

# spa business

## SPA TECHNOLOGY FOR THE NEW DECADE

Gharieni  
Celliss



Revolutionary anti-cellulite treatment  
and body contouring for fast  
and efficient results.

Gharieni  
MLX i<sup>3</sup>Dome



The Ultimate Detox Booster:  
Holistic triple-detox treatment using  
Far-Infrared, Plasma and Light.

100% TOUCHLESS TECHNOLOGY  
CAN BE COMBINED WITH YOUR REGULAR TREATMENTS!

**GHARIENI**  
www.gharieni.com

Forbes Travel Guide  
Brand Official 2020



Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# SPA TECHNOLOGY FOR THE NEW DECADE

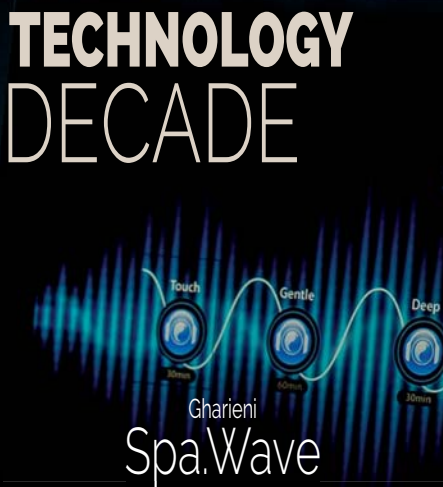
## Gharieni Psammo Therapy with MLX Quartz



Bring the beach where you are  
and enjoy the beneficial body effects of warm  
quartz sand.

100% TOUCHLESS TECHNOLOGY  
CAN BE COMBINED WITH YOUR REGULAR TREATMENTS!

**GHARIENI**  
[www.gharieni.com](http://www.gharieni.com)



## Gharieni Spa.Wave



Binaural Acoustic & Dynamic Stimulation -  
The ultimate sound and vibration therapy for  
deep relaxation.

Forbes Travel Guide  
Brand Official 2020



Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# spa business

## Buxton Crescent

Ensana opens its  
milestone project

### MYSTERY SHOPS

*How are spas  
really coping with  
new regulations?*

## Krip Rojanastien

Guiding Chiva-Som  
through COVID and  
expanding to the  
Middle East

SPA TRANSFORMATION AT

## Four Seasons

Jimbaran Bay, Bali

# Dr Vivek Murthy

*19th US surgeon general  
talks loneliness and wellness*

PHOTO: VIVEK MURTHY BY MEREDITH NIERMAN

Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

BACK  
IN PERSON.  
BRIGHTER  
THAN EVER.



ISPA CONFERENCE & EXPO  
MAY 10-12 | PHOENIX, ARIZONA



INTERNATIONAL SPA ASSOCIATION

Get ***Spa Business*** & ***Spa Business Insider*** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)





## ISPA CONFERENCE & EXPO

MAY 10-12 | PHOENIX, ARIZONA

### CONFERENCE

As the professional spa industry events leader, the 2021 ISPA Conference & Expo will serve as a much-needed inspirational gathering to celebrate the resiliency of the spa industry and dive into relevant, quality education to help our spa family thrive.

30 YEARS  
AND STILL  
GLOWING.

## SPONSORS

The ISPA Conference & Expo is made possible by the incredible brands that have already secured sponsorships for the event. ISPA is so grateful for the following sponsors:

#### PLATINUM



#### GOLD

#### SILVER

BodyWorkMall  
Kerstin Florian International  
MaxPack & Apple Display  
Natura Bisse International  
OM4 Organic Male

#### BRONZE

Circadia  
COOLA  
EuroSpa Aromatics  
Hempfield Botanicals  
Noel Asmar Uniforms  
Yon-Ka Paris

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# GET YOUR SHINE ON.

## EXPO

The ISPA Expo will look different than ever before due to COVID-19 restrictions, but attendees can rest assured that the energy and quality of exhibitors on the ISPA Expo floor will not be diminished.

To register and follow event updates, visit [attendispa.com](http://attendispa.com).



### KEYNOTE SPEAKERS



**Seth Mattison**  
Monday Keynote



**Adam Grant**  
Tuesday Keynote



**Coming Soon**  
Wednesday Keynote



### AWARD RECIPIENTS



**Kerstin Florian**  
Visionary  
Award Winner



**Ella Kent**  
Dedicated Contributor  
Award Winner

## EDUCATION

ISPA is thrilled to have talent strategist Seth Mattison and bestselling author Adam Grant delivering keynote addresses, with the third and final keynote to be announced in the near future. Combined with the honoring of two amazing award recipients, the General Sessions will be as impactful and powerful as ever.

# MEET UP WITH THE BRIGHTEST MINDS.

Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



# Nurturing mental health

With so many people struggling with their mental health, new research reveals the full potential for spas to harness their expertise to support customers, staff and the wider community

A new study by the Global Wellness Institute (GWI), *Defining the Mental Wellness Economy*, is the first to identify mental wellness as a fully-fledged market sector (see p90).

The study, which has identified a global expenditure of US\$121bn in four key mental health markets, describes mental wellness as being more than simply an absence of mental illness, saying, "It's an internal resource that helps us think, feel, connect and function; it's an active process that helps us to build resilience, grow and flourish."

The economic and social burden of mental ill health is predicted to reach US\$1.6tn globally by 2030 according to the World Economic Forum, with this escalating mental health crisis being exacerbated by COVID-19.

The report puts numbers to what many in the spa industry have been emphasising for some time – that consumers are prioritising wellness and are desperate for strategies and products to improve their mental health.

We know we can help, as so many of the modalities we offer, from massage to multi-sensory experiences and exercise to sleep health, have been scientifically proven to benefit the mind. An in-depth 122-page white paper – *Mental Wellness: Pathways, Evidence and Horizons* – from the GWI's Mental Wellness Initiative documents the most significant of these.

However, if we are to support governments and societies in tackling these issues, we need to re-evaluate our approach to mental wellness provision as an industry.

Careful consideration must be given to how spas position themselves. They can't do the work of mental health professionals, but can partner with them to combine their expertise with what the industry does so well – create safe, healing spaces



Spas can help meet the growing demand for mental health support

“Mental health first aider training is now widely accessible and a cost-effective starting point”

and deliver customer engagement, accessibility, calming environments and professional services.

Mental health first aider training is now widely available and a cost-effective starting point. Spa therapists can be trained to spot common symptoms and act to support both customers and co-workers.

If spas are to make a difference, they must also extend support as widely as possible – not just to those who can afford it. Forming relationships with charities and creating outreach programmes, in-person and online, are two ways in which we can widen our influence and be more useful. ●

**Katie Barnes, editor @SpaBusinessKB**

Contact Spa Business: +44 (0)1462 431385 [theteam@spabusiness.com](mailto:theteam@spabusiness.com)  
[spabusiness.com](http://spabusiness.com) @spabusinessmag [Facebook.com/spabusiness](https://www.facebook.com/spabusiness)

# CONTENTS **spa** business ISSUE 4 2020

**spa** business global spa and wellness

spabusiness.com



## 7 | Editor's letter

Katie Barnes shares her thoughts

## 12 | Spa people

US 19th surgeon general talks to the spa community about loneliness; Narinthorn Surasinthorn opens a cutting-edge medi-wellness spa in Bangkok

## 20 | New openings

Caudalie reveals its latest wine spa at a French chateau; an Issey Miyake inspired spa in Japan

## 28 | News

Headlines from the global spa industry

## 34 | On the menu

How are spas changing their treatments and services now that they've reopened?

## 38 | Interview: Krip Rojanastien

Chiva-Som's CEO talks to Jane Kitchen about guiding the destination spa through COVID-19 and its first contract management project in Qatar

## 44 | Ask an expert: Corridors of power

What will it take to make politicians realise the value of spas? Katie Barnes asks those in government and others who've made inroads

## 50 | Mystery shop: Elysia, Australia

Samantha Dunn has a very safe yet lacklustre experience as she goes undercover at one of Australia's leading wellness retreats

## 54 | Mystery shop: Adeva, Singapore

Julie Garrow gives a glowing review following her exceptional service at Adeva spa, One Farrer Hotel

## 60 | Interview: Mark Hennebray

Ensana's chair tells Katie Barnes about its landmark development, Buxton Crescent, one of the only genuine spa hotels in the UK



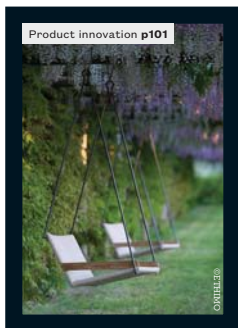
GWS 2020 highlights **p82**



Adapting and thriving: Lapinha, Brazil **p76**



Luisa Anderson reveals Bali's Healing Village Spa **p70**



Product innovation **p101**

#### 70|Interview: **Luisa Anderson**

A Longevity Garden and inner healing room are just two of the extra special features at the new Healing Village Spa at Four Seasons Jimbaran Bay, Bali, says its regional spa director

#### 76|Business analysis:

##### **Change management**

Lisa Starr takes a look at spas which are adapting and thriving since the pandemic struck

#### 82|Event review: **Reset... go**

Not to miss highlights from this year's Global Wellness Summit

#### 90|Research: **Matter of minds**

A new study defines the mental wellness industry and says it's worth US\$121bn

#### 96|Software: **All booked up**

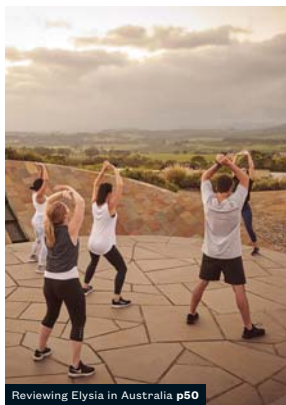
Spa software suppliers reveal the booking trends they've seen since spas have reopened

#### 101|Product innovation

Product and equipment launches

#### 110|Finishing touch

Just 10 minutes of massage or rest can reduce stress say German scientists



Reviewing Elysia in Australia **p50**





SIGN UP ONLINE  
To receive a free digital  
subscription to *Spa Business*  
[www.spabusiness.com/green](http://www.spabusiness.com/green)

#### READER SERVICES

##### SUBSCRIPTIONS

Subscription line +44 (0)1462 431385

##### CIRCULATION

Michael Emmerson +44 (0)1462 471932

#### EDITORIAL TEAM

##### EDITORIAL DIRECTOR

Liz Terry +44 (0)1462 431385

##### EDITOR

Katie Barnes +44 (0)1462 471925

##### CONTRIBUTING EDITORS

Jane Kitchen +44 (0)1462 431385

Lisa Starr +44 (0)1462 471925

##### NEWSDESK

Megan Whitby +44 (0)1462 471906

Tom Walker +44 (0)1462 471916

#### ADVERTISING TEAM

##### PUBLISHER/ADVERTISING SALES

Astrid Ros +44 (0)1462 471911

##### ADVERTISING SALES

Jan Williams +44 (0)1462 471909

## THE SPA BUSINESS TEAM

For email, use contact's fullname@spabusiness.com



Editorial director

**Liz Terry**

+44 (0)1462 431385



Editor

**Katie Barnes**

+44 (0)1462 471925



Publisher

**Astrid Ros**

+44 (0)1462 471911



Contributing editor

**Jane Kitchen**

+44 (0)1462 431385



Contributing editor

**Lisa Starr**

+44 (0)1462 471925



Assistant editor

**Megan Whitby**

+44 (0)1462 471906

## CONTRIBUTORS



#### ● Samantha Dunn

Samantha Dunn has been helping owners and budding entrepreneurs create their own world-class spas for more than 20 years. She's currently developing a DIY consulting website [spawellnessclinic.com](http://spawellnessclinic.com)

Email: [sam.spagirl@gmail.com](mailto:sam.spagirl@gmail.com)



#### ● Julie Garrow

Founder of Intelligent Spas, Julie Garrow has been specialising in spa business and consumer research since 2001 and authored a range of industry operation and training manuals. The company is offering a 50 per cent discount on its publications during the pandemic.

Email: [julie@intelligentspas.com](mailto:julie@intelligentspas.com)



#### ● Jane Kitchen

Jane Kitchen is the editor of Leisure Media's *Spa Business Handbook*. She has a 20-year career in magazine writing, with a specialisation in spa, travel, design, business and retail.

Email: [janekitchen@spabusiness.com](mailto:janekitchen@spabusiness.com)



#### ● Lisa Starr

Business consultant, trainer and educator, Lisa Starr has been helping spas maximise their performance for 30 years. She hosts spa management courses around the world.

Email: [lisastarr@spabusiness.com](mailto:lisastarr@spabusiness.com)

Spa Business is published four a year by The Leisure Media Co Ltd, Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, 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 Whitist Ltd in the UK and Total Mail Ltd globally. ©Cybertek Ltd 2020 ISSN 1479/912X. To subscribe to Spa Business log on to [www.leisuremedia.com](http://www.leisuremedia.com) or email: [subs@leisuremedia.com](mailto:subs@leisuremedia.com) or call +44 1462 471930. Annual subscription rates are UK £48, Europe £65, rest of world £94, students (UK) £25.



**IYASHI DÔME**  
INTERNATIONAL

JAPANESE HIGH TECHNOLOGY  
CONTACTLESS AND HANDS-FREE

The authentic Japanese Long Infrared Sauna has been a reliable tool for beauty, wellbeing and health professionals for well over 15 years, providing deep detox treatments with benefits recognised and proven by clinical studies.

**ENTER THE WORLD OF IYASHI DOME,  
TO EXPERIENCE  
SO MUCH MORE THAN A SIMPLE TREATMENT**

DETOX  
SLIMMING  
ANTI-AGEING  
PREPARATION  
MUSCULAR RECOVERY

[www.iyashidome.com](http://www.iyashidome.com)

Get ***Spa Business & Spa Business Insider*** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# spa people



All of us have the power to be healers  
because all of us have the power to be  
kind, compassionate and loving

**Dr Vivek Murthy** 19th US surgeon general



Murthy has been tapped by president-elect Joe Biden to lead the USA's response to COVID

**D**r Vivek Murthy, the 19th US surgeon general, spoke to attendees of the Global Wellness Summit in November about the importance of addressing loneliness on a personal level, in the workplace, in communities and society.

In a powerful interview with Dr Richard Carmona, the 17th US surgeon general and chief of health innovations at Canyon Ranch, he said that an antidote to loneliness is human connection and building relationships with people. "Few medicines are more powerful than love, compassion and kindness," he said. "And all of us have the power to be healers because all of us have the power to be kind, compassionate and loving."

Murthy has just been tapped by president-elect Joe Biden to lead the USA's response to COVID-19. He's also the author of a best-selling book, *Together: The Healing Power of Human Connection in a Sometimes Lonely World*. He explained that he was motivated to write the book because of things he's seen during his many years of clinical practice and as surgeon general. "I was never trained to think about loneliness in medical school, but I'd often see patients coming into hospital on their own

Even a brief, positive interaction with someone can have a long-lasting impact

in really difficult times and I'd ask them if there was someone I could call to be with them and a lot of times they'd say 'I wish there was'.

"As surgeon general, people were talking to me about their struggles with depression, opioid use disorder, concerns with chronic disease and would say 'on top of all of this, I have to deal with this on my own', 'I feel abandoned', 'If I disappeared tomorrow, no one would even care'. And this resonated with me."

Loneliness, he said, is associated with an increased risk of heart disease, dementia and premature death and is also linked with a higher risk of depression, anxiety, sleep disturbances and a host of other conditions. All of these challenges, which are mostly preventable diseases,

cost the US up to US\$3tn a year in healthcare costs.

Recognising the social and economic burden of isolation, the UK appointed a Minister for Loneliness in 2018. Australia and several countries in Europe are taking the lead to combat it too.

"The book I wrote was essentially about loneliness, but I became fascinated and encouraged by the power of social connection," Murthy said. "The more meaningful our social relations are, the more they enhance all dimensions of our lives - not just our physical and mental health, they also enhance how we perform in school and in the workplace."

But, he added, you don't need years and years of relationships

The book I wrote was about loneliness, but I became fascinated by the power of social connection

To explore more ideas about how spas can help tackle loneliness read this article in *Spa Business* <http://lei.sr/N8A6F>

to make a difference. Even a barista at a coffee shop smiling at you, asking you how you are and waiting to hear your response counts. "Research has shown that even if you have a brief interaction with someone that's positive, that's marked by kindness and compassion, you have a longer impact on them than just a few seconds."

Touch is also profoundly important, he said.

Offering advice to all those in the world of spa, Murthy concluded: "If you think about designing your workplaces for your staff and the services you provide your community, just recognise that whenever you can, bring people together where they can understand one another more clearly by sharing, where they have opportunities to help one another which strengthens connection.

"Then you're helping to build community. You're contributing to healing... Especially during this time of COVID because people are dealing with extraordinary levels of stress, anxiety and uncertainty." ●

Richard Carmona (far left) interviewed Murthy at this year's Global Wellness Summit





## We need to integrate medi-wellness and spa closer together to create a new experience for guests

**Dr Narinthorn Surasinthon** COO, VitalLife Scientific Wellness Center

A vast integrative medical and wellness retreat has just opened in Bangkok and it's billed to set a new standard of integrated retreat for Asia and the industry as a whole – at a time when medical wellness is coming into its own following coronavirus.

The project is a result of a three-way partnership between Thai-based MK Real Estate Development, VitalLife Scientific Wellness Center and Minor Hotels, which will manage the 60 villas onsite.

The destination, called RAKxa, is set in Bangkok's Green Lung, a protected jungle-clad island

**Dr Surasinthon is anticipating a high demand for immunity-related treatments**

on the Chao Phraya River. Its differentiating factor will be the world-class VitalLife medical centre, a subsidiary of Thailand's Bumrungrad International Hospital, which is renowned for its anti-ageing expertise.

VitalLife will be run by a team of internationally-trained doctors and provide pre-diagnostic medical analysis and preventative services to support healthy lifestyles and anti-ageing. It will also house the two-level 3,636sq m RAKxa Jai wellness centre offering a host of holistic therapies, including traditional Thai medicine, traditional Chinese medicine, ayurveda and energy healing.

Dr Narinthorn Surasinthon, COO VitalLife, spoke to *Spa Business* to provide a deeper insight into the cutting-edge facility and predict what the future holds for medi-wellness.

**Scientific and personalised**  
“RAKxa will integrate scientific wellness and traditional medicine to create personalised

programmes for each and every guest,” says Surasinthon.

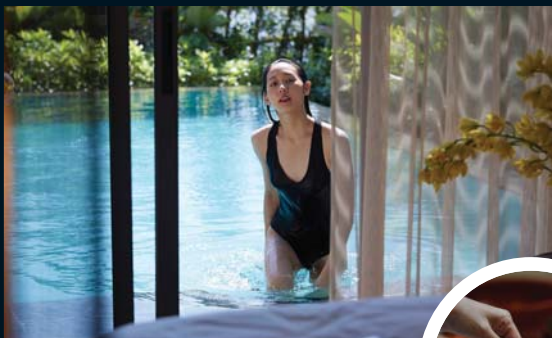
All programmes, he explains, begin with medical testing to help physicians decipher a blueprint of each guest's current state of health before prescribing a carefully curated diet, exercise, wellness treatments, supplements and lifestyle modification plan. “This will be underpinned by VitalLife's core concepts; a scientific-based approach, personalisation and a long-term partnership to care for our patients even after they depart, through the knowledge we've instilled in them during their stay.”

RAKxa will offer 10 packages, ranging from three to 14 days and starting at US\$2,000 (€1,691, £1,534) a night. These are focused on genetics, hormone balancing, detoxification, cognitive function, gut health and lifestyle modification – including diet, exercise, stress management and sleep health. “All of these areas are the root cause of ageing and chronic disease, so we focus on them to optimise these functions and improve guests' long-term wellbeing,” Surasinthon adds.

Due to COVID-19, the destination is anticipating a high demand for immunity-related treatments, so it's also announced a dedicated Immunity Booster programme, which will prescribe personalised lifestyle strategies alongside support therapies to help guests lead a healthier lifestyle. “The main health concerns we expect to see will all be linked to the programme areas above,” Surasinthon says, “things many people experience







The brand new RAKxa aims to set a new standard of integrated wellness

regularly and think nothing of, like headaches, insomnia or bloating. We're going to help our guests relieve these unnecessary symptoms and ultimately have better quality of life."

### Merging medi-wellness and spa

Surasinthon anticipates that once RAKxa launches and external travel picks up, foreign tourists will make up 60 per cent of guests, followed by domestic guests. He believes wellness tourism has been on the up for the last 10 years and that recent events have shone a spotlight on the importance of health and preventative healthcare. "In addition, the world's ageing population is making people more aware of their quality of life and health again."

As a consequence, Surasinthon predicts the industry will see more secondary wellness tourism, in the form of travel packages blended with health and wellness offerings. Medi-wellness will be a part of this trend because a growing number of hotels are trying to expand their spa offering to incorporate a medical wellness element. Anantara, for example, is rolling out aesthetic hubs and IV drip bars across Asia, while Aman introduced medical services to its flagship resort in Phuket last year.

"In my opinion, we need to integrate medi-wellness and spa closer together to create a new experience for the guest," he says. "The spa industry needs to begin by making medi-wellness more approachable for consumers and help it be seen as something

The spa industry needs to begin by making medi-wellness more approachable and help it be seen as something that's relaxing and beneficial to health



Nutrition is a key pillar (left); it's predicted that the market split will be 40/60 domestic/international visitors once tourism outside of Thailand fully picks up



that's relaxing and beneficial to health, like spa treatments."

For years, the medical industry has shunned spas, even though many of its modalities are backed by science. Does Surasinthon think the medical profession is becoming more open-minded about them? "In hospitals, all procedures and patient care have to follow stringent official guidelines based on medical research. But in wellness, we have the benefit of being able to flexibly blend the best of medicine and spa together. I believe if the spa industry conducts even more studies and research to produce more scientific evidence regarding spa treatments' benefits, it will help create a convergence of the medical and spa industries in the future." ●

The centre is a subsidiary of Bumrungrad, an international hospital known for its anti-ageing expertise



6

## Being able to serve caretakers who care for others is critically important

**Isabelle Duchesneau** executive director, Le Monastère des Augustines

**A**t a time when frontline medical staff are under unimaginable stress, a former monastery in Québec, Canada boasts a cultural wellness retreat and spa which is offering them much-needed time out.

"Le Monastère des Augustines opened to the public five years ago and is driven by a social purpose to give back by offering respite to caregivers and healthcare professionals," explains executive director Isabelle Duchesneau.

Le Monastère occupies the former Hôtel-Dieu de Québec monastery (1695-1755), one of North America's first hospitals, and was founded by Augustinian sisters who devoted their lives to helping others. It features a five-treatment-room spa, which Duchesneau describes as a complete haven, where visitors are offered a plethora of massages, facials, holistic health consultations, daily mindful activities and private meditation and movement sessions.

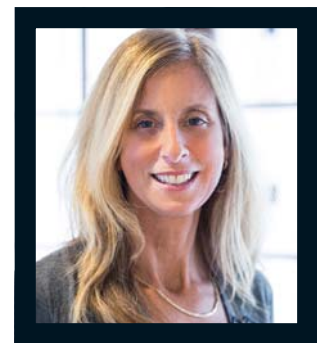
In 2019, more than 100 healthcare workers and 275 health science students participated in various wellbeing activities and retreats at Le Monastère, while over 200 caregivers took advantage of a discounted stay that offered respite and fostered relaxation.

During June and July 2020, the Augustinian sisters – whose

average age is over 80 – raised CA\$140,000 (US\$106,540, €90,126, £81,404) in public donations after hosting a 20-day compassion walk dedicated to helping fund more healthcare workers' visits.

"The work accomplished by medical workers during this pandemic is unprecedented, so the sisters felt it was their duty to perpetuate these gestures of mutual aid," says Duchesneau.

The money raised has enabled Le Monastère to create a



**The sisters – whose average age is over 80 – raised donations via a compassion walk**

discounted Solidarity Package costing CA\$99 per person per night (US\$75, €64, £58), with an actual value of CA\$250 (US\$190, €161, £145), to welcome more caregivers and healthcare workers.

Le Monastère, which is a member of Healing Hotels of the World, also offers one-day workshops and personalised two- to seven-day retreats focusing on a host of topics ranging from resilience, femininity and meditation, to mindfulness and compassion.

"We're dedicated to promoting a healthy lifestyle, providing personalised guidance, tools and advice to help our guests achieve balance with the four pillars of holistic health – the body, mind, emotions and spirituality," says Duchesneau.

In her opinion, wellness has an essential role to play in the COVID-19 era: "because mental wellness and physical wellness are key to maintaining our health especially in times of great stress".

She adds: "Being able to serve caretakers who care for others is critically important and wellness destinations, like Le Monastère, have a responsibility to educate and share what we know to help as many people as possible find their path to healing and wellbeing." ●



The former monastery (top); nuns walk for charity (above)

# PHYTOMER



## *(re)uniting* with what's essential



Proud partner of  
*Le Mas Candille Hôtel & Spa 5\**  
on the French Riviera

*Made of sea*, Phytomer cultivates its revitalizing benefits for all  
*Made of nature*, Phytomer believes in natural and organic ingredients  
*Made of trust*, Phytomer partners with the top spas around the world  
*Made of quality*, Phytomer provides safety, beauty and wellness to the skin  
*Made of commitments*, Phytomer preserves and protects marine ecosystems  
*Made of one belief*, Nature is the new luxury.

PHYTOMER,  
PARTNER OF ELITE SPAS WORLDWIDE

[WWW.PHYTOMER.COM](http://WWW.PHYTOMER.COM)

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



## Since COVID-19, the percentage of people reporting touch deprivation is in the region of 60 per cent

**Michael Banissy** professor of psychology,  
Goldsmiths University of London

In a COVID-19 era, human touch and physical connection are restricted like never before, but results from the world's largest global touch study show 54 per cent of people felt they experienced too little touch, even before the pandemic.

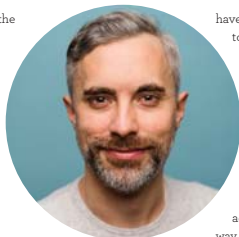
Developed by researchers at Goldsmiths University of London, The Touch Test ran from January to the final week in March 2020 (one week after lockdown started in the UK). Professor Michael Banissy, who led the fascinating study, feels we're witnessing a dramatic longing for touch in society. "In our own data, most people felt they weren't getting enough touch in their lives (54 per cent), while only 3 per cent indicated they get too much. More recent studies, since COVID-19, have seen the percentage of people reporting

touch deprivation to be in the region of 60 per cent."

Banissy says the most striking finding of The Touch Test was the consistency of results around the world. "We tested close to 40,000 people from over 100 countries, but when we broke our study down to look at different regions we kept finding similar patterns of what predicted individual differences in attitudes and experiences towards touch."

