness. Tower P (Peace) will be a resort residential tower with features such as posture-supportive



Barot hopes guests find a ‘roadmap to wellness’ at Amrit

heat reflexology floors, mood-enhancing aromatherapy, vitamin C-infused showers, exterior sound-extrusion block, and dawn simulation. Tower H (Happiness) will offer a hotel/

residential mix, and will house the spa, which will include yoga studios, a meditation garden, whirlpool spa and private beach club with cabanas.

More: http://lei.sr?a=U4Z8K_B



Balance is key to the spa, says Mestre

Diana Mestre creating nature-inspired spa for 1 Hotel Los Cabos

Spa consultant Diana Mestre of Mestre & Mestre Spa and Wellness Consulting is creating a 12,000sq ft (1,115sq m) sunken spa for the upcoming 1 Hotel Los Cabos in Mexico, which is set to open in 2019. The spa will have six individual, two couple's and one quartz bed treatment room.

Designed to revitalise the senses, the Seed Spa will use recycled and organic materials along with water, music, aromas, light and living plants. "Seed Spa is inspired by the concept of a living sacred place on earth that gives the spiritual value and the holistic value of a person, a plant, an animal or a place," says Mestre. "It's a destination approaching sensory wellness, with a new vision of balance between the human self and the earth."

More: http://lei.sr?a=E6n3X_B



The Wai Ariki Hot Springs will be in Rotorua

Maori culture to feature prominently in New Zealand hot spring project

A new NZ\$30m (US\$22m, €18m, £16.5m) luxury spa and wellness centre in Rotorua, New Zealand, will incorporate Maori culture, with a focus on thermal water and a strong linkage to the tribe.

Due to open in late 2019, the Wai Ariki Hot Springs and Spa will be set on Rotorua's lakefront and is being developed by Pukeroa Oruawhata Group. The facility will form just one element of the wider health and wellness vision for the group's 11-hectare site, and will be managed by Australian-based Belgravia Leisure.

"The way that culture has been incorporated throughout the concept, design and product offering, combined with its location and people, provides a level of authenticity which we believe makes it unlike anything else in the world," says Karen Golden, Belgravia general manager of destination, wellness and spa.



“Wai Ariki's unique features deliver a world-class sanctuary to relax, sustain and heal”
Karen Golden

Tgati Whakauae, Te Arawa and Maori culture will sit at the heart of Wai Ariki, with the 650-year history of the tribe and Rotorua's spa heritage forming an intrinsic part of the development, whose name means "chiefly waters".
More: http://lei.sr?a=G2c8F_B

Johannessen named senior spa director at Four Seasons Seychelles

Sandie Johannessen has been named senior spa director at the hilltop Spa at Four Seasons Resort Seychelles. Johannessen joins as the current senior spa director, Verena Lasvigne-Fox, prepares to transfer to the new Four Seasons Hotel Philadelphia, due to open in 2018. Johannessen was previously senior spa director at Four Seasons Maldives Landaa Giraavaru, with regional responsibility in Asia Pacific. She has spent the past three-and-a-half years at the helm of the

“Verena and Sandie are exceptional spa leaders”

Adrian Messerli
GM, Four Seasons Seychelles

Spa and Ayurvedic Retreat, overseeing spa operations on the 11-cabin *Four Seasons Explorer*, as well as the newly launched Ocean of Consciousness

Spa at Four Seasons Private Island Voavah. With the move to the Seychelles, and into the MEA region, Johannessen will oversee a total of nine spas, including the upcoming Four Seasons Resort Seychelles at Desroches Island.
More: http://lei.sr?a=K3S6b_B



Sandie Johannessen

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Kate Mearns

Mearns joins LivUnLtd

Kate Mearns, the former chair of the International Spa Association (ISPA), has been named director of spa and wellness at global management and consulting firm LivUnLtd. In her new role, Mearns will be tasked with growing the company's spa consulting and management division, working together with Maureen Fletcher Bankson, EVP of spa and wellness.

Mearns is a wellness industry veteran with more than 25 years' experience in spa operations, marketing, product development and wellness programmes.

"We are excited to welcome Kate to the LivUnLtd team," says Fletcher Bankson.

"Her years of experience as a spa director and consultant enhances our 360-degree solution for spa and wellness services. Her expertise will be instrumental at every stage of our projects, including feasibility, design consulting, brand development, pre-opening and ongoing management."

More: http://lei.sr?a=m8b5m_B



The spa includes panoramic views and custom treatment beds from Lemi

Alberto Apostoli-designed spa opens at Portopiccolo eco-resort

A new luxury spa has opened at the Portopiccolo Resort in Sistiana, Italy. Designed by architect Alberto Apostoli, the facility is spread across three floors and covers a total floor area of 3,600sq ft (38,800sq ft).

The ground floor houses the reception, hairstyling studio, a training pool and changing rooms, while on the first floor there is a relaxation area dominated by an indoor-outdoor pool, offering views of the Sistiana Bay through large panoramic windows. The relaxation area has been equipped with water features, emotional showers, a Kneipp path, a hammam, tepidarium,



"The design concept was to follow the cliffs overlooking the sea" Alberto Apostoli

calidarium, frigidarium, a biosauna, Finnish sauna and salt cave. The second floor houses a spa reception, numerous treatment rooms and a panoramic VIP suite for couples.

"The focus on wellness permeates the whole structure, starting from a more collective dimension on the ground floor, and closing increasingly to intimacy and privacy as you ascend to the floors above," says Apostoli.

More: http://lei.sr?a=s8a4X_B



Stella Photi

Photi reveals trends to watch in wellness travel

The wellness travel market will continue the dramatic change seen over the last decade, according to Stella Photi, founder of Wellbeing Escapes.

Photi spoke in October at the Wellness Travel Symposium – organised by the Global Wellness Institute and held as part of the World Travel Market in London. She shared her insights into consumer behaviour and interests gained from working directly with her large base of wellness travel consumers.

Photi said wellness travel that helps deal with stress is becoming more popular.

"People are looking for nurturing, caring environments" Stella Photi

"Today, 50 per cent of the people who call us openly admit to suffering from huge levels of stress and burnout," she said.

Photi said customers today are looking for a place that they can rest, find themselves, sleep, and heal emotionally.

Retreats are becoming popular, as they often help guests make connections with others, an important component of wellbeing. "People are looking to be in a small group environment, and connect with like-minded people," Photi explained.

More: http://lei.sr?a=Y8Z7g_B



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Carrousel du Louvre, Paris
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www.thermalies.com

25-26 February 2018

World Spa & Wellness Convention

ExCel, London, UK
International spa figures convene for two days of talks and networking, along with an industry conference.
www.worldspawellness.com

5-6 March 2018

Healing Summit**Berlin, Germany**

Inspirational talks for like-hearted professionals organised by the Healing Hotels of the World.
www.healingsummit.org

6 March 2018

Women in Wellness Leadership Conference
New York, US

Organised by *American Spa* magazine, this event is being held for the first time and is designed for women who aspire to leadership in the wellness industry.
<http://lei.sr?a=y6M5n.com>

11-14 March 2018

Green Spa Congress**Carmel Valley Ranch, California**

The 10th anniversary of this event for eco-minded spa professionals.
www.greenspanetwork.org

15-18 March 2018

Cosmoprof Worldwide**Bologna, Italy**

One of the biggest beauty trade fairs; includes a two-day spa symposium.
www.cosmoprof.com

26 March 2018

Washington Spa Alliance Symposium
Washington DC

An interactive day-long event for both national and international spa and wellness professionals.
www.washingtonspaalliance.com



The hotel will be located in a traditional hutong residence

Mandarin Oriental to open in Beijing

Mandarin Oriental will manage a luxury hotel project in the heart of Beijing, due to open in 2018, which will showcase traditional Chinese heritage and architecture.

Mandarin Oriental Qianmen will be located close to Tiananmen Square in a hutong quarter – an architectural style unique to Beijing that dates back to the 13th century. Hutongs comprise traditional courtyard houses connected by narrow lanes and

“The Mandarin Oriental Qianmen offers a truly immersive experience”

Jeremy McCarthy

alleyways; the hotel will be dispersed through the quarter alongside privately owned traditional residences.

“The Mandarin Oriental Qianmen is unique, offering a truly immersive experience of life in the traditional hutong quarters of Beijing,” says Jeremy McCarthy, Mandarin’s group director of spa and wellness. The Spa

at Mandarin Oriental will provide holistic rejuvenation and will draw on Chinese heritage and culture, says McCarthy, and will showcase the art, history and rituals of northern China.

Wellness experts will offer programmes in Chinese healing traditions such as traditional Chinese medicine and Tai Chi, as well as specialists in European beauty treatments providing modern skin and nail care.
More:
http://lei.sr?a=m8b5m_B

InterContinental Hotels Group to take wellness brand Even into China

Intercontinental Hotels Group (IHG) will take its wellness-focused Even Hotels brand into China for the first time, with the signing of four new management contracts. The first four Even Hotels will be located in Shanghai, Sanya, Chongqing and Jinan, with the first one set to launch in 2019 (in Sanya).

IHG launched Even in 2012 to cater for an increased consumer demand for holistic wellness in travel – describing the brand as the “first and only

hotel brand created with wellness at its core”. The Even model is focused on four pillars of wellness: nutrition, fitness, overall wellbeing and productivity.

“Around the world, we know that there is growing consumer demand for wellness-focused travel,” says Keith Barr, IHG CEO. “This includes Greater China, where there is a big opportunity for us to meet this need with Even Hotels.”

The brand also recently announced plans for a location in New Zealand.

More:

http://lei.sr?a=f4H6b_B

IHG CEO Keith Barr



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Myths of monsters & men

Surrealist folk tales and moss-covered lava fields have inspired an Icelandic spa retreat that promises to take guests on a journey to enlightenment. Kim Megson highlights the details



Inspiration came from the surrounding moss-covered lava fields

Tales of trolls, elves, monsters and invisible men roaming Iceland's majestic volcanic landscape have inspired the design of a proposed spa and wellness retreat located next to a geothermal lagoon.

Architecture practice Johannes Torpe Studio have drawn on the mysterious topography of caves, craters and moss-covered lava fields found in the Snæfellsness peninsula to devise a spa that will be immersed in mythology, storytelling and nature.

The region is home to a 700,000-year-old glacier-capped stratovolcano, which famously starred in Jules Verne's 1864 science fiction classic *Journey to the Centre of the Earth* as the passageway into a subterranean world. It is also known from the Icelandic saga of Baroar



The spa journey

Studio founder Johannes Torpe describes the spa experience



Lost

The steamroom's foggy atmosphere represents the sense of being lost, and is a trigger for rediscovering oneself



Contemplative

Clay baths create an intimate, peaceful space for self-reflection and internal stillness in the contemplative area of the spa

The resort is designed to 'respect and reflect' the surroundings



We want to create the illusion that one is entering another world when they arrive at the resort

Snefellas, a half-man-half-troll who left the chaotic world of men behind to live in solitude inside the glacier.

Now the volcano could provide the backdrop for The Red Mountain Resort, an 800sq m (8,600sq ft) spa retreat that will take guests on their own version of Baroar's journey towards enlightenment.

Panoramic mountain and volcano views and vast grassy wetlands flowing with winding rivers will lead guests to the resort. Subtly camouflaged within the landscape, the red-hued hotel will "seem to magically appear just as they arrive." A sense of surrealism familiar from Icelandic folktales will be expressed through a series of subtle design features merging the earthly and the otherworldly.

Reflecting glass on the exterior of the main building will create a mirror

effect, allowing it to disappear into the landscape, while portals and tunnels will be placed throughout the complex to enhance the feeling that guests are following in Baroar's footsteps.

At the heart of the 150-bedroom resort will be an extensive spa, in which guests will voyage through a series of emotional stages, each of which will be articulated through different expressions of Icelandic nature, including wind tunnels, fire baths, rain curtains, ice pools and pitch black slides. "We want to create the illusion that one is entering another world when they arrive at the resort," says studio founder Johannes Torpe. "It's a world that awakens and stimulates your senses in ways everyday life doesn't have the capacity to do. We have envisioned the Red Mountain Resort as a place that goes beyond

traditional wellness and pampering, and also dares to invite its guests to confront whatever is troubling them."

A man-made 1,000sq m (10,700sq ft) geothermal lagoon is designed to look like a natural extension of the landscape and will feature shallow passages, rapids and still pools, with the water flowing into the reception of the hotel – blurring the line between outside and inside.

While still at the concept stage, Icelandic company Festir Ehf is currently doing geological checks at the site and testing the nearby geothermal water. ●



Kim Megson is the deputy editor of *Spa Business'* sister publication, *CLAD* email: kimmegson@leisuremedia.com



Exposed

At the volcano fire bath, guests access an inner state of vulnerability and acceptance, stepping outside their comfort zones



Confronted

The contrasting effect between light and dark encourages guests to overcome fear and creates a sense of intrigue and mystery



Clarity

An open-roofed ice bath uses natural light to create a state of clarity. The contrast of going from heat to cold creates energy



Enlightened

The highly sensory experience of floating lets guests lose touch with the physicality of their bodies and have a feeling of transcendence



● Civana will breathe new life into Arizona's Carefree Resort

TOP TEAM Civana

A group of seasoned spa industry veterans have formed a new real estate company based around sustainable design – and affordable wellness. Jane Kitchen talks to the team to find out more

Civana, a new hospitality and real estate company led by Kevin Kelly – former Canyon Ranch president and chief branding officer – aims to change the face of wellness resorts when its first property debuts in Arizona early next year. The team plans to open between three and five resorts within the next five years, with a model based around sustainable wellness, deeper guest experiences and social connection. Another main focus is on making wellness more affordable, with prices it says will be between 30 and 50 per cent less than its higher-end wellness immersion counterparts.

Sustainability is a passion of Kelly's; most recently, he was CEO and co-owner of California's Two Bunch Palms, where he converted the property into the first carbon-neutral resort in North America. Joining Kelly is Larry Lamy, former vice

president of finance for Miraval and Canyon Ranch; and spa and wellness brand executive Rianna Riego, who assisted Kelly in the rebranding of Two Bunch Palms. Peter Smith, former COO of Canyon Ranch, is an adviser and senior board member of Civana.

The first project will see an investment of US\$40m (€33.4m, £30.6m) to transform the 189-bedroom Carefree Resort in Scottsdale, Arizona, into a new, modern resort, resulting in updated rooms and public spaces, along with a "world-class spa", movement studios and fitness centre. This is all being done with a focus on sustainable design brought to life by the architectural team at Phoenix-based firm 3rd Story. Civana has plans to develop not just resorts, but to add homes to those properties where the size allows, creating wellness communities of the kind profiled this year in the pages of *Spa Business*.

Importantly, the company also plans to create an affordable health and wellness environment in order to cater to "wellness-conscious" consumers. Civana estimates there are 18.75 million US households who want a healthier experience while travelling, but are not committed enough to pay the price a destination wellness resort demands.

The group hopes a model of authentic programming and a flair for design will also be attractive to millennial travellers, who may be short on cash, but are some of the most dedicated wellness consumers in the market – and who look for authenticity above all else. We talk to the top team.



Jane Kitchen is the managing editor of *Spa Business*.
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Email: jane.kitchen@spabusiness.com



Kevin M Kelly founder and CEO

Kevin Kelly was president and chief branding officer of US destination spa Canyon Ranch from 2001 to 2008. He also acquired and rebranded the storied Two Bunch Palms Spa Resort in California, transforming it into a carbon-neutral property prior to its sale in November 2015. He has received accolades from the US Department of Energy and Environmental Protection Agency for his work in sustainable development.

What made you start Civana ?

The connection between personal wellness and environmental health – what we term sustainable wellness – has been evolving since the publication of Rachel Carson's landmark 1962 book, *Silent Spring*, and continued through everything from reports on the cancerous effect of trans-fats to the rise of diabetes.

The core of our belief about wellbeing is that everything is interconnected: individual, community and the environment

The established wellness resorts sought to create positive emotional experiences and programmes that encouraged people to adopt healthier practices. In many instances it worked. But the density of programmes and their associated costs eventually priced these vacations out of reach for 90 per cent of the marketplace.

We see a business opportunity where we can also do some good by creating a lower price point, within

a more stylised resort, and by offering our programmes from an à la carte menu. That way, guests can modulate the degree of wellness programming they want or can afford while on vacation.

How do you define 'sustainable wellness'?

The core of our belief about wellbeing is that everything is interconnected: individual, community and the environment. Sustainable wellness seeks to make the connection between individual wellbeing and planetary health. By making that connection, we're taking the wellness business to the next relevant level. As someone who's built sustainable communities and managed wellness resorts, this was a natural progression for me.

What do you want the guest experience at Civana to be?

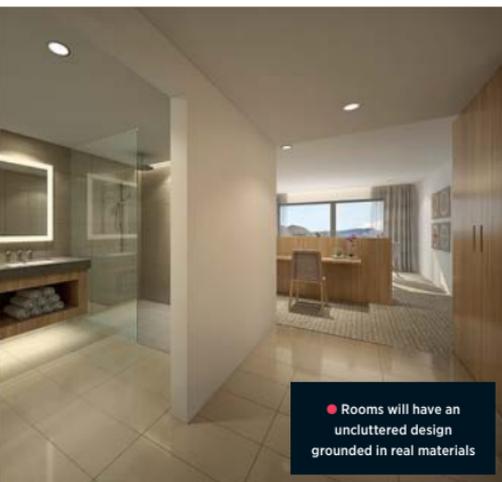
Civana will be a place of discovery that promotes hope, joy and energy. We'll create an uncluttered design that's grounded in real materials like stone, wood, metal and glass, and programmes centred around healthier cuisine, movement, fitness and the healing arts. Civana will also offer choices, so guests can eat healthier meals with

● Kevin Kelly transformed Two Bunch Palms into a carbon-neutral property prior to its sale

less protein, or indulge in a filet mignon and a glass of Cabernet Sauvignon.

