



## Sky Lagoon planned for Reykjavik

Attractions and hospitality brand, Pursuit, has unveiled plans to develop a premium ocean-front geothermal lagoon in Iceland – named Sky Lagoon.

The destination's multi-sensory oasis will feature cold pool and sauna experiences, as well as an unobstructed 70-metre (230 ft) ocean-side infinity-edge lagoon, designed to produce a visual effect that blends it with the sea.

Located in Kársnes Harbour, just minutes from Reykjavik city centre, the destination will offer expansive ocean vistas enhanced by sunsets and Northern Lights.

Additional amenities will include an in-lagoon bar, dining experience and retail offerings.

Scheduled to open in Q2 2021, construction has already begun on the destination. It will be in competition with the Blue Lagoon, which is around 40 minutes drive-time away and welcomes 2mn visitors a year.



■ The destination is set to open in Q2 2021

"Iceland is one of those authentic and remarkable places that has the power to excite and inspire," said David Barry, Pursuit president. "We're thrilled to grow our collection of travel experiences in Iceland."

[MORE: http://lei.sr/S2c8R\\_B](http://lei.sr/S2c8R_B)



**Iceland is a remarkable place which has the power to inspire**

David Barry



### NEWS

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#### "Local markets are more important than ever"

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## GWI interviews **Nicola Finley** about inequality in wellness for PositivelyWell Q&A series

**D**r Nicola Finley, doctor and integrative medicine practitioner at Canyon Ranch, Tucson, spoke with GWI's VP of research and forecasting, Beth McGroarty, for the latest instalment of the PositivelyWell Q&A series.

Finley focused on inequality in wellness for communities, looked at how the industry serves women of colour and shed more light on the black community's concept of wellness.

According to Finley, many people of colour haven't felt seen or valued by the wellness industry.

They may feel unwelcome in the sector because it's so homogenous, she says – to the point where the industry



■ Dr Finley is an integrative medicine practitioner at Canyon Ranch

**Places are more welcoming when everyone is not the same race, age or body type**

has neglected to embrace the profitable market represented by black and Latina women.

"Places are more welcoming when everyone is not the same race, age, body type and/or

socio-economic background and there is diversity – in terms of race, gender, body type, age or disability," she said.

In general, she believes communities of colour embrace a more integrative concept of health – not just traditional medicine, but also a greater openness to alternative approaches.

However, she highlighted that the narrative around wellness needs to change for these communities to truly embrace it. More people of colour would explore wellness if they didn't see it as a luxury, but instead as an important way of taking care of themselves with self-care practices.

**MORE:** [http://lei.sr/c5p4K\\_B](http://lei.sr/c5p4K_B)

## **Jennifer Young** launches free cancer awareness training to instil confidence in therapists



PHOTO: TOM GRIFFITHS

■ Jennifer Young has previously created 16 oncology touch therapy qualifications

**C**ancer touch training specialist, Jennifer Young, has created a free Cancer Awareness Qualification to aid therapists and health practitioners providing touch treatments to anyone with or recovering from cancer.

The accredited and certified introductory qualification is designed to help therapists from the spa, beauty, holistic, wellness and aesthetics industries to welcome those affected by cancer.

Attendees will learn more about cancer's biology,

**Therapists will gain an understanding in how to treat guests in a way that will add the most benefit to them**

the science of treatments and the biological drivers of resulting side-effects.

The goal of the course is to empower therapists to treat clients appropriately and with confidence when they visit.

"By going through this training, therapists get a foundation understanding in the knowledge of how cancer can affect the body, the questions to ask and

how to treat in a way that will add the most benefit to the client," explained Young.

Young has previously authored 16 accredited oncology touch therapy qualifications which are offered at 70 UK spas. She is also founded Defiant Beauty – a specialist skincare range to help soothe the effects of cancer treatment.

**MORE:** [http://lei.sr/w7V6T\\_B](http://lei.sr/w7V6T_B)



■ Clive McNish previously worked at Kamalaya Wellness Resort

**I know Clive's industry experience  
will bring meaningful contributions  
to our upcoming projects**

## Clive McNish returns to GOCO as group operations director

GOCO Hospitality has announced that Clive McNish is returning to the company to assume the new position of group director - operations.

McNish first worked for GOCO in 2014, when he joined as GM of GOCO Retreat Niutuo in Beijing, China, before becoming the company's corporate GM and then assuming the GM role at Glen Ivy Hot Springs in 2016.

