# spa opportunities

15 - 28 MAY 2020 ISSUE 345

A SPA BUSINESS PUBLICATION



#### **GWI** collaborates with the Vatican

The Global Wellness Institute (GWI), has joined a working group within the Vatican's COVID-19 Commission. A new body established in early April by Pope Francis.

The group was formed with the aim of confronting the current crisis and working to 'visualise the world we need to build post-COVID-19'.

The Commission, led by Cardinal Peter Turkson, is run by the Vatican's Dicastery [department] for Promoting Integral Human Development and divided into five working groups, each addressing a different aspect of the pandemic.

The GWI has joined working group two, which brings together public and private institutions, universities, social movements, economists and entrepreneurs, to create research and thinking about a post-COVID future.

The GWI's contribution to the working group will be a series of eight white papers under the title Resetting the world with wellness.



Ophelia Yeung and Katherine Johnston, GWI senior researchers and co-directors of the Vatican project said: "Wellness is a vital concept to reset the world after COVID-19. It links mind, body, and spirit."

MORE: http://lei.sr/B5B2k\_S

Wellness is a vital concept to reset the world after COVID-19

Ophelia Yeung



Lynne McNees reschedules ISPA Conference and Expo

Event will be held in May 2021 in Phoenix, Arizona





World's first energy-positive spa to open in 2022

Svart will open north of the Arctic Circle in Norway

pl2



## Go-ahead given for £150m London wellbeing project

Four-layer subterranean health and wellbeing hub

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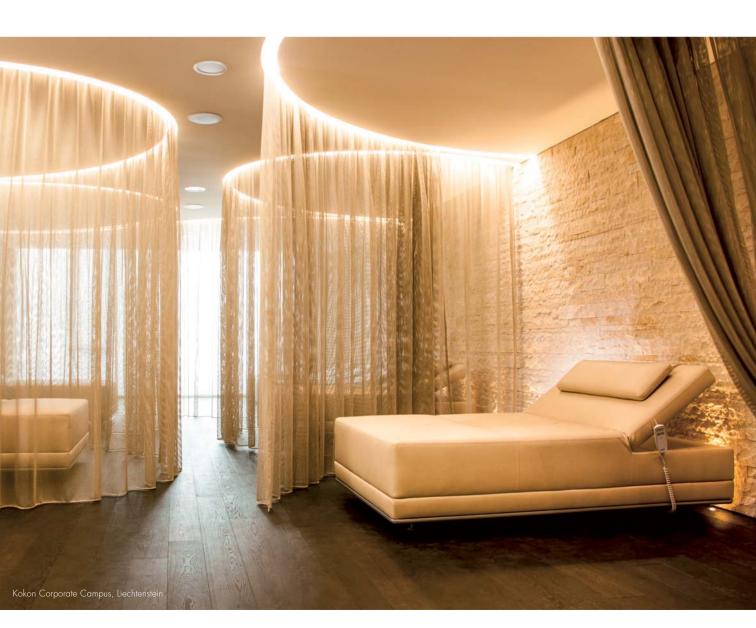






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#### spa opps people

#### Lynee McNees reschedules ISPA Conference and Expo 2020 to allow industry to prepare for reopening

ynne McNees, president of ISPA, announced to the industry that the 30th annual ISPA Conference and Expo has been rescheduled and relocated.

The event has been moved to 10-12 May 2021 and will be held at the Phoenix Convention Center in Phoenix. Arizona.

ISPA made the decision to allow the spa and wellness community to focus on preparing their businesses for reopening and welcoming back guests. The organisation is also working to reangle the event to offer relevant content and support following the pandemic.

McNees commented: "We're taking this opportunity



Lynne McNees said ISPA is 're-imagining' the conference

We're taking this opportunity to ensure we provide the industry with what it truly needs

to pause and re-imagine everything around the conference in order to ensure we provide the industry with what it truly needs." She continued: "As spas prepare for and begin to thoughtfully reopen, ISPA's main priority continues to be providing resources that will help you tackle each new phase and the economic and health landscape evolves in the weeks ahead."

In future, all ISPA Conferences and Expos will take place in the second quarter of the year instead of during September or October, as has previously been the case.

