



McKinsey issues wellness report

A new report by McKinsey & Company reveals insights into shifting consumer attitudes and behaviour towards wellness across the globe.

The *Future of Wellness Survey* surveyed 7,500 consumers in Brazil, China, Germany, the US and the UK during August 2020.

Authored by McKinsey's Shaun Callaghan, Martin Losch, Anna Pione and Warren Teichner, the report identifies six main consumers wellness interest categories:

1. Better health
2. Better fitness
3. Better nutrition
4. Better appearance
5. Better sleep
6. Better mindfulness

Better health was voted the most popular dimension and experienced the highest level of spending across products and services in all countries. This can likely be attributed



SHUTTERSTOCK/JACOB LUND

■ Better health was voted the most popular wellness dimension by respondents

to the pandemic emphasising the importance of health and wellbeing.

McKinsey expects this trend to continue as the emphasis on physical and mental health is going to last for a long time to come as a result of COVID-19.

One of the survey's key takeaways is a prediction of a 'greater shift towards services especially those (such as personal training, nutritionists and counselling) that emphasise physical and mental health'.

[READ THE FULL REPORT HERE](#)



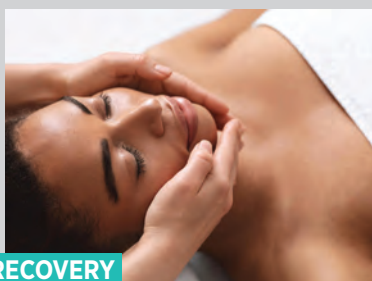
SHUTTERSTOCK/SPEEDKINGZ

REOPENING

ISA warns of emerging black market in beauty industry

Leaders urging for Irish beauty sector to reopen

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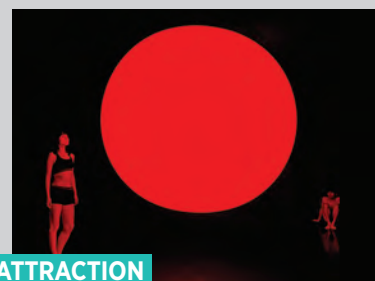
SHUTTERSTOCK/PROSTOCK-STUDIO

RECOVERY

STR shares hotel spa recovery insights

Spas have a unique opportunity in front of them

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TEAMLAB, LEVITATION - FLATTENING RED AND BLUE & BLURRED VIOLET © TEAMLAB

ATTRACTION

New Tokyo art exhibition taps sauna trance state

Immersive art experience incorporates sauna bathing

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LET'S FOCUS ON
THE "WE"
IN WELL-BEING.

Courtesy of Faena Hotel, Miami Beach.
Photographer Nik Koenig, USA



Europabad Karlsruhe, Germany



Chalet Anna Maria, Photographer Alex Kaiser, Austria

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Kokon Corporate Campus, Liechtenstein

Sonal Uberoi launches new book arguing the case for hospitality to capitalise on its wellness assets

Industry figure and founder of Spa Balance Consulting Sonal Uberoi has penned a new book, named *The Wellness Asset: How wellness can transform and future-proof your hotel*.

The book guides readers through Uberoi's unique Essence Methodology – a dynamic step-by-step process that shows hoteliers how to build a successful wellness offering.

The book is designed to show all hoteliers that wellness makes business sense, and no matter how urban or midscale their property is, incorporating wellness into it in a meaningful and coherent way will yield substantial dividends.



PHOTO: SONAL UBEROI

■ Sonal Uberoi is a highly experienced wellness industry figure

Hospitality is at a crossroads and the old business model is broken – the hoteliers of the future know this

Uberoi said: "Hospitality is at a crossroads and the old business model is broken.

"Much of the income hotels used to rely on has gone, and the hoteliers of

the future know this – they aren't sitting around waiting for the clock to turn back.

"They see this situation as an opportunity to strengthen their business by putting wellness at the core.

"My aim for *The Wellness Asset* is to give as many people in our industry as possible hope and a new and exciting pathway into the future – I hope I've been able to do my little part in shaping the future."

The launch marks Uberoi's second book, following her previous publication – *How to Open a Smart Spa* – providing a comprehensive roadmap on how to start up and operate a spa.

[READ MORE ONLINE](#)

Miraval promotes Anthony Duggan to group area vice president



PHOTO: MIRAVAL GROUP

■ Anthony Duggan was appointed GM of Miraval Austin in 2019

GM of Miraval Austin, Anthony Duggan, has been appointed area vice president of Miraval Group and its three award-winning wellness resorts – Miraval Arizona, Miraval Austin and Miraval Berkshires.