The study explored the impact of different factors on touch, such as age, gender and geographical location, and found that the biggest influence on attitudes towards touch was personality.

Banissy says respondents who were more extroverted tended to



have more positive attitudes towards touch. People who had an anxious approach to relationships – known as anxious attachment – were also drawn to touch, while those with avoidant attachment style had a negative attitude towards touch.

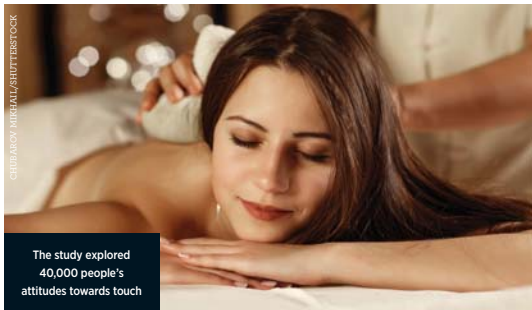
Findings showed that age had an impact on the way people felt about touch too. Those who were younger felt less comfortable than older people about being touched by a stranger, but were more relaxed about being touched in public by someone they knew.

So what do these results mean for the spa industry? "I think any industry that offers a source of tactile input is very important, as we know touch can be beneficial for health and wellbeing," Banissy told *Spa Business*. "But our survey found important individual differences – in short a one-size-fits-all approach did not explain the data."

"This is important for industries where touch plays a key role because it highlights the importance of understanding how individual differences may influence likelihood to engage and outcomes of tactile-based treatments."

"We hope the findings will be useful for people in tactile-based treatment industries to better understand client preferences and responsiveness." ●

The findings will help tactile-based treatment industries better understand client preferences



CHIRIAKOV MIKHAIL/SHUTTERSTOCK

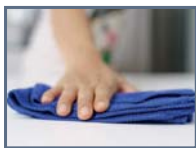
The study explored 40,000 people's attitudes towards touch

# OAKWORKS<sup>®</sup> Spa



**PERFORMALIFT**  
Now with one piece top!

## Creating certainty in uncertain times



Tested Medical Grade Fabric

### Certified Cleanability

Proven to handle hospital grade disinfectant on a daily basis, passes ISO 10993 standards for use in medical environments.

### Innovation

Our most comfortable tables just got better. The PerformaLift now standard with a removable and replaceable one piece top.

### Integrated Heat

The Fuzion top option is available on many of our tables and works with the optional ABC System beautifully.



FM584901



[www.spatables.com](http://www.spatables.com)

001 717.759.3125

Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



# New Caudalie wine spa in French chateau

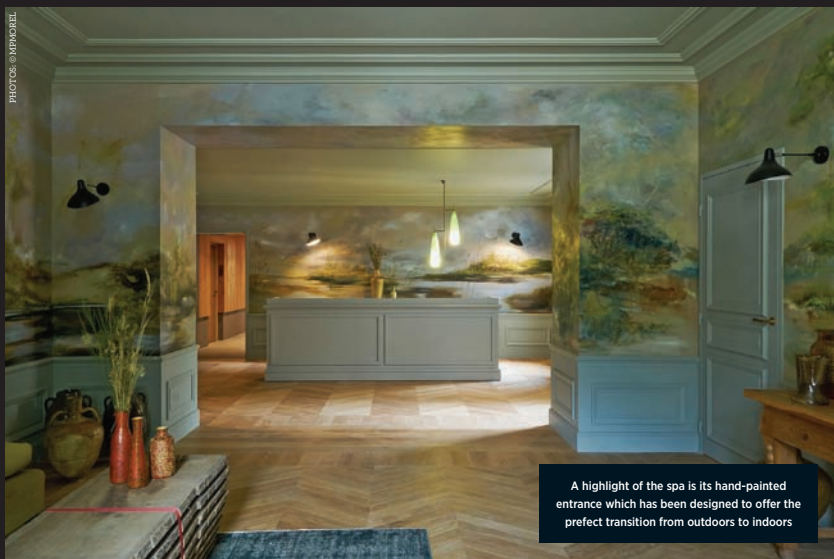


The vinotherapy spa is set in a chateau in the Loire Valley wine region

A beautiful vinotherapy spa has opened in the Loire Valley, a French wine region, at the new Les Sources de Cheverny hotel. Located at an original 18th-century chateau, it's the sister property to Bordeaux-based Les Sources de Caudalie – the birthplace of vinotherapy skincare brand Caudalie and its spa.

Set amongst a 72-hectare vineyard, the flagship was launched by the Cathiard family in 1999 and has inspired the new destination's design and philosophy. The Cathiard's daughter and son-in-law, Alice and Jérôme Tourbier, operate both hotels which were brought to life by the same architect, Yves Collet.

The estate's 800sq m spa, Le Spa des Sources, features seven treatment rooms and adjoins the Château, designed to blend seamlessly with the location. It offers a range of Caudalie's grape-based treatments, along with



A highlight of the spa is its hand-painted entrance which has been designed to offer the perfect transition from outdoors to indoors



A spring water pool is encased in oak and is reminiscent of a vineyard cask

an indoor spring water pool, hammam and a hydropool made out of oak wood, reminiscent of a vineyard cask.

Surrounded by dense forests and a lake, the spa has been conceived to bring guests back to nature and offer a barefoot luxury experience. "The whole experience is very unique because of its prime forest location," says Alice. "When you're in the indoor pool facing our woods you feel like you're being enveloped in a cosy cocoon, and the only thing left to do is to let yourself be pampered."

A highlight of the spa is its hand-painted entrance designed to offer a perfect transition from outdoors to indoors.

The village-style destination includes 49 rooms, 13 of which are in the château, with the remainder spaced out in stone huts designed to look like French farmhouses.

Looking ahead, there are plans to expand the portfolio into every French wine region and create a Vineyards Hotel collection.

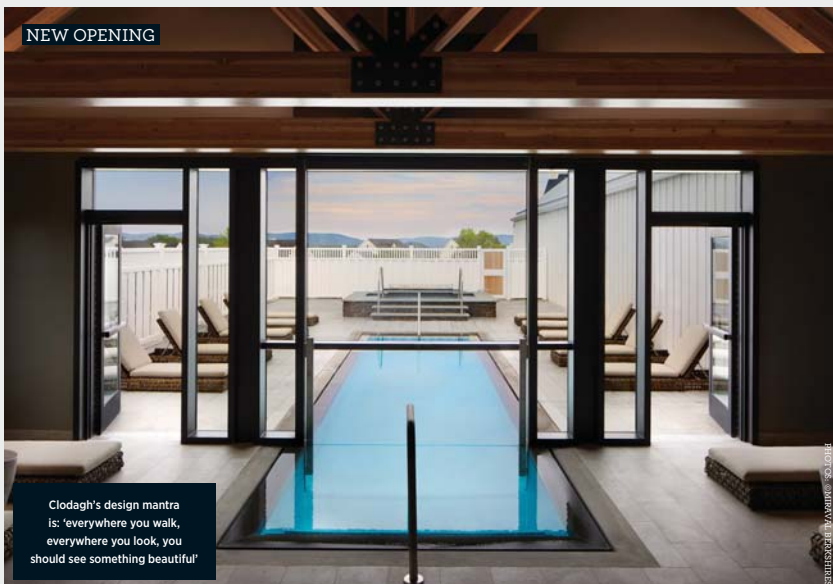


Alice and Jérôme Tourbier, the hotel and spa operators, are part of the Cathiard family who launched the vinotherapy skincare brand Caudalie



The village-style destination has 49 rooms





Clodagh's design mantra is: 'everywhere you walk, everywhere you look, you should see something beautiful'

PHOTO: MIRAVAL BERKSHIRES

## Clodagh reveals design inspiration at Miraval Berkshires

**T**he rollout of US destination spa brand Miraval continues under Hyatt's ownership with the recent unveiling of its third resort and spa Lenox, Massachusetts.

The new 100-key Miraval Berkshires is immersed in a 380-acre woodland setting – originally designed by Frederick Law Olmstead, the landscape artist behind New York's Central Park.

New York-based Irish designer, Clodagh, who previously designed Miraval's flagship spa in Tucson, was responsible for realising the 29,000sq ft spa with 28 treatment rooms – the largest in Miraval's portfolio. "The spa echoes the original in Tucson and our mantra is



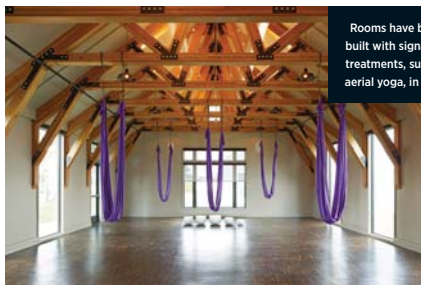
'everywhere you walk, everywhere you look, you should see something beautiful'," she says.

The spa was built with the brand's signature treatments in mind, such as an indoor spa pool room for the signature Vasudhara water treatment, and a room with reinforced beams for aerial yoga or Naga Thai yoga massage where therapists support themselves using silks from the ceiling to increase stretches.

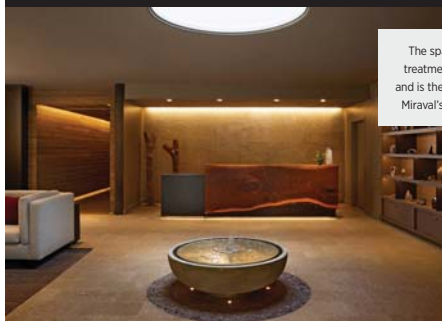
In addition, the menu features new experiences developed in collaboration with natural beauty brand Naturopathica.

A range of wellness and fitness activities are offered in the Body Mindfulness Centre, while an onsite ranch offers year-round equine programmes which Miraval is famous for.

CLODAGH PORTRAIT © DONNIAN BERKEBRAN



Rooms have been built with signature treatments, such as aerial yoga, in mind



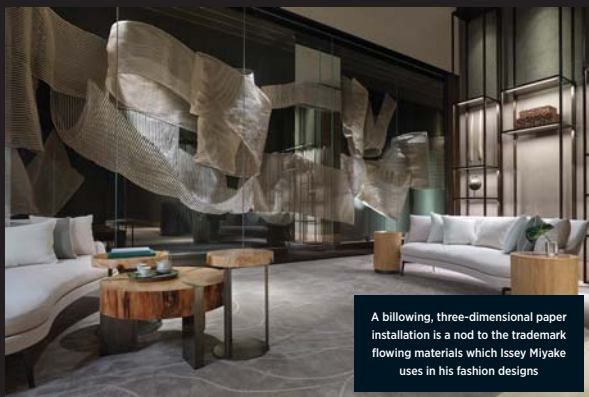
The spa has 28 treatment rooms and is the biggest in Miraval's portfolio



Destination spa rollout: this is Miraval's third property

Get ***Spa Business*** & ***Spa Business Insider*** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

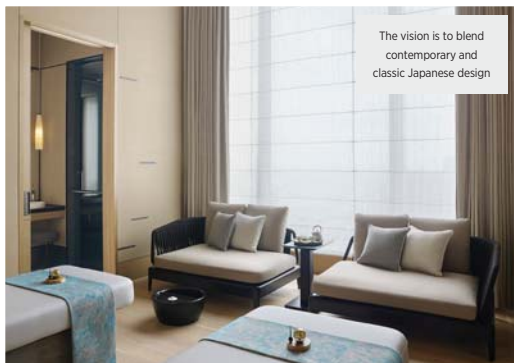




A billowing, three-dimensional paper installation is a nod to the trademark flowing materials which Issey Miyake uses in his fashion designs







# Four Seasons Tokyo spa channels Issey Miyake

**F**ashion icon Issey Miyake has been the inspiration for a spa at the new Four Seasons hotel in Tokyo.

The luxury 190-key hotel is housed in the top six floors of the new 39-storey Otemachi Tower and crowned with a zen-like sanctuary designed by Jean-Michel Gathy at the top.

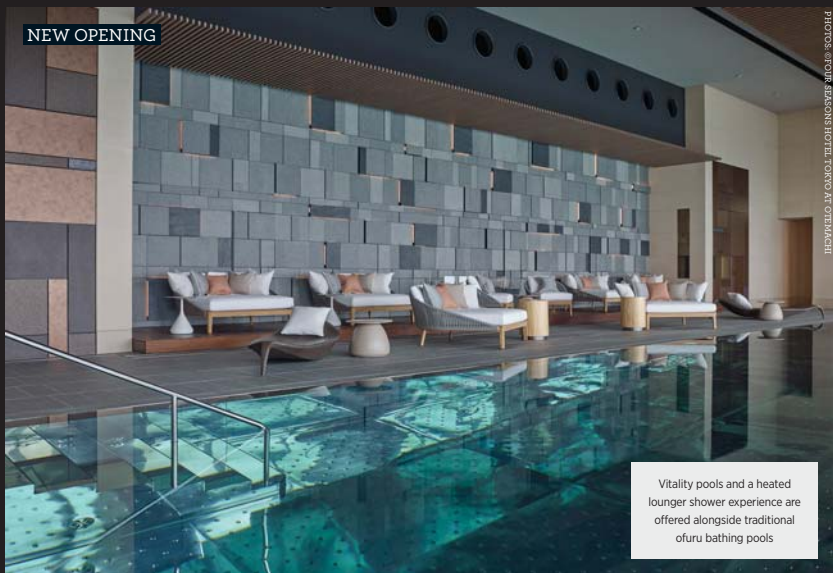
Industry consultancy GOCO helped realise the 900sq m offering which has five treatment rooms, and state-of-the-art heat and water facilities with views of Mount Fuji and the Imperial Palace Gardens. And as guests enter the spa lobby they're greeted with a three-dimensional paper installation which seems to billow and sweep outwards, as if caught in the wind, in a nod to Miyake's trademark flowing material creations.

The vision is to blend contemporary and classic design – elements such as ofuro, traditional Japanese bathing pools, are offered alongside a heated lounge shower experience, as well as an indoor pool, vitality pool and fitness centre. Meanwhile, the balancing wellness menu has been inspired by Japanese rituals such as shinrin-yoku, the art of forest bathing, and each treatment begins and ends with the chiming and vibrations of an orin bell. A small selection of treatments are also supplied by Swiss product house Valmont.

"The exciting and elegant Four Seasons Tokyo at Otemachi will become an icon in the dynamic and culturally rich city of Tokyo," says GOCO founder and CEO Ingo Schweder. "The spa marries a unique combination of contemporary and traditional wellness experiences for each and every guest."

Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

NEW OPENING



PHOTOS: FOUR SEASONS HOTEL TOKYO AT OTEMACHI

Vitality pools and a heated  
lounger shower experience are  
offered alongside traditional  
ofuro bathing pools

The zen-like sanctuary  
sits at the top of the new  
39-storey Otemachi Tower





**[comfort zone]**  
conscious skin science

**SACRED NATURE**

REGENERATE YOUR SKIN  
REGENERATE OUR PLANET



COSMOS  
ORGANIC

[www.comfortzoneskin.com](http://www.comfortzoneskin.com)

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

## Grayshott Spa announces permanent closure

Grayshott Spa, one of the original health retreats in the UK, is to close permanently after 55 years in business, with the building being sold by commercial real estate agency, Christie & Co.

Sheila McCann, who heads the Grayshott team, has attributed the failure to the UK's second month-long lockdown in November, saying: "The impact of the global pandemic and a second lockdown further restricting travel means that, unfortunately, the business can no longer be considered viable.

"Our shareholders are reviewing and weighing options going forward, however, steps are being taken to cease trading," she said, "the future of trade is currently looking uncertain and despite returning

Grayshott Spa has operated as a health retreat for 55 years

guest loyalty, closure has become inevitable."

A prime asset, Grayshott Spa is likely to be snapped up by a new investor, with the business continuing in some form.

Grayshott Spa was acquired by the Lanserhof Group and London & Regional Properties in 2017 in a 50:50 partnership deal as part of Lanserhof's global expansion plans

Following this, Lanserhof, which owns spas in Austria and Germany, undertook a



Sheila McCann

programme of refurbishment at Grayshott and focused on the spa's medi-wellness offering, bringing McCann back into the business from Chiva-Som, where she had been general manager for five years.

In recent news, Lanserhof is forging ahead with a new project in Germany in the form of the €100m Lanserhof Sylt. It's understood that this will not be impacted by the closure of Grayshott.

More: [http://lei.sr/23t7a\\_B](http://lei.sr/23t7a_B)

## ISPA and CIDESCO collaborate to foster growth and success for global spa workforce

The International Spa Association (ISPA) and global beauty and spa educational organisation, CIDESCO, are joining forces to tackle training and staffing issues in the world of spa.

ISPA data suggests that nearly half of all spas are

actively hiring massage therapists and almost a quarter are searching for aestheticians.

According to the organisations, often the greatest challenge to filling these vacancies is finding qualified candidates.



Lynne McNees

ISPA and CIDESCO are two leading bodies in the global spa industry and believe their collaboration will raise awareness of and demand for careers in the spa industry, which is critical as spas continue their recovery from the pandemic.

ISPA president, Lynne McNees, said: "ISPA is constantly seeking ways to raise the industry's profile and promote opportunities for growth and advancement."

More: [http://lei.sr/w3W3k\\_B](http://lei.sr/w3W3k_B)

PHOTO: ISPA



PHOTO: CHENOT GROUP

## Industry icon Henri Chenot passes away

Wellness veteran Henri Chenot has passed away after a 50-year career in which he founded leading brand, the Chenot Group.

Chenot specialises in the health, wellness and hospitality sector, providing and developing medical spa programmes, treatments, cosmetic products and supplements that promote healthy living.

Henri's legacy, the Chenot Method, will live on in the brand's vision.

The news comes after the brand recently announced Henri's retirement and the subsequent appointment of Dr George Gaitanos, Chenot COO and scientific director, to continue the role of the scientific development of Chenot.

More: <http://lei.sr/50o3t>



PHOTO: ISPA

The organisations will support workforce growth





PHOTO: SNOHETTA

Svart is scheduled to open in Arctic Norway in late 2022

## World's first energy-positive hotel and spa to be completed with interiors by Space Copenhagen

Svart, the world's first energy-positive hotel, has appointed award-winning Danish designers Space Copenhagen to lead the property's interior design.

Designed by the Norwegian architect firm Snohetta, Svart will be located in Arctic Norway at the base of the Svartisen glacier and will house an indoor-outdoor spa.

Space Copenhagen, founded by Peter Bundgaard and Signe Bindslev Henriksen, will create an aesthetic which reflects the project's core values of sustainability and innovation.

Providing an insight into their vision, Bundgaard said: "The four elements' intrinsic connection to Norse mythology has provided the core design aesthetic - it won't seek to mimic or filter the magnificence of the Norwegian landscape, but to be a humble backdrop to it."

Sustainability continues to inspire innovative wellness design, a trend exemplified by the update to Hotel Green Solution House in Denmark, where architecture firm 3XN is creating a new wing and rooftop spa using wooden materials that will be both CO2 neutral and climate positive.

More: [http://lei.sr/P9u7M\\_B](http://lei.sr/P9u7M_B)



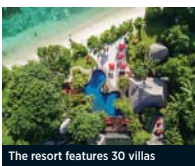
Peter Bundgaard

## Anantara to debut in Seychelles following rebrand of luxury Bill Bensley-designed resort

Anantara will expand into the Seychelles in Q4 2020, following a rebrand of the iconic Maia Luxury Resort & Spa, designed by architects Bill Bensley and Lek Bunnag.

Located on the largest of the Seychelles islands, Anantara Maia Seychelles Villas will consist of a 30-villa resort complemented with a luxury spa, set amongst 30 acres of forest garden.

Located in the resort's fragrant gardens, the Anantara Spa will be home to three open-air treatment rooms where guests



The resort features 30 villas

The property is regarded as one of Bill Bensley's favourite projects



“Without question Anantara Maia will become one of our flagship properties”

Dillip Rajakarier

will be offered Balinese massages and a range of beauty and facial treatments from Hungarian product house Omorovicza.

The resort is one of Bensley's favourite projects, with design inspired by Asian architecture, using distinctive thatching, carved natural stone, precious woods and delicate metalwork.

"Without question Anantara Maia will become one of our flagship properties," said Dillip Rajakarier, CEO of Minor Hotels and Minor International, parent company of Anantara.

More: [http://lei.sr/z5x5X\\_B](http://lei.sr/z5x5X_B)

PHOTO: MANDARIN ORIENTAL HOTEL GROUP



The alliance will increase global reach

## Mandarin Oriental Hotel Group and The Oberoi Group announce strategic alliance

Luxury hotel groups, Mandarin Oriental and The Oberoi Group, have announced a long-term strategic alliance that will see the duo jointly collaborating across a range of initiatives.

By working together, the groups will create new and exclusive guest experiences for the hotels in both portfolios. There will be a focus on wellness, innovation, sustainability and colleague development.

Jeremy McCarthy, Mandarin Oriental's group spa director, told *Spa Business*.



Jeremy McCarthy

"As both groups share a strong culture around spa and wellness, we can imagine great possibilities for collaborating on global wellness events and potentially even the sharing of therapists, treatments and products between our hotels."

A partnership will also be formed between the brand's two membership programmes - Fans of MO and Oberoi One - to include things like exclusive experiences, offers and invitations to bespoke events.

More: [http://lei.sr/T4c7V\\_B](http://lei.sr/T4c7V_B)

## DIARY DATES

21-24 January 2021

**Les Thermalies Digital**

**Virtual**

Water and wellness show Les Thermalies has taken its annual conference online. Attendees will be able to learn about the latest trends in thalassotherapy, thermalism, balneotherapy and spas from the main operators. [www.thermalies.com](http://www.thermalies.com)

4 February 2021

**We Work Well (EMEA)**

**Virtual**

Spa suppliers and decision makers from high volume luxury spas in Europe, the Middle East and Africa will connect online through a series of scheduled one-on-one meetings. [www.weworkwellevents.com](http://www.weworkwellevents.com)

18-21 April 2021

**GSN Buyers Conference**

**Virtual**

Three day virtual event bringing together sustainability focused spa and wellness buyers and suppliers. [www.gsnplanet.org](http://www.gsnplanet.org)

10-12 May 2021

**30th annual ISPA Conference & Expo**

**Phoenix, Arizona, US**

Key spa industry event with speakers covering topics such as business strategy and management and an Expo which attracted 220 companies in 2019. [www.attendispa.com](http://www.attendispa.com)

11-12 May 2021

**Healing Summit**

**Pine Cliffs Resort, Portugal**

Inspirational talks for those with a deeper sense of wellness. Organised by the Healing Hotels of the World consortia. [www.healingsummit.org](http://www.healingsummit.org)

27-30 May 2021

**Cosmoprof Worldwide Bologna**

**Fair District, Bologna, Italy**

Organisers of one of the world's biggest beauty trade fairs, with 10,000-plus exhibitors, are aiming for an in-person event in May. [www.cosmoprof.com](http://www.cosmoprof.com)

## COVID-19 is helping hoteliers recognise the value of spa revenue, says Emlyn Brown

Accor's global VP of wellbeing, Emlyn Brown, believes COVID-19 has provided a platform for hotel spas in cities to become a crucial revenue driver.

Speaking in a We Work Well webinar, Brown reported that Accor's city locations which previously relied on internal guest capture are now competing with an established local day spa market, because European cities are flat with tourism.

But, he sees an opportunity for these city spas to stand out: "The good news is that luxury properties have an edge because they're more open to creating



PHOTO: ACCOR

"I believe city spas will be seen as a much more important thing to draw people into hotels"

comprehensive and over arching wellness packages," he said, "and we're already seeing hoteliers react positively to this – so I believe city spas will be seen as a much more important thing to draw people into hotels."

"The next step is for these locations to address pricing in comparison to local competitors, increasing importance of retail, yielding and weekend surge pricing."

**More:** [http://leisr/ESM4C\\_B](http://leisr/ESM4C_B)

Gathy has been tasked with creating an urban sanctuary in Bangkok



PHOTO: AMAN

## Jean-Michel Gathy to design new Aman holistic wellness centre and urban residences in Bangkok

Luxury hotel and resort brand Aman has unveiled plans for urban residences in Bangkok, with design by world-renowned architect, Jean-Michel Gathy.

Aman has signed a long-term partnership with Nai Lert Park Development to manage Aman Nai Lert Bangkok, which will be comprised of 50 branded residences as well as a luxury 52-suite hotel, slated for completion in 2023.

Nestled in the park's tropical gardens, the destination will be housed within a 36-storey edifice. Residences will be located on floors 11 to 28, with floors nine to 19 featuring suites, plus two restaurants

and a 1,500sq m Holistic Wellness Centre, including a fully integrated medical clinic, wellness lounge and spa.

Gathy, founder of Denniston and a long-time collaborator of Aman, has been tasked with conceiving a contemporary urban sanctuary inspired by the vast Nai Lert Park.

"Aman Nai Lert Bangkok will further cement our vision to bring the Aman ethos to global cities," commented Vladislav Doronin, Aman chair and CEO.

**More:** [http://leisr/H7W9b\\_B](http://leisr/H7W9b_B)



"Aman Nai Lert Bangkok will further cement our vision to bring the Aman ethos to global cities"





**REM** 1988-2018



### **Solo Beauty - Workington, Cumbria**

*There's nothing more rewarding than helping to achieve the vision and dreams of a successful business. Working with Amelita Wilson Interiors on the Solo Beauty project gave us the opportunity to showcase some of our finest furniture. Owner Kerry Hayston chose the REM Dream Pedispas, Florence Nail Bars and Futura Seating for her stunning Workington Beauty Salon.*

t: 01282 619 977 e: [sales@rem.co.uk](mailto:sales@rem.co.uk) w: [www.rem.co.uk](http://www.rem.co.uk)

Get **Spa Business & Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

LET'S FOCUS ON  
THE "WE"  
IN WELL-BEING.

Courtesy of Faena Hotel, Miami Beach.  
Photographer Nik Koenig, USA



Europabad Karlsruhe, Germany

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



Chalet Anna Maria, Photographer Alex Kaiser, Austria

**KLAFS**  
MY SAUNA AND SPA

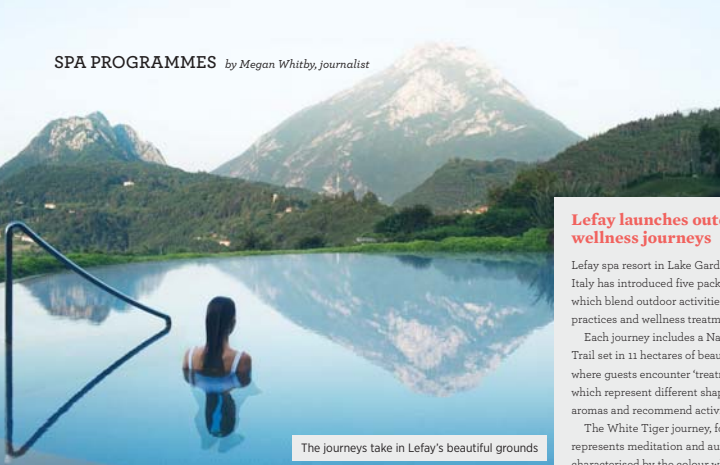
From the start of planning all the way to the finishing touches, we're your partner of choice when it comes to bringing health-promoting sauna and spa solutions to life. Whatever your wishes are and whatever the spa trend is, together we can make it happen. After all, one thing is for sure: guests will be looking for a healthy lifestyle, more than ever before. And where better to find it than in the unique spa experience you offer?

