

spa business insider

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ISPA announces reopening series

ISPA has announced it's hosting a series of virtual Spa Reopening Town Halls to share insights from spa leaders who are reopening businesses as lockdown eases.

Each meeting will focus on one topic and be led by a panel of spa professionals with hands-on experience leading, supporting or participating in a spa reopening.

As spas around the world continue to navigate towards reopening, the meetings are designed to help industry members share with and learn from one another.

The series will launch 3 June at 2:00pm EST and continue each Wednesday until at least 24 June.

Registration for the town halls is complementary to both ISPA members and non-members, and the public can now sign up for the first event on ISPA's website.

"There's no substitute for experience, and we're confident that providing a space for our industry to share



■ The first meeting will be hosted on 3 June

real-world feedback, identify areas of opportunity and determine additional needs will help others reopen their spas safely and successfully," said ISPA President Lynne McNees.

MORE: http://lei.sr/q8w2D_B

“

**There is no substitute
for experience**

Lynne McNees



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Lanserhof launches COVID-19 programme

A regime designed to help people regain their strength

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Dementia awareness course unveiled for therapists

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Jeremy McCarthy on the future of wellness

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Oprah Winfrey launches four-week course to help reset wellbeing during lockdown

Global media mogul and celebrity Oprah Winfrey is launching 'Oprah's Your Life in Focus: A Vision Forward', a free, four-week, live virtual experience to help focus on wellness and self-care during lockdown.

Winfrey is hosting a live, weekly, 90-minute digital event on consecutive Saturdays, the series began on 16 May and will be continued until 6 June to inspire people to reclaim their path to self-care in the face of unprecedented change.

She's a long-term supporter of wellness and has created a dedicated wellness website – called SELF – which provides accurate and information on topics relating to health.



■ The four week series will be running until 6 June

It's more important than ever to be healthy and stay strong and well

The four-part series is inspired by Winfrey's recent national arena tour and will

be hosted via a Zoom call and a live-stream on Winfrey's official Facebook page.

Winfrey commented: "In early 2020, I spent nine weeks travelling the US, talking to people about being well and staying focused. It was exhilarating.

"Then the pandemic hit and shook us all – now, it's more important than ever to be healthy and stay well and strong," she said. "Together, let's reset, refocus and find clarity in what matters most."

Throughout the four weeks, the series will explore four themes – Focus, Connect, Adapt and Commit – and Winfrey will share lessons in wellness that are carrying her through this moment and lead audiences through workbook exercises.

MORE: http://lei.sr/r6V4a_B

Blu Spas' Cary Collier and Doug Chambers launch review process for post-COVID-19 developments



■ Blu Spas' Cary Collier (left) and Doug Chambers (right)

Spa and wellness design company, Blu Spas, has launched a review service – called Blu Revu – to enable wellness, spa and fitness leaders to make educated decisions about development plans, including critical post-COVID considerations.

Informed by Blu Spas' experience designing spas worldwide, Blu Revu supports project planning to ensure it's appropriate when it comes to creating the desired guest experience and facility type. The process includes an a la

We've realised the need for broader accessibility and more flexibility in our planning services

carte selection of services designed to let owners, operators and designers choose the services they need, including access to information and a review of their wellness project.

The overarching intent of Blu Revu is to avoid costly and guest-disappointing errors.

"Whether it's a quick review of a layout, ensuring a design matches a concept,

or a technical review of drawings, Blu Revu services are a 'stop-gap' measure for a temporary in-and-out process with drastically reduced fees," says Blu Spas co-principal Cary Collier.

Doug Chambers, co-principal, added: "We've realised the need for broader accessibility and more flexibility in our project planning services."

MORE: http://lei.sr/H5N9S_B



■ Frank Pitsikalis is chair of the ISPA Foundation board of directors

The last thing we need as an industry is a misstep or bad PR – we've got to get this right

Frank Pitsikalis: 'No room for error' during spas reopening

Globally, spas have only got one opportunity to get reopening right, says Frank Pitsikalis, chair of the ISPA Foundation board of directors.

Speaking on a *Professional Beauty* webinar panel recently, Pitsikalis said the pandemic has caused a renewed focus on wellness, but that this means once the industry reopens it will be crucial to avoid mistakes.

"We have to get this right. There should be very strong fundamentals adopted, because the last thing we need as an industry is a misstep or bad PR," he said.

"We've got to ensure we have SOPs and guidelines in place, and provide effective training.

"The people developing the guidelines may be well versed in them, but as they bring staff back from furlough, there has to be a training component, along with compliance, to avoid mistakes."

Marriott International's Ken Ryan, VP of global operations: spa, fitness and online retail, also urged operators to treat reopening like a new opening, with only one opportunity to take people on the most amazing experience the spa can provide.