ISPA has announced it's updating and finalising details regarding registration, exhibiting and scheduling, and that more information will be released online in the coming weeks.

MORE: http://lei.sr/q8w2D\_S

### Thanpuying Chanut Piyaou, founder of Dusit

#### International, passes away age 99



■Thanpuying Chanut Piyaou, founder of Dusit International

he founder of Thai hotel group Dusit International, Thanpuying Chanut Piyaou, died from natural causes on 3 May 2020 at age 99.

Thanpuying Chanut started the company in 1948 and in 1970 she opened the flagship 510-bed hotel named Dusit Thani Bangkok, one of Bangkok's first five-star properties. She served as managing director and chair of Dusit from 1970 until 2014.

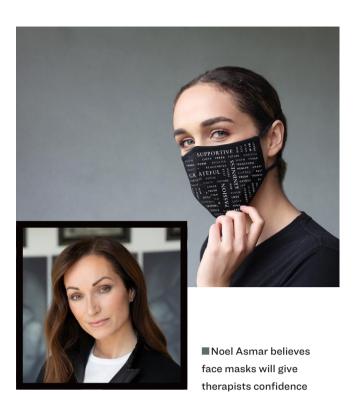
Thanpuying Chanut built and expanded the company on the

Thanpuying Chanut's fine example will continue to inspire everything we do

shoulders of the first Bangkok property and grew it into a global brand which today encompasses a portfolio of 33 global properties run under six brands.

Dusit also operates its own signature spa concept - called Devarana Spa - and has over 50 confirmed pipeline projects in destinations such as Bangladesh, China, Kenya, Singapore and the UAE.

The company released a statement following her passing: "Thanpuying Chanut dedicated her life to the betterment of others, and her fine example and lifetime of achievements, plus her wonderfully caring spirit, will continue to inspire everything we do. We're honoured to continue her distinctive legacy." MORE: http://lei.sr/x2Q6P\_S



 $\left\{ \right.$ 

Safety wear is a cultural shock for many of us and it's contrary to the high-touch nature of spa and wellness



# **Noel Asmar** addresses culture shock of face masks

oel Asmar, founder of uniform provider for the health and wellness industry, Noel Asmar Uniforms, is tackling the culture shock of face masks in high-touch spa environments.

She believes for the wellness industry to bounce back when spas reopen, it'll be crucial to restore confidence in guests and therapists. In her opinion, masks will play a crucial role in this as they'll help make guests comfortable accepting close-contact treatment and assist therapists' confidence.

Asmar said: "Safety wear is a cultural shock for

many of us and it's contrary to the high-touch nature of spa and wellness.

"In 2002, I saw spa therapists wearing ill-fitting medical smocks and thought this doesn't feel right. That's what drove me to design spa uniforms. Now, 18 years later, we're faced with a similar challenge: most masks don't feel right."

In response, Asmar has launched two types of non-medical face masks – called Modern and Inspire – designed to fit into wellness settings, comfort clients and empower therapists.

MORE: http://lei.sr/g8u4t\_S

#### spa opportunities

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#### SURVEY

#### **UKSA** to present survey results to government

The UK Spa Association (UKSA) launched an industry survey to gather information to lobby the UK government for clear reopening guidance after COVID-19.

Named the 'What's next for Wellness?' survey, the questionnaire covered a range of topics asking participants questions such as how COVID-19 has impacted their businesses' financially, how operating procedures may be adapted during the reopening phase, whether the company has applied for furlough assistance and how training has been approached during lockdown.

The survey closed to respondents on 8 May and

results will be published in May and used soon after in conjunction with a joint wellness industry lobbying group for presentation to the government.

Helena Grzesk, GM of UKSA, explained: "We need the correct knowledge and understanding of how we can reopen our businesses and our industry as a whole. So we're conducting this survey to collect vital data we need to be able to represent the sector so we can provide the correct information to help businesses reopen safely.

"The more data we collect, the more we can show the impact COVID-19 has had on our industry," she urged. MORE: http://lei.sr/J2w3R\_S



■The survey investigates COVID-19's impact on the industry



We conducted the survey to collect vital data

Helena Grzesk

#### WEBINARS

# ISA dedicates webinar series to industry re-activation



We've developed a blueprint to ensure you emerge stronger than ever

Peigin Crowley

Industry body, the Irish Spa Association (ISA), is developing a re-activation plan guided by industry experts, leaders and government agencies.

