

# spa business insider

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## Mandarin Oriental and Oberoi team up

Mandarin Oriental Hotel Group and The Oberoi Group, have announced a long-term strategic alliance that will see the duo jointly collaborating across a range of initiatives.

By working together across all facets of the guest experience, the two groups will curate new and exclusive experiences, available at Oberoi and Mandarin Oriental hotels.

The alliance greatly increases the global reach of both groups, providing guests with increased choice in breadth across the globe, as well as depth in India.

Tapping into the expertise of both brands, the alliance will work together to create unique wellness and culinary experiences and will also collaborate on innovation, sustainability and colleague learning and development.

Jeremy McCarthy, Mandarin Oriental's group spa director, spoke about the alliance, saying: "As both of our groups share a strong culture around spa and wellness, we can imagine



PHOTO: MANDARIN ORIENTAL HOTEL GROUP

■ The alliance will extend the groups' reach

great possibilities for collaborating on global wellness events and potentially even the sharing of therapists, treatments and products. This alliance creates a unique opportunity for us to promote exclusive spa offers."

**MORE:** [http://lei.sr/T4c7V\\_B](http://lei.sr/T4c7V_B)



**Both our groups share a strong culture around spa and wellness**

Jeremy McCarthy



### PEOPLE

**Lindsay Madden-Nadeau launches new consultancy**

Industry veteran launches Meraki consulting practice

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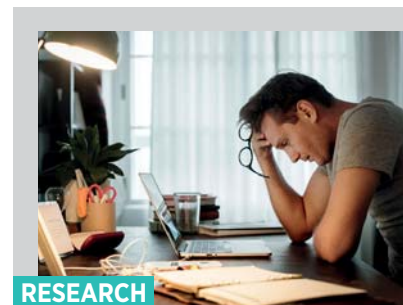


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## Lindsay Madden-Nadeau taps 25 years' industry experience to launch new wellness consultancy

Industry veteran, Lindsay Madden-Nadeau, has launched a new consultancy offering bespoke wellness strategies with an overarching mission to create conscious, collaborative projects that continue to put wellness on the map.

Taking its name from the Greek word 'Meraki' – which means doing something with soul, creativity and love – the new firm is dedicated to creating authentic wellness experiences and offers advisory services on all aspects of wellness, from conceptualisation and programming to branding, strategy and design.

"Our specialisation is elevating wellness concepts



■ Madden-Nadeau launches Meraki to deliver elevating concepts

**After 25 years' of watching guests' demands evolve, we have the tools to build strong wellness concepts**

to create unique brands and programmes that stand out," said Madden-Nadeau.

"We inspire new ways of approaching wellness, and offer a bespoke, individual

approach for the projects we take on, regardless of size or location."

Madden-Nadeau most recently worked as global wellbeing director for Accor's luxury division and was responsible for the spa brands of Raffles, Fairmont and Orient Express.

She's also held senior wellness roles with Jumeirah Hotels and Minor Hospitality's Anantara Hotels and Resorts.

Speaking to *Spa Business insider*, she said: "After almost 25 years in the industry watching the evolution of guests demands, we have the tools our clients need, and the structure to build strong wellness concepts."

**MORE:** [http://lei.sr/X8w5E\\_B](http://lei.sr/X8w5E_B)

## Civana to partner with Deepak Chopra's wellness company for new Ayurvedic programming



■ Deepak Chopra, celebrity wellness specialist

Arizona desert wellness destination resort, Civana, has announced a partnership with celebrity wellness specialist Deepak Chopra's company – The Chopra Centre for Wellbeing.

The collaboration will see the resort roll out The Chopra Whole Health programme, which will feature a selection of wellness experiences including spa treatments and a dedicated retreat.

The Chopra Whole Health Retreat will be a six-day Ayurvedic immersion,

**Seven new Chopra Ayurvedic spa treatments will be rolled out in late 2020**

designed to teach participants how to build healthy habits through meditation instruction, Ayurvedic lifestyle curriculum, daily therapeutic body treatments and a nutritional detox.

Seven new Chopra spa treatments will also be rolled out in late 2020 as part of the partnership, all of which will include elements of traditional Ayurvedic practices.

Upcoming treatments will include offerings such as a traditional Abhyanga massage using two-therapists, Shirodhara and a Chopra signature massage – such as the Gandharva method using sound therapy.

Treatments will focus on the unique mind-body constitution of each recipient and be customised for individuals.

**MORE:** [http://lei.sr/4Y9V8\\_B](http://lei.sr/4Y9V8_B)





■ Sue Harmsworth founded ESPA International

**The SATCC has been hugely well received and has had a really positive response from the industry**

## Sue Harmsworth: SATCC has been hugely well received

Sue Harmsworth, industry influencer and founder of ESPA, has recently launched the Standards Authority for Touch in Cancer Care (SATCC).

Initially revealed in March by *Spa Business*, the SATCC's mission is to offer a national standard enabling people touched by cancer to get access to appropriately qualified therapists and spas that are capable of catering to their individual needs, as well as providing a safe platform for spas to find training courses.

Speaking to *Spa Business insider*, Harmsworth said the organisation has been

"hugely well-received" and that over 220 spas are now SATCC-accredited, with that number growing daily.

She revealed the group is working with breast cancer awareness charity, CoppaFeel!, with its founder, Kris Hallenga working as an ambassador.

