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22 NOVEMBER - 5 DECEMBER 2019 ISSUE 333

A SPA BUSINESS PUBLICATION



## Canyon Ranch reveals retreat concept

Destination spa Canyon Ranch has opened its first retreat model, Canyon Ranch Wellness Retreat – Woodside, set on 16 acres of ancient redwood forest in California, US.

The property is designed as a "true retreat to nature" that will offer an inspiring landscape for self-reflection, along with community-driven, introspective and nature-infused sojourns designed to complement the offerings found at Canyon Ranch Wellness Resorts.

"The opening of our first property in California is a significant milestone in the ongoing evolution of our storied brand," said John Goff, chair of Canyon Ranch.

"This new concept distills our approach to integrative wellness into curated, goal-focused experiences with tools to empower our guests.

"Travellers today seek shorter, more frequent, and highly experiential trips, and launching Canyon Ranch Wellness Retreats offers guests familiar with



▶ Play Video

■ The resort features 24 luxury treehouses

our brand – as well as those new to Canyon Ranch – an intentional, collective reset that embodies our philosophy."

The resort's spa is comprised of five treatment rooms, an indoor saline pool and whirlpool, and a fitness studio called The Training Zone which opens to forest views.

[READ MORE ONLINE](#)

“

**The opening of our first property in California is a significant milestone**

John Goff



**EXPANSION**

**Aman to open luxury desert encampment in Utah**

Expansion features tented "mini-resort" with spa suites

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**REOPENING**

**Chiva-Som restyled in five-year revamp project**

Hua Hin resort opens after THB800m investment

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## Architect **Fernando Sordo Madaleno de Haro** creates undulating design for Sea of Cortez spa resort

**S**ordo Madaleno Arquitectos (SMA) have created a branched, undulating design for Chablé's planned Sea of Cortez spa resort that blends with the natural landscape and gives guests both privacy and ocean views.

Located on the Baja California Peninsula just north of La Paz in northwest Mexico, the resort will cover an area of 64,900sq m (698,700sq ft).

The site is set on the coast between two hills in a sparsely vegetated desert landscape.

Fernando Sordo Madaleno de Haro, architecture leader at SMA explained that, in approaching the setting, Chablé believes architecture should take "full advantage



■ Sordo Madaleno said the design is based on the resort's location

**"The formal solution of the building is consistent with the design philosophy we have on generating integrated systems"**

of its surroundings to achieve an experience that would not work in any other place."

In this instance, that meant ensuring all 50 guest rooms and villas were given views

of the ocean, but that the privacy of other guests and the integrity of the landscape not be compromised.

The design employs double curvature laminated timber shells to give the impression that there are no interruptions in the landscape.

"The formal solution of the building is consistent with the design philosophy we have on generating integrated systems, where the components of the project respond fluidly," Madaleno de Haro added.

"In Chablé Sea of Cortez, a single constructive element is expressed as a large organic roof that forms oscillations along the volumetry, being roof, wall and access road at the same time."

## **Steven Rudnitsky** named vice chair at WTS International, as CI Capital takes a stake in company



■ Rudnitsky has been tasked with assisting WTS with its expansion plans

**P**rivate equity firm CI Capital Partners has acquired a majority interest in spa consultancy and management firm WTS International.

The deal – for which no financials were released – will see the WTS management team retaining significant equity ownership in the company.

"We've achieved remarkable growth and maintained our leadership position in the wellness services industry," said WTS founder Gary Henkin.

**"Steve's career in elite hospitality brands to build major consumer brands will be a tremendous asset to WTS"**

Shortly after the deal was confirmed, WTS named Steven A. Rudnitsky as vice chair of its board of directors.

An industry veteran, Rudnitsky most recently served as president and CEO of Miraval Group, where he oversaw the sale of Miraval to Hyatt Hotels Corporation. He has also held executive roles at Wyndham and Dolce and was a board member of ESPA International.

Rudnitsky has been tasked with assisting Henkin in executing WTS's expansion plans, which include pursuing "strategic add-on acquisitions".

"Steve's successful career in elite hospitality brands through periods of growth and transformation and in helping to build major consumer brands will be a tremendous asset to WTS," Henkin added.



■ Co-presidents Rupert Schmid and Pierre-Louis Delapalme

{ **"We are a client-centric business, thus our decision to partner with family-led partners an integral part of our future"** }

## Van Rappard, Descours and Frère join Biologique Recherche

**B**iologique Recherche plans to expand its global reach as part of a "new phase for the business".

The French skincare brand's current owners and co-presidents – Pierre-Louis Delapalme, Rupert Schmid and Phillipe Allouche (son of the brand's original founders) – have created a long-term strategic alliance with three European "family offices".

The Van Rappard, Descours and Frère Families have been brought on board to accompany the brand's growth.

Biologique Recherche is now owned by an alliance of seven families.

Peter Brabeck-Letmathe, former chair and CEO of the Nestlé Group, has also been appointed as non-executive chair of Biologique Recherche's board of directors.

Schmid and Delapalme told *Spa Business*: "We are happy and proud that our company has attracted such a great team of successful entrepreneurs to support us.

"We are a client-centric business and organisation, thus making our decision to partner with family-led partners an integral part of our future."

The formation of the alliance was advised by Credit Suisse.

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### **People**

Fernando Sordo Madaleno de Haro reveals plans for Sea of Cortez resort, three new families get on board with Biologique Recherche and Mia Kyracos bags second industry award in two months

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## Mia Kyricos bags second industry award in two months, celebrating her work in the wellness industry



■ Kyricos was honoured by Cornell University

Mia Kyricos, senior vice president and global head of wellbeing for Hyatt, has received a second award in as many months, recognising her contributions to the field of wellness and hospitality.

Kyricos was named as the 2019 Cornell University MMH (Master of Management degree in Hospitality) Outstanding Alumna of the Year in New York City. The award is given to an alumna who demonstrates "exceptional career

**"It's an incredible honour to be recognised by the Cornell University School of Hotel Administration"**

progression and service to the Cornell University School of Hotel Administration and its students".

"We are both excited and proud to honour Mia and all she has accomplished with this award," said Dr Kate Walsh, dean of Cornell's School of Hotel Administration. "She has become a trailblazer for the wellness and spa industry."

The award comes less than a month after Kyricos was named Leading Woman in Wellness at the Global Wellness Summit in Singapore in October.

"It's an incredible honour to be recognised by the Cornell University School of Hotel Administration, an institution that was instrumental in shaping my career," Kyricos told *Spa Opportunities*.

## Jeremy McCarthy labels Mandarin Oriental's Silent Night as 'hugely successful'

Mandarin Oriental hotel group's Silent Night programme will take place this year on the 11 December.

All Mandarin Oriental spas will offer their normal treatment menu until 5.00pm, after which time there will be no talking or music to create a sense of peace and encourage introspection. All communication will take place in a brief consultation at the beginning of the spa journey.

"A lot of the value of a spa experience comes from simply disconnecting from technology and experiencing time for yourself in silence," said Jeremy McCarthy, group spa director for Mandarin Oriental Hotel Group.



