## spa business insider

1 DECEMBER 2021 ISSUE 385

A SPA BUSINESS PUBLICATION

## The Well kicks off expansion

The Well at Hacienda AltaGracia, Auberge Resorts Collection has opened in Pérez Zeledón, Costa Rica, representing The Well's first outpost outside of the US.

The new tropical retreat marks the modern wellness brand's third official location, joining its New York and Connecticut destinations.

The Well plans to grow its portfolio further with a second location in Central America, as well as destinations in Florida, California, Texas, Colorado and the UK.

Set within a 180-hectare site in the Talamancan foothills, The Well at Hacienda AltaGracia has opened alongside a luxury Auberge resort featuring 50 Hacienda-style villas, a working coffee farm, organic vegetable gardens and horse stables.

Guests visiting the 20,000sq wellness facility all begin their healing journey in the same space – the retreat's Casa de Agua, a green-house-style



■ The spa's philosophy is infused with an integrated holistic healing approach

pool and thermotherapy room overlooking tree-top canopies.

Here, guests are invited to prepare themselves for treatments by journeying through a five-step purifying ritual combining a mud mask, hydrotherapy, thermotherapy and aromatherapy. The Well at Hacienda's AltaGracia's spa facilities also encompass eight treatment rooms, a hydrotherapy tub, thermal suite, curated retail experience and multiple ranchos for outdoor mindful movement classes.

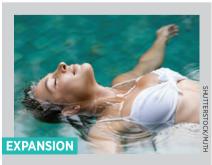
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Steve Nygren unveils Serenbe's new retreat

Serenbe expands with new group wellness retreat

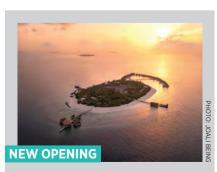




### Underground spa to open in historic Oslo building

Nordic Hotels & Resorts announces latest venture

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### Private island wellbeing retreat opens in the Maldives

Nature immersive wellbeing retreat launches

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#### spa business people

#### Serenbe is expanding with the opening of a new group wellness retreat, reveals Steve Nygren

ward-winning US wellness community Serenbe has unveiled a brand new spa and wellness Portal Retreat that accommodates between six to 12 guests.

Located an hour outside of Georgia's state capital of Atlanta. Serenbe has been upgraded with a relaxed and spacious 3,000sq ft retreat designed both for one-off group use and for shared use between a mix of guest parties.

Spa Business spoke with Serenbe co-founder Steve Nygren to understand what inspired Portal's inception.

"So many retreats today are destinations away from the real world and once you leave, it can be difficult to



■ Steve Nygren co-founded Serenbe in 2004

Portal was meticulously built with elevated design as a quiet haven for those in need of rejuvenation

keep up with your new habits and wellness goals," he says. "The vision for Portal

is to create experiences that will help guests reset intentions while being in

nature and surrounded by authentic experiences.

"Portal was meticulously built for guests who appreciate elevated design while offering a quiet haven for those in need of rejuvenation - be they individuals, couples, friend groups, yoga and wellness facilitators or corporate teams."

As of January, Portal will launch four-day Signature Retreats and begin planning private custom retreats with partners such as yoga studios and wellness practitioners.

The retreat will include daily meals and juices, daily spa services, guided hikes, yoga classes, meditation and evening lectures.

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#### **Andrew Hammond** confirms official dates for 2022 Spa Life UK and Ireland conventions



Andrew Hammond, event director and Spa Life co-founder

ndustry events Spa Life UK and Spa Life Ireland will go ahead in 2022, with organisers promising more practical, hands-on activities to enhance the event experience.

Founded in 2010, the events offer a combination of networking opportunities, exposure to product innovations and management education over two days.

Spa Life UK 2022 will be hosted at the De Vere Cotswold Water Park Hotel in Gloucestershire during

#### Our events offers attendees a great chance to build new relationships and grow their networks

19 - 21 June. The events team is looking to make the most of the venue's lakeside location to maximise opportunities for networking and social activities.