After nearly four years at Glen Ivy, McNish returned to Thailand to re-adopt his role as GM at Kamalaya Wellness Resort in Koh Samui, Thailand. Prior to his career at GOCO,

McNish served for four years as wellness director and GM at the Thai resort.

McNish's new role as group operations director will have him apply his operational experience to ensure the successful opening, operation and management of all GOCO Hospitality-branded spas and retreats.

"I really enjoy working with Clive and know his industry experience, combined with over 20 years in management positions, will bring meaningful contributions to our upcoming projects," said Ingo Schweder, GOCO CEO and founder.

**MORE:** [http://lei.sr/r9C6y\\_B](http://lei.sr/r9C6y_B)

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### People

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## DESIGN

### New desert safari lodges mimic cacti

Mexican design firm, Aidia Studio, has unveiled plans for a complex of 25 luxury hotel pods with dynamic exterior fins, located in the Rub' al Khali Desert in Abu Dhabi.

Called the Oculus, the pods consist of a double-glazed dome encasing a luxury hotel room, with an exterior set of dynamic fins which move to create shade throughout the day, giving temperature control, camouflage and privacy.

Aidia designers Rolando Rodríguez-Leal and Natalia Wrzask acted as lead architects for the project which is currently in the concept design stage.

The 60 panels create a dense structure to

shelter the interior, drawing inspiration from several cacti species which have thick outer skins, foldings and fins to control heat.

This outer layer can morph into different configurations depending on the time of the day, climate and needs of users, and also folds downwards to give a clear view for stargazing.

According to Rodríguez-Leal: "The design goal is to improve the environmental performance of the building via self-shading."

The studio is also planning to anchor the complex with four large pods, housing a reception, restaurant and kitchen.

**MORE:** [http://lei.sr/E9R2r\\_B](http://lei.sr/E9R2r_B)



■ The lodges could be used for a desert wellness retreat



**The goal is to improve environmental performance**

Rolando Rodríguez-Leal

## INVESTMENT

### The Headland unveils £10m beachfront hydrotherapy centre



**The Aqua Club provides guests with a relaxing experience**

Carolyn Armstrong

A new £10m (€11.1m, US\$13) wellbeing and swimming centre has opened at Cornwall's only double five-star hotel – The Headland.

Lilly Lewarne Architects designed the new Aqua Club at the beachfront hotel, which includes six pools, a sun terrace overlooking the Atlantic Ocean and a Mediterranean-inspired restaurant.

With interior design by Matt Hulme from Dynargh Design, the facility has been designed with cool blues and natural tones to reflect the local Cornish landscape. It houses six indoor and outdoor pools, including



■ The facility features six indoor and outdoor pools

an indoor hydrotherapy pool and 25-metre swimming pool.

"Combined with our enviable coastal location, The Aqua Club provides our guests with some much-needed relaxation following a turbulent few months in lockdown," said Carolyn Armstrong, co-owner of The Headland.

**MORE:** [http://lei.sr/D4D9Y\\_B](http://lei.sr/D4D9Y_B)

## SUSTAINABILITY

### Six Senses to cut all plastic by 2022

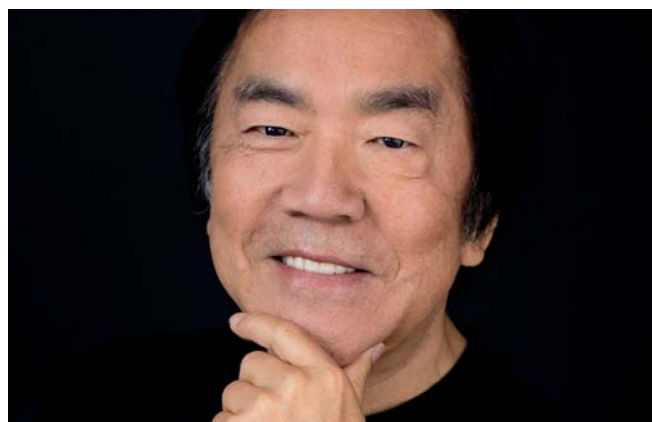
Six Senses Hotels Resorts Spas has become one of the first signatories of the Global Tourism Plastics Initiative, thereby committing itself to becoming plastic-free by 2022.

Led by the United Nations' (UN) Environment Programme and UN World Tourism Organisation, the initiative unites organisations to address plastic waste and pollution. Its goal is to take

coordinated action against plastic pollution, to enable the tourism sector to help preserve and protect places and wildlife that make destinations worth visiting.