Be inspired, discover your spa vision of the future at [www.klafs.com](http://www.klafs.com)



Kokon Corporate Campus, Liechtenstein

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



The journeys take in Lefay's beautiful grounds

### Lefay launches outdoor wellness journeys

Lefay spa resort in Lake Garda, Italy has introduced five packages which blend outdoor activities, TCM practices and wellness treatments.

Each journey includes a Natural Wellness Trail set in 11 hectares of beautiful grounds where guests encounter 'treatment stations' which represent different shapes, colours, aromas and recommend activities.

The White Tiger journey, for example, represents meditation and autumn, and is characterised by the colour white. The trail is recommended at sunset and includes yoga for overall balance, body awareness and improved breathing. A full body massage aims to curb feelings of melancholy.

"Even before COVID-19, more academic studies were highlighting the benefits of prescribing a connection with nature and the great outdoors," says Dr Carlo Barbieri, president of Lefay's Spa Method Scientific Committee.

€320 (US\$378)

# On the menu

How are spas changing their menus since coronavirus struck? And what other industry events are taking place? We take a look at some of the latest concepts, trends and programmes

### Bürgenstock offers COVID-19 recovery retreats

Bürgenstock, Switzerland has rolled out three executive retreats focused on preventative health solutions, mindfulness and mobility, respectively, at its five-star medical-wellness facility, Waldhotel.

The preventative health programme is a particular highlight. It's conceptualised as "the ultimate medical MOT" and includes two days of screening followed by a comprehensive review and onsite intervention recommendations by a medical team member.

Opened in late 2017, the Bürgenstock Hotel is also home to the Alpine Spa which covers 107,000sq ft on three levels. CHF2,200 (US\$2,372) including lunch and dinner. Can be booked with or without an overnight stay



The prevention programme is referred to as "the ultimate medical MOT"







## Celebrating hot springs worldwide with Soakember

The Global Wellness Institute's Hot Springs Initiative team organised a live international soaking event to champion hot spring bathing on 13-14 November. Live-streamed on Facebook and Soakember.com it ran simultaneously at hot springs in Japan, France, Hungary, China, Germany, Austria, Australia, the US, Slovenia, New Zealand and Costa Rica.

Initiative member and co-owner of The Springs in Colorado, David Dronet, has spearheaded the function to celebrate hot springs' healing powers and the diversity of global bathing traditions. "Hot spring communities of the world are coming together in the shared belief that hot springs and hydrothermal thermal therapy can provide the

mind, body and soul with the rejuvenation and renewal that so many of us need," he says.

Initiative chair, Charles Davidson adds: "During these difficult times when the world has been so impacted by COVID-19, it's important that we remember how beneficial mother nature can be to our health and wellbeing. Let's soak together, to heal together."

**\$ Free**



David Dronet



Cold water will be used to improve wellbeing

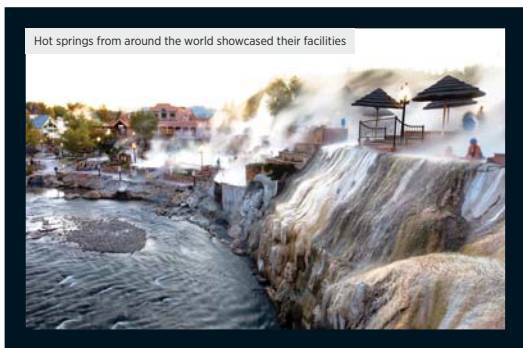
## Armathwaite offers wild swimming and cold water therapy

Armathwaite Hall Hotel & Spa in the Lake District, UK, has launched a wild swimming package to improve people's wellbeing using cold water.

Guests can choose a half-day or full-day package exploring local natural water features. This includes the chance to experience and immerse themselves in breathtaking water destinations such as a natural infinity pool; a string of spectacular waterfalls; and secluded locations, including the local Gin Pool, known for its crystal clear waters.

The new wild swimming retreat is designed to let guests discover the benefits of cold water swimming, including pain relief, a reduction in the stress hormone cortisol, and an increase in the happiness hormone serotonin.

**\$ Starts at £90 (US\$117)**



Hot springs from around the world showcased their facilities



VIVID has bright, contemporary interiors

## Anantara opens first IV drip bar

Anantara Hotels, Resorts and Spas has stepped into the world of medical wellness with its inaugural IV drip bar, VIVID by Verita Health clinic, at the Anantara Siam Bangkok Hotel.

The VIVID bar is characterised by bright, contemporary interiors and offers a variety of solutions to relieve symptoms of anything from jetlag or burnout to addressing beauty concerns. Treatments start at THB5,500 (US\$176, €151, £136) for 40 minutes.

Other services include medical grade oxygen therapy, light therapy for circadian balancing and anti-ageing cosmetic treatments.

The new opening is a product of Anantara's joint venture with Singapore group Verita Healthcare to create a global network of integrated health centres. Two other facilities are earmarked for Anantara properties in Bangkok and Phuket next year.

**\$ Start at THB5,500 (US\$176)**

Diving is a great way  
to practice breathwork



LOVOCH/SHUTTERSTOCK



### ► Underwater breathwork programme in St Lucia

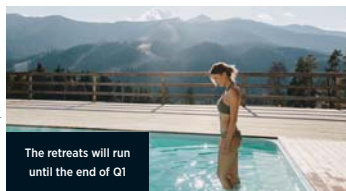
Breathwork is a key pillar of wellness and its positive effects are well documented on the physical, mental and emotional state. In St Lucia, Windjammer Landing Villa Beach Resort and Spa has blended it with diving and yoga to create an underwater wellness programme.

Based around an early morning sunrise dive, the programme sees submerged participants practising four different breathing techniques

to aid mindfulness and buoyancy control, while also following demonstrations of controlled yoga positions. The experience is 2.5 hours in total with 45 minutes underwater.

It claims to be the first of its kind to offer underwater breathwork and helps to slow heart rate, lower blood pressure, instil calmness and reduce overall stress and anxiety.

📍 US\$180



The retreats will run  
until the end of Q1

### Clinique La Prairie supports immunity

Swiss medi-wellness clinic, Clinique La Prairie, has revealed two limited edition retreats, called Energising Wellness and Immunity Boost, available for Q4 2020 and Q1 2021.

Developed by the clinic's expert health practitioners, the five-day programmes have been conceived to replenish energy and immunity levels and to help guests kickstart health habits.

They include a comprehensive health check-up, which assesses cardiac health, blood analysis, body composition and skin health, plus mindfulness classes, PT training and IV drips to correct deficiencies. There's also an emphasis on the role a healthy diet plays in immunity, with the retreats featuring nutritional coaching sessions and a private masterclass about antioxidant and anti-inflammatory nutrients.

📍 Prices start at CHF6,900 (US\$7,520)

### GSN partners with Esalen Institute for Healing Arts webinars

The Green Spa Network (GSN) has teamed up with the Esalen Institute to produce a complimentary webinar series dedicated to personal and professional healing and growth during the global pandemic.

Founded in 1962, Esalen is a non-profit organisation seeking to 'explore human potential through experience, education and research' and is known for its therapeutic massage technique worldwide. The group has a retreat centre in California where it offers personal, spiritual and social transformation practices through healing arts.

Working with GSN, select Esalen healing arts specialists



Doug Drummond

will focus on raising awareness of its practices to provide inspiration in the ever-changing wellness landscape. "We're looking forward to sharing some unique perspectives," says Doug Drummond, Esalen's director of Healing Arts.

Sign up via [gsnplanet.org](https://gsnplanet.org) ●

📍 Free



# G.M. COLLIN®

LOOKING FOR DISTRIBUTORS!

1.800.341.1531 ext. 270 • export@gmcollin.com

## HYALURONIC FILLER

FORMULATED WITH A COSMETIC DRONE™ FOR WRINKLE FILLING

Rejuvenates  
**SKIN TEXTURE**

Provides intense,  
immediate &  
long-lasting  
**HYDRATION**

Helps renew  
**PLUMPNESS**  
of the skin

Improves  
**PORE** appearance

**4%**  
H.A.-Filler  
Expert  
Complex



WWW.GMCOLLIN.COM



Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# Krip Rojanastien

After 25 years in business, Chiva-Som completed a five-year renovation and announced plans for a new Middle East resort – all just before the pandemic hit.

Jane Kitchen asks the CEO how the iconic wellness resort is reinventing itself

Krip Rojanastien took the helm at the family business in 2007 and underwent his own lifestyle transformation – losing 20kg and becoming a marathon runner



The resort recently completed a four-phase, US\$24.4m overhaul



The tranquil environment of Chiva-Som is essential to focus on wellness, says Rojanastien

One of the most respected wellness destinations in the world, Chiva-Som has spent the past 25 years perfecting its original Hua Hin location as a go-to place for true wellness. Recently, however, chair and CEO Khun Krip Rojanastien has also been busy with a string of changes designed to keep pace with global wellness lifestyle trends and expand the reach of the Thai spa into new markets. And of course, for most of this year, he and the rest of the Chiva-Som staff have been doing what almost everyone else has been doing – learning how to pivot in the face of a pandemic, and along the way, expanding the brand's reach through online efforts.

### Transformation and balance

Rojanastien's late father, Boonchu Rojanastien, a banker and politician, founded Chiva-Som in 1995 as a comprehensive wellness resort focused on optimal wellbeing. It's nestled in seven acres of tranquil beachfront grounds, a setting that's key to its aim of helping guests revitalise their mind, body and spirit. Western practices and eastern philosophies are brought together in the treatments and programming, and guests are encouraged to develop healthy habits and lifestyle transformations. After his father opened the resort, Rojanastien underwent such a lifestyle transformation himself, losing 20kg and becoming a marathon runner. In 2007, following his father's death, he took the helm at Chiva-Som. "My father and

I created something called 'The Ten Pillars of Chiva-Som', which are basically guiding principles," says Rojanastien. "Balance and innovation are key elements in my approach to the business of wellness. We must seek change and innovation, and at the same time, I try to maintain the balance between Thai traditionalism and evidence-based innovation, luxury and sustainability, medical science and holistic treatments."

Part of that change and innovation has meant that Chiva-Som recently completed a four-phase overhaul at a cost of TBH900m (US\$24.4m, €21m, £18.8m) in response to guest feedback and evolving expectations.

"I've worked extensively over five years on upgrading the experience for our guests," says Rojanastien. "It was a major commitment, especially as we closed the resort for several months [each year] to ensure that our promise of tranquility was not compromised." That tranquil environment is key to the Chiva-Som ethos. It's seen as essential in order to focus on wellness. The renovation retains the core themes of the resort, increasing the size of many areas – particularly the guest rooms – and bringing a 'lightness' into the interior design.

The Bathing Pavilion, with its salt-water pool, relaxation areas and additional hydrothermal facilities, has been refreshed, as have the wellness consultation rooms, spa treatment rooms, the hydrotherapy suite, floatation chamber and watsu pools.

"Attention was given to creating a calming environment through the use of refined bamboo

*The feedback from our Online Wellness Services has been impressive*



- ▶ and silk, supplemented in some areas with granite and mirrors to enhance the light," says Rojanastien. "The Niranalada Medi-Spa has been transformed to a more serene space with a discrete body and facial analysis area and a dedicated sterile room."

A range of modalities have been introduced, from three colonic hydrotherapy treatments, to a folate assessment for detox and metabolic health and an LPG Cellu M6 Alliance cellulite treatment. More fitness options have also been added in response to the resort's - and the wellness sector's - widening client base. "Our guests are getting both younger and older, so with such a broad base, there are different demands," Rojanastien says. A highlight of the expanded gym is a Refunctional Room for older guests or those who've been through surgeries or traumas. "If they want to recover or get well, they need a different regime to, say, people in their 20s and 30s who want to maximise their performance," Rojanastien explains. New equipment will help with rehabilitation, leg mobility and balance, as well as preparing the body for more strenuous exercise.

### Online wellness

Part of Rojanastien's strategy during the pandemic has been to quickly pivot to bring Chiva-Som's naturopaths, physiotherapists and exercise professionals to people all over the world, via Zoom, in an attempt to help combat the widespread anxiety and social isolation caused by the lockdown.

Since the pandemic, Chiva-Som has launched a food delivery service in the local area



"The Online Wellness Services were in fact in our 2020 master plan, and some preparatory actions had started already in 2019," he says. "The intent is they would support our guests to stay connected with us via a digital platform and help them maintain their wellness lifestyle at home and in their daily life." When travel restrictions and social distancing became the new normal, Chiva-Som decided to launch the service in April 2020, which was earlier than planned.

The online programming begins with a initial complimentary 50-minute consultation, which includes personalised feedback regarding lifestyle and nutrition as well as suggestions suitable for other online programmes and subsequent sessions. These additional services include everything from neurodynamic exercise (THB3,500, US\$112, €95) to yoga and meditation (THB2,500, US\$80, €68) and even natural fertility consultation (THB3,500, US\$112, €95). In late September, they then added an Online Intensive Wellness Series which includes successive interactive sessions to gradually enhance knowledge of certain areas, such as a six-week pilates course (THB9,500, US\$304, €257).

"The feedback has been impressive," says Rojanastien. "It's more than we expected. It is our great pleasure to see how much we support those in need."



Refined bamboo, silk, granite and mirrors create a sense of calm





The renovation brings a 'lightness' into the interior design

That support – be it online or in person – is something Rojanastien sees as vital in a post-pandemic world. “People have experienced trauma in varying degrees, which causes both shock and reflection about what is important in our lives – from friends, family and love, to the environment and sustainability,” he explains. “We think that a natural holistic approach is required.”

With Thai borders closed, resort offerings have been tuned to meet the domestic demand of Thais and expats, who tend to travel on weekends or make long-stay arrangements. New retreats highlighting immunity boosting programmes, wellness rebalancing and stress relief are offered with more flexibility in terms of minimum nights of stay, pricing, programming and arrival and departure times. And because domestic travellers are looking for active sessions on-site, new activities have been added into the daily schedule.

Chiva-Som has also launched a food delivery service in the local area of Hua Hin, which includes meal plans and fresh organic fruit and vegetables. “All are geared to help our guests maintain their wellness lifestyle at home,” says Rojanastien. At the same time, Chiva-Som has retained all its staff – something that he says is important to guests. “They see we’re working hard to ensure our staff and their families stay secure.”

## Expanding into Qatar

Perhaps the most exciting thing on the horizon for Chiva-Som is the upcoming Zulal Wellness Resort in Khasooma, Qatar, which is set to open in Q2 2021 – a year later than originally expected, but still very much going ahead nonetheless.

Industry consultants Simple Lotus, Spa Strategy and Trilogy Spa Holdings collaborated on the early development of the concept, while GOCO says it

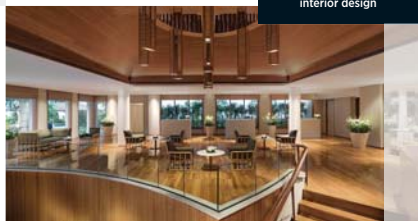
*This is the first time Chiva-Som has embarked on a management contract*

also contributed to market research and feasibility and additional services.

Qatar-based Msheireb Properties is developing the property and appointed Chiva-Som to operate the resort, drawing on its many years of expertise in catering to an exacting global clientele. This marks the first time Chiva-Som has embarked on

a management contract. “This enables us to partner with an investor who brings additional capabilities and resources to the table,” explains Rojanastien. “In a country where we start with limited local knowledge, this is a valuable foundation.”

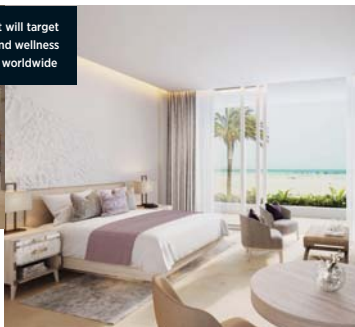
Zulal claims to be the largest wellness destination in the country, and also the first centre for Traditional Arabic Islamic Medicine (TAIM), which explores the healing remedies and traditions of the Middle East. Derived from the Canon of Medicine written by physician-philosopher Avicenna in 1025, TAIM is one of the cornerstones of the history of medicine, though it is less well-known than the Traditional Chinese Medicine (TCM) or Traditional Thai Medicine (TTM) that Chiva-Som guests are familiar with in Hua Hin. “The Middle East has a rich wellness history that’s been documented by medics of the past,” says Rojanastien. “TAIM includes diagnostic techniques as well as herbal and lifestyle remedies that we will be ▶







The resort will target families and wellness travellers worldwide



- ▶ introducing into the consultation and treatment menu in the resort. This is the first time TAIM has been brought into a contemporary setting, and we believe it will be of interest to guests of all nationalities. It distils over a millennium of evidence-based wellness practices into a range of treatments and programmes aimed at restoring health in the 21st century. Products and nutrition are rooted in the natural bounty of Qatar, and are delivered using the freshest local ingredients, healing herbs, minerals and marine flora.”

The resort is also unique in that it includes two parts: the Zulal Serenity adults’ resort, and the 120-bed-room Zulal Discovery resort for families. “We strongly believe that a wellness lifestyle starts from a very young age and is determined by the interactions and bonds of every member of the family,” says Rojanastien. “We also understand that parents are increasingly aware of the environment that their children are growing up in, and are looking for positive, fun, healthy environments that support what they are trying to achieve at home.”

Msheireb Properties also worked on the resort’s design, which features architecture inspired by Qatari heritage and culture. The name Zulal refers to “purified water” and is inspired by the people’s historic journey across land to the sea in search of water, the seed of life. Landscaping will feature ponds and water features arranged around serene shaded walled gardens; a narrative inspired by memories of sea-bound travellers finding welcoming shelter in local villages. Guests are expected to be local

### *This will be the first centre for Traditional Arabic Islamic Medicine*

Qataris as well as wellness travellers from around the world; Rojanastien points out that Doha – about an hour’s drive away – is a convenient hub within a six to seven hour flight of most European cities.

“For family groups, there are literally hundreds of treatments and activities that can be done individually or together in spaces designed to respond to the needs of each age-range and interest,” says Rojanastien. “This includes things such as cooking activities for youngsters to age-appropriate play, dance and creative expression, to breathing meditation and mental health exercises.”

At the adults-only Zulal Serenity, which will have 60 suites and villas, guests can enjoy a wide range of spa treatments, mind-energy work, fitness tracks and aesthetic beauty, as well as detox, cleansing, fasting and meditation. Each guest will have their own wellness advisor, who will develop programmes in accordance with their needs, goals and preferences.

Even after the surprises that 2020 has thrown at us all, Rojanastien remains optimistic about the future. As he explains: “COVID-19 has made people more keenly aware of having a strong immune system and the need for a wellness lifestyle to support that.”

And while digital service platforms will continue even after international travel resumes, Rojanastien says it’s the direct human contact and interaction that people long for. “Therefore,” he concludes, “those in the wellness industry who can achieve excellence on both fronts will be the most successful.” ●



Zulal claims to be the largest wellness destination in Qatar



Jane Kitchen is a consulting editor at *Spa Business* magazine  
■ [jane.kitchen@spabusiness.com](mailto:jane.kitchen@spabusiness.com)





rkf@rkf.fr  
www.rkf.fr

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

Rotorua in New Zealand has secured government funding and support due to its tourism potential

WIKIMEDIA COMMONS: MOH VILLAGE

*Ask an expert...*

## Corridors of power

**The biggest lesson of the pandemic has been the hard realisation that our industry has little left when it comes to political lobbying. How can we change this?**

Over recent years the international spa sector was starting to gain the credibility it quite rightly deserves by those in the medical field and government as it shifted its focus to wellness and prevention.

But then coronavirus struck, and it suddenly found itself fighting to catch up in a crisis.

In the UK, members of parliament sniggered at the mention of 'beauty parlour' businesses needing support. An embarrassing and outdated view considering the country's spa industry is the seventh largest in the world and represents 3,457 facilities and £1.8bn (US\$2.46bn, €2.02bn) in revenues annually. Without a proper understanding of the sector or its worth, the reopening of facilities was delayed and companies were forced to close for nearly four months.

Similarly, the government in Dubai was initially dubious about health and safety

protocols in hotel spas, even though hair salons were allowed to reopen. These are just two examples of the struggles faced.

In both cases, spa organisations and influencers fought to be heard and witnessed some degree of success. But, moving forward, how can the industry build a better position within the corridors of power? To be recognised for its true worth as a key part of the US\$4.5tn (€3.7tn, £3.34tn) global wellness economy which is growing nearly twice as fast as the overall global economy.

How can it get in front of the right people and have a voice that is heard? We ask those in government as well as those who've made inroads.



Katie Barnes is the editor of *Spa Business* magazine.  
■ [katiebarnes@leisuremedia.com](mailto:katiebarnes@leisuremedia.com)

## Dr Richard Carmona 17th surgeon general, USA

Over thousands of years the term 'spa' has broadly evolved from meaning 'health through water', and referring to the medicinal benefits of mineral-rich spring or seawater, to define a haven or sanctuary where health and wellness may be optimised via water and many other modalities.

Today the spa industry is part of 11 global wellness markets defined by the Global Wellness Institute, is part of a booming wellness economy that was estimated at US\$4.5tn and growing in 2018. Many of the current spa practices such as massage, acupuncture, mindfulness, meditation and healthy eating which were previously characterised as complementary or alternative practices are now quite



mainstream, supported by western scientific study and much in demand by the public.

Unfortunately, in our nation and the world, we're experiencing a tsunami of preventable chronic disease and economic burden which is robbing us of quality and quantity of life while drowning us in debt. In the US we spend over US\$3tn a year, 19 per

Citing the mental and physical benefits of spa practices will give the industry more traction in medical and political circles

cent of GDP, on healthcare which really isn't healthcare but rather is sick care. Up to 80 cents of every dollar is spent on disease we cause by our poor lifestyle choices.

Many of the spa practices cited are beneficial to maintain mental and physical health while decreasing overall health-related costs and improving quality and quantity of life. It's this message that will give the industry more traction in medical and political circles. In fact, in some countries outside of the US, spa

visits and/or use of integrative medicinal practices are covered as part of healthcare.

Last but not least, COVID-19 has accelerated the demand for safe havens or spas where safe pursuit of mind, body and spirit practices are more in demand than ever.

■ Dr Carmona, a physician, public health administrator and distinguished professor, served as the US surgeon general between 2002 and 2006. He's also the chief of health innovations at Canyon Ranch

## Steve Chadwick mayor of Rotorua, New Zealand

The spa, health and wellness sector is a key driver to improve the value of Rotorua's tourism sector and our year-round appeal and we are uniquely placed, with a natural environment that encourages health and wellness – a geothermal landscape, a vast recreational forest and our lakes.

COVID-19 has brought the importance of wellbeing to build resilience to the fore. There's a lot of opportunity still to build on what we already have and Rotorua is seen as being able to play a key role in rebuilding New Zealand's tourism sector.

We've had significant success in gaining government support for transformational projects that will further enhance our district for



locals and tourists, while also providing employment and boosting economic development. This includes government funding to support the development of a new spa and hotel on Rotorua's lakefront, the redevelopment of which is also backed by government funding, as is the rebuild of the adjacent QE Health and Wellness Spa. These will all be a significant

You have to push to be noticed by central government but you first need to ensure you have a strong proposition and supporting partners

boost to our spa, health and wellness aspirations.

Government is also contributing to the enhancement of facilities in our forest and creating a city-wide network of shared paths and cycleways – all part of the wider spa, health and wellness sector remit to provide facilities that encourage activity.

The key has been building relationships to achieve positive outcomes for our community, including partnerships with central government and its agencies and most crucially, with our

local tribe Te Arawa, which has significant land holdings across Rotorua. Our Te Arawa partnership opens many doors and opportunities, both locally and at central government level.

You have to push to be noticed by central government but you first need to ensure you have a strong proposition and partners alongside to support what you're lobbying for.

■ Steve Chadwick has been a member of parliament in New Zealand since 1999 and chair of the country's Tourism Futures Taskforce since June 2020

## Helena Grzesk general manager, UK Spa Association

While we know that ours is an industry of professionalism, skill and diversity which takes a huge burden off the National Health Service, it's simply not enough. Money talks. So until our industry can tangibly prove its worth, those in power will continue to be nonchalant towards the economic, personal and social contribution of spa and wellness.

The mission statement of the UKSA has always been to acquire enough members to have a formidable voice in parliament. In 2019 we launched our Work for Wellness campaign – a key part of which was to initiate substantial research to prove not only the efficacy of spa and wellness, but in combination with our benchmarking, earn us



our place as a sustainable and recognised economic sector.

In a cruel twist of fate, just as we were about to embark on this journey of governmental recognition on our terms, COVID-19 hit.

Yet there have been some really positive outcomes from the last few months. The UKSA and organisations like BBTAC, The British Beauty Council and NHBFC unified to lessen the UK's historically

The UKSA is primed and ready with a strategy to ensure we'll never be this vulnerable again

fragmented beauty and wellness sector. Collectively we worked as an expert task force for the Department for Business, Energy and Industrial Strategy in developing guidance for close contact services and played an intrinsic role in reopening businesses. We also forged a closer relationship with our sister fitness association, ukactive, to secure the long-awaited reopening date for saunas and steamrooms.

We've been forced to question why political leaders are not championing our value, but now we've experienced

the pain I truly believe the tide will turn. The UKSA is primed and ready with a strategy to ensure we'll never be this vulnerable again.

What we now need is more members to join and provide data for our research. 'We don't have the budget for annual membership' is a statement I'm used to hearing. My question to the industry now is 'how can you afford not to?'

■ Helena Grzesk's spa and hospitality career spans 20 years. She's involved with UKSA's benchmarking research as well as serving as its GM

## Daniella Russell managing director, DR Global

When Dubai began to re-emerge from lockdown, we automatically assumed discussions about hospitality would include spa and wellness facilities in hotels. But they didn't. The government wasn't comfortable about the close proximity of its services. Similarly, it was unconfident about allowing independent sites offering spa and massage treatments to reopen even though hair and beauty salons were already in operation.

Investigation showed that we needed to make our case to a number of bodies which were all partially involved in reopening decisions. These included the Supreme Committee of Crisis and Disaster Management, the Department of Economic Development, the Dubai



Health Authority and the Department of Tourism and Commerce Marketing.