Meanwhile, Spa Life Ireland will be hosted at Galgorm Spa & Golf Resort in Ballymena from 12 - 14 September, with highlights including an immersive wellness experience for all delegates.

"Delegates will be able to network on an informal basis with other spa professionals from leading spas, hotels and brands across the UK and Ireland," says event director and Spa Life co-founder, Andrew Hammond.

"This offers attendees a great chance to build new relationships and grow their networks."

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#### spa business people



■ Heath is the co-author of four New York Times best-sellers

{

Heath's message will empower attendees to tackle the challenges they're facing head-on



## **Dan Heath** to keynote at ISPA's 2022 conference

est-selling author and entrepreneur Dan Heath has been announced as the opening Power Session keynote speaker for The International Spa Association's (ISPA) 2022 Conference.

Hosted between 2 and 4 May, the 2022 event at the Mandalay Bay in Las Vegas will mark ISPA's first in-person event since 2019.

The conference agenda will feature a speaker line-up, panels and education sessions focusing on topics such as business strategy, customer service and staff management. Attendees will also have

access to an expo floor filled with industry suppliers.

Heath serves as a senior fellow at Duke University's CASE Center, which supports entrepreneurs who fight for social good. In addition, he founded education company Thinkwell.

"Spa leaders are fierce and have proven their resilience during the pandemic," said ISPA president Lynne McNees.

"Dan's message will set the tone for the Conference and empower attendees to tackle challenges head-on with his innovative approach and inspirational energy."

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#### TRANSFORMATIONS

#### Cosy underground spa to open in Oslo

Nordic Hotels & Resorts is creating an urban wellness retreat in Norway's capital city of Oslo as part of its 231-room hotel project.

Owned by Norwegian hotelier Petter Stordalen, the luxury destination will be named Sommerro and welcome guests in the city's Frogner neighbourhood as of September 2022.

Sommerro will be housed in a restored 1930s building – formerly the headquarters of the city's original electrical company – and encompass Vestkantbadet, one of Norway's last remaining public baths.

Nordic Hotels & Resorts is restoring Vestkantbadet to its former glory and

growing it into an 8,000sq ft subterranean retreat. Nordic Hotels & Resorts claims it will become one of the largest spas of any city hotel across the Nordic countries.

Open to guests and the public, the space will include restored Roman baths, 12 treatment rooms, a plunge pool and a gym with an infrared sauna.

Sommerro will also be home to a year-round rooftop terrace, complete with a restaurant, pool deck and sauna.

The hotel – complete with 56 branded residences – will also boast four restaurants, three bars, a 200-seat gilded theatre and meeting spaces.

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■ Rituals will include a traditional Nordic thermotherapy experience

66

The hotel will be transformed into a modern tribute to Norwegian cultural heritage

#### EXPANSION

## Westin's Heavenly Spa concept touches down in UK

66

Marriott created Heavenly Spa to offer Westin guests a tranquil escape from hectic city life Marriott's luxury city hotel brand Westin Hotels & Resorts has opened a new location and branded Heavenly Spa by Westin urban wellness retreat in London, UK.

The new spa at Westin London City marks Heavenly Spa's first UK location.

To date, the urban wellness concept is nearing 200 locations worldwide, spread throughout Africa, Asia, Europe, North America, South America and the Middle East.

Marriott created Heavenly Spa to offer Westin guests a tranquil escape from hectic city life with the opportunity for



■ Heavenly Spa's first UK location has opened

peaceful relaxation and experiences that activate the seven senses; the five physical senses, plus the psychological senses of emotion and meaning.

The Heavenly Spa in London includes five treatment rooms, a sensory shower, sauna, steamroom, ice fountain, relaxation room and a nail services room.

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#### spa business news

#### GROWTH

#### Therme has £100m plans for Glasgow, UK

Global developer and operator of wellbeing destinations Therme Group has inked a deal with Peel L&P for a new location in Glasgow.

