spa business insider

23 MARCH 2021 ISSUE 367

A SPA BUSINESS PUBLICATION



Sha to unveil wellbeing residences

Sha Wellness Clinic has announced plans to unveil residences inspired by wellbeing in 2022, with the opening of its new Sha Mexico resort.

The second development from Sha, following on from the original clinic in Spain, the new resort will have a clinic alongside the 31 wellbeing-focused residences which will offer a "complete immersion in the Sha lifestyle".

Every detail behind the residences has been curated with wellbeing in mind – from the idyllic setting, architecture and design to the choice of natural and sustainable materials and cutting-edge in-house technology.

Residents will have access to more than 300 global medical experts, 100 consultations and clinic facilities, with the added exclusivity of a private residence.

Sha VP, Alejandro Bataller, said: "This move into the property market was driven by consumer demand to invest in long-term lifestyle changes".



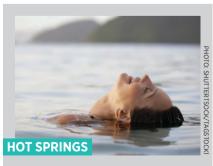
"Residence owners will be able to enjoy the best of both worlds – unparalleled access to wellness amenities and experts, while Sha's property management team ensures a worry-free ownership experience."

READ MORE ONLINE

66

This move was driven by consumer demand to invest in long-term lifestyle changes

Alejandro Bataller



Peninsula Hot Springs investing in new destination

New hot springs to become major tourist attraction





GWI launches new sleep initiative

Initiative will uncover secrets of restorative sleep

p10

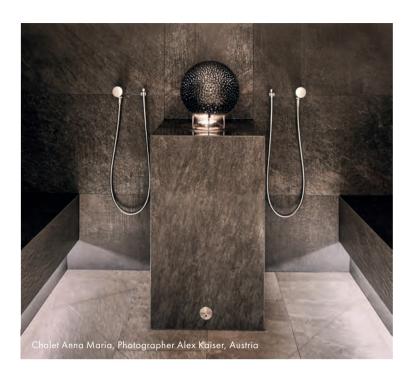


Six Senses gears up to open Israeli desert retreat

Six Senses Shaharut and spa will open on 5 August

p14

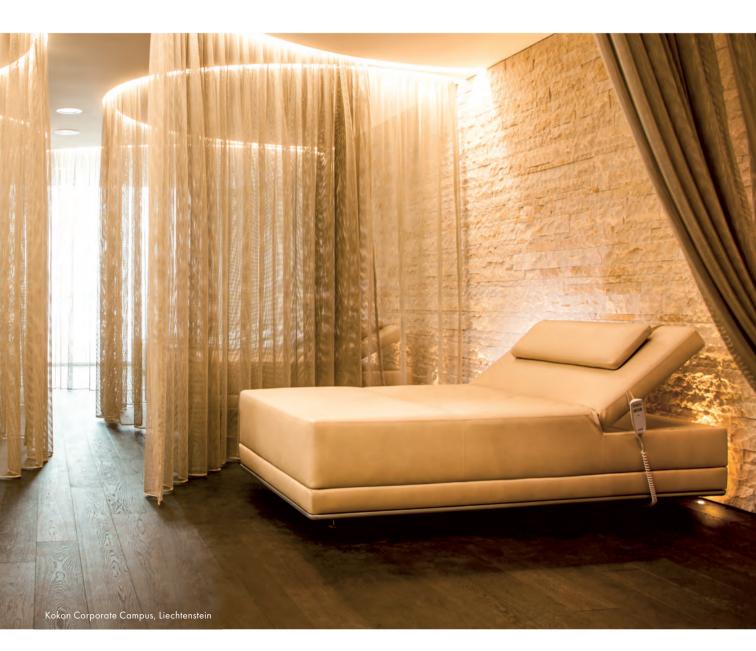






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Julie Bach launches wellbeing app for people touched by cancer

ellness for Cancer, the charity founded and led by industry figure
Julie Bach, has launched a wellbeing app for people touched by cancer, featuring content from established wellness brands including Six Senses, Kamalaya and Biologique Recherche.

The app is called Kaleidoscope View and gives people tools to create a curated wellness experience.