"All hospitality leaders have a responsibility to stand up and be accountable for making a sustainable difference and achieving measurable results," said Neil Jacobs, Six Senses CEO.

**MORE:** [http://lei.sr/b4Z4q\\_B](http://lei.sr/b4Z4q_B)



■ Kao was a professor at Harvard Business School for 14 years

## APPOINTMENT

### GWJ reveals board appointment

The GWJ has announced the appointment of John Kao, MD, best-selling author on innovation and enterprise transformation, to its advisory board.

Kao specialises in innovation and enterprise transformation and has a Philosophy BA and MD, with a speciality in psychiatry, from Yale, as well as an MBA from Harvard Business School, where he went on

to serve as a professor specialising in enterprise creativity for 14 years.

He's served as an advisor to the governments of Finland, Singapore and the US, as well as authoring two best-selling books and been featured in *The New York Times*.

"I couldn't be happier to contribute by bringing my diverse background to the table," commented Kao.

**MORE:** [http://lei.sr/v5G5T\\_B](http://lei.sr/v5G5T_B)

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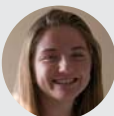
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## HOT SPRINGS

### Historic hot springs to become wellness retreat

Resources for Leisure Assets (RLA) has revealed plans for a luxury wellness retreat and thermal destination on the edge of the River Tâmega, Portugal.

Named Palácio de Canavezes, the 52-room riverside wellness destination and spa will open in a historic hotel, originally built in the early 1900s for people visiting the hot spring which breaks ground under the hotel.

The thermal water in Canavezes is claimed to have medicinal properties, which has made it a popular destination for people seeking treatment for ailments since the early 12th century, even drawing a former Queen of Portugal.

RLA is the resort consultant for both the hotel and wellness facilities and has selected Campbell GRAY Hotels as operator.

The resort will feature one of the group's signature PUREGRAY Health and Wellbeing Centres, spread across 1,366sq m with nine treatment rooms.

Plans also include a hammam, thermal spa centre, sauna, steamroom, relaxation rooms, indoor pool and gym.

"Palácio de Canavezes will be a unique destination because of its rich thermal water heritage and holistic wellbeing services," said Roger A. Allen, RLA Group CEO.

**MORE:** [http://lei.sr/r4Q7R\\_B](http://lei.sr/r4Q7R_B)



■ The Portuguese region is famous for its thermal hot springs



**Palácio de Canavezes has rich thermal water heritage**

Roger Allen

## TRADE BODY

### Sustainable Spa Association announces official launch



**Sustainability is not a trend, but a necessity**

Alberto Apostoli

A new UK-based trade body has been launched to help spas achieve their key sustainability goals.

Called The Sustainable Spa Association (SSA), the membership-based organisation offers independent guidance and ongoing support to spa operators on how to improve their sustainability credentials. Membership is £1,000 (€1,105, US\$1,319) a year.

The SSA is launching with influential industry figures in sustainability as founding partners and on its board of directors, including Studio Apostoli's owner, Alberto Apostoli.



PHOTO:SHUTTERSTOCK/AUTA

■ The new trade-body champions sustainability

"I strongly believe the concepts of wellness and sustainability are intrinsic to each other," he commented, "sustainability is not a trend but a necessity."

SSA was founded by Robert Cooper, managing director of eco-towelling company, Scrummi Spa and Lucy Brialey, former group head of spa for Aspria.

**MORE:** [http://lei.sr/R9Q3E\\_B](http://lei.sr/R9Q3E_B)



## REGULATION

# New PPE requirement for facial treatments

The UK government has given the green light for close-contact services to resume in England, however therapists must wear a visor and face mask for all treatments.

The announcement followed an intense two weeks of lobbying by the beauty industry, which started an initiative – called Beauty Backed – to put pressure on the government to reopen the sector, after it backtracked on its initial decision to let services recommence on 1 August.



**We urge spas to make sure they're in compliance with the latest guidance**

Adam Chatterley

The government has also specified that customers must cover their faces during treatments above the neck, however it explained that client face coverings can be removed if it's essential for a particular treatment, for example a treatment on the face area covered by the mask.

"We strongly urge all spas to make sure they are fully in compliance with this latest guidance," commented Adam Chatterley, UKSA chair.