In his new role, Duggan will provide operational direction for the resorts, leading with creativity and care to ensure the guest experience upholds Miraval's promise to inspire a life in balance and that guest comfort and wellbeing remains paramount.

I'm honoured to be a part of Miraval's mission of providing imaginative and life-enhancing wellness experiences

Duggan will continue his role as GM of Miraval Austin alongside his new responsibilities as area vice president.

"As we enter a time when wellbeing is paramount, I'm confident the experience we offer will help each of our guests cultivate balance and gratitude, empowering them to stay grounded and hopeful for the future," Duggan shared.

"I'm honoured to be a part of Miraval's mission of providing imaginative and life-enhancing wellness experiences across the country for years to come."

Before joining Miraval Austin, he spent more than 25 years in hospitality, with brands such as Aman, Auberge Resorts and Fairmont.

[READ MORE ONLINE](#)



PHOTO: ROCKLIFFE HALL

■ Katie Towersey has over 20 years' industry experience

Guests are going to return with a renewed sense of optimism and appreciation for spa and wellness

Katie Towersey named as Rockliffe Hall spa director

Katie Towersey has been appointed as the new spa director for Rockliffe Hall, the five-star luxury golf and spa resort in Northern England's County Durham countryside.

Towersey has over 20 years' of experience within the spa and wellness industry, with several years spent working with brands such as Espa, L'Occitane and Jurlique.

Prior to the appointment, she held the position of spa manager at Verbena Spa at Faversham Arms Hotel in York, among other spa manager roles at The Peak Health Club & Spa at Jumeirah Carlton

Tower in London and SoSPA Sofitel London St James.

Her new role will see her take up responsibility for the countryside retreat's award-winning 50,000sq ft spa, claimed to be one of the largest in the country.

Towersey commented: "I'm delighted to be joining Rockliffe Hall – I feel that guests will arrive with a renewed sense of optimism and appreciation for spa and wellness, and I look forward to ensuring they continue to receive the high standard service for which Rockliffe Hall is renowned."

READ MORE ONLINE

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REGULATION

ISA warns of black market in beauty sector

An emerging shadow economy of the Irish beauty industry will continue to grow rapidly unless the sector is allowed to reopen soon, the Irish Spa Association (ISA) has warned.

ISA co-founder Anita Murray revealed that a growing number of dangerous and unregulated treatments are being conducted in people's private homes while legitimate beauty businesses remain shut due to the pandemic.

Irish beauty businesses have been closed since 24 December and have no specific reopening date.

The Government's latest statement indicated it may consider reopening personal care services, including salons and spas,

in a phased approach in May. It will announce its final decision in April.

"When salons and spas are open it's a controlled environment that's open for health and safety audits. However, we're really concerned about people going into homes where there are no controls in place," Murray told RTÉ News.

"Our primary concern is people's health and safety."

The ISA argues the sector urgently needs reopening to squash this shadow economy. Otherwise, pent-up demand for beauty services will continue to encourage illegal treatments with high risks of spreading COVID-19.

[READ MORE ONLINE](#)



SHUTTERSTOCK/SPEEDKINGZ

■ Irish beauty businesses have been closed since 24 December



PHOTO: ISA



Our primary concern is people's health and safety

Anita Murray

NUTRITION

New masterclass reveals health benefits of fermentation



Fermentation has been harnessed by humans for nearly 10,000 years

Relais & Chateaux's Summer Lodge Country House Hotel in Dorset, England, has launched a masterclass to inspire guests about the benefits of fermentation.

Fermentation describes the transformative action of micro-organisms on other molecules and has been harnessed by humans for nearly 10,000 years to create and preserve food, such as kombucha, kimchi, miso and kefir.

Fermentation is increasing in popularity as a growing body of evidence indicates fermented foods offer a host of nutritional and health benefits.



SHUTTERSTOCK/CASANSA

■ Fermentation is growing in popularity

Launched by head gardener Robin Andrews, the new masterclass is designed to educate and inspire guests about the secrets and health benefits of fermentation and teach them how to create their own fermented goods at home using fresh produce from Summer Lodge's extensive gardens.

[READ MORE ONLINE](#)

AWARDS

WLO opens innovation competition

World Leisure Organisation is welcoming entries for its International Innovation Prize.

Now in its ninth year, the award celebrates organisations that have implemented creative solutions which foster local, national or international leisure opportunities for the benefit and development of individuals and communities.

Entries are accepted from all areas of leisure,

including (but not limited to) health and fitness, sport, attractions, arts and culture, wellbeing and outdoor leisure and should demonstrate the originality, creativity, and innovation.

The 2021 World Leisure International Innovation Prize winner will be promoted via the different WLO international communication and publication channels.