She also outlined that the group has ambitions to work with a host of charities to support those touched by cancer by directing them to its accredited spas.

The SATCC board is formed of 13 owners and founders of leading training providers in the UK and Ireland.

**MORE:** [http://lei.sr/F9q6f\\_B](http://lei.sr/F9q6f_B)

### 04 People

Lindsay Madden-Nadeau taps 25 years' industry experience to launch new wellness consultancy, Civana to partner with Deepak Chopra's wellness company for Ayurvedic programming and Sue Harmsworth says the SATCC has been hugely well received

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## PROGRAMMING

### New facial inspired by frontline workers

An aesthetics and wellness clinic has launched a new facial treatment dedicated to key workers on the frontlines of the pandemic.

Developed at KLNK, in Cheshire, UK, the new facial came to fruition after the clinic's co-founder, Dr Roshan Ravindran, and his team offered free virus tests for NHS and key workers.

After meeting so many inspiring individuals, Dr Rosh wanted to give something back and decided to create the 40-minute Nightingale Facial.

The experience is offered free to NHS and frontline workers and is designed to bring a meaningful and comforting connection

between the therapist and client, focusing on the power of touch.

"One of the key motivations behind the treatment is the presence of human touch," said Dr Rosh. "During COVID-19, touch has largely been removed from our daily lives and yet it's essential for emotional health."

The treatment begins with the location of pressure points in the neck, shoulders and chest.

The face is then deeply cleansed and undergoes, a Dermalux LED session. Following this, an arm and hand massage is conducted plus guided breathwork and a balm inhalation experience.

**MORE:** [http://lei.sr/h8W4c\\_B](http://lei.sr/h8W4c_B)



SHUTTERSTOCK/RIDO

■ NHS and frontline workers can receive the treatment for free



**Human touch is a key motivator behind the treatment**

Roshan Ravindran

## TECHNOLOGY

### Accor debuts in-room wellness programmes at select US sites



**We're offering industry-leading in-room wellness options**

Daniel Poulin

Global hospitality group, Accor, is launching in-room restorative wellness programming at select North and Central America properties through an exclusive partnership with wellness technology company, Three Sages.

The partnership gives Fairmont, Sofitel and Swissôtel guests the opportunity to access complimentary yoga, sleep practice, breathwork, mindfulness and stretching, all available on the in-room entertainment system.

Each video connects guests to nature, taking guests on a journey through spectacular outdoor backdrops, from parks

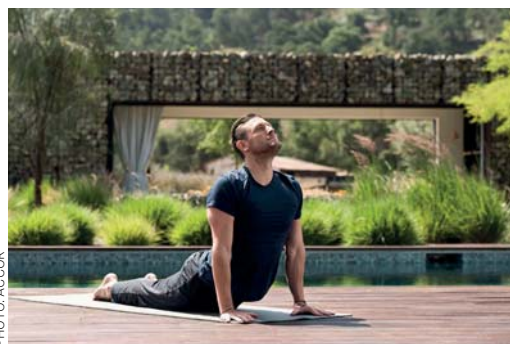


PHOTO: ACCOR

■ Three Sages and Accor partner on in-room wellness

in Ojai California, to isolated locations in the Joshua Tree National Park.

"We're thrilled to partner with Three Sages to offer an industry-leading calibre, depth and breadth of in-room wellness offerings for our guests," said Daniel Poulin, director of spa and fitness, Accor North and Central America.

**MORE:** [http://lei.sr/K7U8n\\_B](http://lei.sr/K7U8n_B)

## EDUCATION

### Color Up unveils CBD training

CBD-infused skincare line, Color Up has announced a new CBD training course and scholarship programme.

The company has added to its existing catalogue of CBD training programmes and upgraded its Cannabis Master Programme to include another pathway dedicated to training wellness professionals.

The Master Programme originally launched in 2019 with only two tracks for

estheticians and massage therapists. Since then, more than 800 professionals have signed up.

The new wellness professionals course is designed to educate yoga instructors, fitness instructors, nutritionists and holistic practitioners about the natural benefits of incorporating CBD into professional and personal practices.

**MORE:** [http://lei.sr/2Y8g5\\_B](http://lei.sr/2Y8g5_B)



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■ Sauna from Finland is aiming to elevate regular sauna rituals

## THERMAL

### How is sauna enhanced by food?

Sauna from Finland has launched a new initiative to elevate ordinary sauna bathing rituals into authentic Finnish lifestyle experiences through the incorporation of traditional Finnish food and drink.

According to the organisation, food, drinks and cooking are an important part of the sauna experience, as flavours and beautifully presented food enhance the overall sensory experience.

The new concept, called "Tasteful by Sauna from Finland", attaches various kinds of Finnish food and drinks to the sauna tradition and aims to involve Finnish grocery, kitchenware and tableware companies interested in developing their export to the international markets, by associating their products with the Finnish sauna experience.

**MORE:** [http://lei.sr/x7u5z\\_B](http://lei.sr/x7u5z_B)

## MEET THE TEAM

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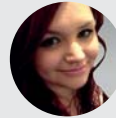
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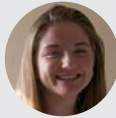
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## INSIGHT

### UK spa bookings 70 per cent of pre-COVID levels

In June, the *Good Spa Guide* revealed the results of a survey which asked 5,000 UK spa-goers what they were most looking forward to, what worried them, and how their habits might change, in light of COVID-19.

