

spa business insider

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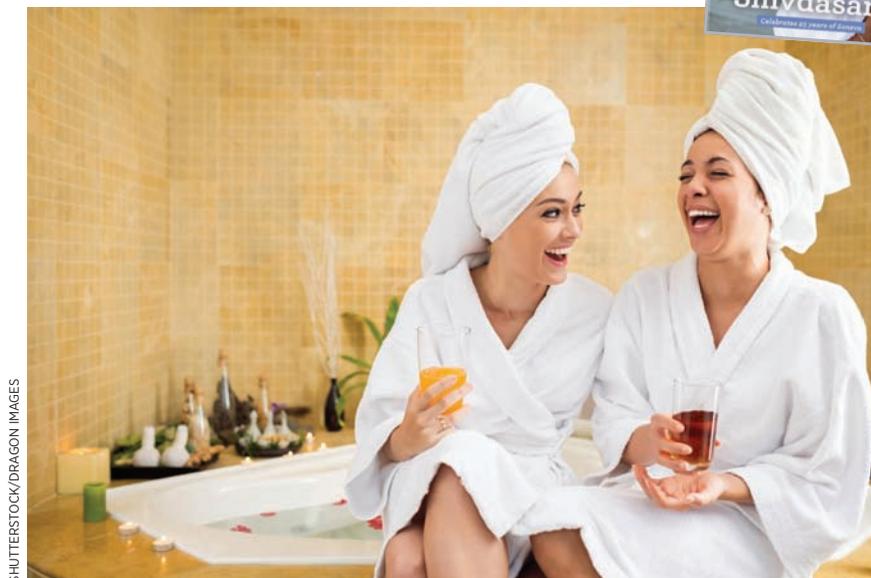
ISPA study shows hope for US spas

The International Spa Association (ISPA) has revealed its annual five key spa industry financial indicators from its 2021 US Spa Industry Study – known as the Big Five.

Conducted by PricewaterhouseCoopers (PwC), this initial report outlines overall revenue, number of spa visits, number of spa locations, revenue per visit and total employees for the US spa industry during 2020.

Key takeaways:

- The industry experienced a US\$7bn drop in revenue between in 2019 and 2020.
- As of January 2021, roughly 305,000 spa employees had returned to US spas, compared to 384,000 in January 2020
- Average revenue per visit shifted from US\$99.5 to US\$97.5.
- Spa visits dropped from 192 million in 2019 to 124 million in 2020
- As of December 2020, 21,560 spa businesses were recorded compared to 22,430 in December 2019.



SHUTTERSTOCK/DRAGON IMAGES

■ McIlheney said there is 'definitely grounds for optimism' in late quarters of this year

Russel Donaldson, manager at PwC Research, presented the Big Five to ISPA attendees, alongside Colin McIlheney, PwC global research leader.

The study has been an annual ISPA instalment since 1999 and this year it surveyed over 2,050

establishments including day spas, destination spas and medical spas.

To access more analysis, insights and expert comment from, Donaldson and McIlheney about the report, turn to page 12.

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PHOTO: SUE HARMSWORTH LTD

OPINION

Sue Harmsworth: I'm starting to hate the word wellness

ESPA founder gets frank during GWI Q&A

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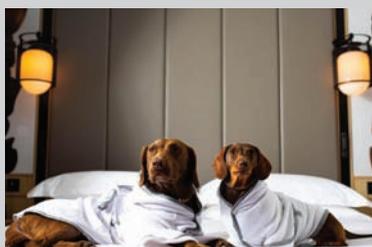


PHOTO: TIELL LOVE LUXURY

DETAILS

Nobu London launches spa robes for dogs

Four-legged friends join in on five-star experience

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PHOTO: KIMPTON BLTHSWOOD SQUARE

DESIGN

Scottish hotel opens biophilic forest bathing suite

New offering designed to combat burnout

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art of cryo

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'I'm starting to hate the word wellness', says spa visionary, **Sue Harmsworth**

In the Global Wellness Institute's latest Q&A, spa and wellness icon Sue Harmsworth spoke to VP of research and forecasting Beth McGroarty about the trends and challenges facing the spa and wellness industry.

"I'm starting to hate the word wellness," she began.

In her opinion, the industry needs to differentiate between light wellness and serious wellness.

"As the spa industry took off, the word and concept of wellness became confusing, and it has to do with what the US means by it, versus the rest of the world.

"In the US, every beauty salon, or every two treatment rooms by a pool, suddenly



PHOTO: SUE HARMSWORTH LTD

■ Industry influencer and founder of ESPA, Sue Harmsworth

The word wellness alone is too imprecise to mean anything – it confuses the consumer

became a spa. When the spa movement became powerful in the 90s, stress

was the overwhelming focus and most spas were built for relaxation – from massages

to meditation. What I would call light wellness – with no negative connotations.

"But now, we have a much more complex set of modalities and advanced practitioners at wellness destinations. Plus, we also have more medical or 'serious' wellness.

"So, you have light wellness and you have medical or serious wellness, but it's different this time around. It's preventative, functional medicine and diagnostics."

Ultimately, she believes the word wellness is too imprecise and that spa businesses must focus on what their consumers want and be clear about what they're delivering.