■ The Silent Night Programme has been running for four years

**"A lot of the value of a spa experience comes from simply disconnecting from technology"**

"Silent Night has been hugely successful – it makes people think, and it makes

people appreciate what spas bring to our society. Spas are one of the last safe

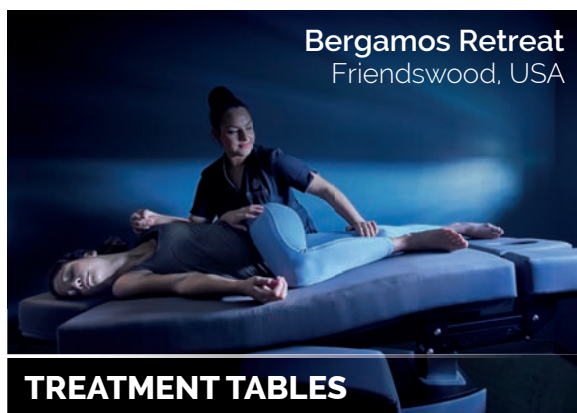
havens where people can go to have this quiet time away from technology, and the reaction we get from our guests is very positive."

Mandarin is encouraging clients to come alone or invite a loved one whom they would like to share the silent experience.

The spas are also offering guests a Digital Wellness escape – a one hour 20-minute restorative treatment that focuses on the head, eyes, neck, shoulder, hands and feet to help ground the body and mind.

Guests can enjoy additional Silent Night events in certain locations. Mandarin Oriental has been running the Silent Night programme since 2015.

# TAKING **WELLNESS** TO THE **NEXT LEVEL**



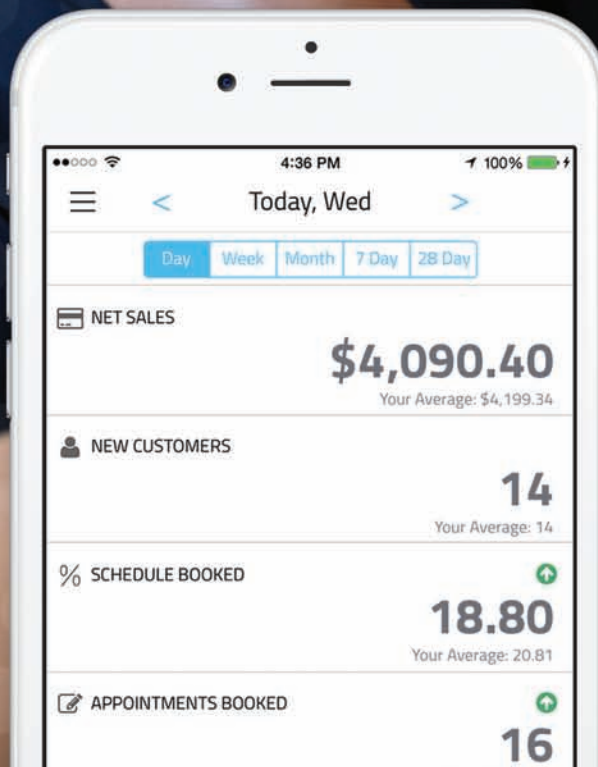




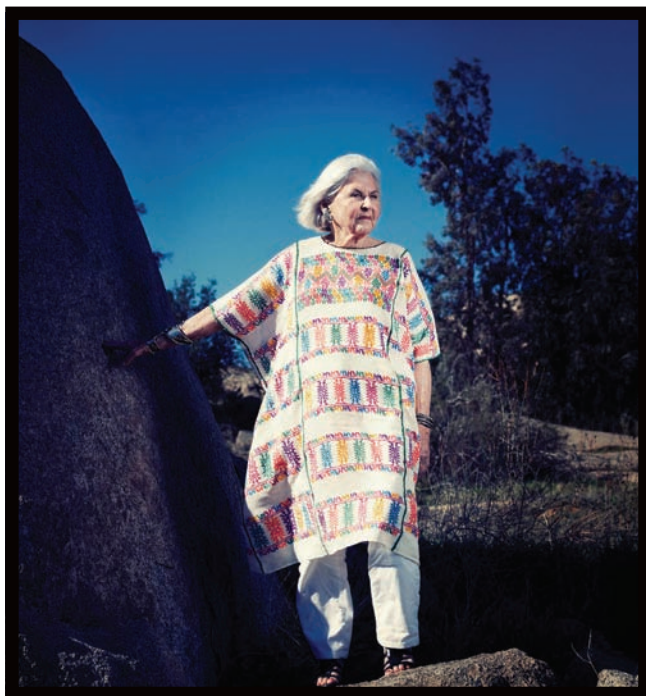
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■ Deborah Szekely visited the area affected by the wildfire

{ **"Tecate is family. Now they need us. Money donated will enable our neighbours to rebuild their lives"** }

## Deborah Szekely launches fundraiser for wildfire-hit Tecate

Industry veteran Deborah Szekely has reached out for donations to support the community of Tecate in Baja California, Mexico – the nearest settlement to wellness destination, Rancho La Puerta – following wildfires which claimed four lives.

Szekely, now 98, visited the affected areas and has written an open letter, urging for donations to help support the rebuilding of the community.

She said: "For almost 80 years, Rancho La Puerta has shared in the life of the community of Tecate.

"Tecate is family. Now they need us. Money donated

through the San Diego Foundation, Friends of La Puerta Fund will enable our displaced neighbours to rebuild their lives.

"At first, it was a 'small' fire, but driven by fierce winds it grew into a massive conflagration within moments.

"Nothing remains. I knew I could count on the guests and friends of The Ranch – along with our staff of more than 400 – and I began writing this letter as we drove home."

Rancho La Puerta was co-founded by Szekely and her husband, Edmond in 1940 and is now run by their daughter, Sarah.

## MEET THE TEAM

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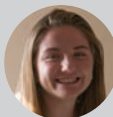
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## REDEVELOPMENT

### New Alpine spa echoes surrounding landscape

The Cristallo Resort and Spa at the Northern Italian ski resort of Cortina d'Ampezzo has undergone a major refurbishment.

Located in the Dolomites and owned by the Gualandi family, the Alpine resort is home to a 74-bedroom hotel, which also underwent a renovation in 2017.

The recent refurbishment restyled the spa's 1,600sq m wet area and was overseen by architect Alessandro Zarinelli and interior designer Katrin Herden – co-founders of the Milan-based architecture and interior design firm Studio MHZ.

Italian supplier Starpool assisted in delivering the project and also

equipped the spa with a selection of its products.

Starpool provided the spa with a steam bath, red-fir Finnish sauna, wall-mounted icefall, ShowerOne experience showers and Kneipp path reaction baths.

The materials used in the new wet area were chosen to echo the resort's surrounding natural landscape: the stones in the steam bath are intended to remind clients of the local dolomite rock, while the sauna's cedar and fir wood are a direct reference to the Alpine forests.

The spa also has a Turkish bath and Relaxarium, while treatments will be supplied by Swiss brand Transvital.

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■ The revamp included the re-styling of the 1,600sq m wet areas



**The refurbishment was overseen by architect Alessandro Zarinelli and interior designer Katrin Herden – co-founders of the Milan-based architecture and interior design firm Studio MHZ**

## TRAINING

### CIDESCO International to open training salon in 2020



**We hope our webinars will make training simple**

Sandy Fuhr

CIDESCO International, the beauty education body, has announced it will open a training salon at its head office in Zurich, Switzerland in 2020.

The 30sq m salon will be used predominately for training but will also provide a platform for the production of educational webinars.

Webinars will offer CIDESCO examiners continued professional development and training and assist the organisation's sections and schools with education and insight into changing industry trends.

President Sandy Fuhr said: "CIDESCO offers the highest standard of



■ The salon will be used for training and webinars

education and for us to be able to do this from our own salon is fantastic.

"We hope our webinars will make training simple and accessible to CIDESCO sections, schools and students worldwide."

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**INNOVATIVE EXPANSION**

## Aman to open luxury desert encampment in Utah



**Called Camp Sarika by Amangiri, the destination is located a 30-minute hike – or five-minute drive – away from Amangiri and will have 10 tented pavilions and two spa suites**

Aman is set to expand the offering at its Utah desert resort with a standalone luxury desert encampment, which is billed to open in April 2020.

