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**Sonu  
Shivdasani**

*Celebrates 25 years of Soneva*

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IN WELL-BEING.

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# Healing the world

With the impact of COVID-19 affecting millions of people globally, spas have a special role to play in the recovery movement

COVID-19 has rocked the world. More than 119 million people from 230 countries have contracted the virus and 2.7 million have lost their lives, according to statistics from the World Health Organization.

One legacy of this crippling pandemic will be a long-term need to support those affected – people facing bereavement or loneliness, the millions battling Long COVID and those who are now hyper aware of the importance of self-care, wellness and health.

Operators in the spa and wellness industry can make a vital contribution in supporting people through this challenging time, by providing dedicated recovery and support services in calming, healing environments.

Medi-wellness operators are already offering packages to help people who've had COVID-19. Lanserhof was one of the first, while in the Czech Republic, both Ensana and The Hotel Savoy Westend are using local mineral-rich spring water, along with physiotherapy and other medically supervised treatments in their 'Respiratory Recovery' and 'Life After COVID-19' programmes.

Other well-known spas, such as Chablé in Mexico, Clinique La Prairie in Switzerland and Sha Wellness in Spain, are adding immune boosting programmes aimed at strengthening both body and mind and reducing the risk factors for severe cases of COVID-19 – obesity, cardiovascular disease and diabetes.

It's clear the potential there is for spas to help the world to heal, however, for these services to be accessible to all and not just an elite few, we need a rapid upskilling of the workforce to enable us to deliver across the board as a sector.

Spas of all sizes need to be ready to support customers as they return, because their needs – in terms of



Ensana uses mineral water and physiotherapy for COVID recovery

“We have a powerful role to play in people's personal journeys back to health and wellbeing”

their physical, mental and spiritual health – will be far more complex and challenging than before.

We need both technical knowledge and shared experience to carry out this work effectively and we call on operators across the industry to openly share best practice and learnings for the benefit of all.

We must also be aware of the importance of supporting our spa teams, as they will find the burden – especially of dealing with the bereaved – extremely challenging.

The world is full of hope now we are on the road to recovery and we have a purposeful, powerful role to play in people's personal journeys back to health. ●

**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)



PHOTO: SONU SHIVDASANI BY ALICE WINTER

Soneva's Sonu Shivdasani **p10**



PHOTO: JULIAN POWER/FITNESS ACCOR



PHOTO: ACCOR HOTELS GROUP

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PHOTO: IRISH SPA ASSOCIATION

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#### 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

##### ASSISTANT EDITOR

Megan Whitby +44 (0)1462 471906

##### CONTRIBUTING EDITORS

Jane Kitchen +44 (0)1462 431385

Lisa Starr +44 (0)1462 471925

##### NEWSDESK

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

### ● Katie Barnes

Katie Barnes has worked on the editorial team of *Spa Business* for 17 years and took the helm in 2016. Her career in publishing has focused on the international spa, beauty, health and fitness sectors.

Email: [katiebarnes@leisuremedia.com](mailto:katiebarnes@leisuremedia.com)

### ● Liz Terry

Liz Terry has been writing about and analysing the global leisure industries since 1983. She's the editorial director of *Spa Business* magazine.

Email: [lizterry@leisuremedia.com](mailto:lizterry@leisuremedia.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)

### ● Mia Kyricos

Mia Kyricos is president of Kyricos & Associates, a strategic advisory firm working in the wellness, hospitality, tourism and healthy lifestyle sectors. Follow her work and industry insights on LinkedIn and Twitter.

Email: [info@kyricos.com](mailto:info@kyricos.com)

### ● Megan Whitby

Megan Whitby is the assistant editor of *Spa Business* and *Spa Business Insider* magazines. She specialises in breaking news, highlighting industry innovations and investigating trends.

Email: [meganwhitby@leisuremedia.com](mailto:meganwhitby@leisuremedia.com)

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# spa people

PLAY  
VIDEO



“  
**Soneva is 100% carbon neutral and we continue to make a difference wherever we can**

**Sonu Shivdasani** founder & CEO, Soneva

**I**n 1995, Sonu Shivdasani and his wife Eva opened one of the first-ever luxury resorts in the Maldives after falling in love with the Indian Ocean archipelago on their honeymoon. Not only did Soneva Fushi pave a way for the Maldives as a bucket-list destination, it set a new standard in barefoot luxury with its ‘no news, no shoes’ policy and has pioneered the very meaning of sustainability in high-end hospitality.

The Shivdasanis also developed the Six Senses Resorts & Spas brand which they sold to private equity group Pegasus in 2012. Six Senses was subsequently sold to IHG in 2019 for US\$300m (€251.8m, £216m).

Today, Six Senses still manages two of Soneva's spas – one at Soneva Fushi and the other at Soneva Kiri in Koh Kood, Thailand.

*Soneva in Aqua*, the company's chartered yacht is based in the Maldives, offering on-board treatments and a glass-bottomed spa, revealing tropical fish below.

The portfolio is rounded out by the fourth resort, Soneva Jani in the Maldives, which is due to reveal a completely refreshed wellness centre and dedicated ayurvedic clinic imminently.

As the group celebrates its 25th anniversary, Shivdasani reflects on how the industry has evolved, Soneva's milestone achievements, where it's headed... and the role that spa and wellness has to play.

#### **How have you seen the industry change over the last 25 years?**

Magical service has always been the definition of luxury and that's still true today. But with more boutique brands being bought by mainstream hotel chains, luxury has become institutional and differentiation between brands has diminished. The opportunity for Soneva is to be unique by staying true to our values and maintaining our beliefs and philosophy.

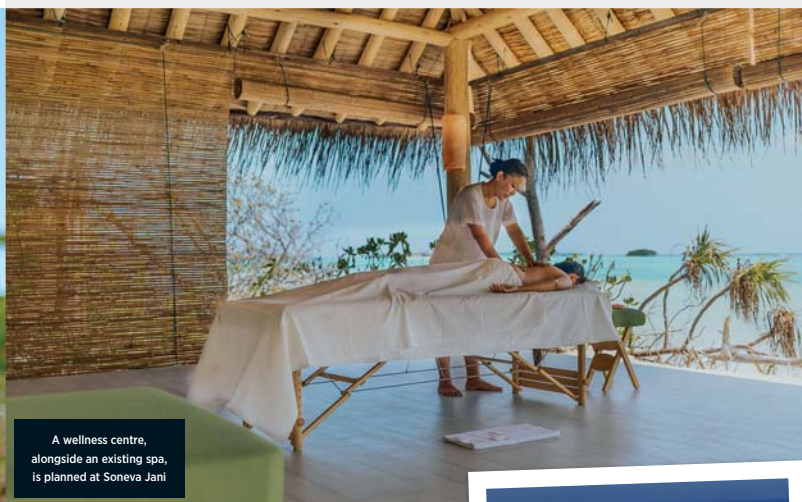
#### **What's the best decision you've made...and the worst?**

When I first visited the Maldives with Eva, we had never seen anything quite like it. Eva loved the untouched, simple way of life and we decided we wanted to open a resort like no other, while ensuring we protect the environment and have a purpose beyond turning a profit. That decision changed our lives.

Sometimes you hold onto the past and it's not healthy and this was my experience with Six



As well as launching Soneva, Shivdasani founded Six Senses and sold the business in 2012



A wellness centre,  
alongside an existing spa,  
is planned at Soneva Jani

Senses. Eva and I contemplated selling its management business back in 2005/2006, but we found it difficult to let go because it was successful. By holding on for five years longer than we should have, we did not achieve its true value.

#### What can we expect from Chapter Two at Soneva Jani?

We're adding 27 luxe over-water villas, on top of the existing 24, plus three new dining experiences. By Q2 2021 there'll be a 1,742sq m wellness centre on the picturesque South Beach to join our 471sq m Soneva Spa.

The idea is to set the standard in holistic wellness by combining ayurvedic techniques with cutting-edge therapies – the centre will have a dedicated ayurvedic clinic, as well as a consultation room for visiting specialists, two indoor therapy rooms and three open-air treatment spaces. We'll refresh our menu but continue to work with Sodashi.

Guests will have access to a cross-functional fitness area, open-air yoga pavilion and a retail space selling sustainable apparel and wellness products.

As part of the update, we'll offer the Soneva Unlimited package where unlimited spa treatments are included in the price of a new villa.

#### Have you always had spas at your resorts?

Yes – in fact, Soneva Fushi had the first spa in the Maldives. Eva's sister, Amie, created it as she was involved in this business.

Today, it would be deemed crazy if a resort didn't include one, but it was unusual 25 years ago.

Because it was uncommon, many of our guests didn't make use of the spa – especially the men – so we offered a free treatment to all guests. Many who hadn't had a massage in their lives before were blown away by how nice it was and we soon filled it up with repeat business.

#### How has spa changed?

Spa culture caught on globally as a result of growing affluence among the urban rich, however, people are sharing similar experiences – whether it's food, retail, style of houses, offices or cars – so overall, there's a greater demand for space, privacy and genuine, authentic experiences.

I think that this has led to a greater interest in alternative healing. Our visiting practitioner programme sees guests returning for learning experiences which have a unique and positive impact on their lives.



27 new villas will be added and the price of them will include unlimited spa treatments





### A pioneer in sustainability

Sustainability has always played a vital role at Soneva and "all of our resorts are carbon neutral, and we continue to make a difference wherever we can," says Shivdasani. Each site recycles 90 per cent of its waste (and Soneva is aiming for 100 per cent by 2030) and 12 per cent of total energy comes from renewable sources (and the goal is to get this to 100 per cent by 2025).

In 1998, it was one of the first hotel companies in the world to ban plastic drinking straws and 10 years later prohibited imported bottled water. Instead, it filters and mineralises its own water on-site which it sells to guests – the proceeds of this fund 500 clean water projects globally. In addition, the Soneva Foundation has raised more than US\$6m (£5m, £4.3m) to support a wide range of environmental projects and initiatives.



PHOTO: SONEVA

- Our attention today is also focused on the ingredients we use and the origin of the ingredients.

Our focus was always to combine the best of western science-based wellness, with the ancient traditions of Asia and I feel the next focus for wellness is going back to its roots. We'll see more focus on traditional healing, whether that's ayurveda, Tibetan medicines or TCM. It's about benefiting and learning from thousands of years of wisdom.

### Could spas be doing more in terms of sustainability?

There's a misconception that spas can't be sustainable, but this isn't true. Our spas use products that are natural and organic and focus on treatments using touch. Towels and linens used are non-bleached and responsibly sourced. Furthermore, the way we operate our laundry ensures that the use of these has minimal environmental impact.

There's an opportunity to overhaul old thinking and practices when it comes to sustainability and the way our industry looks at it. It's possible to be sustainable and luxurious, and sustainability can be a profit centre if done in the right way.

### How have you changed in your spas following COVID?

We've modified all our cleaning protocols, adding an extra 15 minutes for sanitisation between services. We have outdoor treatment rooms, but we won't be introducing more touchless therapies – we've just adapted the massages we do have.

### How have you adapted your business during the pandemic?

We're lucky to have a team of digital storytellers at each of our properties who've created inspiring, visually beautiful content on an almost daily basis for our social media feeds and our travel partners. We retained contracts with all our PR agencies and our sales representatives, as we believe that now more than ever we need to be in contact with our guests and partners.

Our culture at Soneva is very innovative and dynamic. We were

Many of the spas we've operated have been for healthy people. We now want to place more emphasis on the medical aspect



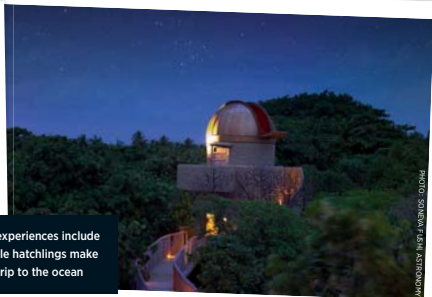
PHOTO: SONEVA FOUNDATION / ALICIA WINTER

There's a misconception that spas aren't sustainable, but that isn't true, says Shivdasani





Outstanding experiences include watching turtle hatchlings make their first trip to the ocean



Eventually, Soneva may also enter cities such as London, Paris and New York

## SLOW LIFE experiences

The SLOW LIFE concept – sustainable, local, organic, wellness, learning, inspiring, fun – is at the heart of Soneva's philosophy. This manifests itself in a range of experiences designed to create unforgettable memories. Each Soneva property boasts its own observatory with in-resident astronomers and outdoor cinema screens. Guests can learn about onsite organic gardens and pick herbs, fruit and vegetables for their lunch. Most recently, it's launched 'new conscious experiences' which include a host of thoughtful programmes – from coral planting, delving into marine conservation and traditional fishing expeditions, to finding out how to track wildlife and watching turtle hatchlings make their way to the ocean.

"As modern life picks up pace, Sonvea's SLOW LIFE ethos offers our visitors a less hurried, more mindful and more appreciative look at the world," says Shivadasani.

quickly able to move everything (and everyone!) online and create virtual FAM trips, live yoga sessions, webinars with guests, press and travel partners and more. We even hosted virtual wine tasting events for our repeat guests.

### Have you seen more interest in wellness real-estate?

In this time of uncertainty, we see people craving safety and stability. A concept like Soneva Villa Ownership provides that safety, especially because our villas are in the secluded paradise of the Maldives.

### Will Soneva align with the regenerative travel movement?

The philosophy of Soneva since its inception has been that we are guardians of places that have existed long before us.

Our unique vision is inspired by nature's magnitude, mystery and enchanting beauty. This is the very definition of regenerative travel.

Luxury and sustainability are not opposites, in fact, they feed off each other. The past 25 years have taught us that the more sustainable we are, the more luxurious we become.

When you blend opposites, it creates a unique experience and a strong level of guest loyalty.

### What else is on the cards?

We have two new resorts planned. One in Okinawa, Japan, will open in about three years and that will be a resort with spa and residences like Soneva Fushi and Soneva Jani.

I'm excited about Soneva Soul, our other new resort concept for the Maldives. Many of the spas we've operated have been for healthy people, but we want to place more emphasis on the medical aspect.

Eventually, Soneva may also enter cities such as London, Paris and New York, as our business model is to target the leisure client and not necessarily to just operate resorts. ●



Soneva Fushi opened in 1995 and was one of the first luxury resorts in the Maldives



## Hospitality asset prices are dislocated due to the pandemic, which provides an interesting point in the cycle to invest

**Rakesh Patel** CEO & founder, Alta Capital Real Estate

**A**t a time when companies in the hospitality sector are facing unprecedented challenges, private equity firm Alta Capital Real Estate has grasped the opportunity to invest in undervalued wellness hospitality assets across Asia-Pacific.

It recently launched the Alta Hospitality Fund Asia with the aim of “repositioning, rebranding and redeveloping assets for the post-COVID world in order to deliver solid returns”. It aims to create a portfolio value of US\$50m (£42m, £36m) and deliver a return of 15-25 per cent over six years.

The fund is being helmed by former HSBC head of equities for Asia-Pacific, Rakesh Patel, who decided to launch it because it's timely to do so, but also because he has a personal passion for wellness stemming from an ‘incurable’ illness as a teenager which he overcame by following the Gerson Therapy regime.

Acquiring assets at this point helps us manage our downside risk



“Hospitality asset prices are dislocated due to the pandemic, which provides an interesting point in the cycle to invest,” he explains, “plus, we’re predicting accelerated growth in wellness in the future, because people have become increasingly conscious of their physical and mental wellbeing.”

Alta quotes GWI figures, reporting that the wellness tourism market is projected to achieve a compound annual growth rate of nearly 7 per cent between 2020 and 2025, reaching US\$1.1bn (£923.8m, £792.6m) in revenues by 2025.

Consequently, Patel argues it makes good sense to reposition assets for this structural trend, saying: “acquiring assets at this point helps us manage our downside risk while giving us an attractive upside reward.”

The company won't invest in standalone spas, but will focus on hospitality assets that either already have an existing wellness component or could be repositioned that way. It has a

particular interest in acquiring boutique hotels, wellness retreats and villa communities with 50-150 keys and already has its sights set on a property in Bali, as well as a development in Galle, Sri Lanka with a “premier wellness retreat”.

Patel – himself a trained LEED professional – believes consumers are not only looking for more meaningful travel that incorporates traditional and modern wellness practices and authentic local experiences, but that they're also increasingly mindful of brands' approach to the environment, their employees and their attitude towards the communities in which they operate.

To this end, both wellness and sustainability will be at the heart of Alta's investment strategy. Each project will operate sustainably, incorporating smart-building design elements, such as water recycling, energy efficiency and proper site orientation to boost operating efficiency and minimise CO2 emissions. ●



PHOTO: ALTA CAPITAL REAL ESTATE



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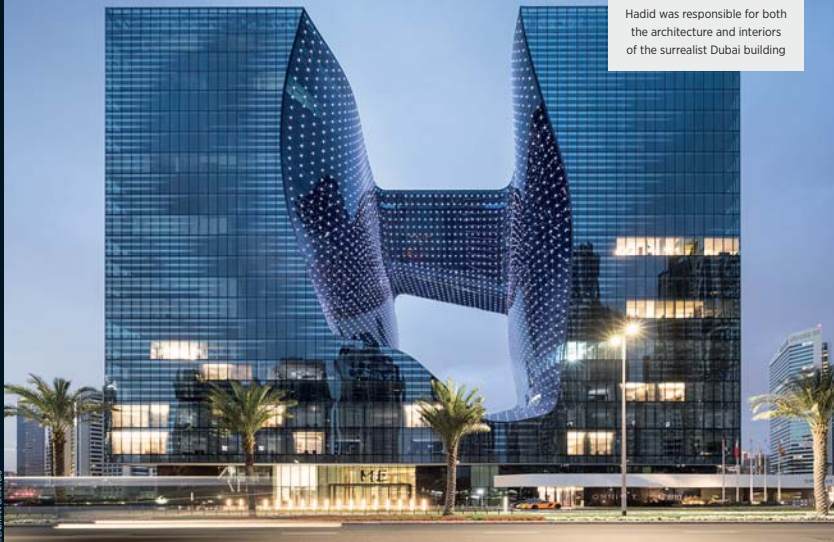
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NEW OPENING

Hadid was responsible for both the architecture and interiors of the surrealist Dubai building



## Zaha Hadid's surreal Opus building relaunches with indulgent spa



Spa and recreation manager Sayed Salem

The Dubai skyline has been updated with a cube-shaped building with a gaping eight-storey-wide void at its centre. The addition is one of the final projects of late visionary architect, Zaha Hadid.

Named The Opus by Omniyat, the destination is set apart by being one of only projects where Hadid was responsible for both architecture and interiors, including select pieces from her in-house furniture collection. The two-tower building is located in the high-end Burj Khalifa district and houses offices, residences and restaurants alongside a 93-key ME Dubai hotel and spa, operated by Meliá.

The building's striking exterior and interior design makes use of deep curves, fluid architectural language, a bold colour palette and abundant natural light and these design elements extend into the spa.

Spa and recreation manager, Sayed Salem, told *Spa Business* that Hadid was an architectural genius. "Known as "the Queen of the curve",





PHOTO: MELIA, ME DUBAI

The spa is characterised  
by the sinuous forms  
Hadid was famous for



PHOTO: MELIA, ME DUBAI

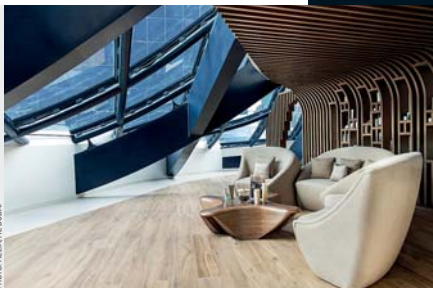


PHOTO: MELIA, ME DUBAI



PHOTO: MELIA, ME DUBAI

she created ambitious wonders inspired by nature, with sinuous, billowing forms, where the laws of physics appear suspended," he says.

Salem oversees the destination's 526sq m Spa by ME Dubai, designed by spa and wellness consultancy The Wellness and featuring five spacious treatment suites which are equipped with a Gharieni M01 treatment table, ambient light therapy, a shower, changing room and comfortable seating area. Healing modalities include massages, facials and body treatments, powered by international product houses Natura Bissé, Carol Joy, Voya and Medi-Diamond.

Spa visitors can also access a sauna, private changing rooms, pool and the hotel's 700sq m gym, one of the first in the region to feature Technogym's Biocircuit equipment.

The destination initially opened in March 2020 but shut after 28 days due to COVID-19. It fully reopened with the spa late last year.

The Wellness was  
the consultancy  
behind the project



PHOTO: MELIA, ME DUBAI

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# Oxygen therapy clinic inspired by futuristic spacecraft takes off

Studio Gad, an Israel-based architecture and design firm has created an eye-catching hyperbaric oxygen therapy (HBOT) centre for improving brain and body performance for Aviv Clinics, which specialises in using HBOT to maximise human performance.

Located in Florida, Aviv Clinics' first property offers a 12-week oxygen therapy treatment programme designed to improve cognitive and physiological abilities. The schedule involves two-hour treatments delivered five-days-a-week in hyperbaric suites where guests breathe pure oxygen in a pressurised atmosphere. Prior to sessions, guests undergo three days of intensive assessments to identify their baseline cognitive and physical performance, with these being used to design training plans and nutritional coaching.

To create the chamber's sensory elements and design, Studio Gad drew inspiration from the design of a first-class



Gad Halperin

plane cabin to create a feeling of exclusivity, with the interiors of each HBOT pod being 3D printed to provide a seamless structure.

Pods and have been designed using rounded shapes and give off calming light to soften the overall experience.

"It's our privilege to partner with Aviv Clinics and develop a new architectural language to elevate the world of physical and cognitive performance enhancement," says Studio Gad founder, Gad Halperin.