The survey reported that just over 80 per cent of respondents said they'd go back to a spa straight away (48 per cent) after lockdown and behavioural specialist Daphne Metland told *Spa Business insider* she predicted a surge in spa bookings post-lockdown.

So far, Metland's prediction is proving accurate, as UK spa bookings agency, Spabreaks.com, has confirmed bookings have reached 70 per cent

of pre-COVID-19 capacity, since 15 August on the Spabreaks platform.

Founder, Abi Selby, commented: "It's been an incredibly difficult year for the spa industry but it's been wonderful to see spas do so much to embrace the new set of circumstances and really celebrate the meaning of spa in its many different guises."

According to Spabreaks, which lists over 750 spas, the success in bookings is due to spas reopening in a way that not only respects, COVID-19 measures, but also seeks to enhance experiences that support health and wellbeing which may have been neglected.

**MORE:** [http://lei.sr/8j3N8\\_B](http://lei.sr/8j3N8_B)



■ UK spa bookings are on the increase



**It's wonderful seeing spas embrace the new set of circumstances**

Abi Selby

## PROGRAMMING

### Ancient Greek sculpture inspires new treatment

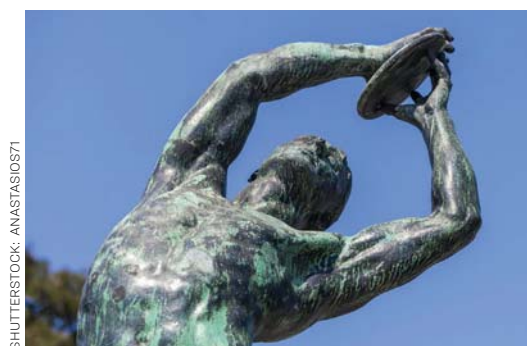


**The treatment harnesses the island's abundant plant life**

Boutique Hotel Alhambra and Villa Augusta, located on the Croatian island of Lošinj, has launched a new two-hour treatment, Apoxyomenos Escape.

Drawing inspiration from one of the world's best-preserved Greek statues, Apoxyomenos, which was discovered off the coast of Lošinj in 1999, the new treatment harnesses the therapeutic benefits of the island's abundant herbs and plants and over 200 years' of healing traditions.

Priced at €200 (£182, US\$233), the ritual is designed to restore balance to body and mind through



■ Greek athletes were celebrated in sculpture

a salt scrub, relaxing full-body massage and hydrating facial.

Lošinj's Apoxyomenos depicts a male athlete using a curved metal tool, called a strigil, used for cleansing after exercise. Health and fitness were crucial in ancient Greek civilisation, hence athletes were celebrated in Greek culture.

**MORE:** [http://lei.sr/E5K6F\\_B](http://lei.sr/E5K6F_B)



## NATURE

# 'Friluftsliv' could help sustain wellbeing

In Scandinavia, time outdoors is passionately encouraged, using the philosophy of 'friluftsliv', which is deeply rooted in the nations' history.

Translated as 'open-air living', friluftsliv is the concept of celebrating the outdoors.

Before COVID-19, the increasingly urbanised and fast-paced world made it harder for people to time to explore natural spaces.

However, growing numbers of people are now spending more time outdoors, which has been scientifically



**Many studies are highlighting benefits of prescribing a connection with nature**

Carlo Barbieri

proven to improve physical and mental health.

"Even before COVID-19, studies were highlighting the benefits of prescribing a connection with nature," said Dr Carlo Barbieri, president of Lefay's Spa Method Scientific Committee.

With this in mind, friluftsliv could help people sustain their wellbeing using nature during the pandemic, as it may inspire them to spend more time outdoors and take it up with a newfound enthusiasm.

**MORE:** [http://lei.sr/r2K2U\\_B](http://lei.sr/r2K2U_B)

# Shine

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SHINE.**

## MILESTONE

# English saunas and steamrooms allowed to reopen

The UK Spa Association (UKSA) has announced the UK government has given the green light for saunas and steamrooms to reopen in England.

Spas and wellness facilities can restart these thermal operations with immediate effect, following closure due to the pandemic.

The government has published new guidance around sauna and steamroom operation in the DCMS *Guidance for Sports and Gym Leisure Facilities* (see section 2.1.3).

The news will be welcomed by the industry after months



■ Facilities can reopen with immediate effect



**We're celebrating a victory for the industry**

Adam Chatterley

of lobbying to reopen such fundamental components of the spas offering.

Adam Chatterley, UKSA chair, said: "We consistently pointed out after significant research and testimonials, that these spaces are safe to reopen. We hope you'll join us in celebrating this victory for our industry."

He praised UKSA GM, Helen Grzesk, for her persistence in making this change possible.

**MORE:** [http://lei.sr/k2j3t\\_B](http://lei.sr/k2j3t_B)

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## GROWING FOOTPRINT

### Four Seasons reveals new Mexican resort

Four Seasons has announced a collaboration with Mexican real estate development company, Paralelo 19 Desarrollos, to realise a new luxury resort located in Mexico.

Debuting in 2021 as Four Seasons Resort Tamarindo, México, the 155-key project will be located on a private peninsula along the Pacific Ocean and house an organic spa with a tropical backdrop, with eight treatment rooms, saunas, steamrooms, and hot and cold plunge pools.