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Martina Crkonova unveils therapist wellbeing training



■ Crkonova wants to equip therapists with a new wellbeing toolkit

Spa therapist wellbeing is the focus of an upcoming training course launching in Newquay, UK, in September 2021.

"Massage therapists are faced not only with the mental and emotional stress of working in a demanding environment or managing a career, but also have the added stress of constant strenuous physical effort," said Martina Crkonova, academy founder and course director.

Self-care is important for preventing injuries and fostering career longevity in the massage therapy profession

The two-day in-person event will be hosted by The Massage Hub Training Academy and has been designed to help therapists foster a new awareness of how to physically, mentally and emotionally support and sustain themselves during their spa career.

"Self-care is hugely important for preventing

injuries and fostering career longevity in the massage therapy profession but in my opinion there isn't adequate support for therapists."

To Crkonova, practising self-care is as important to the success of a massage therapy business or spa operation as client and business skills.

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SHUTTERSTOCK/TINSELTOWN

■ Paltrow has been hired by Celebrity Cruises to curate goop experience at sea for passengers

{ I'll be working to bring some of our favourite practices and tools for deepening wellbeing and joy onboard }

Celebrity Cruises partners with **Gwyneth Paltrow** for exclusive goop wellness concept

Actress, entrepreneur and founder of lifestyle brand goop, Gwyneth Paltrow has been appointed wellbeing advisor by cruise operator Celebrity Cruises.

In her new role, Paltrow has designed a wellness event called goop at Sea for the company's new luxury liner *Celebrity Beyond*, complete with a spa designed by multi-award-winning British designer, Kelly Hoppen.

The event will feature a live Q&A with Paltrow and goop's chief content officer Elise Loehnen, mental health workshops, group workouts and spirituality sessions.

Guests can also expect added goop-themed

extras and amenities to complement their cruise along the way.

Paltrow remarked: "As Celebrity Cruises' new wellbeing advisor, I'll be working with my team at goop to bring onboard some of our favourite practices and tools for deepening wellbeing and joy."

Celebrity Beyond is set to launch on 27 April 2022 with goop at Sea, as well as an elegant spa featuring 23 treatment rooms equipped with Gharieni Group's wellness technology and a spa menu providing an array of Elemis treatments and medical cosmetic therapies.

[READ MORE ONLINE](#)

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NEW LOOK

Preidlhof reopens in Italy with spa updates

Italian destination spa Preidlhof in South Tyrol is welcoming back guests with new retreats, signature rituals, specialist therapists and freshly renovated spa areas.

Preidlhof now offers 12 transformational retreats to stimulate guests.

A highlight includes the new five-day Energy Healing for Two retreat where individual healing experiences are combined with sessions to be shared as a couple, with a close friend or family member.

The update has also added a new Mediterranean Pool to Preidlhof's 5,000sq m wellness facility, with comfortable chaises longues and four private whirlpools. In addition,

Preidlhof spa's connecting corridors and the area reserved for treatments have undergone restyling.

According to spa director, Patrizia Bortolin, the inspiration for the refresh lies in Preidlhof's signature philosophy which embraces hedonic and eudaimonic concepts to 'complete the full definition of wellbeing'.

The philosophy distinguishes the resort and is reflected in the refreshed spaces through new furnishings, neutral tones, lighting fixtures and the clever use of natural daylight.

Preidlhof's existing spa team has also been expanded to include a TCM specialist

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■ Preidlhof's new Mediterranean Pool relaxation area



PHOTO: PREIDLHOF



Preidlhof's signature philosophy has inspired the overhaul

Patrizia Bortolin

NEW OPENING

New thermal lagoon inspired by Icelandic bathing culture



PHOTO: PURSUIT



The need to relax is integral to physical and mental wellbeing

David Barry

Attractions and hospitality brand Pursuit has launched Sky Lagoon, a relaxing and restorative geothermal retreat just outside Reykjavik, situated against the striking backdrop of the North Atlantic Ocean.

The new retreat is a competitor to the world-famous Blue Lagoon, which is located a 10-minute drive away.

Features of the geothermal Sky Lagoon include an ocean-side 75-metre, infinity edge pool with expansive ocean and sky views, a sauna and an overall design inspired by historic turf houses.

Sky Lagoon offers guests a restorative seven-step experience, The Ritual,



PHOTO: SKY LAGOON BY PURSUIT

■ Sky Lagoon offers a seven-step bathing ritual

developed from Icelandic traditions of combining warm and cold waters, warm steam, dry heat and fresh air.

"The need to re-energise, relax and restore is integral to both our physical and mental wellbeing and we're thrilled to introduce guests to Sky Lagoon," said David Barry, president of Pursuit.

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NATURE

Therme commits to re-wilding

Therme Group's cultural branch Therme Art has unveiled a global partnership with SUGi, a platform passionate about community-driven rewilding.

The venture will realise a programme of forest planting to create vital biodiversity-restoration hubs at the global wellbeing organisation's projects all over the world.

By planting native trees and designing urban areas for

the wellbeing of humans and nature alike, Therme wants to help realise a cultural shift.

The group's currently rolling out its global development strategy with projects under development in the UK, Europe, North America and Asia Pacific.