Aviv Clinics says HBOT benefits include improvements to circulation, information processing and stamina, as well as anti-ageing benefits and the promotion of physiological healing. Some studies are now also being conducted to assess its efficacy in helping with the rehabilitation of patients recovering from the long-term cognitive impacts of COVID-19.

Aviv Clinics is already planning a second facility in Dubai which is scheduled to open by the end of March.

PHOTO: ENRIK DANKOVITZ

PHOTO: MICHAEL STAVAROS



Interiors were 3D printed and give off calming light

PHOTO: MICHAEL STAVAROS



PHOTO: MICHAEL STAVAROS



Aviv Clinics is planning a second facility in Dubai

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There are 175 guestrooms and a 6,667sq m spa which is a hot spring haven

# Lakeside wellness resort with 18 hot springs opens in China

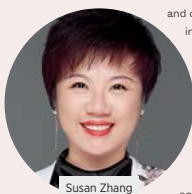
PHOTO: DUSIT THANI SUZHOU WELLNESS RESORT

**T**hai hotel group Dusit International has unveiled a deluxe resort on the lower reaches of China's Yangtze River and the shores of Lake Tai, in Suzhou.

Dusit Thani Wellness Resort Suzhou is located in a province known as the 'Venice of the East,' with canals, stone bridges, pagodas and meticulously designed gardens – which have been listed as a UNESCO World Heritage Site.

The 175-key resort boasts Dusit's signature Devarana Spa with a distinct blend of Chinese and Thai healing techniques, including five Chinese sound therapy rooms for specific treatments corresponding to the natural elements.

The 6,667sq m spa is a hot spring haven, offering guests a choice between 15 different thermal pools, spread both indoors



Susan Zhang

and outdoors. Additional pools are incorporated into three of the spa's five treatment rooms to facilitate private hydrotherapy experiences.

After bathing, guests are invited to relax at the spa's warm jade lounge area, stone bath and Himalayan salt cavern.

According to the resort's general manager, Susan Zhang, the pandemic mean's that 95 per cent of spa customers now come from the domestic market and only 5 per cent of clients are inbound tourists.

With a strong focus on wellness and its hot springs, the resort feels it's well positioned to cater for both audiences. Devarana Spa also offers a range of two- to 14-day retreats that combine wellness with accommodation, fitness routines, nutritious meals and bathing.



The resort is located in a province known as the Venice of the East

PHOTO: DUSIT THANI SUZHOU WELLNESS RESORT



Retreats range from two to 14 days

## New Kerzner brand dedicated to fitness and wellbeing

Kerzner International, owner of the One&Only and Atlantis resort brands, has developed a new hospitality concept inspired by fitness and wellbeing.

SIRO (pronounced sigh-row) invites guests to aspire to live at their fullest potential through a blend of hospitality, fitness and wellness.

The immersive lifestyle destinations will be designed to create a welcoming social space bringing together sports, mindfulness, nutrition, education, fitness, recovery, achievement and holistic health.

Philippe Zuber, Kerzner CEO, says: "We recognise that holistic health is more important than ever and SIRO's primary focus will be exceptional fitness and wellness to support a modern and balanced global lifestyle, delivered

in a transformative and nurturing urban environment."

Each destination will offer a spacious gym, yoga and meditation spaces, activity classes, swimming pools and a variety of performance fitness activities reflective of each destination.

To aid recovery and healing, SIRO will offer nutritional services and the Recovery Lab, including a selection of spa services



Philippe Zuber

"We recognise that holistic health is more important than ever"

such as specialised massage therapies, cryotherapy, infrared saunas, meditation classes and sports rehabilitation, for mindful regeneration.

The first SIRO hotel is scheduled to launch in Porto Montenegro in 2023 and will be called SIRO Boka.

More: <http://lei.sr/T4a6b>



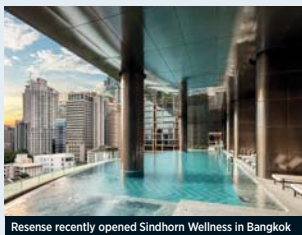
SIRO will make its debut in Montenegro in 2023

## Kempinski buys Resense Spa as shareholders exit

Kempinski Hotels has acquired Resense Spa SA as part of the expansion of its wellness and wellbeing strategy.

Resense - originally founded as a joint venture between Kempinski and spa consultancy Raison d'Etre in 2009 - will continue to operate independently, with Kempinski using Resense's infrastructure and expertise to more deeply integrate wellbeing into its hotels.

"Wellness and wellbeing will be key drivers of the hotel industry's recovery," says Bernhard Schroeder, Kempinski CEO, "this



Resense recently opened Sindhorn Wellness in Bangkok

acquisition represents the right move for us to respond to the increasing trend for wellness services during hotel stays.

"The transaction will also enable us to execute our next growth phase and add strategic and operational value to Kempinski."

Schroeder indicated the existing shareholders will be leaving the

business, saying: "I'd like to thank and express my gratitude to the exiting shareholders, Kasha Shillington and Rosamond Freeman-Attwood for their dedication and authentic approach. The company's success to date would not have been possible without their pioneering vision." More: <http://lei.sr/8t0B5>



Resort spas represent growth potential

## New WTA study highlights fitness and medi-wellness trends

Fitness, medi-wellness propositions and spiritual practices and treatments based on local, natural resources are areas with the highest growth potential in wellness tourism.

These findings come from a study by Health Tourism Worldwide and the Wellness Tourism Association, looking to identify the main global and regional trends in wellness travel through 2025 to 2030.

The study is based on a survey of wellness industry experts and academics, who were asked to predict the future of wellness tourism.

More: <http://lei.sr/O7k9C>





English spas have been closed since November 2020

## UK industry hopeful for 2021 with new sector representation

English spas, salons and close-contact services could reopen by 12 April 2021, as part of step two of the Government's four-step lockdown exit plan.

The news was welcomed by the UK Spa Association and its new GM, Yvonne Ebdon, apart from slight disappointment that saunas and steamrooms will only open in phase three, scheduled for 17 May.

The pandemic has hit the UK hair, beauty and wellness sectors hard and recently a collection of organisations, including The British Beauty Council, proposed a package of industry-saving measures, including a VAT cut for reopened salon and spa businesses and a dedicated personal care fund to support businesses facing a cash flow crisis.

However in January, the industry hit a major milestone after being granted a new sector-specific team in government dedicated specifically to supporting the personal care industry.

More promising still was news of MPs speaking in favour of creating a Minister of Hospitality.

More: <http://lei.sr/G0ml>



Yvonne Ebdon

## Nature retreat inspired by hygge and Nordic hospitality hidden in green hills of Alsace

In the depths of the French countryside sits 48° North Landscape Hotel, a holistic ecotourism and wellness destination inspired by Scandinavian and French traditions.

Realised by Nordic architecture firm Reulf Ramstad Arkitekter in collaboration with local architects, ASP Architecture, the secluded hotel consists of 14 interpretations of traditional Scandinavian cottages designed as cosy wellbeing retreats connected to nature.



48° North has a small spa centre



Emil Leroy-Jönsson

Interiors are minimal and rustic, complete with light-coloured wood, snug built-in furniture and framed views – perfectly embodying the Nordic concept of 'hygge'.

Four different sizes of cabin dot the hillside, balancing privacy and outlook.

An intimate 80sq m wellness centre anchors 48° North inside its main building, offering guests a selection of massages, facials and body treatments.

Emil Leroy-Jönsson, hotel landscape architect, designer and founder, calls 48° North "the meeting of two passions and of two cultures" – nature and architecture and Denmark and Alsace.

More: <http://lei.sr/O1W6u>

## Miraval partners up with National Alliance on Mental Illness



Content will include free educational videos

Destination wellness resort and spa brand Miraval has partnered with the National Alliance on Mental Illness (NAMI) – a non-profit US organisation providing free support to people affected by mental illness.

In 2021, the two groups will launch a series of events, educational videos and programmes to promote mindfulness and mental wellbeing.

"Throughout its 25-year history, Miraval has helped countless guests



Susan Santiago

re-centre their minds and souls," says Susan Santiago, head of Miraval operations at Hyatt.

"With our new partnership, we can positively impact even more people, helping them foster resilience and peace of mind during these difficult times and beyond."

The two organisations will also host live virtual events featuring Miraval experts and NAMI specialists, focused on important wellbeing topics such as wellness leadership.

More: <http://lei.sr/y6V9K>

## DIARY DATES

19-20 April

**GSN Buyer's Conference**

**Virtual**

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

10-14 May 2021

**ISPA Stronger Together**

**Virtual event**

ISPA is hosting a digital conference to inform and inspire, after its annual conference and expo was postponed. It promises "elevated professional education and exclusive deep dives into must-have products and services".  
[www.experiencespa.com](http://www.experiencespa.com)

17-20 May 2021

**Hot Springs Connection Conference**

**Quinn's Hot Springs Resort, Montana, US**

Third annual gathering of US hot springs owners and operators.  
[www.hotspringsconnection.com](http://www.hotspringsconnection.com)

27 May 2021

**Forum HOTEL & Spa**

**Four Seasons Hotel George V, Paris, France**

A meeting point for leading international figures in the spa, hospitality and wellbeing industries.  
[www.forumhotspa.com](http://www.forumhotspa.com)

12 June 2021

**Global Wellness Day**

**Events take place worldwide**

Not-for-profit social initiative dedicated to living well and spreading the importance of wellbeing.  
[www.globalwellnessday.org](http://www.globalwellnessday.org)

28-29 June 2021

**Medical Wellness Congress**

**St Martins Spa & Lodge, Frauenkirchen, Austria**

Two-day event offering the latest research results in the fields of medicine and therapy, plus speakers, a product showcase, workshop schedule and gala dinner.  
[www.mwcongress.com](http://www.mwcongress.com)



Findings have informed the SSA's 2021 spa industry action plan

## Sustainable Spa Association finds 33 per cent of spa businesses contribute to UN's 17 SDGs

According to a recent survey conducted by The Sustainable Spa Association (SSA), just 33 per cent of spa businesses contribute towards the United Nations' 17 Sustainable Development Goals (SDGs).

The SDGs are included in the UN's 2030 Agenda for Sustainable Development, agreed by 193 states, which provides a shared blueprint for peace and prosperity for people and the planet, now and into the future.

The results follow the SSA's first survey in 2020 which received responses from 203 participants in 44 countries.

Questions explored a number of ways in which spa businesses have been contributing to sustainability, including people, policies, energy, water and waste protocols.

Respondents were asked about the current level of understanding of environmental sustainability, attitudes towards and the important places on sustainable business practice, current levels of implementation, key drivers and obstacles.

### The findings

Results showed that the biggest obstacle that prevents sustainable practices in spas is difficulty finding suppliers with sustainable values (26 per cent).

The next most popular answers were not sure where to start (16 per cent), lack of education for spa teams (14 per cent), too much conflicting information (9 per cent), difficulty engaging teams (5 per cent), lack of time (5 per cent) and it's too big a task (5 per cent).

"Sustainability can be embedded in spa businesses for their long term progress and success," comments SSA co-founder Lucy Brialey.

"Yes, sustainability is predominantly about environment credentials but also

“Sustainability can be embedded in spa businesses for their long term progress and success”  
Lucy Brialey, SSA co-founder

strengthens business credibility and transparency. It's a healthy message that can be communicated to investors, spa professionals and guests in a way that shows commitment and quality assurance."

Encouragingly, 84 per cent of respondents adopt energy-efficient practices, 75 per cent use energy from renewable sources, 76 per cent have a water-saving strategy and 59 per cent have plastic reduction goals.

### What's next?

The survey response has helped the SSA identify key drivers to make sustainability an integral part of more spa business' culture.

The findings have informed the organisation's action plan for 2021, which will work on the following:

- Accessible membership and education
- Recognised and trusted accreditation for spas
- Diplomas in spa sustainability for teams and management
- UN's 17 SDGs becoming naturally applied to spas
- Water, waste and energy management
- Emphasising the importance and an awareness of humanity, health and environment.

In addition, the SSA will launch two campaigns in 2021 to build momentum behind the spa industry's journey towards sustainability, including an educational #spawastenotchallenge in April and an initiative about pledging to reduce single-use plastic that will run until 2024.

**More:** <http://lei.sr/z7W4S>



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Clean up your aesthetics rooms! The Parker Spa™ Trolley neatly houses a professional Silhouet-Tone® steamer and a versatile Daylight Lamps® full-spectrum mag lamp in the confines of its compact roll-top trolley. Practical features include a tempered glass work surface, soft close drawers, surge-protected power strip, and soft rolling casters. Add an optional LEC Digital Warming Drawer for hot towels and you have a fully-functioning esthetics workstation.



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2010-2019



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# On the menu

We share some of our favourite treatments, programmes and services that spas are launching



PHOTO: CHABLÉ YUCATÁN

## Mexico's Chablé unveils healing heartache programming

Chablé wellness resorts in Mexico have launched a retreat for individuals recovering from the breakdown of a long-term relationship during the pandemic.

The retreat, *You are the Love Story*, features a number of elements which can be combined for a personalised journey.

It's inspired by the ocean, to encourage guests to wash away the old and welcome the new, and signature treatments include the Sound of the Sea, a renewing seaweed wrap, exfoliation, sea fennel massage; and a water massage overlooking a

traditional cenote to release blocked energy and promote relaxation.

Daily sunrise and sunset yoga focus on self-love, gratitude and positivity, while a temazcal ceremony is based on the notion of rebirth and transformation.

The spas at Chablé resorts are underpinned by Mayan rituals and two other new packages have been designed to boost immunity and reduce stress and anxiety. Industry consultants Bonnie Baker and Amy McDonald worked on the resort's original wellness concepts.

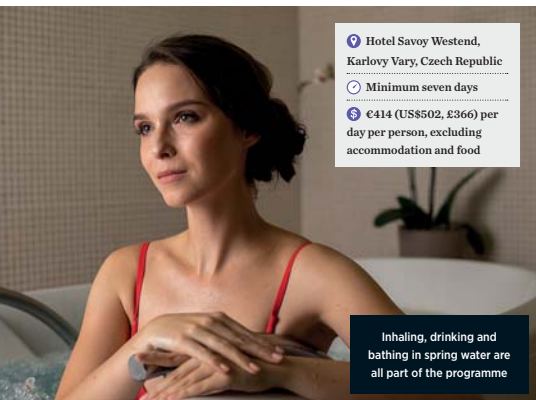


PHOTO: CHABLÉ YUCATÁN



PHOTO: CHABLÉ MAROMA

- ① Chablé Maroma and Chablé Yucatán, Mexico
- ② Varies according to elements chosen
- ③ US\$850 (€699, £630) a night



- ① Hotel Savoy Westend, Karlovy Vary, Czech Republic
- ② Minimum seven days
- ③ €414 (US\$502, £366) per day per person, excluding accommodation and food

Inhaling, drinking and bathing in spring water are all part of the programme

## ● Czech spa treats Long COVID with mineral water

Hotel Savoy Westend, a five-star Czech health spa hotel, is tapping into local mineral-rich spring water to help aid people recovering from COVID-19.

The Life after COVID-19 programme is anchored by hydrotherapy using Karlovy Vary spring water, including electrotherapy, bathing and ultrasonic water inhalation.

This is complemented by hot mineral water being drunk three times daily before meals and peloid wraps and massages.

Specialists at the spa claim the programme helps guests recover by positively contributing to functions that support immunity.

All journeys begin and end with a check-up to monitor progress, examining antibody and iron levels, along with a liver scan and lung function test.

PHOTO: SAABOBIUM, HOTEL SAVOY WESTEND

📍 Sky Lagoon, Reykjavik, Iceland

## Seven-step bathing ritual in Reykjavik

An Icelandic thermal spa, just minutes from downtown Reykjavik is set to debut in April 2021 with a seven-step Icelandic hydrothermal cycle.

The Ritual at Sky Lagoon will begin with relaxation time in a geothermal lagoon, followed by a refreshing dip in a cold plunge pool. The next step will be five to 10 minutes of sauna bathing, completed with a rebalancing walk through a cold fog-mist space.

Sky Lagoon will then encourage guests to reinvigorate their bodies by applying its signature Sky Body Scrub and visiting a steamroom.

To finish, visitors will shower off the scrub and return to the geothermal lagoon to relax.

PHOTO: SKY LAGOON



PHOTO: KINGS MANSION, GOA

**Nigel Franklyn**  
was a co-creator

## King's Mansion to blend ayurveda and genomic testing

Spa programmes at upcoming Indian wellness destination King's Mansion are being given an edge by merging the discipline of ayurveda and the science of genomics – a term it calls Ayurgenomics.

This principle will guide the 14-day Shodhana detox package where guests undergo pre-arrival genomic testing to determine pre-existing health conditions or predispositions so schedules can be tailored.

The programme, which was co-created by industry consultant Nigel Franklyn, will feature daily consultations with an in-house ayurvedic doctor and nutritionist, as well as ayurvedic treatments.

Guests will also benefit from a facial therapy and two body treatments along with daily activities such as yoga, lectures, meditation and workshops to help build the foundations of a balanced lifestyle.

📍 King's Mansion, Goa, India

🕒 14 days

💰 £14,000 (US\$18,969, €15,723)



PHOTO: BUCHINGER WILHELM

📍 Lake Constance, Überlingen, Germany

🕒 One day

💰 €110 (US\$135, £99)

**Immunity+** aims to reduce the main risk factors of COVID-19

## ● Fasting-based immune programmes at Buchinger Wilhelmi

Fasting and medi-wellness clinic Buchinger Wilhelmi in Germany is helping its guests to live a healthier life via its new Immunity+ programme with the specific target of reducing the main risk factors of COVID-19.

The package is a €110 (US\$135, £99) add-on to any of the resort's traditional fasting programmes and comprises physical assessments, blood tests, metabolic-risk profiling and a COVID-19 test, plus individual



PHOTO: BUCHINGER WILHELM

risk analysis and curated fitness and nutrition support plans to strengthen the body, psyche and immune system.

Buchinger Wilhelmi's basic 10-day fasting programmes cost €2,605 (US\$3,201, £2,340) per person.



## Forest bathing retreat for Japanese national park

Aman has created a nature-centric retreat to support immunity at its remote Japanese resort in a sprawling national park. The programme taps the immune benefits of nature immersion through daily forest bathing and hiking through waterfall-laced mountains and dense forests.

After exploring, guests are encouraged to ease their muscles at Amanemu's traditional onsen. The retreat also includes an aquatic bodywork treatment and either a shiatsu massage, acupuncture or a blend of shiatsu and moxa – the burning of dried mugwort leaves on the body.

Breathwork sessions and meditation hosted by local monks complete the offering, alongside a Japanese tea ceremony and nourishing local wellness cuisine.

📍 Amanemu, Mie, Japan

🕒 Four nights

💰 JPY1,2m (US\$11,665, €9,457, £8,554)



PHOTO: AMAN, AMANEMU, JAPAN



PHOTO: AMAN, AMANEMU, JAPAN



PHOTO: AMAN, AMANEMU, JAPAN



PHOTO: MONTAGE HEADSBERG

## Decadent wine-inspired therapies at new Montage Healdsburg

Montage Healdsburg, the newest spa destination in the Montage portfolio, has launched a signature treatment designed to emulate wine tasting in a nod to its locale in the Sonoma County wine region.

The two-hour Journey of the Senses treatment for two begins with grounding essences of lavender, cedarwood and vetiver and vibration therapy to prepare couples for a full-body exfoliation. An aromatic shower is then followed by a meditative massage incorporating heated flower poultices and

📍 Sonoma County, California, USA

🕒 120 minutes

💰 US\$900 (€740, £666) per couple

Montage's Signature Orange Blossom Oil and Souffle.

After this, guests are enveloped in shea butter and given a hot stone neck and shoulder massage. Uplifting eucalyptus and soft citrus scents signify the end of the treatment, followed by a chocolate and wine pairing.

## Superfood healing in Hawaii

Following its transition to the Hyatt brand under Destination Hotels, Hāna-Maui Resort in Hawaii has debuted a refreshed wellness menu.

Set on the remote island of Maui, the tropical retreat is offering new experiences such as the Aloha Kai Spirulina Body Wrap, consisting of a full-body sea salt exfoliation followed by application of vitamin-rich Hawaiian spirulina – an algae with superfood status – to cleanse, detoxify and reduce water retention.

Other remedies include the Island Glow Facial which incorporates handmade products sourced from the local jungle and products supplied by Oshan Essentials – all of which are harvested and processed on a fully-sustainable and eco-friendly farm. ●



PHOTO: HANA-MAUI RESORT, HAWAII

📍 Hāna-Maui Resort, Hawaii, USA

🕒 60 minutes

💰 US\$205 (€168, £152)

# Sustainability Innovation Satisfaction Quality



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PHOTO: SENSEI LANAI, A FOUR SEASONS RESORT



“

*Sensei is committed to helping people live longer, healthier lives through preventative care*

## Kevin Kelly

*Sensei's Hawaiian retreat taps wearable tech and biometric data to guide guests to optimal wellbeing*

**S**ensei Lāna'i, A Four Seasons Resort – the Hawaiian wellness destination owned by tech billionaire Larry Ellison – has enhanced its Optimal Wellbeing Programme by forming a partnership with human performance and wearable tech company Whoop.

The package offers a deep lifestyle analysis using biometric data and wellness technology, designed to inspire an optimal self via heightened awareness, health insights and experiential learning – all set against the backdrop of Ko'ele, Lanai's spiritual uplands. "Sensei is committed to helping people live longer, healthier lives through preventative care and healthy lifestyle practices and our new programme is the next evolution of that purpose," says Kevin Kelly, Sensei CEO.

The journey begins with a pre-arrival questionnaire and a call with Sensei specialists to establish preferences, provide an introduction and customise itineraries.