During COP26, Therme announced it will submit a planning application to Glasgow City Council in 2022 for the 320,000sq ft facility which will be home to extensive thermal pools and spa, a health and wellbeing centre and an indoor waterpark.

If the application is successful, Therme Scotland



Therme Scotland's experience will offer profound health and wellbeing benefits

Stelian lacob

will be the organisation's second UK destination, joining the £250m (€295.5m, US\$335.8m) Therme
Manchester project which is scheduled to open in 2023.

Stelian lacob, Therme's senior VP and CEO of Therme Group UK told *Spa Business*: "Therme Scotland will create a fun experience with profound health and wellbeing benefits. We look forward to engaging with the Glasgow community as we progress with its design and development."

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#### MEET THE TEAM

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#### CONCEPT

#### Riverside eco retreat to open on private island in Vietnam

Traditional Vietnamese herbology, plant-based nutrition and community will underpin the philosophy of the upcoming Namia River Sanctuary wellness retreat in Hoi An, Vietnam.

Scheduled to welcome its first guests in Q1 2024, the luxury sustainable wellness resort is being developed within indigenous gardens on a private five-hectare island off the banks of the Thu Bon river.

The 38-villa resort will feature a wellness and herbology centre, an organic bio-pool, plant-based dining options and a cooking and wellness lifestyle academy.



■ The resort will feature 38 private eco-chic pool villas



The wellness concept will centre around Vietnamese herbology

Michelle Ford

Spa consultancy Luminary
Wellness is on board to
oversee the project from
concept creation to project
execution and will also
operate the resort once open.

Michelle Ford, Luminary Wellness CEO and founding partner told *Spa Business* the wellness concept will centre around Vietnamese herbology, plant-based nutrition, signature therapies and movement practices.

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## Thinking outside the box

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Experts internationaux - Opportunité pour vos projets - Tendances Black et Blue Diamond Awards - Traduction simultanée - Nombre de places limité

#### spa business news

#### DEALS

#### **SpaSeekers wins Tesco contract**

Spa bookings agency SpaSeekers has signed a deal with UK supermarket giant Tesco to exclusively provide spa vouchers to its 19 million Clubcard loyalty-card members

The deal will see Clubcard holders redeem their vouchers from shopping with Tesco against spa days, overnight spa breaks or spa gift vouchers from a curated selection of SpaSeekers' 390 UK spa partners.

SpaSeekers' director Jason Goldberg explains: "This is



This is going to attract a new audience to spa and wellness

Jason Goldberg

a game-changer for the UK spa industry because not only will create significantly more demand for our spa partners, but it will also help to attract a new audience to spa and wellness.

He adds: "We've quickly scaled our booking systems and appointed a dedicated customer service team to support this contract win."

Tesco will make these opportunities available to members online, as well as via email and its mobile app.

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#### HEALTH

#### Nuffield's new club combines fitness with GP services

Nuffield Health has reopened the historic Barbican health club in London, as part of ambitious plans to establish its first wellness "health campus" in the UK.

Nuffield Health Barbican - the 114th health club in the health charity's portfolio - features a high-end fitness offering as well as an on-site medical centre, with physiotherapy, private GP services and access to things such as emotional wellbeing therapy, physiotherapy, health assessments, pathology, travel consultations. cognitive behavioural therapy and counselling.



■ The Barbican club's iconic pool has been refurbished

The two sites will combine to create our first health campus to support all health and wellbeing needs

The club is the first of two large projects to open as part of Nuffield's plans to create a holistic health and wellbeing offer, as the Barbican club will be joined by Nuffield Health at St Bartholomew's Hospital in early 2022, with the new hospital being less than 500m away from the club.

"These sites will combine to create our first health campus to support all health and wellbeing needs," Nuffield said.

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#### Parker Spa™ **Trolley**



that neatly houses: Silhouet-Tone® steamer

Daylight Lamps® full-spectrum mag lamp

> tempered glass work surface

soft close drawers

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soft rolling casters

## Springing from the land

A luxury eco hot springs development is set to position Victoria as Australia's wellness state





The ethos behind Alba was based on finding synergies between the environment, community, culture and history



sustainable hot springs
retreat is set to open in Fingal
on Australia's Mornington
Peninsula, Victoria, drawing on
the healing benefits of water,
immersion in nature and sleek
minimalist design.