Key spa influencers formed a group to compile a letter to these authorities and they gave us a good direction on what it should include. Government representatives were extremely supportive and even sent us an official form to fill out.

The one-page letter included concise bullet points outlining the impact on business due to closure. We also highlighted

Government representatives were extremely supportive and even sent us an official form to fill out

the similarities between spas and salons (which were safely running) and attached detailed SOP guidelines to demonstrate how prepared the sector was. What's more, we highlighted the success of spas smoothly reopening in Germany with strict SOPs in place which led to no new COVID cases occurring.

In addition, we emphasised the value of spas to tourism as well as their key role in providing stress relief and mindfulness to thousands of people post lockdown.

We submitted the letter on 1 July and three days later facilities were permitted to

reopen and then on 6 August, steam and sauna experiences were also allowed. Some other emirates reopened spas earlier, while those in Abu Dhabi only began operating again on 16 September.

At the time, it seemed to drag on, but compared to other countries we've actually been very fortunate. The way the Dubai government has managed all aspects of COVID, including reopening, has been very conscientious. It's been cautious yet optimistic. ●

■ Daniella Russell has managed and consulted on spas in the Middle East for 23 years.

# Shine On

**NEW DATE.  
NEW LOCATION.  
SAME SHINE.**

---

2021 ISPA CONFERENCE & EXPO  
MAY 10-12 | PHOENIX, AZ

[attendispa.com](https://attendispa.com)

Get ***Spa Business*** & ***Spa Business Insider*** magazines  
**FREE** on digital: [www.spabusiness.com/signup](https://www.spabusiness.com/signup)



# Cold calling

Artofcryo.com aims to offer the best whole-body cryotherapy chambers as well as a complete, reliable and effective solution for operators and results for guests

**L** &R Kältetechnik GmbH & Co KG is a family business which has 30 years' experience working with electrical-driven ultra-low temperature equipment and a 25-year legacy of building the best quality cryo chambers for whole-body cryotherapy.

In May 2020, it launched the artofcryo.com division with the aim of not only producing the best products but also to provide a complete, reliable and effective solution with the best outcome for guests.

It does this with its Vaultz® whole-body cryotherapy solutions which are electrically driven and designed to offer accurate room temperatures. In-house control production and programming assure the highest standards. All Vaultz units are equipped with a tele maintenance system.

To empower operators, every Vaultz chamber comes with a one-year license of ProCcare® software. This unique whole-body cryo treatment software has been designed to deliver the most secure, effective and replicable results. It does this by individualising treatment times based on physical values, such as a guest's BMI, gender, training level and skin type. Thermal sensation of the user and the type of Vaultz model are also taken into account.

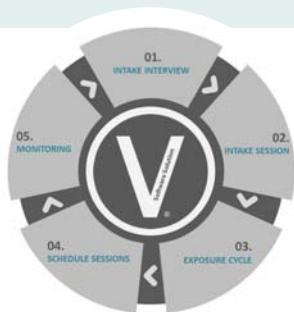
The software guides users through the whole treatment procedure and allows them to choose from countless protocols within the domains of Beauty & Wellness, Sports & Fitness, Health & Prevention and Lifestyle.

Treatment times are individualised based on a person's physical values

Right: Chambers have been designed to offer accurate room temperatures and apply the thermo-physiological model of Dr Dusan Fiala  
Below: The ProCcare software guide



Users can choose from a number of protocols based on their desired outcome



Wellness & Beauty



Sport & Fitness



Health & Prevention



Medical



Rehabilitation



Elite Sport

While qualified operators can oversee additional protocols from the domains of Medical, Rehabilitation and Elite Sports.

Artocfryo.com offers on-site staff training with every Vaultz, as well as an authorised online course to become a certified whole-body cryo operator. Free online training for ProCcare software and a monthly newsletter, highlighting new studies, is also available.

### The Vaultz lines

The three product lines include single Vaultz®, vario Vaultz® and unical Vaultz®.

Single Vaultz is an individual space-saving treatment room which comes in two models. The V1 entry model is ideal for low usage like in a spa suite, while the V1 lux, also available for two or three people, has a permanent air-drying system, music and is very variable in set-up.

Vario Vaultz has two or three spacious rooms and is capable of delivering more



*ProCcare software guides users through the whole treatment procedure, making it hands-free*

than 150 treatments a day, making it ideal for commercial spas, hotels, health clubs and medical centres. It offers a 'real room' -110°C temperature. The stylish design includes extra-large windows and a glass entrance. There's also a 22" touch screen operating unit, camera, intercom system, photo & video function and more.

You want something special? Distinguished? Innovative? Then unical Vaultz is the solution.

Get in touch with [artocfryo.com](http://artocfryo.com) to discuss and explore all options. ●



# Elysia Wellness Retreat *Australia*

As spas emerge from lockdowns, how are they maintaining a rave-worthy guest experience? Samantha Dunn checks out the new normal at Elysia Wellness Retreat



**P**erched on a hilltop, the 18-acre Elysia Wellness Retreat enjoys stunning views over the vineyards of Australia's oldest wine district – the Hunter Valley. Located only two hours from

Sydney, the resort pioneered wellness hospitality in Australia when it opened as the Golden Door Health Retreat in 1993.

The property, and its 26-treatment-room spa, was rebranded to Elysia Wellness Retreat when purchased by Minor Hotels in July 2019. Guests stay in one of 74 retreat villas which are also used for spillover accommodation for the adjoining Cypress Lakes golf resort, owned by Minor as well.

## COVID-19 restrictions & rules

In Australia, COVID-19 restrictions vary by state. Lockdowns first came into effect in New South Wales on 16 March. By 31 March non-essential businesses closed and holidaying in regional areas was declared a crime, so Elysia – and every other spa in NSW – shut its doors.

The ban on intrastate travel was lifted on 1 June and Sydney-siders were quick to book their escapes. Spas and salons re-opened at the same time, conditional upon completing the government's COVID-19 Safety Plan – <http://lei.st/Y6V3X> – and registering as a Covid Safe Business with requirements covering physical distancing hygiene and cleaning and obligatory record keeping of guests.

The penalties for non-compliance are steep, with on-the-spot fines of up to AU\$55,000 (US\$38,960, €32,880 £29,850) and ultimately shutting the business for up to a month.

Previously known as the Golden Door Health Retreat, the property pioneered wellness hospitality in Australia



EQ.spabusiness.com issue 4 2020

RECIPE PHOTOS © SARAH AZEVA

Get **Spa Business** & **Spa Business Insider** magazines **FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

“

***The setting at Elysia is impressive... but the welcome was far from gracious***

### **The offer**

By all appearances, Elysia's service offering has not changed post COVID. The menu lists over 50 items ranging from Babor facials and its signature watsu to a collection of complementary therapies like reiki, breathwork and counselling. However, it seems that many of the specialist services are performed by contractors with very limited availability.

Overall, the wellness fundamentals are covered but I was surprised Elysia isn't offering immune-boosting or mental wellbeing solutions post pandemic. This could be a golden opportunity. Although my therapist says the retreat is already in high demand and the spa is fully booked everyday. People apparently "just want a touch of normal to make themselves feel better" rather than different treatments.

Part of 'feeling better' is feeling safe, and Elysia has gone full-out in communicating its initiatives to reassure guests. The company launched its Elysia SureStay programme, which raises

hygiene standards and practices from commercial grade to 'hospital grade', on 1 July and the website explains the new guest journey in great detail.

### **Booking**

There's no online booking option for day guests and after several unanswered calls Elysia responded to a voicemail I left the next day. I was able to book the one remaining slot for the following week.

One missed opportunity is that they didn't send consultation or waiver forms in advance. This would have eliminated the time in reception with the considerable physical paperwork.

There was little opportunity to build a rapport with staff, further hindered by physical distancing and masks

### **Arrival/check-In**

Arrival at Elysia is impressive. Navigating up the hill through security gates and a mob of kangaroos, you arrive at a huge golden door. I'd expected to sign in via a QR code, but a laminated sign taped to the door instructed me to press the buzzer for service.

The welcome was far from gracious. A tiny figure with a clipboard was curt when I asked if my friend could wait for me in the cafe and reluctantly allowed her to sit in the changing room. That, unfortunately, set the tone of the whole visit. Staff were polite and performed their duties effectively, but there was little effort (or opportunity maybe?) to build rapport. ▶

Get **Spa Business & Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



**The retreat is doing all the right things to be COVID-safe, but doesn't deliver on guest service**

► **Design and facility use**

The spa had been open three months by the time I visited and the new detailed procedures appeared entrenched – temperature checks, plexiglass shields at reception, sanitising stations, strict single use of pens, spaced-out seating and clear physical distancing signs and markers.

They had also stopped the use of shared facilities such as the steamroom and removed all reading material and product testers.

The protective efforts were visible everywhere and very reassuring. However nothing had been added back, and in its bareness the age of the property was fully exposed. It looked tired and in need of a refresh. The lack of vitality was exacerbated by a lack of lighting and other elements that brighten the ambience, such as music and aroma.

**The experience**

After checking in, a maskless therapist escorted us to the change room, rapidly pointing out various spaces as she set a cracking pace to ensure she was always 1.5m ahead. Although I'd brought a mask

**Melissa Ingram, client services manager, Elysia**

We apologise that this experience did not meet expectations. Fostering a culture of community with personalised attention is important to us, evident through our many repeat guests.

Since COVID-19, a focus on mental health has been included by adding counselling, wellness coaching, hypnotherapy and NLP. All our food is immune boosting. We agree that we take our COVID safe plan very seriously.

We consistently train team members to maintain high standards and will take this feedback on board.

with me, there was no request for me to wear it. We were offered herbal tea before being left in the spartan relaxation room.

The only staff member who I felt the opportunity to make a human connection with was my therapist. But she wore a mask which muffled her already soft voice and made her difficult to understand at times.

I chose the 50-minute Classic Facial for AU\$120 (US\$88, €74, £66) which uses Babor's Skinovage range. My therapist asked about my skin concerns so she could customise the cleansing base, but there was no consultation as such. Her eight years' experience was evident through her nurturing touch, however I was keen to know why the products were special and how they would benefit my skin. Communication on this could be strengthened.

The treatment was relaxing, although efficacy was undermined by two facial steamers failing to work and we continued sans-steam.

The spa was fully booked, yet looked and felt like a ghost town, says Dunn

My skin didn't feel any better after the treatment, and in fact became more blotchy as the day wore on. I think I'd have felt better about this if I'd been reassured on the benefits.

While the treatment itself met expectations, I feel the overall experience could be greatly improved with more attention to ambience and the 'guest journey'. After my treatment I was escorted directly to the changing room. No post-treatment relaxation, refreshment or advice. No retail opportunity. No invitation to re-book. A surcharge was applied for contactless payment and poor wifi meant my payment was declined several times.

**Summary**

Sadly, I was disappointed by my experience at Elysia. The treatment menu is solid and service delivery competent, but as a day visitor I didn't feel cared for. Restrictions have created a weird environment. The spa was fully booked, and yet it looked and felt like a ghost town. Apart from a few guests coming and going from the spa reception, I didn't see a soul in the rest of the spa or main retreat building. And while the retreat is doing all the right things to be COVID-safe, it didn't live up to my expectations for guest service or presentation.

I hope that under the ownership of Minor Hotels, the resort can be refreshed and a more service-oriented culture nurtured. ●

Samantha Dunn is a leading global wellness consultant. ■ sam.spagirl@gmail.com

**WHAT'S THE SCORE?**

Ease of booking	5
Explaining/demonstrating new protocols	6
Cleanliness/hygiene	8
Social distancing measures	8
Safety precautions (temp checks, PPE etc)	9
Staff	5
Experience/treatment	5
Overall experience	5





BEST PRODUCT INNOVATION:

# GlowSolution

*Unique. Intelligent. Made in Germany.*

## GET YOUR GLOW!

4 steps for immediately plumper, smoother and deeply nourished skin! Immediately visible and long-term successes.



SCAN HERE  
for more information



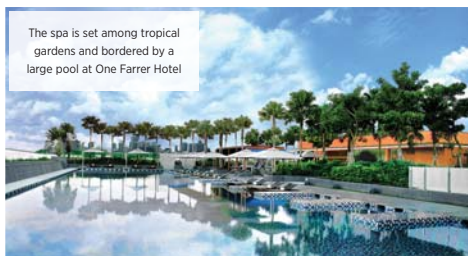
WINNER  
BEST PRODUCT INNOVATION  
(TECHNICALLY)

IONTO.COM

*Your partner for cosmetics and wellness.*

IONTO Health & Beauty GmbH | +49 721 9770 828 | export@ionto.de

Get **Spa Business & Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



# Adeva Spa Retreat *Singapore*



**A tranquil hideaway in a  
Singapore city hotel excels  
in offering an enjoyable yet  
COVID-safe experience  
says Julie Garrow**

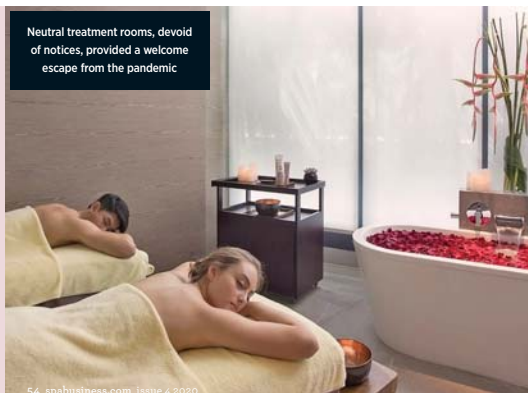
**S**pas in Singapore were allowed to reopen from 19 June and are busy. It was tricky to find an appointment within a couple of days of calling as multiple spas were fully booked and confirmed they were operating at full capacity. I've seen a wide range of promotions to entice visitors, so that seems to be working.

I was pleased to secure a booking at Adeva Spa Retreat at One Farrer Hotel as this local luxury spa has been on my shortlist for a while. The urban hotel is situated in one of Singapore's heritage districts and showcases 700 pieces of original contemporary abstract art from Asia. The spa, owned and managed by The Ultimate Group of Companies (see p56), is set among lush tropical gardens and bordered by a large pool. This provides a beautiful, tranquil setting for the seven-suite spa, meditative reflexology walk and Japanese-style onsen gardens with water lounges, plunge pools and natural mineral pools.

## **COVID-19 restrictions & rules**

All hotels in Singapore must pass an SG Clean quality certification - sgclean.gov.sg - and commit to upholding good sanitation and hygiene practices to reopen. The spa website immediately displays a

**Neutral treatment rooms, devoid of notices, provided a welcome escape from the pandemic**



54 spabusiness.com issue 4 2020

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

A Japanese-style mineral pool experience is sold as an add-on post-treatment



pop up window confirming its compliance as well as a link to new detailed procedures.

This was very reassuring and throughout my experience, the spa went above and beyond these measures. Thoughtful touches included branded hand sanitiser for use and retail, for example, while the Trace Together QR code at check-in sat alongside a sign entitled 'We care for you - Precautions to take for COVID-19'. The clever sign, with the a in care replaced by a red love heart, reminded spa-goers of restrictions

“

***It was tricky to find an appointment in Singapore as multiple spas were fully booked***

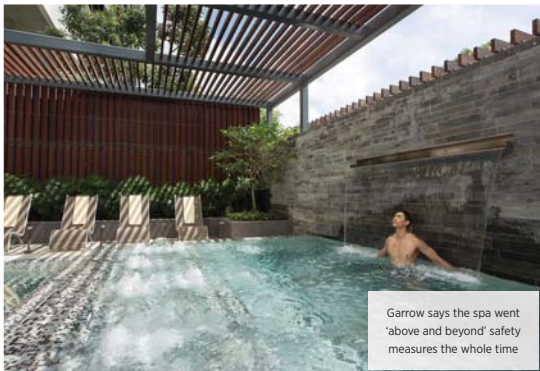
and also included a link to the official government COVID-19 webpage. Logos for the Singapore Tourism Board and SG Passion Made Possible, the current destination brand, made it clear that these departments are working together to ensure the safety of employees and guests.

#### **Booking**

The telephone answered immediately when I called to book and a pleasant receptionist informed me of the first-time visitor trial pricing, which was SG\$168 (US\$124, €105, £95) compared to the published price of SG\$388 (US\$286, €241, £219). A welcome surprise! A text reminder confirmed cancellation fees would be waived if you're not feeling well, which also gave me some peace of mind that they were mindful of everyone's safety.

#### **Arrival / check-in**

A friendly employee greeted me at the hotel and waited while I checked-in with the QR code and had my temperature checked before helpfully explaining how to reach the spa. It was a seamless experience which continued as a spa receptionist pleasantly welcomed me after I checked in using the spa's QR code and had my temperature taken again. This was necessary as the spa runs as a separate business to the hotel, but also thorough I thought.



Garrow says the spa went 'above and beyond' safety measures the whole time



***This was my first spa experience since lockdown and my surgery and it's given me the confidence to have even more***

- She then directed me to a consultation room for my pre-treatment forms.

#### The experience

As I've recently had surgery to remove two skin cancers on my clavicle and upper back (luckily caught early), the receptionist suggested I modified my facial to include hand and arm massages rather than the usual shoulder and décolleté massage. This was perfect and I appreciated the care and attention to detail which she then quickly relayed to my therapist who was waiting for me.

The room was nicely set up in neutral tones with faint relaxing music and a very soft, comfortable bed. I didn't notice any pandemic information in the room, but I didn't feel it was necessary either and it was nice to escape into a space that didn't remind you about what was going on outside.

#### WHAT'S THE SCORE?

<b>Ease of booking</b>	<b>10</b>
<b>Explaining/demonstrating new protocols</b>	<b>10</b>
<b>Cleanliness/hygiene</b>	<b>10</b>
<b>Social distancing measures</b>	<b>10</b>
<b>Safety precautions (temp checks, PPE etc)</b>	<b>10</b>
<b>Staff</b>	<b>10</b>
<b>Experience/treatment</b>	<b>9</b>
<b>Overall experience</b>	<b>9.75</b>

Attention to detail: the treatment was customised and staff were skilled and friendly



#### The Ultimate Group of Companies

Founded in 2005, The Ultimate Group of Companies (TUGC) owns and operates seven beauty and wellness facilities in Singapore under four brands – Adeva, Spa Rael, The Ultimate and The Spa by Ultimate. The spas are situated in prime locations predominantly in the heart of Singapore's shopping and recreational district.

The group politely declined a 'right to reply' in response to *Spa Business'* review on Adeva at One Farrer.

I chose a 90-minute 24k gold anti-ageing facial by Yellow Rose which complements other available treatments by medi-skincare range Hann and Korea's Civasan brand. At each step during the facial, the therapist quietly stated what she was about to perform and continued on with the treatment. She remembered not to touch my recent surgery scars and to conduct the hand and arm massage, which were performed well. The products felt and smelt nice. The ambience of the room and her delivery technique made it hard not to doze off towards the end.

The only thing which seemed to be missing was a specific eye cream that was different to the face moisturiser. I also prefer some lip balm applied at the end of a facial as I find my lips get dry from the

cleaning, however that may have not been allowed due to coronavirus restrictions?

#### Aftercare

The treatment finished abruptly with the therapist asking me to sit up to wipe off the excess product. It would have flowed better with a more gentle culmination but I felt so relaxed it didn't seem to matter, even when she wasn't waiting outside for me. I meandered to reception and was guided to the consultation room where a cup of water was waiting for me. I was presented with an 'add on' option for the gardens, pools and steam/sauna area. I politely declined and the final check-out was friendly.

#### Summary

Adeva spa did an excellent job adhering to COVID-19 guidelines and maintaining a safe and enjoyable customer journey.

Even though all staff I saw were wearing face masks and there was obvious pandemic-related signage displayed around the venue, the spa experience was not negatively affected by these changes. I appreciated the attention to detail, from the friendly staff to the customising of my treatment which was also well executed. This was my first spa experience since lockdown and my surgery and it's given me confidence to have even more. ●

Julie Garrow is the founder of leading research firm Intelligent Spas. Her company is supporting the industry with a 50 per cent discount on all publications during the pandemic  
 ■ [julie@intelligentspas.com](mailto:julie@intelligentspas.com)

# BOOST & GLOW

Patented HydraFacial™ technology  
meets innovative skin science.



*Science & Nature  
in Perfect Rhythm*

## CHOOSE A BOOSTER

### ENERGIZING BOOSTER

- Invigorate & revitalize your skin
- Reduce the appearance of fine lines & wrinkles

### DEFENSE BOOSTER

- Reduce signs of redness
- Plump and hydrate your skin
- Defend your skin against the elements

THE **hydracial** + CIRCADIA<sup>®</sup>  
COMPANY

[HYDRACIAL.COM/CIRCADIA](http://HYDRACIAL.COM/CIRCADIA)

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)





ISPA research highlights  
issues, challenges and  
solutions in spa training

# lead, inform, inspire

It's been quite a year for ISPA, with its firm commitment to supporting members through the pandemic, as president, Lynne McNees explains

**ISPA is the source of some of the most useful spa industry research in the world today. Can you tell us more about it?**

ISPA's spa and wellness research efforts, which have been ongoing for 30 years, are central to so much of what we do.

The research we produce supports members in understanding the state of the industry, by providing them with crucial context and business insight.

Our major research initiatives – the annual *ISPA US Spa Industry Study* and the consumer research we conduct with PricewaterhouseCoopers – are supported by the ISPA Foundation.

The annual US industry study is useful in different ways to different spa operators. When you consider that it includes everything from performance indicators and financial figures to information

about industry trends – including retail, treatments, the workforce, technology, etc – you can see that the actionable data it contains allows spa leaders to make decisions with a clear-eyed perspective.

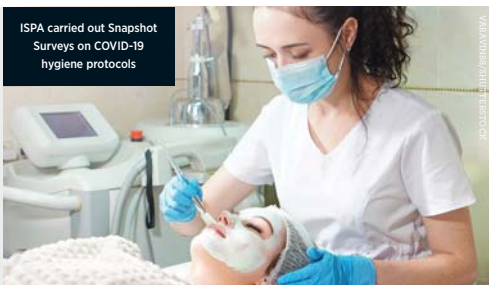
**ISPA Snapshot Surveys keep the industry up to date with vital metrics – critical in the current crisis. Can you tell us more about this valuable service?**

Our Snapshot Surveys, which we launched in 2008 in response to the great recession, are conducted each month and typically highlight a particular topic that's important to our members' success and operations.

Because we conduct these surveys quickly and produce a results report for everyone who responds, just a week after the surveys close, we're able to provide real-time feedback about the trends and experiences our spa and resource partner members are seeing day to day.

In 2020, most of our Snapshot Surveys focused on the impact of COVID-19, including surveys focused on sanitation and hygiene protocols, on spa performance and on staffing challenges.

ISPA carried out Snapshot  
Surveys on COVID-19  
hygiene protocols



WATSON/SHUTTERSTOCK

ISPA research highlights consumer trends, such as a more urgent focus on health



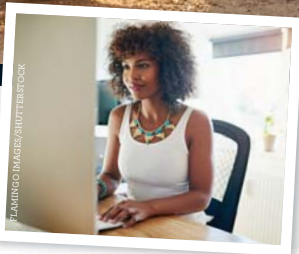
The benefits are two-fold. Firstly, we're able to share data that provides members with greater clarity about what's happening in the industry and gives them an opportunity to assess their own practices in light of that information. Secondly, the survey responses allow ISPA to develop resources tailored to the needs of members, which is more critical now than ever.

#### What have you been doing to develop the ISPA research portfolio?

We're always looking for additional ways to support members through research and the experience we've gained conducting consumer surveys has allowed us to be responsive to the industry's needs in that area as well. In April, we quickly got a consumer-focused survey into the field to equip members with a better understanding of how guests view spas in the time of COVID-19 and what they would expect when they returned to spas following pandemic-related closures. That kind of direct relevance is key.

#### ISPA's *Pulse* magazine shares important news and educational material with members. Can you tell us more?

ISPA publishes *Pulse* magazine ten times a year and each issue includes features on a range of important industry trends, news from around the spa world, data and research analysis and educational content.



Pulse magazine is delivered digitally each month via the Pulse App and will return to print in 2021



*We're able to provide real-time feedback about the trends and experiences our spa and resource partner members are seeing day to day*

None of this would exist without the invaluable feedback we receive through interviews, surveys, emails and conversations with our members.

We want *Pulse* to be an enjoyable read, of course, but we also strive to also make it a practical resource spa owners and operators can use to gain new perspectives, spark their next great idea and improve their spas.

Engaging with members is essential to making that kind of tool a reality. We're also excited to have recently launched the *Pulse* app, which is available for iOS and Android. The latest digital edition of *Pulse*

lands on the app each month, giving members convenient access to the entire issue on their mobile phones or tablets.

With the magazine also returning to print in 2021, there will be more ways than ever to see what's happening in the world of spa and discover new innovations. ●



*Pulse* magazine is the voice of ISPA and is published ten times a year

Find out more:  
[www.experienceispa.com](http://www.experienceispa.com)

# Mark Hennebry

*Ensana, Europe's largest health spa operator, has made its UK debut with the Buxton Crescent hotel – a landmark development that's been 15 years in the making. The group chair talks to Katie Barnes about the milestone project and strategies for handling business during coronavirus*



In the business of spa: Hennebry says Ensana's spas deliver 3 million treatments a year

When it comes to new openings, few have been so eagerly anticipated or as significant as the Buxton Crescent hotel in the UK. The striking Georgian building has been extensively refurbished following a £70m (US\$90.8m, €77.6m), 15-year project and at the very heart of it is a spa which taps into the famous local mineral waters. It's a milestone development for operator Ensana, Europe's biggest health spa chain, marking its inaugural venture in the UK and enabling it to create something from the ground up for the first time in two decades. It's also equally important to Buxton, one of only a handful of historic English spa towns which serves as a gateway to the beautiful Peak District National Park, as it looks to revive its wellness traditions and become a key tourist destination once more.

Behind this there's also the intriguing success story of Ensana, by far the largest operator of thermal/mineral hotel spas in Europe. It manages 26 properties across the continent which combine natural healing resources, medical expertise and integrative health. *Spa Business* caught up with Ensana chair Mark Hennebry, just five days after the Buxton opening to hear more.