PHOTO: SENSEI LANAI, A FOUR SEASONS RESORT - ROBB GORDON

Metrics such as respiratory rate and sleep quality will be tracked

During their stay, metrics such as heart rate, respiratory rate and sleep will be monitored using a Sensei x Whoop Strap 3.0, alongside a range of other assessments and a blood biomarker diagnostic test to provide a big picture perspective of their health.

### Knowledgeable interpretation

All personal data will be stored and evaluated by a digital Sensei Portal, which displays the data in diagrams focused on 'move', 'nourish' and 'rest' and – most importantly – contextualises the information and how all the elements combine to impact lifestyle.

"Beyond administering health and wellness principles that are rooted in scientific findings, Sensei's value is the understanding of the data points and knowledgeable interpretation for each guest's unique needs and goals," says Kelly, adding that the package includes three sessions with Sensei Guides, experts in their fields who will analyse the findings and set collaborative goals.

Optimisation sessions on movement, nutrition and mindfulness are also included, along with a 120-minute massage or thermal body mapping experience and a US\$500 (£412, £357) credit towards a collection of 60 activities and services including spa experiences.

When guests leave, they're given a personalised *Guide to Growth* report to help power actionable steps on returning home. They also keep the Whoop Strap, which includes a one-year subscription, so they can keep tracking personal data points.

Rates for the programme start at US\$1,185 (£847, €977) per person per night for a five-night minimum stay and include semi-private air travel from the Hawaiian hub of Oahu. ●

PHOTO: WHOOP SUNSET SERIES, ADAM MEDIAN



Sensei has teamed up with wearable tech company Whoop to track biometrics

# SPA TECHNOLOGY FOR THE NEW DECADE

## Gharieni MLX i3Dome

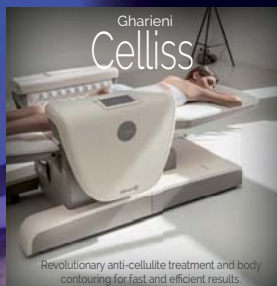
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Holistic triple-detox treatment using  
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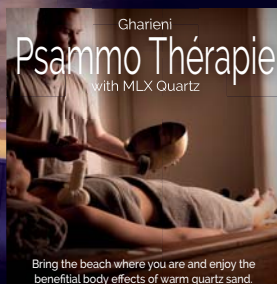


**Gharieni**  
www.gharieni.com



## Gharieni Celliss

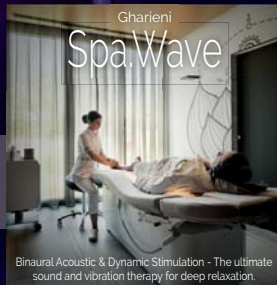
Revolutionary anti-cellulite treatment and body  
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## Gharieni Psammo Thérapie with MLX Quartz

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

Aether Institute Prague, Czech Republic



## Gharieni SpaWave

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

La Butte aux Bois Lanaken, Belgium

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“Developing our strength reserves during times of uncertainty is crucial to avoiding illness



PHOTO: MANDARIN ORIENTAL

## Jeremy McCarthy

*As Mandarin Oriental rolls out mental wellness course to guests, the group's director of spa and wellness tells us how*

Mandarin Oriental has extended its employee Inner Strength - Outer Strength wellness initiative to guests across its 28 global spas. The concept is designed to help spa-goers to use this time of disruption to create positive changes and build strength both physically and mentally.

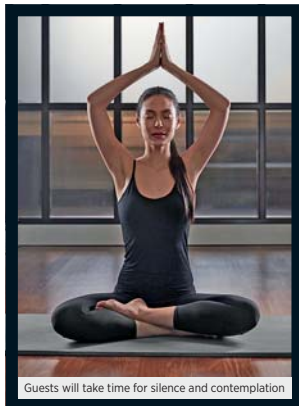
“The adversity in 2020 has led all of us to re-prioritise personal wellness,” says Jeremy McCarthy, group director of spa and wellness. “Developing our strength reserves during times of uncertainty is crucial when it comes to avoiding illness, managing stress and enabling us to better support others.”

Through this initiative, hotel and spa guests can focus on developing their own inner strength by taking time for silence, contemplation and mindfulness, while building outer strength through boosting physical vitality with exercise, movement and healthy food.

Mandarin Oriental originally launched the programme in June 2020 as a four-week mental wellness programme to support staff returning to its reopened hotel and spa destinations. The new guest version sees properties tailoring the packages according to their own specialities and guests needs.

Select sites have tapped into the brand's long-standing partnership with Aromatherapy Associates and is using its Inner Strength essential oil blend to anchor this new programming.

Geraldine Howard, the late co-founder of Aromatherapy Associates, originally created Inner Strength oil to bring her comfort when fighting cancer. The two companies previously collaborated to produce a signature treatment using the oil which



Guests will take time for silence and contemplation

PHOTO: MANDARIN ORIENTAL

McCarthy says is now a part of the new mental wellness packages.

### Inner Strength - Outer Strength examples

- Mandarin Oriental, Macau, is featuring the Inner Strength spa treatment by Aromatherapy Associates, combined with a variety of fitness classes, including yoga and personal training
- Mandarin Oriental, Marrakech is running workshops on essential oils along with complimentary fitness assessments with its certified coach
- Mandarin Oriental, Bangkok is pairing advanced yoga nidra techniques such as pranayama and mantra chanting with intense fitness activities, including guided runs and boot camps
- Mandarin Oriental, Milan is presenting yoga and singing bowl sessions

along with private aqua gym and stretching classes

- Mandarin Oriental, Canouan is offering yoga and guided meditation plus outdoor activities such as kayaking and hiking.

### Remote access

Exercises, reading recommendations and advice are also available to support guests unable to reach Mandarin Oriental destinations. This service uses virtual assessments to help people understand which of their inner and outer strength areas need improvement. Possible inner strength areas to focus on include mindfulness, character strength, gratitude, resilience and willpower. Outer strength options feature muscular strength, mobility, power, endurance and breathwork. ●





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***Our new retreats help individuals to adopt an enhanced and more resilient lifestyle, resulting in a complete sense of self-acceptance***

## Niamh O'Connell

*Rosewood's group VP of wellness reveals the brand's response to COVID with its new retreat concept and spa reopening strategy*

PHOTO: ROSEWOOD HOTELS & RESORTS



Consciously and unconsciously, resilience is becoming more important in our daily lives – especially due to the global pandemic,” says Niamh O’Connell, Rosewood’s group VP of wellness and brand experience. And it’s with this in mind that she’s curated 13 bespoke retreats to enhance people’s ability to recover from or adapt easily to change.

Following a stressful year with rising levels of anxiety, Rosewood’s Journey to Resilience retreats look to heal and address all wellbeing aspects: the physical, emotional and the mindful. They’ll be offered in Asia, Europe, North America and the Caribbean and focus on four main behavioural elements essential to fostering resilience. These are positivism, purpose, resourcefulness and compassion.

According to O’Connell, the programmes are “designed to assist guests in recognising areas of their lives they’d like to restructure or enhance, providing the tools and support they need to make these changes.” The idea is that individuals will be empowered through fitness, nutrition, treatments and other wellbeing therapies to face life’s challenges with confidence and ultimately establish a sense of deep inner equilibrium. “Whether through physical therapies or authentic healing treatments for the mind and emotions, this process helps individuals to adopt an enhanced and more resilient lifestyle, resulting in a complete sense of self-acceptance,” adds O’Connell. “Guests will feel a sense of calm, confidence, be able to manage their anxiety with ease and have a more positive outlook on life.”

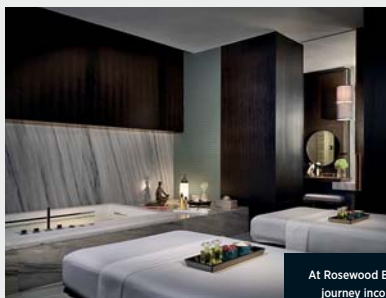
### Local wellness

In keeping with Rosewood’s A Sense of Place philosophy, which weaves the authenticity and character of a destination into the identity of respective properties, every retreat has been devised with practices reflective of local wellness traditions and natural surroundings. At Rosewood Castiglion del Bosco in Italy for instance, forest bathing encourages guests to immerse themselves in Tuscany’s UNESCO-listed countryside and vegetable-based cooking classes celebrate the country’s reputation for delicious food. Meanwhile, the programme at Rosewood Bangkok incorporates treatments such as tai pew ngam, a ritual inspired by Thai royals and Chong massage, a therapy reflective of the Chong tribe in eastern Thailand that improves energy levels.

Journey to Resilience retreats include a two-night minimum stay (at most sites) and can be elongated for an additional fee at specific properties. Pricing varies according to location. In Tuscany, it’s €6,000 (US\$7,275, £5,225) per suite for three nights, for example, or in Bangkok, prices start at THB5,523 (US\$182, €150, £131) per night.



PHOTO: ROSEWOOD HOTELS & RESORTS



KOJANWA SUBSIDIARY'S TITAN COCONUTS SPA  
PHOTO: ROSEWOOD HOTELS & RESORTS, BANGKOK

At Rosewood Bangkok, the resilience journey incorporates treatments inspired by Thai royals and native tribes



## Asaya Hong Kong reopening strategy

The Journey to Resilience retreats are just part of Rosewood's response to COVID-19 and since day one O'Connell has steered the group's spas through the pandemic with a strong, business-savvy approach that demonstrates her 27 years in the industry. Here, she shares her reopening insights and experiences at Asaya Hong Kong, a flagship wellness facility for Rosewood

### Guest reactions

- The team anticipated guests would initially be more cautious but there's been a **massive demand for touch therapies** and a real desire to reconnect with therapists/nutritionists/PTs
- COVID has allowed people to reset their priorities and dedicate more time to wellness
- **Popular treatments** include massage, facials and aesthetics. The latter is especially popular as face masks are irritating people's skin
- Massages have not been adapted and Asaya is still offering the full menu – with **deep tissue and singing bowl massages being the most popular**
- Initially opened with reduced operating hours and closed on certain days of week, it's now extending hours and looking to open up on extra days
- The spa is operating at 50 per cent booking capacity, it's building this up slowly according to the market demand

### Heightened sanitary measures

- **Elevated hygiene practices** – everyone wears a mask, hand sanitiser everywhere, washing hands on entry and regularly throughout visit
- Sanitation mats to clean shoes at entry points, glove stations, shoe covers, individually packed food and drinks
- No perspex screens at reception, temperatures are



Class capacity has been reduced by 30 per cent

taken on arrival and all guests fill in a health declaration form

- **Less physical touchpoints.** No consultation folders, every pen is new – then goes into a used pen box and is sanitised
- **Guest bookings are staggered** to avoid high guest traffic in certain areas
- Changing rooms still available as existing 6sq m privacy pods already offer space for social distancing
- All bed linen changed (as before)
- Pool and wet areas remain closed
- **Increased turnover time** to deep clean rooms – 1 hour between clients (used to be 30 minutes which is still longer than most)

- Housekeepers are physically cleaning rooms, they're not just being sprayed down
- No steam used for facials but everything else remains the same

### Gym

- Every time a piece of equipment is used, an attendant sprays it down
- Local members and guests book in timed slots, using an app to book specific equipment
- Group class capacity has been reduced by 30 per cent
- Some machines/equipment only available on some days to ensure rotation and manage demand ●



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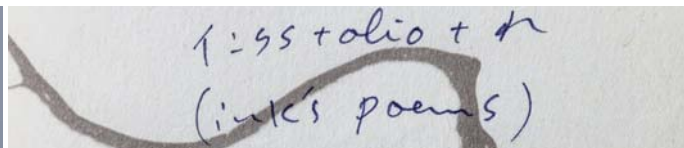
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# Emlyn Brown

**Accor's global vice-president of wellbeing talks to Katie Barnes about wellness innovations and strategies in the COVID era and the importance of re-evaluating spa business models**

**E**mlyn Brown, global vice-president of wellbeing at Accor – one of the largest hotel groups in the world – is both realistic and optimistic about the future. He attributes this, in part, to Accor's quick response to COVID-19 and the launch in May 2020 of Allsafe, a stringent cleanliness and prevention label which properties must adhere to.

At the time of our interview, the vast majority of the group's 5,000 hotels were open again, along with 70 per cent of its 500 spas.

"Anecdotally, we've seen a more noticeable rebound in China with demand for top-end hotel, spa and wellbeing as Chinese customers have more trust in luxury brands, even though there are some fantastic day spas in the local market,"

says Brown. "We've had a big spa resurgence in the Middle East/Dubai market since November, due to an uptick in occupancy. In Europe, there was a strong bounce in the summer of 2020, particularly within resorts – which included our spas – and in the Americas we saw strong demand in locations such as Banff, Canada and Scottsdale, Arizona.

"There's some exceptional pent-up demand for hospitality and luxury travel, which is a great driver for wellness, wellbeing and spa, and COVID-19 is a super accelerator for broader wellness adoption," he says. Yet in spite of this growing need, Brown believes that spas must re-evaluate their business model.

## Local interest

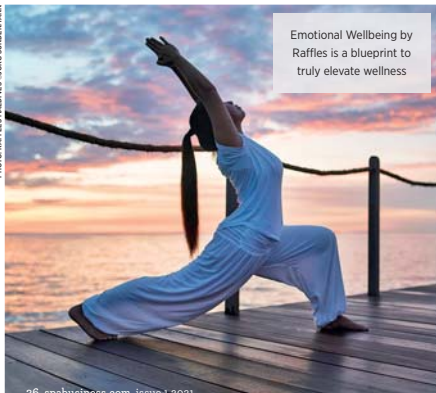
Travel restrictions the world over have shone a light on the need for hotel spas to tap into local custom. "Because of the increased competitiveness right now, much more vigour is needed from our spas commercially," says Brown. "Properties are looking for ways to drive business from local clientele, therefore, the focus has moved away from a focus on room income towards auxiliary incomes such as food and beverage and spa and wellbeing."

Before the pandemic, the hotel/local customer split in Accor's spas was 75/25. Brown wants to move towards a 50/50 balance and has a number of ideas on how to do this. "The way we market and sell our spas will become more sophisticated. Promotions have to be digital and 100 per cent of your marketing should be geared towards generating external [local] business, because your internal clients also engage with the same social media accounts."

It's also about leveraging on-site leisure facilities to give hotels an advantage over their new biggest rivals – "in an urban setting, our competitors are the day spa and high street market like never before."

Emotional Wellbeing by Raffles is a blueprint to truly elevate wellness

PHOTO: RAFFLES MALDIVES © LODE SUNDERMANN



26 spabusiness.com issue 1.2021

PHOTO: ACCOR HOTELS © COOP

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### About Accor

Based in France, Accor is the largest hospitality company in Europe and sixth biggest in the world – covering 5,000-plus properties (including 500 hotel spas) which it owns, manages and franchises. It has 40 brands in total and some of those in the luxury segment include Raffles, Fairmont, Sofitel, Delano (following the acquisition of SBE in 2020) and Banyan Tree (which Accor has a 5 per cent stake in). Premium brands cover MGallery, Pullman, Swissôtel, Grand Mercure, Angsana (part of Banyan Tree), Mondrian and Mövenpick (which it bought in 2018).

The multinational company trades on the Paris stock exchange and EBIT for 2020 was €665m (US\$794m, £575.5m) compared to €497m (US\$604.3m, £434m) in 2019.

Brown sees this leading to a marked increase in demand for day spa packages. "Pampering is going to make a comeback. I want to leave my house for a half a day or a full day of pampering, where I get to use the pool and thermal facilities, have a light salad and enjoy some wonderful treatments. We can capitalise on this simple need."

Fitness is another key feature for local engagement. "We have wonderful facilities and there's a big potential market opportunity in memberships that we're not yet capitalising on," he says. "In the fitness industry, there are high value, lower price models where the quality of equipment is high, spaces aren't staffed and you book flexible memberships online – five or 10 visits a month – and there's definitely an opportunity for us to adopt that same principle and compete."

### Price point

The beauty of day spa packages is that Accor can add value by bundling amenities and certain services together, without discounting, but still be hyper-aware of cost. "We're going to need to be very price-sensitive post-COVID because there's going to be an economic impact that we're not feeling right now," Brown reasons. "The days of charging £125 for a manicure in a hotel, when you can get an equally high-quality manicure in a great day spa down the

Spas will need to be very price-sensitive post-COVID, says Brown

- road for £25 are gone. It comes back to where can we have the biggest value? What's our greatest level of attraction and competitive advantage?"

To this end, Brown sees a much more simplified spa offering. "We're paring our menus down to their absolute core, offering services that generate the most revenue in terms of demand and profitability. Some spas have up to 50 treatments and menu engineering is critical. It makes sense to focus on your top 15 treatments as that allows us to focus on delivery and service excellence." Massage, he says, will always be "vitality important" as it accounts for 75 per cent of business, and he foresees tremendous value in high-yielding advanced facials, as customers demand more results for their money.

### Wider wellness

This focus on spa dovetails neatly into Brown's area of expertise, having worked with some of the industry's top names, such as Jumeirah, Six Senses, GOCO and Resense over the past 17 years, as well as having a background in luxury health club management.

Making his spa foray back in 2004, he says the sector

was attractive to him for a number of reasons. "The ability to travel and see the world was pretty strong in me and the industry gave me an opportunity to do that," he says. "Secondly, wellness is an industry that enables you to really engage with and support people. Thirdly, spa was only just taking off so there was a lot of growth potential for me career wise."

Yet spa is not the whole wellness story for Accor nor Brown, who joined the company nearly three years ago to lead wellbeing across the entire hotel experience – including spa, but also fitness, food and beverage, meetings, guestrooms, design and programmes. He's supported by Aldina Duarte-Ramos who's based in Paris and Ritz Napial in Dubai.

Accor officially staked its claim as a wellness provider in 2016 by launching a dedicated wellbeing division for its six main luxury and premium brands – Raffles, Fairmont, Sofitel, Swissôtel, Pullman and MGallery – headed up by Andrew Gibson (see SB17/1 p76, [www.spabusiness.com/accor](http://www.spabusiness.com/accor)). Since then, the group has acquired companies such as Mövenpick and bought a 50 per cent stake in Orient Express (previously part of the Belmond

Rituals by Subtle Energies  
at Raffles Bali support  
peace and revitalisation

“

*Because of the increased competitiveness right now, much more vigour is needed from our spas commercially*

group), which fall into this division. General wellness guidance is given on specific projects or to other brands in the portfolio as needed.

While initially there was lower awareness across the organisation about the significance of wellness, Brown says it's now very much on the radar and general managers, as well as the branding, design and marketing teams, all understand how important it is. "Now people are more aware of the importance of wellness, it makes my role much easier," he says. "Instead of convincing them, I can explain what we're doing, how we're going to make it better and amplify it to our guests."

### Wellbeing pillars

There are two principal facets to Brown's role at Accor. The first is to offer spa design support in terms of market feasibility, concept and design that focuses on ROI, because it's a very specialised and technical area within hotel development. The second is working in tandem with Accor's brand leadership team to define and determine what wellbeing means to each offering in the luxury and premium sector and deliver appropriate facilities, concepts and programmes. "It's quite simple," says Brown, "everything we do focuses on the health, happiness and vitality of our guests."

Accor has identified core pillars of wellbeing which Brown has built on since coming on board. These include nutrition; holistic design; spa; movement, which has expanded beyond the original focus on fitness to be more inclusive; and mindfulness, the newest addition. The pillars are epitomised by Swissôtel's Vitality programme, which was one of the first wellness hotel concepts to launch nine years ago (see SB15/4 p78, [www.spabusiness.com/Roten](http://www.spabusiness.com/Roten)). It includes healthy cuisine, conferences, the in-house Püorvel spa brand, indoor and outdoor fitness as well as its Vitality Room guestroom concept designed by *Wallpaper* magazine which debuted in 2016. ▶

High-yielding advanced facials include those by Biologique Recherche

PHOTO: RAFFAEL SEVCHILLES, ACCOR © CHRISTOPHER WADSWORTH



*Wallpaper* magazine helped design Swissôtel's Vitality Rooms

PHOTO: VITALITY ROOM SWISSOTEL, ACCOR © DAVID WILLEN



## INTERVIEW: EMLYN BROWN

► Brown is perhaps most proud, however, of Pullman Power Fitness which is currently being rolled out worldwide with a view to creating a 'game-changing social fitness concept'. In collaboration with London-based Bergman Interiors and LA-based specialists Fitness Design Group, Pullman gyms are being turned into bold, artful, contemporary spaces. And thanks to an exclusive partnership with group class experts and digital content provider Les Mills, it's able to offer a mix of live and virtual workouts around the clock, in bedrooms or the gym, and free 30-day access to Les Mills On-Demand exercise classes after guests leave. "Our ambition is to blur the line between a boutique fitness experience and a more conventional hotel gym," says Brown. "Fitness in hotels is a vital part of what guests want and there is lots we can do to elevate that experience."

The digital aspect of Pullman Power Fitness is key and builds on other online, mobile and video content wellbeing initiatives at Accor. Examples include a tie-up between Novotel and sleep, meditation and relaxation app Calm, plus joining forces with nature-based virtual experience provider Three Sages to deliver complimentary yoga, stretching, breathwork, mindfulness and sleep practices via in-room entertainment systems at Fairmont, Sofitel and Swissôtel properties in North America.

In fact, Brown says 'digital' will be a sixth wellbeing pillar that Accor will announce later this year. "That was naturally going to happen," he says, "and it's been accelerated because of COVID. Working with world-class partners, building that digital landscape and combining it with wellbeing for guests is a great way for us to progress." ►

PHOTO: PULLMAN POWER FITNESS, ACCOR



Pullman Power Fitness fuelled by Les Mills is being rolled out globally

*Fitness in hotels is a vital part of what guests want and there's lots we can do to elevate that experience*

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### Return on wellness?