● Work is scheduled to begin on the £250m (€287.8m, US\$347.9m) Therme Manchester later this year.

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PHOTO: TIELLE LOVE LUXURY

■ Tielle Love Luxury created the dog robes especially for Nobu

LUXURY LINEN

Nobu's luxury spa robes for dogs

Luxury linen supplier Tielle Love Luxury wants to get tails wagging with the launch of its first luxury bathrobe created exclusively for dogs.

The company works with five-star properties such as London's Rosewood and The Savoy and has recently partnered with Nobu Hotel London Portman Square to provide the ultimate luxury experience for hotel guests' pets.

The bespoke white bathrobes are soft and fluffy and finished with a smart black checked trim, plus the Nobu trademark and paw print.

The robes are also available in a range of sizes and come with a hood and velcro tie waist.

The launch is designed to ensure both guests and their canine companions can enjoy a relaxing five-star experience.

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BIOPHILIA

Forest bathing hotel suite combats burnout

Glasgow's iconic Kimpton Blythswood Square has launched La Chambre Verte, an immersive hotel suite experiment measuring the psychological and physical benefits of biophilic design.

The hotel partnered with Scottish CBD skincare brand La Rue Verte, horticulturalists Benholm and DJ Brian D'Souza to create a multi-sensory experience combining biophilia with CBD rituals, meditation and sound therapy.

Within the room, guests are welcomed to a retreat curated by La Rue Verte, including a host of its 100 per cent pure hemp products, including a biodegradable hemp yoga mat, CBD-infused cocktails and CBD bathing amenities.

Benholm has brought the room alive with a variety of lush green plants, including trailing ivies cascading down walls, deep green monstera leaves, palm fronds and lush foliage plants.

In addition, guests can experience a bespoke nature-based immersive soundscape within the room created by Open Ear Music.

Finlay Anderson, spa director at Kimpton Blythswood Square and area spa director for IHG commented: "We're delighted to present guest with an alternative therapeutic experience which lets guests reconnect with themselves post-lockdown."

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PHOTOS: KIMPTON BLYTHSWOOD SQUARE HOTEL

■ The suite encourages guests to unwind in the green space



This experience will let guests reconnect with themselves

Finlay Anderson

DESIGN

Eco-resort and spa realised with 3D-printing opens



PHOTO: ELSA YOUNG



My mission for Kisawa is to inspire feelings of freedom

Nina Flohr

Luxury eco-resort Kisawa Sanctuary has launched with a soft opening on Mozambique's subtropical island of Benguerra, complete with a Natural Wellness Centre inspired by Mozambican dwellings.

Kisawa has been brought to life using patented 3D sand-printing technology and is the brainchild of entrepreneur Nina Flohr – the daughter of Thomas Flohr, Swiss billionaire and founder of private aviation company VistaJet.

The method was used wherever possible to replace less sustainable construction practices, including



PHOTO: ELSA YOUNG

■ Kisawa is a combination of 12 bungalow residences

during the inception of the Natural Wellness Center.

"My mission for Kisawa is to create a level of hospitality and design that, to my knowledge, does not exist today, a place that inspires feelings of freedom and luxury born from nature, space and true privacy," Flohr told *Spa Business*.

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PROGRAMMING

Sha debuts new programme to support long-COVID recovery



The objective is not only to alleviate long-term effects but also prevent others with greater repercussions

Vicente Mera

Sha Wellness Clinic's latest programme targets those suffering with long-term symptoms of COVID-19 – a syndrome clinically referred to as Long-COVID.

The minimum seven-night retreat at Sha's flagship in Alicante has been developed to treat persistent symptoms and help guests return to full health.

Participants pay a baseline fee of €2,600 (£2,257, US\$3,141) for seven days, which includes an initial health assessment by an internal medicine specialist and diagnostic testing to determine biological damage caused by COVID-19.

PHOTO: SHA WELLNESS CLINIC



■ The package is on offer at Sha's flagship in Alicante

Guests also receive nutritional profiling, free access to Sha's activity schedule and a moxibustion session or Chinese medicine consultation and acupuncture.

"The objective is not only to alleviate long-term effects but also prevent others with greater repercussions," SHA's Dr Vicente Mera told *Spa Business*.

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BATHING

E77 behind €40m thermal oasis in Lithuania

Global spa, hotel and wellness consultancy The E77 Company is realising a new thermal spa resort and hotel among a historic pine forest in Lithuania's coastal region of Klaipėda, Lithuania.

The centrepiece of the 168-room resort in Giruliai will be a 3,000sq m spa, complete with 25-30 treatment rooms and 1,700sq m of indoor and outdoor thermal pools.

The pools will be filled with local geothermal mineral water extracted from 1km underground.

The resort is set to become an oasis of natural wellbeing which immerses guests in lush green forest and sea air, offering a retreat from busy lives.

"The opportunity to enjoy exceptional service, local history, nature in all seasons and a distinctive thermal wellness offering will together create a completely different and unique spa and wellbeing experience," explains Egle Rukšėnaitė, E77 owner and founder.

E77 is working alongside project owner and developer Releven to create the destination, as well as Lithuanian architecture studio Arches and Dr Edgaras Neniskis to sensitively integrate the resort within the forest. The team behind Iceland's iconic Blue Lagoon resort – Basalt – is part of the project's creative team.