The plan's resources are designed to help the industry navigate the post-coronavirus landscape and are being released on a rolling basis through a four-part webinar series titled 'Preparing for the new normal'.

The first webinar was followed up by the publication of a 'Business Continuity Workbook', a guide for spa businesses on how to take this time to housekeep and review business



■The webinar series will feature four instalments

in order to prepare smarter working solutions in advance of re-opening.

The ISA announced: "While any re-opening will be contingent on public health advice, we've developed a blueprint for operations to ensure you have guidelines to emerge from this pandemic stronger than ever."

MORE: http://lei.sr/N7D9V\_S

#### COVID-19

#### Washing spa linens kills COVID-19

As spas prepare to reopen around the world, the issue of COVID-19 transmission is top of the agenda for reassuring consumers and protecting staff.

Some operators have been preparing to use disposable linens, masks and uniforms to gain consumer confidence, but scientists are indicating that this won't be necessary, as COVID-19 can be destroyed by simple soap powder.

The virus can be transmitted by touch to a wide range of surfaces, so these need to be cleaned regularly with an anti-viral or soap-based product, but linens can be rendered safe by washing with soap powder and hot water. This process causes the fat membrane of the virus to dissolve, which will consequently fall apart and become inactive.

MORE: http://lei.sr/w5v3C\_S



■ The offering is designed to bring wellness into guest's homes

#### WELLNESS AT HOME

#### Borgo Egnazia at home launches

Italian destination spa Borgo Egnazia is connecting with guests during lockdown with a digital wellness platform to bring its unique experience into their homes.

Egnazia is known for its
Vair spa that addresses
emotional and physical
tension with treatments such
as laughter therapy. The Casa
Eganzia platform celebrates
this offering alongside the
local Apulian culture.

Content such as tips for happiness and beauty, sports for longevity and food for wellness has been generated by employees who each have their own area of expertise. It's even recording sessions of village musicians to recreate a local festival and sending guests samples of its signature homemade tomato sauce to keep them front of mind.

MORE: http://lei.sr/V4b9H\_S

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#### AGREEMENT

## One Spa World strikes cash deal with Steiner

Cruise ship and resort operator, One Spa World (OSW), has struck a rescue deal with private equity firm, L Catterton for financial pandemic assistance.

The agreement will see OSW sell US\$75m (£59.8m, €68.4) in common equity and warrants to Steiner Leisure, part of the L Catterton portfolio.

OSW was previously owned by Steiner, but was sold to Haymaker Acquisition Corp in 2018 in a deal valued at US\$948m (€825.6m, £720.6m).

OSW has been struggling since the pandemic began and has furloughed 96 per cent of its US and Caribbean resort spa staff and 37 per cent of corporate personnel, repatriated 45 per cent of all cruise ship employees and closed all US and Caribbean resort spas.

Glenn Fusfield, OSW
CEO, said: "This investment
will sustain the business
through an extended period
of cancelled voyages and
fuel our continued innovation
of service offerings and
experiences. It will enable
us to fully capitalise on our
market position and growth
opportunities when normal
operations resume."

L Catterton acquired OSW in 2015, when it bought Steiner; it later split the group, selling off OSW and keeping product lines such as Elemis.

MORE: http://lei.sr/m5A2Z\_S



■One Spa World is selling US\$75m (£59.8m, €68.4) to Steiner



This investment will sustain the business
Glenn Fusfield

#### RESEARCH

# Vitamin D 'appears to play role' in COVID-19 mortality rates



Higher vitamin D levels may reduce complications

Vadim Backman

Patients with severe vitamin D deficiency are twice as likely to experience severe complications – including death – if they contract COVID-19.

That is the headline finding of a study conducted by Northwestern University in the US, which undertook a statistical analysis of data from hospitals and clinics across China, France, Germany, Italy, Iran, South Korea, Spain, Switzerland, the UK and the US.

After studying the data relating to the pandemic, the team – led by biomedical engineering professor, Vadim Backman – discovered a strong correlation between



■ Northwestern University, US, conducted the study

severe vitamin D deficiency and mortality rates. This means having healthy levels of vitamin D could protect patients against severe complications from COVID-19.