Hospitality has always struggled to pinpoint what wellness delivers to the bottom line. And while calculating a 'return on wellness' may still be a way off yet, Brown and the CMO team at Accor are starting to track how wellness influences buying decisions.

In late 2019, Accor released the 26-page white paper *It's a Wellness World* which concisely gathers data to demonstrate the importance of wellbeing within hospitality, particularly luxury hospitality. "One of the biggest indicators was that 80 per cent of our guests (across all segments) are taking active steps on a daily basis to improve and enhance their lives," says Brown. "Within that segment, 20 per cent of people are in the 'super-healthy' bracket, who really aspire to practice yoga, exercise to a certain degree, nutritional elements,

specific dietary requirements, and they fit our luxury and ultra-luxury guest profile."

This is significant as it's well documented that wellness/luxury travellers spend an additional 52 per cent on property, stay longer and typically book higher room categories.

The white paper, which was delivered across the Accor organisation – to 300,000 colleagues across 5,000 hotels – also homes in on why wellness is here to stay. "Things that are pushing people to a new, healthier way of living include anxiety, work stress, the want to live longer and healthier and environmental concerns," says Brown. "On the other side is the pull factor, that

hyper attractiveness of wellness that people are drawn to – Instagram feeds with yoga on mountaintops, coming out of the gym with a green juice in hand."

This unique, dual approach is "driving and accelerating the adoption of and adherence to wellbeing." And, of course, COVID, has heightened this more than ever.

Read more: <http://lei.r/z9A0Z>



PHOTO: ACCOR HOTELS GROUP





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### Spa affiliation

Accor uses the five pillars of wellbeing to ensure it has a consistent approach to wellness across such a huge organisation. These pillars are then turned up or down in volume depending on the hotel brand to create different intentions, Brown explains. "Pullman has a younger, more dynamic demographic so fitness is top of the agenda," he says. "Whereas design is the primary focus of Raffles since it's an ultra-luxury brand, that elegance of spa delivery and nutrition is vitally important to guests."

In October 2020, Raffles launched Emotional Wellbeing by Raffles, a global blueprint to take wellness to another level - where feng shui and biophilia are at the heart of 'harmonious design'; where food supports sleep, travel recovery and the digestive system; and where subtle Aromatherapy Associates in-room rituals, facilitated by a butler, promote serenity, peace and revitalisation. "It's an 18-month piece of work, a really detailed approach that bring wellness to the fore in everything - even the lobby experience and landscaping. I don't see any other luxury hotel group taking such a sophisticated approach to wellness and I'm really proud of that," says Brown. The blueprint has already been adopted by recent additions such as Raffles Bali as well as projects in development in Udaipur and Moscow.

Other Accor brands which have strong affiliation with spa include Sofitel, Fairmont and Orient Express. "I'm pleased with the partnership between Guerlain and Orient Express - Guerlain is a byword for French luxury beauty and is a perfect fit for our brand, with historical depth," says Brown. He explains that Accor will be rolling out Guerlain Spas in new Orient Express hotels - it's aiming for

10 properties by 2030 - as well as looking at "unique retail concepts" such as a bespoke perfumery.

"Wellbeing is a strong part of the DNA at Fairmont and this dates back to the 90s when spa was only really emerging in hospitality and Fairmont was at the forefront of that," Brown says. But it's time to refresh the Willow Stream Spa and Fairmont Spa concepts he reveals, explaining that active wellbeing, self-empowerment and connecting with nature will come to the fore. New branding, photography, video content, menu and design guides are to be unveiled at the upcoming Los Angeles, Windsor and Taghazout sites (see p43).

### An essential element

While wellness may now not be the sole domain of spas in hotels, Brown still sees them as essential elements. "If our customers are saying spa is important, then it's really important. Massage is really important. Facials are really important. Thermal experiences are really important."

Secondly, the expertise on wider wellness comes from the spa leadership team, he feels. They'll naturally have experience in healthy eating, forest bathing, mindful movement. "Those are the sorts of things you can have resonating out of your spa and wellbeing brand - it's just how you market it and sell it."

And if the facilities can adapt their business model to be hypersensitive to cost and local competitors, then all the better. ●



Katie Barnes is the editor of *Spa Business* magazine  
 ■ katiebarnes@leisuremedia.com

The spa at Yen-Tu, Vietnam specialises in Zen meditation and herbal baths and remedies

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## Accor's major spa openings

### ● Mövenpick BDMS, Bangkok

This wellness resort sits next to the BDMS medical clinic which specialises in preventative healthcare, including physiotherapy, digestive wellness, dental and fertility treatments. (Opened Q2 2019)



PHOTO: RAFFLES SINGAPORE, ACCOR

### ● Raffles Singapore

The landmark Raffles Hotel has had a multi-million dollar overhaul led by Alexandra Champalimaud. The refreshed spa offers gemstone-infused treatments by ISUN and pearl collagen cosmetics by Mikimoto. (Opened Q3 2019). Read more: <http://lei.sr/x7g9K>

### ● Legacy Yen-Tu - MGallery, Vietnam

Architect Bill Bensley is behind this 133-bed hotel at the foot of the sacred Yen Tu Mountain, considered a cradle of Buddhism in the country. Its 2,240sq m wellness centre, designed with consultants Dorian Landers and Florence Jaffre specialises in Zen meditation, herbal baths and remedies, yoga and wellness counselling. (Opened Q4 2019). Read more: <http://lei.sr/P4L3F>



PHOTO: RAFFLES BALI, ACCOR - RETNA/REDA DUTTA

### ● Raffles Bali

The first Raffles property to showcase the Emotional Wellbeing programme, with wellness touchpoints throughout the whole hotel experience. A spa offers therapies inspired by local healing techniques alongside Subtle Energy treatments. (Opened Q3 2020). Read more: <http://lei.sr/t8L1t>



PHOTO: SOFITEL DUBAI THE OBELISK, ACCOR - PAUL THURVALLANT

### ● Sofitel Obelisk, Dubai

Sofitel's largest hotel in the Middle East and Africa region with a L'Occitane spa. (Opened Q4 2020)

### ● Fairmont Century Plaza, Los Angeles

The iconic hotel will be reborn with a 1,200sq m modern, urban day spa offering Rita Rakus medi treatments, a Bastien Gonzalez pedicure studio and extensive thermal facilities. (Opening Q2 2021)

### ● Fairmont Taghazout, Morocco

The 2,500sq m WATG-designed spa and wellbeing centre will have an extended recreation and wellbeing programme of yoga, mindfulness and a surfing school. Classical Moroccan therapies will be complemented by Natura Bissé treatments. Expected to draw European wellness travellers. (Opening Q2, 2021)



PHOTO: FAIRMONT WINDSOR PARK, UK, ACCOR

### ● Fairmont Windsor, UK

Promises to be a leading wellness opening for the country with its expansive two-floor facility combining spa, fitness club with membership, medi facilities, hammam and pools. (Opening Q2 2021). Read more: <http://lei.sr/7r8R5>

### ● Raffles Moscow

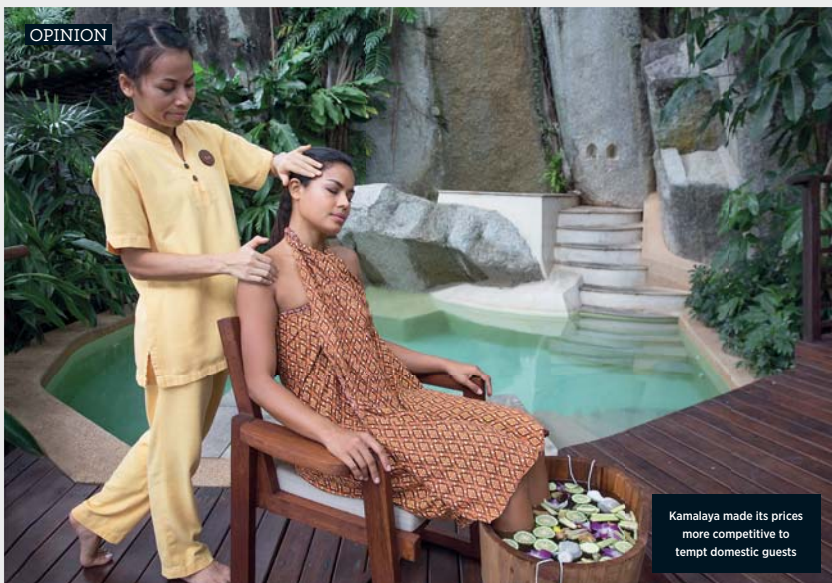
Raffles inaugural site in Russia will have views of the Red Square and the Kremlin, along with a spa featuring traditional banyas and multiple thermal zones. (Opening Q2 2022). Read more: <http://lei.sr/N012c>



PHOTO: SO SOTOGRADE, SPAIN, ACCOR

### ● SO Sotogrande, Spain

The debut SO resort, close to Marbella, will have a 2,700sq m wellness area focused on sport, recovery and the everyday athlete. Extensive fitness and PT facilities will sit alongside a spa with treatments by QMS and Comfort Zone. (Opening Q3 2022)



Kamalaya made its prices more competitive to tempt domestic guests

## Everyone's talking about... Local markets

**How are spas adapting their business model to attract local customers? And what happens when international travel picks up once more? Jane Kitchen asks the industry**

Perhaps no industry has been hit as hard by the coronavirus pandemic as hospitality. In the early stages of lockdown, most hotels and spas were forced to close their doors, but even as things began opening back up again, many spas around the world found their core market wiped out, as borders remained closed, travel restricted, and customers less willing to step on an plane.

But as with the rest of the world, the spa market has learned to pivot. Those who relied on international tourists found themselves looking to attract local visitors – and locals were often suddenly made aware of the wellness treasures waiting in their own backyards.

After being stuck in their own homes for weeks on end, a staycation getaway to a local spa or wellness destination was appealing – especially with offers designed to lure guests back.

For some spas, attracting those local customers has been a way to keep afloat, to keep their employees working, and to make it through an unprecedented year. But along the way, many have found a new connection with clients who are closer to home, and are planning their future to include a hybrid mix of domestic and international clientele.

We asked spa operators and consultants around the world how this transition to a local market has worked. How did they attract these new local customers? How has it changed their business model? What's worked well – and what hasn't? And what happens when things eventually get back to normal?



Jane Kitchen is a contributing editor at *Spa Business* magazine and the editor of the annual *Spa Business Handbook*  
■ [jane.kitchen@spabusiness.com](mailto:jane.kitchen@spabusiness.com)

## John Stewart founder & chair, Kamalaya Koh Samui (Thailand)

Most of our customers before COVID-19 came from longer-haul markets like the UK, Europe, Australia and the US; less than 2 per cent of our business was local. That has generally meant longer stays (average nine nights) – something that has been less suited to the Thai holiday pattern.

When the pandemic closed the Thai borders to international travel, we quickly made the pivot to local markets, building on our existing profile by increasing visitation by social media influencers and an increased media/PR focus. We also adjusted our length of stay guidelines to allow for shorter stays more suited to the domestic market. The current disruptive travel



PHOTO: KAMALAYA

climate has also meant a more aggressive approach to pricing to ensure our offer is relevant to customers closer to home.

This approach has given us our needed new source of business at a time when most international borders remain closed. We have dramatically improved the number of room nights attributable to the Thai market – actually more than

PHOTO: KAMALAYA



The spa is inviting more social media influencers

## Thailand did not know us before – now we're developing a loyal following

500 per cent over a four-month period. Right now, our business is almost 100 per cent from the domestic market, made up of a very sophisticated Thai and expat market. We have been pleasantly surprised with the extremely positive response from Thai customers. We've already had many repeat customers who've been deeply touched by the Kamalaya experience. Our new repeaters are staying longer and booking

programmes. Thailand did not know us before – now we're developing a loyal following.

We know that in 2021, when longer-haul markets build back up, it will be a slow process. We will ensure that we are well-placed with not only attractive offers but also new programmes that will be purpose-designed to meet the need to reconnect, rebuild and restore confidence and personal strengths.

## Ann Patton owner, Savvy Spa Consulting (Arizona, USA)

The Phoenix/Scottsdale spa market notoriously enjoys a healthy slice of business from the local market. In 2019, nearly every spa reported that 40 to 60 per cent of its business came from locals. Many spas established this base through Groupon-type offers and 'day away' summer specials. Email blasts and social media continue to provide up-to-the-minute promotions and specials and many spas say they're using these to specifically target repeat guests.

Due to the pandemic, many Phoenix/Scottsdale spas are reopening with strategies aimed at keeping the health and safety of each staff member and guest in the



PHOTO: SAVVY SPA CONSULTING

forefront of their operations. A quick survey of these spas found that many of them are only open Thursday through Sunday to target locals as well as weekend-stay guests.

Many spas are offering limited menus, focusing more on massage therapies and less on body treatments

## Spas are enticing the staycation crowd whose vacation plans outside the region have been put on hold

and facials. The reality of the current situation is that these spas are now competing for a smaller pool of guests, as the robust numbers of locals have not come back yet. One spa is offering a Welcome Back package at the US\$99 (€81, £73) price point that is normally only available in the summer. Once the guest books, the therapist offers a number of add-ons, leading to a healthy average ticket of US\$150 (€123, £111). Guests love the value of the US\$99 rate and are inclined to take

advantage of all the touches of luxury that the add-ons provide.

Other spas are enticing the staycation crowd whose travel and vacation plans outside of the region have been put on hold. Hefty resort credits for spa are reportedly driving the guests to relax and unwind with a massage rather than spending the credit on food and beverage. Most spas in this area are also blessed to be able to offer extensive outdoor relaxation venues for a beautiful, socially-distanced experience.



**Sara Codner** senior director of spa and wellness, Mandarin Oriental Dubai (UAE)

Before the pandemic, 45 per cent of our guests were local, but now that's doubled to around 90 per cent. What's interesting is that local guests, including expats, are now checking into the hotel for staycations, so although we have a high proportion of hotel guests, they're from Dubai.

After we reopened on 9 July, we started 'daycation', packages, which include pool and beach access and give locals a taster of what we offer and our new hygiene measures. This gave them the confidence to see how we're dealing with the pandemic, their safety, and the safety of



PHOTO: MANDARIN ORIENTAL

our colleagues. We then started to offer overnight staycations, which attracted local guests that may not have necessarily stayed with us before.

In all this, we didn't adjust our offerings at all. It's very difficult to justify lowering

We didn't adjust our offerings, or rates, at all as that doesn't convey trust in your experiences or brand

our spa rates; this fosters doubt in a guest's mind and doesn't convey trust in you, your experiences or your brand. We found that guests appreciated extra safety measures, with staggered timings and sanitisation times after each treatment.

With our Fitness & Wellness, our guests and members enjoyed that we were exclusive and they felt safe. We've seen a huge increase in personal

training, more than the same period the previous year.

Since reopening, we've been busier than the same period in 2019. We're seeing some international travel return; however, our main guests are currently still locals. We have maintained confidence in our offerings without compromising quality and service, and this level of trust has brought guests back to us on a regular basis.

**Erica D'Angelo** director of wellbeing, Borgo Egnazia (Puglia, Italy)

In 2019, local business made up around 25 per cent of our visitors; in 2020, it was nearly 50 per cent. When we reopened after lockdown, we gave a strong push to digital tools to reach local clientele in a faster way – not just communicating location and services, but also our culture and experience-focused approach. We never lowered price points, but encouraged future bookings by being more flexible with policies, granting vouchers that can be used in other periods, ensuring cancellation options up to a few days before arrival, or allowing guests to change dates without penalties.

We also developed new offerings for the times we're



PHOTO: BORGO EGNAZIA

living in, such as long-term stays in villas with maximum privacy or smart working solutions. The idea of putting smart working and wellbeing together has worked really well. Smart working at Borgo Egnazia means perfect harmony between work and wellbeing, as you can take a break to ride in the countryside



BORGO EGNAZIA

Long-term stays which balance work and wellbeing are popular

or participate in an outdoor fitness class. All the activities connected with outdoor living have been a great success: bike rides, walks in nature, sunsets over the sea and swims among the olive trees.

General occupancy during this year has been slightly lower than normal, but better than expected. Of course, we had the chance to gain a new kind of customer, and

to welcome more Italian people during the summer. Everything has been made in full compliance with new regulations, which meant that we reduced the hotel capacity to 60-70 per cent.

We hope that the new local clientele who discovered Borgo last year will come back in 2021 not just in the summer, but even in spring, autumn and winter. ●

We reached the local clientele in a faster way using digital tools... and were flexible with our bookings policies



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# A DEEP DIVE INTO SUSTAINABILITY

Phytomer is a front-runner in sustainability, offering reliable and effective blue beauty solutions for spa operators and guests

Phytomer is underpinned by a respect for the ocean and environment



Tristan Lagarde, Phytomer deputy general manager

**A**s an advanced marine skincare brand, Phytomer has a deep connection with nature with a philosophy hinged on creating sustainable, high-performance skincare innovations, with respect for both the sea and environment.

Since its inception, the restorative healing power of wild, organic and natural marine ingredients have remained at the heart of Phytomer's products, in order to deliver the sea's benefits to each and every customer's skin.

Deputy general manager Tristan Lagarde says the natural world is ingrained within the core of the company's DNA, after it was founded in the picturesque French seaside town of St Malo in Brittany in the 1970s.

Phytomer still operates out of the very same location and relishes its physical proximity to nature, with the beach just a short walk away. Lagarde says this acts as a constant reminder and form of inspiration for the brand to maintain committed to producing sustainable blue beauty.

## Responsibly-sourced ingredients

Phytomer works with a plethora of powerful marine ingredients, all obtained through eco-friendly and responsible means to preserve natural resources. 70 per cent of these actives are sourced from Brittany via a carefully selected network of trusted local partners including growers, start-ups and researchers.

"We source our ingredients in Brittany because of the region's exceptional biodiversity," explained Lagarde, "and at Phytomer we believe the sea's boundless generosity demands our respect.


"Although the ocean offers us an exquisitely rich and promising treasure trove of ingredients, we recognise it's a fragile ecosystem which should be carefully looked after and not taken advantage of."

In a nod to this, the remainder of marine active ingredients are produced responsibly by Phytomer's in-house marine biotechnology research laboratory.


The lab cultivates marine algae, plants and microorganisms and, to date, has discovered 60 new micro-organisms with fascinating beauty potential.

*“We believe the sea’s  
boundless generosity  
demands our respect,”*

Phytomer proudly sponsors Sea Art Movies  
a documentary series dedicated to artists  
who are committed to preserving the ocean



Products are  
powered by  
specialist marine  
biotechnology and  
in-house expertise



Powered by 100 per cent renewable energy and 45 years of experience in sustainable marine ingredient cultivation, the facility is run by researchers specialised in skin and marine biology who use green methods to extract powerful natural active ingredients from marine microorganisms.

Lagarde says this controlled method not only ensures a sustainable approach to ingredient sourcing but also allows Phytomer to monitor and observe the environment in which the ingredients grow to ensure optimal levels of purity.

At the forefront of cosmetic discoveries, Phytomer's Laboratory is one of the few in the world to master marine biotechnology and was recognised for its sustainability commitments in 2019 with the prestigious RSE Ecovadis Gold certification. The award was presented to celebrate its pioneering progress in sustainable marine algae and seaside plant cultivation.

#### One step further

“At Phytomer we're immensely proud of our innovative green formulas and responsible production process, but we decided to

go the extra mile in our sustainability mission by refreshing our products with eco-friendly packaging,” Lagarde added.

In 2020, the company completed a sustainable packaging update meaning its lines were upgraded to feature less plastic and more eco-friendly materials, including recyclable outer packaging, glass jars and plant-based tubes.

The changes were quickly rolled out across all of Phytomer's lines with immediate effect to reduce the organisation's impact on the environment, all while maintaining its high-end design and professional finish.

#### A cut above the rest

According to Lagarde, this unwavering and authentic commitment to sustainability through every facet of


the business is part of what makes Phytomer stand out from the crowd.

“Spas appreciate our genuine enthusiasm about making the world a better place and are impressed by our innovative green methods to produce blue skincare. This is why Phytomer offers an ideal partner for spas who want premium responsibly-sourced marine skincare.”

Phytomer's sustainable production process and dedication to the environment from start to finish makes it a market leader in producing blue beauty using green methods.

In Lagarde's opinion, Phytomer leads by example and the brand is continuing to innovate to further prove its respect for protecting the planet and creating outstanding blue beauty products. ●

**www.phytomer.fr**



In 2020, Phytomer rolled out new sustainable packaging

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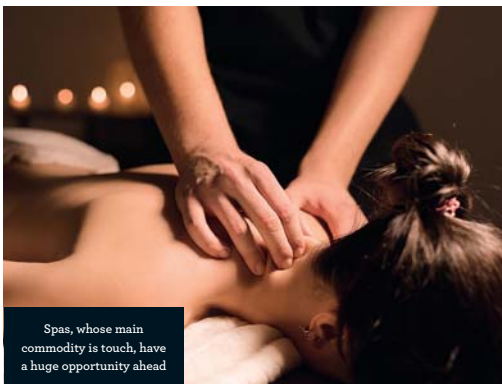
Spa Foresight™ is published annually  
in the *Spa Business Handbook*

# Spa Foresight™

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

## Top 20 predictions

- 1 Touch hunger
- 2 Return to nature
- 3 Loneliness
- 4 Resilience
- 5 Lung health
- 6 Touchless services
- 7 Staycations
- 8 A new kind of exclusivity
- 9 Immune-boosting programmes
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- 11 Mental wellbeing
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- 13 EcSOD
- 14 Post-exercise heat treatments
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- 17 Menu engineering
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- 19 Lobbying
- 20 COVID cool spots



Spas, whose main commodity is touch, have a huge opportunity ahead

## HEALING

### 1. Touch hunger

In the COVID-19 era, human touch and physical connection are being 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 hit.