## Brand essence

The majority of Ensana's hotels are located in traditional spa towns in central and eastern Europe such as Budapest in Hungary, Marienbad in the Czech Republic and Piest'any in Slovakia. Yet despite this heritage, Ensana, the name of which derives from the Latin words for energy and health, only launched in September 2019. The brand came to fruition after Danubius Hotels Group, the original



£70m has been spent refurbishing the striking Georgian building, which launched in October



Taking to the waters has been a long-lost tradition in the UK for decades

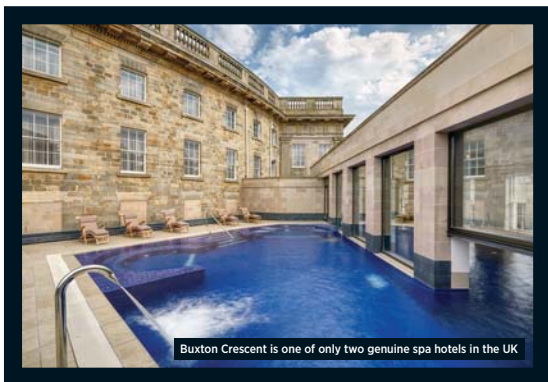
Get ***Spa Business*** & ***Spa Business Insider*** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



**It's the culmination of years and years of work, the teamwork of multiple parties coming together to deliver a truly significant project**

► operator, split up its portfolio to create two distinct divisions: 15 city hotels which still bear the Danubius name and the 26 health-focused Ensana properties. Both are owned by CP Holdings, a multinational investment company based in the UK with interests in a diverse range of sectors, from IT and flexible office space to machinery.

"With 41 hotels across multiple locations doing all sorts of different things, we felt we were losing that brand essence and it became abundantly clear that we needed to refine our messaging to differentiate ourselves in the market," explains Hennebray who's director of hotels for CP Holdings, chair of Ensana and vice-chair of Danubius. Starting out as an accountant, before gaining decades of hospitality experience, he likes to say he's 'in the business of spas' rather than 'in the spa business'. "Spas are the fundamental reason for Ensana as we aspire to help guests live a healthier life," he says. "Our facilities in Europe are very significant and span thousands of metres. Guests enjoy over 3 million treatments a year, generating approximately 25 per cent of annual turnover."



Buxton Crescent is one of only two genuine spa hotels in the UK

### Genuine spa hotel

The 81-bed Buxton Crescent hotel officially opened on 1 October following a major overhaul of one of England's most significant Georgian architectural buildings. It's one of only two genuine spa hotels in the country (the other being Gainsborough Bath Spa) and represents Ensana's first property in the UK. Hennebray sees it as "a tremendous opportunity" to bring the group's knowledge of health spas to a new market. "Taking to the waters and the therapeutic treatments related to it has been long lost in the UK for decades," he says.

In fact, the 230-year-old property once housed two hotels and lodgings for that very purpose. Stylish spa seekers came from all over the nation for weeks at a time to bathe in its naturally warm (27°C), magnesium-rich mineral

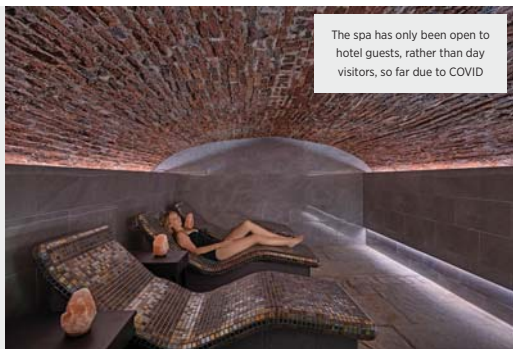
### Buxton Crescent spa suppliers

**Products:** Comfort Zone and thermal mud from Heviz, Hungary  
**Heat experiences:** Milk Leisure  
**Salt cave:** Salzberger Kft  
**CO2 bath:** BHB Medical  
**Massage baths:** Trautwein  
**Wave Ritual treatment bed:** Wave Balance  
**Treatment room couches:** Ellisons  
**Spa furnishings:** Claytons  
**Magnetic therapy system:** Bemer

spring. Today, the water is also bottled and sold across the UK by Buxton Mineral Water to the tune of more than £100m (US\$129.6m, €110.9m) a year.

A spa is the centrepiece of the new hotel and the water feeds into two of its three pools. There's a relaxation pool with an atmospheric dark ceiling pierced with shafts of light and an indoor-outdoor rooftop pool which uses regular water. But Hennebray says the refurbished Victorian pool, complete with a stained glass canopy and chemically untreated, thermal water, is the most exciting. "This is what will stand out and what people will want to enjoy and lounge around. That combined with the authentic mud treatments we've brought over from Hungary is something special," he says, referring to the signature 50-minute Thermal Mud Pack treatment (costing £75, US\$97, €83) which uses mineral mud from Heviz.

Other therapies offered in one of eight rooms include a CO2 Infusion Mineral Bath to help with circulation and blood pressure, priced at £35 (US\$45, €39) for



The spa has only been open to hotel guests, rather than day visitors, so far due to COVID



# SmartSoft

## Sustainable, Responsible, Luxury

Bathrobes, Towels and Spa Linen



Lodore Falls Spa

The SmartSoft Collection provides towelling solutions for all hotels and spas wishing to substantially reduce their energy with a responsibility towards the environment



INDEPENDENTLY TESTED BY LIC  
(Laundry Technology Centre)

**70%**  
Energy Saving

**65%**  
less oil absorption  
than traditional  
towelling

**31%**  
Less Drying  
Time

**10%**  
Less water  
consumption



**BC** **SoftWear**  
a touch of luxury

The ultimate in luxury spa linen, robes and slippers for your hotel and spa

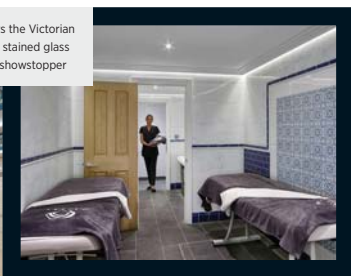
UK & INTERNATIONAL  
enquiries@bcsoftwear.co.uk  
Sales: +44 (0) 845 210 4000  
[www.bcsoftwear.co.uk](http://www.bcsoftwear.co.uk)



Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

## INTERVIEW

Hennebry says the Victorian pool with its stained glass canopy is a showstopper



The local market was always going to be a big driver of demand. I think that's even more of the case now with restrictions on foreign travel

► 20 minutes, numerous hydro massage options and body treatments by Comfort Zone. There's also a salt cave – a 50-minute session costs £35 – bio-sauna, steamroom, infrared sauna and Finnish sauna.

"On a personal level, seeing everything come back to life for me is just wonderful," says Hennebry. "It's the culmination of years of work, of multiple parties coming together to deliver a truly significant project." Plans for the restoration were first submitted in the early noughties and have seen landowners High Peak Borough Council and Derbyshire County Council, developer The Trevor Osborne Property Group (TOPG) and CP Holdings unite to make it a reality. CP Holdings, Hennebry explains, holds a 200-year lease in a 50/50 venture with TOPG and has appointed Ensana as the managing company. "There were many moments when we wondered if we'd get there," he says. "The early years were tangled up with sorting out stakeholder agreements, then you had the financial crisis in 08/09, followed by the true challenge and cost of renovating an old building coming to light. Every time the stakeholders would sit at the table and ask if we wanted to do this together and it was always a very affirmative, positive 'yes'."

### Tourism boost

The opening of the hotel and spa was pencilled in for Q2 2020... and then COVID-19 struck. "I don't think anyone would choose to open a hotel in the middle of a recession and pandemic crisis, but we felt we'd worked so hard and so long to get to this stage that to delay the launch even



'Very special' – the spa combines thermal waters and authentic mud treatments from Hungary

further was not the right thing to do," says Hennebry. "Supply lines were probably the most tricky, waiting for the last bits of furniture to arrive. And we had to put back all the people who were literally about to start work, but the team on the ground stayed in close contact with new employees and brought them back in as soon as we could see restrictions were lifting."

Since launching, the spa has only been open to guests staying at the hotel rather than day visitors and as of 5 November, the property will close for a month-long nationwide lockdown to curb an encroaching second coronavirus wave in the country. "The UK Spa Association was great at lobbying government to get spas, saunas and steamrooms opened [after the first lockdown] and I think if

we continue to show that people can operate facilities in a safe manner and not be seen as risks that we'll get to the stage of opening to the public."

So has the hotel and spa's strategy changed because of the pandemic? Actually, no, says Hennebry. "Our strategy is to show our guests what natural resources in a spa actually mean for boosting immunity and the domestic market was always going to be a big driver of demand. I think that's even more the case now with restrictions on foreign travel."

There's a lot of curiosity regionally, he explains, as the spa is such a feature of the town – many local residents learned to swim in the original pool. And overall the aim is to give the town

# Sustainability Innovation Satisfaction Quality



**Aromée®**

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



**Technico®**

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



**Pure**

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

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

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

E-Mail: [info@kemitron.com](mailto:info@kemitron.com) • Telefon: +49 (0) 70 24 / 950 60 • [www.kemitron.com](http://www.kemitron.com)



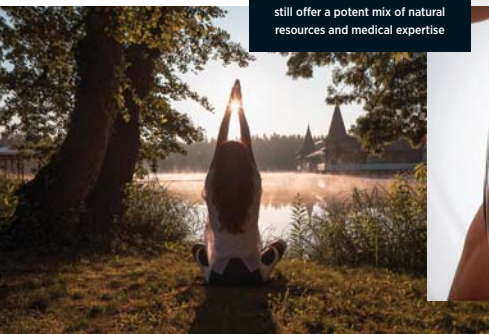
**Kemitron®**

Premium. Wellness. Technology.

Get **Spa Business & Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



Traditional health sanatoriums have been thoroughly modernised, but still offer a potent mix of natural resources and medical expertise



► a tourism boost. “I don’t want to say ‘put the town back on the map’ because it already has a thriving cultural scene – it’s known for its opera house and summer festival – and incredible architecture,” he explains. “But by now offering quality accommodation and a beautiful spa in the middle of the Peak District, it will become more of a tour destination.”

### Democratising wellness

Buxton aside, it’s been a busy five years for Danubius and Ensana behind the scenes. CP Holdings, which already had an 85 per cent stake in Danubius, bought the remaining stock of the Hungarian-based company in August 2015. In a matter of months it had taken it off the Budapest stock exchange. “It had been a public company for over 20 years, but we’d never used it to raise capital with investors or markets, so we

decided to take it private and continue its development,” says Hennebray.

“That was the first success. The second has been the creation of the Ensana brand. Bringing all the spa hotels together – we’re talking about branding, training, operational standards – was a big step forward. Now I’m presenting to various teams, it’s fascinating to see how much they’re connecting with the brand values and can see what management is talking about. It’s been very positive to see their response.”

Over the last decade, the focus has been on modernising the group’s spa traditions to broaden its appeal. This has resulted in a shift in business, from guests being sponsored by state insurance companies and coming purely for medical reasons, to self-payers, people who chose to come for medical and health reasons as well as leisure. “It used to be 80:20 in

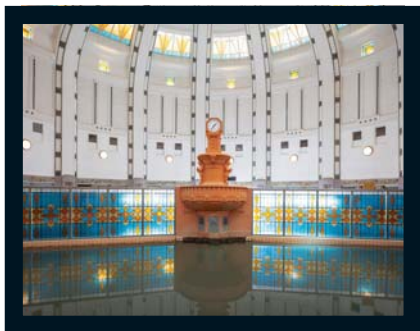
favour of state insurance companies, but we’ve made huge strides and now it’s the other way around,” Hennebray says.

Moving forward, the strategy is to continue to modernise and innovate. Hennebray adds: “The lines between holistic wellness tourism and pure medical tourism are blurring and Ensana is in a strong position because we have that medical background.” Overall, the aim is inclusivity. “In our brand values we talk about being caring, making guests feel welcome and taking care of their health no matter what their budget is. It’s about the democratisation of health – it’s the right of everybody, not just the few,” he says. “Yes we have five-star hotels like Buxton, but we have plenty of hotels that are mid-market. You get the same quality care in the spa, but perhaps with more modest, yet affordable, accommodation. In Slovakia, you might





Treatments include dry CO2 gas pools (above) and injections, bathing in mud pools (below left) and electrotherapy (below right)



pay €150-€180 (US\$176-US\$211, £135-£162) a night, including spa treatments, in our better hotels, but you could also pay €60-€70 (US\$70-US\$82, £54-£63)."

### COVID impact

As coronavirus spread across Europe, Ensana closed all 26 of its properties and 20 have now reopened. "We've had a good run through the summer months - given the situation - with occupancy levels varying from 40-80 per cent depending on location," says Hennebray. "We saw a huge pent up demand for people to get away and travel and relax and go to the spa. But that dropped off in September and October when people returned to work and schools reopened.

"We saw a demand for wellness services and less so medical services and, as a result, the length of stay was down to three to four days rather than 12. Both

lower occupancy and short stays led to a lower number of overall treatments."

The group saw its typical market of guests, from countries such as Germany, Russia and the Middle East, quickly dry up as travel restrictions came into force. Traditionally, international business accounts for 70-80 per cent of custom, but that's flipped on its head. Domestic travellers currently make up 70 per cent of customers and visitors from neighbouring countries make up the remainder. This change also saw Ensana nimbly adapting its offering/models in various countries. In Slovakia, for example, it turned one of its hotels into an all-inclusive family property to successfully cater to the domestic market. "It wasn't our traditional spa market, but we recognised the signals and responded accordingly," says Hennebray.

"I've worked through terrorist attacks, recessions, financial crises and other

global events, but I've never had to close 41 hotels before. And that sheer devastation, particularly when you're a large employer in a small community, has been a big challenge," he concludes.

"A positive element for the global spa industry is that people's interest in their general wellbeing has heightened. But I do think the sector is going to have a difficult time given the close contact nature of the services. There are thousands of services out there, and I think the key lesson comes back to doing whatever you do authentically and with heart. That will help you survive through tough times because that's what will resonate with guests." ●



Katie Barnes is the editor of *Spa Business* magazine  
■ [katiebarnes@leisuremedia.com](mailto:katiebarnes@leisuremedia.com)



**Lemi**  
ITALIAN WELLNESS EQUIPMENT

The Quartz version of the Spa Dream bed features spherical quartz that envelops the body when heated to give a deep sense of calm

# CREATING *the* dream team

This year leading Italian supplier Lemi launched three new spa solutions, and ventured into the creation of signature treatments for the first time. GM Matteo Brusafferri explains why he sees this as the way forward to help spas maximise their investment.

## What's the idea behind the new Spa Dream bed?

Our Spa Dream bed was first designed more than a decade ago, and while it's been a very popular model, it was time to bring it up to date to better serve the needs of today's spas and their clients.

Spa Dream can now offer two very unique treatments, so spas can diversify their offers without having to continuously invest in new technologies.

Spas can deliver massage treatments on a water-cushioned mattress or on natural spherical quartz, with a minimum amount of changeover between the two.

## What are the stand-out features?

The WATER PACK version of Spa Dream includes four heated water cushions, made of soft resistant material that perfectly balances body weight. This version is suitable for muscle relaxation and allows the operator to create a highly relaxing massage, while also absorbing pressure from the therapist delivering the massage.

The QUARTZ PACK version includes natural spherical quartz which cocoons the client in warm sand that shapes uniquely to their body - while the

therapist can deliver a deep-tissue massage with greater comfort. In trials, some of our testers even fell asleep during treatment, which is usually unheard of during such a firm massage!

## Are there any unique features that have not been incorporated into your beds before?

The bed offers 2 different inclinations (forward and back), allowing the operator to carry out the treatment in the ideal position.

Also, this is the first time we've developed signature treatments to match the beds. This will help spas create standout packages that perfectly suit the model, as well as give them greater inspiration to develop their own offers around it.

The ability to switch from water to quartz and back again also keeps their offers fresh from season to season.

For the treatments we worked with consultant Jean-Guy de Gabriac, who's extremely knowledgeable and experienced within the spa sector and also an excellent creative storyteller.

Matteo Brusafferri,  
Lemi, general manager



Lemi worked with spa consultant Jean-Guy de Gabriac to create two signature massages. The treatment for the quartz bed (above) is the Sand Tide Massage

#### How does the Ocean Dream massage work?

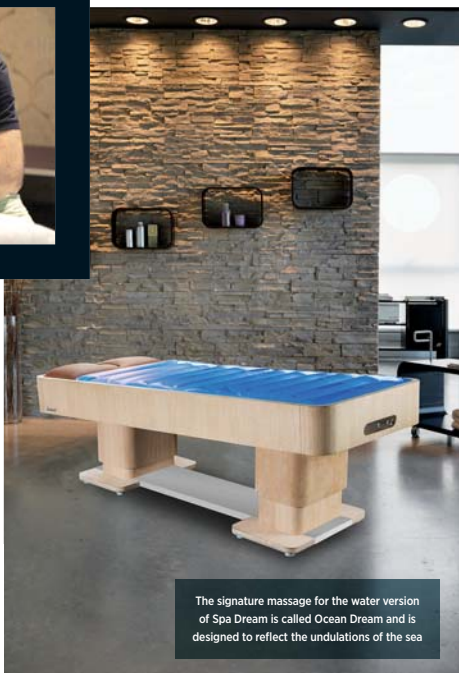
It's based around the concept of water and the ocean as elements of natural strength. Taking inspiration from types of massage around the world, like the Hawaiian Lomi Lomi, the therapist is able to draw the client into the story of a relaxing journey, like a boat in a calm ocean. The water cushions help to create the feeling of lightness and sea current, while the massage strokes involve flows of energy to rid the body of toxins.

#### How does the Sand Tide massage complement the quartz bed?

This massage has been designed to enhance the structure of the quartz element, which does not absorb the massage movement, but allows the therapist to work deeper on the muscle without greater effort and without 'dispersing' the energy of the various movements. The earth element in this version of the massage offers a place of protection, a warm embrace that gives serenity and stability to body and mind.

#### You also launched the Nettuno in 2020. Can you tell us more?

Nettuno is a spa bed with a seamless, comfortable waterproof mattress designed for hydrotherapy spa treatments like the Vichy shower. The two columns of the water-resistant base are electrically adjustable via remote control to change the height, back, legs and tilt. Nettuno can be used outdoors, and also as a normal massage bed outside of the wet areas - so it's extremely versatile.



The signature massage for the water version of Spa Dream is called Ocean Dream and is designed to reflect the undulations of the sea

*Spa Dream can offer two very unique treatments, so spas can diversify their offers without having to continuously invest in new technologies*

#### In 2020 you also opened your first Lemi Branch in the US, in Miami. How has that been?

Although the pandemic has prevented us from travelling for most of this year, the American market has already responded very well to our presence there. We feel there's a real and growing need for Italian equipment - and all that represents in terms of design, build-quality and style - in today's American market.

#### Do you have any spa market predictions for 2021 that you'd like to share?

Well I anticipate a certain amount of 'revenge spending' from clients who have been deprived of their spa services during the pandemic! It will also be interesting to see what happens in China in the coming months, as that market could give an idea of how the world market will emerge from the crisis. ●

# Luisa Anderson

The renowned spa at Four Seasons Jimbaran Bay, Bali has just reopened following a major overhaul. The group's regional director of spa, Asia Pacific shares her highlights of the standout facility and the challenges of launching in a pandemic



Luisa Anderson oversees 10 resort spas for Four Seasons in Asia and has been in the industry for 22 years

PHOTOS: FOUR SEASONS RESORT BALI; © JIMBARAN BAY / PHOTOGRAPHY: HIRMAN SUJANTO



When the original spa at Four Seasons Jimbaran Bay, Bali, was built 28 years ago, it was one of the first high-end facilities on the island. Back then it was ahead of its time and has aged beautifully, but it was time for an upgrade.

Over the past three years it's been reimagined as The Healing Village Spa based on seven healing attributes of 'water, community, gemstones, light, sound, plants and love'. It's been knocked down, reconfigured and enlarged with a two-storey extension, making the overall 2,000sq m footprint 70 per cent bigger. The building appears to 'float on water' and its contemporary Balinese design provides a stunning backdrop for the 10 suites and innovative treatments that combine light, sound, thermal and colour therapy.

Luisa Anderson, who oversees 10 resort spas in Asia Pacific for Four Seasons, has led the project by drawing on her 22 years in spa and wellness to source and create everything.



The Longevity Garden is a DIY treatment space in a lush hideaway. Self-directed therapies cost US\$82 for 75 minutes

#### How would you describe Healing Village Spa?

It's sophisticated, but warm and inviting. It's modern, yet preserves the culture and craftsmanship of Bali. I love the sound of water everywhere, from the ponds to fountains, and the greenery and open air are health giving within themselves. It's a place you want to linger and be enveloped by.

**What are you most proud of?** Many of our treatment suites are completed with outdoor relaxation areas which is a real luxury, but the redesign left us with a windowless room that we didn't know what to do with. This is now home to our Illume Room which is one of my favourite spaces.

Being sealed from outside light, the Illume Room maximises the power of chromotherapy which can be prescribed according to guests' needs. We worked closely with colour therapist Tricia Sharkey, of The Colour Wellness Center, to create these detailed programmes. A surround sound system pipes out

music specially composed and engineered here in Bali (including sounds of Jimbaran Bay) and seven alchemy crystal singing bowls add to the high vibrations. Treatments, which start at IDR2.1m (US\$143, €121, £111) for 60 minutes, are performed on a Gharieni bed with heated, crushed quartz crystals. They stimulate inner healing responses and immerse the guest in light, sound and colour.

Another Bali first, our Longevity Garden, is a private DIY treatment space in a lush 'secret' hideaway that's priced at IDR1.2m (US\$82, €69, £63) for 75 minutes. Couples take their time to enjoy self-directed healing and nourish each other with local organic products including Indonesian volcanic mud wraps and coconut soap. To maximise mineral absorption, there's a private steamroom and sun loungers equipped with infra-red gemstone therapy mats by HealthyLine. A cleanse under the powerful waterfall shower is followed by an invigorating ice bath immersion. ▶





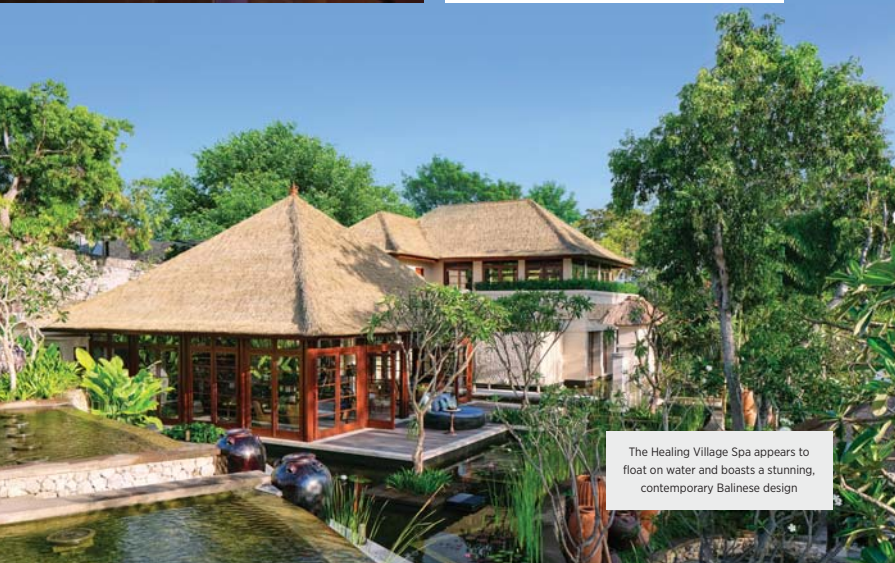
Vichy with a difference: shower treatments include chakra lights and music, and reduce water usage

► **How challenging has it been to handle a major reopening during coronavirus?** It's been relatively smooth, surprisingly. We had a long time to prepare as we began construction in April 2019. As the hotel was closed for four months from April through to July 2020 due to the global pandemic, we actually sped up some elements of construction, which otherwise would have taken longer if we'd been open to guests. Training was difficult as we needed to observe physical distancing and rostering was tricky since many therapists were on various types of leave.

Maintaining momentum while delaying the 'big fanfare' of a new opening has been challenging. We would normally have had many international media experiencing the spa by now. Instead we've set up virtual spa tours which end with a crystal sound meditation session with me, along with handmade gifts, and that's been a great way to connect.

We've invited many influential locals too which has helped iron out kinks and stimulate some business.

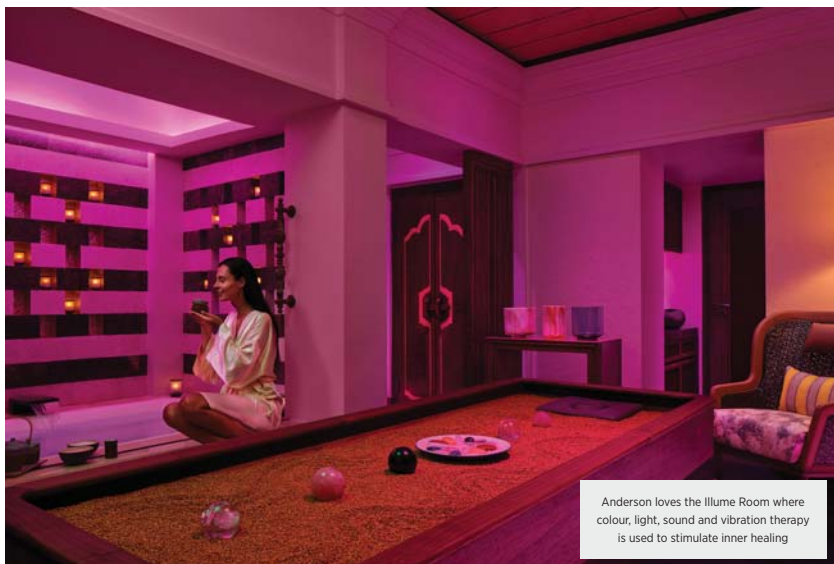
**How have you prepared for operating while COVID-19 is still circulating?** All protocols in the resort align with Four Seasons' Lead with Care programme which was established in consultation with international medical specialists. These include things that have been easy to implement in the spa, such as temperature checks on arrival and showers before treatments, although explaining therapies to guests is tricky when therapists are wearing



The Healing Village Spa appears to float on water and boasts a stunning, contemporary Balinese design

Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)





both a face mask and shield. We've worked with Book4Time to get our spa software up to date for a contactless experience (outside of the treatment, of course) with elements like online intake forms, QR codes so guests can access menus on their own devices and bill charges to the room.

**How have you adapted treatments?** When choosing suppliers we picked ISUN because it uses wild-crafted, organic ingredients infused with gemstones. Many of its treatments, however, incorporate facial components which we're not allowed to offer at present, so we've temporarily replaced these with energy work.

We limit locker and steam/sauna use to two guests at a time, but as every treatment room is a suite with private facilities, this has little impact.

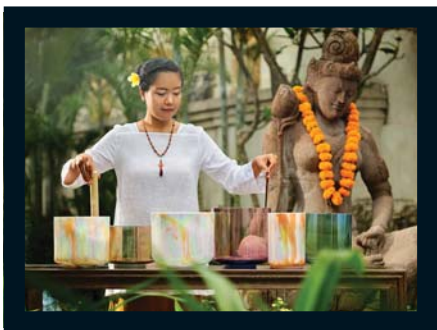
The Longevity Garden is a great space for private outdoor DIY treatments which we expect to be even more popular now.