How will you make wellness more attainable at Civana?

We understand how to bring enough "free" classes and programmes and deliver a healing spa experience without carrying a 45 to 50 per cent labour burden, which allows us to reduce the price. Our à la carte model attracts the wellness-conscious consumer who is not prepared to commit 100 per cent of their time to healthier pursuits while on vacation, but who can still benefit from spa therapies, healthy meals, a good workout, and exploring or expanding their healthier practices. If we provide these services in an emotionally safe and deliberate environment, people let their guard down and often go to a deeper place. That's the intangible ingredient that the founders of our industry – Mel Zuckerman (of Canyon Ranch) and Deborah Szekely (of Rancho la Puerta) – understood, but which elude most firms investing in wellness today. Sometimes less is more.



● Rooms will have an uncluttered design grounded in real materials



Rianna Riego chief brand and wellness officer

A seasoned spa, wellness and brand executive, Rianna Riego assisted Kelly in the rebranding of Two Bunch Palms. She has also opened and successfully operated several spas for Marriott International and KSL Resorts.

How did your career in branding evolve?

My first job was in PR for the Hilton International in Manila. After a decade of opening spas, my consulting career gradually utilised both my marketing background and my spa operations experience. As a previous board member of the Green Spa Network, I was also passionate about sustainability. Rebranding Two Bunch Palms was my first role as the voice of the brand whose primary role was to ensure that the guest experience, operational systems and the messaging were consistent with the culture of the company.

What will the spa concept at Civana entail?

Much of the modern spa world has focused on style versus



Riego hopes to develop a spa culture based around rituals

substance – particularly hotel companies. Maybe there is a steamroom or whirlpool in the wet rooms, but they're not utilised enough to prepare the body for a treatment. The Civana spa will restore the origins of spa – health through water – with intentional design of water rituals integrated into pre- and post-treatment spaces. The emphasis will be on developing a spa culture where guests will understand and appreciate the true benefits of legitimate spa therapies. At Civana, we seek to reconnect the body and spirit with inspiring and

A customer should view their treatment as a two-hour experience, not a 50-minute backrub

therapeutically sound pre- and post-water treatments. A client should view their treatment as a two-hour experience, not a 50-minute backrub.

How do you see the Civana brand evolving?

Civana intends to create a space that is emotionally safe, sustainable and designed to help people feel better at every touch point of the guest experience. It's an organic brand that will evolve into an emotional brand. As an organic-emotional brand, it carries certain attributes and values that connect its customers and their values at a deeper level. Emotional brands have to evolve organically, and will eventually mature beyond philosophy and theory.

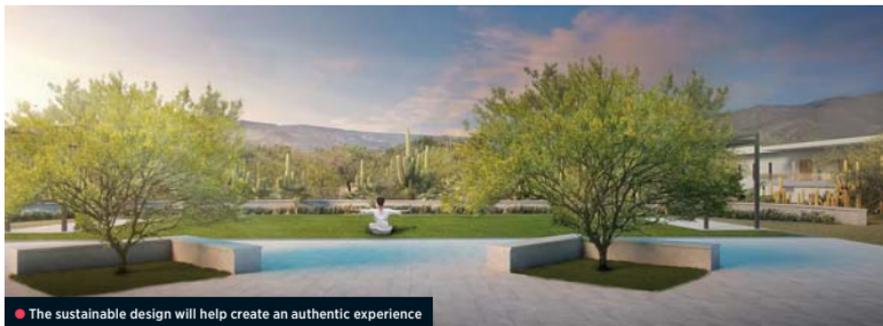
How will Civana appeal to a younger demographic?

The younger generations – both millennials and

Gen X – grew up with a more wellness-oriented lifestyle. Things like recycling, organic products, sustainable design, fitness and nutritional supplements have all been a part of their lives from a young age. They've been called the 'aspirational class' and have already set the bar for where they spend their money and which causes they support.

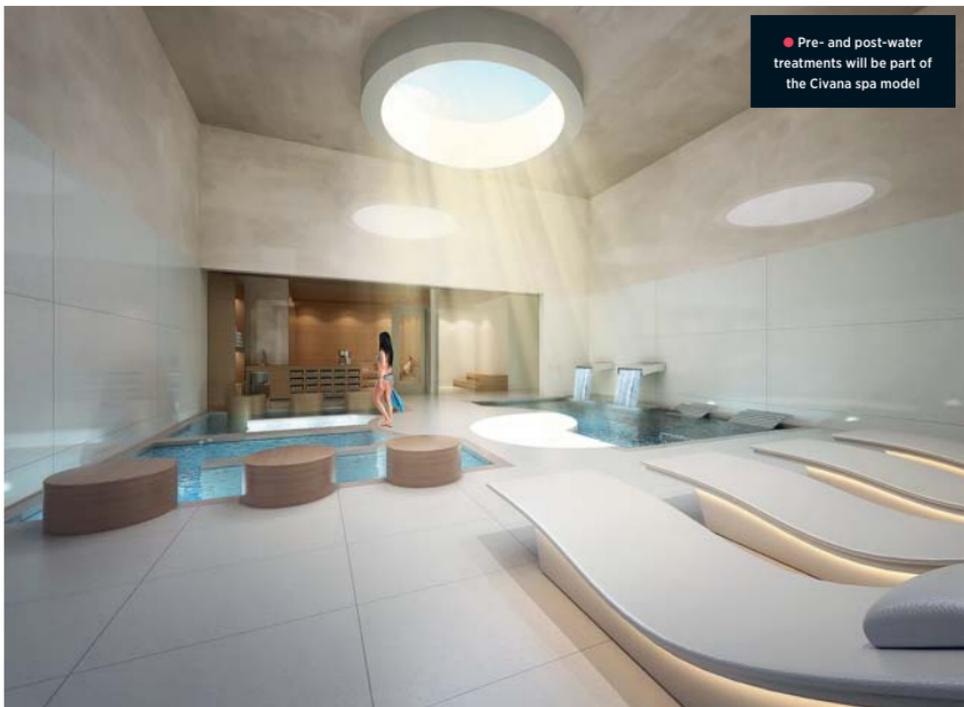
This generation demands transparency, which will serve Civana well. In order to remain an authentic brand, we research and back up our offerings with facts, so if we say something is healthy for you or creates a certain benefit, guests can be sure we will already have vetted that piece of information.

In addition, the younger demographic prefers wellness-minded spaces from the environments they choose to spend time in, and Civana will provide that space through sustainable design.



The sustainable design will help create an authentic experience

● Pre- and post-water treatments will be part of the Civana spa model



Larry Lamy chief financial officer

Larry Lamy is the former vice president of finance and development for destination wellness resorts Miraval and Canyon Ranch, and brings with him 30 years of financial, development and asset management experience.

What made you decide to join Civana?

Wellness is an important segment of my personal life, and working for a mission-based company has always been important to me. When the opportunity came up to be part of this next-generation wellness company, I was all in.

What do you think will make Civana different?

Working for more than 30 years with two of the “founding” companies in

Guests can explore wellness at as deep a level as they wish without feeling pressured to take every available class

the wellness industry has equipped me with many tools to understand the intricacies of running a successful and profitable wellness resort. Civana will expand on what has worked in the past, while avoiding areas that were less profitable.

As far as what sets Civana apart from other wellness resorts, there is one word: choice. Civana’s à la carte approach to wellness will



● Lamy says Civana will appeal to a large, untapped market

provide our guests with the ability to choose the level of experience they want – they can explore wellness at as deep a level as they wish without feeling pressured to take every available class. Today’s consumer fully

expects options and choices in their vacation travel, and Civana will be poised to fill all those different needs.

How does making wellness more affordable make sense from a financial standpoint?

Our research indicates that there is a large market segment – almost 19 million households in the US – that is looking for an opportunity to experience a wellness vacation, but aren’t willing to commit to the more expensive all-inclusive model – yet there is currently no one offering this type of experience.

Civana has brought an experienced team together to introduce the first true à la carte wellness resort that will meet the desires of this particular market segment. ▶

Peter Smith adviser

Peter Smith recently retired as chief operating officer at Canyon Ranch, and has also held several senior executive positions overseeing operations for Holland America and Windstar Cruise Lines, as well as Westin Hotels.

How did you move to the wellness industry from a conventional hospitality model?

I've been fortunate to have had three very enjoyable careers with leading brands in the hotel, cruise and wellness industries. Each were capital-, labour- and service-intensive entities with very

The Civana model broadens the reach of wellness to a much larger audience than the traditional brands

high customer expectations requiring acute attention to customer needs.

The hotel and cruise business models are more transactional than the all-inclusive wellness experience, where our associates are "healers" who connect on a very personal basis with guests – and in many cases help

them in improving their lives. While I enjoyed the hotel and cruise businesses, I've found the wellness industry the most personally rewarding, because of the unique engagement we have with our guests.

What made you want to get involved with Civana?

I found the Civana model of real interest because it broadens the reach of wellness to a much larger audience than the more traditional brands, thus allowing a younger audience to participate in healthy vacations.

The Civana brand will be a leader in the next generation of the wellness industry.



Civana is led by some of the best minds in the industry who have the knowledge, experience, energy and enthusiasm to create new and exciting wellness experiences both for the brand, and for the wider industry as a whole.

Ben Meyer and Anissa Mendil architects
Directors of 3rd Story's commercial and hospitality division

Architect Ben Meyer and interior designer Anissa Mendil are the directors of 3rd Story's commercial and hospitality division, and are charged with leading the transformation of Civana Carefree. The husband-and-wife team is based in Arizona, but brings European heritage – Meyer is English and Mendil is German – to the projects they work on.

What is your overall vision for Civana Carefree?

The intent is to strip back the conflicting architectural styles and simplify the building forms to respect the original mid-century design. The result will be cleaner lines with a more horizontal emphasis. By decluttering the design, guests will be free and open to receiving the full benefits of the Civana experience.



The Sonoran Desert is such an amazing environment – dominated by expansive views and incredible light, which has influenced both the spaces and material choices. Taking advantage of the views to the mountains has been an important goal from the start.

How will you incorporate sustainable features and wellness in your design?

The biggest sustainable piece of this project is the fact that



we're repurposing an existing building. Each building has great "bones", which enables us to incorporate this new wellness concept in an established environment, giving a new lease of life to a landmark property.

Repurposed architecture connects to our history and future; the unique spaces and places that are created from repurposing often tell a story that can't be replicated in new construction. Carefree will

Repurposed architecture connects to our history and future

incorporate a combination of sustainable building materials and finishes, locally manufactured millwork and furniture, greywater recycling and heat recovery in the spa building, solar panels to supply power to the spa building, and locally supplied food.

In the guest rooms, we implemented a floating bed, where the massing of the bed is now in the middle of the room. This has removed the focus from the TV often found opposite the bed, but it also captures the incredible views of the Sonoran Desert and mountains, connecting guests back to nature while they're in their room, and grounding and inspiring them. ●

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Ice bathing in natural settings is an important part of Nordic culture

Ask an expert

Is cold-water bathing the next hot thing?

Cold-water therapy is having something of a resurgence, with studies pointing to its many benefits – both physical and mental.

Jane Kitchen asks the experts how it might fit in at spas

Spas may be traditionally known for their warm facilities, such as steamrooms and saunas, but the benefits of cold therapy are gaining increasing attention and from cryotherapy to contrast therapy, embracing the cold is suddenly all the rage.

Ice baths are already a regular feature of elite athlete training, helping reduce injury and aid recovery, and these benefits seem to be enhanced when combined with specific breathing practices and mental focus such as those proposed by proponents of the Wim Hof Method (see pages 24-25).

But cold-water bathing is hardly a new trend; the benefits of cold-water immersion

Ice baths are already a regular feature of elite athlete training to reduce injury and aid recovery

have been documented for centuries, and in many cultures it remains an integral part of life. Hippocrates was said to be a fan of the practice. Native Americans alternated sweat lodges and dips in icy rivers, and cold-water bathing was prescribed by doctors in Victorian times.

Today, scientists are once again taking a closer look at the benefits of the practice,

but some cold therapy benefits are already well-known: cold can be used to relieve pain and inflammation (icing your knee after a fall) and is often used in exercise recovery.

Studies have also shown that cold therapy can improve circulation, help with sleep, burn fat and increase the size of brown fat stores, and boost immune function. Recent studies have even suggested cold-water bathing may help fight depression.

But are spas – and more to the point, consumers – ready for cold-water bathing? How can wellness facilities help educate guests on the benefits? Is the time right for a resurgence of cold treatments? We asked the experts...

Professor Marc Cohen RMIT University, Australia

Salus per aqua, or 'health through water', is the motto of spas, yet there is a reason most bathing experiences include heat.

Bathing in warm water induces relaxation, so guests can find balance and connect to their "essence" through actively doing nothing. The bathing industry – including hot springs, fitness centres and spas – offers experiences that focus on heat, such as saunas, steamrooms and hot tubs. While some facilities do have plunge-pools, ice-showers and even ice-caves, very few have dedicated ice-baths.

There's a reason for this: cold water can be uncomfortable and even painful – scientists use cold-water immersion to gauge pain tolerance. To most people, cold water is unappealing, with the exception of those resilient



few who take cold showers or swim year-round in the ocean.

Sauna may be the only Finnish word in the English language, but it seems that in transporting saunas around the world, we've neglected what the Finns take for granted: an ice-cold lake or snow drift outside. In our search for comfort, we've forgotten what the Scandinavians, Russians and Japanese have known for ages: that both hot and cold

“There's a growing body of evidence proving the health benefits of ice bathing”

bathing can be exhilarating and health-enhancing.

The health benefits of cold-water immersion are still being established, but there's a growing body of evidence proving the health benefits of sauna bathing and ice bathing, and the growing popularity of cryosaunas and cryoclinics suggests that cold can be positioned as a high-value experience.

Certainly there are many psychological and physical effects of cold exposure. The conscious choice to stay relaxed in an uncomfortable situation is itself a powerful mental exercise that builds self-confidence and resilience,

which can have flow-on effects on the rest of your life. Any first aider can also tell you that cold exposure can be used to reduce pain and inflammation and enhance recovery.

The combination of hot and cold can also be used to consciously exercise the thousands of kilometres of smooth muscle lining your blood vessels that are not under voluntary control.

Regular cold exposure also stimulates the metabolism and induces the production of brown adipose tissue (BAT) or 'brown fat', which is laden with mitochondria that burn white fat – the kind most of us want to lose – and turn it into heat.

Alla Sokolova founder and CEO, Inbalans Group

Cold-water bathing is a part of the Baltic bathing culture, as well as the Russian banya – the history of which dates back to the 2nd century. Cold-water bathing can take many different forms, from dipping in a plunge pool to taking a cold shower or pouring a cold water bucket from head to toe after warming up the body in a hot sauna. This kind of contrast-therapy is a great workout for the cardiovascular system, and increases blood flow, improves the metabolism, and builds a stress resilience – which strengthens the immune system. At our Amber Spa Hotel in Jurmala, Latvia,



we offer cold bathing in an authentic Russian banya, which is guided by a sauna master.

The bathing ritual has three major parts: first, warming up the body in the sauna; second, either dipping in the cold plunge pool or having

“Guests say they feel instantly lighter, stronger, younger – and even 'reborn'”

a cold water bucket poured over you. (The first two steps are repeated three times). The final phase of the treatment ends with a soap massage and relaxation. The Russian banya ritual is our most popular, both among locals and hotel guests, and is also our most profitable, as many locals come to the banya regularly. Guests routinely say they feel instantly lighter, stronger, younger – and even “reborn” after the experience.

A banya ritual can be integrated into spas that have a sauna suite or hammam. Though many spas offer Kneipp paths, plunge pools and crushed ice in the wet area, more can be done to create guided treatments and to explain the benefits of the cold. This could include integrating a step-by-step sequence of breathing, self-massage and mindfulness techniques, with an opening and a finishing ritual.

Adria Lake founder, A.W. Lake Design

There is plenty of evidence that exposure to cold is beneficial to our overall health. Recent scientific studies have shown that sustained and regular exposure to cold increases metabolic rate and calorie expenditure; reduces systemic inflammation; strengthens the nervous and immune systems; heals injuries and speeds recovery; regulates blood sugar levels by increasing levels of adiponectin – a protein involved in blood glucose regulation; improves sleep quality; and increases lifespan due to hormesis – a natural adaptation that our bodies go through when exposed to environmental stresses.

My interest in cold-water bathing, or any exposure to extreme temperatures (high



or low) and environments relates more to our internal hard-wiring than to finding another 'cure'. We are not built for constant comfort and homeostasis. Our dependence on modern conveniences and preference for sanitised and temperature-controlled environments has weakened our immune systems and destabilised our internal self-balancing and regulating

Any exposure to discomfort builds up our physical and mental resilience

systems. So one sure benefit of cold-water bathing or any type of cold exposure is the most obvious: discomfort. Any exposure to discomfort strengthens our body's defence mechanisms and builds up our physical and mental resilience. And it is our own built-in resilience – not any one treatment or therapy – that will keep us healthy and well.

That said, spas are havens of comfort, so I'm sceptical that hotel spas have the risk-tolerance, interest or resources to bring effective cold-water therapies beyond the requisite cold plunge, decorative ice-fountains, or

the trendy snow/ice room that is often nothing more than a glorified and expensive chilled room – all of which often become under-utilised once their novelty wears off.

Often, the most effective cold therapies are best experienced in nature, or in the privacy of your own home – without expensive or high-tech equipment. A brisk walk in the early morning when temperature is at its lowest, a cold shower, or lowering the thermostat at night before going to bed – these have more lasting benefits to your overall wellbeing than an over-priced tepid-water therapy in a spa.