Developed by researchers at Goldsmiths University of London, *The Touch Test* ran from January 2020 to the final week in

March and was based on 40,000 people from more than 100 countries. The study indicates that we're witnessing a dramatic longing for touch in society.

Spas around the world, whose main commodity is touch, have a huge opportunity to create havens of 'safe touch' by adopting the highest levels of health and safety and winning over the trust of consumers in this respect.



## VITAMIN N

### 2. Return to nature

Spas and nature have always gone together and *Spa Business* has been tracking consumer interest in reconnecting with the natural world for some time.

In 2018, we identified rewinding in our Spa Foresight as a longer range trend, in large part due to our increasing dependence on technology. But this year, when most of the world has spent months in lockdown with nothing but the same four walls or various types of screens to look at, many people are yearning for wide-open spaces and fresh air.

Combining a serene natural setting with wellness programming will be appealing, as will adventure-fuelled challenges and

Armathwaite Hall has launched a 'wild swimming and waterfalls' wellness package

wellness recovery programmes. Resorts can take advantage of existing natural areas and offer outdoor treatments or programming, or they can make use of the surrounding landscape.

At Armathwaite Hall, for example, a 'wild swimming and waterfalls' package introduces guests to the benefits of cold-water therapy while exploring local

natural water features. Properties with natural hot springs are also poised to do well as travel resumes, as they naturally combine wellness and the outdoors.

With COVID-19 spreading more easily indoors, most people are generally more comfortable being outside. Spas have the chance to use the local natural landscape to create true points of differentiation.

## MAKING CONNECTIONS

### 3. Loneliness

With almost the entire world experiencing some form of simultaneous isolation this year, the epidemic of loneliness has again been brought to the forefront.

A study of 200,000 people across Europe found that national lockdowns have had an alarming effect on loneliness in young people under 30.

Even before the pandemic, loneliness was a growing problem and studies suggest being lonely is as unhealthy as both smoking and obesity.

Spas have an opportunity to create services that help people feel connected to each other, such as music or art classes, group forest bathing, or outdoor yoga.

## BOUNCE BACK

### 4. Resilience

Initiatives that strengthen mental and physical resilience have been a growing trend for some time, but we've never needed it more than in the past year.

With many people pushed to breaking point after enduring months of lockdown, a global health crisis and financial recession, people are looking for ways to boost their resilience.

Spas that can offer wellness programming that asks guests to set physical goals, such as climbing a mountain, or which offer programming designed to make guests mentally stronger, will all be appealing in a post-COVID world.

## BREATHE EASY

### 5. Lung health

Back in 2014, the *Spa Business* team highlighted the growing importance of clean air as the world becomes increasingly toxic and polluted.

We expect this trend to accelerate as consumers seek out ways to boost their lung health to combat the acute and longer-term effects of COVID-19.

Spas will offer access to purified environments – either by natural or artificial means. Think special ‘clean air’ rooms, oxygenating rooms such as hyperbaric chambers and sensory rooms with 360-degree screens where it will be possible to simulate standing on a beach, in a forest, or in a lavender field.

Programmes will also home in on halotherapy (salt therapy) and specialist breathing techniques such as pranayama, kapalabhati or tummo. Consumers will value the opportunity to take a healing break from unhealthy atmospheres.

Breathing techniques, such as pranayama, can be incorporated into offerings



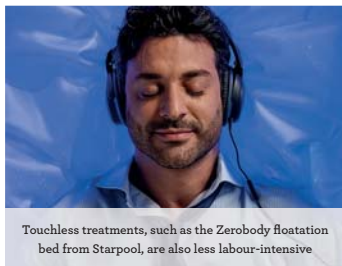
DRAGONIMAGES/SHUTTERSTOCK

## HANDS OFF

### 6. Touchless services

In spite of the financial challenges many spas face, experts suggest that now is the time for operators to explore and invest in innovations to make themselves stand out from the competition – and touchless experiences are a hot topic.

While many typically require a big up-front investment, providers say there's potential to increase profit margins in the long-run. Examples include everything from programmable Vichy showers and hydromassage beds, to light stimulation, cryotherapy chambers, dry floatation, chromatherapy, mindfulness experiences, hydrotherapy tubs with



Touchless treatments, such as the Zerobody floatation bed from Starpool, are also less labour-intensive

underwater massage, halotherapy rooms, infrared sessions and programmable VR.

These kinds of treatments and experiences minimise exposure to people, and in many cases can be automated – meaning they're less labour-intensive – leading to payroll savings. Even before the pandemic, one

of the biggest challenges facing wellness operators was finding therapists with the necessary skills and knowledge to ensure consistent quality of treatments. And while the role of therapists should never be replaced and cannot be underestimated, touchless experiences are certainly piquing the interest of operators.

● Read more: [www.spabusiness.com/touchless](http://www.spabusiness.com/touchless)

## CLOSE TO HOME

### 7. Staycations

We've already seen the transformation of travel to focus more on 'staycations' and exploring the many wonders in our own backyards – mostly a necessity based on strict travel restrictions. But while international travel will eventually return, it will take some time – and many people, meanwhile, have discovered that driving a few hours or taking a train to a new part of your own country can provide a welcome change of scene without the jet lag.

Spas are already reaching out to a new clientele that's closer to home, but the local market can continue to provide needed revenue, even after things return to normal.

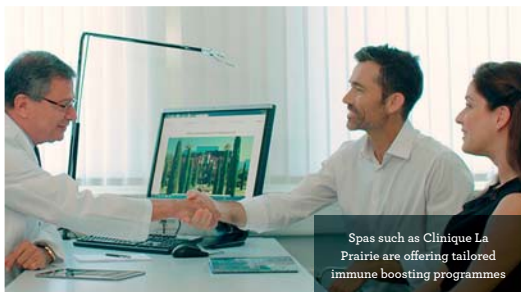
## COVID-SECURE

### 8. A new kind of exclusivity

With spa consumers potentially nervous about social distancing, there's an emerging demand for exclusivity, with operators hiring out everything from dedicated facilities such as VIP suites to whole spas and resorts, so that there's guaranteed personal space and safety.

Anantara was one of the first, offering private-hire resort packages at its island destinations in Mozambique, the Maldives and the UAE, with starting rates ranging from US\$19,820 to US\$100,000.

Other operators following suit include Six Senses Zil Pasyon in the Seychelles and Naladhu Private Island in the Maldives.



Spas such as Clinique La Prairie are offering tailored immune boosting programmes

## NEED A BOOST?

### 9. Immune programmes

Immunity-boosting programming will become an essential part of the spa and wellness menu. Well-known spas around the world, including Chablé in Mexico, Clinique La Prairie in Switzerland, Lefay resorts in Italy, The Farm at San Benito in the Philippines and Sangha Retreat in China have begun offering immunity packages.

These are aimed at strengthening both body and mind and reducing the main risk factors for severe cases of

COVID-19 – obesity, cardiovascular disease and diabetes – as well as offering support for the immune system.

Nutritional therapy, traditional Chinese medicine, acupuncture, infrared saunas and cryotherapy can all be offered.

For spas offering more advanced diagnostics, complete health check-ups, cardiovascular assessments and body composition analysis can drive the prescription of programmes which support overall health and wellbeing.

## DOCTOR IN THE HOUSE

### 10. Medical wellness

As we emerge from a global pandemic, we think there will be a significant move towards medical wellness and that businesses in this part of the sector will fare well in the new reality post-COVID.

Operators include Lanserhof in Europe, Portugal's Longevity Wellness facilities and Thailand's new RAKxa facility, developed as a collaboration between a subsidiary of Bumrungrad International Hospital and Minor Hotels.

The specialist services these facilities offer include hyperbaric chambers, medical-grade oxygen therapy, IV nutrition, cryotherapy and a number of other treatments led by medics and delivered in luxury environments.

A growing number of hotels are expanding their spa offerings to incorporate a medical wellness element. Anantara, for example, has a plan to roll out three aesthetic hubs and IV nutrition bars across Asia, in partnership with Verita Healthcare.



RAKxa is a new fully integrative wellness and medical retreat that's just opened in Thailand

## FINDING CALM

### 11. Mental wellbeing

We've written at length about mental wellbeing, but it has never been as important as it is today.

Even before a year that left us dealing with a global health crisis, job losses, civil unrest and isolation, the world was already crying out for help with mental health. So it's no surprise that the Global Wellness Institute has named mental wellness as a US\$121bn (€101.6bn, £91.8bn) segment of the global wellness economy.

Self-improvement, meditation, mindfulness, nutraceuticals, and sleep are all part of this sector – and areas where we expect the spa industry to see significant growth.



SHUTTERSTOCK/PHOTO

People will take fewer trips but travel more deliberately

## MAKING IT COUNT

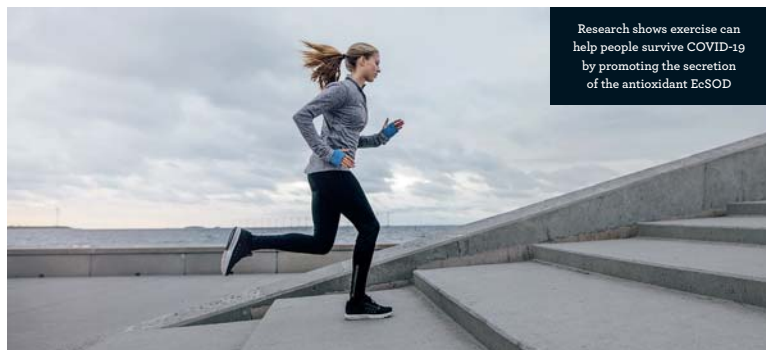
### 12. Slow travel

With most of the world putting travel plans on hold in 2020, the trend towards a new kind of 'slow travel' is emerging – one that, much like the slow food movement, emphasises quality, depth and local flavour over fast-paced quick travel fixes.

People will make fewer journeys, but will travel more deliberately, taking

those bucket list trips while they can. And with the headache of masking and testing required before most flights, guests will want to make sure their destination is worth the effort.

As providers of luxury spa and wellness experiences in some of the most exquisite locations in the world, this bodes well for our industry.



JACOB LUND/SHUTTERSTOCK

Research shows exercise can help people survive COVID-19 by promoting the secretion of the antioxidant EcSOD

## COVID PROTECTION

### 13. EcSOD – exercise to protect from the effects of covid-19

Professor Zhen Yan at the University of Virginia set out to find out why approximately 80 per cent of confirmed COVID-19 patients have mild symptoms and do not need respiratory support.

Yan found regular exercise may reduce the risk of complications in people with COVID-19, as well as offering the potential for alternative treatment approaches. He studied an antioxidant called extracellular superoxide dismutase (EcSOD) that's

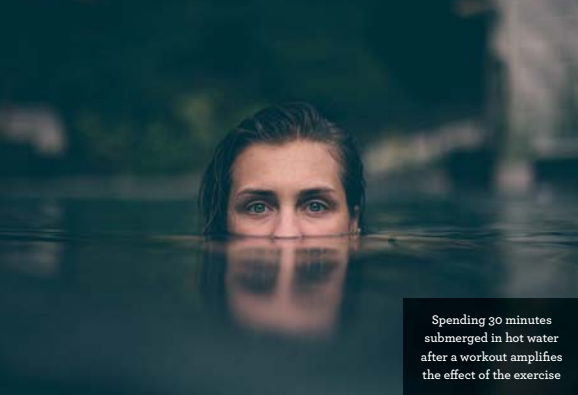
released in the body during exercise.

His work "strongly supports" the possibility that higher levels of EcSOD in the body can prevent or reduce the severity of acute respiratory distress syndrome (ARDS) – one of the worst outcomes of COVID-19.

EcSOD hunts down free radicals, binding to organs and protecting tissue. "Our findings strongly support that enhanced EcSOD expression from skeletal

muscle, which can be redistributed to lung tissue, could be a viable preventative and therapeutic measure in reducing the risk and severity of ARDS," he says.

Research suggests that a single session of exercise increases the production of the antioxidant, with cardiovascular exercise thought to drive the highest immediate levels of EcSOD production. Strength training increases muscle mass, also playing a part in the equation.



DANIELA/IAN CHRISTOPHORE

Spending 30 minutes submerged in hot water after a workout amplifies the effect of the exercise

## AMPLIFYING EXERCISE

### 14. Post-exercise heat treatments

Staying warm after a workout can amplify the effects, according to new research from the American Council on Exercise. Researchers tested three groups – a control group, one that spent 30 minutes in hot water and another where people wore sauna suits following their workout.

Both passive heating strategies were equally sufficient to raise core temperatures, and both stayed below temperatures (102°F/ 39°C) that might increase the risk of heat illness.

After three weeks, the mean VO2max and lactate threshold changes in both the hot water immersion and the sauna suit groups were “statistically significantly greater” when compared to the control group. Researchers say these post-exercise heat interventions allow people to “augment their training without adding volume and/or intensity, meaning they can achieve performance gains without increasing the risk of over-training or injury.”

## GUT FEELING

### 15. Healthy microbiome

We’ve been talking about gut health for a while in the wellness industry (we named faecal transplants as a trend in our 2015 Spa Foresight), but this may be the year it really catches on.

Studies are revealing just how important the gut microbiome is to our mental and physical health – and our immune system. In fact, studies have suggested that gut microbiota may play an important role in determining the severity of COVID-19.

Already, locations such as Sha Wellness in Spain are offering gut health programmes to ‘help build an immune system for prevention’. We think we’ll see more of this in years to come.

## INCLUSIVITY

### 16. Wellness for all

While wellness for all is something many have paid lip service to, for the most part, the spa and wellness industry has catered to an elite clientele – rich and often white.

The pandemic has forced us all to examine what really matters – and health and wellness is at the top of that list for nearly everyone.

Wellness concepts that address the need for more inclusivity and affordability have a real chance to tap into an underserved market – one that’s ready to embrace a new kind of wellness.

## PEAK PERFORMANCE

### 17. Menu engineering

A significant number of spas that have reopened are running at reduced capacity due to social-distancing measures, the need to factor deep-clean time into the schedule and the fact that they’re still ramping up business.

With a need to make up the shortfall in revenues in such a challenging environment, now is the time for menu engineering to come into its own.

Some savvy spas are already equalling, if not exceeding, pre-COVID figures by only offering their most profitable services. Others are



Most spas have reopened with reduced capacity

testing peak and off-peak pricing, as the need to work from home has led to more flexible working schedules – meaning some consumers have more free time in the week.

Yield management has always been an option for spas, but operators have been slow to catch up... until now.

KOSHIHIN/SHUTTERSTOCK



## SUPPORT

### 18. COVID recovery

With COVID-19 having infected as many as 119 million people by March, according to Worldometer, and long COVID impacting people for months, if not years, spas offering COVID recovery programmes will see an uptick in business as people work to regain control of their wellbeing.

At The Hotel Savoy Westend in the Czech spa town of Karlovy Vary, the 'Life After COVID-19' programme uses the local mineral-rich spring water, along with medically-supervised treatments, to help people recover.

Medical wellness operator Lanserhof has created a programme which involves

a comprehensive set of diagnostics, that inform an individualised therapy concept.

Prescribed therapy options include nutritional therapeutic measures, bowel cleansing, IV infusions, lymph treatments, healing and connective tissue massages, respiratory therapy, oxygen therapy, cryotherapy and

sports science consultations.

While some spas don't have the mineral water of Karlovy Vary or the expertise and equipment of Lanserhof, there's an opportunity to treat people who are suffering longer-term effects by packaging programmes and therapies that support recovery.

DENIZOTI/SHUTTERSTOCK



At The Hotel Savoy Westend in Karlovy Vary, guests bathe, drink and inhale the local mineral water in a 'Life After COVID-19' programme

There's a huge amount of work to do to build our reputation in the corridors of power



PRESMASTEN/SHUTTERSTOCK

## CORRIDORS OF POWER

### 19. Lobbying

The global pandemic has shone a huge spotlight on the need for better health the world over and put the spa and wellness industry in a strong position for growth.

However, one of the biggest lessons learned is how little heft our sector has when it comes to political lobbying.

Major politicians across the globe have betrayed a lack of awareness of the personal, economic and social value of the sector, meaning an

entire US\$119bn-industry is being largely overlooked.

Trade associations have deployed every weapon in their arsenal to fight our corner, but it should not have been that hard. There's a huge amount of work to do to build our reputation and win support in the corridors of power through effective lobbying. This work is vital to ensure we never face such challenges and constraints again.

See *Spa Business* Q4 2020: [www.spabusiness.com/lobbying](http://www.spabusiness.com/lobbying)



New Zealand's Prime Minister Jacinda Ardern set up strict border-control measures

ALEXANDROS MICHAELIS/SHUTTERSTOCK

## NEW ZEALAND, CHINA & JAPAN

### 20. COVID cool spots

Countries that have acted fast and stamped out the threat of coronavirus will be ripe for spa (and other) investment, and will also be the first to tempt tourists back once international travel becomes possible without quarantine.

Examples include New Zealand, which – under the leadership of Prime Minister Jacinda Ardern – quickly set up strict border control measures and China, which says it was able to stem the spread of coronavirus, it seems, through stringent lockdown measures.

Japan has also reported low death rates and says its economy is back to normal. It attributes this to social cohesion and a collective effort across the nation to abide by mask-wearing and social-distancing rules, as well as an underlying tendency for good diet, health and low obesity levels. ●

# SPA FORESIGHT™ Archive

## 2019-2020

- Climate emergency
- True North (and South)
- Altitude rooms
- Olfactory therapy
- Gen Alpha
- Swaddling
- Rocking
- Vibration therapy
- Outdoor spas
- Co-working spaces
- Brain optimisation
- Stress programmes
- Train like an athlete
- Forest bathing
- Dementia
- Amplified workouts
- Reverse Ageing
- Eating flowers
- Spa circuits
- Leon Chaitow

## 2018-2019

- Vegan spas
- Spa tribes
- Rage rooms
- Senior living
- Rewilding
- Cockroaches
- Plastic free
- Assisted stretching
- Blue light antidotes
- Home wellness
- Andropause
- Brain health
- Visual detox
- Diagnostics
- Hawaii
- Self-care
- Spa coaching
- Climbing
- Meaningful meetings
- Blockchain

## 2017

- Tattoo detox
- Spa dentistry
- Grief
- Simplicity
- Therapy animals
- Extreme bathing
- Skin microbiome
- Resilience

- Wellness communities
- mDNA
- Global onsen
- Cuddling
- ASMR
- Ketogenic exercise
- Menopause
- Body forensics
- Personal pollution sensors
- Nootropics
- Uzbekistan
- Nose to toe

## 2016

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

## 2015

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

- Age-friendly design
- Face massage
- Real estate

## 2014

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

## 2013

- Fresh food deliveries
- Online reviews
- Wearable tech
- Death
- Emotion
- Skills register
- Glute massage
- More with less
- Delicious extras
- Pop-up spas
- New allies
- Cellulite
- Home spa
- Childhood obesity
- Mobile biometrics
- Sex in spas
- Spa brands
- Hand & arm massage
- Repeat business
- Hot spot: Africa
- Variable pricing
- Last impressions
- Exercise
- Hospital spas

## 2012

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

## 2011

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

## 2010

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

## 2009

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

### ABOUT THE AUTHORS

Liz Terry has been writing about and analysing the global leisure industries since 1983. She's editorial director of *Spa Business* and *Spa Business Insider* magazines. Email: [lizterry@spabusiness.com](mailto:lizterry@spabusiness.com) Twitter: @elizterry



Jane Kitchen has a 20-year career in international media, covering topics from health and wellness to furniture and design. She's editor of the *Spa Business Handbook*, and a contributing editor to *Spa Business*. Email: [janekitchen@spabusiness.com](mailto:janekitchen@spabusiness.com) Twitter: @JaneKitchenSB



Katie Barnes is the editor of *Spa Business* magazine and was launch editor of the *Spa Business Handbook*. Her career in publishing has focused on the international spa, beauty and health sectors. Email: [katiebarnes@spabusiness.com](mailto:katiebarnes@spabusiness.com) Twitter: @SpaBusinessKB



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# New partnerships

Lauded skincare brand, GM Collin, is re energising its sales network and looking for new distributors from across the globe to drive its business network, as president, Marc Sayer, explains to *Spa Business*



“We’re globalising rapidly in these times of uncertainty,” says Marc Sayer, president of GM Collin. “There’s been a revitalisation of our brand recently and we’re actively looking for new distributors for our products throughout Europe and Asia.

“We see a growing demand for medi-spas globally and this has been amplified by the pandemic. Consumers want effective results from professional dermo-cosmetic brands, such as GM Collin, that they can’t get in the mass market.

“We want to expand our networks and our sales significantly during 2021 and into 2022 and we’re inviting *Spa Business* readers to get in touch via [export@gmcollin.com](mailto:export@gmcollin.com) if this business opportunity is of interest to them,” he continues.

“We’ll also be at Cosmoprof Bologna in September with our senior director of export, Dany Brind d’Amour,” says Sayer, “So we’re inviting potential distributors to come along for a meeting at the event.

“We have a very hands-on approach with our distributors. Our aim is to help them grow so we can grow along with them. We work hard to be a strong partner, producing creative gifting offers to drive sales, as well as offering business support, point of sale materials and effective training.”

GM Collin specialises in technical treatments using collagen to strengthen and heal the skin



#### GM Collin core collection

Seven product lines target skin ageing:

- Repair
- First visible signs of ageing
- Visible expression lines
- Skin Renewal
- Skin Revitalisation
- Visible Lifting
- Diamond

#### A strong legacy

GM Collin was founded in 1957 by Dr Eugene Lapinet, a French dermatologist who pioneered the use of collagen on burn victims, achieving extraordinary results.