[READ MORE ONLINE](#)



SHUTTERSTOCK/JACOB LUND

■ The awards are given out to celebrate creation and innovation

AWARDS

ISPA reveals 2021 award winners

The International Spa Association (ISPA) has named 12 winners of the 2021 ISPA Innovate Awards.

This year's awards highlighted solutions and innovations implemented in response to the COVID-19 pandemic in three categories: business practices, philanthropy and technology.

"The creativity that so many have shown during this exceptionally challenging

period for our industry is truly inspiring," said ISPA president Lynne McNees.

"We're so pleased to recognise this year's ISPA Innovate Award winners and shine a light on their exceptional work."

ISPA members determined the winners by voting for their favourite submissions from a deep pool of nearly 60 applications.

[READ MORE ONLINE](#)

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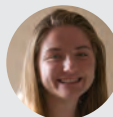
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PEOPLE

GWJ advisory board appoints Victor Koo

The Global Wellness Institute (GWI) has appointed Victor Koo, chair of Heyi Holdings and co-founder of Tianren Culture, to its advisory board, effective immediately.

Koo previously founded and served as chair and CEO of Youku – a popular Chinese video streaming service.

He's currently focused on investing and supporting social innovation initiatives that promote health and sustainability for the planet.

"Victor has long been an advocate for positive change

PHOTO: GWI



“Victor has long been committed to advocating for global wellness

Susie Ellis

and committed to global wellness,” said Susie Ellis, chair and CEO of GWI.

“His insights and contributions to the GWI's Wellness Moonshot have helped us better understand and reach the vast Chinese market.

“One of our main goals in 2021 is to extend the GWI board's global representation, and I can't think of a better partner than Victor to help us make a real difference in Asia.”

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PROGRAMMING

Bürgenstock Resort introduces COVID-19 Bounceback retreat

Premium Swiss wellness destination The Bürgenstock Resort Lake Lucerne has launched a comprehensive COVID Bounceback programme at its five-star in-house medi-wellness facility, Waldhotel.

The seven-day preventative programme is tailored to enable guests to attain a more balanced and sustained level of personal health through supporting immunity and lowering the risk of viral infections.

“Our longstanding expertise in preventative care combined with medical technology, innovative nutrition, the latest trends in aesthetic

PHOTO: BÜRGENSTOCK HOTELS & RESORT



“Our longstanding expertise helps guests to renew within a week

Christian Sack



■ Waldhotel sits amidst pristine Alpine nature

medicine and cosmetology and bespoke activities in a five-star environment will allow our guests to renew within a week”, says Christian Sack, Bürgenstock Resort GM.

The COVID Bounceback programme starts at CHF 8,000 (£6,220, US\$8,610, €7,250) per person.

The Waldhotel has also recently announced the appointment of Jino Omar as GM from July 2021.

READ MORE ONLINE

GLOBAL HEALTH

Bruggeman launches One Well World

Michael Bruggeman, CEO of OM4 Organic Male and haia, is leading a new nonprofit charitable foundation supported by a host of leading beauty, wellness and healthcare industry experts.

Called One Well World, the initiative's mission is to inspire global wellbeing through local action and tackle major social issues which prevent people from feeling happy, healthy and well.

"The next global pandemic may not be another rogue virus", said Bruggeman, "but rather a global crisis of mental wellbeing."

He argues the next serious social and public health issues of our time will include blue light-induced circadian

clock disruption, widespread anxiety, chronic stress, loneliness and isolation, as well as domestic violence, bullying, political unrest, intolerance and racism, addiction and suicide.

With sights set on local community change, especially in underserved populations, Bruggeman believes there is much the industry and businesses can do to step up social responsibility and become equity partners in the health and wellness of brand followers and the communities in which they live.

To access a comprehensive list of One Well World's advisory board, head to the link below.

[READ MORE ONLINE](#)



SHUTTERSTOCK/ GPAGOMENOS

■ The initiative's goal is to inspire global wellbeing



PHOTO: OM4 ORGANIC MALE

“

The next global crisis may be a crisis of mental wellbeing

Michael Bruggeman

CBD

Bellus Academy launches CBD spa curriculum



PHOTO: BEAUTY CHANGES LIVES

“

Spa professionals are passionate about ingredient-sourcing

Lynelle Lynch

US beauty and wellness training institute Bellus Academy is seeking to advance skincare and spa education by launching CBD wellness training, with guidance from industry trainer and Bellus Academy's director of spa and wellness education, Joanne Berry.

Bellus Academy was inspired to create the programme following growing market demand for both high-quality CBD offerings and education to support CBD services on the menu.