Backman said: "Higher vitamin D levels may reduce complications and prevent death in those who're infected." MORE: http://lei.sr/R8E6a\_S

#### EDUCATION

#### Spa students undertake remote learning

Hospitality management education group, Sommet Education, is continuing to support its spa course student's education during the pandemic by switching to remote learning resources.

The Swiss group has enlisted a dedicated task force to facilitate student's remote learning. The team has provided students with access to video conferences, online assessments, digitised academic materials and is also producing 100 videos of academic content daily.



Students can continue their studies with the same level of excellence

Benoit-Etienne Domenget

Resources are available to students at the group's two renowned campuses – Glion Institute of Higher Education and Les Roches – which offer two spa management courses: Excellence in Spa Operations and Maximising Spa Profitability.

Benoit-Etienne Domenget, Sommet Education CEO, said: "Our teams are striving tirelessly to enable our students to continue their studies with the same level of excellence."

MORE: http://lei.sr/F9U3B\_S



Be safe.

Be well.

Be strong.

#ISPAStrong

#### COMMUNAL WELLNESS

# Well + Good launches online community

Wellness and lifestyle media outfit, Well + Good, has launched Well+, an online wellness community which provides exclusive access to wellness apps, digital fitness classes and virtual fitness studios.

Participants can sign up free and receive rewards based on a subscriber referral programme.

Once members refer a friend to Well+ they receive a free seven-day trial and 50 per cent off their first month of membership to the obé virtual fitness studio.

After three successful referrals they can access



■ Participants can access free fitness classes



This is our way of saying thank you for being part of the Well + Good family

Melisse Gelula

a free fitness class from Swerve and following five recommendations, members receive free access to wellness app Inscape.

Participants will also be entered into competitions to win discounts and giveaways.

According to Well + Good co-founder Melisse Gelula: "We're excited about this new way to come together. It's our way of saying thank you for being part of our family."

MORE: http://lei.sr/W8w3U\_S experienceISPA.com/

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#### spa & wellness news

#### EVENTS

#### We Work Well pivots to digital meetings

Due to the COVID-19 crisis, a plethora of industry events and conferences have been cancelled and rescheduled to avoid risking the spread of the virus.

In response, buyer event company, We Work Well, is pivoting its annual event into a digital offering and has announced the launch of We Work Well Virtual, a web-based meeting platform.

The platform takes the We Work Well concept online, connecting spa and wellness suppliers with



We're thrilled to continue our mission of connecting suppliers and decision-makers

Monica Helmstetter

decision-makers from luxury spas, through scheduled one-on-one meetings, education, and networking.

We Work Well co-founder Monica Helmstetter said: "We're using the challenges presented by the pandemic to further expand our platform and create a healthy event alternative. We're thrilled that We Work Well Virtual can continue our mission of connecting suppliers and decision-makers, even in the absence of in-person events."

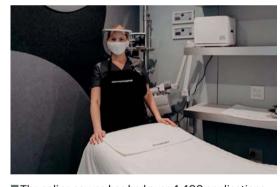
#### REOPENING

# Dermalogica's strategy to help spas re-open

Skincare brand Dermalogica has unveiled measures to help its spas and professional skin therapists reopen their businesses, once the time is right in their local markets.

Developed with staff and consumers' safety as the top priority, the measures include three components: Dermalogica's 12 Principles for Enhanced Service Safety, detailed safety protocols and a free training course for skin therapists.

Named the Clean Touch Certification, the scheme involves digital training on the key principles and has had over 4,400 applications.



■The online course has had over 4,400 applications



Therapists aren't willing to give up on human touch and connection

Aurelian Lis

Dermalogica claims its new principles should not replace local authority regulations.

Dermalogica CEO Aurelian Lis said: "We've defined the most appropriate steps now so that the industry can embark on the changes necessary to make facial skincare services a reality.

He concluded: "Therapists aren't willing to give up on the importance of human touch and connection."