MORE: http://lei.sr/3g9V9_B

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PROGRAMMING

Lanserhof launches COVID-19 programme

Austrian medical health and wellness operator, Lanserhof, has launched a programme for people who've had COVID-19.

The regime has been designed to strengthen the immune system in those who've recovered from the virus or who generally want to regain strength.

The programme begins with tests to establish whether guests have had COVID-19 or any other viral infection. It then assesses their immune system, organs, sleep activity, psyche and physical and mental fitness.

Lanserhof's team of physicians use a variety of tests such as cardiovascular diagnostics, microbiological sampling, ultrasound and

pulmonary function tests to assess participants' overall health. Following this, each receives an individually designed course of therapy.

The prescribed options include oxygen therapy, cryotherapy, exercise and sports science consultations, as well as nutritional therapy, bowel cleansing, IV infusions, lymph treatments and respiratory therapy.

According to Lanserhof CMO, Nils Behrens: "The programme is based on the Lanserhof cure, in which the body is freed from unnecessary and disease-causing burdens through individually adapted fasting cures."

MORE: http://lei.sr/Y9c4A_B



■ The programme is designed to help people regain their strength



Everything in the programme is based on the Lanserhof cure

Nils Behrens

COLLABORATION

Wayland-Smith, Vance and Parsons launch consultancy firm



We wanted to support each other and serve the industry that we love

Robert Vance

Laura Parsons, Robert Vance and Jennifer Wayland-Smith have announced they are collaborating to launch a brand new spa consultancy named The Spa Collective.

The new consultancy is the product of two existing spa consultancies uniting under one roof, with Vance and Parsons joining from The WellSpring Group and Wayland-Smith coming from Wayland-Smith Consulting.

With the strapline 'smart alone, brilliant together', the consultancy firm is providing management, leadership and development services for the spa and wellness industry. Its offering



■ The firm's strapline is 'smart alone, brilliant together'

ranges from pre-opening consulting, spa branding and concept coaching to review of SOPs and retail strategy.

Vance spoke to *Spa Business Insider*: "The Spa Collective evolved organically from a conversation about how we could better support each other and serve the industry that we love."

MORE: http://lei.sr/M4n5c_B

ANNOUNCEMENT

Spotify launches wellness mix

Digital music, podcast, and video streaming service, Spotify, has launched Daily Wellness: A new mix of motivational podcasts and personalised music to help people de-stress during lockdown.

Spotify has been increasingly moving into the fitness and wellness market with workout and fitness podcasts, songs and tips. The playlist is updated every

morning with motivational content, inspirational podcasts and music. It then refreshes at night, delivering an evening edition with relaxing content, including poetry and relaxing music.

"Wellness is deeply personal," says the company, "Daily Wellness is a mix to help you find positivity, mindfulness, or peace during your day."

MORE: http://lei.sr/j7p9B_B



■ Members can access Yoga, Pilates and Barre workouts

DIGITAL WELLNESS

Como unveils digital membership

Holistic wellness brand Como Shambhala is offering a digital home wellness programme membership and private one-on-one personal consultations with its international network of healers.

The programme is named Como Shambhala By My Side and features a variety of wellness and fitness classes for all levels including tutorials focused

on mindfulness, Pilates, Barre workouts and Yoga. To gain access people must pay a monthly subscription fee of £13 (US\$16, €15).

Originally conceived for Como Shambhala's Urban Escape guests in Singapore, the platform has been developed to provide tools to explore new ways to recharge their health and wellbeing during lockdown.

MORE: http://lei.sr/k8D4s_B

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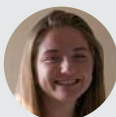
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INNOVATION

Lemi unveils spa shield to protect therapists

As spas prepare for reopening following the Coronavirus pandemic, many operators are looking into what new hygiene procedures to adopt to protect both customers and staff.

Italian wellness equipment supplier Lemi has developed a protective screen to separate clients and therapists during facials to create a safe environment and instil confidence in both during treatments.

Called the Spa Shield, the screen has a thermoformed plexiglass structure which works as a barrier against potential contamination.

Matteo Brusaferrì, GM of Lemi, said: "Our Spa Shield is the new essential tool for treatment rooms, it

is specifically designed to guarantee protection during any type of facial treatment.

"Now more than ever we're thinking about how fundamentally important a clean and hygienic spa environment is for the health and safety of employees and guests. The latter need to be in a place that conveys a sense of security and protection.

"For this reason, Lemi wanted to create the Spa Shield to support therapists in order to give them the opportunity to create a safe space that allows them to work freely, while ensuring the client feels comfortable during the treatment."

MORE: http://lei.sr/4D6q3_B



■ The screen is designed to separate clients and therapists



Our Spa Shield is the new essential tool for treatment rooms

Matteo Brusaferrì

DEVELOPMENT

Plans revealed for luxury spiritual spa resort in Hungary



This project offers a unique spa resort experience

Johannes Torpe

Architecture practice Johannes Torpe Studios has unveiled the first glimpses of the Buda Resort; a luxury spa resort located in the Visegrad Hills of Hungary and inspired by the spiritual symbolism of its setting.