Called Camp Sarika by Amangiri, the destination is located a 30-minute hike – or a five-minute car drive – away from the main Amangiri site and will have 10 tented pavilions, two spa suites, a main pavilion, restaurant, swimming pool and spa pool.

Surrounded by five national parks, Camp Sarika is scheduled to be completed by March and will overlook mesa rock formations.



■ The desert encampment will open in 2020

Luxury Frontiers have designed the tented pavilions which will feature either one or two bedrooms, a living area, a dining area, bar, private terrace with a fire pit and an individual heated plunge pool.

The camp's two spa suites will offer spa therapies inspired by traditional Navajo wellness practices (the Native American people of the Southwestern US) while yoga and meditation will be offered al fresco. Aman's inhouse brand, Aman Skincare, will supply treatments.

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**SPA HERITAGE**

## Historic thermal town welcomes new spa

The Majestic Hotel, Harrogate, UK, has a new spa following a £15m (US\$19m, €18m) overhaul of the entire property.

The hotel which operates as a DoubleTree by Hilton was built in 1900 and is one of the grand dames of the historic thermal spa town, which is claimed to have 100 different mineral water springs.

Harrogate has strong associations with spa and restorative treatments dating back to the 19th century, as traditionally, doctors prescribed drinking or bathing in the mineral waters of Harrogate to treat a variety of ailments.

The newly refurbished Harrogate Spa includes four single and two couple's treatment rooms and has selected ESPA, Thalgo and Carita as product houses.

Additional facilities include a spa pool, Himalayan salt sauna, steamroom, experience shower, ice fountain and Rasul – a space where guests conduct a Middle Eastern ritual of smoothing mud over their hair, face and body whilst in a steamroom.

Lynn Roach, spa director at Harrogate Spa said: "We've worked carefully to incorporate the rich heritage of our spa town location, combining this with the latest in wellbeing."

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■ The Majestic Hotel has undergone a £15m overhaul



**We've worked carefully to incorporate the rich heritage of our spa town location**

Lynn Roach

## HERITAGE SPA

### Historic Arizona hot springs spa reopens

An iconic hot springs resort in Arizona, US dating back to the 19th century has marked its return to the world of luxury hospitality, re-opening its doors last month for its first full season.

Castle Hot Springs was originally established in 1896 and known as the "Grand Dowager of Arizona hotels"; it will now open seasonally from October through late June, offering guests an experience that revolves around the pursuit of health and wellness.

At the centre of the 210-acre property are the thermal hot springs, which emit from the earth at 120F (49C), alongside a sustainably led culinary programme.

The historic property has long been a restorative ground for visitors, beginning with Native Americans, who journeyed to the mineral-rich hot springs for medicinal purposes over a century ago.

In the 1940s, the resort was used as a military rehabilitation centre to treat veterans wounded during World War II, including future American president John F. Kennedy, who spent three months there recovering from injuries.

Following its heyday, the property exchanged hands only a few times before being purchased in 2014 by its current owners, a local philanthropic couple.

[READ MORE ONLINE](#)



■ Castle Hot Springs was originally established in 1896



**In the 1940s, the resort was used as a military rehab centre to treat wounded soldiers – including future US president John F. Kennedy**

## EVENTS

### Green Spa Network announces details for 2020 Summit



**The programme will explore CBD, green beauty, the future of blue beauty and take a deep dive into the biological implications of the average American diet**

Green Spa Network (GSN) has announced its upcoming Self-care and Personal Sustainability Summit, which will take place from 1-3 December 2020, at Kripalu Center for Yoga and Health, Massachusetts, US.

The workshop is designed to bring the wellness community together with a programme consisting of lectures, yoga, emotional release work, breathwork, aromatherapy, and hands-on adjustments with live music, movement and meditation.

The programme will explore CBD, green beauty, the future of blue beauty



■ The summit will take place in December 2020

and take a deep dive into the biological implications of the average American diet.

Wellness experts presenting at the summit will include Joanna Roche, GSNPlanet executive director and certified vibrational sound therapist and Jeannie Jarnot, founder of healthy beauty product retailer, Beauty Heroes.

[READ MORE ONLINE](#)



**REDEVELOPMENT**

## Chiva-Som restyled after five-year revamp project



**Embarking on such a transformation was a major commitment**

Krip Rojanastien

Chiva-Som International Health Resort in Hua Hin, Thailand, has completed a THB800m (US\$24m, €21m, £19m) renovation project, which has seen resort accommodation, facilities and public areas redesigned, after five years.

The renovation has been completed in four phases over a five year period.

The 24-year-old wellness resort recently saw the completion of the fourth and final stage of a top-to-toe renovation which focused on the health and wellness area, the bathing pavillion, Niranlada Medi-Spa and its seaside restaurant – The Taste of Siam.



■ The spa resort has been operating for 24 years

CEO, Krip Rojanastien, said: "Embarking on such a transformation was a major commitment, but the time was right to ensure the 'hardware' is in place to take Chiva-Som into a new era of wellness".

The resort now has a 1,720sq m spa area and 2,705sq m health and wellness space.

The Niranlada Medi-spa has also been redesigned to offer a warm and welcoming space.

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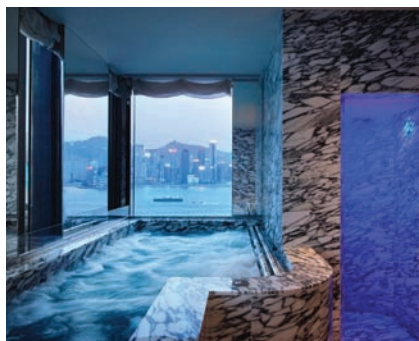
**NEW OPENING**

## Rosewood unveils Asaya wellness resort in Hong Kong

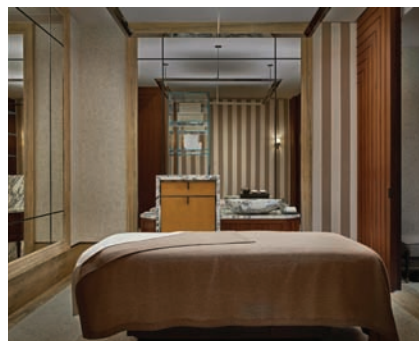
Rosewood Hotels and Resorts has launched its Asaya wellness destination concept in the 27-storey Rosewood Hong Kong hotel, designed by New York architect Tony Chi.

The 3,716sq m space spans two floors and includes private harbour-view marble hydrotherapy pools, steam experiences, sauna, an ice blast misting shower and laconium – all were designed, supplied and installed by wet-area specialists, Barr + Wray.

Originally launched at Rosewood Phuket, the Asaya wellness concept is founded on five pillars – Emotional Balance, Fitness and Nutrition,



■ The 3,716sq m space spans two floors and includes private marble hydrotherapy pools



**Treatments are carried out in seven private Urban Sanctuary Suites, each with a heated marble bathhouse**

[Play Video](#)

Physical Therapies, Skin Health and Community.

Treatments are carried out in seven private Urban Sanctuary Suites, each with a heated marble bathhouse, soaking tub and sensory rain shower leading to a private garden for pre- and post-treatment relaxation.

The destination also includes a 107sq m Tranquility Lounge, with its own consultation rooms, offering technology to facilitate self-guided meditation

and sleep therapies.

Asaya Hong Kong's wellness offering also extends to signature programmes, which combine traditional and alternative therapies to treat, heal, and inspire, such as counselling for personal growth and healthy eating schemes.