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PHOTO: ARCHES



■ The resort is set to become an oasis of natural wellbeing



This location will offer a unique spa and wellbeing experience

Egle Rukšėnaitė

STRATEGY

Bannatyne repositions as wellness provider

UK Health club operator Bannatyne is repositioning itself as a wellness provider, as it looks to bounce back from the effects of the pandemic lockdowns.

Speaking exclusively to *Spa Business*, Bannatyne's FD, Ken Campling, says the decision has been partly driven by the fact that clubs with spas are up to 25 per cent more profitable.

"We have all the elements needed to look after people's wellness. We have gyms, but we also have physiotherapy on every site, café bar areas for a social element and spas at 48 of our clubs.

"Gyms with a spa are more profitable than gyms without: on average they

add 20–25 per cent to the profitability of a location.

"We want to integrate the offering around these and get that holistic message across."

As a result of the strategy, Bannatyne expects to be back making monthly profits by the end of the year.

"I believe we'll be profitable again, month by month, by the end of 2021," Campling said.

"Early sales have been very encouraging. While I know the trend will drop off slightly, I'm hopeful there could even be a 'January' this September, for example, once people are back from their UK staycations and are thinking: 'I've got to get back to the health club now'."

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PHOTO: BANNATYNE

■ Spas add 20–25 per cent profit to Bannatyne's health club



PHOTO: BANNATYNE



We have the elements needed to look after people's wellness

Ken Campling

AGEING WELL

Society must reclaim wellbeing for older people



Now is the time that we can come together to reclaim our lives and businesses

Colin Milner

It's time to refocus on the changing needs of older adults, according to a new initiative from The International Council on Active Aging (ICAA).

Colin Milner, ICAA chief executive, has made a call for policymakers and businesses – as well as society in general – to integrate wellness throughout all organisational strategies and operations in order to "reclaim health and wellbeing for older people".

Populations of the world are emerging from the pandemic year and life is unlikely to return to the way it was before COVID-19, says Milner,



PHOTO: SHUTTERSTOCK/FRANKIT

■ Milner wants to reclaim wellbeing for older people

making this a "transformative time" when we must move beyond crisis management and develop a "new, vibrant model" to meet the needs and lifestyles of today's older adults.

"Now is the time that we can come together to reclaim our lives and businesses," Milner said.

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SPA TECHNOLOGY FOR THE NEW DECADE