Users are offered cancerspecific digital content focused on topics such as surgery and end-of-life, alongside guided specific meditations to help those dealing with cancer activate their autonomic nervous system to facilitate healing.



■ Julie Bach, founder of Wellness for Cancer

I want to make wellbeing more accessible for people with cancer, using digital content

General wellness content is also available, covering topics such as sleep and breathwork. Bach was inspired to create the app after recognising that most wellness tools for people touched by cancer are learned at a cancer centre or through support groups.

In light of this, she wants to highlight how the wellness industry has the tools to facilitate learning in a more healing environment that people could participate in on their own time.

"I want to make wellbeing more accessible for people with cancer," Bach explained.

"Especially because in the wake of COVID-19, many people have been introduced to the idea of online content, and this creates a formula to reinvent how wellness programming is created and delivered to cancer patients and thrivers."

READ MORE ONLINE

SpaFest confirms **Sue Harmsworth** as keynote for 2021 in-person event



■ Harmsworth will be discussing challenges faced by the spa and wellness industry

pa and wellness industry event SpaFest has announced industry legend Sue Harmsworth MBE will keynote its 2021 conference, hosted at five-star eco-resort, Gwel an Mor in Cornwall, UK, from 12-14 October.

Harmsworth founded established spa and wellness brand ESPA and will host a discussion focused on the trends and challenges facing the spa and wellness industry.

SpaFest focuses on people, planet and health, and will

The vision for SpaFest is and always has been about creating sustainable change in wellness

take on new meaning this year as every spa and wellness professional looks for new ways to reconnect, rebuild and re-energise their personal and professional wellbeing after a challenging year.

"The vision for SpaFest is and has always been about creating sustainable change in wellness for a healthier world," said Amanda Winwood, event founder.

"Meaningful conversations within the spa and wellbeing sector for both suppliers and operators, with no pressure to buy or sell, just to simply connect and be inspired."

With empowering sessions and talks and the opportunity to truly connect, learn and grow, SpaFest offers a balance of education, inspiration and social wellbeing activities.



■ Murray called the Government's reopening plan 'unambitious'

Many spa and salon businesses may not be willing or able to take on more debt



Anita Murray calls for urgent rent relief for Irish spas

he Irish Spa Association (ISA) is urgently calling upon the Irish Government to provide full commercial rent relief to safeguard spas, salons and beauty businesses.

Ireland is in the highest level of lockdown, with all spa and salons closed. Government recently announced these restrictions will remain in place until at least the second half of May.

Irish spas have been closed since 21 October 2020, only interrupted by a brief reopening during early December which was then shut down on 24 December.

"The Government's official reopening plan is unambitious and gives our members no target to work towards," ISA co-founder, Anita Murray, told Spa insider.

"Commercial rents are often the largest outgoing - after payroll - and in many cases the Government's Covid Restriction Support Scheme is not going far enough."

"Businesses have taken on significant debts and with the suggestion that restrictions are set to continue many businesses may not be willing or able to take on more debt," Murray added.

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CONTENTS ISSUE 367

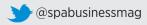
- 04 Community Wellbeing for Cancer founder Julie Bach launches app for people touched by cancer
- 06 **Holistic wellbeing** Kerzner unveils SIRO - a new hospitality brand dedicated to health, fitness and wellbeing
- 09 **Heating up** Peninsula Hot Springs invests in new destination to restore historic bathing community to former glory
- **Sweet dreams** 10 Global Wellness Institute launches new Sleep Initiative to uncover secrets of truly restorative sleep
- 14 Spa insights Iconic LA hotel receives US\$2.5bn makeover including brand new 14,000sg ft spa and Six Senses' Israeli desert retreat to open in August offering CBDinfused camel milk massages
- 19 Supplier news The latest in products and innovation from Ground, Oakworks, ESPA, Elemis and Tills Innovations

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5

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REPORT

New report outlines future growth trends

Fitness, medical wellness propositions and spiritual practices and treatments based on local, natural resources are areas with the highest growth potential within wellness tourism.