Additional facilities include a Technogym-equipped gym, hair and nail salon, social dining concept which serves health-conscious cuisine.

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**RECORD BREAKERS**

## Finland reclaims Guinness World record sauna title



**Finland recruited 110 ambassadors from different nationalities. On the day, 101 of them turned up and the record was broken**

Finnish organisation World Sauna Challenge has broken the Guinness World record for 'Most Nationalities in a Sauna' at Suomenlinna Naval Academy sauna, Finland, on 14 November.

Known as the home of sauna, Finland first broke the record in 2009 when it hosted people of 76 different nationalities in a sauna at the same time.

This record was broken in March 2013 when 99 nationalities took a sauna at the Bizhonghai Member's Club in Beijing, China.

In order to break the Guinness World record, Finland recruited



■ The new record is 101 nationalities in one session

110 ambassadors from different nationalities. On the day, 101 of them turned up and the record was broken.

The 30-minute event was adjudicated by a Guinness World Record representative.

The event garnered a number of sponsors including the Haaga-Helia University of Applied Sciences and sauna supplier, Harvia.

**READ MORE [ONLINE](#)**

**TRAINING**

## Derby University to cancel Spa Management degree

The University of Derby, UK is axing its Spa Management degree as of 2022.

The University is yet to confirm the reason, but the UK Spa Association (UKSPA) has attributed it to a reduced demand and interest in the course, saying: "Derby University is to cease the qualification due to a steady decline of student numbers over recent years".

Derby launched the country's first BSc (Hons) degree course in International Spa Management in September 2002.

A year later, it followed it with a year-long university



■ The University is yet to confirm the reason for axing the industry-specific degree



**I'm surprised to see the spa management degree closing**

Dr Gillian Hunter

diploma in International Spa Management.

In a statement, The UKSPA said: "This is a sign that the spa and wellness industry is undervalued and misunderstood".

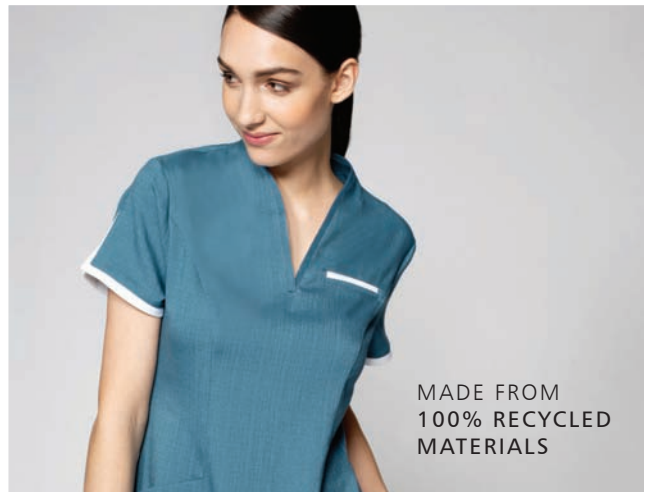
The global spa and wellness market was valued at \$119bn by the GWI in 2018, but the UKSPA warns that with academic institutions retrenching, the market won't have the workforce to sustain it.

Previous students have expressed surprise at the decision.

Dr Gillian Hunter, one of the alumna, told *Spa Opportunities*: "During my time at Derby, the leadership was strong and committed to spa education, the course was thriving and the industry was benefiting.

"I'm surprised and disappointed to see the spa management degree at the University of Derby is closing."

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## SUPPLEMENT INNOVATION

### Lanserhof launches tailor-made programme

Lanserhof at The Arts Club – a private members' medi-gym in London's Mayfair – has partnered with personalised health-system provider, bioniq Health Tech Solutions, to offer members a bespoke supplement programme, bioniq LIFE.

In-depth blood, microbiome and genetic tests are used to track health and produce tailor-made supplements.

The formula can include up to 120 components, such as probiotics, vitamins, enzymes and micro-elements and micro-nutrients. The combinations depend on results from a blood test where 30 parameters are tested based on gender, including cholesterol, hormone levels and insulin.

Sebastian Kunz, medical director at Lanserhof at The Arts Club said: "The new programme offers members a chance to understand their body in more detail and learn how to optimise function".

The programme costs £250 (€290, \$322) a month, and includes an initial blood test, a consultation with a medical expert, the bespoke supplement, access to an online dashboard and a follow-up blood test.

If participants extend the programme, they will undergo bi-monthly blood tests in order to monitor changing needs, so the supplement mix can be altered appropriately.

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■ Bioniq uses in-depth blood, microbiome and genetic tests



**The programme offers members a chance to understand their body**

Sebastian Kunz

## COLLABORATIONS

### Douro41 eco-spa partners with Moss of the Isles



**Today's traveller seeks sustainable travel experiences**

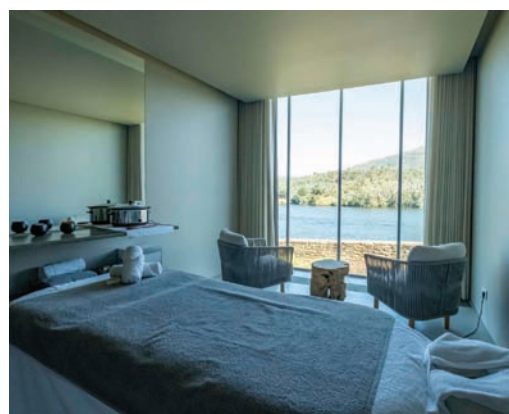
Markus Laahanen

Portuguese eco-spa Douro41 has partnered with Irish product house, Moss of the Isles, after a €500,000 (US\$551907, £429372) refurbishment of its spa, located on the banks of the Douro river, Vista Alegre.

Douro41 is a 56-bedroom and five suite eco-hotel owned and operated by the Portuguese hotel group, Discovery Hotel Management.

The hotel operates with eco-friendly measures, including a plastic ban and a strict recycling system.

The 550sq m spa, with five treatment rooms, has chosen Moss of the Isles



■ The 550sq m spa has five treatment rooms

as product house because they "align with the hotel's focus on nature".

"It's important to operate sustainably as today's traveller seeks sustainable travel experiences, said Markus Laahanen, Discovery's group director.

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28 NOVEMBER 2019

## **Bali Wellness Summit**

**Alila Seminyak, Indonesia**

Exclusive conference discussing the business of wellness – wellness tourism, retreats, fitness/wellness/spa facilities, business trends, international investment, consumer demand, technology and market innovation. Includes keynote presentations, panel discussions, interactive Q&A, a sunset cocktail reception and a second day of optional wellness activities (yoga, meditation, mindfulness and fitness classes).

**www.thefitsummit.com**

8-9 DECEMBER 2019

## **Spa & Beauty Forum**

**A. ROMA Lifestyle**

**Hotel, Rome, Italy**

The event is marketed as "the reference point for the spa industry". It offers operators and entrepreneurs the opportunity to come together with the entire wellness market.

**www.lifexcellence.it/spa-beauty-forum**

23-26 JANUARY 2020

## **Les Thermalies**

**Carrousel du Louvre, Paris, France**

Water and wellness show with a focus on thermal spas and thalassotherapy. The event markets itself as the essential exhibition to promoting and selling treatments and products to a targeted clientele.

**www.thermalies.com**

26-29 JANUARY 2020

## **Green Spa Network Congress**

**The Oaks, Ojai, California, US**

The GSN's signature event, the theme of this year's congress will be "Transformation". The Congress aims to bring spa professionals together from across the industry and around the world to talk about work, business and the future, while creating a positive vision for themselves.