The vision for the 210-room resort is to offer a holistic retreat which fosters a greater sense of unity between humans and the therapeutic qualities of nature

An overview of the spa facilities includes a 1,200sq m family spa area on the first floor, a 4,000sq m partially underground adult-only spa building, aromatherapy and Finnish



■ The facility will feature a 5,200sq m spa

saunas and steam baths, along with saltwater pools, plunge pools, and light and sound sensory baths.

"This project offers a completely unique experience which sets aside the obvious functions of a classic spa resort," said Johannes Torpe.

MORE: http://lei.sr/p6z8x_B

COLLABORATION

Industry veterans launch SOS Spa Project

Industry figures Maggy Dunphy, Diane Trieste and Liz Verbruggen have collaborated to create an industry resource – called The SOS Spa Project – to assist wellness businesses in preparing to welcome back guests following the Coronavirus shutdown.

Dunphy, Trieste and Verbruggen were inspired to create the platform to instil confidence and ease the burden for wellness businesses during their reopening phase, by



We'll help spas to reopen their doors with confidence and assurance

Diane Trieste

providing complimentary support and guidance using targeted solutions.

The company is offering one-on-one support through phone calls or emails for those without access to professional advice in an evolving landscape of health ordinances, hygiene standards and consumer needs.

The company announced: "Together we'll offer support and guidance to help to open your doors with confidence and assurance."

MORE: http://lei.sr/A5S3S_B

TRAINING

TPOT unveils Dementia awareness course for therapists

Educational organisation The Power of Touch (TPOT) has launched a free digital programme aimed at deepening understanding and awareness for spa and wellness professionals around dementia.

Founded by Michelle Hammond – who also started the Spa Business School – TPOT was originally created to help the spa and wellness industry welcome and treat people touched by cancer.

The course involves a breakdown of dementia, how and why it happens, the most common and current clinical treatments



■ The multi-layered course is available for free online



The aim is to boost confidence in therapists and clients

Michelle Hammond

for dementia and any side effects of such interventions and some of the evidence-based complementary practises that have been proven to minimise the risk of dementia and enable people to live better with it.

Hammond told *Spa Business Insider*: "The aim is to shine a light on dementia and boost confidence in therapists and clients by creating deeper awareness."

MORE: http://lei.sr/Y6E9e_B

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WEBINARS

Webinar explores healing in hospitality

Healing Hotels of the World hosted a 45-minute master class to explore the role of healing in hospitality, and why consumers are seeking transformation today more than ever in the wake of the Coronavirus.

Hosted by New York radio personality Valerie Smaldone, the session featured insight from Healing Hotels co-founder Anne Biging, along with Claudia Roth, founder and managing director of Soul Luxury and co-founder of the Healing Summit.



“
**I'm thrilled to share
how to bring healing
to a world that needs
it more than ever**

Anne Biging

Biging and Roth explored how healing has become a cornerstone of hospitality, why bringing healing into hospitality will be crucial for people around the world as we move into post-COVID travel, and what consumers will be seeking from their holidays after lockdown.

“I'm thrilled to share my vision with others who're interested in how they can help bring healing to a world that needs it more than ever,” said Biging.

[MORE: http://lei.sr/K3m9c_B](http://lei.sr/K3m9c_B)

PROGRAMMING

Sangha Retreat launches immune boosting programme

Integrative wellness destination, Sangha Retreat by Octave Institute, in Suzhou, China, has responded to the Coronavirus pandemic by unveiling an immune-boosting programme to strengthen overall wellbeing and defence against disease.

The programme blends medical testing, spa treatments and nutrition, to identify how guests' bodies are currently equipped to combat disease and provide targeted support to strengthen immunity and reach optimal health.

Participants will initially be evaluated during wellness



■ Guests' immune strength will be evaluated



“
**We're witnessing
the onset of a new
era of wellbeing**

Fred Tsao

and lifestyle consultations on the strength of their defence systems, both physically and mentally, through scientific testing – which ranges from assessing posture to checking metabolic function.

Fred Tsao, Sangha Retreat founder, said: “The institute's purpose is to introduce a new cycle of living. We're now witnessing the onset of a new era of consciousness and wellbeing.”

[MORE: http://lei.sr/R8Z7t_B](http://lei.sr/R8Z7t_B)



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The value of spa

Group director of spa and wellness for Mandarin Oriental, Jeremy McCarthy, explains his predictions for the industry in a post COVID-19 landscape



■ McCarthy believes that there will be a large revival of leisure travel

The spa is a greater asset now than it has ever been because the first business to come back to hotels will be local spa business

Industry figure and group director of spa and wellness for Mandarin Oriental Hotel Group, Jeremy McCarthy shared his thoughts with *Spa Business insider* on how the spa and wellness sector will recover following the COVID-19 pandemic.