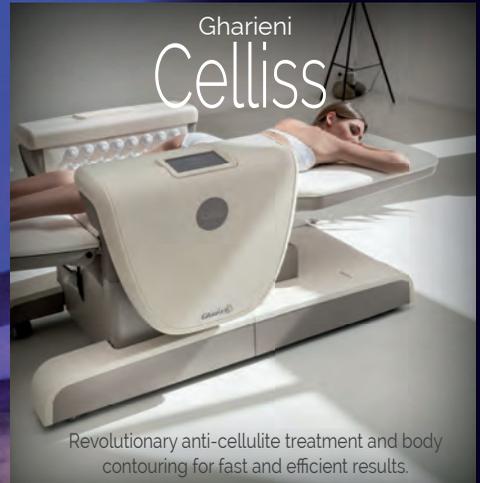


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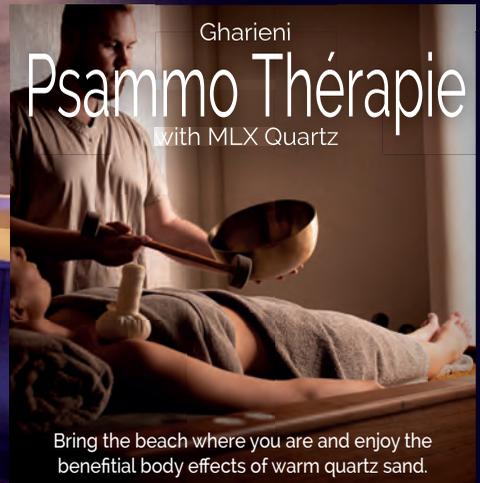
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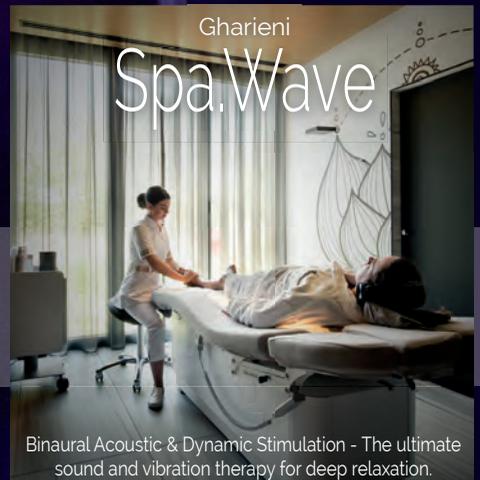
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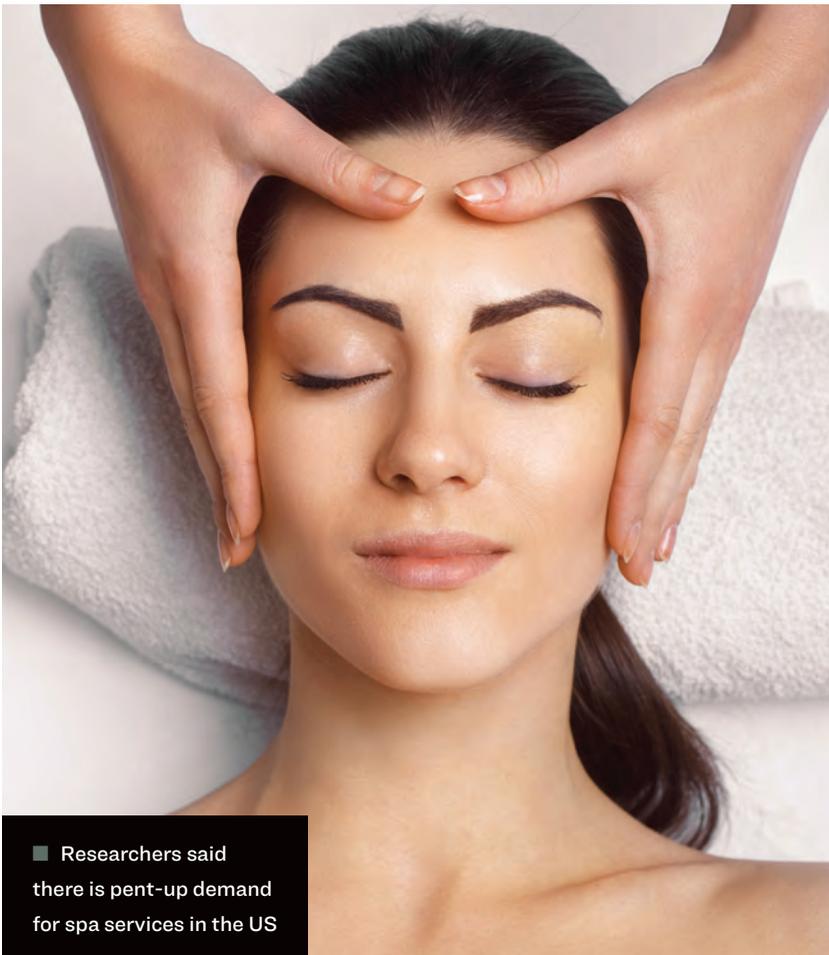


GHARIENI
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Come together

ISPA debuted its first-ever virtual Stronger Together Summit to continue supporting the industry as it navigates uncharted territory in the wake of COVID-19 lockdowns



SHUTTERSTOCK/VERONA STUDIO

■ Researchers said there is pent-up demand for spa services in the US

Throughout the pandemic, the International Spa Association (ISPA) has championed the strength of the spa community and strived to support, inform and inspire the industry as it grapples with the challenges of operating in a COVID-19 landscape.

During 10 - 14 May, ISPA hosted its first-ever virtual Stronger Together Summit in place of its annual in-person conference and expo, packed full of expert keynotes, educational content, Town Halls and more.

Although things were a little different this year, one thing that didn't change was ISPA's annual highlight of unveiling its teaser of its annual US spa industry study named the Big Five (see page 1).

The Big Five

Russel Donaldson, manager at PwC Research, presented the Big Five to ISPA attendees, alongside his colleague Colin McIlheney, PwC global research leader.

The two researchers explained that although the research reflects the pandemic's impact, things look hopeful for the US spa industry.

"It's clear there's pent-up demand to get out to spas, and there's definitely grounds for optimism for the later quarters of this year and particularly for 2022," McIlheney said.

The fact there are still nearly over 20,000 US spas to choose from is very encouraging

■ ISPA will release the full study and more insights in July 2021



SHUTTERSTOCK/DAGON IMAGES

There's definitely grounds for optimism for the later quarters of this year and particularly for 2022

Attendees were curious to know how long this increased demand would last and posed the question to the researchers during the Q&A session.

McIlhenny responded saying it's important not to just reflect on customers that used to come, but also focus on the great potential during rebuilding to bring in new customers who've never been to spas before but have been inspired to do so in light of the pandemic.

"Personally, I could see demand rolling on, not just driven by old existing customers but being driven by a new even more diverse base of guests."

Stand-out statistics

For Donaldson, the most intriguing finding was "the fragmentation between different parts of the industry and the outcomes for day spas versus resorts/hotel spas".

He revealed to attendees that findings indicated resort and hotel spas have been harder hit by the pandemic in terms of both revenue and staffing, compared to day spas.

In contrast, McIlhenny felt the location metrics were the most remarkable.

"With regards to locations, there were many people who thought numbers would fall off a cliff," he said, "but the fact there are still so many spas – over 20,000 – to choose from is very encouraging.

"In contrast, the drops in revenue and visits were expected and I anticipated they'd be in and around the mark they were."

ISPA will release the full study in July 2021.

The study has been an annual ISPA publication since 1999 and this year surveyed over 2,050 day spas, destination spas and medical spas.