#### Wellness facilities

Set within 15 hectares of landscaped property, Alba Thermal Springs and Spa will open a short distance from Australia's established Peninsula Hot Springs wellness destination.

The region's upcoming hot springs destination will encompass a 3,500sq m two-level spa with 21 treatment rooms, Vichy showers, steamrooms, a sauna, relaxation spaces and a restaurant serving locally sourced, seasonal produce.

However, Alba's main attraction will be its 32 pools of varying sizes and temperatures, composed of a mix of geothermal, cold plunge pools and herbalinfused botanical pools, designed as either indoor, open-air or outdoor pools.

Enriched with naturally occurring minerals, the geothermal pools will be filled daily with geothermal water naturally heated between 37- 43oC in underground aquifers.

General manager Craig Dodd told *Spa Business* it's anticipated the facility will accommodate 400 guests per day.





## We're creating a wellness centre that will effortlessly connect clients to themselves and their environment



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Packages will consist of a dedicated bathing day – offering access to all hydrotherapy facilities – and a more comprehensive package offering access to all pools, the spa and its restaurant.

"From its inception, the ethos behind Alba was based on finding synergies between the environment, community, culture and history," Dodd says.

He explained that the investors on board are passionate about thermal springs bathing and are keen to see Victoria positioned as the wellness state.

#### **Design inspiration**

"In appointing architects, we had to find practices that could work together to create a seamless indoor and outdoor wellness experience," Dodd explains.

"With building architecture and interiors by Hayball, and landscape architecture and pool design by MALA Studio, we're creating a centre that will

effortlessly connect clients to themselves and their environment."

The spa will be partly embedded in the hilltop, giving the impression of disappearing and re-emerging from its surroundings, while its façade will be finished with a discrete ribbed texture, bronze glass and metallic details.

Characterised by a minimalist décor and subtle colour palette, the majority of Alba's interiors will be flooded with natural light from circular skylights while relaxation spaces will be gently lit.

Dodd has been working alongside director at Spa Wellness Consulting Sonja Sorich to create the treatment menu and select its partners; Vanessa Megan and Aika Wellness.

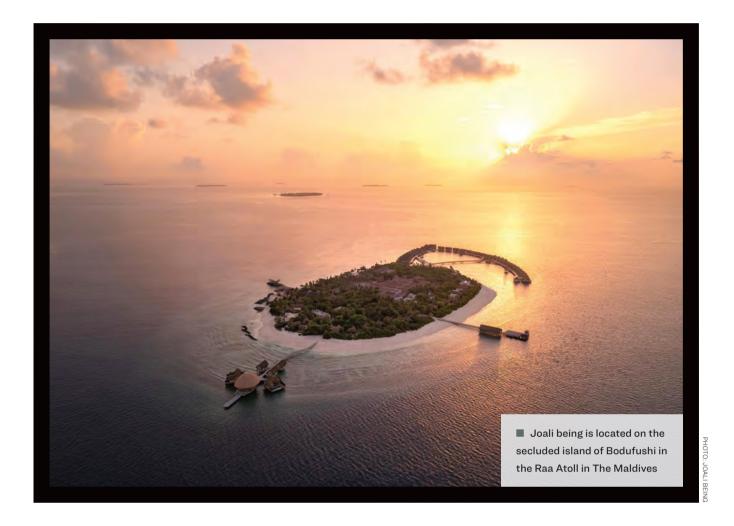
Spa Vision, Protea Distribution and Comfortel have also been appointed to help supply furniture and equipment, while Aquarius Pools is helping to realise thermal and hydrotherapy facilities.