“In my opinion, it’s short-sighted thinking to be looking at spas as a liability right now,” said McCarthy.

“Perhaps I’m more optimistic than some, but I feel the spa is a greater asset now than it has ever been,” he explained. “Why? Because the first business to come back to hotels will be local spa business – it will be one of the first revenue streams to come back to a hotel while international travel remains restricted for some time.

“Once international travel opens up again, the next line of business to come back will be leisure travel – by people who have been cooped up and massively stressed for several months and have a new awareness of the importance of their own health and mortality.

“Spas that rely on hotel guests will be in trouble, but those that have a strong local following will bring some much-needed energy into hotels that are struggling with single-digit occupancy,” he continued.

“I believe the last segment to return will be business and conferences.”



■ Mandarin Oriental spas have begun re-opening in Hong Kong

In my opinion, it's shortsighted thinking to be looking at spas as a liability right now

With lockdown easing through parts of Asia, Mandarin Oriental hotels and spas have begun to reopen in Hong Kong and are some of the first wellness destinations to face new kinds of consumers with new demands after the advent of the pandemic. McCarthy shed more light on what consumer demand has been like so far.

"In markets where we've a strong local following we've been excited to see guests returning to spas with high demand," said McCarthy, "It's a good sign of resilience and rewarding to see that guests value our services and aren't deterred by the current situation from visiting our facilities."

During lockdown, Mandarin Oriental has stayed connected with guests by producing digital content such as live streaming fitness classes.

McCarthy emphasised that the pandemic has forced people to

understand the importance of their own health and that the industry has a responsibility to do everything possible to implore people to maintain this focus and also teach them how to look after their health.

"The crisis, by virtue of breaking us out of our routine ways of doing things, has forced us to look at everything we do with a fresh perspective," he explained.

"Now the industry has a great opportunity to introduce new habits to people who'll be more motivated than ever to consider how their lifestyle contributes to their long-term health.

"Ultimately I think people will quickly settle into a new routine once the world returns to a new normal, so it's important for people to use this time to establish a new goal for the kind of life they want to lead and we're here to help them do that," concluded McCarthy.●
http://lei.sr/J2U6a_B



■ During lockdown Mandarin Oriental produced digital wellness content to remain connected with guests



Our philosophy is to always think differently – to scout and develop the best technology in longevity

Simone Gibertoni,
CEO, Clinique La Prairie

Simone Gibertoni

World-renowned medical spa, Clinique La Prairie, is creating a global network of locations to support clients with their wellbeing, every day of the year, says its CEO

Clinique La Prairie, based on Lake Geneva at Montreux, is a world-renowned medical clinic and wellness destination famed for its award-winning innovation.

Thanks to its commitment to scientific research, Clinique La Prairie is highly regarded and has earned a reputation for excellence in preventative medicine.

Its unique programmes include Revitalisation, Beauty Stem Cells

and Master Detox and all its signature treatment programmes are customised through DNA testing.

Founded in 1931, by Dr Paul Niehans, Clinique La Prairie is a fusion of hyper-luxury private clinic and wellness centre – a unique combination of spa, medicine and hotel in one beautiful location – all boasting the attention to detail only found with Swiss hospitality.

“Our philosophy is to always think differently – to scout and develop the

best technology in longevity,” says CEO, Simone Gibertoni. “We have a team of 50 doctors evaluating the scientific foundations of treatments and introducing them into our programmes. This is a continuous process, so every year we’re improving what we offer our guests.”

This dedication to excellence has earned a loyal clientele – Gibertoni reports a net promoter score of 91 per cent and says repeat business runs at over 65 per cent.

Now, as the company approaches its centenary, it’s embarking on a campaign of global expansion to create ‘city hubs’ – facilities of between 1,000-2,000sq m – that embody Clinique La Prairie’s philosophy of longevity, which is delivered through the four pillars of nutrition, wellbeing, movement and medical science.