He and his wife – renowned aesthetician, Monique Moreau – founded the company with the purpose of creating high-performance clinical treatments for skincare professionals. Many of the products they developed are still available today, having undergone improvements to their formulations using new technologies.

#### The Canadian connection

For many years there were two different companies producing the same GM Collin product line across 40 countries – Labs Dermo-Cosmetics, founded by Sayer and based in Canada and the original company in France, with both contributing to its success.

The French company eventually rebranded as Result Time and refocused its energies on different markets, leaving the way open for Sayer and his son and daughter, George and Myriam Sayer, to relaunch the GM Collin brand globally. “Both brands value the use of collagen,” says Sayer, “however, the companies have diverged now and so we’re planning to ramp up the distribution of GM Collin, with a fresh impetus, from our base in Canada.

“Our goal has always been the same,” he says, “To ensure the best skincare results for every skin type and every skin condition and to develop trustworthy partnerships with skincare professionals.

“In addition, our mission is to give everyone the opportunity to discover their unique beauty and absolute self-confidence, by developing superior skincare products which achieve unrivalled results for all skin types and concerns.”

#### A passion for skincare

“Since the beginning, the development of GM Collin products has followed a philosophy of continuous improvement, based on the work of our Clinical Evaluation department,” says Sayer.

“This sees dermatologists, biologists and experienced skincare professionals evaluating and measuring the performance of each formula to ensure each delivers the best results.”

“

*We offer our spa partners a 360° support programme, delivered by a team of dedicated, passionate professionals*

Montreal is the ideal location from which to conduct these studies, he explains, saying: “The efficacy of each product is confirmed by rigorous clinical studies, conducted from a pool of thousands of volunteers and we’re very lucky to be able to do this from our own labs.

“Montreal is a very diverse city, which allows us to have volunteers from all skin types and skin ethnicities – in all types of weather, due to the variation of seasons – so our teams of scientists is able to conduct hundreds of studies to develop new products.

“Every year we develop new lines to cover our clients’ needs and capture the latest innovations. In 2020, for example, we launched eight new products.

“Many factors are taken into consideration, such as the lifting effect, reduction of skin redness, decrease of pore appearance, reduction of wrinkles, as well as other elements related to a healthy skin. Studies employ high-tech methods and sophisticated instruments such as imaging, profilometry and colorimetry, to name but a few,” explains Sayer.

“Authenticity is essential for us,” he says, “We always ensure products deliver on their promise. During development, results must surpass the benchmark established, otherwise we delay the launch and go back to re-formulating.”

#### GM Collin in-spa

So how has the spa market viewed GM Collin over the many decades since the brand launched?

“Millions of GM Collin clinical treatments have been performed by our skincare professionals and have proven their effectiveness and results,” says Sayer. “Our unique treatments achieve instant, noticeable and lasting effects, while also providing a relaxing and peaceful experience for spa guests.

“We offer our spa partners a 360° support programme, delivered by a team of dedicated, passionate professionals whom we place at their disposal to support all their business development needs, every step of the way,” he explains.



The Diamond Collection: made with a synergy of diamond powder and snow algae

#### Anti-ageing hero products

**Daily Ceramide Comfort** This luxurious elixir is rich in ceramides and essential lipid complexes and replenishes the skin's moisture barrier, while protecting it from environmental stressors.

**Hyaluronic Filler Serum** Recently launched, this rich serum has quickly become a bestseller for its instant and long-term results.

**Diamond Collection** These products have been a customer favourite since 2015 and are formulated with synergy of precious diamond powder, a peptide complex and snow algae.



“This programme includes training and development support, as well as personalised training programmes to help our spa partners prescribe products and treatments that meet the specific needs of their clients.

“Treatments come in a pre-dosed format, which simplifies the protocol for aestheticians, as the quantities are pre-measured, and they simply need to follow the steps,” he says. “This also allows for a standardised treatment to be delivered every time as part of a spa's quality control process.

“In 30 years, our brand has proven to be one of the most profitable in the industry for our spa and wellness partners,” says Sayer. “We also have excellent repeat sales on treatments and homecare, which makes us a partner of choice if spas want to create a loyalty clientele and have sustainable business growth.

“We hope you like what you’ve heard about the brand,” he concludes. “Please reach out to find out more about our partnership opportunities for distributorships and spa supplies at [export@gmcollin.com](mailto:export@gmcollin.com) ●



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“

I've never been more bullish about the business or practice of wellness or the role it now has to play on a global stage

# HINDSIGHT

## 2020

While there have been some clear winners in the pandemic, such as Amazon or the makers

of toilet paper, the virus has deeply affected us all and the lines between our personal and professional lives have blurred.

I can relate, first-hand. I started off last year in a city I loved, in a job I loved, working for a multi-billion-dollar company I loved. We had green lights to grow our purposeful work impacting the wellbeing of millions of people.

By June, I found myself participating in a layoff affecting 1,300-plus of my colleagues, including myself, and watched as so many of our spa and hospitality colleagues experienced the same. I ended up back home, working from my house, with far fewer resources. And my own case of COVID-19 was just the icing on the cake.

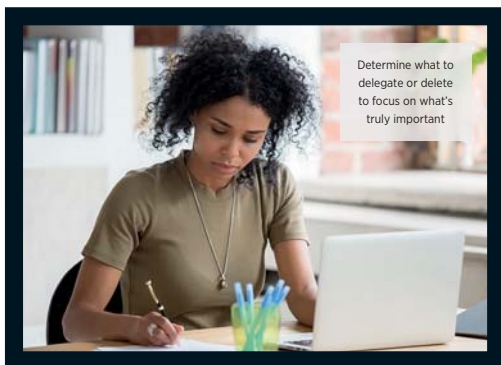
But the irony is that I've never been more bullish about the business or practice of wellness or the role it now has to play on a global stage. So what does this all mean for spa leaders in 2021? And what can we all do to effectively transform our businesses with less resources, and still care for ourselves and our team members along the way?


### How to lead well in 2021

#### 1. Identify your mission-critical activities and focus on them

Whether you own a day spa or oversee a chain of sprawling wellness destinations, we're all being asked to do more with less (less money, less headcount, less room, less patience). The single-best thing you can do is to pinpoint what you and your team can stop doing. Make a list

of everything you do in a week – from scheduling to forecasting, procurement to merchandising, marketing to staff management. If you're privileged enough to have managers and lead therapists, ask them to do the same. Then compare and contrast lists, identify what's essential for the business to succeed and determine what can either be delegated or ideally deleted. This will leave more space for what's truly important and impactful.





Companies that  
**institutionalise love** –  
the most supreme form  
of positivity – stand to  
impact the **bottom line**

Caring for yourself is  
the first step towards  
caring for others

## 2. Transform what wellness means at work

To date, big companies are championing their workplace wellness 'perks and programmes', including things such as flexible work schedules, unlimited paid time off, access to healthy food and beverage, free subscriptions to mindfulness apps, etc, rather than workplace culture, which has the potential to make a real difference to peoples' quality of life.

Fortunately, spas have a chance to think about workplace wellness differently, because the nature of their businesses demand it. Spas also have the world's best resources at their fingertips, provided colleagues feel they have the permission

and time to use them. So, what can spa leaders do to transform wellness at work?

● **Start at home.** You know what it takes to show up as the very best version of yourself. Whether it's a long run, breakfast with a loved one, a yoga or meditation class, make it your priority to care for your wellbeing before anyone else. Even if that means getting up before your spouse, children or the dog, because starting off your day on the right foot is essential to fostering the right climate at work and to caring for the wellbeing of others. Moreover, it requires you to set boundaries and model health and wellness, which is essential for loved ones and team members to see, believe and follow suit.

● **Lead with love.** There's growing evidence that companies that institutionalise love – the most supreme form of positivity – stand to impact the bottom line by doing simple things such as starting off meetings with successes versus challenges, taking a moment to express gratitude, or even assuming positive intent when addressing negative outcomes and behaviours.

When the going gets tough and you have to make difficult business decisions in the heat of the moment, ask yourself: 'what would love do?' This simple question will engage the rational parts of your brain, help to eliminate fear and better establish trust in your workplace. ▶

Appealing to the drive-to-destination market could be a key strategy

► Both outcomes are essential to establishing loving cultures and enabling wellbeing to thrive at work.

● **Be inclusive.** Most spas have a lot of improvements to make here. Not only have we struggled to both employ and serve particular populations – say, men, for example, or those living with cancer – but we ignore or push aside our own struggles with mental health.

We make assumptions about the kind of people who make the best therapists or front desk associates, but we underestimate the toll that comes with caring for the emotional and physical wellbeing of others.

Spa is a serious business, and one that requires a supreme level of tolerance and inclusivity. By starting with ourselves, and leading with love, we have a better chance of empathising with staff and guests, and fostering truly inclusive, productive behaviour.

### 3. Make travel special again

Like it or not, the world was spinning out of control *before* the pandemic hit, and many of us began to dread travel. Business leaders now have the opportunity to rethink the necessity of travel, which will likely result in less frequent trips in the short-term, but potentially more valued, impactful trips in the longer-term.

Why is this good for spas? Firstly, travel brands now have a rare, second chance to make a first impression, by proving that they are not only clean and safe, but



PHOTO: KYRICOS & ASSOCIATES

## Spas have a rare chance to **say hello again** and **reinvent how they're perceived**

also memorable, trusted establishments worthy of consumers' life-long loyalty. Spas that are associated with hotels and destinations in particular, can partner with other hospitality leaders to reintroduce themselves to guests in more meaningful ways. Whether it's arrival gifts, gestures or services that take the place of traditional turn-down or bathroom amenities, or meeting packages reconceived with standardised spa and wellness offerings, spas have a chance to say hello again and reinvent how they're perceived.

Secondly, spas that have been historically dependent on transient guests are re-engaging with their local communities. They're reaching out to

local businesses and communities in an effort to make spa visits part of every-day life. Examples include doctors offices – so spa visits can be a part of holistic patient care – and corporations, where they can help to make workplaces well.

Spas can also better position themselves to be even more appealing drive-to destinations for both local and neighbouring communities, literally expanding their geographic reach, while communicating in more meaningful ways, particularly to residents in need of new ways to cope with pandemic-related restrictions.

### Future hopes

On a personal note, I can honestly say that 2020 was one of the greatest gifts of my life. I made my own wellbeing a top priority, loved as if my life depended on it, excitedly travelled to a warm, beach-side destination for my first trip in seven months, repeatedly booked what have become essential, safe treatments at a local day spa and gratefully continued the important work of helping people to live well every day. My hope is that we all embrace these lessons with gratitude as we continue on this journey together. ●

Mia Kyricos is president of Kyricos & Associates, a strategic advisory and referral firm working in wellness and hospitality  
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“Some say we’re on the cusp of the second ‘roaring 20s’

## On your marks...

Encouraging predictions are being made about hotel recovery, but how will this affect hotel spas? *Spa Business* talks to STR’s Jan Freitag



Jan Freitag

“

**Regions with stricter controls and more rapid responses have seen a much more promising return to business – for example, the Asia Pacific region**

According to Jan Freitag, senior VP at Smith Travel Research (STR), we can expect to see a pick-up in the luxury hospitality sector, including hotel spas, in a matter of months.

STR has been tracking the state of US hotels’ revenue per available room (RevPAR) alongside the proportion of the population that’s been vaccinated. “It’s too early to make statements about more vaccinations and more people travelling because those who are already vaccinated – like the elderly or high-risk population – are less likely to be travelling,” Freitag tells *Spa Business*. “However, there will be a relationship here very soon, especially as you get into the second half of the year, because vaccinations will have rolled out and this will give people the confidence to travel.”

Freitag believes vaccinations will be crucial for spas’ recovery considering they’re high-contact environments. He also says that government approaches

to lockdown and virus re-emergence will matter immensely to global hospitality recovery, as regions with stricter controls and more rapid responses have seen a much more promising return to business – for example, in the Asia Pacific region.

He says: “People have used the term ‘K-shaped recovery’ for the US, meaning people at the upper end of the consumer market have saved money over the last year, versus the downside of the K – those who’ve lost their jobs, are less financially stable and will be unlikely to travel.”

### The recovery begins

Freitag believes the upper end of the market will do well towards the end of Q2 and into Q3 2021. “Plus, once corporate demand returns in Q4 and into 2022, full-service hotels that traditionally have offered spas should see very healthy demand,” he adds.

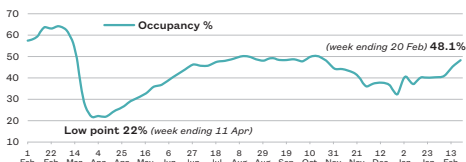
Some enthusiastic onlookers have gone as far as saying we’re on the cusp of the second ‘roaring 20s’, with hopes the economy will boom in the wake of the pandemic, as consumers splurge money they’ve saved during lockdowns.

STR reported that as of 20 February 2021 US hotel occupancy had reached 48 per cent and was on an upward trajectory, compared to its lowest point in early April 2020 where occupancy hit 22 per cent (see Graph).

Freitag anticipates interest in hotel spas could be on the up because of the enhanced global focus on wellbeing. “It’s been a rough time and we know self-care needs to be top of the agenda,” he says, “this will provide a prime opportunity and drive demand for all spas, because they epitomise what self-care stands for.” ●

PHOTO: SMITH TRAVEL RESEARCH

US hotel occupancy: Weeks ending with specified dates



Source: STR, 2021 ©CoStar Realty Information, Inc.

# Eyes on Ireland

A snapshot survey looking at the impact of the pandemic on the spa market across Ireland shows that revenue is down, but no facilities experienced an outbreak of COVID-19.

Anita Murray shares further insights with Megan Whitby

Last year, the Irish Spa Association (ISA) surveyed facilities across Northern Ireland and the Republic of Ireland to get a better understanding of how COVID-19 has affected business.

Just over 100 operators shared their data. Respondents were from day spas and beauty salons, destination spas and hotel and resort spas, employing more than 3,000 people combined.

Irish spas first went into lockdown on 24 March 2020. They reopened on 29 June but faced more closures from 21 October until 1 December and then again from 24 December with no confirmed

opening date for 2021 yet. This means businesses will have been shut for a total of 250 days by the end of March.

Like the majority of businesses in the hospitality industry, spas witnessed a decline in revenue in 2020, with 77 per cent of respondents reporting losses. This is something ISA was expecting. "We knew revenues would be hugely impacted because COVID-19 measures and physical distancing come at a cost," says ISA co-founder Anita Murray.

Eighty-one businesses gave more detail on this, with 26 specifying a decrease of 40 per cent or more and 33 spas and salons reporting a 30 per cent loss (see Chart 1). Murray adds: "The ISA



Anita Murray

*Spas located centrally in cities and in densely populated areas proved more resilient*

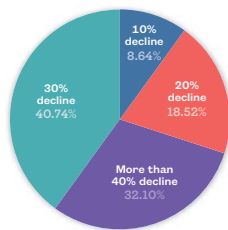
is urging governments to offer ongoing support to our members with liquidity and financial aid, but until we're in a safe position to relax safety measures, occupancy will be limited and typical seasonal trading patterns will continue to be disrupted."

When asked what treatments were performing well, massage came out on top, closely followed by facials (see Chart 2). Meanwhile, general grooming and nail services – maintenance services which were predicted by some to be in more demand, as they're seen as more of a regular necessity – didn't do so well. "Mass closures around hospitality and restrictions around social gatherings and travel all played a part in the impact on personal care services," Murray thinks. "Seasonal services such as waxing and sunless tanning also experienced a decline."

It's notable that 22 of the 81 spas and salons surveyed had reductions in revenue of 20 per cent or less and that 20 per cent of all respondents didn't record

Chart 1:

What decline in revenue has your business seen on average?\*



\*Source: Irish Spa Association, Business Survey, October 2020. Answers supplied by 81 out of 105 total respondents

Chart 2:

What treatments are currently performing well?\*



\*Source: Irish Spa Association, Business Survey, October 2020. Answers supplied by 101 out of 105 total respondents



WES LOWNE PHOTO © CLONKE

Just over 100 Irish spa and salon operators shared their data

reductions in income during the times they were open between lockdowns.

"It's difficult to believe there are any businesses whose revenues have not been impacted," ventures Murray, "we do know Irish spas and salons have been disproportionately affected. Those centrally located in cities and densely populated areas have been a little more resilient in contrast to those in rural Ireland or those that would have hosted a lot of overseas customers. According to the Irish Hotel Federation, 9.5 million bed nights were lost last year as annual room occupancy dropped to 30 per cent."

### Highly capable

A big takeaway, says Murray, is that Ireland's spa industry is demonstrating that it's highly capable of taking the difficult decisions needed to avoid the spread of COVID-19 and ensure business continuity.

The ISA's PPE recommendation include face masks and a visor if COVID-19 screens ▶

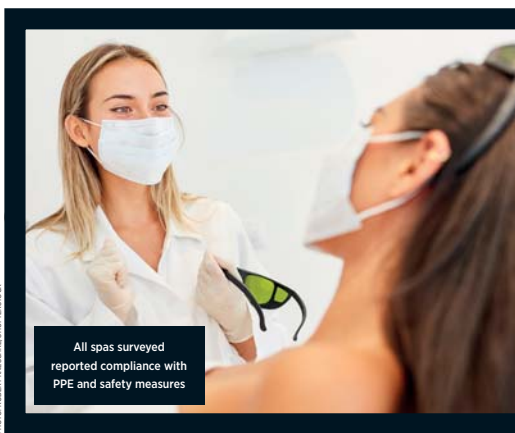


PHOTO: ROBERT FINE/SHUTTERSTOCK

All spas surveyed reported compliance with PPE and safety measures



Massages and facials were the most popular when spas were open

### About the Irish Spa Association

The Irish Spa Association (ISA) was launched by industry veterans Peigin Crowley and Anita Murray in June 2019. Crowley has worked in the sector since 2002 and became a spa consultant in 2014, while Murray's background is in business development, training and distribution.

It was created to foster professionalism and growth and also aims to "impact change at a government and policy level by being an authoritative voice" and by championing the value of the industry.

It was one of the first spa associations to jump to action following the coronavirus outbreak by launching a webinar series dedicated to industry re-activation just weeks after lockdown. Last April, it also published a *Business Continuity Workbook* - a guide for spa businesses on how to take this time to housekeep and review business in order to prepare smarter working solutions in advance of re-opening. More: [www.spabusiness.com/ISA](http://www.spabusiness.com/ISA)

PHOTO: RADOSLAW KENIERSKI

## Irish spa operators have shown they are capable of taking the difficult decisions needed to avoid the spread of COVID-19

are not in place. It also suggests customers wear a face mask, have temperature checks and fill out declaration forms, plus provide contact details for track and trace.

All respondents reported compliance and - most significantly - no facilities had any confirmed COVID-19 outbreaks.

Findings also included encouraging figures around responsible self-isolation, says Murray. Thirty-five per cent of facilities said a member of staff had to self-isolate as a precaution and they all said this measure was practised without exception if a staff member or family member had any symptoms. "It's a real testimony to our industry professionals to record such healthy outcomes," says Murray. "This has reassured us we can continue to trade throughout the pandemic, keep people employed, take care of communities and

minimise the impacts of COVID-19 on people's wellbeing and mental health."

She adds: "It's suggested we'll have another year of restrictions, but as more people are vaccinated we hope the local authorities will continue to recognise how successful our sector has been in maintaining safety for staff, guests and clients and allow us to

continue to provide our services, even if some restrictions are reintroduced."

Murray believes the key to the Irish sector's successful reopening will be to continue working with the global community to keep up to date with COVID-19 best operating practices and understand what's working in other markets. Combine this with working towards common goals, robust spa/supplier relationships, and strong communication she says, and the industry will be prepared to emerge stronger than ever post-lockdown and answer the anticipated public demand for health and wellness. ●



Megan Whitby is assistant editor of *Spa Business* magazine  
■ [meganwhitby@leisuremedia.com](mailto:meganwhitby@leisuremedia.com)



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# Winning advice

**Megan Whitby talks to Hall of Wellness Awards winners and award founder, Kathryn Moore, about their hot takes on the industry**

## Kathryn Moore

COVID-19 has shown global governments' massive lack of understanding of our industry. Being an industry offering close contact services, we appreciate people are nervous to return, but I do feel we could've introduced protocols to further protect clients and opened up earlier in some instances.

We've got lots of jobs available but we're struggling to fill many of them because people are seemingly scared to fly or move abroad, understandably.

The pandemic has meant many therapist roles have been made redundant globally but, encouragingly, in areas where business has returned, they're being rehired.

Nevertheless, many senior roles have been abolished so we're seeing a glut of senior, qualified candidates on the market. Sadly, many operations are scaling down and looking to hire cheaper individuals, to the point where we recently advertised a spa manager position and were receiving over 200 CVs per day.

Ultimately, businesses are shrinking operations and new builds are on hold in many areas, which has slowed down the need for people. In regions where spas are operating, we see them running with less people and often turning business away during peak times.

Despite this, wellness is more important than ever and our sector has a massive opportunity going forward to secure itself as a consistent factor in daily lifestyles.

*Bio: Spa Connectors and HOW Awards founder*

*“Our sector has an opportunity to secure itself as a consistent factor in people's daily lives”*

In the midst of pandemic chaos, Kathryn Moore, founder of recruitment firm Spa Connectors, launched the Hall of Wellness Awards (HOW) to celebrate talent in the global spa, beauty and wellness industries.

She got the wheels rolling by rounding up an expert panel of 20 judges, including names such as Nic Ronco and Daniella Russell, to home in on the industry's best of the best and in December 2020, 110 prizes were awarded across seven categories.

*Spa Business* talks to the five global award winners, as well as hearing from Moore about the state of the spa workforce.