■ The site will operate with multiple sustainability practices

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#### Spa Business insights



## Weightless wellness

Joali Being launches as The Maldives' first nature immersive wellbeing retreat

sustainable wellbeing island retreat has launched today in the Maldives, dedicated to personalised wellness journeys, reconnecting to nature and instilling a feeling of weightlessness to all who visit. Named Joali Being, the retreat is the sister site of Joali's first outpost – named Joali Maldives – which opened in 2019 with a signature Espa Life spa. The inclusion of swimming lessons and water safe school.

#### A strong foundation

Joali Being has been conceived with a sense of synergy so all elements work together to help guests leave feeling healthier and happier, even if they decide not to deeply engage in wellbeing services.

The location's philosophy and healing approach is underpinned by four key wellbeing pillars – mind, skin, microbiome and energy – developed in conjunction with Professor Gerry Bodeker of Oxford University, a Harvard-trained expert

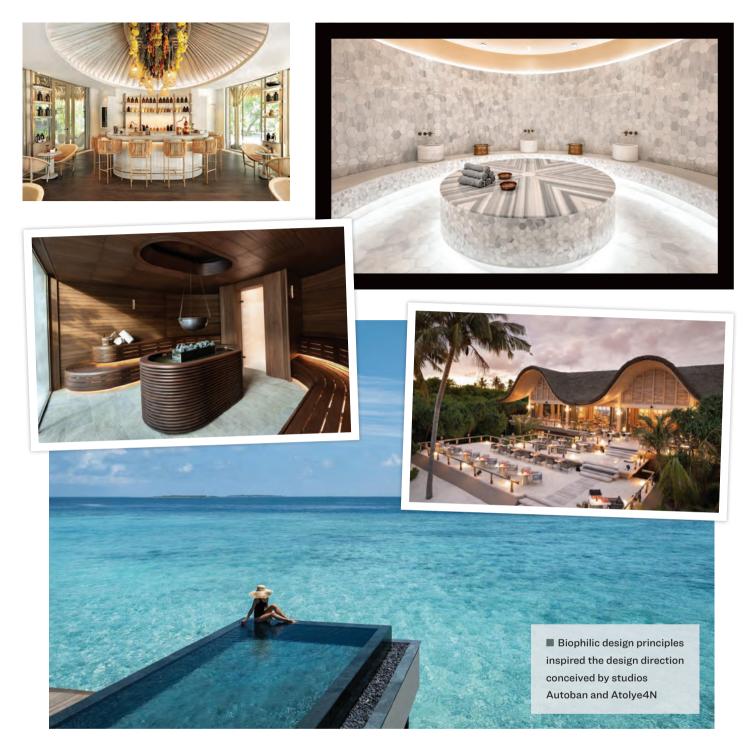
on traditional and integrative medicine and wellness.

Also on board was Spa Strategy's Claire Way who oversaw strategy, concept and design and drew inspiration from the island's setting.

#### Down to the last detail

A sense of wellbeing is infused throughout the retreat, including its 68 villas equipped with a personal butler, private pool and offerings such as customised minibar setups,

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tuned meditative balancing musical instruments, wellbeing games and more.

#### **Healing concept**

A fundamental aspect of Joali Being's offering is its dedicated herbology centre named Aktar. Here, guests address wellbeing concerns with a resident herbalist who specialises in preparing natural remedies using herbs, spices and essential oils.

Guests can also access naturopaths, therapists, movement experts and

nutritionists to help guide them on their individual journey of wellbeing.

Joali Being features a 39-treatmentroom spa – named Areka – offering scientific therapies, diagnostic services, educational programmes and specialised therapeutic and alternative healing treatments.

The spa is also home to a vast hydrotherapy hall including a sensory deprivation room, Russian banya, water therapies, halotherapy suite and hammam. Plus, guests are also offered access to a Sound Therapy Hall and a Discovery Sound Path – both conceived by Svar Academy in India.

Partnered with Italian wellness equipment supplier Lemi, Areka includes expansive fitness offerings, a Pilates studio, Ocean Sala and an over-water meditation deck.

Programmes at Joali Being last between five days to three weeks and all begin with an Intelligent Movement Analysis and an Integrative Health Assessment.