Four Seasons Tamarindo will join a growing collection of Four Seasons properties in Mexico, including Four Seasons Resort Punta Mita, Four Seasons Hotel

Mexico City, the recently opened Four Seasons Resort and Residences Los Cabos at Costa Palmas, and the recently announced Four Seasons Resort and Residences Cabo San Lucas at Cabo Del Sol.

“As we grow the portfolio in Mexico, this project in Tamarindo is the ideal opportunity to do so,” said John Davison, president and CEO.

Located in a protected eco-reserve, the resort will feature architectural and interior design by the firms of Legorreta + Legorreta and Taller Mauricio Rocha + Gabriela Carrillo.

**MORE:** [http://lei.sr/r6k8D\\_B](http://lei.sr/r6k8D_B)



PHOTO: FOUR SEASONS

■ The resort will cascade down the hillside on terraces



**This project represents the ideal opportunity to grow our portfolio**

John Davison

## RETREATS

### COVID-19 recovery retreats launched in Switzerland



**The facility and programmes are inspired by a 'Healthy by Nature' ethos**

Luxury wellness destination, The Bürgenstock Resort Lake Lucerne, Switzerland, has unveiled new programmes to answer guests' physical and emotional needs in a COVID-19 era, at its five-star medi-wellness facility, Waldhotel.

The Waldhotel is inspired by a 'Healthy by Nature' ethos and features a medical team specialising in cardiology, internal medicine, dermatology and orthopaedics, as well as psychosomatics, dentistry, nutrition and gastroenterology.

As physical and mental wellbeing is more important than ever, following the



PHOTO: BÜRGENSTOCK HOTELS & RESORT

■ Waldhotel is a five-star medi-wellness facility

pandemic's outbreak, the facility has rolled out three new Executive retreats focused on preventative health solutions, mindfulness and mobility, respectively.

Opened in late 2017, the Bürgenstock Hotel is also home to the Alpine Spa which ranges over 107,000sq ft on three levels.

**MORE:** [http://lei.sr/w2R3F\\_B](http://lei.sr/w2R3F_B)

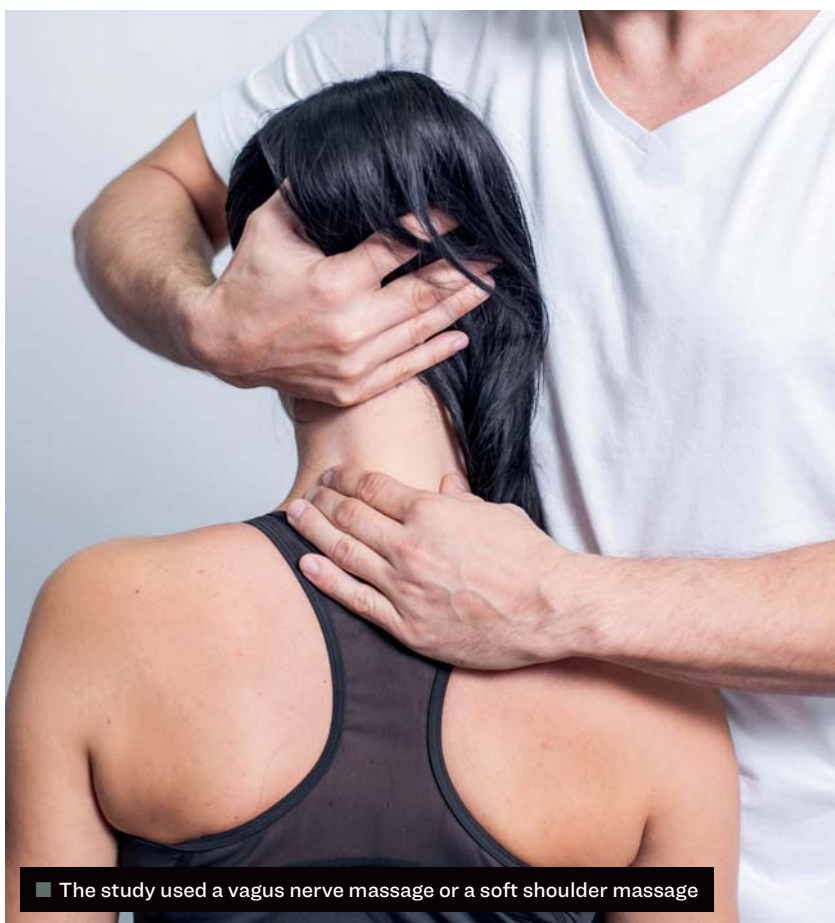
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# Taking time out

New research from the University of Konstanz found that just 10 minutes of massage can help the body fight stress



■ The study used a vagus nerve massage or a soft shoulder massage

SHUTTERSTOCK/PAWEŁ MICHALOWSKI

A recent study from the University of Konstanz in Germany has revealed that 10 minutes of massage or rest can help the body combat stress.

The study showed that massage is an easy-to-apply intervention that can boost the body's principal engine for relaxation – the parasympathetic nervous system (PNS) – and lead to a reduction in perceived mental stress.

According to researchers, the discovery that massage is effective on the level of both psychology and physiology via the PNS will help pave the way for future studies on understanding the role of relaxation on stress.

“Massage, being such a commonly used relaxation therapy, was our first study,” said Maria Meier, study first author and doctoral student in the lab of Neuropsychology at the University.