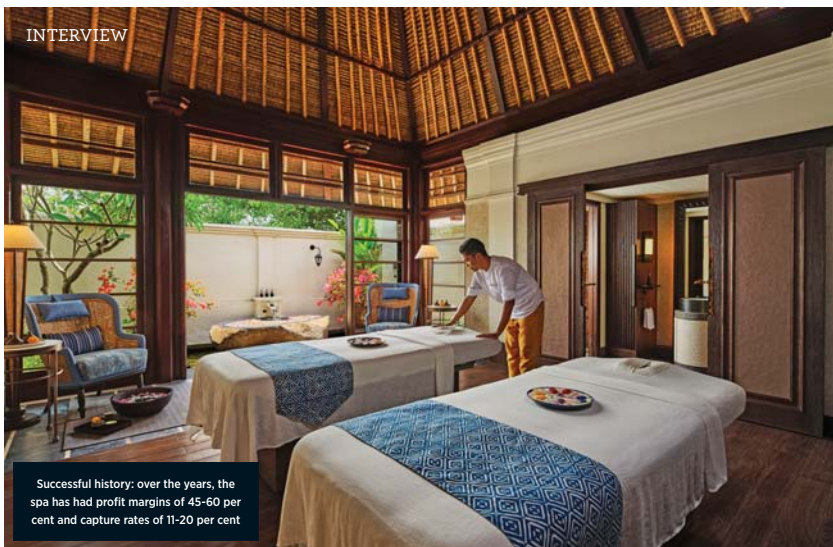
One of my favourite experiences is also touchless. It uses a Vichy shower by Hydro Co which is fully computerised – there are pre-set programmes and we've also created our own with chakra lights and music. It also reduces water usage by 50 per cent which was a key point for us.

**How is business at the moment?** COVID aside, the spa at Jimbaran Bay is very successful. Over the years, it's had profit margins of 45-60 per cent and capture rates of 11-20 per cent. Average treatment

“

*I think spas will recover well. They'll continue to evolve and be even more important in the areas of rejuvenation, education and consciousness raising*





Successful history: over the years, the spa has had profit margins of 45-60 per cent and capture rates of 11-20 per cent

► price has increased year on year along with inflation and guests taking longer treatments.

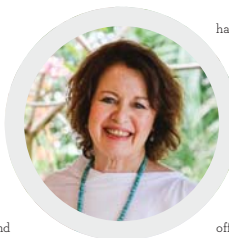
We're expecting business to improve when international travel resumes but I'm not going to sugar-coat it, at the moment it's tough. Bali's borders have been closed since March and international visitors are our core market. Our strategy is to build our day guest business from local residents, as well as improving capture from domestic hotel guests.

We're using social media, personal invites and bespoke days for groups. And we're offering many promotions with unprecedented value, such as our Stay Longer - Second Night Free room offer. We have one of the island's most successful Beach Club restaurants, Sundara, which is an all-time favourite place in Bali and attracts many outside guests, so we're also offering promotions in tandem with the F&B team.

#### How is business in your other spas across Asia?

I oversee 10 spas at Four Seasons' resorts in Bali, the Maldives, Vietnam, Malaysia and Thailand. All of these are open except for Nam Hai in Vietnam due to government restrictions and that's due to reopen on 1 December.

Some spas are doing better than others. Landaa Giraavaru in the Maldives never closed and even at the height of the pandemic it still had guests who chose to stay on the island. It now has other international guests and therefore a higher occupancy and higher-spending guests than Bali. Langkawi



“  
We're expecting business to improve when international travel resumes, but at the moment it's tough

has also done quite well with the local Malaysian market. In Thailand, Koh Samui secured some local business with a spa treatment included in the stay and Chiang Mai had a very successful advance spa voucher campaign.

#### What's your strategy to boost business at The Healing Village Spa moving forward?

Visibility, innovation and connection. Keep on developing meaningful experiences, deepening the offerings and collaborating with 'top of their field' wellness experts. Keep on infiltrating every aspect of the hotel business with awareness. Get this right and it will boost business once borders open and international travellers can visit Bali again.

#### How well will the global spa industry weather the impact of COVID-19?

Once we recover from the huge fall out and financial/emotional suffering I think spas will do well. They'll continue to evolve and be even more important in the areas of rejuvenation, education and consciousness raising.

#### What's the key to surviving?

Authenticity, innovation and having the right offerings for the right market. ●



Katie Barnes is the editor of *Spa Business* magazine  
■ [katiebarnes@spabusiness.com](mailto:katiebarnes@spabusiness.com)

# TAKING WELLNESS TO THE NEXT LEVEL



**GHARIENI**  
[www.gharieni.com](http://www.gharieni.com)



Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# Change management

**Lisa Starr takes a look at different types of spas which are adapting their business practices and models to succeed post-pandemic**

## Lapinha Wellness & Integrative Medicine Center

**BRAZIL**

**D**estination spas are among the most challenged facilities as a result of coronavirus. Typically, these are complex, sprawling properties, often located in remote areas with a large number of employees. Additionally, many of their clients visit from a distance, including from other countries, so even moderate capacity allowances haven't helped these businesses to rebound.

The Lapinha Wellness & Integrative Medicine Center, located 90km south-west of Curitiba, Brazil, is a prime example. Founded in 1972, Lapinha was the first medical spa in Brazil, situated on a farm with a focus on organic produce in the midst of a sub-tropical forest.

At the onset of the pandemic, Lapinha employed 160 people and the owners trimmed the ranks by putting 80 on furlough. They kept on 40 staff for maintenance and working the farm



Changes made by owners Dieter and Margareth Brepohl have led to a 30 per cent revenue increase

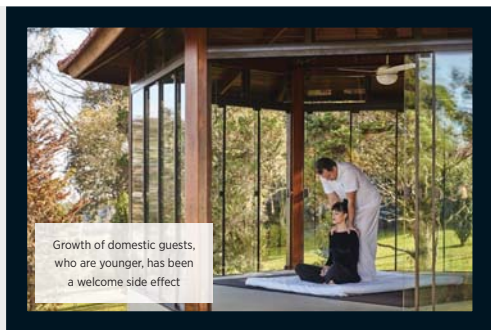
and set up a leadership team of 12 who "worked together as an intensive support community, thinking, dreaming and daring on new possibilities for Lapinha's future," according to owner Margareth Brepohl.

When Lapinha reopened on 21 June, it did so with a number of fresh

initiatives and approaches on top of enhanced health and safety protocols.

New, flexible pricing schemes have made stays more appealing. There's now the option for people to first choose the programmes they need (stress management or detox for example) and then pick the accommodation they can afford based on room size. There's also a progressive discount promotion according to the length of stay, to go with a decades-old loyalty scheme which enables guests to receive up to a 40 per cent discount. To tap into this market further, it's promoting a 'home office' image with its comfortable rooms and beautiful views. Some guests are now on their fourth week at Lapinha and average stay has jumped from 7.1 to 8.2 days.

The growth of domestic travel has been a welcome side effect of the pandemic. Lapinha is continuing to adapt its omnichannel communications to appeal to the home crowd, which represent a younger clientele - since the pandemic, the average age of guests has dropped from 54 to the low 40s. A group of 12 young adults that intended to have a



Growth of domestic guests, who are younger, has been a welcome side effect



Lapinha has added a farm to table business and is promoting its 'home office' image



self-knowledge and awareness journey in Bhutan, for example, visited Lapinha, just an hour away from where they live instead.

Lapinha is now launching a Spotify channel to keep front of mind for the younger guests with curated playlists focused on stretching, moments round the fire and self-reflection. In addition is has a 'vibrant calendar' of 42 theme weeks lined up for next year focusing on everything from ayurveda and local gastronomy to hiking and sound healing.

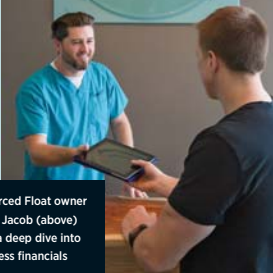
New markets have been opened up by partnering with a fertility clinic so couples can destress before treatment. And it's created an extra revenue stream by launching an e-commerce site and becoming a 'farm to table' business, delivering same day, fresh food to customers in Curitiba, a city with 3 million inhabitants.

With all of these initiatives in place, Lapinha estimates if it removes the three months of closure, it's experiencing a 20 per cent increase in the number of guests this year to date and a 30 per cent rise in revenue.



© NATALIA SUN

COVID forced Float owner Jeremy Jacob (above) to take a deep dive into business financials



## Float

### TEXAS, USA

In June 2020, the Texas-based floatation company Float had its most profitable month ever. The firm was set up in 2016 by ex water filtration salesman Jeremy Jacob and his wife after finding that San Antonio was the largest city in the US without a floatation centre. A year later, they had a total of six.

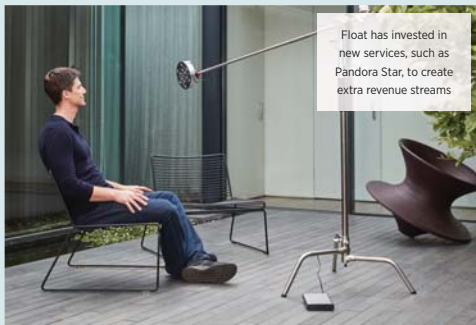
In February 2020, the original centre took over a 3,000sq ft store next door and added a couples massage room, infrared sauna, salt cave and additional services to its five floatation tanks.

COVID forced Jacob to scrutinise financials to discover areas of efficiency and additional revenue streams.

Reopening in May, after a two-month closure, Jacob switched from using independent contractors for massages (who barely covered the costs of the room), to an employee model which has resulted in higher calibre therapists and returning clients.

To broaden Float's appeal, he also invested in a Pandora Star - a device which projects an array of colourful LED lights on the face to stimulate different regions of the brain to promote relaxation, cognitive function and creativity. Combined with the other additional services this has enabled Float to add a number of day spa packages, provided ample inspiration for creative marketing campaigns and grow membership, which currently sits at 220. Jacob says the centre is now running at full capacity on the weekends and 60 per cent in the week.

He likens his approach to a lake with tributaries, with different cash flows feeding into it. Float now offers 12 different services and in some instances can do as many as three in one room. In September, figures were 50 per cent ahead of the same month last year, and growth continues. ▶



Float has invested in new services, such as Pandora Star, to create extra revenue streams

Get **Spa Business & Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



**By simply rebranding the facility from 'spa' to 'health and wellness' we're capturing many more consumers via internet searches**

Contact-free, automated services have put Sloco in an advantageous position since COVID

## Sloco Health + Wellness

CALIFORNIA, USA

Massage therapist Natasha Prybyla set up her own practice in the college town of San Luis Obispo, California in 2010, growing into a spa in 2014. The six-treatment-room day spa was busy but three years ago she 'did the math' and started adding treatment options that weren't reliant on a therapist. First an infrared sauna, then a cryotherapy tank, Somadome meditation pod, dry salt therapy room and a photobiomodulation bed. When the pandemic struck, the company found itself ahead of the game when it comes to contact-free services.

Business was slow when it initially reopened in August. However, small changes Prybyla made since have had a big impact. Clients needed a lot of education on the complementary experiences and she created marketing campaigns, along with video content, to promote their cellular health benefits. "We've been practically twisting people's arms for the past year to try services like cryotherapy and no one was interested, but now they're loving it," she says. Sloco has just added a recovery lounge featuring two NormaTec compression therapy systems which "have been booked up every day".

By simply rebranding the facility from 'spa' to 'health and wellness' she's capturing many more consumers via internet searches - from as far away as 100 miles. "Because most people don't expect to find the answers to autoimmune conditions and severe chronic pain relief in spas, we were being eliminated when people were searching," she explains.

Prybyla has also introduced a 'self-care gym' membership where clients can experience the modalities as often as they need to for a monthly fee of US\$199 (£165, £149) to US\$499 (£414, £374). Out of the 150 members, about 45 clients converted from the previous spa membership to this new plan, and were "game to try something new". At the moment, the push is on to communicate these changes to the database of 12k clients and to continue to build membership. Revenue, which was



**Natasha Prybyla expects business to fully recover next year**

on a 35 per cent growth rate until mid-March, is currently less than half of what it was pre-pandemic. But with the recent partnership with a chiropractor, providing guest access for referrals for therapeutic treatments, and the new model and pricing structure, Prybyla expects Sloco to be fully recovered at some point within 2021.

She concludes: "The pandemic has modified my vision for Sloco in a major way. Just a couple of months ago, we had plans to remain a peaceful spa that focuses on massages and facials while offering these unique, alternative modalities. Now, we've become a lively community of people trying to support each other on this wellness journey. And our projected net profit is significantly better than anything we could've ever dreamed with the old way of doing things." ●



Lisa Starr is a contributing editor at *Spa Business*  
 ■ [lisstarr@spabusiness.com](mailto:lisstarr@spabusiness.com)



**Clients need a lot of educating about alternative experiences**



A tailor-made partnership with professionals: training, media plan, marketing and sales tools.

Choosing Sothys, one of the original brands from the world of beauty institutes and spas, means choosing impeccable technology combined with an outstanding experience for the senses.



© SOCIÉTÉ SCHEFFÉ REFINERIES MADE IN EUROPE  
www.scheffecomposites.fr VERGAMATI J.B. GUAYON 09-20 36  
O THYS PARIS, SAS AU CAPITAL DE 2 100 000 €, SIÈGE SOCIAL, 133 RUE DU FAUBOURG  
ANTOINETTE, 75013 PARIS - SIREN 451 170 807 RCS PARIS - NON CONTRACTUAL PHOTO  
DONT DE MOINS DE 100 000

EXCLUSIVELY IN BEAUTY INSTITUTES & SPAS

Get ***Spa Business*** & ***Spa Business Insider*** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# Skin wisdom

**Skincare specialist, Biologique Recherche, is using its knowledge of chronobiology to create new approaches to skincare which yield powerful results**

**B**iologique Recherche has a long commitment to customising its wide range of skincare products to the needs of the individual, including the use of DNA testing for diagnostics, to guide the prescription of treatments.

Now the company is adding the study of Chronobiology to its raft of prescription sciences.

Chronobiology – the scientific field that studies biorhythms – reveals the way the body responds to environmental variations that occur over time.

Three major cycles impact skin physiology. The first two – the nycthemeral and circadian cycles – are highly connected and last 24 hours on average. The third, the menstrual cycle, lasts around 28 days.

In order to establish the perfect times of day to use specific skin



products to ensure optimum efficacy, the R&D team at Biologique Recherche, reviewed the science relating to the function of the skin to find out how it responds to these biological rhythms.

They found, for example, that the skin protects itself against environmental stressors during the day and repairs itself at night.

Thanks to this insight, the researchers have been able to determine the optimum time to apply products to get the best results.

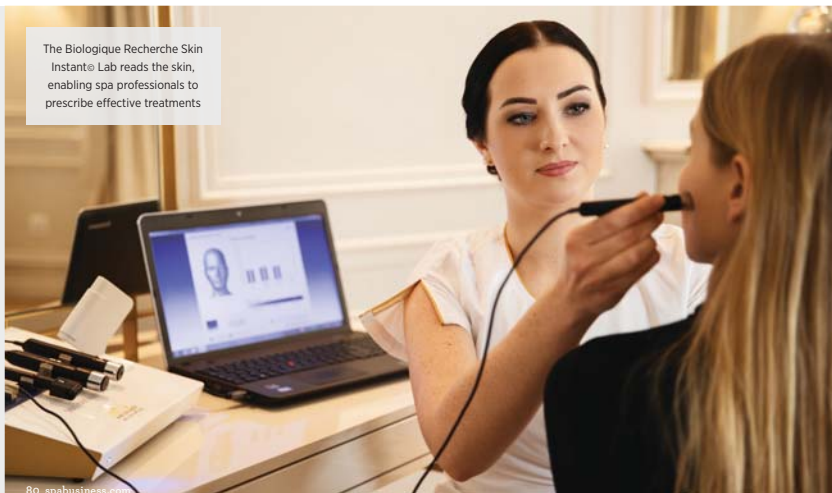
“Chronobiology is very complex science and requires real expertise when determining a skincare routine, as it will depend on each person’s individual profile and each personalised skincare routine,” says Benjamin Choquet PhD, R&D project manager at Biologique Recherche. “We asked ourselves, how can we improve our diagnoses? How can we improve the efficacy of our products?”

## The method

Clients’ skin is assessed using the Biologique Recherche Skin Instant® Lab, a medical device which analyses the skin, diagnoses its condition and then prescribes products and treatments.

The Lab’s three-step methodology begins with an evaluation of the skin by expert therapists. This is followed by the taking of a series of measurements

The Biologique Recherche Skin Instant® Lab reads the skin, enabling spa professionals to prescribe effective treatments



Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

## Perfect product

### What to use and when to use it

- Products that act on the skin barrier, such as the lipid-replenishing **Crème Dermo-RL**, should be applied in the morning to protect the skin, or in cases of dermatitis, in the evening, to strengthen the skin and limit itching.
- Anti-redness products, such as the new **Crème Verte Espoir A.R.**, are more effective when applied around noon and during the evening – to avoid the bloodflow spikes that occur during the afternoon and late evening.
- Products that act on sensitivity, such as **Serum Biosensible**, should be applied during the evening – the time of day when the skin is the most reactive.
- Products that act on the deeper layers of the skin should also be applied during the evening, when cutaneous penetration is maximal.
- An anti-aging product which acts on most skin cells, **La Grande Crème** is best applied in the evening, when cell proliferation is most active.
- When **cleansing** sensitive skin, scientists recommend this is done in the morning, to limit irritation and at night to remove the pollution of the day, with a sensitive product such as Eau Micellaire Biosensible.



Scientists at Biologique Recherche have established the best time to apply a wide range of skincare products for optimum results

- They recommend slimming products, such as **Crème Anti-C**, are applied either after meals, to limit fat storage in the body, or before exercise, to stimulate the breakdown of body fat.
- Exfoliating products such as **Lotion P50** are recommended for use in the morning on sensitive skin, as it's better protected at this time of day. On less sensitive skin, it can be applied in the morning and evening.
- At night, AHA and BHA acids in **exfoliating products** act on the surface of the skin and penetrate deeply into the epidermis, stimulating the production and renewal of skin cells.



### Our main source of inspiration is understanding the skin's functioning

Pierre-Louis Delapalme, co-président

using five probes connected to a computer to measure moisture content, trans-epidermal water loss, skin elasticity, melanin and sebum content.

The combination of the results generates a personalised, dermo-cosmetic file, which enables therapists to make a customised selection of Biologique Recherche products and treatments, specifically tailored for each client.

This approach also gives clients the tools to be involved actively in

their own treatment and because the right products are selected for each 'diagnosis', they get results.

Pierre-Louis Delapalme, co-président of Biologique Recherche, says: "Every time the guest comes to us, we assess their skin and identify how it's changed. Your skin will have changed every time you come back to us, depending on the levels of stress you're experiencing, what you eat, your hormonal cycle – there are so many reasons why your skin can change.



Products are developed in-house by an R&D team of scientists

"Biologique Recherche spas keep a personalised history for guests, monitoring changes over time, so recommendations can be dynamically adjusted for each of them, to create a long-term treatment programme.

"Many people think the cosmetic industry is an ingredient battle – what's new, what's best etc," he says. "We work differently, because our main source of inspiration is understanding the skin's function." ●

<http://www.biologique-recherche.com>

# Reset... go

**This year's Global Wellness Summit saw two US surgeon generals, leading spa stakeholders and wellness professionals**

**look towards the role they have to play following the global pandemic.**

**Katie Barnes and Lisa Starr report**

It's been a year since the world's spa and wellness leaders last convened in Hong Kong at the annual Global Wellness Summit (GWS) to 'join together to shape the future' of the sector. And what a year it's been. No one could have predicted the devastating effect of coronavirus and its impact on travel, hospitality and spas as flights the world-over were grounded, borders shut down and non-essential businesses closed. But with a number of potential vaccines in sight and the majority of facilities now up and running again (albeit at reduced capacity), there's a chink

of light and the overall message from speakers and delegates was one of hope and optimism (see p83).

Given the need for social distancing to slow the spread of COVID-19, it was a controversial decision to still go ahead with a gathering such as GWS. Looking vibrant in yellow and wearing a face mask, GWS chair Susie Ellis took to the stage to welcome everyone and say: "We made the bold decision to stay the course because we thought the whole conversation about wellness is more important than ever."

Held at the The Breakers resort in Florida, USA, the summit saw just over 100 delegates attend in person and, for the first time, a virtual audience consisting of 500-plus attendees watch live-streamed and on-demand sessions depending on time zones. Such was the quality and breadth of virtual sessions that those viewing online, including the *Spa Business* head office team, felt very much like they were still there in person. On page 85, Lisa Starr, *Spa Business*' contributing editor, shares her experience as a delegate on the ground, including the extra health and safety precautions in place. "This entire event is serving as a model for gathering in this very challenging time," said GWS executive director and CCO Nancy Davis.

“

*We made the bold decision to stay the course because we thought the whole conversation about wellness is more important than ever*

GWS chair Susie Ellis hopes the hybrid event will serve as a template for 'healthy gatherings'



Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)





There were around 100 in-person delegates and 500-plus virtual attendees

19th US surgeon general Vivek Murthy tells spa stakeholders that they all have a part to play in combatting loneliness. See p12 for more details



Dr Richard Carmona told wellness delegates "you are the vaccine"

### Industry reset

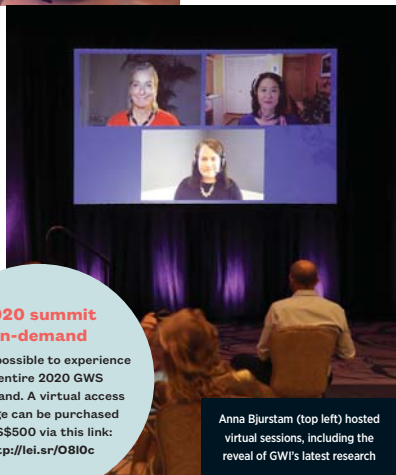
The theme for this year's summit, Resetting the World with Wellness, was inspired by a series of eight white papers which parent organisation the Global Wellness Institute (GWI) put together at the request of The Vatican. The papers suggest a new model for health, with a strong emphasis on wellness, going forward and contribute to Pope Francis' vision for a post-COVID world. Click this link for more details <http://lei.sr/xzw6O>.

This underpinned all sessions at the summit. Delegates on the ground, and via Zoom with host Anna Bjurstam from Six Senses, brainstormed what wellness will look like five years from now and general outlooks homed in on education, democratisation and tech as a tool to spread the message. All schools of thought will be brought together to provide a GWS 'roadmap' for the future.

Marc Cohen, founder of the Extreme Wellness Institute in Australia, painted a picture of a world where "wellness can be just as contagious as illness", while Austrian consultant Franz Linser compared physical distancing measures of the pandemic to a traditional spa method of fasting (from touch) and said, "as we know from every fasting cure, life tastes a lot sweeter afterwards."

In a passionate keynote address, 17th US surgeon general Dr Richard Carmona, who's also the chief health innovations officer at Canyon Ranch, pictured a world embracing complementary medicines to help deal with the escalating cost of mostly preventable diseases, amounting to US\$3tn a year in the US alone. "The solution is in this room," he said. "You have the perfect anti-wellness world crying out for an antidote - you are the vaccine."

Mia Kyricos, a wellness consultant based in the US, said COVID-19 has been a great catalyst and foresees a time when 'love' will be a core business strategy. Irene Forte, of Rocco Forte Hotels, gave



### 2020 summit on-demand

It's still possible to experience the entire 2020 GWS on-demand. A virtual access package can be purchased for US\$500 via this link: <http://lei.sr/O8IOc>

Anna Bjurstam (top left) hosted virtual sessions, including the reveal of GWI's latest research

a millennial's perspective - "we all thought we were a little bit invincible," she said - and spoke of how the importance of being well and building resilience is resonating with younger generations.

Marketing specialist Cathy Chon, from Hong Kong, said: "Over the last two decades we've developed brands and companies with a design imperative. Going forward there's nothing we can't build, create, grow unless we're looking at it with a wellness imperative." Andrew Gibson, a spa and wellness consultant based in Sweden, commended the GWS for building up a "tremendous collaborative force" across the globe and Neil Jacobs, CEO of Six Senses concurred. Jacobs



**Six Senses' Neil Jacobs**  
joined virtually and shared  
his optimism about the future

**What we do as an  
industry is so relevant  
and clearly we're much  
stronger collectively  
than individually**

► said: "What we do as an industry is so relevant and clearly we're much stronger collectively than individually. We have to come together at events like this, talk more, communicate more and brainstorm on a greater level because as a group we are a powerhouse. I'm really optimistic about the future because the demand is huge. People want to travel. What we can do post-pandemic is just huge."

Ellis then shared her own insights on Resetting the World with Wellness. She sees a paradigm shift away from wellness and prevention towards 'self-care' and suggested a new model for 'wholistic health' with this self-care approach sitting alongside healthcare (see Diagram 1). "The medical community hasn't always been a supporter of wellness and prevention, but they're welcoming the idea of self-care," she said. "It's a friendlier term as it's more about people taking an active role to take better care of themselves rather than preventing something bad." By positioning themselves in terms of self-care/healthcare she feels the spa sector has a "unique opportunity to align with the medical arena in a way that they will not only accept but whole-heartedly welcome."

### Mental wellness

A highlight of each GWS is the revelation of industry numbers and this year GWI senior research fellows Katherine Johnston and Ophelia Yeung, aptly, focused on mental wellness. For the first time, they've identified a mental wellness industry and have valued consumer spending in the sector at US\$121bn (£101.6bn, £91.8bn). We explore the figures and what they mean to spa stakeholders in more depth on p90. GWI has

Diagram 1



**The Global Wellness  
Institute identified a  
new mental wellness  
industry worth  
US\$121bn. See p90  
for more details**



**Architect Veronica Schreibeis  
Smith received the Leading  
Woman in Wellness Award**

### Empowering women

The GWS shone a spotlight on the role of women in wellness. 'You don't have to have balls to be a leader', was the title of a keynote session by Marisa Peer a renowned therapist who's been in the spa industry for more than 30 years. She explained how women have huge potential in business and have a natural capacity to be great leaders – an uplifting message for a sector predominantly made up of women.

Later on in the summit, Veronica Schreibeis Smith, CEO and founding principal of Vera Iconica Architecture was presented with the GWS Leading Women in Wellness Award. She's worked for well-known industry names such as Rancho La Puerta and was recognised for her passion and work surrounding regenerative wellness architecture and how environments impact human wellbeing and planet earth.