**www.greenspanetwork.org**



■ The Cosmoprof event concept is based on having different areas within the show

12-16 MAR 2020

## **Cosmoprof Worldwide**

**Bologna**

**Fair District, Bologna, Italy**

Cosmoprof Worldwide Bologna is a custom exhibition with three different areas dedicated to specific industries

and distribution channels, with each show opening and closing on different dates in order to facilitate the flow of visitor traffic and make the most of opportunities for networking and doing business.

**www.cosmoprof.com**

16-17 FEBRUARY 2020

## **World Spa & Wellness Dubai**

**Festival Arena, Dubai, United Arab Emirates**

The World Spa & Wellness Dubai is marketed as the leading networking event for top-tier executives and owners of spas, hotels and wellness centres.

**www.worldspawellness.com**

29-30 MAR 2020

## **The International Congress of Esthetics and Spa**

**Pennsylvania Convention Center Philadelphia, Pennsylvania, US**

A business to business skin care and spa event focused on education and the latest trends, protocols and ingredients. An event which has been specifically tailored to engage and inspire spa and wellness industry professionals.

**philadelphia.skincareshows.com**

14-15 APRIL 2020

## **ISPA Talent Symposium and Resource Partner Summit**

**The Ritz-Carlton Bacara Santa Barbara, California, US**

The two-day event will be the first of its kind for the spa industry. It is set to focus solely on workforce issues. Featuring keynote speakers, among the event's main focuses is to highlight energetic and innovative approaches to solving workforce challenges.

**www.experienceispa.com**

19-20 APR 2020

## **Natural Beauty & Spa Show**

**ExCeL, London, UK**

The Natural Beauty & Spa Show aims to establish itself as the main event to attend for those looking to discover the latest in health- and eco-conscious wellness and beauty products.

**www.naturalproducts.co.uk/beauty**





## Modernising LUXURY

Innovation of form and function in robes and towels is a vital part of attracting the next generation of wellness consumers.  
Charmaine T Lang from The Madison Collection explains how her company consistently maintains its successful point of difference

**F**ounded in 1999, The Madison Collection – which designs and eco manufactures towels, throws, robes, bath mats and blankets – supplies five-star luxury hotels, resorts and spas in over 50 countries.

Through decades of being at the top end of the market, the company continually develops its offerings to satisfy the most discerning clients, by maintaining high quality and relevance to meet current demands.

### Modernising luxury

“Design is increasingly important,” explains Lang, “and The Madison Collection continually studies, researches and engages with clients to understand what their customers will prefer, desire and, most importantly, enjoy experiencing.”

The inspiration to create a new genre of robe has been influenced by Lang’s travels and insights into the minds of consumers.

“Culturally and artistically, dancing tango has enhanced my visual sensitivity and intuition,” she says, “The music of the tango has ebb and flow, pause and innuendo – to dance this and dance it well, you must listen closely to the music.

“When you’re invited to dance, you surrender in the intimacy of trust. And that is what I seek – to improve the fabrics that are used close to the skin, so they’re trusted to perform, with subliminal touches that culminate in high performing, yet subtle, modernised textiles and styles.”

The Tuxedo Robe is an example of reimagining a traditional style. “Robes are a strong part of the spa experience and yet their design has remained unchanged for decades,” says Lang. “I envisioned modernising this often overlooked garment with a tuxedo-like shawl collar, rounded edge detailing and as a special signature touch, a breast pocket for the room key,” she explains.

“We’ve also changed the design, the fabric and the finishes for our Bordado Collection with a focus on ‘modernising luxury’ and creating a universal robe, for men and women, transcending generations and appealing to those who are millennial-minded.”

“Upcoming demographics want what they wear to reflect who they are – fresh, light,



The Bordado Collection is made from an innovative lightweight eco fabric which has a luxurious feel





The Madison Collection travelled to Peru to source its GOTS-certified, Fair Trade, organic Pima cotton for the Zuuja collection

## Comfort and sophistication meets loungewear from the Zuuja label

A new product line – just launched – has seen The Madison Collection evolving to meet the loungewear needs of all generations, under its own Zuuja label

This next-generation loungewear range, which has been designed for those who like to look and feel comfortably chic, includes relaxed-fit lounge pants, T-shirts, long-sleeved Ts and harem pants, all made from GOTS certified, 100 per cent organic, Fair Trade pima cotton from Peru.

Zuuja is being embraced as an elevated version of spa uniforms, as well as creating a seamless guest experience from sleeping to wandering to treatment room.

## Being style-conscious and environmentally aware transcends generations

functional and unique – they're comfortable in loungewear, yet while wearing it, want to look and feel good", says Lang.

Thought has also been given to operations: The Madison Collection's coloured fabrics are bleach-resistant and all fabrics are pre-washed four times before they're cut and sewn. The lightweight fabrics also have less wash and dry time and use half the storage space – an intelligent environmental benefit.

The new Tuxedo Robe fabric is fade-resistant. In addition, it gives the illusion of thickness without the weight. "Our new

weaving technique results in a fabric that appears thick and fluffy and performs like a lush fabric but is also lightweight," says Lang.

"We've previewed the new-look Tuxedo robe and are delighted it's finding favour with hotel and spa operators around the world.

"It's important to be aware of ever-changing consumer preferences," says Lang. "Being style-conscious and environmentally aware transcends generations. Many are seeking smaller spaces in which to live and they feel comfortable with and appreciate products which are compact and eco-conscious.



Eco-luxury: The Marine Robe

### Environmental and sustainable

Although environmental sustainability is a key issue for millennials, in fact, for all generations, this isn't a new area of focus for the company. The Madison Collection has long held a deep belief in social good and invests in environmental sustainability.

"Our entire factory is naturally powered," says Lang, "This is done using jet air, fuelled by hydro-power which comes from briquettes made of the waste from the cotton spinning process and purchased waste wood (from re-planted trees) from local furniture factories.

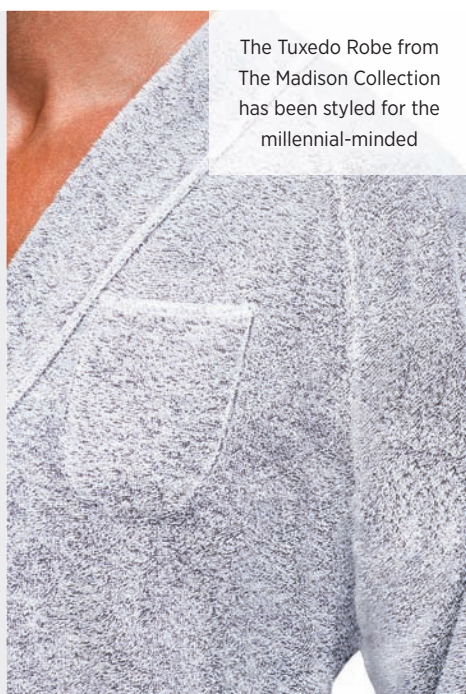
"This exemplifies our commitment to sustainability and aspiration to achieve zero-waste. Our packaging boxes and tape are manufactured from recycled paper, the tape uses flour and water instead of glue, and thinner plastic bags are used

to pack our towels, further diminishing the impact on the environment.

"Our water purification plant uses live bacteria to break down dye pigment - no chemicals are used. Once the bacteria has accomplished the task, it's stored for ten years and then returned to the soil as fertiliser. The water is returned to the river cleaner than when captured – another example of our high commitment to sustainability."