"As trusted influencers in the skincare space, spa professionals are passionate about understanding how the ingredients



SHUTTERSTOCK/TATEVOSIAN YANA

■ CBD is non-psychoactive and derived from hemp

inform a formulation's mode of action and support clients' wellness objectives," says Bellus Academy owner Lynelle Lynch

Berry developed the curriculum with On The Green – a CBD company founded by former pro golfer Nick Fishenden who used CBD to recover from a serious injury that nearly cut short his career.

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On your marks...

Encouraging predictions are being being made about hotel recovery, but how will this affect hotel spas? *Spa insider* talks to STR's Jan Freitag



PHOTO: STR

■ Freitag believes hotel spa recovery hinges on vaccinations, consumer confidence and pent-up demand

Regions with stricter controls and more rapid responses have seen a much more promising return to business

According to Jan Freitag, senior VP at Smith Travel Research (STR), the industry can expect to see a pick-up in the luxury hospitality sector, including hotel spas, in a matter of months.

The key to recovery

STR has been tracking the state of US hotels' revenue per available room (RevPAR) alongside the proportion of the population that's been vaccinated.

"It's too early to make statements about more vaccinations and more people travelling because those who are already vaccinated – such as the elderly or high-risk population – are less likely to be travelling right now," Freitag tells *Spa Business*.

"However, there will be a relationship here very soon, especially as you get into the second half of the year, because vaccinations will have rolled out and this will give people the confidence to travel again."

Freitag believes vaccinations will be crucial for spas' recovery considering they're high-contact environments.

He also says that government approaches to lockdown and virus re-emergence will matter immensely to global hospitality recovery, as regions with stricter controls and more rapid



SHUTTERSTOCK/PROSTOCK-STUDIO

■ Spas have an opportunity to capitalise on the renewed interest in health and wellbeing

“ Once corporate demand returns in Q4 and into 2022, full-service hotels with spas should see very healthy demand ”

responses have seen a much more promising return to business – for example, in the Asia Pacific region.

He says: “People have used the term ‘K-shaped recovery’ for the US, meaning people at the upper end of the consumer market have saved money over the last year, versus the downside of the K – those who’ve lost their jobs, are less financially stable and will be unlikely to travel.”

The recovery begins

Freitag believes the upper end of the market will do well towards the end of Q2 and into Q3 2021.

“Plus, once corporate demand returns in Q4 and into 2022, full-service hotels that traditionally have offered spas should see very healthy demand,” he adds.

Some enthusiastic onlookers have gone as far as saying we’re

on the cusp of the second ‘roaring 20s’, with hopes the economy will boom in the wake of the pandemic, as consumers splurge money they’ve saved during lockdowns.

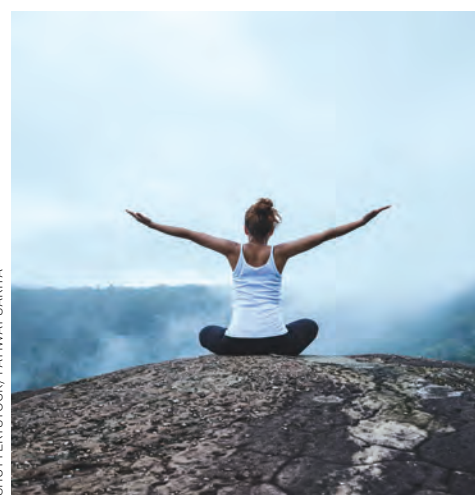
Encouraging signs

STR reported that as of 20 February 2021 US hotel occupancy had reached 48 per cent and was on an upward trajectory, compared to its lowest point in early April 2020 where occupancy hit 22 per cent.

Freitag anticipates interest in hotel spas could be on the up because of the enhanced global focus on wellbeing.

“It’s been a rough time and we know self-care needs to be top of the agenda,” he said.

“This will provide a prime opportunity and drive demand for all spas, because they epitomise what self-care stands for.” ●



SHUTTERSTOCK/PATIWAT SARIYA

■ Freitag says self-care needs to be at the top of the agenda



Heat of the moment

A new Tokyo art exhibition has blended sauna bathing and mesmerising artwork to create a unique immersive experience

Global art collective teamLab has combined art and sauna to offer an immersive exhibition in Roppongi, Tokyo, called *teamLab & TikTok, teamLab Reconnect: Art with Rinkan Sauna Roppongi*.

Running until the end of August 2021, the dynamic and interactive sensory exhibition invites guests to view mesmerising artworks while in a meditative state called a sauna trance, brought on by contrast bathing cycles.

What is a sauna trance?

According to Yasutaka Kato, professor of Keio University School of Medicine and representative director of the Japan Association of Sauna, sauna trance is a unique neurological state caused by the transition of dominance from the sympathetic nervous system (SNS) to the parasympathetic nervous system (PNS).