“Our next step is to test if other short interventions, like breathing exercises and meditation, show similar psychological and physiological relaxation results.”

### The process

The research involved 60 female participants who were split into three groups of 20 and randomly

“Massage is an easy-to-apply intervention that can boost the body's principal engine for relaxation”







■ The pandemic has exacerbated global stress levels

SHUTTERSTOCK/RAWPEL.COM

## Our next step is to test if other short interventions, such as meditation and breathwork, show similar relaxation results

assigned to a 10-minute relaxation intervention; either a vagus nerve massage, a soft shoulder massage or a seated resting control scenario.

The vagus nerve massage focused on the head and neck and applied moderate pressure to the vagus nerve – which activates the PNS. The neck-and-shoulder massage used soft stroking movements designed to examine whether just touch can also be relaxing.

Psychological relaxation was measured by asking participants to describe how relaxed or stressed they felt before and after the intervention, using a questionnaire.

Physiological relaxation was gauged by monitoring participant's heart rate and heart rate variability (HRV) – which indicates how flexibly the PNS can respond to changes in the environment. According to researchers, the higher the HRV, the more relaxed the body is.

### Results

All three interventions resulted in both psychological and physiological reduction in stress – with all participants reporting they felt more relaxed and less stressed, compared with before the treatments.

Moreover, all participants showed significant HRV increases, which demonstrates that the PNS, the body's natural stress-reducer, was activated by the massages, and additionally, that the body physiologically relaxes just by resting alone, as shown by the control group's results.

However, the physiological effect was more pronounced when participants received a massage.

The researchers noted that it was not important whether the massage was soft or moderate, but that tactile contact in general seemed to improve the relaxation of the body.●



PHOTO: UNIVERSITÄT KONSTANZ

■ Maria Meier, study first author and doctoral student in the lab of Neuropsychology at the University of Konstanz





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Jerome Colson, One&Only Desaru Coast GM



# One of a kind

The world's first One&Only Spa by Chenot has launched at One&Only's brand new tropical beachfront retreat in Malaysia

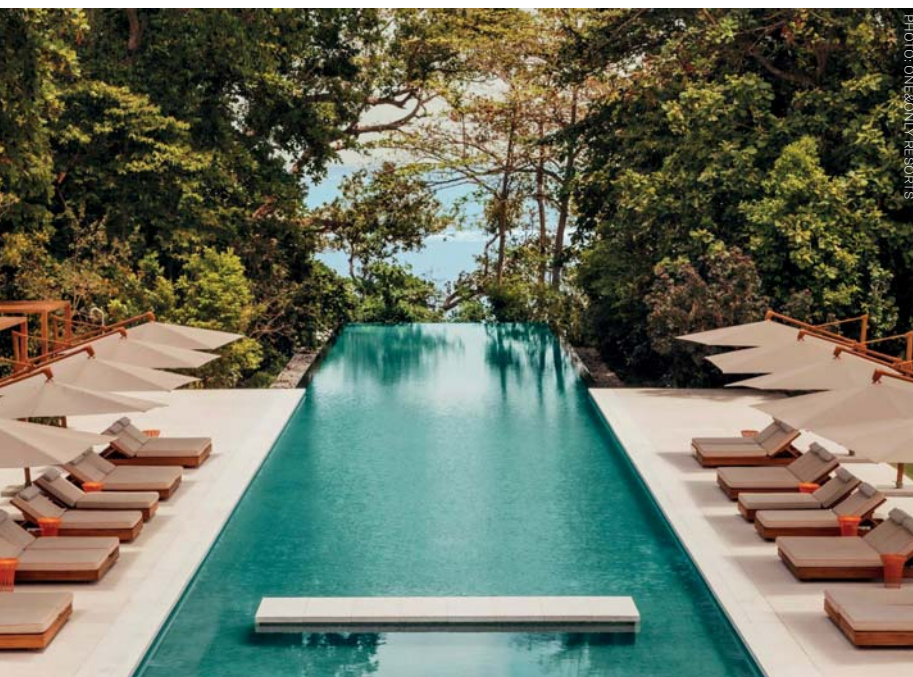


PHOTO: ONE&ONLY RESORTS

■ The new resort was designed by Australia's Kerry Hill Architects

One&Only has debuted in Asia with a brand new resort – called One&Only Desaru Coast – completed with a signature Chenot spa, a result of a partnership between the hotel group and Chenot, the medical health and wellness retreat operator by Henri Chenot.

### Wellness offering

The bespoke spa concept has been exclusively developed for One&Only and offers a curated menu built around four pillars – Sport and Physical Activities, Emotional Wellbeing, Nutrition, and Aesthetics – all designed to work in synergy to reset and strengthen body and mind.

Henri Chenot has over 50 years' experience in preventative and regenerative treatments and is





PHOTO: ONE&ONLY RESORTS

## One&Only Desaru Coast offers a sanctuary for guests to take a breath and relax in their own private enclave of nature

responsible for developing the Chenot Method, a programme that aims to protect the body from damage, the build-up of toxins and premature ageing. The method comprises an amalgamation of treatments and nutritional advice and blends the principles of Chinese healing with advanced western medicine.

Nestled amongst the jungle setting, the spa is home to seven single treatment rooms, along with one for couples, a VIP room and a Pedi:Mani:Cure Studio by Bastien Gonzalez.