Charles Davidson CEO & founder, Peninsula Hot Springs, Australia

At Peninsula Hot Springs, we're expanding our facilities, and one of the things we're adding is a new area dedicated to contrast therapy, which includes both hot and cold water experiences. Guests will be able to relax in saunas and hot mineral spring pools and then plunge into cold and ice plunges – including cold baths, ice baths and an ice cave – in an area we're calling 'Fire and Ice'. This kind of contrast bathing is very good for blood circulation and for generating an overall sense of invigoration and feeling of being 'alive'.

The size and the styles of the pools are specifically designed for social bathing



experiences where groups of friends can participate in a fun and exciting wellness experience together. Well-marked signage clearly explains how to use the facilities so guests can go on self-guided bathing journeys.

Participating in activities in a group is also important

Contrast bathing is very good for generating a sense of invigoration

for generating a sense of belonging and connection; one of the special features of hot springs bathing is that, across the globe, it's found to be a source of community connection – people of all ages and all races can share some relaxing time together.

Finding time to relax and be with friends or spend time alone in a natural setting is at the core of the hot springs bathing experience. That being said, there is a lot of fun and laughter to be had with friends when going into and

out of what could be considered extreme bathing experiences like ice and cold plunges and very hot saunas. Bathing offers both physical and mental health benefits, which are gained by participating in the practice.

I like to say that bathing is a reality experience in a virtual world. As more and more of our time is spent on computers and in front of screens, it's becoming increasingly important for people to find the time to participate in real experiences that they are able to share with others. ●



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spa business uniting the world of wellness

Strong & Steady

Total spa industry revenue in the US has reached an all-time high of US\$16.8bn, according to the latest research from ISPA and PricewaterhouseCoopers.

Research author Colin McIlheney outlines the findings

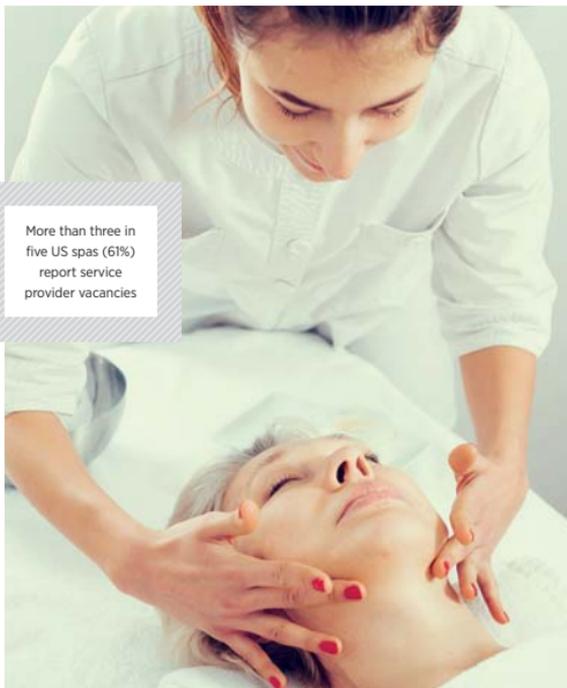
It's been another year of steady growth for the US spa industry, according to the International Spa Association's (ISPA) 2017 *US Spa Industry Study*, which was carried out in collaboration with PricewaterhouseCoopers (PwC).

The report is a nationwide overview of the spa industry and looks at data for

2016 through spring 2017. The findings are the result of a large-scale survey of spa operators across the US. Criteria examined include financial performance, employment and growth, as well as the regional distribution of spas, ownership structures, number of visits, product and service offerings, compensation and other topical areas of interest.



The full study can be downloaded online and is free for ISPA members



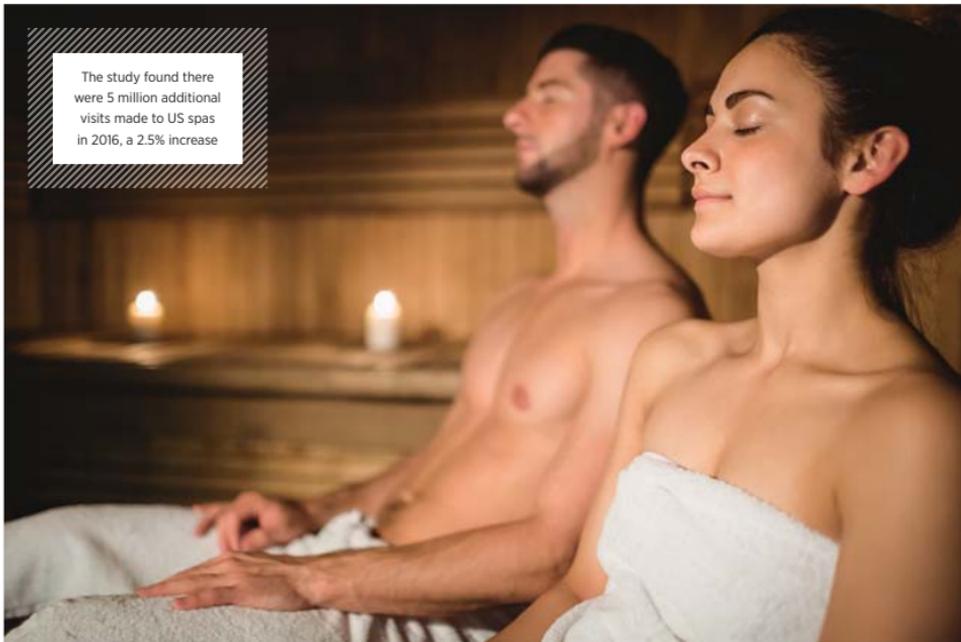
More than three in five US spas (61%) report service provider vacancies

With growth in the US economy in 2016 seeing overall GDP continuing to rise and unemployment falling further, this year's estimates show that the spa industry grew in tandem with the wider economy. Revenues, visits, employment and locations all increased, marking further progress for the industry and representing a seventh year of positive growth following the decline that resulted from the Great Recession in 2008-2009.

Five key statistics

In this year's study, each of the 'Big Five' statistics increased on the previous year's figures, underscoring the industry's continued growth. Total spa industry revenue in the US is estimated to have reached US\$16.8bn in 2016 - an all-time record figure. Growth in the overall US economy slowed slightly in 2016, with GDP growth falling from 2.6 per cent in 2015 to 1.6 per cent in 2016, and this trend was matched in the spa industry, with revenue growth slowing from 5 per cent in 2015 to 3.1 per cent in 2016. In addition to revenue, record-high figures for the

The study found there were 5 million additional visits made to US spas in 2016, a 2.5% increase



There was a net increase of 240 new spas on the landscape

industry were also recorded in relation to visits, locations and revenue per visit. With 5 million additional visits made to spas in 2016, the number of visits grew to 184 million in 2016, representing a 2.5 per cent increase on the figure from the previous year. These increases in both revenues and visits helped revenue per visit rise by 0.6 per cent to US\$91.30.

With employment in the wider US economy increasing by 1.8 per cent in 2016, the spa industry kept pace with a 1.6 per cent increase in employment, meaning that 365,200 people now work in US spas. There was steady growth in both the number of full-time (+2.3 per cent) and part-time (+4.1 per cent) employees, coupled with a further fall in the number of contractors (-11.4 per cent). In recent years the part-time workforce has seen a more rapid rate of growth than full-time

employment, meaning that the number of part-time employees in spas is now just shy of the number of full-time employees.

There was a net increase of 240 new spas on the landscape in 2016, equating to more than four new spas opening each week, meaning there are now 21,260 spa establishments in the US (+1.1 per cent). This is just shy of the record of 21,300 spa establishments documented in 2008. Almost four in five spas in the US are day spas (79.6 per cent), followed by resort/

hotel spas (8.6 per cent) and medical spas (8.3 per cent), which remains largely unchanged from the previous year.

Demand for talent

Compensation remains a hot topic in the US spa industry. The number of unfilled vacancies still stands out, with more than three in five (61 per cent) spas reporting service provider vacancies. The number of service provider vacancies in 2016 is estimated at 32,390, a 13 per cent fall on

The Big Five Statistics:

2016 out-turn and percentage change in 2016

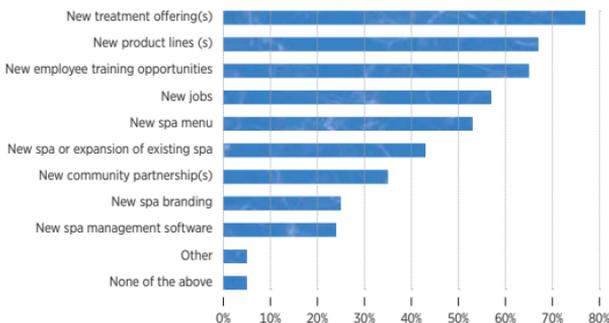
	2015 (Year End)	2016 (Year End)	% Change*
Revenue	\$16.3 billion	\$16.8 billion	3.1%
Spa Visits	179 million	184 million	2.5%
Locations	21,020	21,260	1.1%
Revenue Per Visit	\$91	\$91	0.6%
	2016 (May)	2017 (May)	% Change*
Total Employees	359,300	365,200	1.6%
Full-Time	162,000	165,800	2.3%
Part-Time	157,800	164,500	4.2%
Contract	39,500	35,000	-11.4%

*Calculations of percentage change are based on unrounded figures

Three-quarters of spas plan to add treatment offerings to their spas in the future



Planning to add or create in 2017



▶ the previous year's figure, and perhaps a sign of progress in a key area for the industry's future growth. Nevertheless, the number of unfilled director and manager vacancies has remained static at 1,230 – the majority of these being vacancies for spa managers (1,030). This shows that as the industry's growth continues, so does the demand for talent across all job roles.

Looking ahead

With the industry striving for further expansion, many spas reported that they are actively taking steps to keep up with emerging trends and ensure future growth. Technology is unsurprisingly at the forefront, with more than four in five spas (83 per cent) saying they had offered social media promotions in 2016, and over three in five (62 per cent) US spas offering online booking options.

Looking to the future, the vast majority said they plan to add or create a range of enhancements to their business (95 per cent), with over three-quarters (77 per cent) intending to add new treatment offerings and two-thirds (67 per cent) planning to introduce new product lines. From a personnel perspective, almost two in three spas (65 per cent) plan to add or create new training opportunities, and over half (57 per cent) plan to create new jobs.

Respondents were asked to comment on what they believe will be the next big thing to shape the industry. Wellness, health and fitness remains the most frequently cited trend, mentioned by almost one in three spas (32 per cent). Some distance behind, the second-most popular choice was the use of organic/natural products (12 per cent), often linked to themes around sustainability and local sourcing. ●



As the industry's growth continues, so does the demand for talent across all job roles

Research findings in detail

ISPA is a professional organisation, representing providers in more than 70 countries and encompassing all aspects of the spa experience, from facilities through to instructors, professional practitioners and product suppliers. Its role is to advance the industry by providing educational and networking opportunities, promoting spas and fostering professionalism and growth.

To gain more in-depth industry understanding, ISPA commissioned the first US study in 2000, followed by updates in 2002, 2004, 2006, 2007, and every year from 2010 onwards. Shorter tracking studies documented performance in 2003, 2005, 2008 and 2009.

Topics covered in detail in the full *ISPA 2017 US Spa Industry Study* prepared by PwC include:

- Overall industry size and growth
- Industry profile – size and type of spa by geography and year of start-up
- Services, facilities and products offered across the spectrum of spa types
- Compensation – differences by type of spa, type of employment and role

The full *ISPA 2017 US Spa Industry Study*, with technical appendix, is available at experienceispa.com. ISPA members may download a complimentary copy and non-members may purchase the report through this site.

The *2017 US Spa Industry Study* was released at ISPA's 2017 conference, which took place 16-18 October in Las Vegas.

Colin McIlhenny is the global research director at PricewaterhouseCoopers, and in his 33-year career, he's designed more than 200 international surveys. He's also the research advisor for ISPA, and was the lead manager on the 2017 US Spa Industry Study. email: ispa@ispastaff.com Tel: +1 888 651 4772





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spa business uniting the world of wellness



Turn cancellations from headache into revenue *with these simple steps...*

Cancellations are a big headache in the spa and salon business. They cost you money and mess up your schedule – and you can't avoid them.

Obviously, cancellations are a necessary evil. But you can minimize the damage they cause. There are several steps you can take to do this, including taking a credit card deposit at time of booking, and sending out email reminders. But there is no one-size-fits-all solution. Let's have a look at the steps you can take to decrease the negative impact of cancellations on your spa or salon business.

Set parameters

First things first, you must have a policy in place. There

are situations in which you might waver from it, but it's best to start with something and to set parameters.

Your policy can actually get quite granular. Consider different rules for different types of bookings. You want to maintain your cancellation policy, but still have some flexibility to show empathy and say "I totally understand that your car broke down."

Ask yourself how long you reasonably need to fill treatment spots. Do you allow 24 hours or 48 hours? It might be easy to fill one massage that cancels eight hours in advance, but you will probably need longer lead times for a group cancellation of five or 10 people. Communicate that policy to guests; you can't enforce it if they're unaware of it.



With Turn Away Tracking, you can track times with high cancellation rates, equate that to a dollar value, and look at trends

Roger Sholanki

Use available resources

Use your own data to track revenue lost through cancellations. With Turn Away Tracking, you can track times with high cancellation rates, equate that to a dollar value, and look at trends.

Then, if you know people are more likely to cancel a Sunday morning appointment, you might charge a higher deposit for those specific reservations.

Empower your staff

Your front desk staff should be empowered to make decisions such as who is charged for a no-show and who isn't, and they should be supported in their decisions. Because if a front desk staffer says to a couple, "We are going to charge you \$320 for this missed couples massage," the client is not going to be happy and is going to ask to speak to the manager. If you want staff to enforce your policy you have to support them in doing so.

Exercise good judgement

How hard are you going to enforce your cancellation policy if you're losing \$50 revenue on one 45-minute manicure, vs losing \$320 on a couples' massage? Our business is about guest experience, and you want your guests to be happy and to come back.

Guests are smart, and if you tell them you're charging them \$320 for a missed massage, they may cancel their credit card – and then you can be sure they're not coming back.

Whatever your policy, there are going to be times when you have to take a hit, because your goal isn't to punish people, but to get them to return. Providing customer satisfaction means being aware of the line where charging guests for no-shows negatively impacts building your customer base. At that point, you have to ask yourself whether it's worth it – and only you can decide the answer.

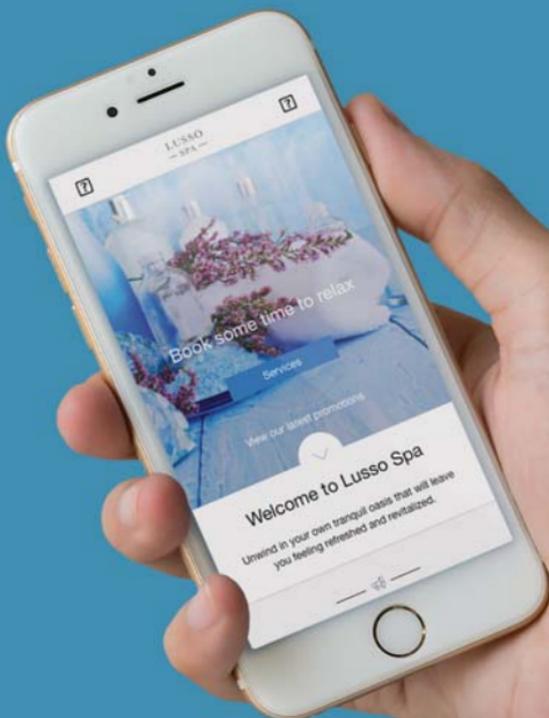


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spa business uniting the world of wellness

Shooting for the moon

Spa professionals worldwide gathered at The Breakers in Palm Beach, Florida, for the Global Wellness Summit. Jane Kitchen shares the highlights

The 11th annual Global Wellness Summit took place at the historic Breakers hotel in Palm Beach, Florida, US, with a theme of 'Living a Well Life,' which brought a focus on preventative medicine, technology, and how wellness is incorporated into our everyday lives – from where we live to how we work.

This year's Summit was the largest yet, with more than 600 delegates from 79

countries attending the event, with new representation from Monaco, Costa Rica and the Cayman Islands. Susie Ellis, GWS chair, opened the event by emphasising the global nature of the Summit, but also calling on the industry to look beyond the luxury marketplace. "Wellness is for everyone, and we have to care about people who might not be able to afford it," she said. "If we don't have wellness for everyone, then it's not really wellness."

Moonshot

Central to that idea is the Wellness Moonshot project announced at the Summit – a call to eradicate chronic, preventable disease. Dr Richard H Carmona, the 17th Surgeon General of the US, joined Ellis on stage to make the announcement, along with television host Dr Mehmet Oz, Dr Dean Ornish, Dr Elke Benedetto-Reisch, Dr Michael



Television personalities, well-known medical doctors and industry icons joined GWS chair Susie Ellis (far left) on stage to announce a Wellness Moonshot project, which aims to eradicate chronic, preventable disease

PHOTOS: SCHEIDT

The Summit took place at the historic Breakers hotel in Palm Beach, Florida, US



Architect Veronica Schreibeis Smith spoke about the shift to wellbeing in architecture



GWI researchers Katherine Johnston (left) and Ophelia Yeung

Roizen, Dr Andrew Weil, filmmaker Louie Schwartzberg and other industry icons.

“The time has come to pool our resources – knowledge, access, funding – and use our collective megaphone on the world stage to work towards achieving a world free of preventable disease,” said Ellis.

She said the Global Wellness Institute would catalyse stakeholders from both the private and public sectors to coordinate and collaborate on the Moonshot, and would begin with research and education efforts. Dr Carmona – who later during the Summit received the first-ever GWS Social Impact Award – said that the GWI is the right organisation to launch the Moonshot, as it can only be achieved with high-level collaboration in the many health and wellness sectors.

“Failure isn’t an option,” he said. “We are the world’s wellness leaders.”