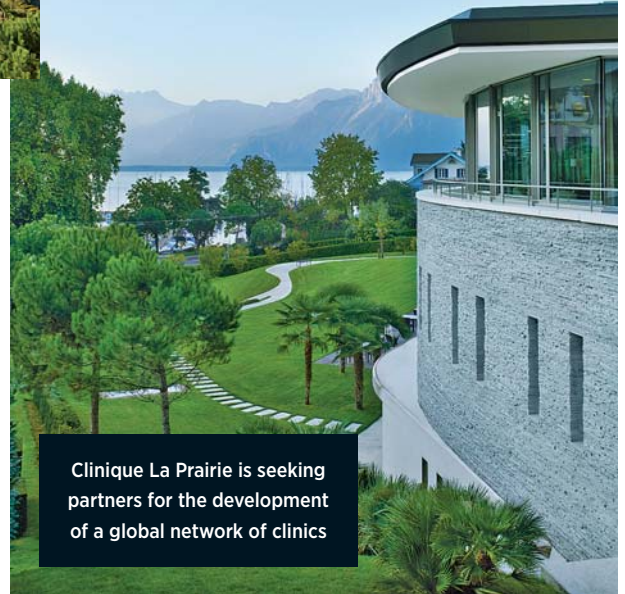
Continuous support

Gibertoni expects customers to visit Clinique La Prairie to undertake the complete holistic programme and then to follow up between visits with regular appointments at city hubs: “The aim is to open Clinique La Prairie hubs around the world, so our international clients can continue their journey closer to home on a day-to-day basis,” he explains.

The first international opening – the Clinique La Prairie Aesthetics and



Clinique La Prairie specialises in high-end longevity treatments



Clinique La Prairie is seeking partners for the development of a global network of clinics

Longevity Suites in Madrid – opened early in 2020, and a clinic at The St. Regis Bangkok is scheduled to open later this year. “If we can open in the top 15-20 cities in the world, we’ll be able to reach 80 per cent of our clients,” says Gibertoni.

While the company intends to grow, it also remains fixed on supporting its existing clients, as Gibertoni explains: “We want to deepen our relationship with a unique and exclusive community of guests rather than having a more superficial relationship with a larger number of people,” he says. “Our mission is to take our unique fusion of science and holistic wellness directly to our global clientele.”

Clinique La Prairie intends to keep both the exclusivity and the human dimension of service at each clinic and hub to reflect its philosophy of exclusive treatments and high-end service for demanding customers.

Partnership opportunities

“We want to reach out to potential partners in the spa, hotel and resort markets to explain the benefits of working with Clinique La Prairie,” says Gibertoni.

“We want to show them how much more they can offer their customers,

“

We want to deepen our relationship with a unique and exclusive community of guests



The company has an NPS of 91 and a 65 per cent return rate

by partnering with us to deliver our world-class programmes that create real and lasting change for guests.

“We also want to be seen as providing a full health concierge service for all our clients’ needs and the needs of our partners’ clients, all year round, both in our Swiss clinic and at our city hubs,” he continues. “The idea is to sustain improvements in the health of guests throughout the year.

As part of this strategy, the company is working to support its clients with their wellbeing at home, by offering a new line of nutraceuticals: “We’re creating a full product range called Clinique La Prairie Holistic Health – that will launch at the end of this year,” explains Gibertoni.

“We’re serving a unique community of men and women from all around the world,” he concludes. “We want to stay very aligned with them in everything we do.” ●

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This is a pivotal time for the wellness movement. We're being called to a greater movement

Cathy Feliciano-Chon, founder of CatchOn

Focus on resilience

Founder of brand comms agency, CatchOn, Cathy Feliciano-Chon shares how businesses can be resilient in the face of COVID-19