Facilities also include a cooling pool, steamroom and relaxation pavilion, as well as a fitness studio, Pilates studio and yoga pavilion overlooking the ocean, providing an inspiring space for meditation classes.

One, two and three-day programmes include tailored

nutritional menus, fitness schedules, targeted spa treatments and stress-relieving activities designed according to individual needs.

### Resort details

With design by Australia's Kerry Hill Architects, the new tropical retreat has been conceived as a modern take on the traditional Malaysian village.

"One&Only Desaru Coast offers a sanctuary, said Jerome Colson, resort GM, "guests can take a breath, relax and recharge in their own private enclave of nature or focus on their wellbeing at our signature Chenot Spa."

Located on the south-eastern shoreline of Malaysia, the 42-suite resort sits among 128 acres of wild flora and is flanked by a secluded coastline, offering uninterrupted views of the ocean and rainforest.●

PHOTO: ONE&ONLY RESORTS



■ The resort is home to 42 suites

**Read more about  
Henri Chenot in  
Spa Business**





Natural light and rich materials give the gym a dramatic and dynamic mood

# Trendsetting

Design specialists, The Wellness, worked with in-house engineers for Jumeirah to create a state-of-the-art gym for Talise Fitness at the Jumeirah Al Naseem in Dubai



The Wellness CEO,  
Mohammed Ibrahim

“What’s unique about this project is that we thought of all aspects in parallel, the fitness experience, the equipment and the interior design,” says Mohammed Ibrahim, CEO of

The Wellness. “It’s almost as though we felt the pulse of the space while we were designing it – as though we were training in it.”

Guests staying at the Jumeirah Al Naseem resort have full access to the Talise Fitness facilities, which are equipped with strength training, free-weights, cardio and stretching, with areas dedicated to modular training and group exercise classes.

The Wellness also introduced unique cardio machines which take training and coordination into a total different level.

Other facilities include changing pods with lockers, vanity areas, showers and a sauna, which is used as part of the recovery programme.

This focus on recovery, is one of the things that makes the gym special, as Ibrahim explains:

“The main approach behind this boutique gym is to highlight the correlation between fitness and the recovery process, so guests can learn the importance of recovery – the different methods that can be used, and how it affects the continuity of training routines.”

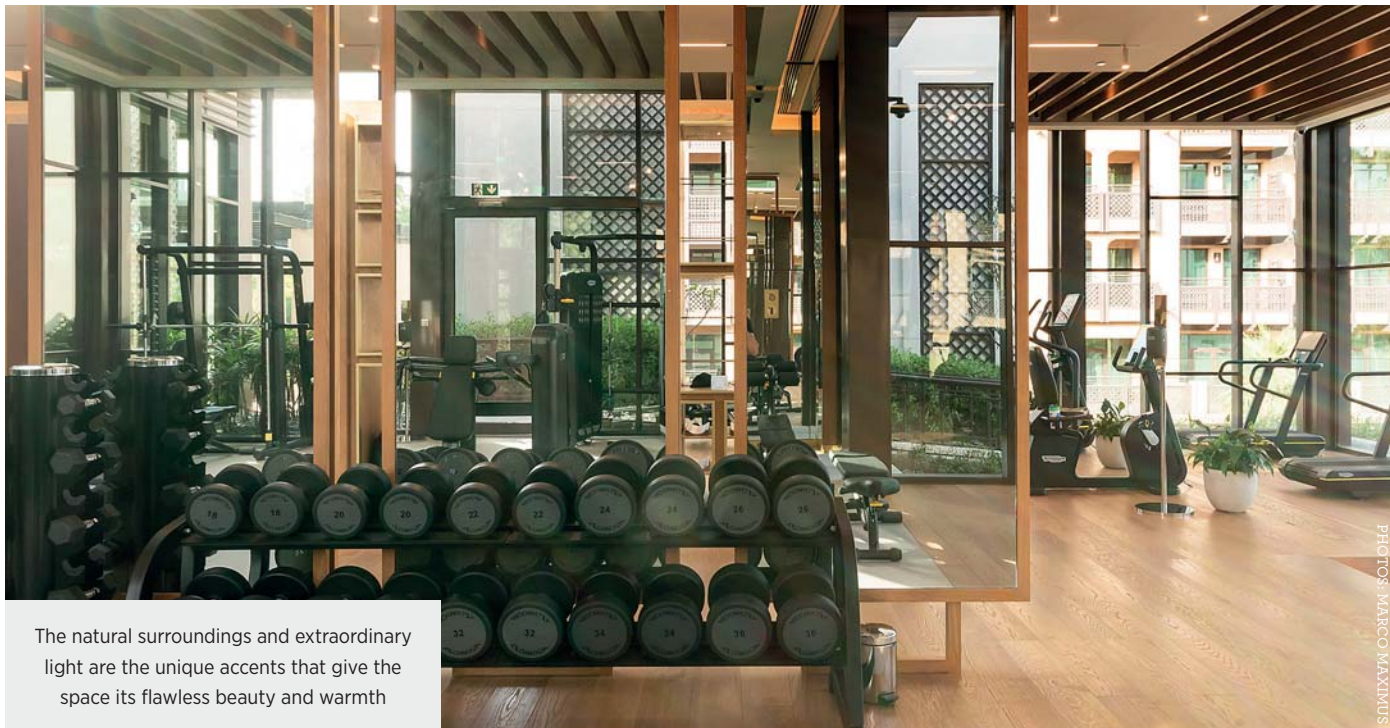
“This is a trendsetting approach to fitness,” he says, “where the fitness floor contains all the training elements for a complete workout experience, but with a focus on recovery – people always forget about how important this process is.