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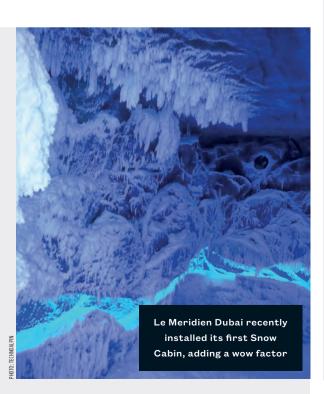
## The WOW FACTOR



Snow rooms are creating a 'wow' factor for customers,
while reducing operating costs in the delivery of hot and cold
experiences, says TechnoAlpin partner, Derek Barton from Barr & Wray

ot and cold bathing is known to strengthen the Central Nervous System, so the value to people of using these types of facilities can't be understated," explains Derek Barton, MD at Barr & Wray. "Alternatively, if the guest just wants to use the wellness experience to get away from it all, then that's good too."

While Barr & Wray offers a variety of hot experiences, Barton says large-scale cold water experiences can be more of a challenge to deliver, due to the cost of cooling large volumes of water. "Wet areas typically have air temperatures of between 29-31 degrees," he explains, "so chilled pools cost a lot to run and to keep cool. Additionally, cold water experiences can be expensive when it comes to water usage and we find some are just not sustainable".



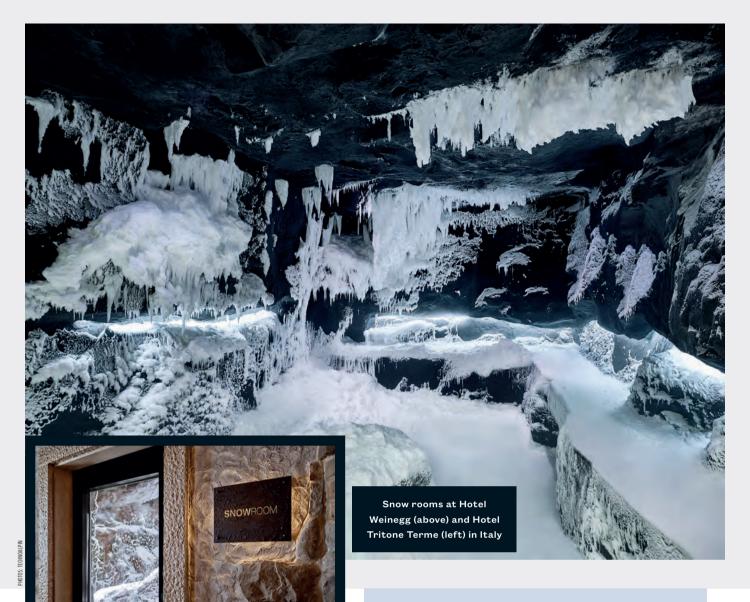


#### **Snow room solutions**

If operators want to optimise their spa and wellness installations in terms of operating costs, but still want to deliver hot and cold experiences, Barton suggests they consider snow and ice rooms. "They're a good fit," he says. "They deliver the wow factor while also being constructed and operated to ensure sanitary conditions. They also accommodate multiple users, when compared to cold plunge pools and showers, which generally only accommodate one person at a time."

When it comes to snow room trends, Barton – who partners with specialist TechnoAlpin to deliver these experiences – says larger wet areas are becoming more popular in the Asian and Middle East markets. "Whether this is to do with the pandemic and the need for more personal space, or simply that consumers are developing a preference for larger bathing areas remains to be seen," he says. "In this context, snow and ice rooms can be the jewel in the crown, offering a unique experience for many regular spa users who have become a little jaded from seeing the same facilities time and time again."

PHOTO: TECHNOALE



#### **New installations**

Barr & Wray has recently installed a snow room with TechnoAlpin in the spa at Le Méridien Dubai Hotel & Conference Centre Dubai and is also working with them on a design project in Qatar, which will also incorporate snow.