**MORE:** [http://lei.sr/P3w7F\\_B](http://lei.sr/P3w7F_B)

## DEVELOPMENT

# Nobu to open London hotel and wellness centre

Robert De Niro's luxury lifestyle brand, Nobu Hospitality, is set to open a second London property Nobu in Marylebone, in November 2020.

The new 249-key Nobu Hotel London Portman Square will feature wellness facilities, a Nobu Restaurant, bar and outdoor terrace, plus a 600-person ballroom, gym and meeting spaces.

The Wellness Centre at Nobu Portman Square will feature three treatment rooms and offer a comprehensive range of both traditional and cutting-edge treatments – all of which have been specially



■ The hotel will offer signature Nobu wellness rituals



**The opening marks another successful collaboration**

Desmond Taljaard

curated by Nobu to mirror the brand's core beliefs.

The hotel is owned and developed by L+R Hotels; it marks the third collaboration between L+R Hotels and Nobu Hospitality.

Desmond Taljaard, MD, L+R commented: "The opening of Nobu Hotel London Portman Square marks another successful collaboration and will be a hallmark opening for both brands."

**MORE:** [http://lei.sr/K7e8E\\_B](http://lei.sr/K7e8E_B)

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## spa & wellness news

### GROWING FOOTPRINT

## Marriott expands Luxury Collection in UAE

The Luxury Collection, part of Marriott International, has recently opened Al Wathba Desert Resort and Spa, marking the debut of the portfolio in the UAE's capital of Abu Dhabi.

Al Wathba Desert Resort and Spa is located deep within a desert landscape, with a design reminiscent of a historic desert village. It was previously operated by Middle Eastern Hospitality brand Jumeirah until March 2020.

With 11 treatment rooms, the hotel spa features a



“  
We're delighted  
to offer our global  
explorers an authentic  
desert experience

Guido De Wilde

range of relaxation areas including a crystal salt sauna, Turkish hammam, IceLab Cryo experience, an open-air yoga pavilion and ice shower, as well as steamrooms, pools and snow caves. The spa is due to open in September.

“We're delighted to welcome Al Wathba, Desert Resort and Spa to and offer our global explorers an authentic desert experience alongside warm Arabian hospitality,” said Guido De Wilde, COO Marriott International Middle East.

[MORE: http://lei.sr/r5a4u\\_B](http://lei.sr/r5a4u_B)

### RENOVATION

## Champneys to open Mottram Hall after £10m renovation

Spa operator Champneys is set to open its first property in the North of England at Mottram Hall in Cheshire, this September, following a £10m (€11.1m, US\$13.2) spa renovation.

Champney's acquired the Grade II-listed, 18th-century building in 2018.

The updated 3,270sq m Champneys Health Club and Spa features 15 treatment rooms and was executed with the guidance of Champneys' in-house project director Chris Maryon.

Dalesauna is responsible for supplying the new wet and thermal experiences,



■ The updated spa is scheduled to open in September



“  
Champneys maintained  
its commitment to see  
this project through

Steve Ewing

including two saunas, a salt steamroom, experience showers, ice fountain, cold room, and swimming pool.

The facility is designed by Darling Associates, with interior design by Sparcstudio's Beverley Bayes.

“Throughout COVID-19, Champneys maintained its commitment to seeing this project through,” spa director Steve Ewing told *Spa Business insider*.

[MORE: http://lei.sr/Y6v8J\\_B](http://lei.sr/Y6v8J_B)





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# The benefits of bathing

A new South Korean research review has proven hydrotherapy to be both a preventative and therapeutic health treatment



■ The review looked at studies using cold and warm immersion

SHUTTERSTOCK:NDAB CREATIVITY

Spa and wellness businesses have a long history of using hydrotherapy to deliver benefits to customers. Now a research review has shown why being immersed in water has so many health benefits.

The paper, authored by South Korean academics Jiyeon An, Insook Lee and Yunjeong Yi, assessed 13 research pieces, with findings published in the *International Journal of Environmental Research and Public Health*.

Called *The thermal effects of water immersion on health outcomes: an integrative review*, the paper collates the existing studies, exploring the health effects of immersion hydrotherapy. Nine studies used warm water, one used both warm and cold water and the remaining three used cold water.

Hydrotherapy involves using water for pain relief and treatment of existing conditions. Immersion is just one method and involves using hot and cold water on the skin, affecting the underlying tissue and entire physical system.