Wellness communities

In order to help prevent disease, it’s important for people to incorporate wellness into their everyday lives, but GWI researchers Katherine Johnston and Ophelia Yeung highlighted just how



GLOBAL WELLNESS AWARDS

Social Impact Award

Dr Richard Carmona

17th Surgeon General of the US

difficult that can be, with a look into how people live in areas as diverse as suburban America and urban Hong Kong. Johnston and Yeung presented key findings from their upcoming report “Build Well To Live Well,” which takes a detailed look at the growing field of wellness communities (See SB17/1, p 70; SB17/2, p 66; SB17/3, p 62). “We cannot fix our global health

crisis and its rising costs if we don’t fix the places that we live,” explained Yeung.

The full report is due out in January (we’ll highlight the details in SB18/1), but the researchers revealed that there are an estimated 1.3m potential buyers for wellness communities in the US alone each year. Homes designed to improve people’s wellness are now commanding 10 to 25 per cent higher price premiums, and today there are more than 600 projects being built worldwide that fall under the category. Johnston said the GWI predicts that in the next several decades, building wellness homes will be the default.

“The home is the last frontier in wellness, and this is the most important research we’ve undertaken – not just because it’s a hot new industry market, but because it’s about where and how we live,” said Johnston. “We’re at the beginning of a new movement in home and community design that tackles our uniquely modern problems – sedentary lives, unhealthy diets, stress, social isolation and loneliness, pollution, nature-deprivation – and it’s creating powerful opportunities.”

Architect Veronica Schreibeis Smith, chair of the GWI Wellness Architecture



More than 600 delegates from 79 countries attended this year's summit

► Initiative, moderated a wellness architecture roundtable, and also spoke separately about the shift from human health to human wellbeing in architecture.

"We have to design for all dimensions of wellness," said Schreiber Smith. "Your surroundings directly impact your behaviour. If you can change your space, you can change your attitude. Corporations are starting to clue in on this and society needs to too."

Medical experts

This year's summit saw presentations from some of the top doctors to promote lifestyle change in the US. Dr Dean Ornish discussed his Ornish Diet and his simple formula to "eat well, stress less, move more and love more." Ornish highlighted how his method helps improve chronic conditions like heart disease and diabetes; lengthen telomeres; and change gene expression, turning on health-promoting genes and turning off disease-promoting genes. "Our genes are a predisposition, but they are not fate," said Ornish.

Dr Mehmet Oz – whose US television show, *Dr Oz*, boasts viewers in the millions – talked about the growing number of people who feel empty, stressed and dissatisfied with life. "We control 70 per cent of how well and long we live," said Oz. He suggested the wellness industry can do more to help people live a well life, and said it's important to make it easy

► Dr Anjan Chatterjee spoke about the brain's reaction to beauty



Dr Alia Crum presented research on the healing abilities of the placebo effect



Television host Dr Oz spoke about preventable disease

{ The body's ability to heal can be a real resource to living a well life, as soon as our own minds are open to it }

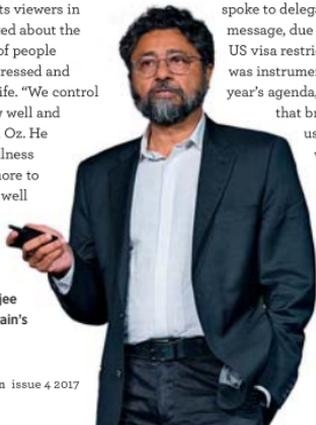
for people to do the right thing. Oz also suggested that there is great opportunity in the spa industry to tackle the issue of sleep – a personal passion of his.

Summit co-chair Dr Gerry Bodeker spoke to delegates via a pre-recorded message, due to complications with US visa restrictions. Bodeker, who was instrumental in crafting this year's agenda, talked about the hope that brain plasticity gives us, especially for mental wellness. "Our brains are designed to keep growing in adulthood to stages of wisdom and enlightenment," Bodeker said.

While we've known about the placebo effect – a beneficial effect

attributed to a patient's belief that they are getting treatment even if they're not – for centuries, Dr Alia Crum discussed what we can do to harness the power of the placebo effect for healing. Crum, who is an assistant professor of psychology at Stanford University, has conducted studies which have shown that social context plays a role in how likely people are to benefit from a placebo effect, as does the language that carers choose. "Medicine and wellness have a real opportunity here," she said. "We can make changes in our words and actions that can have a meaningful impact. These forces are not mysterious – the body's ability to heal can be a real resource to living a well life, as soon as our own minds are open to it."

And Dr Anjan Chatterjee spoke about the brain's reaction to beauty, and research he's done into the nature of beauty, which suggests we have automatic ►



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Leading Woman in Wellness

Julie Bach
 Founder of Wellness for Cancer



Leader in Innovation

Steve Nygren
 Co-founder of Serenbe



Leader in Sustainability

Neil Jacobs
 CEO of Six Senses Hotels Resorts Spas



Leader in Workplace Wellness

Renee Moorefield
 PhD, CEO and founder of Wisdom Works



Debra Simon Award for Leader in Furthering Mental Wellness

Louie Schwartzberg
 Filmmaker

▶ beauty receptors in our brain, and we automatically associate beauty with good. "That means attractive people have all kinds of advantages in life: more pay, better grades, less punishment," he said.

Cold is hot

Several speakers took on the topic of cold therapy, and how it can help with a number of physical ailments (see our 'Ask an Expert' section, page 44-46). World record holder and author Wim Hof took to the stage to talk about the mind's power to control disease and inflammation. Hof advocates a programme that combines cold therapy and conscious breathing as a means to improve overall physical and mental health (see pages 24-25). Dressed in shorts and a T-shirt, Hof impressed – and charmed – summit delegates both in a keynote speech and a hands-on workshop where he taught his breathing method.

And professor Marc Cohen of RMIT University in Australia taught us all to



Agapi Stassinopoulos, Alexia Brue and Melissa Gelula all spoke at the summit

{ It has never been easier to run away from ourselves. We are sinking in data, but we are starving in wisdom }

do the "cold-water hokey-pokey," as he advocated for the benefits of cold therapy, including cold showers. "Visiting the edge of your comfort zone can be a really good thing, but you have to train," he said.

Technology and media

Technology – and its growing impact on our wellbeing – was also in the spotlight this year. As author Agapi Stassinopoulos said: "It has never been easier to run away from ourselves. We are sinking in data, but we are starving in wisdom."

Alexia Brue and Melissa Gelula, co-founders of wellness lifestyle brand Well + Good, took a look at millennial wellness consumers. "The wellness consumer today – especially the millennial consumer – has tremendous access to wellness," said Brue. "There's a mentality of 'I don't need a spa to fix me.' And when they show up at a spa, they're not learning to meditate for the first time." Gelula said

that wellness influencers are doing just that: influencing this generation, who are educating themselves online about wellness, often through social media.

But perhaps we need more of this; Dr Andrew Weil suggested that in today's image-conscious world "we should be recruiting thought leaders and celebrities to make wellness fashionable."

And Jeremy McCarthy, Mandarin Oriental's group director of spa and wellness, spoke in depth about wellness in the age of technology. "If the wellness industry is about living a well life, we need to think about how we help people live a well life in the digital age," said McCarthy. He advocated for establishing guidelines around "digital nutrition" in a similar model to nutritional standards, drawing parallels with food and technology and our need to regulate both. Much like food, "technology is not inherently good or bad – it depends on how much you consume, and the quality of it," explained McCarthy. ▶



Jeremy McCarthy



Delegates enjoyed socialising, had a chance to stretch and to have books signed by authors



Lunch featured discussion topics and healthy portions; right: Spa Business at GWS



Lunch in the sunshine; a champagne toast as next year's location is announced

SUMMIT REVIEW



Mohammad Gawdat



Belgin Aksoy Berkin announced a new Global Wellness Day programme for children

► Happiness and wellness

Happiness is inextricably tied to wellness, and several speakers explored the subject. Jan-Emmanuel De Neve, associate editor of the *World Happiness Report* and professor at the University of Oxford, addressed the issue of happiness at work, while author and Google X chief business officer Mohammad Gawdat spoke about engineering for happiness.

De Neve looked at which jobs are most associated with happiness, what it is about a job that makes people happy, whether happiness is predictive of job performance, and ultimately, whether it makes economic sense to make happiness central in the workplace. He said raising employee happiness raises productivity, and that the companies that are rated the best to work for outperform others on stock market indices. Benefits of employee wellbeing include better recruitment, motivation and retention, he said.

If you don't know what makes you happy, you don't invite it into your life enough. Happiness is a choice, and it's very trainable



GLOBAL WELLNESS AWARDS

Living a Well Life Award
Deborah Szekeley
Founder, Rancho la Puerta

Gawdat detailed his quest to find happiness after the death of his son. He searched for a formula for happiness, and ultimately came up with the idea that "happiness is greater than or equal to the events of your life minus your expectations of how life should behave." Essentially, he said, "you feel happy when life meets your expectations." But beyond that, he said, happiness is our default setting. "If you don't know what makes you happy, you don't invite it into your life enough," he explained. "Happiness is a choice, and it's very trainable."

Belgin Aksoy Berkin made an appearance onstage with a group of enthusiastic local kids as she announced Global Wellness Day's focus on happiness and a new wellness educational programme for children. Aksoy Berkin said rising rates of childhood depression and the growing role of technology in children's lives make this programme necessary. "Nobody is teaching us how to live, how to breathe, how to be mindful and how to be ourselves," said Aksoy Berkin. "These are things that are very important to being a happy adult in the future."

And industry icon Deborah Szekeley, who received the inaugural Living a Well Life Award, shared her thoughts in an on-stage interview with Ellis. The 95-year-old Szekeley, who founded Rancho la Puerta and the Golden Door, said it best: "People have got to move – it's the secret to good longevity. I don't like it every day, but I go and do an aerobic class every morning, five times a week, and on the weekends, I walk." She paused, adding: "It's a very small price to pay for feeling healthy."

NEXT STOP: ITALY

The 2018 Global Wellness Summit will be hosted at the Technogym Village in Cesena, Italy, from 6-8 October 2018.

Technogym – which specialises in technologies for fitness, wellness and health – will be the 2018 host sponsor, and the location, along with founder Nerio Alessandri's approach to the business of wellness, will drive the agenda of the 2018 Summit.

► Technogym's Mauro Nava at the summit



Located in the heart of Italy's "Wellness Valley," the Technogym Village is a 37-acre campus designed from the ground up to encourage a wellness lifestyle – with a focus on fitness, environmental sustainability, architectural wellness and even mental wellbeing through the beauty of art, music and fashion. It's home to an expansive research and education centre, state-of-the-art gym, the Technogym factory, and farm-to-table restaurants.



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SUMMIT REVIEW



■ A 'celebration of the elements' gala

For this year's GWS gala dinner, Debra Duneier from New York-based EcoChi blended modern, evidence-based design principles like biomimicry and environmental psychology with millennia-old strategies like feng shui to transform The Breakers' Venetian ballroom into a twinkling wonderland. The gala included a live auction that raised more than US\$125,000 to benefit the Global Wellness Institute's research division. ●



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spa business uniting the world of wellness

Phytomer creates marine sugars from seawater which are beneficial for the skin

Science of the sea

When were Phytomer's laboratories founded?

We've had laboratories at our Brittany headquarters for more than 40 years, but have in the past decade invested heavily in their expansion – adding new facilities for research, the culture of algae and seaweed, the culture of skin cells, and formulation.

Our biotech building was opened in 2010, specifically for the cultivation of seaweed that's hand-harvested from the Brittany coast. It's like a giant aquarium factory, where you'll find our unique photo-bioreactors – tall glass columns containing seawater, through which light and energy can filter.

In 2016, we built a new factory to comply with OTC (Over the Counter) regulations. These are pharmaceutical controls for skincare products – in particular sunscreen – that are for export to the US, Canada and Australia. Now Phytomer products undergo this rigorous testing, whether it's required or not.

What's your background and role?

I'm a scientist passionate about the sea, with a PhD in biochemistry and immunology. I joined Phytomer in 1997, so I've been with the company for 20 years.

I'm director of the R & D team. Phytomer is dedicated to leading in the

Phytomer's director of R&D, Pierre Yves Morvan, explains how the company's huge investment in science has made it a world innovator in marine cosmetics



Pierre Yves Morvan



Phytomer's laboratories in France (above, bottom left) cultivate the benefits of the sea. Below, its Pionnière XMF contains a unique marine sugar

field of scientific discovery in marine cosmetics, and we have around 20-30 scientists working here at any one time.

We also welcome PhD students from the universities of Brittany, and we're collaborating with several science start-ups on some exciting projects on marine biotechnologies, green production processes and biomaterials, etc.

What have been Phytomer's most notable innovations?

Our most famous ingredient is Oligomer®, which is a concentrate from seawater containing all the most precious trace elements of the sea. It's a compound in its own right, but also a powerfully active ingredient that goes into all our products to revitalize the skin.

The exact production process – a way to freeze dry seawater – is protected by a manufacturing secret that has enabled us to keep worldwide exclusivity since its creation in 1972.

Instead of using hot temperatures for extraction or drying in the sun – which both destroy the beneficial properties – we reduce the temperature of the seawater to produce ice, and then under pressure we eliminate all the water to produce a gas. This way we're able to preserve the structure, minerals and trace elements of the seawater, and therefore all its many benefits for the beauty and health of the skin.

As pioneer in marine biotechnologies, we're also the only company in the





Phytomer's scientists have been able to cultivate species of algae that don't exist anywhere else in the world

world to currently be creating EPS (exopolysaccharides) from seawater. EPS are marine sugars produced by marine micro-organisms with inimitable properties that are highly beneficial to the skin.

Can you explain EPS in more detail?

We've been producing EPS since 2011. Working in partnership with the start-up Polymaris, we collect micro-organisms from the 'Abers' - Brittany's coastal fjords.

We're currently cultivating around 500 different species by fermentation, which is a process done in seawater in the lab without light. Each micro-organism has a specific structure, composition and activity, and each can potentially produce one specific marine sugar (EPS).

We now have five different EPS in Phytomer products - the first one being XMF (Extra Marine Filler), which is used in our highly effective anti-ageing cream Pionnière XMF, launched in 2012.

What are the benefits of culturing algae in the lab?

By cultivating in our photo-bioreactors we gain a much higher rate of reproducibility, and create more constant properties for our skincare products.

Algae are not the same in the summer or the winter - there's a natural evolution during the seasons. In the lab we're able to control the conditions, and so maintain the



All Phytomer's processes are 100 per cent natural and non-GMO

same temperature, salinity and light, for example. We also eliminate contaminants, heavy metals and other pollutants.

Thanks to this process we've also been able to cultivate algae that don't exist elsewhere in the world - because they're often too diluted to thrive in nature.

We only ever need to take very small amounts from nature, so the process is very sustainable. For example, with coralina (a kind of vegetable coral) we may only harvest 1cm, but will grow many more kilograms in the lab. In just three months we can produce a quantity that would take three years to grow in nature.

While some companies may use genetically modified bacteria in the cultivation process, Phytomer's processes are 100 per cent natural and non-GMO.

What's next for Phytomer?

There is so much more to discover. We currently only know about one per

cent of the microorganisms living in seawater. And thanks largely to the Gulf Stream, Brittany has one of the most diverse eco-systems in the world, so we're in the perfect location!

We're also cultivating more and more algae in photo-bioreactors. For example, we've just started to grow the red algae *Rhodella Violacea* because of its incredible benefits against the effects of mental stress on the skin. We'll incorporate this algae in our soon-to-launch CRÈME 30 - our first wrinkle cream for women in their 30s who lead a stressful life.

By observing the biology of sea plants and organisms, we can adapt to the biology of human skin. In science it's called biomimicry, and with Phytomer's richness of resources, we'll continue to be a leader and innovator in this field for many decades to come.

PHYTOMER

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Spa Foresight™



Spa Foresight™ is published annually in the *Spa Business Handbook*

What's going to have the biggest impact on spas in the future? *Spa Business* outlines the trends, technologies and strategies that are coming down the track

Top 20 predictions

- 1 Tattoo detox
- 2 Spa dentistry
- 3 Grief
- 4 Simplicity
- 5 Therapy animals
- 6 Extreme bathing
- 7 Skin microbiome
- 8 Resilience
- 9 Wellness communities
- 10 mfDNA
- 11 Global onsen
- 12 The placebo effect
- 13 ASMR
- 14 Ketogenic exercise
- 15 Menopause
- 16 Body forensics
- 17 Personal pollution sensors
- 18 Nootropics
- 19 Uzbekistan
- 20 Nose to toe



PHOTO: SHUTTERSTOCK/AFRICA STUDIO

GROWING MARKET

1. TATTOO DETOX

Concerns are growing about the safety of tattoo inks, which – in spite of the fact they're injected into the body – are not yet governed by laws relating to toxicity. Up to 20 per cent of adults in some Western nations are tattooed, with this rising to 35 per cent in the under-30s.

According to a recent report from the European Chemicals Agency (ECA), tattoo ink is thought likely to have a carcinogenic impact and is implicated in reproductive disease, with red ink most likely to cause the biggest issues, according to ECA. We think health-conscious consumers with tattoos

will be increasingly interested in tattoo removal, coupled with chelation therapy to filter heavy metals from their bodies. Spas are ideally placed to introduce both services, with healing and recuperation included, to create a full-service tattoo-removal programme.



PHOTO: SHUTTERSTOCK/ROBERT KNISCHKE

TEETH

2. SPA DENTISTRY

Dentistry will undergo a revolution in the next 50 years, with 3D-printed tooth implants and stem-cell regeneration making existing procedures redundant.

These changes will create opportunities for spas to widen wellbeing services to include dental treatment, by investing in next-generation equipment and creating a role for holistic spa dentists.

It will be a great fit: a spa is the ideal setting in which to undergo hi-tech dental procedures, given the relaxing environments and exceptional levels of service.

These high-value dental treatments will create powerful additional revenue streams for spas from compact and affordable real estate footprints.