The findings come from a study by Health Tourism Worldwide (HTW), which looks to identify the main global and regional trends in wellness-motivated travel through 2025 to 2030.

Called Wellness Travel 2030, Post-COVID19, the study is a joint initiative between the HTW and the Wellness Tourism Association (WTA).

It's based on a survey of wellness industry experts and academics, who were asked to predict the future of wellness tourism.

Respondents were invited to share their experiences about the role of wellness in travel decisions, preferred sites and destinations, as well as services and treatments.

Commenting on the findings, Anne Dimon, WTA president and CEO said: "As both industry and academic respondents agree – wellness tourism's future is bright.

"Over the last year, so many more people have come to realise the true value of good health, and it's these same people who'll fuel the demand for everything the industry embraces."

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Findings come from a pioneering study by the HTW and WTA



The future of wellness tourism is bright

Anne Dimon

HOSPITALITY

Kerzner unveils new healthfocused hospitality brand



We recognise holistic health is more important than ever

Philippe Zuber

Kerzner International, the owner of One&Only Resorts and Atlantis Resort & Residences, has developed a new immersive lifestyle hospitality concept inspired by fitness and wellbeing.

SIRO invites guests to aspire to live to their fullest potential through a specialised blend of hospitality, fitness and wellness.

A place of connection, the immersive lifestyle destinations will create a welcoming social space bringing together a global community through sports, mindfulness, nutrition, education, fitness, recovery, achievement and holistic health.



■ SIRO will view health from a holistic perspective

The first destination will launch in Porto Montenegro in 2023.

Philippe Zuber, Kerzner CEO, said: "We recognise holistic health is more important than ever, and SIRO's primary focus will be exceptional fitness and wellness to support a modern and balanced global lifestyle."

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CONNECTION

Healing Summit unveils webinars

Global consortium of holistic hotels, resorts and retreats Healing Hotels of the World will begin hosting regular virtual Mini-Healing Summits to guide the hospitality and wellness industries as they prepare to reopen in the unique COVID-19 landscape.

"The Covid era is entering its second year, and we've all been thrust into a new reality," says Anne Biging, CEO and co-founder of Healing Hotels.

"We want to take this opportunity to explore how we move forward in this new world, and how we get past our fears to experience life joyfully."

Sessions will feature conversations with international thought leaders, practitioners and experts.

The first instalment will be hosted on 28 March, 6:00 pm -7:30 pm CET.

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■ Israel is planning for all over 16s to be fully vaccinated by March

EVENTS

GWS 2021 to be hosted in Israel

The Global Wellness Summit today announced its 2021 conference will take place in Tel Aviv, Israel, from November 15-18 at the Hilton Tel Aviv, set on the shores of the Mediterranean Sea.

Delegates will experience three days of expert keynotes and panels on the very different – and very bright – future for wellness as the world emerges from the pandemic. Tel Aviv boasts more start-ups than any place other than Silicon Valley and is taking the lead in health and wellness technologies.

Israel is also leading by example with the success and scale of its vaccination programme. It's expected that by March all Israeli citizens over 16 will be fully vaccinated and its economy will be completely reopened.

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SUMMIT

MAY 10-14

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This May, ISPA members from all over the world will experience the first-ever Stronger Together Summit, a one-of-a-kind virtual event featuring in-depth Town Hall discussions on essential topics, interactive Knowledge Builder sessions led by trusted industry experts and inspirational Power Sessions featuring world-renowned speakers.



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spa & wellness news

EVENT

Industry panel focuses on facing adversity

Leading spa figures Marina
Efraimoglou, Dr Daniel
Friedland, Corinna Yap and
Ophelia Yeung, came together
in an inspirational virtual panel
to share their experiences of
fighting cancer and to shine
a light on an increasingly
important area for the
global wellness industry.

During the panel, viewers heard heartfelt stories about the personal adversity which our panellists have experienced, or are still experiencing, what they've learned and what wellness



I learned to open up and to share and receive love

Maria Efraimoglou

professionals can do better to help serve guests who are facing difficult circumstances.