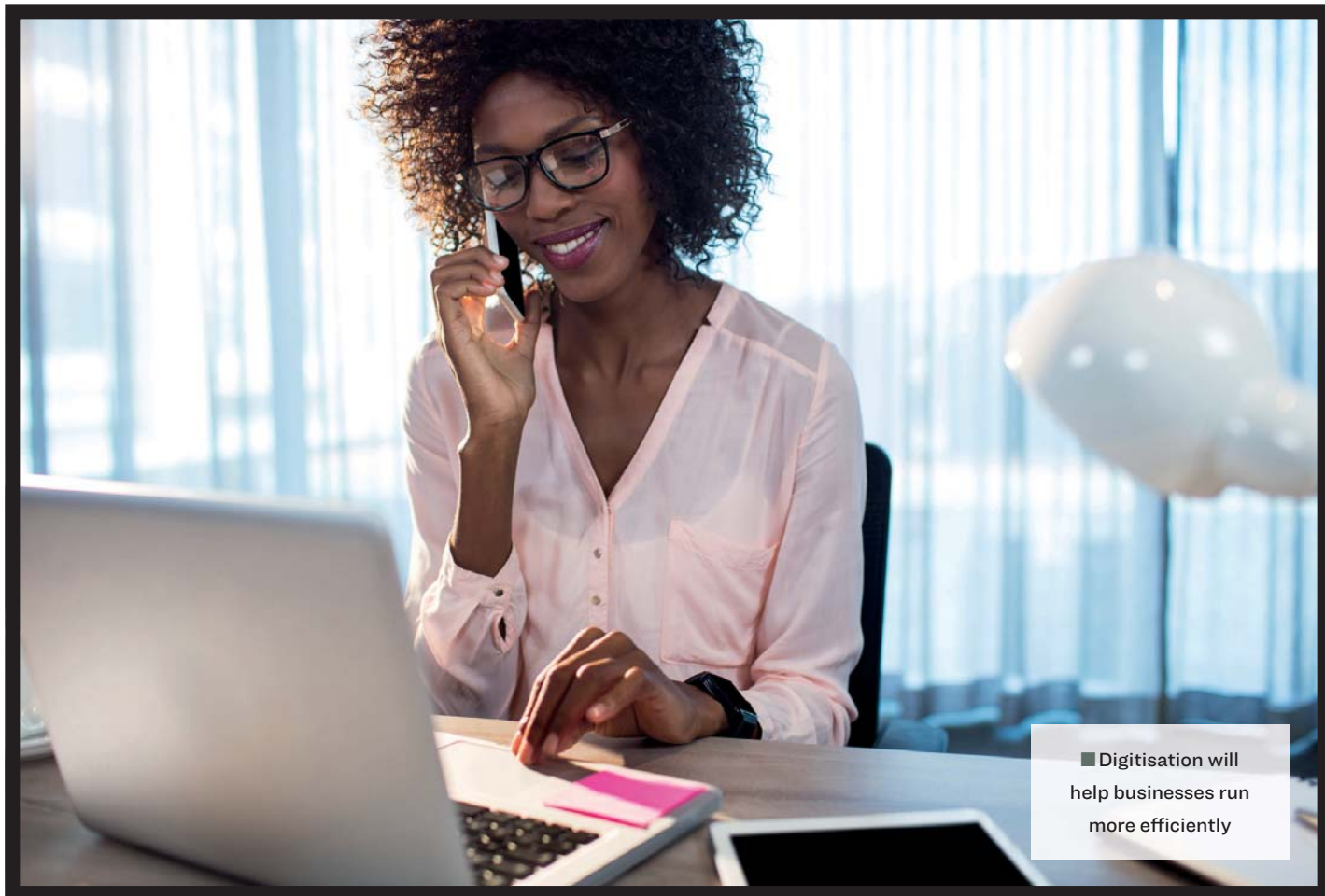
■ Feliciano-Chon has had a 30-year career acting as a consultant to global luxury, hospitality and retail brands

Being open to failure will help businesses survive in the COVID-19 landscape, according to Cathy Feliciano-Chon, founder of brand comms agency, CatchOn— a Finn Partners Company.

Speaking in a recent GWS Masterclass, Feliciano-Chon said that in order to be truly resilient, businesses have to be brave enough to take risks they know may lead to failure. She said successful brands will learn from these and become stronger.

Making mistakes is par for the course for any business – ultimately mistakes lay the foundations for long-term success and resilience.

Feliciano-Chon outlined qualities that are crucial for brands to be resilient, including agility and adaptability, community and ingenuity.



This is a period of immense creativity and there are so many ways to take advantage of this time

She said combining these with digitisation is vital for success.

Businesses have got to act fast in the face of adversity in order to show operational resilience, and she believes the key to this is digitisation and data analytics.

The crisis has accelerated the shift to digital, said Feliciano-Chon, and brands that didn't have an omnichannel strategy prior to the pandemic have little chance of surviving unless they develop one fast.

We're moving into an age of telemedicine and digital wellness, she said, urging companies to review how they incorporate technology into their business to help them plan, run more efficiently and succeed.

Feliciano-Chon championed the qualities of agility and adaptability and underlined that they help

businesses thrive. The key is being fast and flexible enough to look at alternative revenue streams.

"Resilient brands are able to adapt in the midst of adversity and some of them thrive off it. This is a period of immense creativity and there are many ways to take advantage of this time."

She believes businesses must be flexible and look at their operation, break it down, think creatively about how to repackage their offering and make it marketable for a particular sector, in order to remain relevant and successful.

Feliciano-Chon also placed a large emphasis on the importance of ingenuity and being creative while working within constraints.

"The global crisis has laid bare the practices that need to be thought, rethought or taken away completely. Now is the time for businesses to be

creative and rethink their operations.

"Yes there are restrictions we're going to have to work around, but we'll emerge from this with different business models."

In a recent interview with GWI's Beth McGroarty, Feliciano-Chon said: "This is a pivotal time for the wellness movement, which is being called to a greater mission. We need to work to pull the polarised worlds of big medicine and big pharma and the prevention and wellness worlds much closer together.

"That means working with public health institutions for real change and actually deserving a seat at the table.