MORE: http://lei.sr/V5C2m\_S

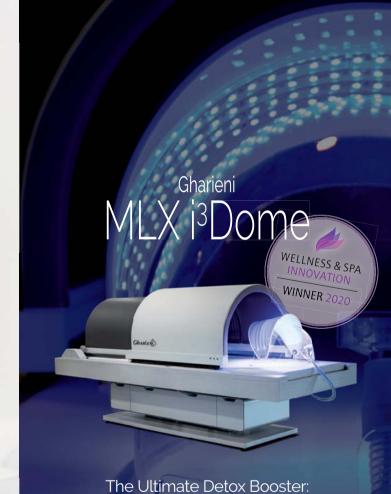
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#### Spa Opps Insights



# Energy positive

In 2022, the world's first energy-positive spa and hotel will open in Norway, north of the Arctic Circle



■ Felicity Leahy, Svart's appointed spa and wellness consultant

he world's first energy-positive hotel, Svart, Norway, has revealed its spa and wellness offering, scheduled to open at the beginning of 2022.

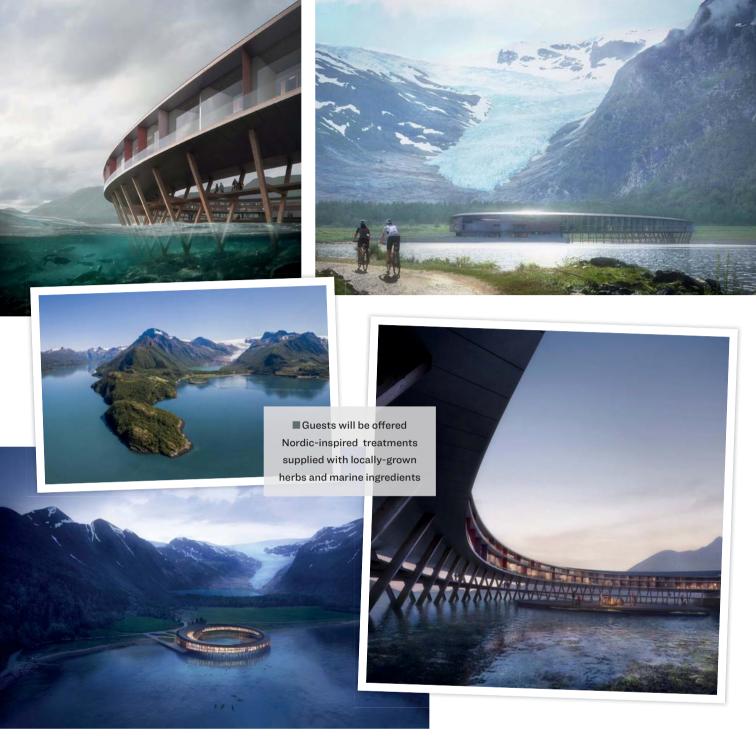
Designed by the Norwegian architect firm Snøhetta, the circular 99-room hotel will be situated on the Holandsfjorden fjord at the foot of the Svartisen glacier, raised up above the fjord on a wooden supporting structure.

Developed by Miris, Svart is located north of the Arctic Circle and is expected

to use around 85 per cent less energy than the traditional hotel and to produce more energy than it uses.

The Svart Spa, Health and Wellness Clinic will provide visitors with a personalised and outcome-focused wellness plan and invite guests to blend wellness with adventure.

Designed to pioneer a new-age of responsible wellness adventure travel, the 1,000sq m indoor-outdoor Nordicinspired wellness centre will deliver guests a mind, body and skin overhaul.



In a location that's home to some of the rarest flora and fauna species in the world, Svart guests will be offered a range of activities year-round, such as ice climbing on the glacier and practising yoga under the midnight sun.

On arrival, guests will have a one-toone consultation with the spa team and resident health concierge to discuss and select a unique programme of services, therapies and supplements.