Dental health is an important part of wellbeing. Research shows poor dentistry contributes to a range of issues, including heart disease and autoimmune disorders, making effective interventions important for good health – while the cosmetic value of beautiful teeth has a powerful effect on self esteem and confidence.

We expect foresighted spa operators to make investments in dentistry part of their business development planning, and to begin to position for synergistic dental partnerships and acquisitions to take advantage of the radical changes that will reshape the market for essential and cosmetic dentistry in the coming decades.

■ Spas will develop a highly lucrative new area of business by moving into high-tech dentistry

STRATEGIES FOR COPING

3. GRIEF

Just as death is a taboo subject for many, so the challenge of supporting people who are grieving is something that many find difficult to discuss. This creates situations where people can be grieving, and friends, colleagues and family are not equipped to offer support. They say nothing, for

fear of saying the wrong thing and making matters worse. Spas are well-placed to offer a sanctuary where grief can be expressed and both the grieving and their supporters can be taught strategies for healing. We expect life-changing interventions such as this to become part of the industry's remit.

INFOBESITY

4. SIMPLICITY

In today's always-on, fast-paced, increasingly complex world, simplicity has become the new luxury.

More information is available to teenagers today than was available to the US president 20 years ago – and that overload is leading to 'infobesity.'

Brain-drained consumers are tired of making decisions, and simplifying choices is key to making guests feel truly relaxed. This could translate to simpler spa menus, or consultations that point guests to treatments – no decision-making required. Spas have long provided calm, distraction-free spaces; guests will be looking for a less-is-more sensibility in other areas. ▶



► HEALING

5. THERAPY ANIMALS

Animal interactions have been shown to have positive effects on people's physical health – lowering blood pressure, increasing endorphin levels, and decreasing the physical perception of pain.

They've also been shown to positively affect mental health by decreasing anxiety, feelings of isolation and loneliness.

As spas seek ways to offer services in the area of mental wellbeing, we expect to see more use of therapy animals. Spas such as Miraval, with its equine programme, are already using therapy animals to help guests

gain greater self-awareness and experience personal growth. We think more spas – especially those with plenty of open space – could implement animal therapy programmes, and in the process, help bring joy and calm to their guests. And the PR angle is also powerful – who could resist the Instagrammable cuteness?

ICE AGE

6. EXTREME BATHING

With the growing popularity of programmes like the Wim Hof Method (see p 24-25), which advocates extreme cold exposure and advanced breathing techniques for health and resilience, we predict more consumers will warm to the idea of extreme cold if the health benefits are clearly explained.

Research shows that extreme cold exposure has a wide range of important effects, including speeding up metabolism by stimulating the creation of brown fat, reducing inflammation and strengthening the immune system. It's also been shown to improve quality of sleep, boost the production of feel-good endorphins and have beneficial effects on the treatment of anxiety,



PHOTO: SHUTTERSTOCK/DIMARIY MURZALU

▲ New research is confirming the health benefits of extreme cold immersion to a wide range of metabolic processes

depression and PTSD. When it comes to implementation, extreme bathing services need to be carefully controlled to ensure safety, and we expect some spas to introduce medically supervised programmes, with ice bathing pools

and follow-up facilities for the "re-warming" phase of the treatment (see 'Ask an Expert', p 42-44).

Other extreme bathing trends include geothermal saunas that pipe hot steam from the earth's core, beach spas where holes are dug in the sand to create pools that fill with thermal water from natural springs and – in tune with the trend for forest bathing – woodland streams that are dammed to create bathing pools.

KEEPING THE BALANCE

7. SKIN MICROBIOME

The microbiome of the gut may have been getting all the attention from consumers, but the skin microbiome has its own unique combination of microorganisms that need to be kept in balance on a daily basis as well.

Harsh cleansers, antibacterial soap, and a general modern obsession with cleanliness can easily get things out of balance, which may lead to skin conditions ranging from acne to eczema and psoriasis – as well as to a weakening of the wider immune system.

As consumers begin to understand the larger implications of this, expect to see more and more probiotic treatments, cleansers and creams, and look to incorporate them in your spa menu.

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LIFE SKILLS

8. RESILIENCE

We're forecasting an increasing interest in resilience and stoicism as people of all ages seek better ways to live and cope with the demands of life.

Services in this area will include education, counselling and lifestyle interventions such as balanced exercise regimes that give an outlet for anxieties and relieve stress.

Resilience will be especially important to Gen Z, many of whom are turning out to be troubled and fragile as a result of being over-exposed to social media and adult content during their formative years – and with high levels of self harm and mental health issues.

■ Spa operators will find an abundance of opportunity as the market goes mainstream



THE MARKET BROADENS

9. WELLNESS COMMUNITIES

In 2009, Spa Foresight™ predicted that wellness real estate would emerge as a significant economic force, with the addition of spa and wellbeing services to residential creating a value margin that would attract a new generation of property developers and investors. We've seen a global rise in high-end wellness communities since, and now we expect the concept to go mainstream, with investors attracted by the 30 per cent uplift.

People living in these developments self-identify as being focused on their own wellbeing to varying degrees, and just as spas are designed to attract consumers with different preferences and levels of affluence, so wellness communities will be developed to meet the needs of each, creating opportunities for spa brands at every level of the market to partner with developers on wellness community developments.

MAPPING THERMAL WATER

10. mfDNA

Just as we have our own unique DNA, so natural thermal water has its own unique microfloral DNA – or mfDNA – that can be analysed and correlated to the health properties of waters from specific locations.

Now, a group of scientists, led by Dr Marc Cohen of RMIT University in Australia and Dr Vincenzo Romano Spica of the University of Rome, are working to map mfDNA across the world – and create a biofingerprint for each water source.

The biofingerprint will include details on the physical, chemical and biological makeup of the water. It has implications for practical things like hygiene, safety and quality, as well as management, but can also be used in marketing. By characterising hot springs water and identifying the benefits and best uses for each kind, Spica hopes to help consumers find the best water for the treatment they



PHOTO: SHUTTERSTOCK/ANWAZHE

need, and to increase personalisation. He also hopes waters with different properties can eventually be named and marketed in the same way that wines are – creating the equivalent of champagne, Burgundy or Brunello spa waters, each unique in its particular qualities.

▲ The mfDNA includes the physical, chemical and biological makeup of the water

WORLD VIEW

11. GLOBAL ONSEN

In 2015, nearly 20 million tourists travelled to Japan; the government hopes to double this by 2020. Japan is hosting the 2019 Rugby World Cup and the 2020 Tokyo Olympics and Paralympics, which has brought massive hotel development. This will mean an exposure to Japanese culture that will likely have a ripple effect

throughout the world – including the Japanese onsen, or hot springs baths, which many of those new tourists will be exposed to for the first time. We anticipate seeing more onsen-like features in spa settings as both consumers and operators discover the peacefulness of Japanese bathing and adapt it to their own cultures.

THAT TINGLING FEELING

13. ASMR

Autonomous Sensory Meridian Response – or ASMR – is described as a pleasurable tingling that begins at the top of the head and radiates down the spine, and can be triggered by quiet sounds such as whispering, crinkling paper or the tinkling of wind chimes, or by gentle, light touches like hair brushing or skin stroking.

People are increasingly seeking out ASMR experiences, and YouTube is full of ASMR videos that use sound triggers.

Whisperlodge Spa in New York City opened this year, where therapists blindfold guests and whisper in their ears, touch them gently with makeup brushes, crinkle tissue paper near their heads or even draw with charcoal alongside them to create that pleasant, tingly feeling. It's



PHOTO: SHUTTERSTOCK/WAVEBERA MEDIA

all very quiet and intimate; trust of (and comfort with) a therapist is imperative. Feeling ASMR is said to be relaxing, de-stressing, and to lead to better sleep.

We've seen elements of ASMR being used in traditional spa environments – Comfort Zone's sleep therapy treatment

uses the gentle touch of brushes, for example – but more ASMR triggers could be brought into spas, especially as public perception and knowledge of it increases. If the popularity of YouTube videos is any indication of interest, get ready: we found one that had 2.6m views its first week.

FITNESS TREND

14. KETOGENIC EXERCISE

Most people burn carbohydrates as fuel when exercising, but there's an increasing interest in re-training the body to burn fat, which is a less limited fuel source.

The added advantage is that teaching the body to burn fat instead of carbohydrates leads to weight loss, which can give good outcomes if carefully supervised by expert dietitians.

The body can only store 1,600-2,000 calories from carbohydrates, meaning

exercisers who are instead fuelled by energy from fat stores – ketones – can go longer with the right training.

We expect interest in ketogenic exercise to grow as knowledge trickles down from the elite athlete level to the mainstream. This will create opportunities for spas to offer ketogenic conversion training and dietary advice to guests. The spa is an appropriate environment in which to deliver this transformation, as it needs to be done carefully.



PHOTO: SHUTTERSTOCK/GLENDA

▲ Tour de France winner Chris Froome has adopted a ketogenic diet under the supervision of sport scientist James Morton ▶



■ There is much the spa industry can do to help ease or eliminate menopause symptoms

► AGEING

15. MENOPAUSE

With their distinctive wellbeing needs, menopausal women represent a powerful consumer group in need of wellness interventions, and we expect menopause-related services to become more widespread in the spa

and wellness market, with treatments and packages appearing on spa menus. Lifestyle change can massively ease or eliminate menopause symptoms, so there is much the spa and wellness industry can do with existing

resources to support women going through this phase of their lives. Pelvic floor strengthening workouts, hormone rebalancing, natural HRT, sleep therapy and coaching in resilience are all services that would resonate.

NEW SERVICE

16. BODY FORENSICS

Achieving optimum health and wellbeing demands a 360-degree understanding of each person's individual body type and issues.

Given all aspects of health are interrelated and interdependent, we see a role for spas to sit at the heart of a body forensics service, based on accurate diagnostics and ongoing preventative lifestyle prescription.

The service would involve a cross-disciplinary team acting with a holistic brief – at a level not yet achieved by any spa operator – and would prescribe lifestyle advice and interventions.

INVISIBLE THREAT

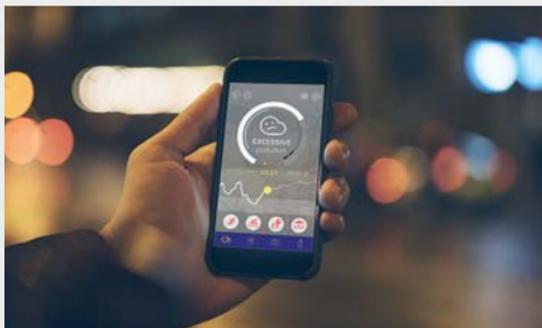
17. PERSONAL POLLUTION SENSORS

More than 92 per cent of the world's population is breathing air that fails basic health standards, according to a recently launched Air Quality Model from the World Health Organization. Indoor air is 14 times more toxic than outdoor.

Plastic particles are also becoming a serious health issue, with water and air increasingly polluted and nanoparticles of plastic making their way into the food chain, and from there, into our bodies.

We predict that soon, each of us will wear a personal pollution sensor, which will go off when we enter an area or a building with high levels of toxins.

We expect spa and wellness operators to install air and water filtering systems to make their facilities havens from pollution. Those who follow this route will



find it's a marketable driver for business – and those who don't will risk consumers turning away from their operation.

▲ Soon, each of us will have personal pollution sensors that alert us to toxic air in buildings

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BRAIN FOOD

18. NOOTROPICS

Nootropics – a broadly defined group of substances that enhance cognitive capacity – are getting attention from people in business and academia.

Nootropics can improve everything from mental focus to creativity and memory.

Things like caffeine and cocaine fall into this category, but we're interested in the gentler, more natural (legal) varieties, which can offer increased brain power without causing negative side effects.

Nootropics have been used for centuries in traditional Chinese medicine and ayurveda, and consumer awareness is now growing in the West. We see a role

▲ Nootropics enhance cognitive ability and give spa operators the opportunity to offer customised prescriptions

for spas to offer nootropics as part of a brain-enhancement programme, with the spa acting as a trusted partner to offer quality ingredients with proven effects.

Spas that can create personalised programmes with a focus on individualised needs can take it a step further.

Six Senses is already working on a project that will use natural nootropics combined with a programme of breathing exercises, mindfulness and diet to focus on brain health and enhancement.

We predict nootropics will make their way into spa programming on many levels – from full-on brain enhancing programmes to supplements used during treatments – as consumer interest increases in this area of mind health.

PHOTO: SHUTTERSTOCK/ELI NARIN



PHOTO: SHUTTERSTOCK/DIDARIV MIKHAIL

■ Spa Foresight is tipping Uzbekistan for growth as a wellness travel destination

HOT SPOT

19. UZBEKISTAN

We recommend developers and operators looking for future growth should be turning their longer-term ambitions towards the Stans – the central Asian nations of Kyrgyzstan, Turkmenistan, Tajikistan, Kazakhstan and particularly Uzbekistan.

Formed as republics under Stalin's rule, these nations – with their wild and beautiful scenery, exotic culture and incredible architecture – gained independence 20 years ago and are now forging their own

identities. Oil-rich Uzbekistan has the second-fastest-growing economy in the world – projected at 7.6 per cent – as a result of rising oil prices, robust local growth and good relationships with its neighbours.

The country has a good climate range, and with Tokyo and Paris within an eight-hour flight, is well-positioned for major population centres.

We think the Stans will catch people's imagination when it comes to wellness travel, and are tipping them for growth.



PHOTO: SHUTTERSTOCK/MIHA TRAVNIK

■ Nose to toe massage: a new modality

NEXT GEN MASSAGE

20. NOSE TO TOE

Most massage protocols section the body into segments and work on these in isolation and in sequence, with no element of the treatment uniting the whole.

We see an opportunity to introduce a whole range of new holistic massage methodologies, based on fascial release, which treat the body as a whole, and follow the entire length of the fascia.

The head to toe massage, for example, would release the fascia down the entire

length of the body, while working on the muscles in a smooth and continuous action. It would start at the eyebrows and extend over the top the head, down the back and the legs, under the feet and back over the tips of the toes.

The treatment would be interactive, using neuromuscular release techniques, and 'clench and release' to unlock adhesions and rebalance the body. Front and sides would be addressed in a similar way. ●

SPA FORESIGHT™ Archive

2016

- Scalable wellness
- Iceland
- Breathing/elimination
- Spa planes
- Social good
- The virome
- Clean eating
- Dementia-friendly
- Meditation spaces
- Epigenetics
- Skin science
- Specialisation
- Singing
- Suspension massage
- Hot Spot: Haiti
- Walk-in spas
- Immune challenge
- Rest for recovery
- Floatation
- Modular fitness

2015

- Invisibles
- Faecal transplants
- Hot spot: Panama
- Massage-on-demand
- ASEAN market
- Attractions & spa
- Hot spot: Cuba
- Tiered spa offering
- Tribal investments
- Sport & spa
- Next gen skincare
- Haemoglobin levels
- Sexual wellness
- Biomimicry
- Hot spot: Bintan
- Halal tourism

- Animal movement
- Age-friendly design
- Face massage
- Real estate

2014

- Loneliness
- Oil, gas and solar
- Edible environments
- Living food
- Neuroplasticity
- Cellular health
- Robot therapists
- Hot spot: War zones
- New superfoods: fats & carbs
- 3D printing
- Predicting purchasing
- No front desk
- Hot spot: Japan
- Virtual trainers
- Bad products
- Over nourishment
- Circadian programmes
- Microgyms
- Gut health – microbiome
- Clean air & water
- Facial recognition
- Wellness cities

2013

- Fresh food deliveries
- Online reviews
- Wearable tech
- Death
- Emotion
- Skills register
- Glute massage

- More with less
- Delicious extras
- Pop-up spas
- New allies
- Cellulite
- Home spa
- Childhood obesity
- Mobile biometrics
- Sex in spas
- Spa brands
- Hand & arm massage
- Repeat business
- Hot spot: Africa
- Variable pricing
- Last impressions
- Exercise
- Hospital spas

2012

- Budget spas
- Corporate wellness
- Education overhaul
- Deal sites
- Beauty brand power

2011

- Express treatments
- Beauty treatments
- Spa data
- Location-based marketing
- Serious skincare
- Discounting
- Treatment room size
- Part time staff
- Global marketing partnerships

2010

- Spa art
- Four star spas
- Menu engineering
- Spa memberships
- Social spa-ing
- Spa niching
- Walk-ins
- Online learning
- Scientific proof
- Wellness tourism
- Pro retail brands
- Eco-packaging
- Social networking

2009

- Spa benchmarking
- Brand diversification
- Yield management
- Travel spas
- Hair services
- Online booking
- Diagnostic spas
- Organic certification
- RFID
- Getting ethical
- Olfactory marketing
- Wellness real estate
- Medical tourism
- Sustainability
- Spas for men
- Sleep health
- Spa bedrooms



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AS LUX WOULD HAVE IT

Luxury resort brand Lux has made a name for itself by doing things a little bit differently. As the brand positions itself for serious growth, Jane Kitchen looks at how wellness is playing a crucial role in the expansion

With an ambitious goal to be operating 20 hotels by 2020, Lux Resorts & Hotels – which started life in Mauritius – has its eye on global expansion and a development pipeline that takes the brand out of its current stamping ground in the Indian Ocean and into new markets in China, the Middle East and Europe.

At the centre of this is an integrated spa and wellness offering that blends traditional therapies with Chinese medicine, yoga, meditation, fitness and nutrition – all of which can be coordinated by on-site wellness concierges.

But Lux has taken its approach to wellness further, creating ‘wellbeing safaris’ – which combine reflective nature walks with yoga, meditation and spa treatments – as well as expert-led workshops in a diverse

group of subjects, including painting, sound healing, kombucha-making – and even the art of Japanese bookbinding.