Throughout thermal bathing, the SNS dominates but during the following resting period the PNS dominates.

This change results in an invigorating trance state where people feel the residual effects of adrenaline, noradrenaline and endorphins released in the bloodstream during the SNS system dominance, as well as increases in oxytocin and serotonin.

The collective wants visitors to give in to this state and let themselves relax and expand their sensory awareness to experience artwork in a deeply immersive way.



PHOTO: TIKTOK TEAMLAB RECONNECT, ROPPONGI, TOKYO @ TEAMLAB



PHOTO: TEAMLAB, PROLIFERATING IMMENSE LIGHT IN THE RAIN - A WHOLE YEAR PER YEAR @ TEAMLAB



PHOTO: TIKTOK TEAMLAB RECONNECT, ROPPONGI, TOKYO @ TEAMLAB

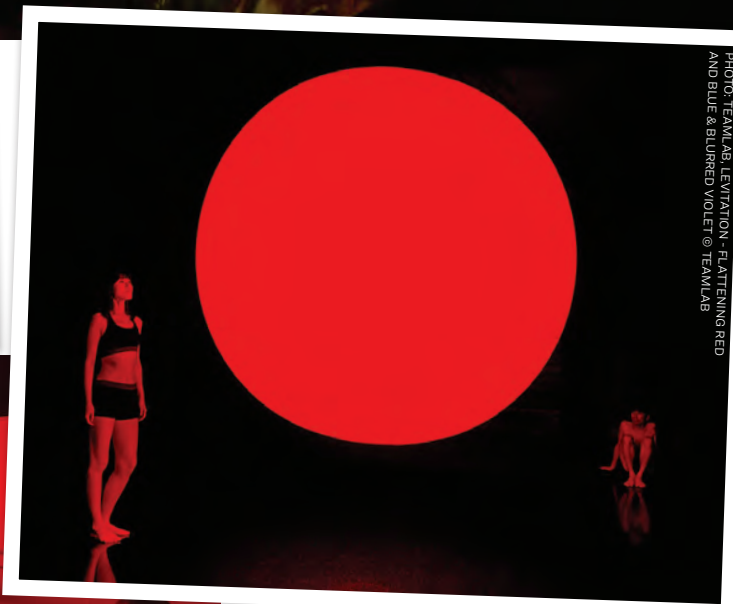


PHOTO: TEAMLAB, LEVITATION - FLATTENING RED AND BLUE & BLURRED VIOLET @ TEAMLAB

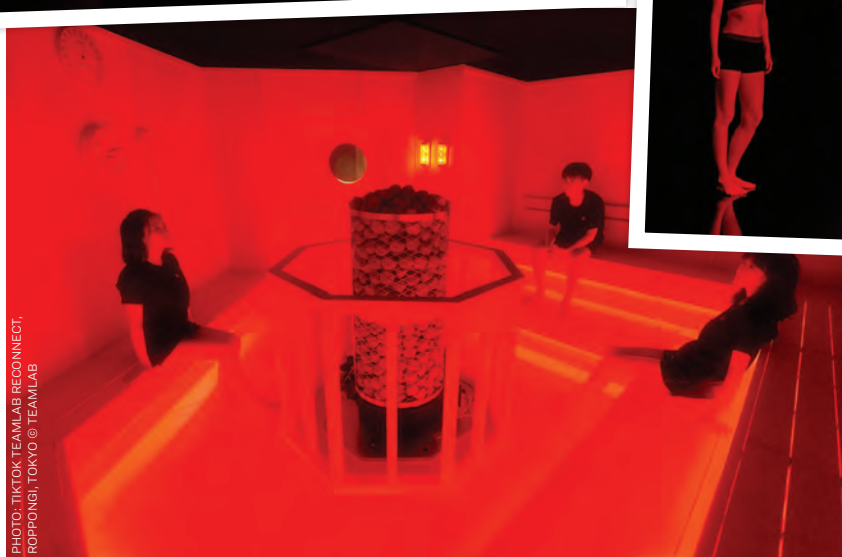


PHOTO: TIKTOK TEAMLAB RECONNECT, ROPPONGI, TOKYO @ TEAMLAB

■ Since 2019, teamLab has explored the combination of art and sauna alongside the historical background of saunas in Japan

teamLab said sauna trance “sharpens the senses, clears the mind and allows the world’s beauty to come into focus. Meaning what normally goes unnoticed can be experienced.”

The journey

Exhibition guests are required to wear a bathing suit and begin the experience by spending five to 10 minutes in one of seven unique saunas supplied by Metos, each with varying levels of heat and humidity, scent, light, sound and music.