### Key findings from the study

The study found that warm water immersion can:

■ Improve cardiovascular function, which according to the authors, means hydrotherapy has clinical

Hydrotherapy increases blood flow to major organs including brain, heart and lungs





SHUTTERSTOCK: ALLA LAURENT

■ Cold hydrotherapy methods provided an anaesthetic effect

## Hydrotherapy can improve cardiovascular function and has clinical significance as an alternative to exercise

significance as an alternative to exercise, and more importantly, as a preventative health treatment

- Increases blood flow to major organs including brain, heart and lungs
- Contribute to improved short-term brain function
- Improve blood flow rate and increased oxy-haemoglobin levels
- Improve tissue oxygenation and strengthen muscles.

The study found that cold water immersion can:

- Provide an anaesthetic effect
- Reduce stress and levels of force being exerted on the body and improve the ability to exercise or move
- Support the musculoskeletal function of healthy people
- Act as a complementary rehabilitation treatment for patients with existing pain-related diseases.

### Relevance today?

COVID-19 has kickstarted a renewed interest in health, leading the industry to anticipate a demand for treatments which also act as preventative therapies.

It seems hydrotherapy can answer this demand – acting both as a preventative treatment for healthy people and a complementary therapy for those with existing conditions, ultimately helping spas create and market a new range of services, not only for relaxation, but also for health and wellbeing.

### European Parliament

The European Parliament is processing a tourism and transport resolution, called *European Parliament resolution on transport and tourism in 2020 and beyond*, which includes a section highlighting the need to support European resorts in attracting spa and wellness tourists.

The resolution calls on the Commission to fund more science-based research to enable the sector to develop medical tourism business, with the aim of reducing healthcare costs through preventative measures, such as hydrotherapy and balneotherapy.

This action by the EU reinforces a view held widely in the wellness industry – that treatments such as hydrotherapy, have the potential to improve health globally and should be taken seriously as preventative health modalities.

### About the study

In the 13 papers, immersion heights varied relative to parts of the body, with four studies using immersion to the lower sternum, one to the navel, and eight immersing only parts of the body. Immersion temperatures and methods differed – such as the use of a bathtub, bucket or tank. ●



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# Together We Stand

The body achieves what the mind believes



In China we've seen a surprising surge in bookings for couples treatments and facials – options the industry has been expecting to be hold

Emma Darby, Resense COO



## Emma Darby

The COO of Resense tells *Spa Business insider* about the importance of local markets and keeping business moving during COVID-19

**A**ccording to Emma Darby, COO of Resense, local markets have always been a crucial source of business for spas, but in the middle of COVID-19, their custom has become even more important.

With global lockdown putting many people's travel plans on hold, Resense – the global spa consultancy and contract management outfit – has been working to attract local guests to its resorts and spas, wherever possible.

Darby says Resense runs a number of spas where 60-70 per cent of guests come from the local area. The company aims to achieve 30-40 per cent as a baseline – with this applying even before the pandemic.

Darby speaks to *Spa Business insider* about how she's been applying her 26 years' experience to keep the business

moving in the face of COVID-19. She also explains how Resense is navigating the reopening of its 33 wellness destinations and how two Resense spas in China hit target in the depths of lockdown.

### How's business going in terms of reopening?

In Asia, China is doing well, however, other regions are having to drive new business channels because they were previously more reliant on the tourist market.

In Europe, trading is improving at our resorts – we're achieving budget and showing improvements from the previous year. We even have a couple of city locations producing 60 per cent of their 2020 budget.

Overall, the company has reopened 22 destinations

and I'm definitely pleased with progress, but I'd recommend taking a measured approach to ensure you don't rush and make mistakes.