This holistic philosophy seems to be paying off. Last year, the group saw a 5 per cent increase in turnover and net profits of US\$14.7m (€12.5, £11.2m) – a 23 per cent increase over the previous year – and with its expansive development pipeline, Lux stands to double the number of its locations over the next three years.



We're in touch with our impromptu side, and we love surprising guests with delightful pop-up treats

Personalised wellness concierges help Lux guests choose activities

Lux has differentiated itself by offering engaging activities like pop-up cinema on the beach



Lux CEO Paul Jones



Lux will open a new location in Vietnam in 2019

HISTORY

Lux got its start on the African island of Mauritius in 1985, when a group of investors founded Naiade Resorts. This grew its portfolio of luxury beachfront destinations before rebranding to Lux in 2011. It was at this point that CEO Paul Jones – who had helped launch and grow the One&Only Resorts business in his role as president – joined the company.

Lux Resorts currently operates four properties on Mauritius, along with an additional location on nearby Reunion Island and one in the Maldives. In 2014,

it opened its first property in China, and this year, Lux Bodrum – its first European location – debuted in Turkey. In 2018, Lux will open another location in the Maldives and one on Reunion Island, as well as a Lux Organic Escape in Chengdu, China, set amid an organic farm. In 2019, the Lux Al Zorah in the United Arab Emirates will mark the brand's Middle Eastern debut, and three more locations are planned in China, as well as one in Phu Quoc, Vietnam, and a Lux Tuscany in Italy.

Lux has differentiated itself by offering a laid-back, modern – dare we

say ‘hip’ – approach to luxury, with an ever-changing array of surprising touches to keep guests engaged. This includes everything from pop-up cinema on the beach to vintage British telephone boxes for phone calls home to a “junkyard” craftshop and DIY kombucha workshops.

“People go on holiday to escape the routine. But stay at a conventional resort and before long you’ll know where everything is,” explains Jones. “That won’t happen at Lux. We’re in touch with our impromptu side, and we love surprising guests with delightful pop-up treats.” ▶

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▶ **HOLISTIC WELLNESS**

Fundamental to the success of the luxury hotel brand is Lux Me Spas & Wellness, a philosophy of spa, fitness and nutrition designed to create a step-by-step path to a healthier way of life. Spa treatments range from Balinese massage to a signature Shirley Page massage, which uses nutritive-based and essential oils, to Chinese Zhengliao – a traditional Chinese analgesia treatment that’s designed to expel toxins, regulate Yu (the congestion of energy, blood, phlegm, food and water) and repair the kidney.

To help guests navigate what’s best for them, Lux has teamed with London-based wellness specialist Stephen Price (see pages 90-93) to create a Wellness Concierge service, which offers bespoke, tailored programmes to help guests accomplish their goals. The personal wellness concierge offers a private consultation that includes a body balance screening – which gives the concierge insight into the guest’s physical state – as well as a questionnaire about things like their will to change, the quality of their sleep and whether they suffer from body soreness. The wellness concierge then suggests activities, which can include healthy eating tips, cooking classes in the resorts’ herb gardens, spa treatments, personal training sessions, yoga classes



Lux’s Chinese Zhengliao treatment is designed to expel toxins and regulate Yu



Wellness expert Stephen Price

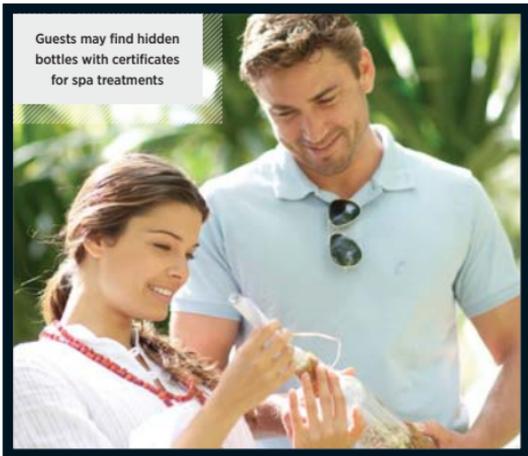


The trend shows clearly that people want to go back to basics and simplicity

and meditation. The concierge also encourages guests to get moving through wellness activities like swimming with dolphins, diving lessons, horse riding on the beach, bike rides to local food markets, paddle boarding and trekking.

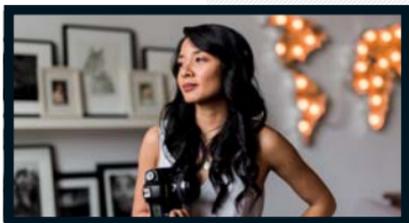
Regional spa and wellness manager Joelle Valloo, who oversees three spas in the Indian Ocean, says this approach helps the spas capture on average between 12 and 13 per cent of total resort guests. But the spa team also engages guests before they arrive at the resort; as soon as a booking is made, guests are sent a letter inviting them to pre-book a spa treatment and offering a 20 per cent discount on bookings between 9am and 2pm.

The spa team finds another touch point once guests arrive at the resort, sending a personalised note suggesting they prepare their skin with a full-body scrub and 30-minute massage before hitting the beach. A newly released Lux app also allows guests to book activities – including spa treatments – from their mobile phones before they even reach the resort. And in Lux’s quest for more



Guests may find hidden bottles with certificates for spa treatments

Expert-led workshops let guests try anything from photography to Japanese bookbinding to sound healing



of those surprises that create engagement, a 'Message in a Bottle' programme has guests searching the hotel grounds for hidden bottles – whose messages can contain certificates for anything from a free dinner to a spa treatment – and an in-room iPad means guests can connect to the spa server and play a game of silent auction, bidding a price on a treatment.

Valloo says: "They may win or lose, but they can still get a certain discount on the chosen treatment."

Regional spa and wellness manager
Joelle Valloo oversees spas in the Indian Ocean



OUTSIDE THE SPA WALLS

But it's what happens outside the spa walls that makes Lux's approach so different; outdoor yoga and fitness classes are offered, and beyond that, Lux has developed a series of 'wellbeing safaris' – guided wellness walks (some silent) off-site in the area's natural landscape, followed by a return to the resort and some standing yoga poses, stretching and breathing exercises to finish.

The wellbeing safaris also include packages with discounted spa treatments designed to extend the wellness benefits. "We started these expeditions when we realised that the trend shows clearly that people want to

go back to basics and simplicity," says Valloo. "And connecting to Mother Earth is vital to us as human beings."

Adding in these wellbeing safaris also helps to address wellness on a more holistic level; Valloo points to studies showing the impact of nature on wellbeing and its ability to help fight depression and stress. "Studies show that time spent in nature is associated with a positive mood and psychological wellbeing, meaningfulness and vitality," she explains. "People want to relax and unwind. Our role is to build this trust between our guest and us, then educate them on how to reach this goal."

EXPERT-LED WORKSHOPS

Lux has recently introduced expert-led workshops as a way of providing further guest engagement and to expand the idea of wellness to include inspiration for curious minds. Classes such as

FEATURE

- Watercolour and Wine, the Art of Travel Writing, Tibetan Sound Healing, DIY Kombucha & Health Tonics, DIY Chinese Medicine Therapies, and Japanese Bookbinding are led by specialists and designed not only to teach skills, but also to create a social environment where families, friends or couples can try new skills together or meet like-minded guests.

"It's time all of us stopped poking at our smart phones and communicated and connected in human form," says Lux CEO Jones. "In these digital times, old-fashioned activities and good-for-the-soul hobbies have fallen by the wayside."

Suggestions for pairing classes with other wellness activities – such as Tibetan sound healing combined with meditation, or Vinyasa flow yoga and monoprinting – also drive home the wellness message and highlight the resort's offerings.

CHINESE EXPANSION

But it's not just its programming that's growing. After years of playing comfortably on Indian Ocean islands, in 2014 Lux made a move to expand in China, starting with Lux Tea Horse Road as its cornerstone. Jones said at the time that the move was based on the strong and growing Chinese base for its existing properties, as well as the attraction of China for "trend-setting travellers looking for unspoiled destinations, rich in original and genuine experiences."

Lux Tea Horse Road is actually a series of boutique hotels located along the ancient mountain trade route through Yunnan, Sichuan and Tibet, and



It's time all of us stopped poking at our smartphones and connected in human form

includes Lux LiJiang and Lux Benilan, with more properties to be added. It's designed so that guests can explore the scenic route with different stops along the way, and the experience includes locally inspired wellness offerings, such as mushroom-picking, chanting with monks on a mountain peak, experiencing tea ceremonies and discovering hidden mountain trails with local Tibetan guides.

A Lux Organic Escape – which is a new concept for the brand – is scheduled to open in 2018 in the Sichuan province of southwest China and is designed as a "sanctuary to wellbeing". Set on a riverfront amid an organic farm, the 40-bedroom retreat will include a holistic and integrated approach to wellness, with a promise to "detoxify, promote mindfulness and bring a fresh new perspective on living". It also includes a partnership with Tony's Farm – a Shanghai-based eco-purveyor of fruits and vegetables – for farm-to-table-cuisine. The Lux Me Spa concept at the Organic Escape will focus on traditional Chinese Medicine, as well as yoga and meditation. ►

THE LUX PORTFOLIO

Resorts and hotels include

- Lux Belle Mare Mauritius
- Lux Le Morne Mauritius
- Lux Grand Gaube Mauritius
- Lux South Ari Atoll Maldives
- Lux Saint Gilles Reunion Island
- Lux Tea Horse Road Lijiang Yunnan Province, China
- Lux Tea Horse Road Benilan Yunnan Province, China
- Lux Bodrum Turkey

New properties in the pipeline include

- Lux Al Zorah United Arab Emirates, 2019
- Lux North Male Atoll Maldives, 2018
- Lux Sud Sauvage Reunion Island, 2018
- Lux Tuscany Italy, 2020
- Lux LuxeLakes Chengdu China, 2018
- Lux Dianshan Lake China, 2020
- Lux Phu Quoc Vietnam, 2019
- Lux Organic Escapes Chengdu China, 2018

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VISION 2020

This is all part of Lux's Vision 2020, an ambitious plan to operate 20 hotels by 2020 and to grow in Southeast Asia, Africa, Europe, China and the Middle East. The group's strategy is two-fold; the core business remains the Indian Ocean, where Lux will consolidate its assets by renovating hotels that generate profits, but it also plans to identify new possibilities of management contracts. At the same time, Lux will further its international expansion beyond the borders of the Indian Ocean. "We've always relied on strategies that maximise our efficiency; Vision 2020 is built on the same principle and is part of an expansion plan that we can now sustain, not only in the Indian Ocean, but also in other regions," says Jones.

The first of the Indian Ocean properties to be renovated as part of the plan is the Lux Grand Gaube in Mauritius, where London-based designer Kelly Hoppen teamed with Mauritian architect Jean-Francois Adam to completely reinvent



The idea is to take the very best a location has to offer towards wellness



Lux has its own branded product line, but also partners with other industry suppliers



Designer Kelly Hoppen

the resort and spa as part of a US\$32m renovation. The redesigned resort will open in December 2017 and will include "a new world of wellness and fitness". With over a hectare of land dedicated to wellness, the spa includes African-style huts and is designed to connect guests with nature.

It includes a new hydrotherapy pool, aromatic steamroom and sauna, as well as an Artis Technogym fitness centre, open-air calisthenic workout programmes, cardio boot camp circuits, meditation and yoga spaces and tennis academy.

Life coach Kamran Bedi of the Mind Body Method has partnered with the resort, bringing expertise as a neuro-linguistic programming master practitioner, hypnotherapist, meditation teacher and Pilates instructor.

In 2019, Lux will make its debut in the Middle East with the Lux Al Zorah in Ajman, a 191-bedroom resort designed by Jean-Michel Gathy and set in a biodiverse coastal nature reserve. A Lux Me Wellness Centre will combine nature walks, jogging, kayaking, canoeing and cycling, and wellbeing safaris will take full advantage



Jean-Michel Gathy

of the locale – a natural peninsula bordered by a thriving mangrove forest, which is home to rare marine life, migratory birds and a variety of flora. This sense of

place is key in Lux's growth efforts. "One of the key aspects that we've developed is our destination-driven experiences," explains Valloo. "The idea is to take the very best that each location has to offer towards wellness and bring it to our guests in a manner that's most suited to their requirements."

The wellbeing safaris and expert-led programming play into this as well. As Jones explains: "Holidays are often when people make life-changing decisions, and this schedule of enlightening experience aims to shift guests' perceptions." ●



Jane Kitchen is managing editor of Spa Business. Email: jane.kitchen@spabusiness.com

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ResortSuite: making a fully-integrated difference

Much more than just a spa software system, ResortSuite's offering has hotel/resort DNA running through it, providing a uniquely integrated solution across multiple amenities while keeping guest experience at its heart

A cutting-edge software company specialising in integrated hospitality management systems, ResortSuite caters to a specific client base. Its products are a natural fit for destination spas incorporated within resorts and hotels that require a cohesive software solution across multiple amenities.

As founder and CEO Frank Pitsikalas explains: "The key differentiator for ResortSuite is that it is designed to handle spas that incorporate more complex experiences than a simple day spa, or hotel with a small spa. It is designed for spas at the core of a club, hotel/resort or destination wellness property. The more operations that the spa operation has to integrate with to deliver an overall experience, the better the unique fit for ResortSuite."

Where complexity of operation is the name of the game, ResortSuite offers simplicity. Its integrated solution removes the difficulties posed by amassing large quantities of fragmented guest information scattered across multiple amenities, by providing a full, clear picture of every guest and every action across the



facility. Destination spas running multiple solutions across numerous amenities are familiar clients with properties including hotel, dining, club, fitness, golf, classes, activities and group events.

"ResortSuite is designed with hotel/resort DNA to integrate well within multi-vendor environments and can also provide a fully integrated, hotel-wide guest-centric solution," adds Pitsikalas.

The provision of a single, central system across multi-amenities represents significant benefits to clients in being able to streamline their operations and, ultimately, in ensuring the best possible guest experience at every interaction. According to Pitsikalas, understanding

the client experience intention is key to their reaping the maximum reward from the ResortSuite solution.

"Hotel with a spa' is a good fit," he explains, "but 'spa with a hotel' is uniquely a ResortSuite strength." Champneys and Miraval are examples of ResortSuite clients with a wellness experience intention where ResortSuite manages their hotel, spa and wellness programming. "Offering wellness packages through the room booking with integrated spa services, personal training and wellness class programming can be booked in a single online reservation experience," Pitsikalas adds.

And what of the future? ResortSuite's next steps is in making its property-wide booking experience GuestEx even more engaging through a personal concierge mobile app, online guest planner and highly targeted guest communications and campaigns. This latest development is indicative of ResortSuite's *raison d'être*: offering streamlined operation with an enhanced guest experience at its heart.

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SOCIAL MEDIA

If you want to be part of the conversation, then you need to go where the conversation is happening. So how are software companies helping spa operators navigate social media? Kate Parker investigates

With a quarter of the world's population using social media on a regular basis, representing some 2.3 billion people logging on for an average of two hours every day, spa operators have a massive pool of potential customers at their fingertips. But today's spa guests have high expectations of speed, convenience and usability, not to mention the power of their user-generated content in making or breaking a reputation. So how can spa software companies help harness the potential and navigate the complexities of this evolving field?

AUTHENTIC CONVERSATIONS

Matthew Mahoney, SVP of product at software company Booker, says it's all about understanding the customer, remembering that it's not solely about the technology and never forgetting that it's about having authentic conversations.

"It's you as an owner speaking to a customer, just as you would if they were visiting in person," he explains. "Of course, the difference is that everyone who follows you can follow that conversation too."

And therein lies the real promise of social media for spa operators: "One of the central



Make sure clients know when there's a special offer, says Matthew Mahoney

tenets of marketing is to go where the customers are, and for more than a decade they've been on social media," he says.

Booker offers booking plugins that allow customers to book appointments on social platforms, including Facebook and Yelp. "Our customers take advantage of their time on social media by sharing good news stories about their businesses: providing tips or relaying a glowing customer comment. You can make it easy for spa clients to act when they're ready. Make sure they know how to get to your menu, where to book online and when there's a special offer or it's time to buy a gift certificate," Mahoney says.

Devon Branam, director of marketing and PR at Skin Laundry, uses Booker's social media plugins for a variety of different functions. "We use them for promotions, brand awareness, customer service, community-building, new client acquisition and as a tool to educate our clients and fans on our products and our signature Laser & Light facial," Branam says. "It also plays a key role in our relationship with retail partners."

Social media allows spa operators to deliver a more direct, personal marketing approach, right where people are actively looking to connect with businesses that they're interested in, thereby initiating

We've had tremendous success with the implementation of video – in particular, behind-the-scenes views of our Laser & Light treatments

Devon Branam, Skin Laundry



Skin Laundry uses Booker's social media plugins to create a social media presence online



Some 2.3 billion people log on to social media channels for an average of two hours every day

the customer experience before they've even walked through the door.

"For a marketer, social media is an amazing tool offering an infinite number of possibilities," says Stefan Drummond, founder and MD of software solution provider EZ Runner. "It gives you tangible data to report on, can bring your brand to life and it allows your spa to connect with customers in a personalised way, such as using Facebook to target customers with back pain rather than those who are interested in massages, for example."

TARGETED CONTENT

Guenter Poellabauer, managing director of software company The Assistant Company (TAC), says that one of the biggest mistakes a spa can make is in failing to offer a diversity of content on different channels. "Posting the same content on all platforms is not about killing two birds with one stone, and you risk fans missing the added-value of following a brand or company on all platforms," he says. "Spas should use Instagram for posting visual content, beauty products and stories; and Snapchat can be used for background insights into the daily business of the spa manager."

For Frank Pitsikalis, founder and CEO of software company ResortSuite, it's all about staying relevant, offering its



Ensure that all your posts are in line with current events and fall within the interests of your target market

Frank Pitsikalis, founder and CEO of software company ResortSuite

clients access to the company's embedded booking engines. ResortSuite's spa clients have access to ResortSuite Social, an online booking engine that's embedded in a spa's Facebook page, together with ResortSuite Web, a customisable online booking engine available through a spa's main website. ResortSuite Web provides guests with the opportunity to book spa treatments, accommodations, lessons, activities and more in a single transaction.