**Read more:** [http://lei.sr/NBp6s\\_B](http://lei.sr/NBp6s_B) and [http://lei.sr/C3Vh\\_B](http://lei.sr/C3Vh_B)

now added mental wellness as a new industry bubble to its Global Wellness Economy framework which it estimates to be worth US\$4.5tn (£3.8tn, £3.4tn). Johnston shared that next year's GWI research will focus on updating the economic framework, which will take the pandemic into account.

Dr Vivek Murthy, the 19th US surgeon general, also highlighted mental wellness. In a powerful interview, he spoke about the importance of addressing loneliness on a personal level, in the workplace, in communities and society. Murthy has just been tapped by president-elect Joe Biden to lead the USA's response to COVID-19 and said that loneliness is associated with an increased risk of heart disease, dementia and premature death. He sees human connection, relationships and touch as an antidote. "Few medicines are more powerful than love, compassion and kindness," he said,

## Attending a conference during a pandemic

By Lisa Starr, contributing editor

You have to credit will power.

Susie Ellis and the GWS team were determined to hold an in-person event this year, despite the odds stacked against them. Inside the magnificent Breakers resort, there was no sense of the pandemic.

On arrival, all delegates received a mandatory rapid response COVID antigen test – incredibly, everyone attending tested negative. After testing, delegates were adorned with a wristband, which was worn throughout the rest of the event.



Lisa Starr felt the event was 'safe and seamless'

Multiple other safety measures were also in place. Attendees had their temperature taken every day, showed the wristband and wore masks at all times – and this was strictly enforced. We entered and exited the main conference room via far UV C portals (supplied by Healthé by Lighting Science) take the viral load off skin and clothes and Delos provided Healthway air filtration systems which capture ultrafine airborne particles that carry bacteria and viruses. Once inside the ballroom, attendees were seated in chairs spaced at a minimum of 6 foot apart and exercise equipment was provided by Planet Fitness "to keep the immunity going".

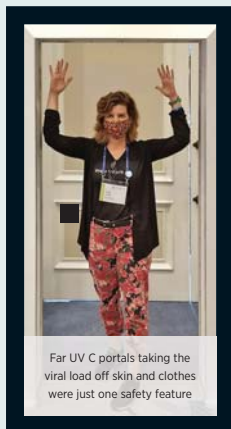
As a hybrid event, presentations were both live and virtual. Some sessions were pre-recorded, especially those from distant time zones, but main speakers joined via Zoom afterward to offer additional discourse and answer questions. As an observer, I had no challenges with switching between the two approaches, and offer kudos to the GWS technical team for their seamless management of what was certainly a production challenge. In fact, the entire event went quite smoothly.



All delegates took a mandatory rapid response COVID test pre-summit



The wearing of masks was strictly enforced



Far UV C portals taking the viral load off skin and clothes were just one safety feature

"and all of us have the power to be healers because all of us have the power to be kind, compassionate and loving." Read more about his insights on p12.

### Ripe for disruption

"There's never been a better time to be an innovator," said strategist and transformation expert John Kao. He likened 'out of the box' thinking to improvised jazz music vs scripted music and used his keyboard to demonstrate the difference. He foresees "a massive outpouring of wellness" as the pandemic resolves itself and said his contacts in the early-stage venture capital industry are "investing money in wellness like there's no tomorrow".

Indeed, the jam-packed agenda of the summit highlighted numerous trends and modalities which would be very fitting for spa stakeholders to focus in this time of disruption and innovation. Consumer media discussed ideas such as antibacterial beauty, ▶



Networking and evening events still took place

## Staffing during a pandemic

By Lisa Starr, contributing editor

Michael Tompkins, long-time spa industry figure and partner at hospitality recruitment firm Hutchinson Consulting, was the perfect choice to host a lunch table on current staffing challenges. He sees spa managers who have found themselves out of a job moving to other sectors which are now more accepting of wellness programming such as corporate/employee wellness and senior living communities. Meanwhile, many medical workers such as nurse practitioners who lost their jobs with the stoppage of elective surgeries, are transitioning to medical wellness centres. So it seems the flow of talent is medical people transitioning into medical wellness centres, while spa and hospitality staff are a good fit for senior living.

Summit host hotel The Breakers, which employs 2,000 people and is renowned for its low staff turnover (-15 per cent year) was highlighted for best practice. It paid colleagues in full during the two months it was closed



Host hotel The Breakers was commended for its employee approach

and even offered some of these people to charities or community organisations in the local area that had a need, helping with marketing or financials for example.

Vendors present at the table expressed a huge need for interns on the manufacturing side, as well as positions in sales and digital marketing, as they prepare to move more activity from B2B to B2C.



Dr Nicola Finley shared her passion for dance and outlined its proven benefits

► red-light therapy to counteract screen time, death, sex, money and regenerative travel (see p87).

Dr Nicola Finley, an internal medicine physician at Canyon Ranch, connected her passion of dance with science and evidence. "One of the best ways I can think about cultivating wellness is through dance," she said, detailing the many studies which show how it's been proven to help us sociologically, emotionally, physically and spiritually. To prove her point, she got delegates up and moving by leading a Zumba session.

The future is about neo-shamanism and tapping into energy medicine said psychologist and medical anthropologist Alberto Villoldo. The key to this underpins all healthy ways of life – eat organic, eat well, detoxify, upgrade the brain by feeding it good fats, lower your blood sugar levels etc.

Sleep coach Dr Michael Breus, who's previously worked with Six Senses (see SB18/2), gave some fascinating insights into determining different types of sleepers, or 'chronotypes', offering a more in-depth interpretation of early birds and night owls. Depending on what category you fall into, he detailed circadian rhythms and when the best time to wake up, drink coffee, exercise and go to bed is. He also placed an emphasis on staying hydrated, getting 15 minutes of sunlight daily and suggested a magnesium-loaded banana tea recipe. All things to consider for spas looking to tap into the sleep health trend.



Dr Michael Breus



James Nestor



**We're so excited to go to Tel Aviv, we already have months of planning behind it**



Looking forward: next year's summit will be held in Tel Aviv, Israel on 15-18 November

In an equally compelling keynote, scientific journalist James Nestor, focused on the 'art of breathing', explaining how we've evolved to breathe through our mouths rather than noses which leads to a long list of ailments from chronic sinusitis to stroke and depression. Any spa looking to tap into the breathwork trend could benefit from reading his best-selling book - *Breath: The New Science of a Lost Art*.

### Next stop... Tel Aviv

In conclusion to the summit, Ellis closed the event by announcing that next year's event will be held in Tel Aviv, Israel on 15-18 November. The original intent was for the 2020 event to be held there, but the US-based organisation brought it closer to home when global travel restrictions took hold. "We're so excited to go to Tel Aviv," said Ellis. "We already have months of planning behind it. People want to go there because it's a start-up nation for technology. And there will be some great pre and post-summit trips to Jerusalem and other fabulous areas."

In a clearly emotional end, Ellis thanked all her team members, especially Davis, for helping to bring the first hybrid GWS to fruition. "We are a small team, but mighty," she said of her 15 co-workers. "It's been a challenging year, as you can imagine, and every single one of these people have worked harder than ever before." ●

Read more about the latest spa and wellness thinking and trends in *Spa Business insider's* special GWS edition: <http://lei.sr/4V1M6>



The GWS 'small but mighty' team (left); a closing champagne toast (this pic)

### Media talks

**By Lisa Starr, contributing editor**

Journalists from consumer publications provided an informative panel on wellness trends. Beyond the typical - which included treatments that boost immunisation, biohacks, telemedicine, virtual trainers and workouts, a focus on the microbiome and preventative care - were some fresh perspectives.

"Healthcare is sterile, and wellness is the cool kid," said Cecelia Girr of futurist magazine *ED|GE*. "We'll see integrations that will give healthcare patients a pleasurable result, and wellness will get the science-backed credibility it needs." Girr also noted that we're moving from a focus on looking and feeling good, to "lifting the lid on real pain points in society [death, sex and money] that have a larger impact on our health."

Elaine Glusac of the *New York Times* said that our connections to other people

are being replaced with nature, and to expect an increase in the already popular notion of sustainable travel, and it's extreme version, 'regenerative travel' based on leaving a place better than you found it.

The *Wall Street Journal's* Sarah Miller mentioned that men are taking wellness much more seriously, and that consumers are also paying more attention to vitamin deficiency, circadian sleep rhythms, red-light therapy as a counterpoint to too much screen time, and vegan and plant-based foods.

Lastly, freelance trend consultant Jessica Smith revealed innovations in anti-bacterial beauty and touch-free packaging, devices that eradicate the virus from clothing as well as anti-viral fabric and wellness architecture and pandemic-proof properties.

**Read more:**

[http://lei.sr/b4t6a\\_B](http://lei.sr/b4t6a_B)



Katie Barnes is the editor of *Spa Business* magazine  
■ [katiebarnes@leisuremedia.com](mailto:katiebarnes@leisuremedia.com)



Lisa Starr is a contributing editor of *Spa Business* magazine  
■ [lisastarr@spabusiness.com](mailto:lisastarr@spabusiness.com)



SPA

Fitness

the wellness

DUBAI - HONG KONG - SINGAPORE

| Consultancy | Realization | Turn Key | After Sales |

Pools

Leisure

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



# Together We Stand

The body achieves what the mind believes

& More ■

[www.thewellness.ae](http://www.thewellness.ae)

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# matter of minds

A new study is the first to define and put a value on the global mental wellness industry – estimating it to be worth US\$121bn. But what does this mean for spas?

There's been a huge shift in the way people think about mental wellness this year. Even before the coronavirus pandemic, 15 per cent of the world's population suffered from mental illness and substance

abuse disorders, dementia was on the rise and happiness was declining. In fact, the economic and social burden of mental illness and mental unwellness is predicted to reach US\$16.1tn (£13.5tn, £12.2tn) globally by 2030 according to the World Economic Forum. Beyond this, it's linked to high rates of poverty and has a much wider impact on individuals, families and society.

Being 'healthy of mind' could help to address some of these needs and increase people's overall wellbeing, as well as helping to ease the cost burden of mental illness, giving governments and businesses – including spas – an incentive to support and promote it. Up until now, however, there's been no attempt to define or quantify this burgeoning market.

## FIRST OF ITS KIND

It's with this backdrop that the Global Wellness Institute (GWI) has unveiled a new study that defines mental wellness as an industry for the first time. It pinpoints its worth as a US\$121bn (£101.6bn, £91.8bn) sector based on consumer spending in four markets for the first time. *Defining the Mental Wellness Economy* was released at the Global Wellness Summit (GWS) in the US on 9 November (see p82).

Presenting the research, study co-author Ophelia Yeung said: "This grim picture is why mental wellness is so important now and why it has attracted so much interest from consumers and business."

The study defines mental wellness as more than just an absence of mental illness. It's "an internal resource that helps us think, feel, connect and function; it is an active process that helps us to build resilience, grow and flourish".

The GWI study homed in on consumer-facing businesses that provide products and services specifically for mental wellness to calculate its value. Yeung added: "People are desperate for strategies to improve their mental health and businesses have been jumping in with all kinds of products and solutions."

Four main markets which are coming together in an 'emerging mental wellness industry' were identified in the study. These markets, or subsectors, include **self-improvement** (therapy, coaching, mentoring and cognitive enhancement); **meditation and mindfulness**; **brain-boosting nutraceuticals and botanicals**; **senses** (sensory experiences), **spaces and sleep** (see p91).

As a caveat, the study acknowledges that these subsectors are not necessarily the most important or effective for helping with mental wellness. "They are simply the practices that are most closely and proactively identified by businesses and consumers as being related to mental wellness," it notes.

“

Mental wellness is an internal resource that helps us think, feel, connect and function.

It is an active process that helps us to build resilience, grow and flourish

The research is based on consumer spending on mental wellness products and services

Multi-sensory experiences are part of the US\$45.9bn 'senses, spaces and sleep' subsector

## SPA RELEVANCE

The 122-page industry white paper *Mental Wellness: Pathways, Evidence and Horizons* has already highlighted how services offered by spas are already proven to benefit the mind (see <http://lei.sr/f8n1s>). This new piece of research from GWI now gives spa stakeholders an idea of how to better position themselves in the emerging mental wellness industry. Maybe there's a niche they haven't considered. There could be potential for them to specialise in a certain area. Or perhaps they might want to span all of the subsectors.

Joining Yeung in presenting the study findings as co-author Katherine Johnston added: "Businesses can shape and support our mental wellness at an individual and at a community level. They have a huge role to play. At the individual level, businesses are helping to bring new mental wellness modalities and practices to more and more consumers through different channels and at different price points.

"At the community level, businesses also shape our built environments and the culture of those environments."

■ GWI values the **senses, spaces & sleep** subsector at US\$49.5bn (€41.7bn, £37.3bn), which makes it the biggest in the mental



People are desperate for strategies to improve their mental health and businesses

Ophelia Yeung

wellness industry. It covers a broad range of products, services and designs that target our senses – sound, scent, light and touch. Spas fit neatly into this category with the growing number offering mood-boosting, multi-sensory experiences – from forest bathing and cuddle therapy to VR and floatation. Sensory-based design and architecture, especially in wellness real estate developments, is a growing part of the sector too. The goliath in this market,



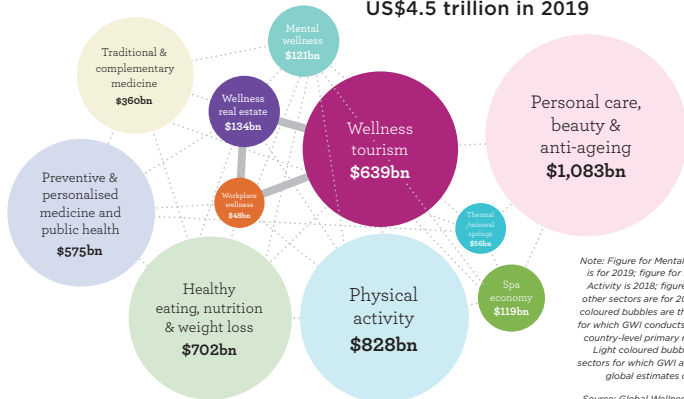
1440 Multiversity is a prime example of a spa that focuses on self-care and -improvement

©1440 MULTIVERSITY, USA

however, is sleep and consumer spending on the array of products and services, including tech gadgets, which promote a good night's sleep is exploding.

■ The **self-improvement** subsector, estimated to be worth US\$33.6bn (€28.2bn, £25.5bn), includes a wide range of self-help and personal development services and activities. Anything from self-help books, apps, online platforms and gurus to organisations and institutes ▶

DIAGRAM 1

GLOBAL WELLNESS ECONOMY  
US\$4.5 trillion in 2019

Note: Figure for Mental Wellness is for 2019; figure for Physical Activity is 2018; figures for all other sectors are for 2017. Dark coloured bubbles are the sectors for which GWI conducts in-depth, country-level primary research. Light coloured bubbles are sectors for which GWI aggregates global estimates only.

Source: Global Wellness Institute

► offering classes, workshops and retreats. Destination spas which dedicate numerous sessions to teaching self-care spring to mind here, some, such as Multiversity 1440 in the US, even dedicate their whole offering to this concept.

■ Supplements, herbs and botanicals, and traditional remedies we take to improve our mental health and wellbeing all fall into the **brain-boosting nutraceuticals & botanicals** subcategory. Also included are functional foods and beverages that claim to have brain health benefits and the growing area of cannabis and its (legal) derivatives for mental wellness and treatment purposes. Maybe this is a subsector that spas could specialise in to differentiate themselves? Or at the very least, this could be a way to boost retail offers. GWI research puts its value at US\$34.8bn (€29.2bn, £26.4bn).

■ The **meditation & mindfulness** subsector encompasses all forms of meditation/mindfulness practices and supporting products. Key revenue categories include classes, retreats, online platforms, apps, books and videos. The research also notes a growing market for accessories and gadgets, trackers and monitors. Estimated to be worth US\$2.9bn (€2.4bn, £2.2bn) it's by far the smallest of the subsectors, but GWI points out millions of people practice meditation and mindfulness worldwide without spending any money on it.



With the mental wellness crisis that the world is now facing due to COVID-19, there are massive needs to be met

Katherine Johnston

## NEW 'INDUSTRY BUBBLE'

The GWI first published its *Global Wellness Economy Monitor*, which defines and measures the wellness industry worldwide, in 2014. It spans 10 industries, including spas and hot springs, and the latest update values it at an impressive US\$4.5tn (€3.8tn, £3.4tn). For the first time, it is now adding a new 'industry bubble' with the mental wellness industry which it's calling "a significant addition to our framework" (see Diagram 1).

"This study is the first time anyone has measured the mental wellness industry and

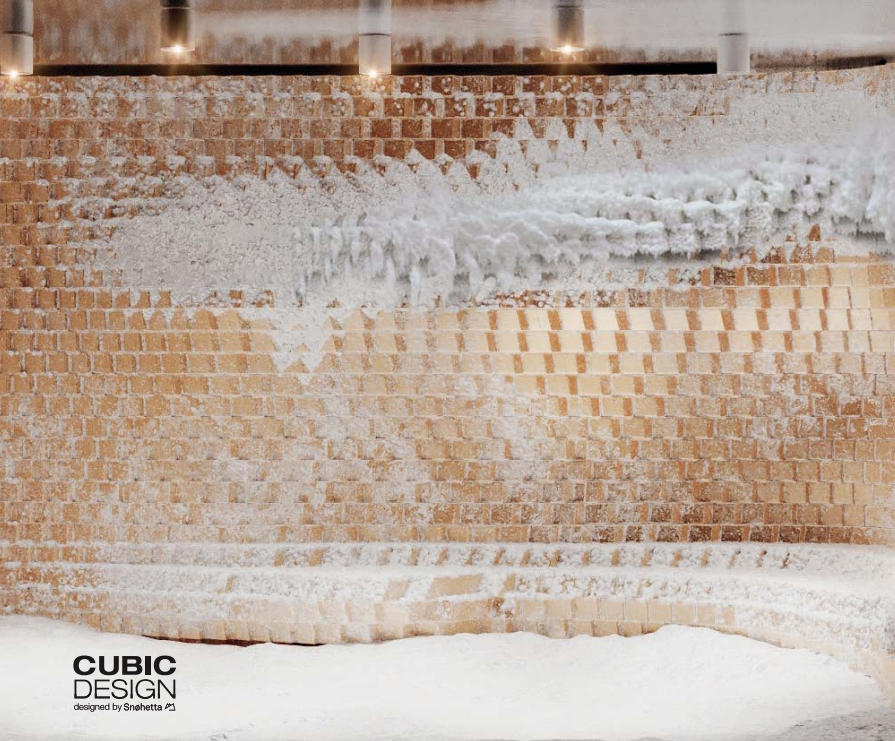
it's exciting to see these big numbers," said Johnston. "With the mental wellness crisis the world is facing due to COVID-19, there are massive needs to be met. There's huge demand and there are huge opportunities. Business innovation is important. But businesses also need to be cautious, because they're responsible for what they offer and do. We should not look at this US\$121bn industry and this study as the next profit-making grab, but rather as an opportunity to make sure we're offering the right kind of mental wellness solutions to the people who desperately need this help."

Johnston revealed that next year's GWI research will focus on updating the numbers in the *Global Wellness Economy Monitor*. This is set to give some indication of how coronavirus has impacted the industry, as well as potential recovery, following a vaccine rollout. ●

Read more about how the myriad of services offered by spas have already been scientifically proven to benefit the mind in the white paper *Mental Wellness: Pathways, Evidence and Horizons* - see <http://lei.sr/18n1s>.







**CUBIC  
DESIGN**  
designed by Snohetta AS

## THE GOLD STANDARD SNOWROOM FOR LUXURY SPA EXPERIENCES

Architectural contrast, unexpected emotions, royal atmosphere. The SnowRoom by TechnoAlpin is an invitation to experience fresh powder snow as luxurious cool down after hot sauna treatments. Pure snow, made from just water and air, for the world's most sophisticated wellness atmospheres.

[indoor.technoalpin.com](http://indoor.technoalpin.com)

**TECHNOALPIN** INDOOR

Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# CARGO-TECTURE

*During lockdown, Riccardo Turri, CEO of Starpool, was inspired to create a whole new category of product, based on recycled containers. The result is the new i.con spa brand, which fuses luxury, wellness, recycling and design*

With the launch of its new i.con spa range, Starpool is transforming cargo containers into luxurious spaces, perfectly equipped for wellness.

The new line taps into the demand for COVID-secure outdoor options for small groups.

Easy to transport and install, i.con containers can be located outside in settings from hotels and spas to residential locations.

"Their nomad spirit remains intact," says Turri, "but instead of shipping goods worldwide, they let people in - the door opens, you get on board and sail to a new private space, made of heat, water and rest - the three founding principles of every wellness experience."



## i.con spa

Starpool has created three key options within the i.con range - i.con sauna, i.con steam and i.con relax.

All configurations can house modular products from the Starpool collections, such as steam baths, Finnish saunas and relaxation areas. The range is available in a number of sizes: 150mm x 150mm, 195mm x 150mm and 195mm x 195mm.

## ● i.con sauna

The i.con sauna model can be equipped with all the sauna models in Starpool's product collections. It's possible to choose the design, materials, colours and essences.

The external wall becomes a shower to regenerate the body after exposure to the intense heat of the sauna, while an entrance area creates space to hang towels and bathrobes.

## ● i.con steam

This model can house every steam bath in the Starpool collection and it's possible to choose coatings and colours to create a unique design.

The shower wall and the steam area are divided by the entrance area.

Instead of shipping goods worldwide, these containers let people in: the door opens, you get on board and sail to a new private space, made of heat, water and rest - the three founding principles of every wellness experience

## ● i.con relax

The i.con relax is a 'room with a view', with large glass walls creating an immersion in nature so people become at one with the landscape.

Inside the cabin, natural essences and sounds create a room of absolute comfort, completed with chaises longues, dedicated to relaxation.

It's possible to transform the i.con relax into an area dedicated to dry floatation with the Starpool Zerobody bed, to offer the most effective regenerating experience in the wellness sector.

In addition, thanks to the Starpool Relaxation Coach - an interactive system designed by Starpool - it's possible to theme the i.con relax, turning relaxation into an actual experience of physical and mental regeneration.

## Added expertise

As well as offering a built-in sound system to relay relaxing music into the i.con containers, Starpool also works with experts to develop effective wellness protocols to strengthen the offering. Mindfulness programmes have been developed with neuroscientist Nicola De Pisapia and breathing techniques with Andrea Zuccari, the international free diving champion, for example.





The new i.con range enables operators to create COVID-secure personal spaces for outdoor wellness

#### Four custom concepts

Four customisable design concepts are also being developed, offering external cladding, materials and finishes chosen to ensure i.con harmonises with the landscape and its surroundings.

The first is **Mountain** - inspired by the woods and characterised by their scent; the second is **Urban** - inspired by skyscrapers and technology; the third is **Country** - with textures and colours that

pay homage to the earth; and the fourth is **Beach**, with soft sand-like colours.

"This project is the result of an intuition experienced during the lockdown" says Turri. "I've always been fascinated by industrial architecture and how goods travel around the world. We've combined these concepts to create something of our own: cutting-edge spaces for our products.

"i.con spa is connected to the idea of recycling and to the possibility of

creating a context for wellness products anywhere - like a portable spa," he says. "This new line also meets the need to live the wellness experience outdoors anywhere and in the utmost privacy." ●

**STARPOOL**

Find out more: [Starpool.com](https://www.starpool.com)

spabusiness.com issue 4 2020 95

Get **Spa Business & Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](https://www.spabusiness.com/signup)

Spokespeople from leading spa software suppliers globally share their insights on booking trends and standout data since coming out of lockdown

# All booked up

## Madeleine Raynel

### TREATWELL

Across Europe, Ireland and the UK, there's been a real uplift in weekday bookings. Fridays and Saturdays used to make up 41.4 per cent of all bookings, and that's dropped to 34.7 per cent with the rest equally spread. With more flexible work/home lives, customers aren't restricted by 9-5 hours and can escape to spas more easily. Operators might now want to relocate at traditional peak and off-peak pricing and availability and adjust everything from rates to employee rotas to ensure they're matching demand.

During lockdown, we saw consumers booking spa breaks and paying comparatively more for them - £344 (US\$448, €381) in July 2020, up 22



per cent from £282 (US\$367, €312) in July last year - as people dreamed of escaping and a nervousness to travel abroad encouraged staycations. However, that boost was short-lived and the average dropped to £262 (US\$341, €290) in September, minus 8.3 per cent year on year, as consumers feel less confident about

66

**There's been a real uplift in weekday bookings**

spending money and return to a price conscious mentality. This means spas will need to be mindful of pricing well, and offering flexible cancellations.

66

**Average spend per head is now higher than the pre-lockdown rate of £38 (US\$50, €42)**

## Darren Pick

### ISALON

Average bookings pre-lockdown for all our spa clients were 7,000-8,000 a day. These jumped back once restrictions were relaxed and have now settled down to around 6,000 a day. It can be assumed that the slightly lower number of bookings is a result of reduced capacity at peak times as a result of restrictions in spas.

It's interesting to note that the average spend per customer is higher than the pre-lockdown rate of £38 (US\$50, €42). In Q2, during lockdown, average spend went up to £40 (US\$52, €44), which we believe is due to online retail. It then spiked in July at £50 (US\$65, €55), probably a result of people having multiple treatments and services, and now sits at around £42 (US\$55, €46). This could be the result of an increase in prices, spas applying a COVID charge or only providing services of a higher value and removing services with little or no value.





“

**Spas with a membership programme and/or strong local following took two or fewer weeks after reopening to generate about 50 per cent of their pre-COVID daily revenues**

### Theresa Hamberger

SPRINGER MILLER  
(SPASOFT)

Travel restrictions and fear of travel is having a significant effect on our industry and we're seeing that in SpaSoft's big data. On average spas with a membership programme and/or strong local following took two or fewer weeks after reopening to generate about 50 per cent of their pre-COVID daily revenues while destination spas took eight-12 weeks. But the good news is that demand is there.

Initially our spas saw a huge increase in lead booking time during closure, with several consumers pushing their appointments out by six



months or even a year, which indicates trust in their spa/wellness provider. But this lead time reduced by 20 per cent on average after reopening which suggests that while guests are still excited to get back into spas, and they trust them to provide a clean and safe environment, they're less likely to book trips/experiences too far into the future due to uncertainty.



NICOLAAS/SHUTTERSTOCK

Consumers are hesitant to book treatments too far in advance

“

**Three out of five people who go to a spa are now requesting contactless booking experiences**

### Stavros Mavridis

SOUL TAILORS

Spas which use our Aphrodite Software are reporting longer treatments times. Before COVID-19, the average length of a booking was 50-60 minutes. Now, eight of 10 consumers are booking 90- to 120-minute sessions - they want total relaxation.