Expert insight

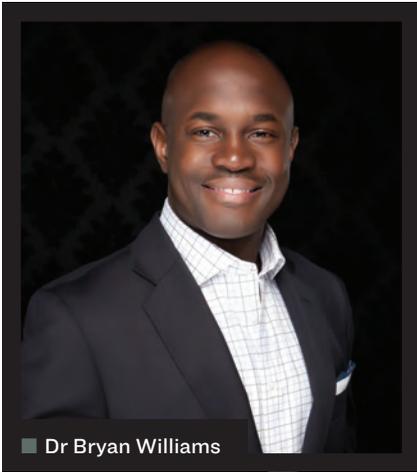
Community is a founding principle at ISPA – something reflected in the summit's agenda.

Respected industry figures from the global spa and wellness industry came together at the event to share their insight and knowledge for attendees.

For example, one session saw the industry tune in to hear the views of much-respected operators Jeremy McCarthy, Roberto Arjona and Ella Kent as they discussed the topic 'What Now? How The Industry Has Adapted And How We Navigate the Years Ahead'.

Other key topics, including the importance of diversity in the global spa workforce, were also highlighted.

At the height of the Black Lives Matter movement, ISPA issued a statement affirming its support for diversity in the global spa workforce and the summit's Diverse Spa-Goer Audience & Workforce



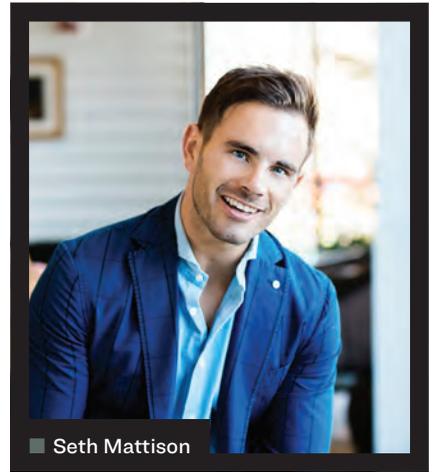
■ Dr Bryan Williams

PHOTO: BRYAN B WILLIAMS



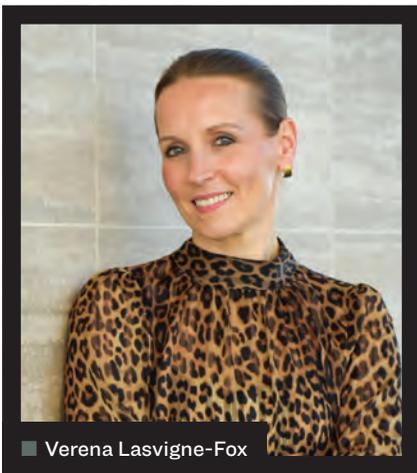
■ Seth Godin

PHOTO: SETH GODIN



■ Seth Mattison

PHOTO: SETH MATTISON



■ Verena Lasvigne-Fox

PHOTO: FOUR SEASONS PHILADELPHIA



■ Ella Kent

PHOTO: ELLA KENT



■ Jeremy McCarthy

PHOTO: MANDARIN ORIENTAL

“A brand is a promise about what to expect about you - as we come out of this crazy time, make your positions really clear”

► debate saw industry leaders such as Patrick Huey, Daniel Poulin, Jane Cho and Radhika Papandreu exploring this crucial issue in more depth.

Another session also homed in on how the pandemic has forced spa operators to get creative and clever with yield management – such as only offering their most profitable services at peak times, designing added-value packages, charging more for different hours (not just weekends) or senior therapists.

For this discussion, ISPA invited Verena Lasvigne-Fox, Suzanne Holbrook, Adam Hayashi and Cecil Hopper to share their insights during a session titled: Dynamic availability and pricing strategies For spas.

Getting inspired

To motivate and inspire attendees, ISPA anchored the schedule with uplifting keynotes from marketing guru Seth Godin, talent expert Seth Mattison and international speaker and author Dr Bryan Williams.

The power of branding

One of Godin’s key takeaways was to make sure spas understand the importance of their brand and clarity of messaging.

He was keen to highlight the difference between a logo and brand, so used the following example: “If Hyatt launched a line of sneakers, people would be unsure what these may look like. But if Nike announced it was going to launch a hotel

group, people would have a strong sense of what this would be like.

“The difference is, Hyatt has a logo and Nike has a brand,” he said, “a brand is a promise about what to expect.

“As we come out of this crazy time, make your positions really clear. There are so many different directions you can go in to differentiate yourself and this represents an opportunity.”

A chance for reinvention

For attendees in Mattison’s session, his human-centric approach to business resonated with spa leaders as he shared four strategies to help them confidently move forward and thrive, following the pandemic.

■ ISPA's final keynote urged all spa staff to reflect on how they value themselves and others



SHUTTERSTOCK/WANERAKMEDIA

"Find and activate the idea of self-compassion," he said, explaining that leaders need to take care of themselves before they can support others.

Mattison's second strategy is to 'expand what's possible'.

He recommended spas apply a wider lens to business, looking at what might happen in three to five year's time and what's possible in the longer term.

If you do that "you can strategically position your business to take advantage of what's next," he said.

Think like a scientist was Mattison's third tip – not by wearing a white coat – but by continually experimenting as spas start to operate again.

His final piece of advice? "Mobilise the magic," he said, explaining that the magic isn't the spa business.

"It's you and your people and once you ignite your magic, that builds resilience in your team."