Treatments and therapies will range from massages and facials using



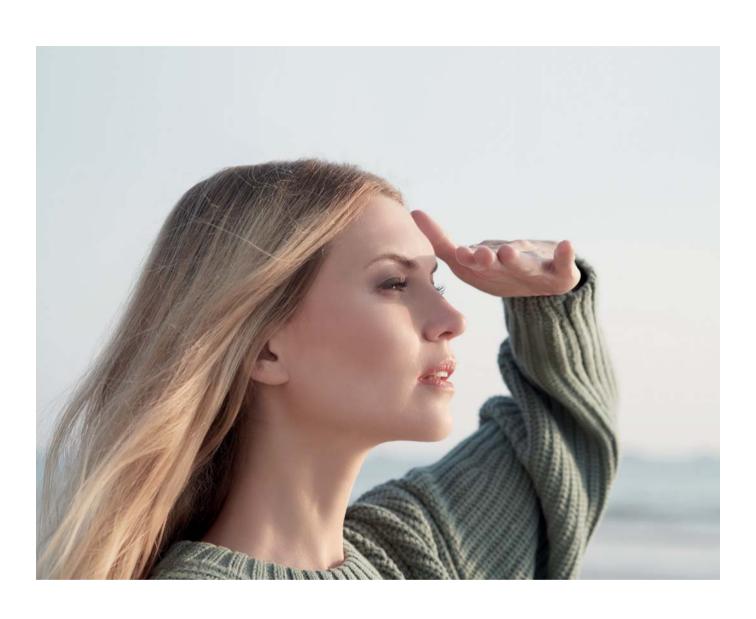
Our aim is to enable guests to become more in tune with themselves as they take in the natural wonders of Norway's Svartisen

indigenous Nordic elements, to soundhealing, cryotherapy and transformative health and nutrition coaching.

All therapies will use locally grown natural products made with a selection of herbs and marine ingredients.

"Our aim is to create a truly immersive and purpose-driven experience, enabling guests to become more in tune with themselves as they take in the natural wonders of Norway's incredible Svartisen," said Felicity Leahy, Svart's appointed spa and wellness consultant.

13





# (re)uniting with what's essential

#### Made of sea,

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#### Made of nature,

Phytomer believes in natural and organic ingredients

#### Made of trust,

Phytomer partners with the top spas around the world

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Phytomer provides safety, beauty and wellness to the skin

#### Made of commitments,

Phytomer preserves and protects marine ecosystems

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#### Spa Opps Insights



We'll invest more than £150m in developing a vibrant, sustainable and sensitively designed place with a core focus on health and wellbeing

Stewart Deering, joint chief executive of Reef Group

# **Urban wellness**

Planning permission has been granted for a £150m four-layer subterranean health and wellbeing hub in London

estminster City
Council has approved
developer Reef Group's
plans to invest over
£150m (US\$185.3m,
€171.4m) in Cavendish

Square, transforming the space into a subterranean mixed-use destination, focused on healthcare and wellbeing.

Claimed to be London's first subterranean health and wellbeing

destination, the 280,000sq ft (26,000sq m) destination will deliver specialist facilities for London's private healthcare sector.

Located at the centre of major retail, medical and commercial districts in London, the destination will draw influences from each.

There will be also three entrances

– one in each area with a structural
glass entrance pavilion.







## The wellbeing industry is predicted to grow substantially and Cavendish Square is well placed to respond to this trend



Currently an underground park, the existing structure will be reused and adapted. Wellbeing and sustainability were key design influences with glazed lanterns at street level, internal atria, lightwells and a 200m (656ft) pavement light drawing natural light into all levels of the new development.

Below ground, spaces will range from 5,000sq ft (465sq m) to 250,000sq ft (23,225sq m) and, although no tenants have been announced, renderings envisage clinical, spa, fitness and bathing facilities, as well as restaurants, bars and retail space.

In particular, the development is intended to expand the footprint of the Harley Street Medical Area collective of independent hospitals, clinics and specialists.

Stewart Deering, joint chief executive of Reef Group said: "Reef

Group has worked closely with Westminster City Council to design an iconic destination for London and we're delighted to have secured planning consent for the scheme.

"We'll invest more than £150m in developing a vibrant, sustainable and sensitively designed place with a core focus on health and wellbeing.

He continued: "The scheme is designed with flexibility in mind and we're talking to occupiers from a variety of sectors. The health and wellbeing industry is predicted to grow substantially and Cavendish Square London is well placed to respond to this trend."