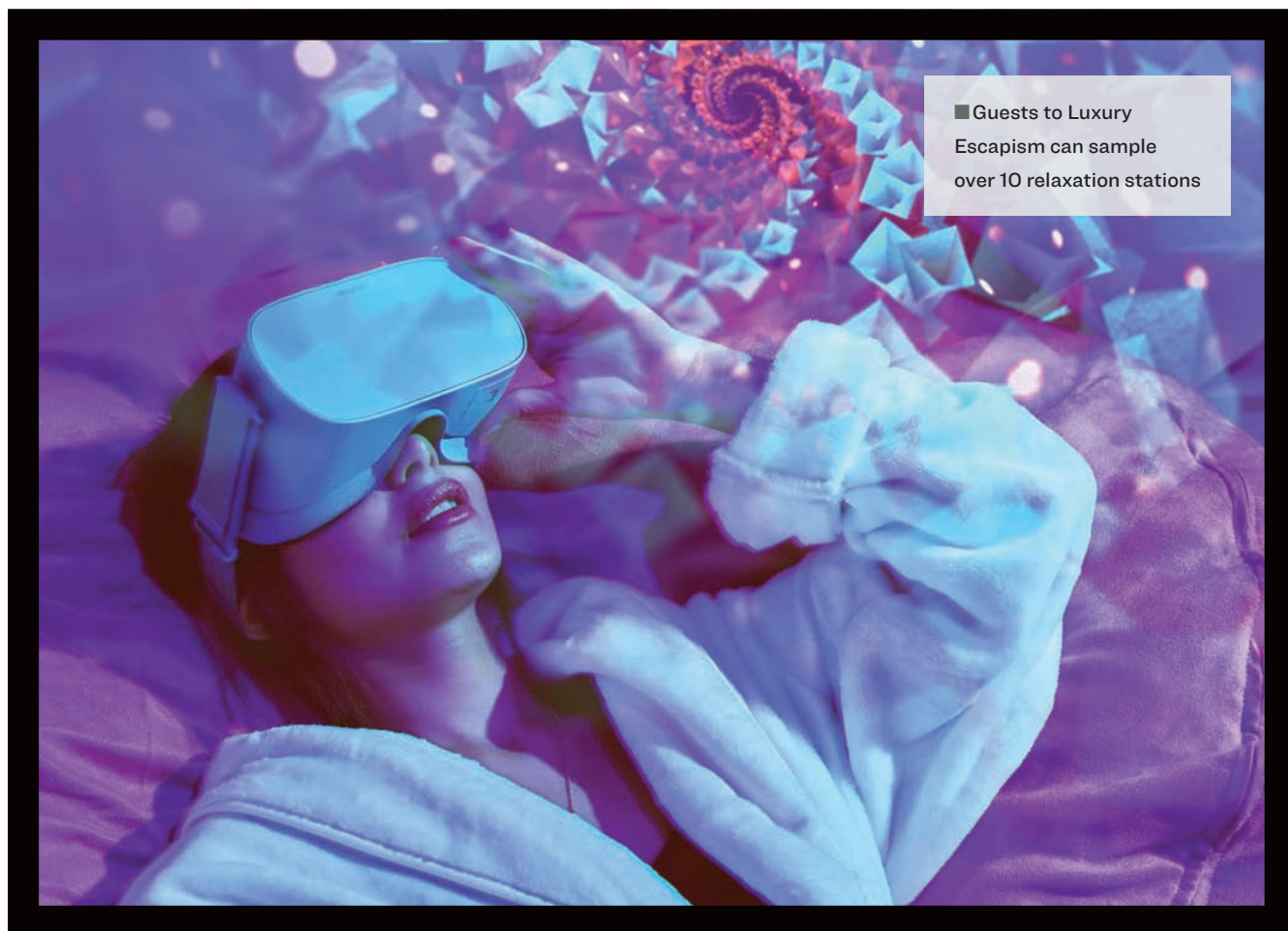
"Our focus used to be to wrap guests in luxury," concludes Lang, "The world is changing and experience is the new luxury.

"Our emphasis has evolved to focus on creating products which meet the needs of all generations, while also being good for the environment and operationally sophisticated," says Lang. "We invite you to experience the new luxury." ●



The Tuxedo Robe from The Madison Collection has been styled for the millennial-minded





# High tech wellness

Immersive New York Spa boasts 'Fuzzidarium' that replicates a cat's purr



■ David Lobser, lead creative technologist

A multi-dimensional digital immersive spa experience, created by Luxury Escapism, has opened in Brooklyn, US.

Guests can sample over 10 relaxation stations including the Fuzzidarium – an immersive room, designed to remind participants of a purring cat, with fluffy interiors, virtual reality (VR) and vibrations at 50hz to match a cat's purr to promote relaxation. Guests can also experience a vibrating strobe-light waterbed,

sound baths and what are described as "perception bending glasses".

Also featured is a live VR particle sandbox tool – called Celestial Flow – where guests can manipulate over one million particles using their hands. Conducted in seven-minute sessions, this experience is designed to place users in a state of creative flow.

The experience, which lasts two hours and costs US\$40 (£31,€36), is designed to help guests reimagine relaxation with immersive technology, tactile stimulations



■ Luxury Escapism was founded by Tyler Pridgen and David Lobser as an evolution of their three-day pop-up in New York in 2018 –The Oddly Satisfying Spa.



and ASMR activations (autonomous sensory meridian response).

Luxury Escapism was founded by Tyler Pridgen and David Lobser as an evolution of their three-day pop-up in New York in 2018 –The Oddly Satisfying Spa – which included treatments such as a massage with a VR headset projecting corresponding meditative visuals.

"We have designed our treatments to help our attendees find meditative states of mind," said Lobser, the spa's lead creative technologist.



We've combined tech, such as VR, with techniques that provoke physiological reactions

"We've combined tech, such as VR, with techniques that provoke physiological reactions, including rhythmic vibrations, strobing lights, and spiralling mandalas."

"Luxury Escapism is a new concept – one that is a bit hard to explain," said Pridgen, CEO. "In the spirit of the millennial mindset, you have to experience it to understand it"

The spa operates with a whisper-only policy, accepting guests 16 and above.

Luxury Escapism has announced plans to build a second spa in New York. ●



By aligning with nature in a pristine forest setting, a deep experience of wellbeing emerges

Dr Gerry Bodeker founder,  
Ayus Wellness



# Natural healing

After finishing work on the Global Wellness Institute's mental wellness white paper, Dr Gerry Bodeker had nature on his mind

**A**fter finishing work on the Global Wellness Institute's mental wellness white paper, Dr Gerry Bodeker had nature on his mind. Research outlined in Mental Wellness: Pathways, Evidence and Horizons (see *Spa Business* 19 Issue 1 p60) shows that immersion in nature has powerful effects on both mental

and physical wellbeing, and Bodeker saw an opportunity to bring that kind of immersion to more people.

"There are many evidence-based pathways to mental wellness which can be self-managed, are generally low cost, and have been shown by repeated studies to result in significant enhancement of mental wellbeing and, in some cases, even in the growth of grey and white matter in the brain," says Bodeker.

So when Bodeker was asked to design wellness programmes for the Mulu Marriott Resort & Spa in Borneo – which is set in a UNESCO World Heritage site amid ancient tropical rainforest – he knew it was a place where nature could help to heal. "At a [nearby] freshwater pool, Clearwater Pool, fed by streams from 60-million-year-old limestone caves, the atmosphere was palpably vibrant and transformative, and it became obvious that a forest immersion

programme, with Clearwater at its heart, was the way to bring wellness theming to the resort," says Bodeker.