The best way to do this is to create community centred cultures where you have shared rituals and values that you check in on regularly so that people feel as though they belong to something greater than themselves.

Valuing yourself and others

The summit's final keynote and session, led by Williams, was designed to provide attendees with the necessary reset needed to thrive in both their personal and professional lives.

He explored the value systems, barriers, and strategies businesses need to address to bounce back after the pandemic and sustain long-term success.

One of Williams' core principles was for all members of the spa team to value themselves. He encouraged attendees to self-reflect and ask themselves what they brought to their teams,

friends and families and understand what kind of team player they were.

The following principle also emphasised the importance of valuing others.

"The real heart of the matter is teaching people how to value others so you need to recognise who you honor, revere and highly respect," said Williams.

"Then, visualise them and assume everyone in your spa is that person.

"You wouldn't be in this industry if you didn't value others – so be kind to everyone!"

A bright future

After a non-stop week of exciting content and reuniting the spa community, ISPA is already busy working towards its next in-person conference and expo. This will be hosted from 2 - 4 May in 2022, at the Mandalay Bay Resort & Casino, in Las Vegas. ●



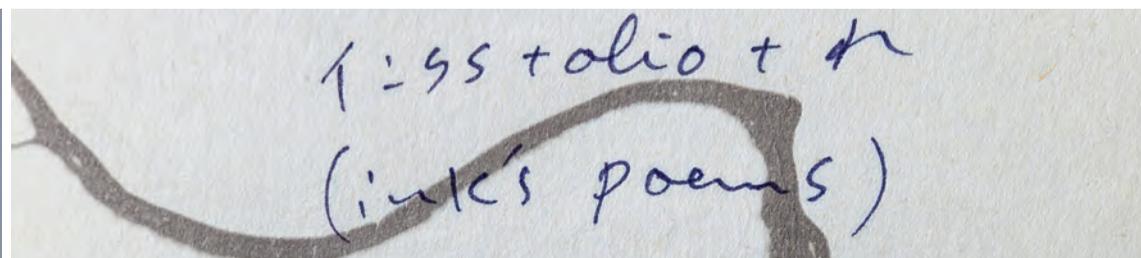


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ISPA thanks the spa world
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a resounding success!

Registration and on-demand access to Stronger Together Summit sessions will remain open until early August.

Many thanks to our valued event sponsors:



SUPPLIER NEWS

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

For the latest supplier news and company information, visit spa-kit.net



■ Seed to Skin's new honey-textured mask is designed to nourish, calm and soothe

PHOTO: SEED TO SKIN

Seed to Skin's new honey face-mask draws inspiration from Maori healing traditions



PHOTO: SEED TO SKIN

■ Jeanette Throttrup, founder

Luxury ethnobotanical skin-care and spa brand Seed to Skin has unveiled a new face mask containing more than 55 per cent manuka honey – an ingredient traditionally tapped by the New Zealand Maori people for its powerful healing properties.

Seed to Skin is partnered with high-end spas at destinations including Sensei Lāna'i, Spa Talisa at Four Seasons Napa Valley, Park Gstaad and Liberty London

The gentle honey-textured mask is designed to nourish, calm, soothe and deeply hydrate skin to create an

even complexion and a fresh renewed glow.

Jeanette Throttrup, founder of Seed to Skin, explained that the Manuka Nutri-Mask is designed to address fine lines and wrinkles and also offer a solution for acne-prone, scarred and pigmented skin.

"This mask replenishes skin with the nutrients and enzymes only found in manuka honey for a naturally radiant and rejuvenated complexion," she said.

"Full of antibacterial, anti-inflammatory and anti-ageing properties, the honey we use is sourced from New Zealand

and is one of the most precious and sacred in the world."

The mask also contains bioactive vitamin C, hyaluronic acid, ferulic acid, rosa damascena flower water and five essential fermented minerals – zinc, iron, silicon, copper and magnesium.

Seed to Skin told *Spa Business* it has plans to roll the mask out to its global partner spas and is working on creating a dedicated treatment to showcase the luxurious new mask.

SPA-KIT SEED TO SKIN

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Yon-Ka introduces quartz facial sculpting crystal



PHOTO: YON-KA

■ Amal Amgaad, head of communications Yon-Ka USA

Yon-Ka has launched its first facial tool, made from the quartzite rock green aventurine and inspired by ancient Chinese meridian therapy.

The new massage and sculpting crystal is claimed to reduce the appearance of puffiness, contour the face, smooth fine lines and wrinkles, boost circulation and promote a natural glow.

The tool can be used for sculpting and massaging facial contours as well as rejuvenating and plumping the lips and under-eye area. It can also be



PHOTO: YON-KA

■ The new tool can be used to apply serums and creams

used to gently apply serums and lip and eye creams.

Amal Amgaad, head of communications at Yon-Ka USA, commented: "Green aventurine is known for its healing powers - making this smooth crystal contour the most perfect addition to any self-care spa rituals."

According to the brand, the tool also helps neutralise pollutants as aventurine contains negative ions which magnetically draw out the particles to detoxify, cleanse and heal the skin.

SPA-KIT YON-KA

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Sommerhuber unveils elegant ceramic lounger

German ceramics manufacturer Sommerhuber has created a new heated ceramic lounger finished with a stylish, smooth and organic aesthetic.