*“There appears to be a period of stagnation in the industry”*

## Andrew Jacka

**Global Personality/  
Contributor to the Industry**

In Asia Pacific, the industry continues to suffer with restrictions and lockdowns varying by region – on average, business is down 50-75 per cent. However, spas with a strong local interest are surviving much better.

There appears to be a period of stagnation in the industry and a desire to wait and see what a post-COVID-spa will look like. However, once the virus is under control it's reasonably expected there'll be a major business rebound and we should prepare to take advantage of this.

The pandemic has up-levelled our existing hygiene procedures but it's crucial these new standards are consistent across all industry levels so we can reaffirm our position and commitment to hygiene standards. It's no longer a nicety, but a necessity that we all must adhere to. Practising these broadly will help build and maintain guest confidence.

Looking ahead, we need to continue prioritising the growing channel of communication COVID-19 has afforded us and to make use of and support industry associations. We must also ensure the growing number of online training courses become recognised by national or authorised governing bodies so they're comparable to traditional in-person certificates.

*Bio: Asia Pacific Spa and Wellness Coalition chair and managing director of Spa Origins*

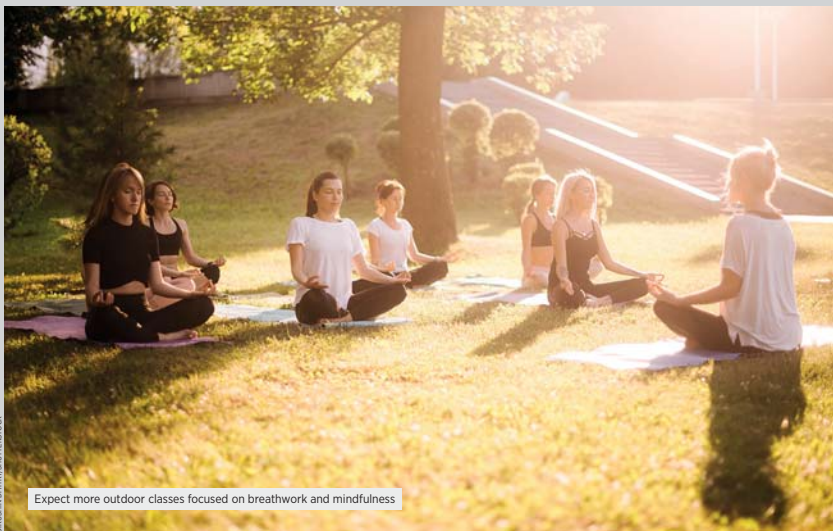


PHOTO: SPA ORIGINS



PHOTO: SPA CONNECTORS

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Expect more outdoor classes focused on breathwork and mindfulness

## It's essential for spas to evolve and recognise the new approach to wellness

**Nigel Franklyn**

**Global Wellness Personality**

In the US there's a very large day spa culture that's traditionally been anchored to beauty, but COVID-19 has revealed a real demand for more engaging and transformative wellness experiences.

Many operators are offering online classes teaching at-home care solutions and actively communicating with their customer-base, for example. Menus are also being refreshed with more energy-focused experiences, light manipulation and water therapies and outdoor classes focused on breath, movement and mindfulness.

We're standing on a unique precipice of change and it's essential spas evolve. Awareness of how important self-care and wellness has grown and spas have the opportunity to develop their businesses into something that will appeal to a broader audience. The pandemic has presented a unique opportunity for us all to build a better and more evolved approach to the business of wellness.

*Brief bio: The Spa Whisperer, consultant and co-founder of Moss Wellness and Moss of the Isles*



PHOTO: MOSS WELLNESS



**“Spas must prepare to accommodate the demand for mental health support”**



PHOTO: DAS KÖNIG LUDWIG WELLNESS & SPA RESORT ALLGÄU

## Sven Huckenbeck

**Global Director/Manager of the Year**

Our industry has seen a great boom in interest, especially in areas that contribute to building a healthy lifestyle, maintaining health and at-home spa and fitness opportunities.

In Germany, hotel spas have been closed since November – yet we still receive daily enquiries asking when we'll reopen.

When our hotel reopened in summer, we offered our full spa menu and only had to limit sauna and fitness visits.

Looking ahead, consumer's greatest emerging need will surround mental health support and mental relaxation. At present, spas don't always offer targeted treatments for this, but this is a long-term trend they should prepare to accommodate. At Das Hotel König Ludwig we're tackling this head-on and are creating a new concept ready dedicated to 360-degree wellness which will encompass mental wellbeing.

*Brief bio: Spa director at Das Hotel König Ludwig in Germany, and owner of Huckenbeck Spa Consulting*



PHOTO: DAS KÖNIG LUDWIG WELLNESS & SPA RESORT ALLGÄU



Das Hotel König Ludwig is creating a 360-degree wellness concept that includes mental wellbeing



**“New Zealand’s spa market has made a huge shift towards a more age-broad and family-orientated audience”**

## Ana Crawford

### Global Consultant of the Year

The pandemic’s impact on New Zealand’s spa sector was severe – but this is expected to normalise in 2022.

Most existing spa and thermal spring operations have been open since early October, returned to relative normalcy and in some cases, been busier than in 2019. But, average treatments rates are down 20 per cent.

COVID-19 has forced the market to adapt and make a huge shift towards a more age-broad, family-orientated and domestic customer-base to increase guests numbers.

As protocols have changed there’s also a heightened sense of hygiene, meaning electronic transactions and pre-bookings have become mandatory for many spas – something that’s helped with formal booking management and revenue security.

Plus, with therapists having lost ‘treatment fitness’ and increased occupancies, spas have had to work harder to reduce physical pressures and prevent injuries or illness.

Our role now as wellness professionals is to make the benefits of our industry more widely proven and recognised and continue developing our offerings in a way that helps not only provide happier/healthier societies, but also lessen the strain on global healthcare.

*Brief bio: Spa Evolution managing director and founder, New Zealand*

**“This time has afforded us a period to prepare”**

## Silvia Roncetti

### Global Therapist of the Year

Most Italian spas have been closed since early December and we’re not hopeful about the coming months. Almost all hotel and resort spas are now preparing for the summer season.

It’s been troubling to experience such uncertainty, but this time has afforded us a period to thoroughly prepare and understand new safety regulations. However, a downside is that therapists can’t perform as many treatments as everything is taking longer.

In the summer when everything reopened, we saw a surge in demand for spas, which I think we’ll see again once restrictions ease.

People are increasingly desperate for total body restoration and renewal, so I’m expecting a need for treatments that help people completely physically and mentally rebalance and de-stress.

It will continue to be crucial for spas to emphasise the importance of empathy and kindness during reopening. Although social-distancing may stop us treating clients with more attention physically, this doesn’t mean we can’t still connect. The spas that do this, combined with stringently following safety regulations, will be the most successful. ●

*Brief bio: Spa therapist, Savoia Spa at Grand Hotel Savoia, Italy*







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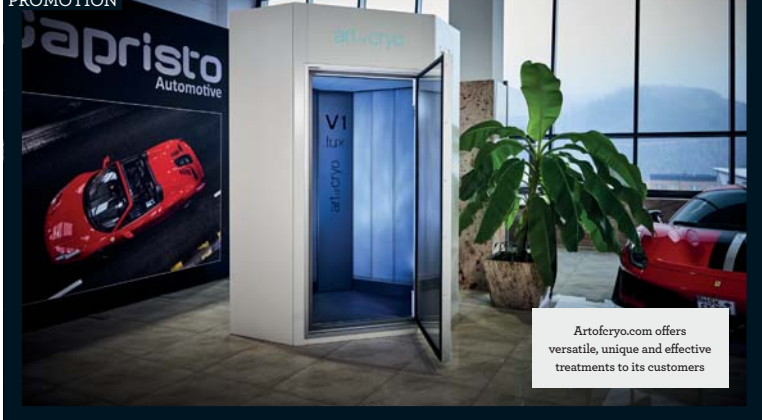
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PROMOTION



# Chill factor

**Artocryo.com provides evidence-based whole body cryotherapy solutions, offering effective solutions for guests and an attractive ROI for investors**

**A**rtocryo.com is a whole body cryotherapy specialist, offering solutions for a range of sectors, including beauty and wellness, sport and fitness, health and prevention and lifestyle, as well as exclusive technology for customers with a professional medical or sports science background.

Its evidence-based products lead by example in the market and are underpinned by 30 years' experience in the cryotherapy field from its mother company L&R Kältetechnik.

The company offers whole body cryotherapy models, named Vaultz, in three different styles. All are electrically driven and designed to offer accurate, well-distributed and correspondent surface temperatures.

Each and every chamber is formulated with sophisticated technology and design to ensure they provide effective and even temperature convection and distribution, to offer first-class cryotherapy treatments.

Attention to detail is maintained throughout the entire of artocryo.com's framework, including high-quality staff training, extensive treatment preparation and detailed safety protocol, to ensure its offering is second-to-none.

Every Vaultz model comes with one years' license of ProCure software, programmed to tailor treatments based on physical values, such as a guest's BMI, gender, training level and skin type.



**Vaultz  
guarantee  
customers  
a secure,  
effective,  
reliable and  
replicable  
treatment  
solution**



This involves an initial customer registration assessment enabling treatment plans and times to be customised for every individual.

In order to operate Vaultz, spa staff are required to undertake a basic Whole Body Cryo Operator training course.

Additional advanced training, named Whole Body Cryo Expert, focuses in depth on isolated working mechanisms and the effects of whole-body cryotherapy, plus a deep dive into the latest relevant research.

In-house control production and programming assure the highest standards and guarantees that customers get a secure, effective, reliable and replicable treatment solution, with an attractive and long-term ROI.

According to Rainer Bolsinger, artocryo.com chief sales officer and chief marketing officer, Vaultz offer an exciting opportunity for spas as the initial investment can be easily compensated by huge treatment numbers in a short time and extremely low marginal cost.

Depending on the selected model, operators can conduct more than 150 treatments per day he says.

In Bolsinger's opinion, artocryo.com offers spas a reliable and effective whole body cryotherapy solution, backed up by competent training, sophisticated software and unparalleled experience in the field ●

■ **Get in touch with artocryo.com to explore options and find out more**

spabusiness.com issue 1 2021 77

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**Celebrity trainer  
and nutritionist  
Harley Pasternak  
shares his vision of  
fitness and health in  
the age of COVID-19**

# HARLEY PASTERNAK

**T**he future of working out following the outbreak of coronavirus will be a hybrid of at-gym and in-home fitness, with an increasing focus on digital offerings, predicts celebrity trainer Harley Pasternak.

Pasternak is a personal trainer and nutritionist from Canada, who made his name working with celebrities including Halle Berry, Orlando Bloom and Rachel Weisz. He also has a fitness facility design business and works as global fitness advisor for Four Seasons Hotels & Resorts.

"I think fitness providers will be okay," he says, talking to *Health Club Management*, the sister publication to *Spa Business*. "Things will come back to very close to what they were before the pandemic, but there will be more of a focus on hygiene, ventilation and private spaces to work out. More home fitness will exist than before, but people will come back to gyms for the social aspect and for pieces of equipment that it doesn't make sense to have at home."



PHOTO: FORME LIFE

His advice to spas and wellness hotels with fitness spaces is to "think about who's going to be using your facility. How you cater for them, how you prioritise function over form, create different spaces for different people with different goals and comfort levels.

"With COVID-19, the idea of creating personal pods where people can exercise in a very hygienic and private way is a new area we haven't looked at yet. And whenever you can create an outdoor amenity, that's also very helpful."

He also advises operators to increase their use of digital workout offerings. "It's the future and present," he says. "From a staffing and financial perspective it

makes so much sense. You're able to personalise things even more digitally than you are with one person in a class. A machine can keep track more and knows way more exercises."

## Digital fitness

Digital workouts underpin Pasternak's work with Four Seasons. In 2019, they teamed up to create a comprehensive video series which has been designed to give Four Seasons' guests help with five of the most common fitness challenges experienced by travellers – from fighting jet lag and getting beach body ready to simply trying to maintain regular exercise away from home.



Pasternak designs gyms for Four Seasons Spas & Resorts

The series consists of five easy and effective routines and each one of those is accompanied by a helpful 'how-to' video where Pasternak demonstrates the step-by-step form and correct technique for exercises. Guests can then access the videos via the Four Seasons App on their mobiles as well as the Four Seasons YouTube channel. This enables them to workout in a hotel gym if they want to, outdoors on-property, or even in the comfort of their hotel room.

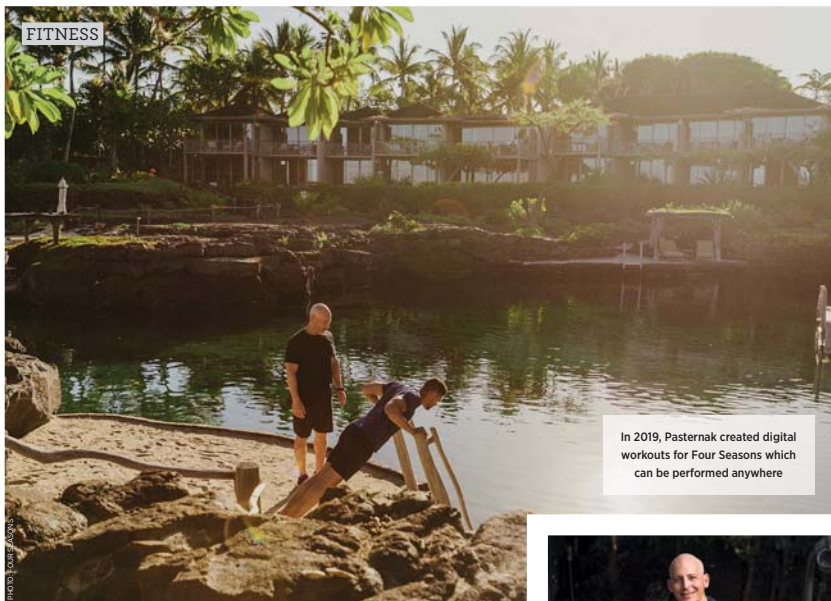
"We're all time starved, and finding time to work out and stay active is often a huge challenge – especially when travelling," says Pasternak. "But travel can be the best time to get active and when our bodies

"The idea of creating personal pods where people can exercise in a very hygienic and private way is a new area we haven't looked at yet"

need it most, whether we're exploring a new destination or shaking off that jet lag."

Other hotel chains are taking similar approaches. In 2017 industry figure Ryan Crabbe, then senior director of wellness at Hilton, developed Hilton's Five Feet to Fitness concept. Hilton charges US\$45 (€37, £32) extra for a Five Feet to Fitness room which features a Wattbike, Gym Rax functional training station and a touch-screen Fitness Kiosk where guests can get equipment tutorials and follow guided workout routines.

In October 2020, Accor announced a partnership between Pullman hotels and group fitness leader Les Mills (see p34). Pullman Power Fitness will see more



In 2019, Pasternak created digital workouts for Four Seasons which can be performed anywhere

“Travel can be the best time to get active  
and when our bodies need it most”

than 1,000 Les Mills On Demand and Virtual workouts available for 24/7 use in guestrooms, fitness studios or even back at home in some cases. The aim is to introduce the concept to 50 select Pullman properties throughout 2021.

### Attracting new customers

With COVID-19 acting as an incentive for many to lose weight, Pasternak advises spas and wellness hotels with gyms to become more welcoming for people at the start of their fitness journey. Something that's now particularly pertinent as spas are looking to engage more with local customers.

“Keep it simple,” he says. “Not all workouts have to be an hour and half long with 20 exercises. Having someone just feeling comfortable walking into the gym is important. Maybe giving them two simple moves to start with. I think people should start on free weights rather than machines – if machines are people's

first exposure to resistance exercise, they can actually create bad habits, but as they become more advanced, they can be great tools for variation and isolation.”

### Forme Life

Pasternak is behind the design and development of several pieces of widely-used strength equipment, and is always on the lookout for the next big thing in fitness, he says. When he was asked to be chief fitness adviser for recently-launched Forme Life he was instantly keen. Forme Life is a smart mirror with a weight training system built into it for the home market. The full length mirror was designed by Yves Behar and users can access a wide range of live and on demand workouts via an embedded touch screen.

“When Trent Ward, the founder of Forme Life, approached me as they were developing this product, I thought, yes! I'm hitching my wagon to this horse,” he says. “It's going to be a revolutionary product.”



PHOTO: MABLE BY PASTERNAK

Forme Life comes in two models: Full Studio and Screen-Only Studio. When turned off, it becomes a sleek full length mirror to blend into the surroundings.

“If the Mirror is an audio cassette and Tonal is a CD, Forme Life is today's modern digital music,” he explains. “This is what I've been telling my clients to hold out for.”

Looking ahead, Pasternak's gym design company has a range of new openings underway, including several for Four Seasons, and an updated version of his bestselling *The Body Reset Diet* book is due to come out early in early 2021. ●

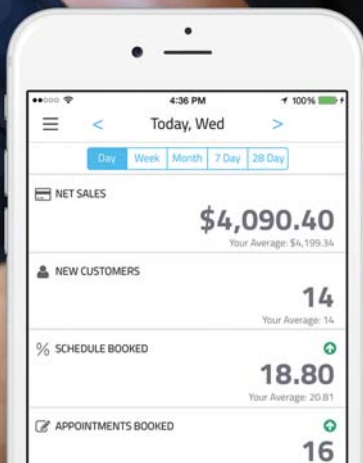




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# On schedule

**With COVID having a dramatic impact on spa operations, how managers schedule both their appointments and therapist time is more important than ever. How is spa software helping to optimise this?**



**Oliver Cahill**

## PREMIER SOFTWARE SOLUTIONS

While 2020 was full of uncertainty, one thing became evident – the power of technology to support businesses and throughout lockdowns, we held remote meetings with operators to understand the status of their business.

Ensuring spas could remain operational if staff fell ill with COVID-19 was a recurring concern. Using our rolling rota, staff can be split into teams to avoid cross-contamination. If someone gets sick, operators can use Column Closure to close their diary and pull a report of appointments to be rescheduled.

**Our Repetitive Strain Injury indicator protects staff who are at increased risk when coming back to work**

To optimise scheduling, operators can use the yield management tool to book the most available or least qualified therapist first, depending on the skill level required. Operators can also control which team members they want to make bookable online to prioritise them over agency workers.

Finally, our Repetitive Strain Injury indicator protects staff who are at increased risk when coming back to work: operators can set a maximum number of treatments each day and if bookings exceeds this limit, the system sends an alert.

**Darren Pick**

## ISALON SOFTWARE

Our new COVID-19 Resource Centre is equipped with features to automate work spa staff would otherwise have to carry out manually.

For example, automatically adding a PPE charge to all bills. We've introduced a feature which enables spas to cancel appointments within a date range and to send clients an SMS to confirm.

We use statistical analysis and text prediction algorithms to maximise bookings and minimise under-utilised time and costs. The software gives real-time information, financial data and KPI reports, allowing owners to make informed decisions, operate flexible working hours and enhance revenue streams.

Our mobile app supports the management of team targets, resource utilisation, client trends and sales. Using this data, businesses can optimise their team's performance and bookings.

**We've introduced a feature which enables spas to cancel appointments within a specific date range and to send clients an SMS to confirm**



Many software suppliers offer smart marketing and booking reminders

Each appointment is crucial now, so eliminating the potential for no-shows and excessive therapist downtime is a real necessity



## Sean Persha

### DAYSMART SOFTWARE (ORCHID SPA SOFTWARE)

When the pandemic hit and businesses closed their doors, our spa clients had to start managing their businesses from home. From running payroll and tracking expenses to coordinating rescheduled appointments and maintaining the flow of client communications... the pandemic could have been a huge bump in the road for spa owners, but was made more manageable with the remote capabilities Orchid Spa Software offers.

As well as online booking, Orchid offers automated appointment reminders via email or text. Each appointment is crucial now,



so eliminating the potential for no-shows and excessive therapist downtime is a real necessity.

As appointments were moved around, so were staff's schedules. Fortunately, Orchid's appointment reminders feature also applies to employees. Email and/or text appointment reminders

keep staff in-the-know on any new bookings, changes and/or cancellations. In addition, there's the ability for employees to keep track of their schedules via an app, move appointments around and even reach out directly to clients to communicate updates.

## Sudheer Koneru

### ZENOTI

Optimising capacity and maximising productivity through strong scheduling has never been more important.

At Zenoti, we deliver these via our AI and automation tools. This includes Smart Marketing, for example, which fills appointment books via automated email marketing efforts, running promotions to optimise services and employee utilisation.

SmartShifts analyses customer preferences and assigns the right therapists to the right shifts at the right time

There's also SmartShifts, which takes the guesswork out of scheduling. It looks at predictive slots per week, analyses services and customer preferences and assigns the right therapists to the right shifts at the right time.

Our core booking system then enables spas to tailor times based on therapist expertise and/or customer preferences.



'Dynamic availability' is used to change the mix of treatments available during peak times, to maximise profitability

## Frank Pitsikalis

### RESORTSUITE

Guests have been seeking respite from work-from-home fatigue, meaning spas have had to deal with strong demand, along with reduced capacity. This has created a perfect storm that has highlighted the revenue management capabilities in ResortSuite.

'Dynamic availability' is used to change the mix of treatments available during peak times - based on demand - to maximise profitability.

This also fills off-peak slots - that would otherwise go unsold - with lower margin treatments. Rules can also be set to prioritise high-margin treatments or services that tend to lead to higher-value retail sales.

The dynamic availability of treatments is changed in real-time across all booking channels, including online booking, mobile app booking and central reservations.



## Book4Time takes care of the minutiae so spas can focus on the things that won't take care of themselves



### Roger Sholanki

#### BOOK4TIME

Our easy and intuitive guest scheduling allows for occupancy optimisation, even in tough and confusing times. If cancellations happen at the last minute, or more time between appointments is required for a deep clean, spas can adjust available time slots as needed.