Construction is expected to start next year with completion in 2023, with UrbanR as the project's lead architect, supported by Gensler and Sonnemann Toon. ●



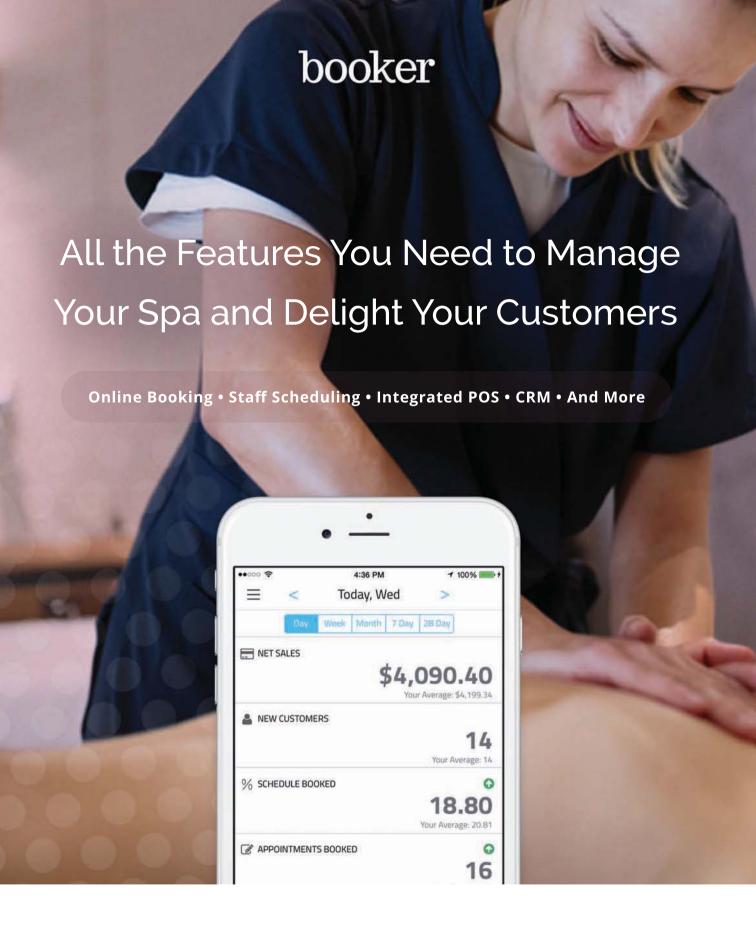
■ The destination is located at the centre of major retail, medical and commercial districts in London

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# SUPPLIER NEWS

Suppliers tell Spa Opportunities about their latest product, design and technology launches





■ The SPF Vitamin Face Cream is a multi-purpose product, scheduled to launch on 22 May 2020

# Oskia founder Georgie Cleeve unveils new SPF Vitamin Face Cream to boost, soothe and protect skin



Georgie Cleeve, Oskia

British skincare brand,
Oskia, is set to launch an
SPF Vitamin Face Cream
which hydrates, protects and
enhances the look of the
skin, as well as reducing the
appearance of fine lines.

The 100 per cent mineral, antioxidant and chemical-free SPF30 face cream stimulates the skin's defence barrier to protect natural microflora, while nourishing the skin using provitamin D3 and vitamin D.

The multi-purpose product also protects against cellular damage from free radicals and pollution, and is scheduled to launch on 22 May.

" At Oskia we realised that a good sunscreen should be far more than just an SPF," commented Georgie Cleeve, founder of Oskia founder, "so our latest SPF Vitamin Face Cream not only offers sun protection but also includes nutrients for our overall health as well as skin health, along with ingredients to cool hydrate and refresh the skin."

Oskia has included hydrating components such as hyaluronic acid and encapsulated swiss glacier water – an ingredient which will also provide protection for the skin against heat stress.

In addition, the cream incorporates snow algae – an ingredient known for surviving harsh alpine conditions – to help protect against collagen degradation.

In the wake of the coronavirus, Oskia has been active in supporting keyworkers.

The company recently created a 'Safe Hands' hand sanitiser which it has donated to workers at care homes and hospitals throughout the country, along with its Renaissance Hand Cream.

**SPA-KIT** OSKIA

http://lei.sr/o2A9m

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#### SUPPLIER NEWS



The ultra-light oil has a silky texture and an orange flower scent

## Phytomer's Seatonic firms skin and reduces stretch marks

hytomer, a French product house, has used organic marine plants to formulate a dry oil which it's calling 'an ultra-powerful, next-generation treatment' for stretch marks and firming.