"Above all, stay relevant," says Pitsikalis. "Ensure that all your posts are in line with current events and fall within the interests of your target market. In addition, concentrate on the social media channels that are most effective in reaching your clientele: Facebook for boomers, Instagram for millennials."

Get the balance right, and social media allows spas to get closer to their guests, enhancing new customer experiences through word-of-mouth and a personal

approach. In getting to know your followers, you can post content that's appealing for a particular target group, encouraging interaction with potential guests and developing a fan-base.

For example, publishing large numbers of images builds your brand identity, and featuring more personal material, such as employee biographies or expert information, adds depth to the relationship.

Branam explains: "We've found Instagram to be most effective from a brand awareness and community-building standpoint. We've also seen the most significant follower growth there too."

"We've had tremendous success with the implementation of video - in particular, the behind-the-scenes view of our Laser & Light facial treatments. In addition to producing high engagement, it's helped with new client acquisition; and we've also seen a significant spike in following after posting these," she adds. ▶

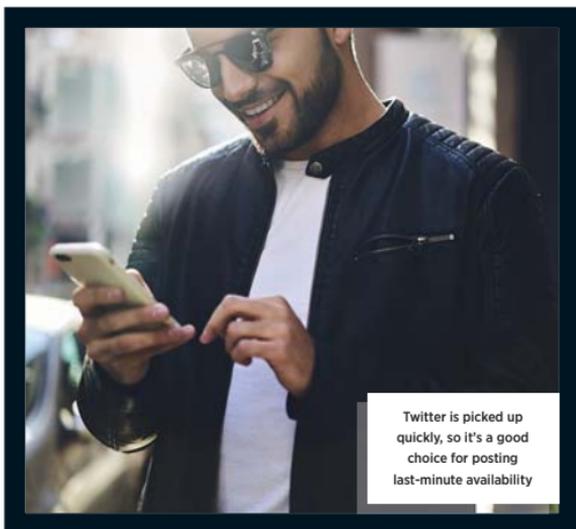
EASY BOOKING

Social media is shaping both operators' and clients' demands, and with the rise of the expectation of 24/7 access to booking options, managing a successful online function is imperative for spas. According to ISPA's latest *Industry Study* (see pages 48-50), more than four in five US spas (83 per cent) offered social media promotions in 2016, with over three in five (62 per cent) offering online booking options. People want instantaneous results, and if they're using social media to look for spa treatments, they'll likely want to search, book and pay for the service in one exercise – right then and there.

TAC offers its Facebook Booking App, which allows users to book and purchase directly from a spa's Facebook company profile and, as such, provides an additional sales channel. It provides customers with booking opportunities directly over the largest social network, as well as the easy promotion and booking of special offers. All reservations and sales completed over Facebook are automatically synced with TAC's spa software, without any media disruption. "By using TAC's Facebook Booking App, users can book and purchase directly within a spa's Facebook profile. Promotion codes and last-minute hot deals can easily be created and offered across platforms," says Poellabauer. "Spa managers benefit from these tools without having to put in any additional effort."



TAC's Facebook booking app lets guests book from a spa's Facebook page, says Poellabauer



Social media has the power to shape opinions, and spa operators know that brand reputation and identity can be built or damaged online

THE POWER OF SHARING

However, a spa's online presence isn't just about booking – it's about client loyalty and recommendations. Social media has the power to shape opinions, and spa operators know that brand reputation and identity can be built or damaged online.

"Spa bloggers and their user-generated content have become a powerful influencing factor when it comes to booking inspiration and online bookings," explains Poellabauer. "Decisions on what to buy are no longer based on one-way information from companies, but on recommendations on social media."

Spas need to be innovative in order to maximise their presence across social media platforms. Software is helping operators meet these demands and react to new trends. "Through different social media software tools, it's much easier for spas to be able to address different target groups, match and time content and receive reports," says Poellabauer.

This speed and ease of use is key. "Social media is fast becoming the go-to place to learn about last-minute promotions and offers," says Leonie Wileman, Premier Software's COO.

"Previously, spas relied on emails or SMS messaging, but social media is quicker and engages larger audiences. It's also easy to track, so you can monitor click-throughs, shares, likes and bookings. Twitter tends to be picked up quicker and is easy to link directly with the online portal, so if a spa has same-day availability these can be posted regularly for maximum uptake."

So as the personal goes virtual, spas need to be where their audience is and work hard to make the virtual personal, creating the ultimate experience to be shared and distributed. Social media is constantly evolving and spas need to be ever-more creative in the ways they interact with clients, using software systems that pre-empt their customers' next moves and integrate seamlessly with the latest social media platforms.

In a community where word-of-mouth endorsement equals repeat business, spas need to be able to adapt and keep pace, and keep the chatter circulating. ●



Kate Parker is a regular contributor to *Spa Business*. email: kateparker@spabusiness.com



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spa business uniting the world of wellness

HYBRID FITNESS

Fans of ESPA Life at Corinthia's new fitness service, BodySPace, are calling the concept "revolutionary". Lauretta Ihonor speaks to its founders to discover what sets it apart from the competition - and how it fits in with the flagship spa

Since its opening in 2011, ESPA's flagship ESPA Life at Corinthia spa in London has shown a distinct commitment to combining fitness with innovative holistic therapies.

Last summer the spa added mindful fitness sessions to its mindfulness services. And earlier this year, it upgraded its fitness centre with the installation of a new, state-of-the-art Technogym.

In a further step, ESPA Life at Corinthia has now partnered with the new UK company BodySPace to offer a bespoke hybrid fitness concept that combines exercise, nutrition and innovative technology to help guests improve not only their physical fitness, but their overall quality of life. "Clients often say 'I want to lose 15 pounds,' but when you dig deeper, this evolves into 'I want to be fitter, feel better, have more energy and have more time for my partner'," says BodySPace

co-founder Stephen Price. "Once you nail it down, it's really all about quality of life."

ESPA founder Sue Harmsworth agrees. She says the concept's focus on maximising quality of life through technology and multiple treatment modalities perfectly complements ESPA Life's "philosophy of creating next-generation experiences."

"BodySPace is bringing a new, highly evolved fitness and nutrition offering, which fits flawlessly within the existing ESPA Life offering," says Harmsworth.

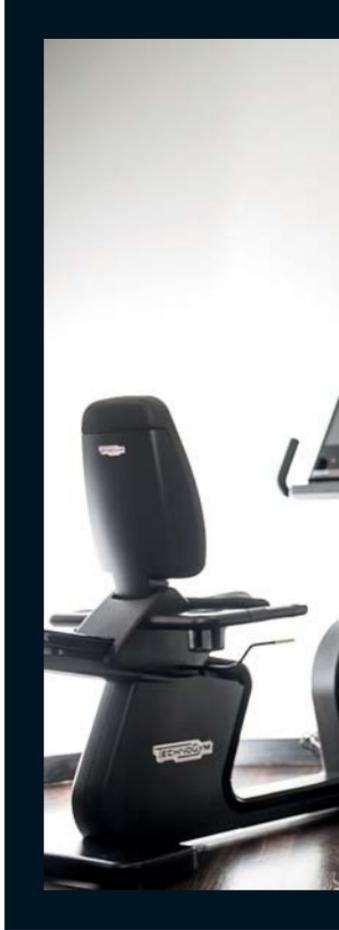
The birth of BodySPace

BodySPace is the brainchild of wellness consultant Price and David Higgins, the man behind the London Pilates brands Ten Pilates and Bootcamp Pilates. Price, who founded the health, fitness and medical wellness consultancy SP&Co in 2001, has worked in wellness consulting for 16 years. Prior to that, he spent six years overseeing

the development of luxury hotels in Africa and Asia. Higgins began his career as a Pilates trainer, and has also worked as a cast trainer and exercise rehabilitationist for film studios around the world.

The duo say it's this amalgamation of expertise that sets BodySPace apart from anything else on the market today. "David and I have consulted in the hotel industry for years and we wanted to put our experience together and launch BodySPace," Price explains. "So we brought in health technologies from medical wellness clinics and from the sports world, and added them to David's vast Pilates and body movement experience - and it works perfectly."

The BodySPace brand was created in early 2017, and its first project, Kingwood



BodySPace is the brainchild of co-founders David Higgins (left) and Stephen Price



David Higgins (left) is behind the London brands Ten Pilates and Bootcamp Pilates



PHOTO: DAVID HIGGINS

“ It’s important to create a platform where a positive, evidence-based message is used to promote long-term health and wellness



spa business uniting the world of wellness

► – a state-of-the-art gym and wellness complex in a residential development in Knightsbridge, London – opened in June of this year. ESPA Life at Corinthia is the team's second project, and serves as their flagship hotel concept.

Unique selling point

While traditional fitness services focus on metrics, such as fat percentage, weight and VO2max, BodySPace is centred on heart rate variability monitoring, which Price says is “probably the biggest physiological marker for those interested in reaping the benefits of personalised training for fitness and overall wellness. It's a great marker of things like hydration and sleep, as they all affect variability.”

BodySPace uses technology from Firstbeat, a physiological analytics company, to provide guests with personalised insights on stress, exercise and recovery – all calculated from heart variability data. “This technology times

the heartbeat,” explains Price. “We then look for the time between the beats and use this information to personalise the effect our training is having on you.”

Heart rate variability data is also used to determine clients' heart coherence – a measure of the pattern of the heart's rhythm. Research by the US HeartMath Institute has shown that coherence is an indicator of harmony between the cardiovascular, respiratory and nervous system, and as such, the ultimate measure of total body health. “Sometimes how you feel and the condition you're truly in are disjointed, so having an objective measure is useful,” says Price. “We want to help clients gain a better idea of their current state of health and wellbeing, measuring how this improves as they progress through programmes.”

These bespoke programmes – which cost anywhere from £750 (US\$995, €848) to £4,400 (US\$5,840, €4,973) and last between 10 days and 12 weeks – combine

tailored fitness training with gut health and nutrition services, recovery, regeneration and compression treatments, and myofascial release therapy, alongside the other therapies on offer at the 3,300sq ft (307sq m) luxury spa.

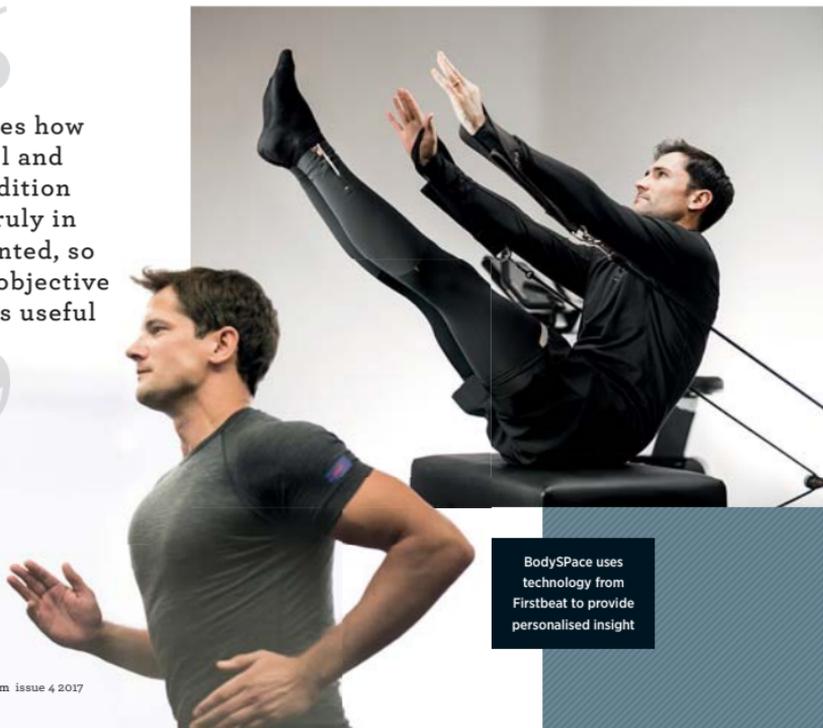
The road ahead

Price and Higgins plan to open more BodySPaces around the globe, but they're firm in their vision. “It's very important for us to create a platform where a positive evidence-based message is used to promote long-term health and wellness,” says Higgins. “We aim to deliver this to clients so they understand their bodies and minds better, and function at their most optimal across all aspects of life.” ●



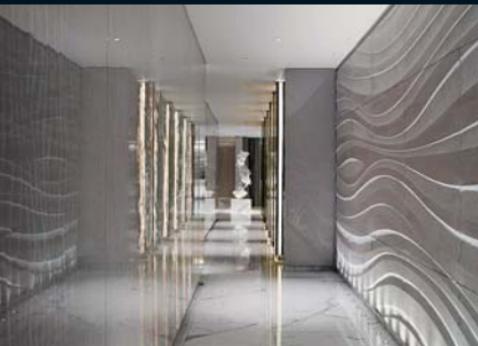
Laretta Ihonor is editor of *Spa Business*' sister publication, *Health Club Management*. email: laurettaihonor@leisuremedia.com

Sometimes how you feel and the condition you're truly in are disjointed, so having an objective measure is useful



BodySPace uses technology from Firstbeat to provide personalised insight

The Corinthia Hotel London is located near the city's West End and the River Thames



ESPA Life at Corinthia is the brand's flagship, covering 3,300sq m and four floors



The spa lounge is one of several areas for relaxation at ESPA Life at Corinthia

About ESPA Life at Corinthia

- Located in the heart of London, ESPA Life at Corinthia is spread over four floors, covering 3,300 sq m.
- The spa, which opened in 2011, offers lifestyle programmes that incorporate complementary and alternative medicine, targeted fitness and injury rehabilitation.
- Offers include treatment pods, sleep rooms, Technogym's Artis range, a spa lounge and large thermal floor area that features a swimming pool, vitality pool, glass amphitheatre sauna, steam room and heated marble loungers.
- In June 2016, ESPA Life launched a suite of six mindfulness therapies for the restoration of mental and emotional wellbeing: mindful breathing, mindful meditation, mindful sleep, mindful fitness, mindful facial and mindful massage.
- In November 2016, the Corinthia Hotel and ESPA Life launched a year-long Neuroscience in Residence programme, led by US leadership coach and MIT lecturer Dr Tara Swart. Its aim is to examine the mental resilience of the spa and hotel's staff and guests. The resulting data will be used to create a special brain power study at the end of 2017.

REM Spa



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spa business uniting the world of wellness

Product innovation



By Lauren Heath-Jones,
assistant product editor

Industry suppliers tell Lauren Heath-Jones about their latest product, treatment and equipment launches

O2Chair helps people learn conscious, deep breathing, says Yesa Yu

Many of us don't even realise how shallow we are breathing until we take time to focus on our breath

The O2Chair, developed in France by inventor Jean-Louis Portales, is a zero-gravity chair with a twist. It gently rocks clients with specific movements up and down the spine, as headphones play meditative instructions to 'breathe in' and 'breathe out' – all while a stream of pure oxygen is dispersed near the face.

The tilt and swing of the chair is designed to improve blood circulation and promote the 'relaxation response' – an alpha brainwave state where the mind is confident and fully present. The result is said to create a sensation similar to the feeling of being 'naturally high'.

The O2Chair can be used in spa relaxation areas as a tool for encouraging relaxation and mindfulness pre- or post-treatments, without the cost of a therapist.

Studies have shown that the O2Chair reduces heart rate and blood pressure while increasing physical energy and athletic performance. By generating a better oxygen supply to the cells, results show an



Yesa Yu calls the O2 Chair an ideal 'mindfulness hack' for stressed guests

increase in blood circulation and the parasympathetic nervous system – the body's natural stress-reducer.

Eighty-nine percent of respondents reported a reduction in stress and feelings of wellbeing within a few minutes on the O2Chair, and the benefits last long after the treatment.

"Many of us don't even realise how shallow we are breathing, until we take time to focus on our breath," says Yesa Yu, vice president of marketing for O2Chair USA. "O2Chair is an ideal 'mindfulness hack' for stressed-out spa guests to get a jump start on their meditation practice, sleep better, temper a hangover or get a burst of creative inspiration. People feel better when they breathe better."

KEYWORD: O2Chair



The tilt and swing of the chair is said to improve blood circulation and promote relaxation

■ Numerology is used in the ila apothecary line

Denise Leicester introduces ila apothecary's 'remedies for modern life'

British organic skincare brand ila has launched ila apothecary, a new retail line designed to provide remedies for modern life, and to nurture the energetic and emotional needs of today's consumers.

The collection includes Anti-Panic Drops, SOS Body Balm, Mud Shave, Beat the Blues Room Spray and Feminine Happy Body Oil. Products come in a branded tote bag with a dedicated ritual.

The products contain no chemicals, and are handmade in ila's meditative environment in the Cotswolds. The line includes remedial ingredients such as British-grown herbs, medicinal flowers, gem stones, aromatherapy oils, vitamins, live stem cells and



■ Denise Leicester says the products are designed to be ageless

homeopathic ingredients. Numerology is also used in the ila apothecary line; each product has been matched to a corresponding number to symbolise the shared ideologies. For example: Remedy Number 32 (The Digital Detox Face Mist) represents communication and self-expansion, and is said to hold an energy that harnesses creativity and harmony. Each product also includes a dedicated ritual.

"I want ila's apothecary range to be ageless – to offer gorgeous, life-enhancing products that are as relevant to an 18-year-old girl as they are to an 80-year-old woman," says Denise Leicester, founder of ila.

KEYWORD: ila



“I want ila's apothecary range to offer gorgeous, life-enhancing products”

Lemi's Capri Pedi Spa lets clients have three services simultaneously, says Matteo Brusaferrì

Italian spa equipment manufacturer Lemi has launched the Capri Pedi Spa, an innovative new manicure-pedicure solution for spas.