Efraimoglou shared her story, explaining that she was in her late 20s, and a successful banker in Greece when she was diagnosed with non-Hodgkins lymphoma. This started her wellness journey: "I learned to open up and to share and receive a lot of love that, for me, was healing."

In 2018 she opened Euphoria Retreat, a sanctuary for healing and personal transformation.

READ MORE ONLINE

BATHING

Peninsula Hot Springs invests in new hot springs site

Australian hot springs operator Peninsula Hot Springs (PHS) has announced plans to open a new destination in the East Gippsland lakeside town of Metung, in southern Australia.

PHS has partnered with local tourism operators Adrian and Rachel Bromage to realise the new destination – called Metung Hot Springs.

"This expansion of the PHS group at Metung Hot Springs will help enhance the hot springs wellness offering we've been creating and evolving over the past 15 years," Davidson told Spa Business insider.



■ The team has already broken ground for the project



This expansion will enhance our hot springs wellness offering

Charles Davidson

The attraction is being built in a phased approach, with an inital AUS\$6m infrastructure build due to be completed in Q4 2021/Q1 2022.

Once complete, Metung Hot Springs will feature a bathing valley, glamping village, thermal bathing pools, plunge pools and day spa, alongside relaxation areas, a hot springs hotel, wellness centre and marina with pools and saunas with lakeside views.

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astridros@spabusiness.com

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SLEEP

GWI launches new Sleep Initiative

The Global Wellness Institute (GWI) has announced it is launching a new Sleep Initiative.

The initiative will first focus on uncovering factors that contribute to restorative sleep and sharing tips on how to incorporate these into lifestyles, homes and hotels around the world.

Allison Howard, founder and CEO of wellness linen company Nollapelli, has been appointed co-chair alongside Francisco Levine, chief business officer of smart-bed supplier Bryte.

"Sleep is not just a piece of wellness, it's fundamental to wellness," said Howard, "because sleeping well is the ultimate preventative medicine and contributor to good health.

"Restorative sleep is linked to lower body weights, improved mental and physical health, stronger immune systems and lower risk of chronic diseases."

The initiative is aiming to publish guidelines that govern design and operation of hotel rooms to make them more conducive to truly restorative sleep.

"Looking ahead, the team will explore the interplay between sleep and other pillars of wellness and discuss evidence-based categories of products and services to help ensure restorative sleep," shared Howard.

READ MORE ONLINE



■ The sleep industry has boomed during the pandemic



66

Sleep is not just a piece of wellness, it's fundamental to wellness

Allison Howard

GROWTH

Four Seasons to unveil luxury retreat in Southern Italy



We will set the standard for luxury hospitality in Puglia

John Davison

Four Seasons Hotels and Resorts and global real estate firm and developer Omnam Group have revealed plans to build a new resort and spa in Puglia, the stunning coastal region of southern Italy.

Located on a pristine beachfront property, the upcoming 150-key resort will offer guests views of the Adriatic Sea and access to a state-of-the-art destination spa with a fitness centre, 10 treatment rooms, hammam, sauna, pool and yoga studio.

"As we grow as a brand, our focus is on opening hotels in the world's best travel destinations, and in markets



Accommodation will consist of luxury villa-style units

where we can introduce an elevated luxury experience," says John Davison, Four Seasons president and CEO.

"We look forward to setting the standard for luxury hospitality in this beautiful region, creating opportunities to discover more of this incredible country with Four Seasons."



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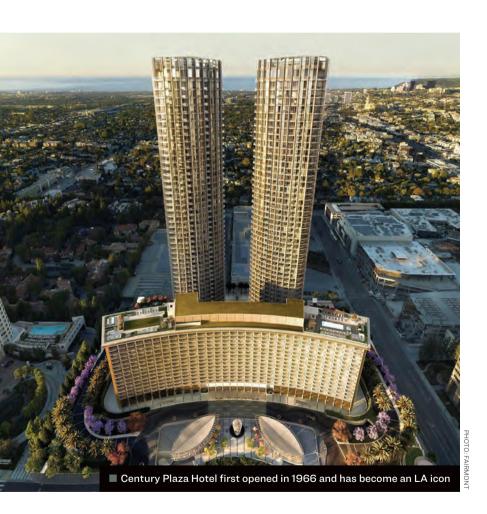