## Beautiful location

“The location also had a huge impact on how we designed the space,” he says, “the natural surroundings and extraordinary light are the unique accents that give the space its flawless beauty and warmth.”

Using materials such as wood, leather and matt gold accents, The Wellness created an impression of luxury and style throughout the 430sq m facility, while the



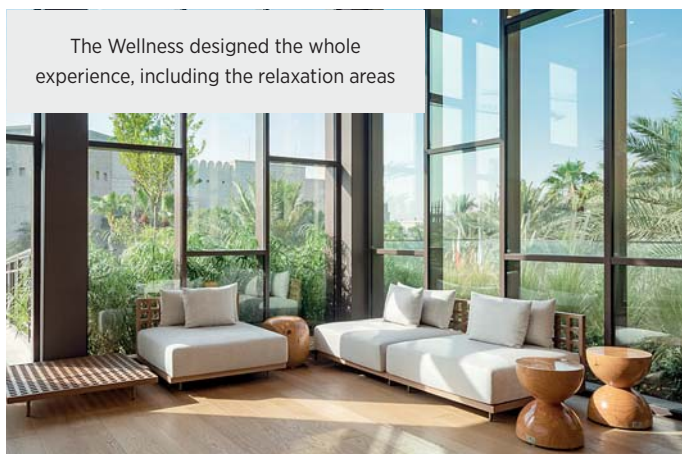


The natural surroundings and extraordinary light are the unique accents that give the space its flawless beauty and warmth

PHOTOS: MARCO MAXIMUS



The Wellness designed the whole experience, including the relaxation areas



natural light and rich materials give the gym a dramatic and dynamic mood.

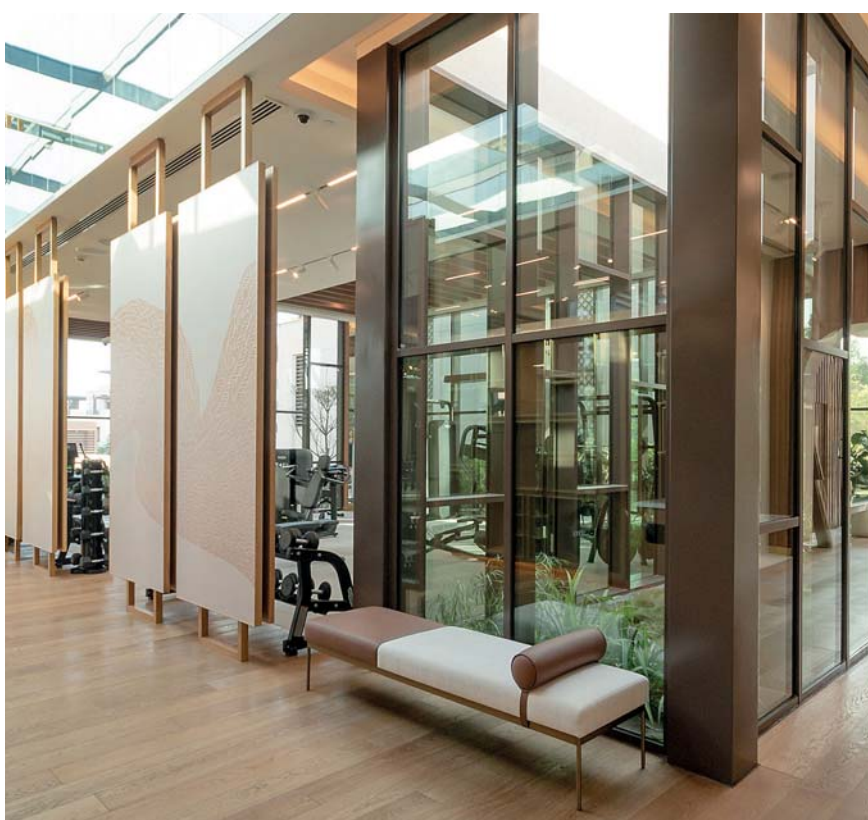
“We maximised the space by using the whole workout floor as one big active area,” says Ibrahim. “Adding a fitness walk helped divide the space into different training zones, while still giving the impression that it’s all one big fitness arena.

“But it’s not only about designing a space, it’s also about designing the whole experience,” says Ibrahim. “Thinking through where people will train, where they’ll relax and picturing each and every moment. I walked down this fitness walk a million times before it ever existed.

Visualising in this kind of detail leaves you confident that the design outcomes and impression you will leave behind will affect the user in the most positive ways possible. ●

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Find out more: [www.thewellness.ae](http://www.thewellness.ae)



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# SUPPLIER NEWS

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

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■ The Sleep Mask from BC Softwear's ECO range, SmartSoft, cocoons and comforts, helping to block out the early morning light

## Sweet dreams: **Made for Life Organics** teams up with **BC Softwear** for new Sleep Ritual



■ **Amanda Winwood,**  
Made for Life Organics MD

**M**ade for Life Organics has collaborated with the team at BC Softwear to introduce a new Made for Life Sleep Ritual combining a soothing natural botanical spritz with a soft sleep mask to block out the morning light, ensuring a perfect night's sleep.