"This crisis has validated and exposed what wellness is really about: demanding that we pause, reflect, reset; that we be proactive about our health in ways we never have before. ● [http:// lei.sr/F4B4K_B](http://lei.sr/F4B4K_B)



ISPA publishes Reopening Toolkit

A much-needed guide by ISPA gives essential advice on business planning, standard operating procedures, marketing and communications to support spas through the coronavirus crisis

In response to the recent announcements of several US states reopening sectors of their economies, the International Spa Association (ISPA) has compiled a Spa Reopening Toolkit with insights and expertise from global spa leaders, governing bodies, medical professionals and resource partners. ISPA wants to ensure that our industry reopens in a thoughtful manner with consideration of all established and evolving standard operating procedures. Spas have always followed healthy guidelines and have been a safe environment for employees and consumers. Now with COVID-19 being a source of global unrest, the spa industry is ideally equipped to bring healing and much needed stress relief to those whose health and mental wellbeing have suffered from this pandemic.

"We're proud that nearly 100 volunteer spa leaders and organisations have graciously shared their time and expertise to develop these new resources and they're to be commended," says ISPA chair,



Volunteers are the heart of ISPA and we're grateful for their commitment to our amazing industry

Garrett Mersberger

Garrett Mersberger. "Volunteers are the heart of ISPA and we're grateful for their commitment to our amazing industry."

ISPA's newly-released Consumer Snapshot study, conducted with PricewaterhouseCoopers to monitor consumer insights during this time, shows that once businesses reopen, 28 per cent of spa-goers noted they aren't nervous at all to visit a spa, while 47 per cent are a little nervous and only 25 per cent are very nervous. We're here to help spa professionals remove all apprehensions and get back to operating in a manner that leaves guests and employees worry-free.

The spa industry remains committed to closely following the reopening guidelines established by various governing bodies across the globe and to working cohesively to reintroduce spa back to the consumer in the safest manner possible. As this is a commitment shared by all in our industry, the resources shared from ISPA have been received with overwhelming gratitude and positivity. ISPA's toolkit was downloaded 46,000 times in the first week and has even been used by professionals in completely different industries, which proves even further how valuable and in-demand these resources are across the globe. The ISPA toolkit includes a Spa Reopening Checklist complete with communications templates and preparation

guidelines, a comprehensive Sanitation & Hygiene Guidelines document and practical signage templates to display in your place of business.

ISPA will continue to monitor industry and legislative developments surrounding the COVID-19 impact and develop additional resources as updates are rolled out in the coming weeks and months. The spa community is resilient and filled with passionate professionals which will help us remain #ISPAStrong through it all.

Email: ispa@ispastaff.com
www.experienceispa.com

ISPA's toolkit was downloaded 46,000 times in the first week

ISPA's Spa Reopening Toolkit: <https://experienceispa.com/covid-19-info/2-uncategorised/400-reopening-resources>



*Let us
lend you
a hand.*

SPA REOPENING TOOLKIT

AVAILABLE NOW



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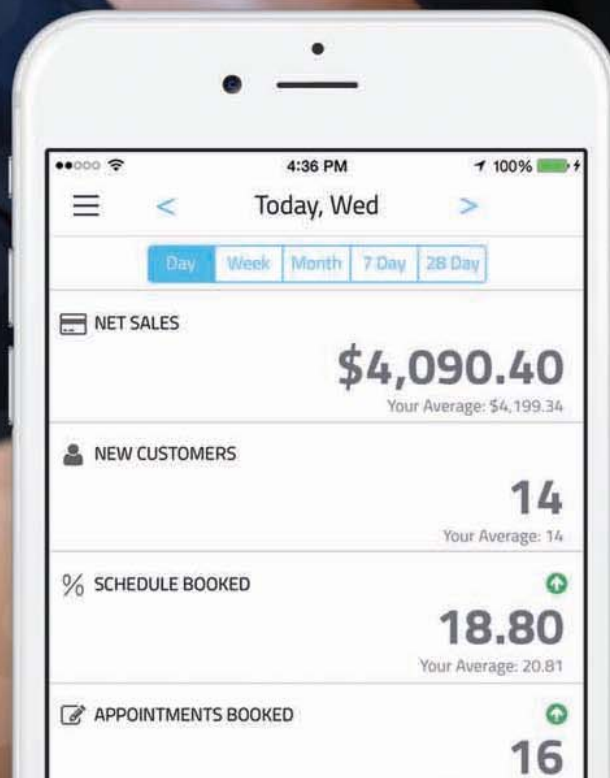
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SUPPLIER NEWS

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■ The Nettuno model features a seamless mattress covered in waterproof material

Matteo Brusaverri introduces Nettuno, Lemi's newly launched specialist hydrotherapy treatment bed



■ Matteo Brusaverri, Lemi

Italian wellness equipment supplier Lemi has unveiled a spa bed specially designed for hydrotherapy treatments – called Nettuno.

The Nettuno model features a seamless mattress covered in waterproof material and padding with a face hole, and is designed with a curved shape to encourage water to flow off the bed.

The treatment table has two electrically adjustable columns which can be controlled using a remote which adjusts the bed's height, posture, leg positioning and tilting adjustment. The model is

capable of being altered to suit a range of positions which allows operators to perform a variety of treatments.