Star attraction

Fairmont is overseeing a US\$2.5bn makeover of an iconic Los Angeles hotel, including a brand new 14,000sq ft spa



6

We not only want to provide a place where guests can continue their wellness journeys, but where we can help them elevate it



os Angeles' iconic Century Plaza
Hotel has been transformed into
a new luxury Fairmont property
with a brand new spa after a
U\$\$2.5bn (€2.1bn, £1.8bn)
overhaul, helmed by awardwinning international design
firm Yabu Pushelberg.

Hall of fame

The crescent-shaped hotel has hosted generations of Hollywood celebrities, foreign dignitaries and multiple US Presidents, since opening in 1966.

Set to open in Q2 2021, Fairmont Century Plaza will house a brand new 14,000sq ft luxury spa alongside 351 guest rooms and 49 suites.

The spa will be complete with nine treatment rooms including two suites and two couples' rooms, all outfitted with custom-made stylish treatment tables by Italian spa and wellness equipment supplier Lemi.

Fairmont has appointed Lemi as the sole equipment provider for the facility.

Natural inspiration

Inspired by nature, the chic spa has been realised with light wooden tones, intricate woodwork, floor-to-ceiling marble and clean lines and features.

Magdaleena Nikolov, director of spa and wellness, told *Spa Business insider*





We'll be introducing a series of bio-hacking treatments focused on sleep, de-stressing and mental wellness



13

the treatment menu will also take inspiration from nature, with offerings including a signature Sunset treatment to transport guests to the moment of pause experienced while watching a beautiful sunset.

Treatments will be powered by Lilfox and Dr Levy Switzerland.

"We'll also be introducing a series of high-tech and effective biohacking treatments that will specifically focus on sleep, de-stressing, and mental wellness," added Nikolov.

"More than ever, wellness has become part of everyday lives – so we not only wanted to provide a place where guests can continue their wellness journey but also where we help them elevate it.

"We're excited to provide our guests with state-of-the-art technology, world-class specialists, treatments and products that aren't available anywhere else."

Wellness facilities

Changing rooms will be equipped with aromatherapy steamrooms, hammams, salt rooms, experiential rain showers and sanariums.

Spa guests will also have the opportunity to visit two esthetic rooms, one of which will be home to the first US-based Dr Rita Rakus Clinic.

Hairstyling, make-up application and nail services will also be on offer.

The spa will be completed with a Technogym-equipped gym and luxury boutique retailing hand-selected products ranging from sustainable goods to local Los Angeles' handcrafted items.

When the hotel opens it will offer a preview of the spa until local restrictions ease. This will include a curated treatment selection as well as nutrition, wellness and biohacking services by OZ Garcia Wellness. Guests will also be able to access gym and mediation spaces.



Magdaleena Nikolov,
 Fairmont Century Plaza director of spa and wellness

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Oasis of wellness

Six Senses is gearing up to open an Israeli desert retreat in August, inspired by its striking landscape and intriguing history



■ Nina Shapiro, Six Senses Shaharut wellness director

ix Senses' highly anticipated 60-key retreat in Israel's Southern Negev Desert is set to open on 5 August 2021, complete with a 1,900sq m spa and wellness sanctuary, designed by Tel Aviv-based practice Plesner Architects

Design vision

Six Senses Shaharut and its twolevel spa have been realised to offer a contemporary interpretation of nomadic structures, reminiscent of the Nabataean community which occupied the area 2,000 years ago.

The soothing Six Senses spa has been constructed in an eco-friendly manner and blends seamlessly into the vast desert landscape.

Designers used local stone, recycled wood and traditional tadelakt plaster to give the walls of the spa a natural, authentic and smooth finish.

Built as an oasis in the desert, the sixtreatment-room spa draws the landscape





has been realised as a contemporary interpretation of nomadic structures





15

and deep red palette of the local Edom Mountains into its walls.