Mulu's owner, Robert Geneid, proposed a partnership, as he was keen to take the idea to another property in Japan, and from this, Ayus Wellness – a company to deliver the experiences – was born. "In Ayus Wellness, we've crafted programmes that are science-based and effective in enhancing mood and mind, which, in turn, leads to balance and clarity," says Bodeker. "Foremost among these is the practice of nature immersion or forest bathing – shinrin-yoku as it is known in Japan. With 52,000 hectares of ancient rainforest as our environment, nature is our primary therapist."

Key to the offering is a bespoke integrative yoga programme designed around connecting with the rainforest, which helps guests build a connection to nature. Yoga and meditative breathing



■ The first retreat was held close to, and for guests of, the Mulu Marriott Resort & Spa in Borneo





## With 52,000 hectares of ancient rainforest as our environment, nature is our primary therapist

sessions are held in the heart of the forest at the Clearwater Pool and cave, half an hour boat ride from Mulu Marriott up the Melinau River and past the villages of the indigenous communities. Swimming in the bracing, mineralised waters is also a highlight.

"Ayus takes its name from Sanskrit, meaning the sense of life," says Bodeker. "By aligning easily and immersively with nature in a pristine forest setting, with this dimension of life, a deep experience of wellbeing emerges."

The inaugural retreat was held from 14-19 June, and led by master yoga practitioner Shilpa Gathalia, who also guided guests through silent forest walks, cave journeys and medicinal plant explorations. Wellness cuisine drew from Borneo food traditions, local Sarawakian ingredients and flavours, and even some wild-crafted foods from the grounds of the resort itself, and guests savoured a full Borneo-themed vegetarian menu

including a power shot made from gotu kola, or Asiatic pennywort, which is used to promote mood and memory. "At the Going-Home circle on the last evening, some remarkable experiences were shared, including deep peace, enhanced and restful sleep, a sense of feeling revived and renewed, and of deep connections with nature, and the power of the journeys that the group had experienced," says Bodeker.

Ayus Wellness is offering programmes at Mulu Marriott throughout the year, with a focus on three areas: clarity & peace of mind, anti-ageing & radiance, and strength & energy. "New research has shown that wellness modalities such as meditation and yoga increase the length of telomeres – our epigenetic material whose length correlates with the length of lifespan," says Bodeker. "The Ayus Wellness Experience incorporates and builds on these by adding proven rejuvenation foods,



■ Every aspect of Ayus Wellness looks to "align with nature"

beverages and topical applications from Borneo and wider Asian traditions to enhance the experience of youthfulness and the renewal and radiance of our guests' skin."

With the tagline 'Wilderness-Wonder-Wellness' encapsulating the programme, Bodeker says he hopes to bring the wilderness into wellness, and wellness into the wilderness. ●



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Chalet Anna Maria, Photographer Alex Kaiser, Austria



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# spa opportunities

**Recruitment headaches?**  
**Looking for great people?**  
**Spa Opportunities can help**



## **Tell me about Spa Opportunities**

Whatever spa facilities you're responsible for, Spa Opportunities can raise your recruitment to another level and help you find great people.

## **How does it work?**

We work in partnership with you to get your job vacancies in front of qualified, experienced industry people via specially customised recruitment campaigns.

## **There are loads of recruitment services, how is Spa Opportunities special?**

We're the only recruitment service in the industry offering job marketing in print, on digital, social, email, via an online job board and on video, so you get the best of all worlds for one competitive price.

## **What are the most powerful features?**

We position your job vacancy listings right next to our popular industry news feeds, so your career opportunities catch the eye of those hard-to reach candidates who aren't currently job hunting.

In addition to the 'new look' Spa Opportunities, we've also relaunched the website with fantastic enhanced search functionality which enables you to target the best candidates with a laser focus.

## **I hear you're part of Leisure Media**

Yes, we give you access to Leisure Media's entire network of print, digital, online and social brands, enabling you to build your profile as an Employer of Choice™ via **Spa Opportunities / Spa Business, Leisure Opportunities, Health Club Management, Sports Management, Leisure Management and Attractions Management.**

## **What packages are available?**

We offer everything you need, from rolling Powerpack campaigns which earn you extra job marketing goodies and discounts, to targeted ad hoc campaigns, reputation management promotions, executive job marketing, open days at schools and apprenticeship marketing.

## **Is there more?**

Yes, we also offer a range of HR services through our sister company, HR Support, such as cv screening, shortlisting and interviewing to final shortlist.

## **What now?**

We have packages to suit all budgets and requirements and we'd love to talk to you about how we can partner to bring inspirational people into your organisation to give you that competitive advantage you know will make a difference.

## **Meet the Spa Opportunities team**



Liz Terry



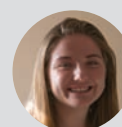
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**A fantastic opportunity has arisen for therapists to join our Kohler Waters Spa, within the AA 5 Red Star, Old Course Hotel in St. Andrews.**

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*Waters*  
SPA

## Spa Therapist

Competitive salary

### Benefits

- 8% commission on all treatments performed.
- Training in innovative and unique water treatments.
- A generous hotel, golf and spa benefits package.
- An inviting and supportive work environment.
- Accommodation is available to assist with relocation if required.

### Skills/Requirements

- Beauty Therapy NVQ Level 3 or equivalent
- Strong interpersonal and communication skills
- A passion for delivering exceptional levels of service

### Why Work at Old Course Hotel, Golf Resort & Spa?

The Old Course Hotel, Golf Resort & Spa is proud to be part of Kohler Co., a company whose mission is to contribute to a higher level of gracious living for those who are touched by our products and services.

We understand that it takes investment in our associates' development to make that happen. So, we offer ongoing investment in each individual's personal development and the opportunity to collaborate with others across functions and roles at Kohler Co., both locally and internationally.

In addition to the investment in your development, The Old Course Hotel, Golf Resort & Spa offers a generous hotel, golf & spa benefits package in addition to an attractive pension plan.

### About Us

The Old Course Hotel, Golf Resort & Spa is an award-winning company who is proud to be recognised as an exceptional hospitality provider and also an employer of choice, committed to the development of staff. An independently ran resort, we are part of Kohler Company's Hospitality & Real Estate division, an American company offering up a whole host of opportunity to its employees.

*We are an equal opportunities employer and we welcome applications from all suitably qualified persons regardless of their sex, religious belief, political opinion, race, age, sexual orientation; or, whether they are married or in a civil partnership; or whether they are disabled; or whether they have undergone, are undergoing or intend to undergo gender reassignment.*

For more information  
and to apply, click below  
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New and exciting opportunities have arisen to join the team at Sequoia, our award-winning, luxury spa and deliver an exciting, inspirational, rewarding and professional service to all members and guests.

## Wellbeing Manager

The role will take responsibility for the day to day running of our gym, home to the latest hi-tech exercise equipment, as well as overseeing our new services such as Nutrition, Physiotherapy and Remedial Sports Massage which make Sequoia a true holistic Wellness destination.

The Wellbeing Manager will manage our team of Fitness Instructors as well as external practitioners so management experience is essential, in addition to a passion for motivating the team to achieve their personal and combined goals.

## Spa/Holistic Therapist

As a Grove Therapist, you will need relevant qualifications (BTEC, NVQ, ITEC, CIDESCO, CIBTAC or equivalent), preferably with ESPA training and product knowledge.

Your spa experience will certainly have included delivering predominately massage treatments. But more than that, we're looking for a positive focus on customer care, the flexibility to work shifts and weekends, the ability to communicate and interact with guests, in English, and the desire to play your part in a fantastic team.