Sauna trance sharpens the senses, clears the mind and allows the world’s beauty to come into focus

Next, they travel to a cold shower area, with two unique art installations, to awaken and invigorate the senses.

Guests then dry off, rehydrate and rest in art submersion areas with works based on teamLab’s Supernature Phenomena project focused on occurrences that transcend the laws of nature.

“By taking alternating hot and cold baths, visitors open their minds, experience an expanding physical sensation, and become one with the art,” said teamLab. ●

The advertisement features a large, stylized sketch of a hand in the lower-left corner, with the index and middle fingers extended in a 'V' shape. The background is a light blue-grey gradient. In the top-left corner, the text 'art of cryo' is written in a light blue, lowercase, sans-serif font. In the top-right corner, there is a detailed illustration of a cryo chamber, which is a white, rectangular unit with a central control panel featuring a small screen and buttons, and two large doors on either side. The text 'PREMIUM ART OF CRYO SOLUTIONS' is prominently displayed in the center in a large, bold, white, sans-serif font.

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cryo

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Artofcryo.com provides evidence-based whole body cryotherapy solutions, offering effective solutions for guests and an attractive ROI for investors

Artofcryo.com is a whole body cryotherapy specialist, offering solutions for a range of sectors, including beauty and wellness, sport and fitness, health and prevention and lifestyle, as well as exclusive technology for customers with a professional medical or sports science background.

Its evidence-based products lead by example in the market and are underpinned by 30 years' experience in the cryotherapy field from its mother company L&R Kältetechnik.

The company offers whole body cryotherapy models, named Vaultz, in three different styles. All are electrically driven and designed to offer accurate, well-distributed and correspondent surface temperatures.

Each and every chamber is formulated with sophisticated technology and design to ensure they provide effective and even temperature convection and distribution, to offer first-class cryotherapy treatments.

Attention to detail is maintained throughout the entire of artocryo.com's framework, including high-quality staff training, extensive treatment preparation and detailed safety protocol, to ensure its offering is second-to-none.

Every Vaultz model comes with one years' license of ProCcare software, programmed to tailor treatments based on physical values, such as a guest's BMI, gender, training level and skin type.



**Vaultz
guarantee
customers
a secure,
effective,
reliable and
replicable
treatment
solution**



This involves an initial customer registration assessment enabling treatment plans and times to be customised for every individual.

In order to operate Vaultz, spa staff are required to undertake a basic Whole Body Cryo Operator training course.

Additional advanced training, named Whole Body Cryo Expert, focuses in depth on isolated working mechanisms and the effects of whole-body cryotherapy, plus a deep dive into the latest relevant research.

In-house control production and programming assure the highest standards and guarantees that customers get a secure, effective, reliable and replicable treatment solution, with an attractive and long-term ROI.

According to Rainer Bolsinger, artofcryo.com chief sales officer and chief marketing officer, Vaultz offer an exciting opportunity for spas as the initial investment can be easily compensated by huge treatment numbers in a short time and extremely low marginal cost.

Depending on the selected model, operators can conduct more than 150 treatments per day he says.

In Bolsinger's opinion, artofcryo.com offers spas a reliable and effective whole body cryotherapy solution, backed up by competent training, sophisticated software and unparalleled experience in the field ●

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PHOTO: OTO CBD

■ OTO has unveiled three new treatments to energise, restore and refresh clients

OTO enters spa market with accredited training in CBD sensory spa experiences

Luxury CBD brand OTO has developed immersive CBD sensory spa experiences, accredited by CIBTAC.

From anxiety to sleep through to pain management and skin conditions, CBD is credited for its ability to benefit almost every area of our lives, as endorsed by wellness experts, medical professionals and beauty editors alike.

The International CIBTAC accreditation is available exclusively to spa partner therapists as part of a comprehensive training programme, 80 per cent of which can be delivered online.

OTO's programme will educate therapists in the use of CBD and train them in performing the treatments to the OTO expected standards, bridging the gap between CBD education and use within the luxury hospitality, spa and wellness sectors.

OTO's head of spa Helen Cain has created three sensory CBD-infused massage experiences that combine CBD products and massage oils with the use of sound therapy and the art of crystal that work to deliver physiological and physical effects.

The Focus, Amplify and Balance treatments are

designed to help recipients find space in a challenging world.

OTO's new treatments and products have been designed with both customer and therapists in mind as OTO's massage oils have an anti-inflammatory effect which can soothe wrists which are sore from massaging.

This, along with the design of the massage protocol, can help prevent therapists from experiencing repetitive strain injury.

The OTO CIBTAC course will allow therapists to master the unique sensory treatment protocols, as

well as further their understanding of CBD and the endocannabinoid system.