Facilities include an open-plan relaxation area, indoor pool, retail boutique, outdoor courtyard pergola with seating and an alchemy bar, alongside a gym, wellness studio, nail bar and separate-sex changing facilities with hammams and saunas.

Desert-inspired treatments

Nina Shapiro, wellness director, revealed the spa menu will include a



Unique signature treatments will incorporate CBDinfused camel milk for a unique desert wellness experience signature massage powered by camel milk cream infused with CBD oil.

"The CBD camel milk formula is intriguing because the milk creates a moisturising product rich with proteins and vitamins, to keep the skin healthy and supple," said Shapiro.

The spa has partnered with Biologique Recherche and local product house Lavido to supply treatments.

Six Senses has also worked with Lemi to source spa equipment and Fashionizer Spa to create bespoke spa uniforms.

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SUPPLIER NEWS

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







■ Ground has four families of products in its line – Talamh, Codladh, Beo and Cúram

Peigin Crowley launches restorative aromatherapy wellbeing brand



Peigin Crowley, founder of Ground

rish Spa Association co-founder, consultant and industry figure, Peigin Crowley, has unveiled an aromatherapy collection of balms and oils.

Called Ground, the new line is handmade, natural, vegan, cruelty-free and sustainable – with refill initiatives made available from launch phase and a philosophy to minimise carbon footprint at all times.

Ground is focused on promoting natural wellbeing through quality essential oils and has four families of products in its line – Talamh, for reconnection with nature; Codladh, to invite and encourage

sleep; Beo, to provide inner strength; and Cúram, created specifically for children and use during pregnancy, to nurture and to care.

All blends are available as a bath salt but each individual range features a unique combination of aromatherapy products.

The brand offers a selection of oils for the body, face, hair, beard and during pregnancy. A face and body mask is also available, alongside face and body balms, with specific formulas for mothers and babies, children and adolescents.

Crowley explained that:
"Ground is born of spa therapy
and my wish to bring wellness
home. I wanted to create a
brand that helps bring us back
to ourselves, and reminds us of
what really matters, especially
during these unsettling times."

Ground's launch kicked off with an exclusive partnership with Irish department store Brown Thomas.

Crowley has plans to expand the collection in April 2021 with a roll-out across the UK and Ireland.

SPA-KIT GROUND

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SUPPLIER NEWS

Oakworks upgrades massage beds with sustainable features



Jessica Wadley, VP of
US Business Development
Integrative Health & Wellness

pa and wellness equipment manufacturer Oakworks has updated its stationary massage table range with a new sustainable one-piece removable pad top.

The new feature allows operators to easily replace massage table pads without tools when fabric or foam starts to show signs of wear, allowing them to continue making use of the original solid table fitting.

"Our foresight to anticipate more frequent disinfection of equipment combined with our desire to make the capital



■ The new feature lets operators easily replace massage table pads

expenditure planning and budget process easier for the spa director makes this innovation especially timely," said Jessica Wadley, VP of US Business Development Integrative Health & Wellness.

"After years of use, replacing the pad instead of the entire base of the table is truly groundbreaking in sustainable manufacturing."

Oakworks' tables are long-lasting and made with its medical-grade TerraTouch fabric, designed to withstand harsh disinfectants.

SPA-KIT OAKWORKS

READ MORE ONLINE

ESPA reveals lifestyle collection complete with robe and slippers

SPA has launched a lifestyle collection, encompassing two loungewear pieces for moments when people need a little self-care but can't find the time to dedicate to a spa day.

The new duo features a 100 per cent white cotton bath robe, created with a striped velour

outer and highly absorbent inner lining to cocoon users after a soothing bath or shower.

Cosy spa slippers complete the offering, elegantly embroidered with ESPA's logo to signify rest and rejuvenation.

ESPA GM Daniel Golby said the new package builds

upon the brand's holistic philosophy of caring for your whole wellbeing. He also shared that the brand has plans to expand the lifestyle offering later in 2021.

"The collection provides our customers with the opportunity to indulge in the comfort and luxury of ESPA within their own homes, recreating the experience found within our globally renowned five-star spas and resorts," Golby said.