### Two spas hit target in April, during the lockdown – how did this happen?

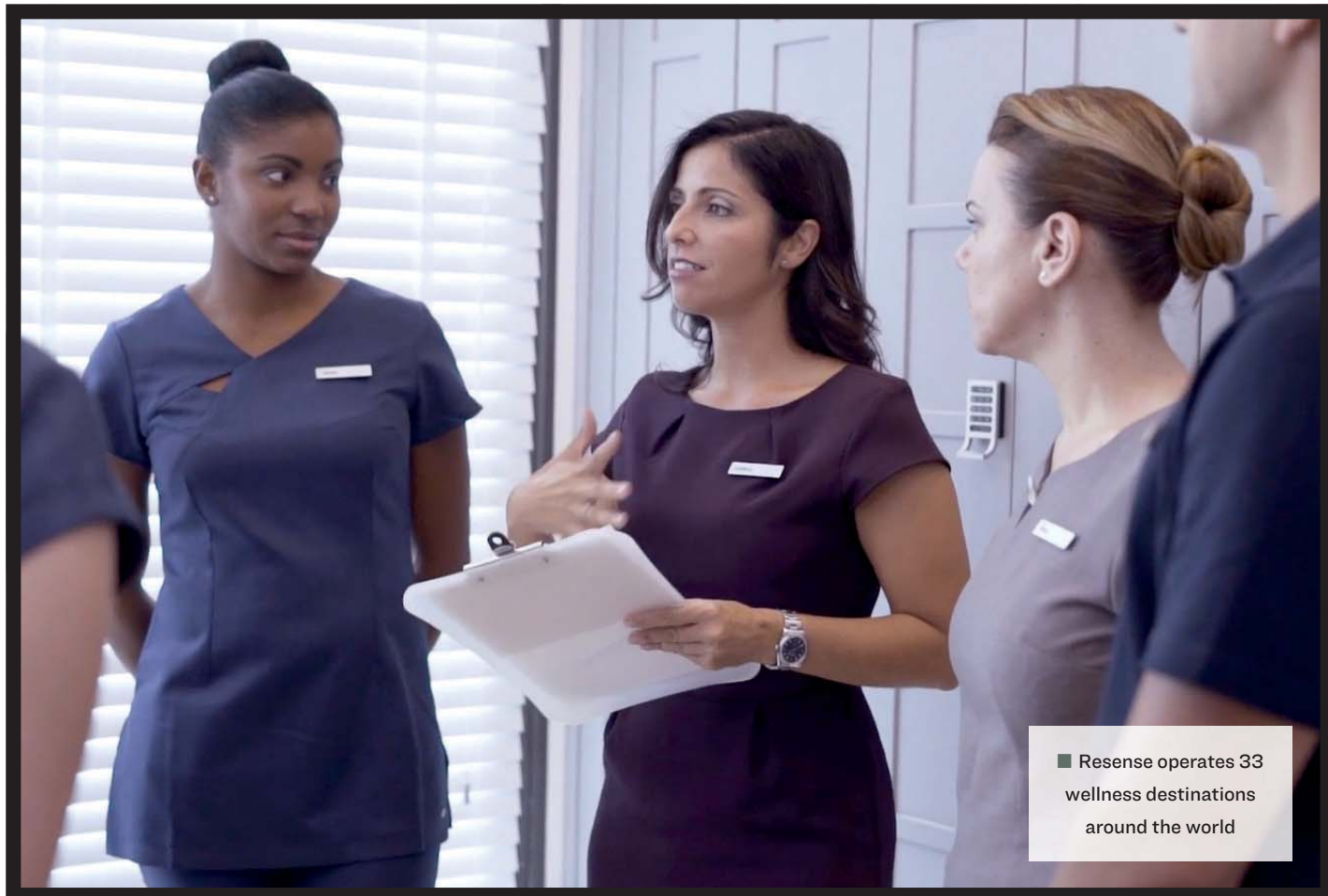
This refers to two individual Chinese spas which we'd fortunately already set up with a major online presence through the social media platform, WeChat.

Targets were hit purely through retail and selling advance day passes, as one spa was open and one was closed – the closed site actually only relied on online sales for revenue.

The beauty of it was that things could be sold really quickly and then fulfilled using drop shipping.

Following this success, we're looking at how to use online retail post-opening to contribute supporting revenue.





■ Resense operates 33 wellness destinations around the world

“ When you’ve got a captive audience you’ve got to offer them a deal to capture their interest - this is what I think spas forget ”

It’s about building our local client base up and our place within the market, and then holding onto those customers through schemes and opportunities like this.

#### **Can you tell us how you plan to reach out to local people?**

Our main methods are social media and apps, but it varies between markets.

In the Middle East you’ll find sending advertising deals via text message is a lot more successful, whereas in China we use WeChat for sales and in the UK, we use Groupon.

Once we get those guests into our spas – even though we may have to negotiate commission with the provider – we focus on incentivising them to come back. This is the key to success.

They’re a captive audience, and you’ve got to offer them a deal to

pique their interest. This is what I think spas forget. The trick is to offer them extras that won’t cost you too much, but use these to enhance the offer and keep consumers intrigued.

#### **What’s surprised you during reopening?**

In China, the revenue has been coming in steadily, however, one spa is drawing revenue from two completely different place from those we expected.