So can a snowroom installation help the bottom line? Barton says although extra budget is required for the installation, it's not possible to underestimate the power of the 'wow' factor when it comes to the impact of these playful cold experiences: "In addition to providing guests with a curative treatment, a snow room can be incorporated into a spa or wellness offering to simply put the property on the map," he explains. "It could be the reason why guests make the journey to your spa rather than visiting another property."

#### More: www.technoalpin.com

#### About TechnoAlpin

echnoAlpin's indoor snow concepts offer experiences for hotels and wellness areas, as well as indoor ski and retail venues, with solutions ranging from 10sq m snow cabins to snow-covered ski areas of 50,000sq m.

The company's SnowRoom can be manufactured in a range of sizes from 5 to 20sq m. Real snow provides an innovative, dry cool-down, as well as snow experiences 365 days a year that stimulate the senses in a wintery environment.

Room design options include Rock, Forest or the Cubic option, which was designed by renowned architects, Snøhetta. The rooms are cooled to between -5°C and -10°C and fresh snow 'falls' every night.

The EcoSnow2.0 multifunctional unit is the central controller for snow production, while cold air is also blown into the room via the snow nozzle to maintain the temperature, with no additional cooling required. When it comes to the layout of the spa, the unit can be installed up to 50m from the SnowRoom to give more flexibility in the installation.

A seven-inch touch display ensures easy control and monitoring of all of the EcoSnow 2.0's operating functions. A timed program allows for the automatic control of the production of snow and also the defrosting times.

For ease of operation, TechnoAlpin can access the device and update settings remotely for maintenance purposes.

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## SUPPLIER NEWS

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





■ Wellsystem Spa\_Complete is the next generation of JK Group's original dry-water massage technology, named Hydrojet

## JK Group introduces new touchless holistic relaxation bed to stimulate the senses



 Gary Lipman, managing director of JK Group ermany-based wellness,
lifestyle and healthcare
equipment supplier JK
Group has launched a touchless
treatment concept bed to attract
and introduce new clients
into the spa environment.

The contact-free experience is centred around a head-to-toe heated, dry hydrotherapy massage enhanced with light, colour, sound and smell.

During the ritual, the treatment bed surface ergonomically surrounds the shoulder and neck area, allowing the massage jet to move around the entire area of the shoulder muscles.

A large, rotatable touch display screen also enables simple guest operation and allows them to control the intensity of accompanying chromotherapy and aromatherapy options.

According to JK Group, the bed's LED colour light programme and skincarefocused LED radiance settings were developed alongside a lighting biologist.

Guests can select from a green Relax light; an orangered Recharge light; a sky-blue Activate light; a Radiance red light which cares for the skin; or the Rainbow programme. A sound system with an integrated SD card complements the experience with relaxing music and meditative sounds. Plus, guests can connect their smartphones via Bluetooth to enjoy their own music or podcasts.

"The combination of massage, light therapy, aroma and sound delivers a sensory world of relaxation that can have numerous positive effects on the body and mind," says Gary Lipman, managing director of JK Group.

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active ingredients ever used in a Biologique Recherche product, La Grande Crème, represents an innovation for skin affected by cutaneous ageing and promotes regeneration and epidermal restructuring for a facial treatment that is both complete and effective.

#### Sothys reveals plans to launch organic vegan skincare range

rench skincare and spa brand Sothys is preparing to unveil a new line in Q1 2022; the Sothys Organics collection with vegan formulas combining advanced efficiency and natural active ingredients.

The range includes a Cleansing Oil for face and eyes enriched with antioxidant oleo-extract of honevsuckle to eliminate skin impurities and waterproof make-up.

In addition, Sothys has created a gentle Skin Radiance Exfoliant that combines raspberry seeds and Camargue rice grains with birch sap to remove dead skin cells, as well as a Radiance Mask also featuring birch sap to hydrate the skin.



The collection is completed with a light Revitalising Emulsion containing hawthorn floral water, birch sap and retinol-like alfalfa extract, blended to reduce the sign of fatigue and revitalise the skin.