Yield management allows them to leverage downtime and avoid overcrowding at peak times, and turn-away tracking makes it easy to determine why people couldn't book, so operations can be rearranged accordingly.

Regular workflow and optimal operational efficiency are imperative to keep everyone working, maintaining staff motivation and peak customer experience levels.

Because Book4Time software is cloud-based, team members can see their



schedules from anywhere, at any time, and stay apprised of moment-to-moment changes – reducing unpleasant surprises.

Central guest profiling and a note-taking function allow employees to gather guest information and personalise treatments in a short time, while touchless check-in and remote payment options also save time.

This means therapists can make the most of time between appointments to properly clean, sanitise and prepare rooms to offer the best service possible. In addition, remote intake forms reduce the stress of crowded waiting and relaxation areas. Guests can arrive and breeze right through to the treatment room where a relaxed and ready treatment provider is waiting.

Book4Time takes care of the minutiae so spas can focus on the things that won't take care of themselves.



Therapists can keep track of, and amend, schedules remotely



### Damien Tamisier

#### DIMMBIZZ

We've developed a special algorithm for our xPlan software that will schedule reservations fully automatically. This is especially used by spas where visitors do not just come for the treatments, but also to enjoy the pools, saunas and other facilities. Guests are asked when they'll be at the spa and rather being given a set time slot straightaway, they're informed that treatments will be booked for when they're present. XPlan then automatically schedules treatments on the day according to availability, skills and materials. This also allows spas to change schedules due to cancellations or swiftly adjust rotas to reduce gaps. Spa-goers receive the scheduled times when checking in.

We've also added a feature which limits the number of arrival slots to ensure guests can obey social distancing measures



when checking in, which they can do at a special Self Service Terminal.

A Digital Signage module, which shows leftover time slots in real-time, can be used in the spa, hotel front desk, guestroom or anywhere to encourage additional last-minute reservations. This is a great tool in combination with our Self-Service Book module where visitors can use their RFID wristbands to still see available treatments and then book and be billed for them using a touchscreen terminal.

KOOLE CONTROLS

**We've developed a special algorithm for xPlan that will schedule reservations fully automatically**



RONAN SAMBROCK/SHUTTERSTOCK

We specialise in the reservation of various resources in spas to help create, manage and organise ideal offers



## Günther Pöllabauer

### THE ASSISTANT COMPANY (TAC)

The spas that TAC works with say customers are visiting more and booking treatments more heavily between various lockdowns.

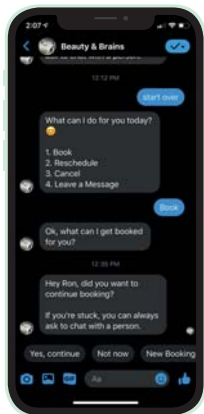
Guests are increasingly looking for relaxation packages and as our software specialises in the reservation of various resources in spas, we are able to help them to create, manage and organise ideal offers.

By combining this with the TAC Webshop, accessed on all devices for a fast booking process, spas can reach customers before a visit even starts and make reservations

or purchase vouchers from home. Spa-goers can clearly see appointment availability over a month and quickly and easily add services to their shopping cart.

TAC also offers support for staff planning, the creation of shift schedules and commission accounting. It suggests appropriate therapists during booking, checks their availability and takes holiday and sick leave into account.

By assigning rooms, TAC software prevents a constant change of therapists, saving on time and resources.



Mindbody's AI assistant is a popular way for spa-goers to book



We've created a 'when we reopen wait list' so businesses can build up demand if they're closed

## Michelle Neuringer

### MINDBODY

Our AI assistant is becoming an increasingly popular way for spa-goers to book – the text messaging functionality is safe and convenient and eliminates the need for a dedicated front desk. Additionally, if customers are booking multiple treatments, AI assistant will only then book adjacent appointment times to eliminate gaps in schedules. We've also created a 'when we reopen wait list' so businesses can build up demand if they're closed.

Coronavirus means spas need to be more flexible with their staff, potentially supporting

therapists with a one-week-on, one-week-off routine or varying rotas each week and Mindbody offers equally flexible weekly, biweekly or four-weekly schedules. With in-depth reports and insights, we can also help determine staff utilisation so schedules are the most effective for both the spa and its staff members.

Therapists enjoy using Mindbody's robust mobile business app which gives them easy access to personal work schedules and notifies them when spa-goers have booked, rescheduled or arrived for their appointments.





**Enabling spa-goers to book online in real time and enter all their information in advance is paramount to optimising bookings**



## Brett R Smith

### CONCEPT

Being able to offer real time reservation capabilities that allow spa-goers to book online and enter all their information in advance is paramount to optimising bookings. Online reservations and payment options help streamline the check-in process and get guests in and out in an organised fashion. Concept Mobile for iPad removes the need for paper-based client intake forms, allowing evolving COVID questions to be changed simply, while guest data entry is faster, easier, cleaner and more securely stored.

Concept Spa can manage the scheduling of therapists (and show daily utilisation percentages), rooms, and equipment, ensuring that schedules include proper times for therapist breaks, and now, the extra time necessary to properly clean rooms.

In addition, therapists are able to sell treatment enhancements or even schedule future treatments, with a customer while in the treatment room with Concept Mobile for iPad.

Concept also allows a spa to place memberships on-hold or provide members with subscription credits.

## Shez Namooya

### EZ-RUNNER

COVID-19 has had a devastating impact on many leisure/hospitality businesses. Our 365 support team has been available to offer more hands-on support and having a software system that's easy to use and flexible has been key to supporting spas at this time.

A lot of businesses operated bubbles, so understanding the rotation of staff, and who could do what and when was even more important. We have various reports that allow spas to see their business on the books and when enquiries are likely to be made and we offer the ability to amend rotas simply and quickly.

As much as the software is important, I believe the human element is key too. Therefore, using tech to not interfere with what I believe is a very emotive



**Having a software system that's easy to use and flexible has been key to supporting spas at this time**

and tactile centric sector has always been our goal. We evolved some touchpoints to reflect this, such as sending out consultation forms prior to a spa visit. This gets the 'boring', but much needed part of the experience, out of the way and enables therapists to focus on their customer.

**We offer a variety of scheduling tools online and via mobile**

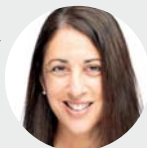
## Audrey MacRae

### MAESTRO PMS

The spa industry has been impacted by the ability to offer treatments and room sanitisation time frames which has decreased their daily offering, but operators are using Maestro to optimise this.

We offer a variety of scheduling tools online and via mobile. These give the ability to manage changes for staffing, room sanitisation and cleaning times as required. By using the Mobile Tool, a provider can manage and confirm their own schedules, at a time where the spa reception staff may be reduced.

Maestro also offers digital intake forms that can be completed on tablets or on the guest's personal device and integrated to flow through into the spa client record, further limiting physical contact ●



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*"Online integrates seamlessly with Core by Premier Software® and we have complete control of the date, time and treatments available. In the first month, we saw spa treatment booking increase by 20 per cent and we are looking to maintain this level going forward, whilst expanding the treatments that can be booked."*

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Stuart Russell, Health Club & Spa Manager,  
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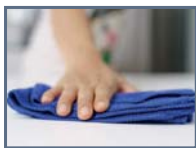
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# Product innovation

Industry suppliers tell us about their latest product, treatment and equipment launches

## Abdul Nassani launches Biohacking Orb

PHOTO: BIOHACKING ORB



Wellness biohacks work in minutes versus hours, days, weeks or even years

A touchless, self-administered wellness experience which taps into evidence-based modalities to enhance spirit and mood, and improve body and mind performance, is now available to spas around the world.

The Biohacking Orb is a sleek, ergonomic chamber which uses neuro acoustic sound therapy, vibration therapy, chromatherapy and aromatherapy as wellness biohacks which work "in minutes versus hours, days, weeks or even years".

These modalities are combined in different ways in seven Orb Treatment Journeys ranging from 10 to 45 minutes. The 30-minute



PHOTO: BIOHACKING ORB

Rescue Remedy programme, for example, has been designed to boost immunity. It uses specific sound frequencies and vibrations (passed through a zero-gravity mattress), the soothing colour green and powerful scents like tea tree and frankincense to work on energy flow, reduce blood pressure and calm the body.

The system is controlled via an iOS or Android app, which will also store users' previous treatments.

"The Orb enables spas to provide treatments that are based on science," says company creator, Abdul Nassani. "Perhaps, most importantly, it gives them a revenue stream that's based on touchless, self-administered treatments. Something that has become incredibly relevant for today's touch-adverse clients."

Nassani is an entrepreneur and is also the CEO of WoW Wellness which develops and supplies spas in the Middle East, Russia and Europe.

[spa-kit.net](http://spa-kit.net) keywords:  
Biohacking Orb

PHOTO: BIOHACKING ORB



PHOTO: BIOHACKING ORB



**Invisible to the human eye, UV-C light fights harmful germs**

## ASPA's Martin Goldmann creates UV-C light disinfection lamp

During the 2020 lockdowns, ASPA International was inspired to create a hand-held Surface Purifier which uses UV-C for disinfection.

Invisible to the human eye, UV-C light fights harmful germs, killing bacteria, spores and mould, breaking down virus and bacteria DNA and RNA structure, so they no longer reproduce or infect people, says ASPA CEO Martin Goldmann.

The compact plug-in requires no mess, handling chemicals or follow-up disposal of chemical matter.

Goldmann says the company created the lamp "to offer a solution to help manage, and ultimately defeat, COVID-19".

UV-C light is backed by research to eliminate 99.99 per cent of all bacteria and viruses, making it an

ideal companion for spa operators disinfecting both wet and dry areas with high human footfall.

At present, the purifier is a 21W unit and comes with safety instructions, gloves and a face shield, but ASPA is developing a larger 40W model.

[spa-kit.net](https://spa-kit.net) keywords:  
ASPA International



The device has been created to disinfect both wet and dry spa areas

## Karen Andrieux reveals Yon-Ka's overnight glycolic mask



It took Yon-Ka three years to develop an effective yet all-natural formula

Yon-Ka has debuted its first resurfacing overnight mask designed to offer anti-ageing benefits and encourage radiant skin.

The Glyconight 10% Masque relies on a vegan formula complete with 10 per cent pure glycolic acid to help resurface skin, encourage cell renewal, accelerate collagen synthesis and refine texture.

Normally active formulas require controversial ingredients to stabilise them, but after three years of development, Yon-Ka says it's triumphed in creating an all-natural formula with a remarkably high percentage of glycolic acid.

Karen Andrieux, Yon-Ka marketing manager says the launch "offers consumers an opportunity for a highly effective skin peel product at home."



**It's a highly effective skin peel product for home-use**

The formula is enriched with radiance-boosting ingredients, including brown algae extract and a COSMOS-certified organic apricot kernel oil, rich in omega-6 and omega-9.

[spa-kit.net](https://spa-kit.net) keyword:  
Yon-Ka



## Biologique Recherche serum protects telomeres, says Laure Bouscharain

PHOTO BIOLOGIQUE RECHERCHE



A 'revolutionary active ingredient' targets telomere stability and longevity

Biologique Recherche has reformulated its iconic Le Grand Sérüm with a powerful anti-ageing compound called TélomerActiv®.

Laure Bouscharain, head of R&D at Biologique Recherche, explains that the refreshed moisturising formula draws on Nobel-prize-winning scientific research relating to telomeres – the caps at the end of our chromosomes that protect our cells.

As we get older, our telomeres shorten, causing cells to die and this kickstarts the ageing process. But, Bouscharain says TélomerActiv is a revolutionary "highly effective active ingredient" which targets telomere stability and longevity. This allows the serum to preserve skin's youthful texture and appearance,



It's a concentrate of science in the service of beauty

improves complexion and increases collagen production.

"But we didn't stop there," says Bouscharain, "we also enriched the serum with active ingredients to give comprehensive anti-ageing care. It firms the skin, combats wrinkles and pigmentation marks and acts as an antioxidant, strengthening and revitalising the skin."

She adds: "We studied telomere research for several years, looking for a way to incorporate it into skincare. Le Grand Sérüm is a concentrate of science in the service of beauty. Its exceptional formulation makes it a brilliant all-round elixir."

spa-kit.net keywords:  
Biologique Recherche

PHOTO BIOLOGIQUE RECHERCHE

## ESPA puts its name to spa robe and slipper collection

Spa skincare company ESPA has ventured into textiles with two loungewear pieces.

They include a 100 per cent white cotton bath robe, created with a striped velour outer and highly absorbent inner lining and cosy spa slippers embroidered with ESPA's logo.

ESPA GM Daniel Golby says the duo build upon the brand's holistic philosophy of caring for your whole wellbeing. He also shared that the brand has plans to expand its lifestyle offering later in 2021.

"The collection provides our customers with the opportunity to indulge in the comfort and luxury of ESPA within their own homes, recreating the experience found within our globally renowned spas and resorts."

The slippers are available in a universal size to fit all, while the robe can be purchased in small, medium or large sizes.

PHOTO ESPA



The collection recreates the experience found in our spas

spa-kit.net keyword:  
ESPA

Expect to see more lifestyle offerings from ESPA this year

PHOTO ESPA

## Petra Roberts offers customisable yoga and spa accessories

A new company which sources and customises a wide range of yoga accessories, as well as singing bowls, tingsha bells and water bottles, for luxury spas has been launched by Petra Roberts.

Roberts was a group spa manager and learning and development specialist for Mandarin Oriental for more than 13 years. Get Knotted Yoga started as a sideline for her, but grew as more and more people liked the items she was sourcing and designing.

"We're a small company with few overheads, giving us the flexibility to be able to sustain smaller orders," says Roberts. "It also means I can follow each order from start to finish to focus on quality control, logistics and great customer service."



PHOTO: GET KNOTTED YOGA

*"I follow each order from start to finish to focus on quality control"*

Get Knotted Yoga can supply yoga mats, made from materials such as PU, cork, rubber and faux suede, towels, bags and accessories. Designs are eye-catching and everything can be customised or branded to some point for use in spas or for retail, she says. Or if there's a particular style/sample a spa has in mind, Get Knotted Yoga can quote for that too.

spa-kit.net keywords:  
Get Knotted Yoga

Products include mats, towels and bags as well as bells and singing bowls



PHOTO: GET KNOTTED YOGA

PHOTO: GET KNOTTED YOGA

## Comfort Zone reveals intensive ampoules and at-home device

*"Get visible results with a totally clean and sustainable formulation"*

Results-driven dermatology services have inspired the latest launch by spa skincare specialists Comfort Zone.

Its two new 'super-charged' ampoules are for spa-goers to use periodically, at times

when the skin requires intensive care or to prolong the results of a professional facial.

The Hydramemory Hydra & Glow Ampoule 30+ is a moisturising and balancing concentrate, while the Sublime Skin Lift & Firm Ampoule 40+ has a firming effect. Ingredients for both ampoules are over 94 per cent natural.

In addition, Comfort Zone has designed an ultrasound and microcurrent at-home device to improve ingredient penetration and help cellular regeneration.

Barbara Gavazzoli, communication and education director, says the launch "combines great, visible results with a totally clean and sustainable formulation... we're sure it will also support spas in sell-through."

The launch has been inspired by professional dermatology services



spa-kit.net keywords:  
Comfort Zone

# Optimal solution

Iyashi Dômes can provide a return on investment in less than nine months

## Iyashi Dôme Japanese saunas offer a versatile treatment solution for spas searching for quality touchless treatments backed by science and Japanese technology

Iyashi Dôme far-infrared treatment technology has been an industry pillar of excellence for wellness, aesthetic and health professionals for almost 20 years.

Founded in 2004 by Shogoro Uemura, the brand was the first of its kind on the market – hence Iyashi Dôme became the generic term for 'Japanese sauna' (the combination of dry heat and Japanese technology).

The Iyashi Dôme infra-red sauna is backed by measured clinical

studies with medical publications and according to Mr Uemura, provides a particularly attractive opportunity for spa operators in a COVID landscape, due to its touchless treatment application.

"Thanks to our mobile app, we now have the protocols to offer hands-free, non-contact treatments which combine profitability and safety," he explained.

Iyashi Dôme's infra-red technology allows the body to rise significantly in temperature all while using a risk-free, smooth and powerful technique.

This helps to stimulate detoxification, encourage slimming, improve sleep, fight skin ageing and prepare muscles for exercise as well as relaxation.

Spas can offer two different Iyashi Dôme infra-red sessions – either Intense or Soft – in order to accommodate all guests' needs.

A 30-minute Intense treatment is practised naked or in disposable underwear and is designed to trigger heavy sweating, while a Soft session is intended for those searching for a more relaxing infra-red experience. The latter can be practised dressed and lasts from 15 to 45 minutes without stimulating sweating.



Iyashi Dôme technology offers endless treatment possibilities for spas

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The device offers endless treatment possibilities for spas, allowing them to provide single one-off sauna sessions or use the technology as a complementary pre- or post-treatment therapy alongside facials, massages or body treatments.

Mr Uemura passionately believes that Iyashi Dômes benefit partner spas by offering their customers efficient and comfortable sessions, versatility, reliable technology and the assurance of a touchless treatment.

With a recommended price of €50 (US\$61, £44) per 30-minute session, Iyashi Dôme offers spas a return on investment in less than nine months, at the rate of just three sessions per day. ●

→ [spa-kit.net](http://spa-kit.net) keyword: Iyashi Dôme



Infratherapy effectively diffuses infrared heat deep into the body



Devices offer touchless treatments

“The magic of alabaster is at your fingertips

## Alain Ellouz shines a light on handcrafted stone lamps

Atelier Alain Ellouz, a specialist in alabaster and rock crystal design, has unveiled a collection of handcrafted stone lamp fixtures.

The mesmerising lamps are turned on by a gentle touch and offer a warm and cosy ambience for spa relaxation spaces.

Light at the core of the stone passes through the alabaster's deeply-ingrained patterns of smoky swirls, spirals and clouds.

“Creation is at the heart of our workshop and we’re

constantly looking for new paths of expression in parallel with our paths of life,” says Alain Ellouz, the founder of the France-based company. “Thanks to the nomadic lamps the magic of alabaster is at your fingertips wherever you are.

The collection also features a selection of elegant hanging pendant lights.

spa-kit.net keywords:  
Atelier Alain Ellouz

## Nollapelli bedding improves sleep and protects the skin, says Allison Howard

Made from a blend of natural and synthetic yarns, a patent-pending fabric from Nollapelli aims to create an optimum environment for sleep, skin and hair by balancing moisture, temperature and friction.

The linen is suitable for hotel guestrooms, spa treatment rooms and retail, enabling the creation of unique and comprehensive wellness experiences that start on property and extend to home.

Company founder and CEO Allison Howard was initially inspired to create the fabric after becoming tired of waking up not looking or feeling refreshed.

She explains: “With a unique union of natural and synthetic



PHOTO: NOLLAPELLI

“Sleep well and wake up looking and feeling even better

yarns, Nollapelli fabrics give bodies what they need to sleep well and wake up looking and feeling even better.

“With Nollapelli, comfort, peace of mind and a great night's rest are combined with healthy skin and hair.”

spa-kit.net keyword:  
Nollapelli



PHOTO: NOLLAPELLI

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Even brief, virtual nature experiences might be beneficial

## Finishing touch

# WATCH OUT

Researchers have launched a study to explore how digital nature experiences can be good for us

It's well-documented that being in nature has a profound effect on wellbeing. Good news for destination and resort spas which have expansive grounds for guests to explore.

Now, a new study by researchers in the UK could help city spas and those with little outdoor space to tap into aspects of forest bathing too.

The research will investigate our response to digital and virtual experiences of nature and is part of a wider collaboration between the BBC and the University of Exeter called Soundscapes for Wellbeing. The

purpose of the study is to find out how best to bring virtual experiences of nature to those who can't get outside.

Led by psychologist and PhD researcher Alex Smalley, the study explores people's responses to different digital nature environments created by composer Nainita Desai and sound recordist Chris Watson. It was originally designed with vulnerable people in long-term care or those restricted to clinical settings – most of whom can't get outdoors and are deprived of nature's benefits. Lockdown has since increased the number of people shut off from nature and so the urge is growing to investigate how these virtual experiences could be used as an alternative means to support wellbeing.

Speaking on BBC programme *WinterWatch*, Smalley called digital nature encounters "therapeutic tools in their own right" and gave two possible reasons to explain this. "Firstly, we evolved in natural environments, so we

should have an innate biophilic preference for viewing them as well as spending time in them," he said. "Secondly, there are these inherent qualities in nature – things that can capture our fascination and hold our attention – which can help those parts of our brains that might be stressed and tired to recover."

He suggested that there may be certain aspects of nature that are more rewarding, such as images and sounds of water, but also alluded to the idea that even a brief moment could have an impact. "I'm really interested in fleeting experiences in nature, things like sunrises and sunsets, which come to define a person's encounter."

The study's results could provide valuable insights and evidence for spa operators on how best to use digital nature applications to boost customer wellbeing, or confirm that they're already on the right path. For example, offering immersive VR relaxation treatments using rich nature visuals such as Sensync, and incorporating recorded wildlife soundtracks in wet and thermal experiences. Anyone who's attended the Global Wellness Summit can also attest to the mesmerising nature-based films of Louis Schwartzberg.

In light of COVID-19, operators could make use of digital nature in touchless experiences. Plus, spas in cities could use such offerings to enhance their attraction as calming sanctuaries from busy urban life. ●

■ The study takes 10 minutes to complete. Click to take part: [www.spabusiness.com/virtualnature](http://www.spabusiness.com/virtualnature)

Findings could help city spas and facilities with little outdoor space to tap into forest bathing



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