"To complement our expanding home and lifestyle collection, we've also created exciting educational content guiding consumers on performing at-home spa experiences and treatments which feature on our social channels.



Daniel Golby, ESPA GM

"This brings our wellbeing message to life, supports clients and helps them feel their very best every day."

The slippers are available in a universal size to fit all, while the robe can be purchased in small, medium or large sizes.

SPA-KIT ESPA

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21



■ The lifestyle collection includes a 100 per cent cotton robe

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Elemis adds new moisturiser to Ultra Smart Pro-Collagen line

British skincare brand
Elemis has unveiled
the Pro-Collagen Night
Genius cream, the latest
addition to its best-selling Ultra
Smart Pro-Collagen range.

The clinically-proven formula works while users sleep to support an anti-ageing effect, minimise the impact of environmental aggressors, help to reinforce the skin's moisture barrier, reduce the appearance of deep-set lines and wrinkles, improve firmness and elasticity and deliver instant and 24-hour hydration.

"Our Ultra Smart Night Genius uses a combination of cutting-edge technology and Elemis' innovative own complexes," explained



Noella Gabriel, Elemis global president.

"This revolutionary nighttime moisturiser works hard to repair oxidative damage incurred during the day, boosts skin recovery and promotes the regeneration of new cells while you sleep."

The Pro-Collagen range is known for harnessing the power of specialised marine algae with a cutting-edge delivery system.



Noella Gabriel, Elemis global president

The Night Genius cream uses this technology and also includes orange African bulbine flowers and hyaluronic acid.

More on spa-kit.net

READ MORE ONLINE

New water wall from Tills Innovations to boost wellbeing



Mike Tillett, company director

ater feature specialists
Tills Innovations
has revealed a new
style of water wall feature
which it believes will be a
fitting addition to spas.

The USP of the AquaVeil is an architectural wall of metal mesh which creates a mesmerising embossed effect as water flows down it.

"Whether it's a smaller feature in a private garden or a large piece in a public space, water features have an incredible way of helping us let go of stress and relax," says company director Mike Tillett.

He added that he believes every water wall is like a 'refined work of art' that



■ The AquaVeil creates a mesmerising embossed effect

enhances its surroundings like an extraordinary painting or sculpture.

AquaVeil can be made to any size or shape and be free-standing or integrated into walls and ceilings.

It's also been designed with an advanced filtration system, water treatment solutions and options for automatic water top-up and drain-down for maintenance.

The AquaVeil aims to boost wellbeing and ambience and would be well suited to tranquil spa gardens or relaxation areas.

More on spa-kit.net





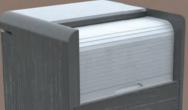
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Favorite Treatment Table Manufacturer 2010-2020



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Asia-Pacific Spa & Wellness Coalition (APSWC)

www.apswc.org

Association of Malaysian Spas (AMSPA)

www.amspa.org.my

Bali Spa and Wellness Association

www.balispawellness-association.org

Brazilian Spas Association

www.abcspas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

www.bubspa.org

Association of Spas of the Czech Republic

www.jedemedolazni.cz

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

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

https://www.femteconline.org/m

French Spa Association (SPA-A)

www.spa-a.org

German Spas Association

www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

www.globalwellnessinstitute.com

Green Spa Network (GSN)

www.greenspanetwork.org

Hungarian Baths Association

www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

www.hydrothermal-spa-forum.net

The Iceland Spa Association

www.visitspas.eu/iceland

The International Medical Spa Association

www.dayspaassociation.com/imsa

International Sauna Association

www.saunainternational.net

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 and Wellness Association of Africa (SWAA)

www.swaafrica.org

Spa Association of India

www.spaassociationofindia.in

Spa Industry Association

www.dayspaassociation.com

Spa & Wellness International Council

www.1swic.ru

The Sustainable Spa Association (SSA)

www.sustainablespas.org

Taiwan Spa Association

www.tspa.tw

Thai Spa Association

www.thaispaassociation.com

The UK Spa Association

www.spa-uk.org

Ukrainian SPA Association

www.facebook.com/UASPA