As part of a fully OTO immersive experience, each treatment begins with a shot of an OTO CBD Seltzer, followed by a 60- or 90-minute massage using targeted CBD oils with unique and beautifully curated soundscapes to allow the recipient to completely surrender to the treatment, with the use of crystals alongside.

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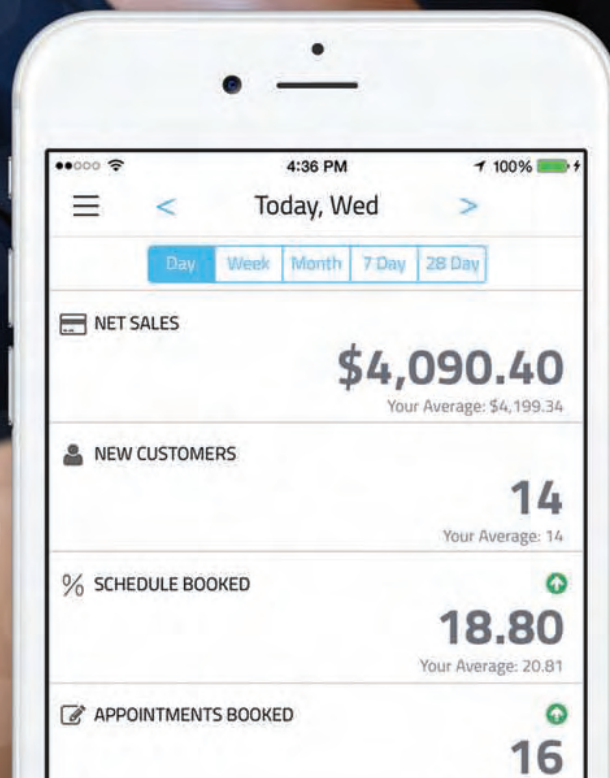
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Voya unveils nourishing seaweed-infused hand sanitiser

PHOTO: VOYA



■ Mark Walton, Voya MD

rich sustainable lifestyle and luxury skincare brand Voya has unveiled a new hand cleanser, made with 70 per cent alcohol and nourishing organic wild seaweed.

Voya has taken care to ensure the formula helps to both gently cleanse and hydrate hands, relying on the powerfully moisturising Fucus Serratus seaweed extract, sustainably hand-harvested from Ireland's shores in County Sligo.

The Cleanest Touch cleanser is completed with Voya's signature Citrusy Sea

PHOTO: VOYA



■ The new product features fragrant Lime and Mandarin essential oils

blend of Lime and Mandarin essential oils to leave users feeling refreshed and clean.

"As a company in the beauty industry centred on organic wellness, we had the capability to partner with manufacturers and suppliers to formulate a seaweed-infused, alcohol hand cleanser using our organic ingredients," explained Mark Walton, Voya MD.

"This year it seemed only right to launch a seaweed-based option for our clients that ticked all their boxes including cruelty-free and eco-friendly. Our clients expect a unique, environmentally conscious offering from Voya, as that's what we do best."

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BC Softwear explains the importance of touchpoints in spas

Spa textile supplier BC Softwear believes that as spas reopen, touchpoints will be essential in enhancing customer experience and helping to develop confidence through the reassurance of both cleanliness and ultimate comfort and luxury.

Due to COVID, there are a barrage of new sensory experiences of touch and smell that have been enhanced with the constant use of hand sanitisers and facemasks.

According to BC Softwear, the key to helping a client begin to relax will require more mindful hospitality spaces that consider the guest journey as they transition between travel and moving into relaxation in spa facilities.



PHOTO: BC SOFTWEAR



■ Barbara Cooke, BC Softwear CEO and founder

Focusing on the sensory touchpoint for guests is going to be paramount in helping build confidence in your operation and brand.

At BC Softwear, the team knows from experience that one of the very first

touchpoints a customer has in a hotel or spa is the feel of towelling on their skin.

The touch of a fresh, fluffy and super soft towel or bathrobe will help signal a clean facility that builds confidence and reassures guests.

Taking the touchpoint idea to the next level, BC Softwear can provide simple, stylish and cost-effective methods to customise towelling.

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Comfort Zone unveils innovative ampoule applicator

Results-driven dermatology services have inspired the latest launch by spa skincare specialists Comfort Zone.

The Italian company has created two 'super-charged' ampoules for existing ranges for spa-goers to use periodically, at times when the skin requires intensive care or to prolong the results of a professional facial.

The Hydramemory Hydra & Glow Ampoule – 30+ is a moisturising and balancing concentrate which uses niacinamide, n-acetyl glucosamine and polyglutamic acid (a product of fermentation that mimics hyaluronic acid) to make the skin plumper, softer and more radiant.