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## Spa Therapists

### Nationwide Competitive Salary plus Benefits

**We are looking for talented Spa Therapists to join the Hand Picked Hotels team.**

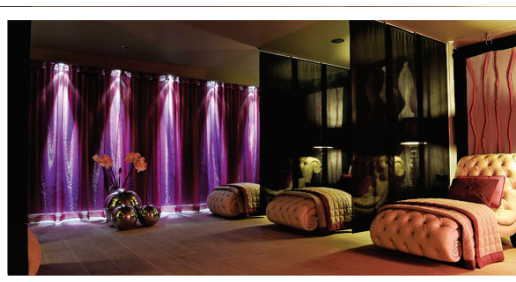
We have a range of Full Time & Part Time positions available to include weekend shifts on a rota basis and live in accommodation available at some of our sites starting from only £52 per week.

Our spa teams are passionate and dedicated to their profession. They aim to optimise the effectiveness of the treatments and therapies offered. When guiding our clients towards the right choice of treatment and product we take into account their overall lifestyle and its requirements and also their individual circumstances on the day and how they wish to feel.

Working at the spa is fun and we want you to love your job and embrace the warm, friendly personalities of our guests and be focused on delivering first-class experiences and exceeding their expectations at every turn. We are a family and we treat our team like family.

#### What we need from you:

- To be passionate about delivering the very best spa experience each and every day
- To be smart and well presented
- To have previous experience in a similar role or a real desire to prove yourself as a first-time therapist
- NVQ Level 3 or similar level spa related qualifications and be fully qualified as a minimum in manicures, pedicures, waxing, massage and facials
- Excellent level of spoken and written English
- To be able to work shifts as required that will include weekends and bank holidays
- Proof of eligibility to live and work in the UK



#### What we can offer you:

- Competitive salary
- Live in accommodation is available at some of our Hotel properties
- Annual leave rising with service
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- Discounted hotel accommodation across the Hand Picked group of hotels
- Employee of the month/year awards
- Full Elemis product and treatment training and development opportunities
- Uniform and Meals on duty

Hand Picked Hotels is a collection of 19 country house hotels throughout the United Kingdom and Channel Islands. With a welcoming and charming service delivered in inspirational surroundings, our guests are encouraged to feel at home, relax, kick off their shoes and indulge! Our core values of family, individuality, initiative, welcoming and local engagement are not just words - it's what we do - every day.

*Candidates must be eligible to live and work in the UK.*

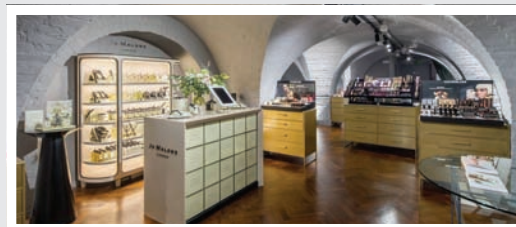
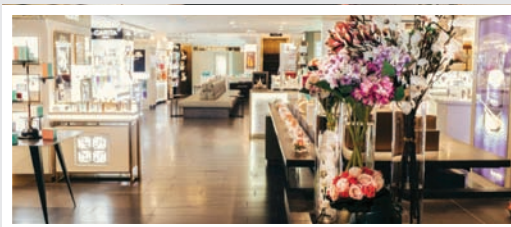
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## URBAN RETREAT



## VACANCIES

### Knightsbridge, London, Competitive Salary and Benefits

From the creators of Urban Retreat, 'The White House' a new hair, beauty and hospitality concept is set to open in Knightsbridge this Spring.

Be a part of this amazing team set to redefine the London beauty scene.

We are currently recruiting for 2 roles and are looking for individuals who are hardworking, highly skilled and professionals! If you are someone who has real passion for the beauty industry, who would like to be part of the best team in luxury surroundings, and able to provide services of the highest standards then we'd love to hear from you!

### Beauty Therapist

#### Essential key skills:

- Minimum of 2 years' experience in a professional salon environment
- Professionally recognised qualification equivalent to NVQ Level 2 and have certifications or comparable
- Experience in manicure, pedicure, gel, everlasting and acrylic services
- Demonstrable experience of delivering customer excellence
- Excellent organisational and time management skills
- Fluency in English and excellent communication skills

- Sales-driven with the ability to achieve targets
- Sales / retail ability or experience
- Ability to work cohesively with other employees as part of a team
- A high level of professionalism and understanding of client confidentiality
- Must be flexible and prepared to work evenings weekends and Bank Holidays
- Must adhere to salon standards of exceptional personal grooming, representing the Urban Retreat brand to the highest of standards

### Hair Specialist

For the right candidate, The White House are offering the opportunity to spend three weeks training in the Frederic Fekkai salon in NY.

#### Essential key skills:

- Minimum 3 years shop floor and column generating experience
- Excellent all-round colour skills; possess the ability to perform classic, contemporary and trend styles
- Excellent all-round knowledge and experience with colour techniques
- Ability to blow-dry and finish in a modern way

- Good command of English both verbally and in written communication
- Level 3 NVQ or equivalent
- Documented professional development over your career
- Certified training with any of the major providers such as L'Oreal
- Ability to work in areas such as session work, shows, competitions, seminars etc.

To find out more about these roles click apply now or scan QR code



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# Therapist

**LONDON**

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**Strip Wax Bar is a pioneer in hair removal industry, specialising in waxing and laser hair removal.**

Established in 2005, Strip Wax Bar has grown to become one of the most respected beauty brands in luxury hair removal with a market leading presence. The company now boasts a customer base across 6 London boroughs with an international reach.

Strip Wax Bar offers excellent customer service and champions both new and renowned waxing and laser hair removal techniques, as well as stocks a broad range of beauty and lingerie brands online and in-stores.

We have an inclusive and supportive company culture, and believe in getting the right fit when it comes to people joining the company. We place a high value on people and believe we can offer a fun and friendly environment to work in, as well as a great place to learn and develop.

We offer competitive rates of pay with built in commission on treatments and retail as well as staff perks along the way to show how much we appreciate the hard work. On top of that we offer different contract opportunities for senior or part time therapists. We warmly welcome freelance therapists as well.

Strip Wax Bar is an equal opportunity employer and is determined to ensure that no applicant or team member receives less favourable treatment on the grounds of gender, age, disability, religion, belief, sexual orientation, marital status, or race.

*Please mention Spa Opportunities when applying for this job.*

For more information, scan  
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**Apply Now**





# WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to [spaopps@leisuremedia.com](mailto:spaopps@leisuremedia.com)

## Association of Malaysian Spas (AMSPA)

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

## Bali Spa and Wellness Association

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

## Brazilian Spas Association

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

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

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

## Association of Spas of the Czech Republic

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

## The Day Spa Association (US)

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

## Estonian Spa Association

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

## European Spas Association

■ [www.espa-ehv.com](http://www.espa-ehv.com)

## Federation of Holistic Therapists (FHT)

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

## German Spas Association

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

## Hungarian Baths Association

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

## The Iceland Spa Association

■ [www.visitspas.eu/iceland](http://www.visitspas.eu/iceland)

## The International Medical Spa Association

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

## International Spa Association (ISPA)

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

## Japan Spa Association

■ [www.j-spa.jp](http://www.j-spa.jp)

## Leading Spas of Canada

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

## National Guild of Spa Experts Russia

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

## Portuguese Spas Association

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

## Romanian Spa Organization

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

## Salt Therapy Association

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

## Serbian Spas & Resorts Association

■ [www.serbian spas.org](http://www.serbian spas.org)

## South African Spa Association

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

## Spanish National Spa Association

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

## Spa Association of India

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

## Spa & Wellness International Council

■ [www.lswic.ru](http://www.lswic.ru)

## Taiwan Spa Association

■ [www.tsapa.tw](http://www.tsapa.tw)

## Thai Spa Association

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

## The UK Spa Association

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

## Ukrainian SPA Association

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