Designed to unite form and function, the chair enables facilities to offer clients three treatments – facials, manicures and pedicures – simultaneously. It features a foot spa equipped with Lemi's Saniject

“Elegance and design, functionality and comfort, ease and cleanliness – this is Capri Pedi Spa Lemi”

Hydromassage system, a pipeless system designed to ensure hygiene standards and easy cleaning.

The chair is available in 35 different upholstery options and has an oak wood base that also comes in a variety of colours and finishes.

Other features include an electrical adjustment system with 180-degree rotation, designed to give operators



■ Matteo Brusaferrì says the chair combines function and aesthetics

complete freedom over the chair's adjustment, and a gas-spring in the back rest to maximise comfort.

The Capri Pedi Spa also includes a number of optional accessories, including a pillowed headrest, two-section heating and a memory-foam mattress.

"Elegance and design, functionality and comfort, ease and cleanliness – this is Capri Pedi Spa Lemi," says Matteo Brusaferrì, Lemi's general manager. "It matches new functional features with a completely improved aesthetic concept to give an exclusive sensation of wellbeing."

KEYWORD: Lemi



■ Clients can have facials, manicures and pedicures simultaneously



■ Anne Semonin provides personal service tailor-made to its spa clients

PROMOTION

ANNE SEMONIN
PARIS

Katherine Connolly, newly appointed global director of retail and spa operations at Anne Semonin, discusses her plans for the brand

“We are looking at extending the product range into other areas beyond skincare and beauty, but still with a sensory element at its core”

What attracted you to the Anne Semonin brand?

The quality of the products and active ingredients, as well as its whole approach to prescribing personalised regimes to detoxify the skin and combat signs of ageing – it’s a remarkable brand with huge integrity.

What are your plans for the brand?

Anne Semonin is primarily a spa treatment brand. It’s upmarket, niche and exclusive; however, this means a huge number of potential customers are either unaware of it, or unlikely to have tried the products. In many ways it’s a well-kept secret! We want to add more of an experiential dimension, and increase the number of brand touchpoints. The intention is to broaden the appeal so more women see it as forming part of their everyday skincare and beauty regime. Over the next few years we want to turn it into a significant world player in the cosmetics and spa market, and ultimately become a major international lifestyle brand.



What competitive advantage can Anne Semonin bring to spas around the world?

We thrive in providing a truly personal client service tailor-made to the needs of our hotel clients whether they are a city spa or resort location with a seasonal operation. Most importantly, we fully understand the intricacies of running a successful spa and can assist spa managers in unleashing the true potential of their business in their quest to turn their spa into a profit centre.

What are your plans to evolve the Anne Semonin spa offering?

Going forward we’re looking at new ways of engaging more closely with greater numbers of our target consumers, as 35-55 year old



■ Products are aimed at professional women age 35-55 years old

professional women. We are enriching our treatment and product menus with innovative additions. There is also an exciting retail concept in the works that spas will find very interesting. Last but not least we are looking at extending the product range into other areas beyond skincare and beauty, but still with a sensory element at its core.

KEYWORD: Anne Semonin

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TouchAmerica's Legato Lounger is a multi-sensory experience, says **Stewart Griffith**



“The Legato Lounger fills an important need for wellness technology that delivers real results – without the expense of skilled labour”

Spa equipment manufacturer TouchAmerica has launched the Legato Lounger, an adjustable, zero-gravity lounge chair that is designed to deliver a multi-sensory experience using integrated audio technology.

The new lounger was developed in partnership with So Sound Solutions and features its patented Acoustic Resonance Technology (ART), which combines music, sounds and vibrational therapy to create a unique user experience.

It's designed to be used as a pre-treatment to aid relaxation or as a standalone treatment to balance the body and mind.

The ergonomically designed chair provides optimal head and heart positioning that claims to reduce stress and increase circulation. It features a three-inch memory-foam mattress, which is designed to cradle the body, while the integrated ART



■ The chair features patented Acoustic Resonance Technology

technology lulls the guest into a state of relaxation and wellbeing.

TouchAmerica CEO Stewart Griffith says: “The Legato Lounger fills an important need in the spa industry for wellness technology that delivers real results without the expense of skilled labour.”

KEYWORD: Touch America



“If we feel beautiful and at ease in our own skin, we are happier, more confident and more self-assured”

■ The Lifting Cellular Collagen Booster Cream Rich is described as a ‘fountain of youth for the skin’



Michael Schummert on Babor's new ad campaign to celebrate women's empowerment

German luxury skincare brand Babor has launched a new campaign focused on women's empowerment, encouraging women to ‘ask for more.’ The age-positive campaign features images of different ages and ethnicities – and photos that have not been retouched.

“At Babor, we're convinced that you are at your best when you feel confident and beautiful,” says Michael Schummert, CEO of Babor. “Beauty is not merely a matter of outward appearance, as we know. But the fact remains that if we feel beautiful and at ease in our own skin, we are happier, more confident and more self-assured. It is precisely this feel-good feeling that Babor wants to give its customers.”

Babor says it supports women's empowerment in its company, where 62 per cent of the workforce – and 50 per cent of executive positions – are held by women.



Babor has also launched a new Lifting Cellular Collagen Booster Cream Rich, which contains precision formulas designed to plump up the skin, correct wrinkles and firm sagging tissue.

Described as a “fountain of youth for the skin,” the cream contains lupin extract, brown algae extracts to improve tissue firmness, and Omega 3, 6 and 9 fatty acids.

KEYWORD: Babor

Gharieni CEO **Sammy Gharieni** explains how augmented massage adds a new dimension

GHARIENI



How does Motion Waves technology work?

Infrared sensors analyse the position and speed of the therapist's movements in real time and transform it into sounds designed for deep relaxation. Wellness treatments become interactive live performances.

Can you explain the concept of 'augmented massage'?

Augmented massage is a completely new motion-to-sound medium, which is absolutely new and untouched in the world of spa and wellness. It is an unfiltered expression of human energy.

Augmented experiences, where hidden sensors analyse movements

■ The Gharieni MO1 augmented massage edition will debut in 2018

and convert them into sounds, already exist in luxury retail spaces. With augmented massage we transfer this interactive experience into the spa and wellness industry. The therapist is the artist, the client the audience, the treatment a symphony.

How did the partnership with Motion Waves come about?

I met Jean-Marie at the Hotel&Spa in Paris, where he told me about Motion Waves. I was fascinated by the technology. We had the idea to transfer this emotional experience into the spa and wellness industry. The collaboration offers the possibility to bring this amazing technology into the world of spa and wellness, and to integrate it into our exclusive spa table Gharieni MO1.

■ The bed has computer-controlled infrared sensors and a Bose sound system

Which tables will Motion Waves be available on? How much will it cost?

The Gharieni MO1 augmented massage edition is the first spa bed with a built-in Motion Waves system, and will enter the market in early 2018. It works as a stand-alone application, which means that no additional installation in the room is needed. The bed features computer-controlled infrared sensors installed into a high-quality sensor arm and a nine-speaker Bose sound system. Prices are TBD.

How do you envision spas and therapists using this technology?

The Gharieni MO1 augmented massage edition has not been released yet, but has already had requests. The technology is very easy to use and is perfect for spas that are open to modern technology to create new experiences. We want to create joyfulness for both clients and therapists.

KEYWORD: Gharieni



● **The therapist is the artist, the client the audience, the treatment a symphony** ●

Hemp Care is the 'luxury of simplicity', says Antonella Allegrini



Hemp is an ancient natural element rediscovered as an exclusive and sophisticated wellness experience

Italian company Allegrini has launched a new range of cosmetics that features organic hemp oil as its primary ingredient.

Hemp Care, known as Hemp Code in the US, consists of a range of high-performance skin and hair care products, as well as a lifestyle line and a collection of hotel amenities.

The 11-piece skincare collection is designed to intensely hydrate and renew the skin. It features both skin and bodycare, including a body scrub, dry body oil, shower gel, body cream, soap, body scrub soap, face cream, lip balm, eye serum, hand balm and hand wash.

The haircare line is billed as 'a little miracle' for all hair types, and is designed to stimulate growth, boost strength and increase elasticity for stronger, more youthful looking hair. It features a shampoo, conditioner, hair cream and hair mask. The lifestyle



■ The lifestyle range includes a haircare line billed as 'a little miracle'.

range features a bath essence, eau de parfum, home fragrance, room diffuser and scented candles.

"Hemp Care represents the real luxury of simplicity," says Antonella Allegrini, general manager, "Hemp is an ancient natural element rediscovered as an exclusive and sophisticated wellness experience."

KEYWORD: Hemp Code



Robert Milder on Van De Sant's 'sustainable vision'

Dutch furniture design company Van De Sant has launched its environmentally friendly outdoor furniture into the hospitality and spa markets.

The company, which is based on the Dutch-Caribbean island of Curacao, uses recycled materials, including plastic waste reclaimed

Our furniture is designed to reduce plastic waste. We've proven that a sustainable vision can lead to design and comfort

■ The furniture is made from recycled materials

from the ocean, to create sturdy furniture frames. These frames are then covered with foam and upholstered in weather-resistant fabrics to create a range of furniture that is both functional and stylish.

The range consists of chairs, sofas, tables and recliners suitable for both indoor and outdoor use in spas, in nine mini-collections: Maine, Madesimo, Wales, Toronto, Turrialba, Johannesburg, Amsterdam, Munich and Oslo, each inspired by the places they were named for.

Van De Sant founder Robert Milder says: "Our furniture is designed to prevent deforestation and reduce plastic waste. We have proven that a sustainable vision can lead to design and comfort."

KEYWORD: Van De Sant





The ionic form of our marine magnesium and calcium enables perfect biocompatibility and uptake when applied to the skin

PROMOTION

THALION

Thalion is the first company to develop highly specialised mineral therapies for clients, says training manager **Sophie Alemany**

What's the focus behind the concept?

Thalassotherapy – which provides healing benefits via the marine environment (climate, seawater, muds and seaweeds) – has long been proven to deliver key trace elements and minerals to restore balance in body and mind.

However, at Thalion Laboratories we wanted to go further by offering a made-to-measure approach, focusing the key minerals of magnesium and calcium. And so in 2016, Mineral Therapies by Thalion was born.

Why was there a need for this?

We're all born with a perfect balance of trace elements and minerals provided by our mother during pregnancy. They're then used by the body for vital metabolic functions, and in theory, balance is then restored through external intake, as our bodies cannot produce trace elements and minerals. But in practice our diets aren't sufficient nowadays.

What's the science behind Mineral Therapies?

They involve a new extraction process. Take magnesium: in order for the products to be highly concentrated, our laboratories designed an unprecedented technique which isolates magnesium contained in seawater, leaving no other trace elements or minerals in the formulas. This technique enables

a sustainable management of the resource, as we extract magnesium without any chemical or synthetic product from seawater. There's nothing greener or more natural than our marine magnesium.

Because of their marine origin, magnesium and calcium share the same chemical shape as the minerals naturally present in our body. When in contact, they 'recognise' themselves and are perfectly absorbed. Their ionic form enables perfect biocompatibility and uptake when applied to the skin.

What does the treatment involve?

Before receiving a Mineral Therapies body treatment, the client is assessed and guided towards the right treatment. Our therapies for calcium and magnesium come in the form of a liquid concentrate and a ready-to-use



■ Marine Magnesium Therapy is made for stressed out, tired people

body wrap. Marine Magnesium Therapy is designed for stressed-out and tired men and women, suffering from sleeping disorders, as well as sportsmen, while Marine Calcium Therapy offers anti-ageing properties and soothes joint pain.

■ Mineral Therapies are 100 per cent marine origin

What does the concept bring to the spa market?

Thalium Mineral Therapies are the only treatments on the spa and salon market to focus on one highly concentrated mineral, providing an extremely effective topical treatment. It's actually said that topical absorption is more efficient than oral administration, as the digestive tract eliminates most of the intake.

They're 100 per cent marine origin, have multi-function concentrates so can be adapted to all sorts of equipment, and are compatible even in case of iodine sensitivity.

Their marine origin also means they offer excellent bio assimilation, making them a standout feature on any spa menu.

KEYWORD: Thalion

Columbia Probiotics helps skin renew itself, says **Melanie Edwards**



“Our formulas improve skin barrier function and enhance the growth of the epidermis”

F.C. Sturtevant – an American skincare company in business since 1871 – has launched a new probiotic line for the spa industry. Columbia Probiotics is a proprietary formula of probiotics and living botanicals, peptides and isolated plant stem cell extracts that is designed to work synergistically to establish a healthy skin microbiome.

The idea is that the products balance the bacteria in and on the skin by promoting ‘good bacteria’ at the expense of ‘bad bacteria’.

“The regular use of Columbia Probiotics products effectively acts on the most important biological feature in ageing skin: its ability to renew itself,” says Melanie Edwards, director, spa division. “Our formulas have been clinically proven to improve skin barrier function and enhance the growth of the epidermis and dermal layers.”



■ The probiotic formulas can be added on to a facial treatment

Columbia SkinCare has created an easy way to augment a spa’s skincare menu by adding in a probiotic facial protocol, which can be added to any skincare treatment.

The line includes two ‘hero’ products – Columbia Probiotic Complex and Columbia Probiotic Concentrate – and is only available at spas and dermatologists’ offices.

KEYWORD: Columbia

Comfort Zone’s Skin Regimen line addresses urban concerns, says **Brian Brazeau**

Italian skincare brand Comfort Zone is launching a new line designed to meet the needs of modern multitaskers – in particular, millennials – who live in today’s fast-paced world. With 54 per cent of the world’s population living in urban settings – and that number projected to grow to 66 per cent by 2050 – Skin Regimen is designed for those urban dwellers who need to cope with the daily effects of stress and pollution.

Launching globally in February 2018, Skin Regimen is designed to address the most common stress-related signs, such as dehydration, dullness, imperfections, fine lines and wrinkles.

“We’re keeping some of Comfort Zone’s DNA, but Skin Regimen is its own brand,”

■ The line is designed to appeal to urban-dwelling millennials



“We’re keeping some of Comfort Zone’s DNA, but Skin Regimen will be its own brand”

says Brian Brazeau, general manager of Comfort Zone.

The line includes ten products, and uses the company’s trademarked Modern Plant Chemistry. All products are also enriched with Longevity Complex, made of organic superfood extracts and carnosine.

Designed to be unisex, Skin Regimen features a natural aroma and dramatic black-and-white

photography on its packaging and POS materials. A Skin Regimen Urban Longevity Facial will include massage techniques inspired by Qigong and modern physiotherapy, and the company has also devised its own Macro Waves Sound – music to go along with the treatments, which incorporates natural and synthetic sounds and is inspired by Mind Sound Resonance Technique, a yoga-based mindful relaxation technique.

KEYWORD: Comfort Zone



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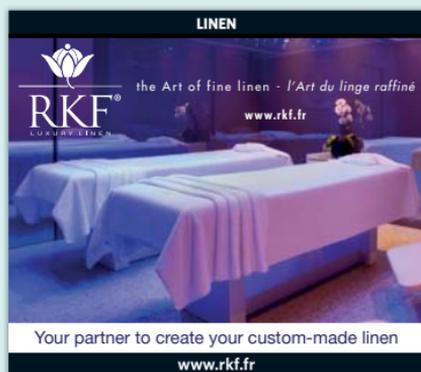
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REGROWTH & RECOVERY

A groundbreaking new study shows that massage can help muscle re-growth after an injury – even when applied to the opposite, uninjured limb. Jane Kitchen takes a closer look

Massage has long been known in the physiology world as an easy-to-use treatment with very few side effects, which can also lessen pain, decrease anxiety and stress, increase flexibility, improve immunity and increase blood flow. But its value for muscle regeneration has also now been demonstrated, and researchers from Colorado State University (CSU) and the University of Kentucky have found some surprising new benefits with important implications for healing.

The researchers have shown that massage can increase the re-growth of muscle tissue after an injury – even when applied to the opposite, uninjured limb. Their paper, published in November in *The Journal of Physiology*, showed that muscle grew faster after a massage because the making of protein in cells was improved. They also showed that when one leg was massaged, the muscle in the other, non-massaged leg also grew faster.

This has implications for people on bed rest, the elderly or those having a prolonged hospital stay, as muscle is lost quickly during periods of disuse and is difficult to grow back – especially in the elderly. Karyn Hamilton and Ben Miller, faculty members of CSU's



■ Massage could be used for patients after orthopaedic surgeries

“ Massaging a non-injured leg could lead to benefits in the injured leg. That’s a novel finding with potentially very important implications ”

Department of Health and Exercise Science and authors on the paper, say the concept that massaging one limb might also lead to benefits in another non-massaged limb is groundbreaking.

“For instance, if you injured one leg and couldn’t massage it because of that injury, we now have evidence suggesting that massaging the other non-injured leg could lead to benefits in the injured leg,” says Hamilton. “That’s a novel finding with potentially very important implications.”

The researchers used rats that underwent a period of inactivity to decrease muscle mass, then were allowed to recover. During the recovery period, the rats were massaged every other day, and the researchers analysed the muscle for the size of muscle fibres, making of proteins, presence of other

cells and communication in the cells that programmes them to grow.

The research team is beginning studies with human participants, and hopes to find similar implications.

“We foresee that massage could be used in situations where other treatments, such as exercise, can’t be applied: in the intensive care unit and in patients who are under non-weight-bearing orders after orthopaedic surgeries,” says Esther Dupont-Versteegden, one of the investigators at the University of Kentucky’s College of Health Sciences.



Colorado State University’s Karyn Hamilton is one of the paper’s authors



Jane Kitchen is managing editor at *Spa Business*. email jane.kitchen@spabusiness.com

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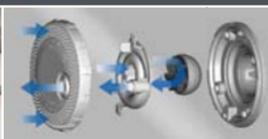
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