Matteo Brusaverri, Lemi general manager, told *Spa Business insider*: "Lemi has been working with several companies in the hydrotherapy world for a long time, and from these contacts, the need became apparent for a spa bed that can also be used for wet treatments without electricity.

"Nettuno was born from a commitment to finding the best and most cutting edge solution for wet treatments. Developing this product has

been a wonderful challenge that our team welcomed," said Brusaverri. "We believe this new product is perfect for both the client and the therapist."

In addition, Lemi has also equipped the bed with two specialist functions – AUT function and END function – the former is to be used to automatically return the bed from any position to a 'zero position' (flat and minimum height) and the latter will provide an 'end of treatment' orientation.

[SPA-KIT LEMI](http://spa-kit.net)

<http://lei.sr/N9z6N>

Tom Dixon and Prolicht unveil CODE lighting range

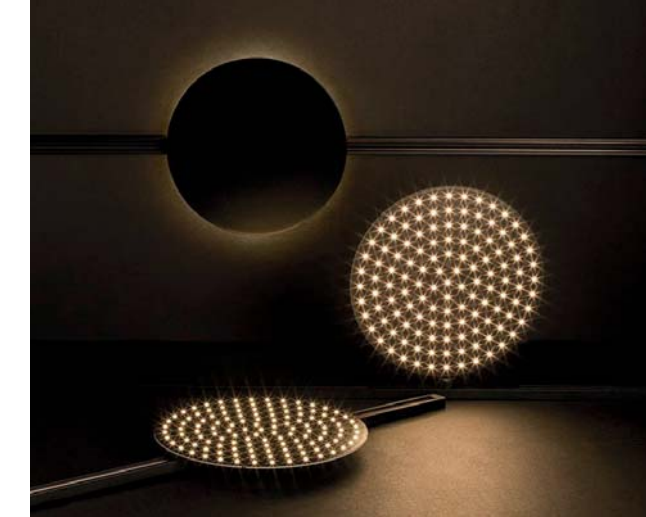


■ Tom Dixon

British designer, Tom Dixon, and Austrian architectural lighting specialists, Prolicht, have collaborated to unveil a new lighting range.

Called CODE, the range was inspired by a common ambition to rethink track lighting. The product consists of an LED track system which combines Prolicht's expertise in technical lighting engineering with the Tom Dixon design and aesthetic.

CODE utilises bare LEDs on circuit boards that can be used to create thin



■ The product has three LED light sources: Dot, Dash and Grid

strips, delicate chains and continuous columns of light.

Dixon said: "We wanted to get to the essence of modern light. The question was how we could expose the simple intricate beauty of the circuit board and strip away any peripheral decoration or structure."

The product has three LED light sources: Dot, Dash

and Grid. These elementary shapes of round, square and line form the basis of a kit-of-parts, which allow infinite possibilities to design graphic lighting sculptures.

The lighting range will be available in Q2 2020.

SPA-KIT TOM DIXON

<http://lei.sr/u4s1B>

Natura Bisse reveals 'masterplan' for the neck and décolleté

Skincare brand Natura Bisse has unveiled its Inhibit V-Neck 'masterplan' for the neck and décolleté, an area where the muscles are finer, skin is thinner and subjected to constant movement such as 'tech-neck' where people spend all day looking down at screens with bad posture.

"When I started working at Natura Bisse, the first thing I learned from our skincare experts is that the face-neck balance is essential to a harmonious appearance. This message has always stayed with me," says Patricia Fisas, senior VP research and innovation, at Natura Bisse.



■ Patricia Fisas, Natura Bisse

The global programme consists of two products for professional use or retail: a serum with tightening, filling and firming ingredients; and a hyaluronic acid mask.

There are also five personalised treatments ranging from 20-minute add-ons to the 90-minute Inhibit

Face & Neck Lift. All have been choreographed with advanced massage techniques and include the V-Neck Definition System – a device that contains LED light therapy, micro-vibrations, infrared rays and galvanic electrotherapy to prep the skin and improve product absorption.

Following the Coronavirus crisis, Natura Bisse launched a 10-day virtual training series customised to support spa directors around the globe. The programme was designed to provide guidance on how to evolve and best prepare to re-open spas after the pandemic.

SPA-KIT NATURA BISSE

<http://lei.sr/o7o5p>



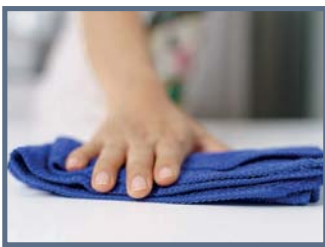
■ The V-Neck Definition System targets 'tech neck'

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WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to spaopps@leisuremedia.com

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.abcpas.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.spaassociationofindia.in

Spa & Wellness International Council

■ www.tswic.ru

Taiwan Spa Association

■ www.tspta.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