Commenting on the launch, Sothys CEO, Christian Mas, said: "The inspiration for the Sothys Organics collection came from the natural sources surrounding the Sothys Gardens, with birch sap harvested



Christian Mas, Sothys CEO

from the nearby forest and other active ingredients from local producers."

Sothys will showcase the Sothys Organics range in a new fragrant 30-minute facial - also launching in Q1 2022.

More on spa-kit.net

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#### Zero Waste by Urb'n Nature unveils new eco spa underwear



Jörg Demuth, product development director and co-owner of Zerowaste by Urb'n Nature

ero Waste by Urb'n Nature has upgraded its sustainable spa and hotel amenity collection with 100 per cent plastic-free, compostable disposable spa underwear made from plant fibres, cotton and modal.

Formulated from cellulose. modal is entirely plant-based meaning the underwear is suitable for vegans. Plus, modal is considered a sustainable fabric option, as less water and energy are required during its manufacturing process.

Jörg Demuth, product development director and co-owner of Zerowaste by Urb'n Nature explained the inspiration behind the new launch; "Plastic-



■ The collection includes spa tank tops, thongs, boxers and briefs



free sustainable spa underwear is just one of our brand's many ways to tackle the overuse of single-use plastic in spas."

Designed to cater for allergy sufferers, the underwear has been designed to be soft, crease-resistant, robust, breathable and have a cooling effect on the skin.

The disposable underwear collection is designed to be inclusive and accommodate every clients and includes spa tank tops, thongs, boxers and briefs designed for both sexes.

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#### Cariitti Oy refreshes its Aspectu sauna meter



Peter Ruokonen, Cariitti Ov CEO and owner

innish spa and wellness engineer company Cariitti Oy has developed Aspectu; a stylish heat and humidity meter that provides an LED-lit temperature display within sauna wall panels.

The meter fixture consists of a 230mm-round wooden display panel made out of Finnish birch plywood. It can be freely positioned on the sauna wall while the electronic parts remain concealed behind wall panels.

The meter's LED light source forms an hourglass pattern on the surface of the wooden panel allowing users to monitor their time in the sauna. This

works in a loop whenever the meter is switched on.

Cariitti Oy offers Aspectu in three types of wood - birch, hemlock or kelo plywood - as well as three Supi sauna wax colour options; kuura, kaarna and noki.

Peter Ruokonen, Cariitti Oy CEO and owner, says: "Our very first prototype of Aspectu was introduced at the industry event Interbad 2018, and we collected valuable feedback from visitors.

"The latest panel can now be tinted to match the exact colour of the sauna walls and it can be fitted wherever you want within the sauna area."



Aspectu is a sleek sauna accessory

More on spa-kit.net

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#### i-Tech Industries launches holistic beauty experience

-Tech Industries has created the i-Boost concept after blending two of its patented device technologies - icoone and icoone Booster.

The new concept begins with a body treatment using icoone's Roboderm technology to revitalise the skin by regenerating connective tissue through the device's 21,600 micro-stimulations per minute.

Following this, guests use the icoone Booster Elispheric platform which stimulates 95 per cent of the body's muscles - through rotation, sloping movements and vibration - to improve body balance and flexibility by increasing muscle tone.

The new full-body i-Boost concept has been designed as



an ideal dual-treatment concept for a spa setting, as customers can experience the icoone body treatment in one room, then move to another for the full-body icoone Booster treatment.

Commenting on i-Boost, i-Tech Industries general

manager Luca Gualdrini said: "i-Boost has been created to offer a holistic body and mind treatment that allows beauty professionals to go beyond the surface of the skin.

"i-Boost offers customers a total beauty experience



Luca Gualdrini, i-Tech Industries general manager

based on perfect harmony between skin quality, muscle tone and mental wellbeing."

The first i-Boost centres are expected to open in 2022.

More on **spa-kit.net** 

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\*Les Mills 2021 Global Fitness Report





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### spa business insider

## 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.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.org

#### 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

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