In this spa, we’ve seen a surprising surge in bookings for couples treatments and facials – both being options the industry has been expecting to be hold until we get more of a grip on the pandemic!

#### **Will there be an upsurge in medical wellness as a result of the pandemic?**

Medi-wellness will be popular, especially because of its clinical

appeal as a result of COVID-19, but this market was already growing well before the pandemic, because it was becoming more mainstream and thus affordable and available.

Combine this with the fact people are going to be more focused on their health, and we’re set for a surge in demand.

Resense has some medi-wellness projects on the table, including Sindhorn, our new medi-wellness location in Bangkok, and I’m excited to see how these types of operations take off and how and if this trend develops.

#### **Any final thoughts?**

Ultimately, my advice would be to remain positive, realistic and open to change. ●

#### **Find out more**

Read the full interview with Emma Darby in the next issue of *Spa Business*



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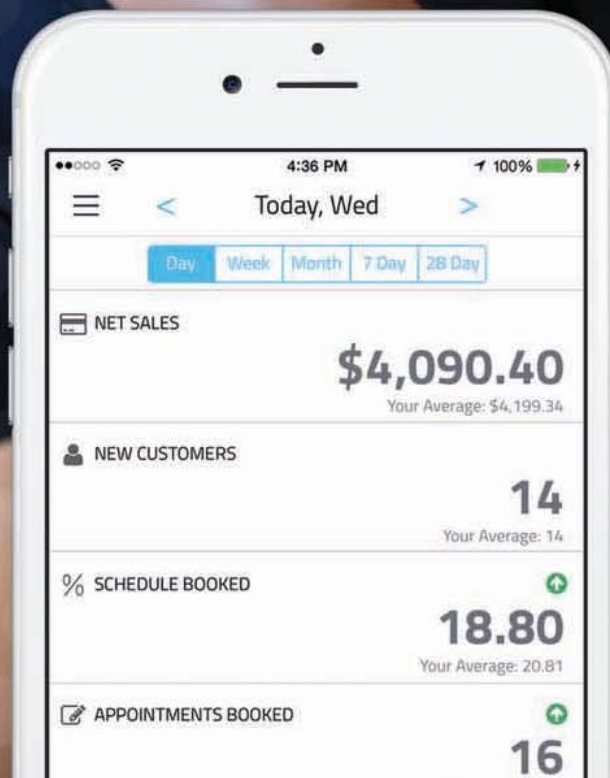
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# SUPPLIER NEWS

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

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■ The range includes an Anti-puffiness Cryo Roll-on – a product designed with a triple rollerball tip to refresh the eye contour

## Sothys reveals eye contour treatment designed to combat puffiness, ageing and dark circles



■ Christian Mas, Sothys CEO

Sothys has developed a multifunction eyecare range and treatment designed to target the eye contour's problem areas.

Named Prescription Jeunesse, the collection is suitable for a range of ages because it can be used both as a preventative tool and solution for signs of ageing.

It's been designed to correct dark circles, puffiness, dehydration and fine lines, as well as easing the effects of jetlag, blue light from screens and lack of sleep.

The range includes a Radiance Cream, Dark Circle Eraser, Express Eye Patches and

an Anti-puffiness Cryo Roll-on – a product designed with a triple rollerball tip to refresh the eye contour using a cryo-effect.

Flaxseed extract is the main ingredient of the collection – derived by Sothys' Advanced Research organisation using green chemistry – which helps protect the skin's structure and acts as a barrier to pollution.

Christian Mas, Sothys CEO, told *Spa Business insider*: "Treating the eye contour area is one of consumers' key desires nowadays – something which is a growing trend with younger clients who want fast, multi-targeting results in a quick

and easy ritual with natural-origin active ingredients.

"Thanks to our innovative strategy, we're able to offer an answer to consumer needs through a professional and retail approach, with a unique marketing concept inspired by our Sothys Gardens using our own in-house research approach using green chemistry."

To put the range into practice, Sothys has developed a 45-minute treatment targeting the eye contour – the Cryo Professional Eye Treatment.

**SPA-KIT SOTHYS**

<http://lei.sr/B5X1G>

## Halotherapy Solutions creates portable salt therapy device



■ Steve Spiro,  
Halotherapy Solutions

There's growing consumer interest in halo (salt) therapy since COVID-19, as people look to improve their respiratory health and boost their immune system.