Seatonic, formulated for pregnant and breastfeeding women, uses 89 per cent naturally-derived and 55 per cent organic ingredients including mekabu algae to soothe and nourish the skin and glasswort to improve circulation and help with water retention.

The ultra-light oil has

a silky soft texture and is fragranced with a delicate orange flower scent.

"The team wanted to create a product that was both safe and natural to prevent stretch marks during pregnancy and that is also able to combat them life long," said head of communications, Mathilde Gedouin-Lagarde. She continued: "We also wanted to make sure the product was nurturing and very enjoyable to use... and here we are now with the beautiful Seatonic Oil made from organic plants."



Mathilde Gedouin-Lagarde, Phytomer

**SPA-KIT PHYTOMER** 

http://lei.sr/x9g2b

#### Skinceuticals rolls out its Custom Dose machine worldwide

skinCeuticals, a skincare brand owned by L'Oréal, is rolling out its Custom Dose machines globally.

The machine includes a production-quality compounder that operates at 1,200 rotations a minute to mix active ingredients instantly – empowering therapists to create a personalised serum to address multiple anti-ageing



Guive Balooch, L'Oreal

issues in just 15 minutes.

The serum starts with a hydro base or light milky emulsion base and the therapist can choose from 12 possible exfoliating, brightening or enhancing ingredients to add in.

Ingredients include glycolic acid, lactic acid, liquorice root extract and 0.1-0.5 per cent retinol. A treatment plan is then prescribed and the serum can be adjusted over time based on the skin's progress.

"Custom Dose acts like a mini skincare laboratory, combining lab grade formulation and factory grade manufacturing into a machine that sits on the counter," says Guive Balooch, head of L'Oréal's Technology Incubator.

The machine originally launched in London, UK, but is now available in eight countries.



In the wake of the coronavirus crisis, SkinCeuticals is providing alcohol-based hand sanitizer free of charge to doctors, paediatricians, dermatologists, and nurses across the US.

The company is also donating its Biocellulose Restorative
Masques to key workers at hospitals on the front lines who

■ The machine allows therapists to create a personalised serum in 15 minutes

have been experiencing skin irritation and discomfort from personal protective equipment.

**SPA-KIT SKINCEUTICALS** 

http://lei.sr/dOZ9z



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## WEB ADDRESS BOOK

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Asia-Pacific Spa & Wellness Coalition (APSWC)

www.apswc.org

Association of Malaysian Spas (AMSPA)

www.amspa.org.my

Bali Spa and Wellness Association

www.balispawellness-association.org

**Brazilian Spas Association** 

www.abcspas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

www.bubspa.org

Association of Spas of the Czech Republic

www.jedemedolazni.cz

The Day Spa Association (US)

www.dayspaassociation.com

**Estonian Spa Association** 

www.estonianspas.eu

European Historic Thermal Towns Association

www.ehtta.eu

**European Spas Association** 

www.espa-ehv.com

Federation of Holistic Therapists (FHT)

www.fht.org.uk

German Spas Association

www.deutscher-heilbaederverband.de

**Hungarian Baths Association** 

www.furdoszovetseg.hu/en

The Iceland Spa Association

www.visitspas.eu/iceland

The International Medical Spa Association

www.dayspaassociation.com/imsa

International Spa Association (ISPA)

www.experienceispa.com

Irish Spa Association

www.irishspaassociation.ie

Japan Spa Association

www.j-spa.jp

Leading Spas of Canada

www.leadingspasofcanada.com

National Guild of Spa Experts Russia

www.russiaspas.ru

Portuguese Spas Association

www.termasdeportugal.pt

Romanian Spa Organization

www.romanian-spas.ro

Salt Therapy Association

www.salttherapyassociation.org

Serbian Spas & Resorts Association

www.serbianspas.org

South African Spa Association

www.saspaassociation.co.za

Spanish National Spa Association

www.balnearios.org

Spa Association of India

www.spaassociationofi ndia.in

Spa & Wellness International Council

www.1swic.ru

Taiwan Spa Association

www.tspa.tw

Thai Spa Association

www.thaispaassociation.com

The UK Spa Association

www.spa-uk.org

Ukrainian SPA Association

www.facebook.com/UASPA