There's also an increased desire for touchless journeys and three out of five people who go to a spa are now requesting contactless booking experiences.



Finally, there's a change in demand for where people workout. Five out of 10 guests say they'd love to have an outdoor physical activity rather than using the gym, enabling facilities to be more creative and develop new concepts.

### Brett Smith

CONCEPT SPA & GOLF

Overall, spa occupancy is down about 70 per cent and average operating hours have dropped from 12 to nine hours a day. This isn't surprising, but it's interesting to see that the 60/40 female/male gender ratio was maintained.

Guests are consuming longer treatments post-COVID - from 64 to 75 minutes on average. Massage services have picked up, but the demand for facials has decreased by a staggering 60 per cent which we think is partly due to health and safety measures.

Social distancing and new procedures means class capacity has decreased significantly. But to combat this loss, spas are now also scheduling significantly more classes and optimising their instructors and rooms as much as possible.



“

**Massage services have picked up, but the demand for facials has decreased by a staggering 60 per cent**



## Oliver Cahill

### PREMIER SOFTWARE

Demand for health and wellbeing retreats in spas are high as restrictions are lifted and staycations become popular – many destination spas and hotels are fully booked through to 2021.

In addition to rebooking appointments lost during lockdown, spas have seen a spike in new bookings and managers have used Core by Premier Software's 100+ reports to efficiently schedule clients back in. One report, for instance, quickly pinpoints clients who had to cancel while another identifies those who purchased gift vouchers just before closure, enabling staff to prioritise them.

Another key change we've witnessed is the reduction in the number of treatments offered across each day, to, quite rightly, allow for equipment



sanitisation between each client. However, as spas are now running at reduced capacity, with more time and money allocated to hygienic practices, this has undoubtedly impacted revenue.

We've seen a clear interest in maximising time slots to cover any shortfall. Core gives spa managers full functionality to easily reduce or amend longer treatment times by five to 10 minutes, to allow for cleaning while still being able to fit in the same number of daily services they offered pre-COVID.



**We've seen a clear  
interest in maximising  
time slots to cover  
any shortfall**



**Bookings have rebounded  
to about 65 per cent of  
pre-COVID levels**

### MINDBODY

Figures from some 3,000 spas using Mindbody software in the USA show that bookings for the industry have rebounded to about 65 per cent of pre-COVID levels and have levelled out there. This is likely to be because of [capacity and social distancing] restrictions put in place by local governments.

We've also found that post-lockdown, the length of spa services has decreased across the board by approximately 10 minutes per service on average. We believe this might be because of the increase in cleaning protocols. ●

## Frank Pitsikalis

### RESORTSUITE

Since reopening, there's been an increase in younger guests, day guests, and more people opting for outdoor activities. The biggest change, however, is the limited menu of services. As a result, some operators are implementing advanced yield management techniques to ensure that the limited number of treatments and services they offer can generate better profits.

The booking window has compressed with more reservations happening within 24-48 hours of an appointment. Automated revenue management tools are even more critical to make adjustments in real-time availability based on changing business conditions.



As spas reopen, guests return with brand new expectations, anxieties and preferences and they're seeing much higher call times (by as much as 50 per cent). This requires more labour – at a time when spas have less staff. Technology can assist by providing efficiencies through online booking and the trend towards 'everything mobile' – from check-in/out and online forms to mobile ID and contactless payment – has been accelerated.



**Some operators are implementing  
advanced yield management  
techniques to generate better profits**



DRAGON IMAGES/SHUTTERSTOCK

**There's been a higher  
percentage of first-  
time, younger guests**

## Your property is more than just a place to spend the night

Allow your guests to  
immerse themselves in a  
complete booking  
experience that goes  
beyond room reservations



Dinner Reservation - 6:00 PM



Hot Stone Massage - 1:30 PM



Tennis Lesson - 10:00 AM

Discover the many benefits  
of a truly integrated  
management system.

**Book a live demo today!**

[resortsuite.com](http://resortsuite.com)

1.866.477.8483

[sales@resortsuite.com](mailto:sales@resortsuite.com)

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



# BELTRAMI®

*designing textile experiences*

---

MADE IN ITALY

+39 035 716315 • [www.beltrami.it](http://www.beltrami.it) • [www.beltramiboutique.com](http://www.beltramiboutique.com)

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# Product innovation

Industry suppliers tell us about their latest product, treatment and equipment launches



**S**nowmaking specialist TechnoAlpin has partnered with Swarovski to create a 65sq m indoor snowfall experience at Austria's Swarovski Crystal Worlds museum, one of the biggest tourist attractions in the country.

TechnoAlpin is known for providing snow for guest experiences in destination spas across Europe, but typically creates the snow by spraying cold compressed air and water in a room at night when it's empty. But it used new technology for the Swarovski installation to provide snow in a more gentle,

natural manner, enabling guests to experience real snow falling.


"Snow can now be used indoors in all its diversity," says international sales manager Lukas Dusini. "We're proud that after our positive experiences in Europe, we're now bringing snow to America as an addition to cold applications in the wellness sector."

Swarovski uses the natural snowfall in its Chamber of Wonder which includes a crystal tree created by Alexander McQueen and Dutch designer Tord Boontje.

 [spa-kit.net](http://spa-kit.net) keyword:  
TechnoAlpin

## Lukas Dusini reveals TechnoAlpin's falling snow experience



 Snow can now be used indoors in all its diversity

## Camylle device uses salt and water to disinfect says Marc Massing

A new device from French wellness company Camylle uses electrolysed water and salt to generate a biodegradable disinfectant.

The Aquasalys has been designed to provide a non-toxic cleaning solution and act as a powerful air sanitiser and deodoriser, useful for purifying the air in heat experiences and treatment rooms or cleaning wet environments.

Users combine water and two pods of Camylle's Salys salt, which then produces a sprayable solution capable of eradicating 99.99 per cent of micro-organisms and is



Electrolysed water and salt create a non-toxic, effective cleaning solution



effective against bacteria, viruses, algae, spores, moulds and fungi.

Camylle CEO, Marc Massing, says it was the pandemic that spurred on this development. "It had to lead to something constructive, something that would move things forward and help the spa world in the managing of a crisis."

*"I pushed myself to develop something that would be constructive and help spas in managing the crisis"*

spa-kit.net keyword:  
Camylle



New tools have been introduced to limit touch during the facial

*"It's still a personally-prescribed facial which meets the individual needs of the skin"*

## Elemis' Noella Gabriel on creating No-Touch Facial

Elemis has launched a No-Touch Facial Powered by its Biotec experience at its flagship spa in Mayfair, London.

The treatment uses new Elemis Safe-Touch Tools, developed to minimise touch during a facial. These include Skin Smoothing spatulas, face mitts and Shape and Scalp wands that leave the eyes feeling cool and refreshed.

"The No-Touch Facial stays true to the Elemis treatment experience, a personally-prescribed facial which meets the individual needs of the skin," says Noella Gabriel, the global president of Elemis.

In addition, the company has produced the Elemis 7-in-1 Light



Energy Face Mask for the new treatment, which uses seven light therapies intensified by infra-red to boost skin activity.

The 60-minute treatment is available in two styles: Hydra Firm – for deeper lines, dehydration, loss of elasticity, or Resurfacer – for blemishes, uneven skin tone and pigmentation.

spa-kit.net keyword:  
Elemis



## Aromatherapy Associates offers 'modern take' on rose with new line, says Anna Teal

Aromatherapy Associates, which has just gained B-Corp certification, has launched a line of five products and a luxurious body treatment to "uplift the spirit and enrich the skin".

Rose Reimagined is based on rose, which is known for its anti-depressant properties, but Aromatherapy Associates has created a richer, deeper and more complex formula with a trilogy of potent essential oils. Powerful damask rose takes centre stage and is balanced by geranium, while palmarosa brings a soft floral note. These are boosted by another 27 complementary oils.

CEO Anna Teal was inspired by the need to address anxiety and depression and to help ground and calm the body and mind. "We wanted to take that thought and need for optimism and create a range that gave



**"The aim is to address anxiety and depression and to calm the body and mind"**



**A richer, deeper and more complex rose formula has been created**

people a moment of reset, to nourish and treat themselves."

Rose Reimagined includes a cleanser, bath and shower oil, exfoliator, clay mask and handcream.

**spa-kit.net keywords:**  
Aromatherapy Associates

## Drom UK teams up with Sara Jones to create SoundSauna concept

Barry Smith, CEO of Dröm UK, has teamed up with Sara Jones, founder of AraSpa Consulting and editor of *Spa & Wellness MexiCaribe* magazine, to produce a new concept sauna and steamroom incorporating vibrational frequency sound healing, plus chromatherapy and aromatherapy.



SoundSauna and SoundSteam use solfeggio frequencies – specific therapeutic tones to help various aspects of the body and mind – to activate certain chakras or energy centres. These are combined with complementary lighting and scents, supplied by Aromatherapy Associates.

"I love using vibrational frequencies during meditation, while working and combining them with spa experiences," says Jones. "I knew incorporating the additional vibrational healing dimension within a hydrothermal facility would create an exceptional experience."

When offering this experience in a larger or busier spa, the SoundSauna or SoundSteam can



The heat experiences incorporate vibrational frequency sound healing, chromatherapy and aromatherapy

be programmed to cycle through set tracks with corresponding light and aroma every 20 minutes.

Alternatively, in a private or boutique facility, individual guests can customise their own experience.

**spa-kit.net keywords:**  
Dröm UK

## Smaller HaloCave enclosures are a timely launch, says Steve Spiro

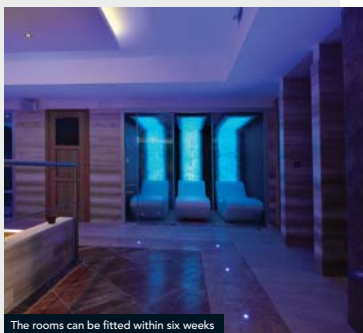


*"We're offering easy-to-build salt rooms in custom sizes"*

**H**alotherapy Solutions has revealed its HaloCave enclosure which can be created to fit in two to six people.

The cave is a ready-made, prefabricated salt room with chromatherapy lighting and company CEO and founder, Steve Spiro, says it's a timely launch. "COVID-19 has greatly reduced the demand for large salt rooms that hold lots of people – something which also requires more money and a long installation period.

Spiro says: "In partnership with leading Italian design firm, Stenal, we're offering an easy-to-build salt room in custom sizes and gorgeous wood designs, which can be built more quickly and cheaply than a full build-out." He adds that the HaloCave can be



The rooms can be fitted within six weeks

fitted within six weeks and feature a Bluetooth audio sound system for streaming guided meditation. It requires a standard 110V outlet to power the halogenerator.

[spa-kit.net](https://spa-kit.net) keywords:  
Halotherapy Solutions

## TyloHelo collaborates with Paola Garatto for stylish sauna accessories



The accessories have been designed with a modern, Nordic aesthetic

**O**ften sauna-related products do not integrate well in a luxurious spa," says Italian designer Paola Garatto who's collaborated with TyloHelo to create "a beautiful sauna accessory set" based on a modern Nordic look.

Launching in December, the set includes a ladle, thermometer, hygrometer, hourglass and a bucket with a diagonal shape inspired by water waves.



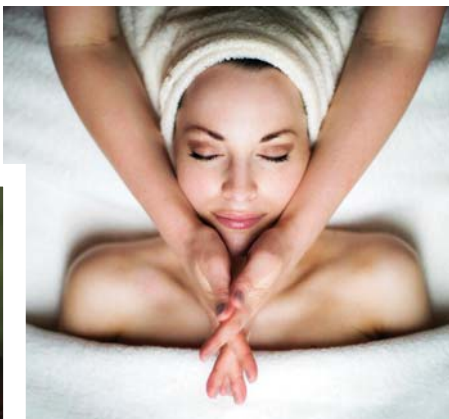
*"Often sauna-related products do not integrate well in a luxurious spa"*

"The materials chosen are both practical and visually pleasant," says Garatto. The set is available in either matt black or light silver grey and is made from aluminium that's anodized and abrasive blasted to create the matt finish and a long-lasting colour. The look is finished with light birch handles which are reinforced with aspen.

[spa-kit.net](https://spa-kit.net) keyword:  
TyloHelo

## PROMOTION

VOYA is available at luxury spas worldwide, offering organic skincare with proven results



### Jessica Anhold, VOYA's head of global sales and marketing, talks community in a time of crisis and how the company is supporting its spa partners



Jessica Anhold

At its heart, VOYA is a spa brand because it's where our roots lie and where our future is headed



VOYA's products incorporate hand-picked organic Irish seaweed

While the global pandemic left many businesses reeling in uncertainty, it also led to collaboration and a strong sense of community throughout the global spa industry.

For Irish marine skincare brand, VOYA, this meant supporting the businesses very core – its spa partners, whose facilities were closed due to lockdown.

"At its heart, VOYA is a spa brand because it's where our roots lie and where our future is headed," said Anhold.

"While we also embrace the opportunities that retail offers both on and offline, we believe it isn't an either-or situation because our brand wouldn't have the global success it does without the support of our amazing spa partners."

VOYA's first response was to open up online sales to its spa accounts with a combination of discounts for customers – a percentage of which would be redeemable against their own stock purchases in the future.

The team also pivoted to offer clients virtual training and a content library continuously being updated with new social media assets, meditation clips and blog material to help them grow a strong digital presence and maintain customer engagement.

"Our spa partners have always shown us incredible support and loyalty, and in every great business partnership, that's a two-way street," said Anhold, "during the pandemic, it's important to us to show support in any way we can to ensure we all weather this storm together and come out stronger on the other side."

In her opinion, the industry must keep moving forward together, no matter what the pandemic crisis throws at it.

Anhold believes the key for spas to thrive and survive will be a willingness to embrace change and new ideas and solutions.

"Ultimately, this is a very resilient industry which has survived many global crises. At VOYA we've had to become adept at fast-tracking decisions, adopting new technologies and adjusting our strategies, because every day is bringing a new challenge!

"Things may not return to how they were before, but there are always other dynamic ways to create revenue. My advice for spa businesses is to remain as agile and open to new ideas as possible."

 [spa-kit.net](https://spa-kit.net) keyword:  
VOYA

## Bioline expands reach with new collection for men, says Clara Macchiella Corradini

Italian skincare brand Bioline Jato' has unveiled a new treatment and multi-action range for men.

Company founder and R&D chief, Clara Macchiella Corradini, says: "Based on precious minerals, our innovative formula meets the main problem areas of men's skin: anti-ageing, stress, shaving irritation and sensitivity, excess sebum and impurities."

The three-piece Man collection includes the Hydra Mat face gel-cream, Pro Age Comfort face cream and a face and eye serum-cream named Age Revitaliser.



*Our innovative formula meets the main problem areas of men's skin*



The launch includes three multi-action products and an hour-long facial

There's also a new hour-long facial which uses Bioline Jato's Mineral Age Detox mask and its Mineral Age Booster serum to reduce signs of ageing and to give the face a younger, healthier and visibly toned appearance.

The collection is underpinned by ingredients such as taurine,

Siberian ginseng, white lupine protein ferment and panthenol, which has been shown to strengthen and soothe male skin stressed by shaving and environmental factors.

 **spa-kit.net keyword:**  
Bioline



Ingredients  
strengthen and  
soothe the skin

## Matteo Thun presents hand-decorated swinging armchair

Allaperto, the lounge collection spawned by the partnership between design studios, Matteo Thun, Ethimo and Antonio Rodriguez, will be expanded in 2021 with a new hand-decorated swinging armchair, designed for outdoor use.

The swing can be personalised with various materials to create different 'moods' – rattan for a veranda feel, rope for a nautical mood and Etwix fibre for a mountain scene. The frame is made from teak which characterises the entire Allaperto collection.

The collaborators say: "It's generous dimensions combine with a solid frame, creating a brand new proposal ideal for 'swinging' carefree in the open air in maximum comfort."



They add that the Allaperto collection is a dynamic one which "reinvents itself according to the latest trends."

*It's ideal for 'swinging' carefree in maximum comfort*

 **spa-kit.net keywords:**  
Matteo Thun Atelier



Different materials  
can be used to create  
different 'moods'



PIC CREDIT: ETHIMO

PROMOTION



# Flexible, fast and effective

Gharieni believes intelligent use of space has always been crucial for spas' success

Gharieni believes spas need versatility now more than ever, a sentiment that's inspired its latest launch – The Gharieni 601

Luxury spa and wellness equipment supplier, Gharieni, has unveiled a multifunctional treatment table which combines the best features of a spa table and a beauty chair without compromise.

Development began with a mission to create a product that not only accommodates a variety of spa and beauty treatments without clients having to move, but also one that optimises space in the spa. "One of the biggest challenges when planning a spa is to make the best possible use of the available space and optimise the amount of treatment time required by

the therapists," said company founder, Sammy Gharieni.

"If you want to offer your customers a diversified spa menu, you have to use different equipment for different treatments."

Designed with a flexible arm and head section, the 601 is an electronic table capable of accommodating facials, massages, pedicures, manicures, make-up or hair care applications.

"It allows all kinds of treatments to be combined and done more easily, which allows the development of interesting new therapies to make every spa menu unique."

The chair is adjusted using a hand control, foot switch or smartphone app, and is equipped with solid double-lifting column technology to ensure a stable stand.

Gharieni has developed the table with swivelling armrests which can be folded away to allow easy access to clients from the side or, if required, can be removed and a face-hole opened up to accommodate massages.

In addition, the table features a neat fold-away headrest to provide access to the head and neck.



Sammy Gharieni

The Gharieni 601 offers a perfect multifunctional solution for every application

,

"Intelligent use of space has always been important for spa's economic success," added Gharieni.

The 601 has four preset memory positions, with the option to store two more arrangements. It's also equipped with a variety of holders for the addition of magnifying lamps or manicure bowls.

The table can be upgraded with an integrated Smart-Thermo heating system, soft upholstery, different headrests or a wide range of upholstery and metal colours.

"The Gharieni 601 offers perfect multifunctionality and ergonomics for every application, and as the name suggests, it truly is a six-in-one product," Gharieni concluded.

Find out more:  
[www.gharieni.com/gharieni-601](http://www.gharieni.com/gharieni-601)



The 601 optimises space in the spa

Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)



# spa business directory

## SPA & BEAUTY EQUIPMENT



**GHARLENI**

HIGH-END SPA, WELLNESS  
AND MEDICAL EQUIPMENT.  
MADE IN GERMANY

[www.gharleni.com](http://www.gharleni.com)

Forbes

## SPA DESIGN & INSTALLATION



**BARR + WRAY**

CREATORS OF WELLBEING AND RELAXATION

Interior Design • Engineering Design • Pool • Thermal Installation • Maintenance

[www.barrandwray.com](http://www.barrandwray.com)

## BESPOKE FURNITURE / CHANGING ROOMS



**CROWN**  
SPORTS LOCKERS

Tel: +44 (0)1803 555885

More than just lockers Email: [sales@crownsportslockers.co.uk](mailto:sales@crownsportslockers.co.uk)

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

## SPA SOFTWARE



Complete  
booking  
experience  
*made simple.*

Truly Integrated  
Software Solutions

**ResortSuite**

[www.resortsuite.com](http://www.resortsuite.com)

## LINEN



**RKF**  
LUXURY LINEN

[rkf@rkf.fr](mailto:rkf@rkf.fr)  
[www.rkf.fr](http://www.rkf.fr)

[www.rkf.fr](http://www.rkf.fr)

## SPA & BEAUTY EQUIPMENT



**Lemi**  
ITALIAN WELLNESS EQUIPMENT

**SPA DREAM**  
WATER or QUARTZ

1889 - 2019  
30 YEARS  
ANNIVERSARY

**NUMBER 1**  
ITALIAN SPA EQUIPMENT

[www.lemi.it](http://www.lemi.it)

Get *Spa Business* & *Spa Business Insider* magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

**PERSONALISED CLOTHING**

YOUR BRAND,  
OUR SERVICE



**Instyle**  
Clothing

Branded uniform,  
PPE & Sportswear

[instyleclothing.co.uk](http://instyleclothing.co.uk)

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

**SPA & BEAUTY EQUIPMENT**

**OAKWORKS** Spa



**DESIGN YOUR DREAM TABLE**

[www.studio.spatables.com](http://www.studio.spatables.com)

[studio.spatables.com](http://studio.spatables.com)

**LINEN**

**SmartSoft®**  
Sustainable, Responsible, Luxury



ask about  
**energy saving**  
bathrobes, towels  
spa linen

**70%**  
Energy Saving

For more information please contact us on:  
[enquiries@bcsoftwear.co.uk](mailto:enquiries@bcsoftwear.co.uk) | +44 (0)845 210 4000

**BC** SOFTWEAR

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

**JAPANESE INFRARED SAUNA**

**IYASHI DÔME**  
INTERNATIONAL



**DETOX** MUSCLE PREPARATION  
AND RECOVERY  
**SLIMMING**  
ANTI-AGEING

THE HANDS-FREE, CONTACT-FREE REFERENCE TREATMENT DEVICE |  
UNIQUE CARE - SAFETY - COST-EFFECTIVENESS

[www.iyashidome.com](http://www.iyashidome.com)

**SPA & BEAUTY EQUIPMENT**



MADE IN GERMANY

**Wellness concepts and  
equipment for professionals.**

Your partner for cosmetics and wellness.  
+49 721 9770 828 | [export@ionto.de](mailto:export@ionto.de)

[www.ionto.com](http://www.ionto.com)

**SPA DESIGN & INSTALLATION**

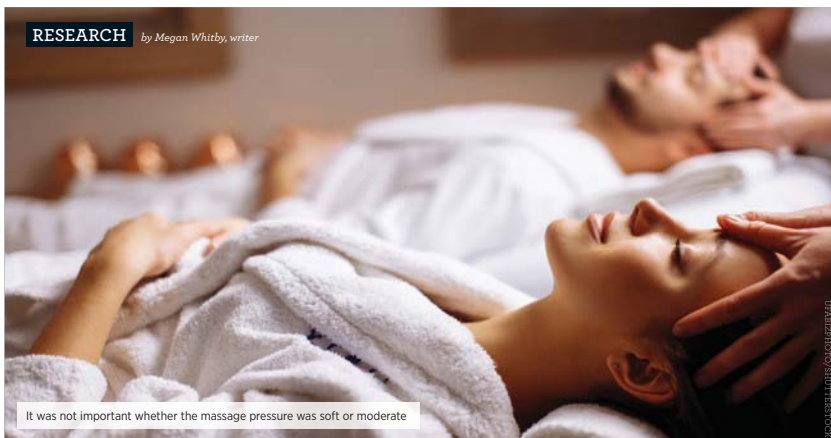
**DEFINING SPA.  
SINCE 1928.**

[klafs.com](http://klafs.com)



**KLAFS**  
BY, BATHING AND SPA

[www.klafs.com](http://www.klafs.com)



It was not important whether the massage pressure was soft or moderate

## Finishing touch

### QUICK FIX

Spending quality time at a spa chilling out and having treatments is an ideal way to unwind, however, many people struggle to schedule a whole morning or afternoon to themselves. A new study from the University of Konstanz in Germany has suggested that there could be a quicker way to relax. It's found that 10 minutes of massage or rest can boost the body's principal engine for relaxation – the parasympathetic nervous system (PNS) – and lead to a reduction in perceived mental stress.

{ Massage activated the parasympathetic nervous system }

#### Physical and psychological

The research involved 60 female participants who were split into three groups of 20 and randomly assigned to a 10-minute relaxation intervention, either a vagus nerve massage or a soft shoulder massage, or a seated resting control scenario.

The vagus nerve massage focused on the head and neck and involved applying moderate pressure to the vagus nerve – which activates the PNS. The neck-and-shoulder massage used soft stroking movements designed to examine whether just touch can also be relaxing.

Psychological relaxation was measured by asking participants to describe how relaxed or stressed they felt before and after the intervention, using a questionnaire.

Physiological relaxation was gauged by monitoring participants' heart rate and heart rate variability (HRV). The researchers say this is an indication of how the PNS responds to changes in the environment: the higher the HRV, the more relaxed the body is.

Researchers in Germany have revealed that just 10 minutes of massage or rest can help to reduce stress levels

The women in all three groups (even those resting) experienced a reduction in both psychological stress, saying they felt more relaxed compared to before.

Moreover, all participants showed significant HRV increases, which demonstrates that the PNS, the body's natural stress-reducer, was activated by the massages, and additionally, that the body physiologically relaxes just by resting alone. However, the physiological effect was more pronounced when participants received a massage.

Researchers noted that it was not important whether the massage was soft or moderate, but that tactile contact in general seemed to improve the relaxation of the body.

#### Next steps

According to researchers, the discovery that massage is effective on the level of both psychology and physiology via the PNS will help pave the way for future studies on understanding the role of relaxation on stress.

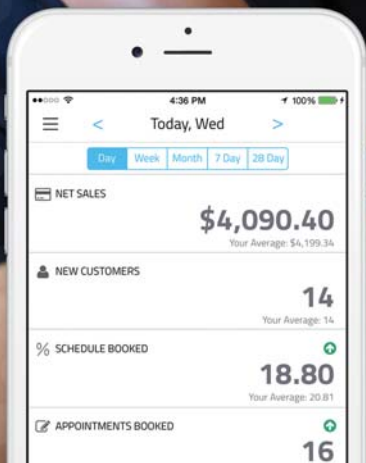
"Massage, being such a commonly used relaxation therapy, was our first study," says Maria Meier, study first author and doctoral student in the lab of Neuropsychology at Konstanz. "Our next step is to test if other short interventions, like breathing exercises and meditation, show similar results."

Called 'Standardized massage interventions as protocols for the induction of psychophysiological relaxation in the laboratory', the study was published in the journal *Scientific Reports* in September. ●

booker

# All the Features You Need to Manage Your Spa and Delight Your Customers

Online Booking • Staff Scheduling • Integrated POS • CRM • And More



Learn why Booker is the leading spa management software

[mindbodyonline.com/spa-software](http://mindbodyonline.com/spa-software)

Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)

# VINĒSIME

MILLÉSIME DE BEAUTÉ

The beauty experience in the depths  
of history and heritage of humanity\*



ÉLIXIR DU TEMPS  
Eye contour

A20C Complex  
Vine stem cells  
Ice wine extract  
Vine flower extract  
Enriched sea water

LET'S WRITE HISTORY TOGETHER,  
BECOME OUR SPA AMBASSADOR

\* Vinésime creates its own cosmetic active ingredients from prestigious vines  
selected at heart of the Climats de Bourgogne listed as World Heritage of Humanity.



Get **Spa Business** & **Spa Business Insider** magazines  
**FREE** on digital: [www.spabusiness.com/signup](http://www.spabusiness.com/signup)