Indeed, some spas may already have dedicated salt rooms or halotherapy booths, but now Halotherapy Solutions has revealed HaloPocket, a 19cm-tall personal halogenerator.

Designed to deliver dry salt therapy benefits at the press of a single button, in just five minutes,



■ HaloPocket delivers dry salt therapy at the press of a single button

the HaloPocket retails at US\$1,299 (€1,136, £1,029).

It is already being offered by leading operators, such as the Carillon Miami Wellness Resort in the US.

"My goal is to have HaloPocket used as either an opening and closing ritual for a facial or massage that supports respiratory health,

or to give any treatment an extra boost, just as spas upsell a mask or special technique," says Halotherapy Solutions' founder and CEO Steve Spiro. "Plus, it's an excellent product to sell in a spa's retail store and online."

SPA-KIT HALOTHERAPY SOLUTIONS

<http://lei.sr/z9I3M>

## Bryte develops AI smart-bed to improve and optimise sleep

Silicon Valley tech startup, Bryte, proposes that hotels need to commit to in-room wellness in every guest room – for Bryte, the true catalyst to in-room wellness is through improving restorative sleep.

Bryte has collaborated with sleep scientists to develop The Restorative Bed, a purpose-

built mattress to improve and optimise restorative sleep using built-in sensors which monitor heart rate, temperature and motion.

Ely Tsern, Bryte CEO, said: "For a hotel to address wellness, they must start with the foundation of health and wellness itself: sleep."

The product is designed to fit into luxury settings and contains advanced technology, pneumatics and AI that actively decreases wake events, while increasing deep sleep and REM sleep.

Laced with 100 computer-controlled pneumatic coils, the mattress keeps track of individual sleep partners' sleep status, sensing pressure points and temperature and making real-time adjustments for optimum comfort.

The bed helps guests fall asleep by creating a quiet, head-to-toe motion beneath the body and also gently wakes them by warming the mattress' temperature and using an optional gentle movement to nudge sleepers awake.

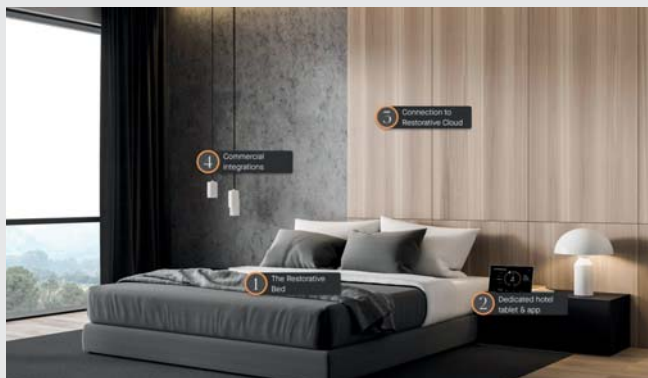


■ Ely Tsern, Bryte CEO

After use, each guest's preferences are anonymously stored in Bryte's cloud app, letting guests log in to any Restorative Bed at any Bryte hotel location and have their bed configured to their preferences.

SPA-KIT BRYTE

<http://lei.sr/W3K4Y>



■ Bryte claims guests can expect to fall asleep more quickly



# RESETTING THE WORLD WITH WELLNESS

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# WEB ADDRESS BOOK

Connect with spa organisations from around the world.

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**Asia-Pacific Spa & Wellness Coalition (APSWC)**

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

**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 Historic Thermal Towns Association**

■ [www.ehtta.eu](http://www.ehtta.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)

**French Spa Association (SPA-A)**

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

**German Spas Association**

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

**Green Spa Network (GSN)**

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

**Hungarian Baths Association**

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

**Hydrothermal Spa Forum**

■ [www.hydrothermal-spa-forum.net](http://www.hydrothermal-spa-forum.net)

**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 Sauna Association**

■ [www.saunainternational.net](http://www.saunainternational.net)

**International Spa Association (ISPA)**

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

**Irish Spa Association**

■ [www.irishspaassociation.ie](http://www.irishspaassociation.ie)

**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.serbianspas.org](http://www.serbianspas.org)

**South African Spa Association**

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

**Spanish National Spa Association**

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

**Spa and Wellness Association of Africa (SWAA)**

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

**Spa Association of India**

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

**Spa & Wellness International Council**

■ [www.lswic.ru](http://www.lswic.ru)

**The Sustainable Spa Association (SSA)**

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

**Taiwan Spa Association**

■ [www.tspa.tw](http://www.tspa.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)