The Lounger One Plus offers a touchless thermal experience to relax spa

guests by enveloping them in gentle infrared heat.

The smooth lounger relies on large-scale ergonomic heat-storing ceramics to soothe the body and mind via the autonomic nervous system.

Christian Sommerhuber, CEO, explained that the new model's

design has been inspired by chic spa design and fostering a reconnection with nature.

"Organic, light shapes and the comforting feel of natural infrared warmth are an invitation to dream and relax," he commented.

Sommerhuber decided to make the lounger available in 15 different glazes and is allowing customers to seamlessly customise their Lounger One Plus' to match their environment.

This also includes the option to upgrade the loungers with a USB charging port.

In addition, the corpus body and the headrest can be colour-coordinated with the glaze.

The product features an electrically-heated ceramic



PHOTO: SOMMERHUBER

■ Christian Sommerhuber, CEO

surface which is entirely maintenance-free and only includes two transverse joints, making it easy to clean.

An infinitely variable temperature controller allows for a recommended surface temperature of 34°C.

SPA-KIT SOMMERHUBER

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PHOTO: SOMMERHUBER

■ Lounger Plus One is completed with a smooth velvet-like surface



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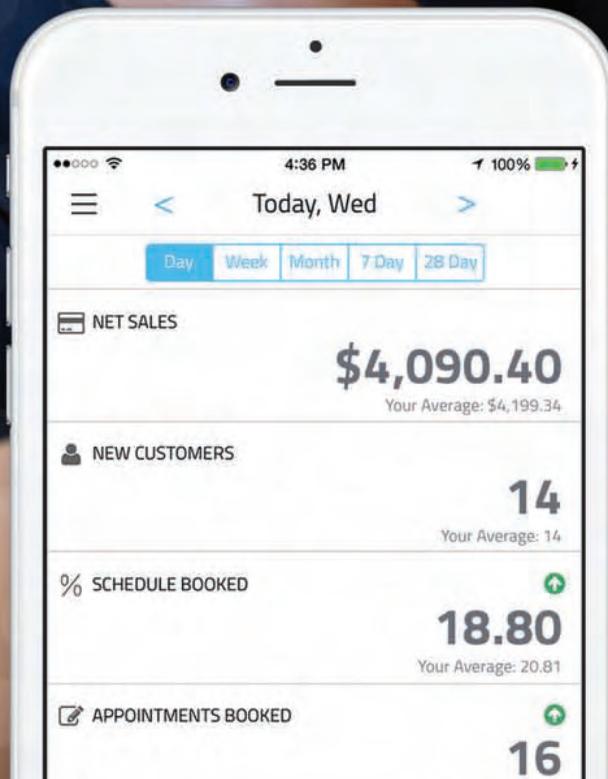
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PROMOTION



Optimal solution

Iyashi Dômes can provide a return on investment in less than nine months

Iyashi Dôme Japanese saunas offer a versatile treatment solution for spas searching for quality touchless treatments backed by science and Japanese technology

Iyashi Dôme far-infrared treatment technology has been an industry pillar of excellence for wellness, aesthetic and health professionals for almost 20 years.

Founded in 2004 by Shogoro Uemura, the brand was the first of its kind on the market – hence Iyashi Dôme became the generic term for ‘Japanese sauna’ (the combination of dry heat and Japanese technology).

The Iyashi Dôme infra-red sauna is backed by measured clinical

studies with medical publications and according to Mr Uemura, provides a particularly attractive opportunity for spa operators in a COVID landscape, due to its touchless treatment application.

“Thanks to our mobile app, we now have the protocols to offer hands-free, non-contact treatments which combine profitability and safety,” he explained.

Iyashi Dôme’s infra-red technology allows the body to rise significantly in temperature all while using a risk-free, smooth and powerful technique.

This helps to stimulate detoxification, encourage slimming, improve sleep, fight skin ageing and prepare muscles for exercise as well as relaxation.

Spas can offer two different Iyashi Dôme infra-red sessions – either Intense or Soft – in order to accommodate all guests’ needs.

A 30-minute Intense treatment is practised naked or in disposable underwear and is designed to trigger heavy sweating, while a Soft session is intended for those searching for a more relaxing infra-red experience. The latter can be practised dressed and lasts from 15 to 45 minutes without stimulating sweating.



Iyashi Dôme technology offers endless treatment possibilities for spas

The device offers endless treatment possibilities for spas, allowing them to provide single one-off sauna sessions or use the technology as a complementary pre- or post-treatment therapy alongside facials, massages or body treatments.

Mr Uemura passionately believes that Iyashi Dômes benefit partner spas by offering their customers efficient and comfortable sessions, versatility, reliable technology and the assurance of a touchless treatment.

With a recommended price of €50 (US\$61, £44) per 30-minute session, Iyashi Dôme offers spas a return on investment in less than nine months, at the rate of just three sessions per day. ●

spa-kit.net keyword: Iyashi Dôme



Infratherapy effectively diffuses infrared heat deep into the body



Devices offer touchless treatments

WEB ADDRESS BOOK

Connect with spa organisations from around the world.

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

Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Spas Association

■ www.abcpas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

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.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.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