PHOTO: COMFORT ZONE



PHOTO: COMFORT ZONE

■ Barbara Gavazzoli, Comfort Zone's communication and education director

The Sublime Skin Lift & Firm Ampoule – 40+ is a firming concentrate designed to leave the skin fuller and smoother and wrinkles less visible. It's formulated using macro hyaluronic acid,

acetyl hexapeptide 1 and epidermal growth factor.

Ingredients for both ampoules are over 94 per cent natural.

In addition, Comfort Zone has specially designed an ultrasound and microcurrent

device for at-home use to improve the penetration of concentrates and help cellular regeneration.

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Kemitron introduces new aroma dosing pumps for spa



PHOTO: KEMITRON

■ Stephan Mayer-Klenk, Kemitron CEO

German spa and wellness equipment specialist Kemitron has unveiled its latest fragrance dosing pump models for steamrooms, rasuls, experience showers and saunas.

Finished with a sleek and modern design, the new Automatic.Arom and Automatic.Arom Start pumps can be programmed to deliver a specified amount of fragrance and operate on an automatic dosing cycle.

The pumps come in a closed, splash-proof plastic housing and differ only by their required call-up voltage.

Stephan Mayer-Klenk, Kemitron CEO, commented:



PHOTO: KEMITRON

■ The pumps can be programmed to run on an automatic dosing cycle

"We've been working on these new designs for quite a while, but we're now taking advantage of this time – when life around the world is running more slowly – to deliver refreshed and revised products to our customers when business becomes a bit more normalised."

Kemitron has been supplying the industry for nearly 30 years and alongside its fragrance pump lines, manufactures skincare products, cleaning agents and disinfectants.

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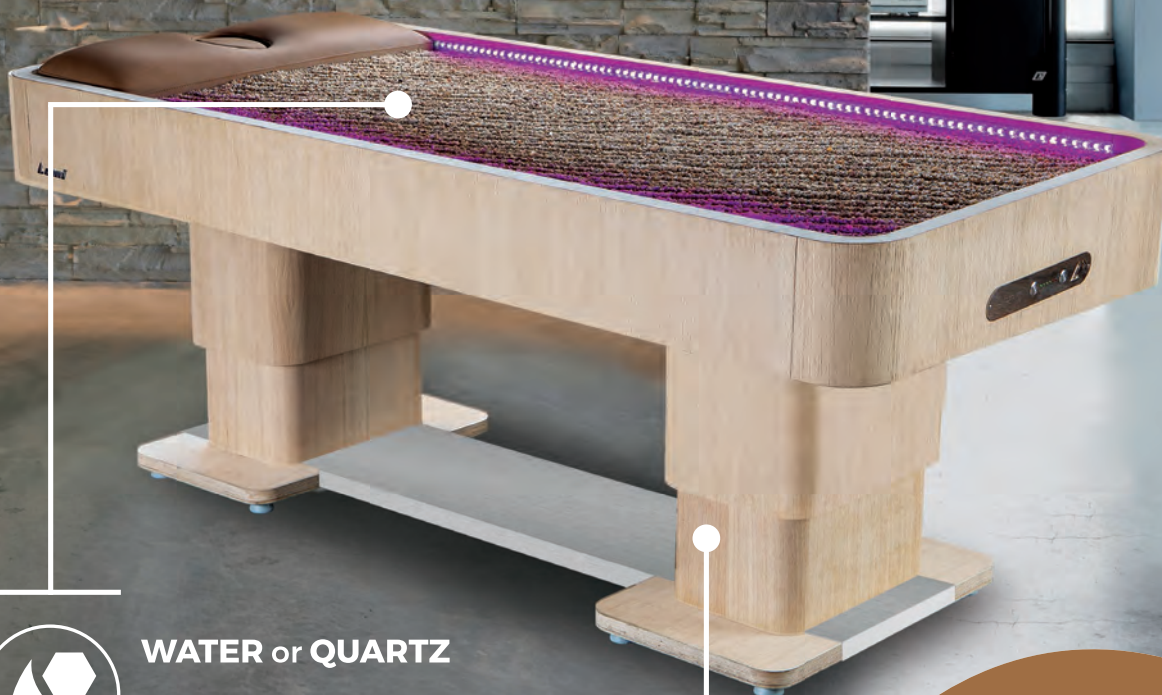
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Asia-Pacific Spa & Wellness Coalition (APSWC)

■ 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.abcs spas.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.serbian spas.org

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swaafrika.org

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

Spa & Wellness International Council

■ www.lswic.ru

The Sustainable Spa Association (SSA)

■ www.sustainable spas.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