The Calming Room Spray is hand-blended in Cornwall from delicately scented organic herbs and flowers which calm and soothe the mind and body before bed.

The relaxing combination is comprised of a balance of rose and lavender, blended gently with the calming

benefits of chamomile and roman chamomile with the mood-boosting benefits of orange, to provide an elegant botanical end to the day.

The Sleep Mask from BC Softwear's ECO range, SmartSoft, cocoons and comforts, helping to block out the early morning light, to help encourage deep undisturbed sleep.

Amanda Winwood, MD of Made for Life Organics, said: "We're always delighted to partner and collaborate with like-minded partners and BC Software's company founder Barbara Cooke and her team

have brilliant ethics and values in terms of sustainability.

"These beautiful sleep masks paired with our Calming Botanical Sleep Spray are the perfect partners," she concluded.

In other news, Made for Life recently inked a deal with Amazon to sell its products online.

The move was motivated by a desire to expand reach and provide a window to a wider audience and community of wellness fans.

**SPA-KIT MADE FOR LIFE ORGANICS**

<http://lei.sr/Y9o3A>

## Aromatherapy Associates introduces new shower oil



■ Anna Teal, CEO of Aromatherapy Associates

Aromatherapy Associates has unveiled a new collection of shower oils designed to cleanse and hydrate skin.

Formulated with up to 28 pure essential oils, the oil-to-milk shower products are blended from nature's therapeutic palette to reset and refresh people in mind, body and spirit.

The oils are available in four of the company's best-selling blends, including Morning Revive, De-Stress Muscle, De-Stress Mind and Rose.

The line has been created to help users incorporate



■ The oils are available in four of the company's best-selling blends

a therapeutic ritual of uninterrupted wellbeing into their bathing routine.

"Creating daily moments of reset and wellbeing has always been at the heart of what we do," Anna Teal, Aromatherapy Associates CEO, told *Spa Business insider*, "so we're delighted to launch

this latest innovation infused with essential oils at up to 12 per cent concentration."

The new range is packaged sustainably in 50 per cent PCR and 100 per cent recyclable bottles.

**SPA-KIT AROMATHERAPY**

<http://lei.sr/P3f6f>

## Natura Bissé collaborates with spas to thank healthcare workers

Luxury Spanish skincare and spa brand, Natura Bissé, is joining together with its UK and Irish spa partners to thank healthcare professionals working in care homes for their hard work over the past months.

The spas taking part in the #ThanksForSavingOurSkin

campaign will provide a 60-minute treatment ritual designed to restore sensitive, irritated or damaged skin and ensure the hydration and comfort clients need.

Natura Bissé is donating products needed for the treatments at spas, where

therapists will donate their time and effort to serve the unsung heroes in the battle against Coronavirus.

Each centre will provide up to 20 free treatments to accredited healthcare professionals, which must be booked in advance.

Sali Flores, managing director at Natura Bissé, said of the initiative: "This unexpected crisis has highlighted the importance of working together to overcome obstacles.

"Natura Bissé continues to support business and social partnerships, joint actions and shared values as part of its ongoing commitment to society and to solidarity.

"We have previously run a similar campaign in Spain, where the brand and our spa



■ Sali Flores, Natura Bissé MD

partners treated healthcare professionals in care homes to a relaxing spa treatment of their choice. It was hugely appreciated and we wanted to do something for the amazing staff of the care homes in the UK and Ireland."

**SPA-KIT NATURA BISSE**

<http://lei.sr/G1R5c>



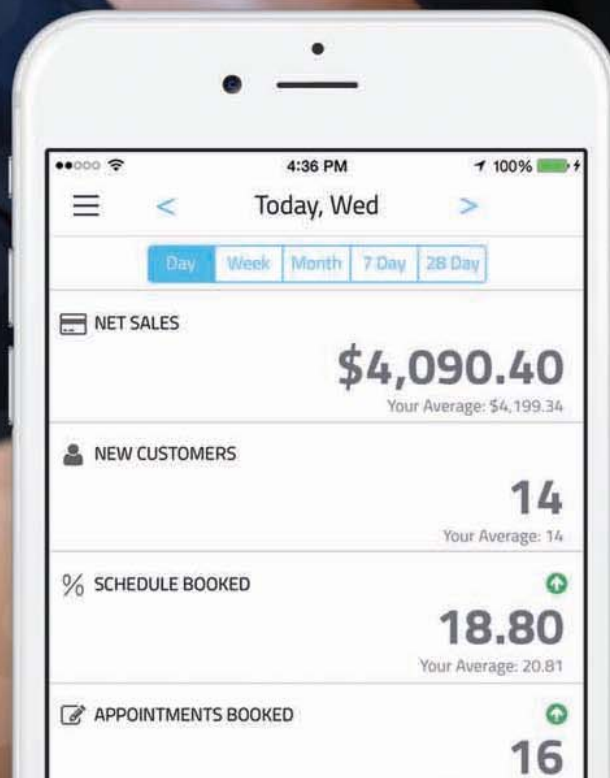
■ Therapists will donate their time to serve the care home staff



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# WEB ADDRESS BOOK

Connect with spa organisations from around the world.

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

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

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

■ [www.swaafrika.org](http://www.swaafrika.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.tsipa.tw](http://www.tsipa.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)

