

spa business insider

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The Farm targets Nepal and Jordan

Nepal has been selected as the location for the second outpost of the Farm at San Benito, an established eco-luxury holistic wellness resort in the Philippines.

The newly-opened resort – Miraaya Wellness & Golf Retreat (pictured) – is located in the Devchuli Hills and billed as Nepal's first boutique golf retreat destination with a holistic wellness offering.

Like The Farm, Miraaya is owned by CG Hospitality – the hospitality wing of Nepalese multinational conglomerate, CG Corp Global. The company says the new resort is inspired by its sister destination and draws on The Farm's DNA, ethos and wellness pillars in both its concept and design.

"Miraaya embodies our goal of holistic wellbeing, environmental sustainability and cultural consciousness with its carefully curated fare," says Rahul Chaudhary, MD and CEO of CG Corp Global.

Next on the agenda for CG are plans to further extend the portfolio with



CG-HOSPITALITY

■ The Farm is investing in Nepal and Jordan

a holistic medical wellness resort in Jordan. The destination is slated to open in 2023 and will fuse integrative medical treatments with the traditional wellness rituals of ancient Jordan.

MORE: http://lei.sr/j9d9k_B



Miraaya embodies CG's goal of holistic wellbeing, sustainability and cultural consciousness

Rahul Chaudhary



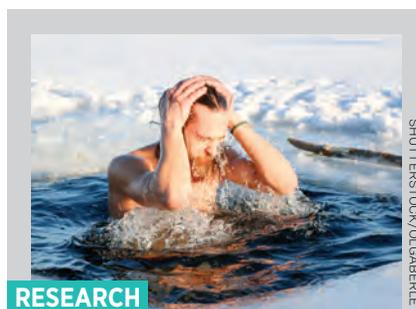
UNSPASH/CAMILA CORDEIRO

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Expansive urban bathhouse opens in New York

50,000sq ft urban bathhouse opens in Brooklyn

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SHUTTERSTOCK/OLGABERLET

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New research reveals benefits of cold therapy

Research looks into tumour suppression and 'good fat'

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BANYAN TREE GROUP

NEW OPENING

Banyan Tree enters Saudi Arabian market

Tented desert wellbeing retreat now open to guests

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DEFINING SPA. SINCE 1928.



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



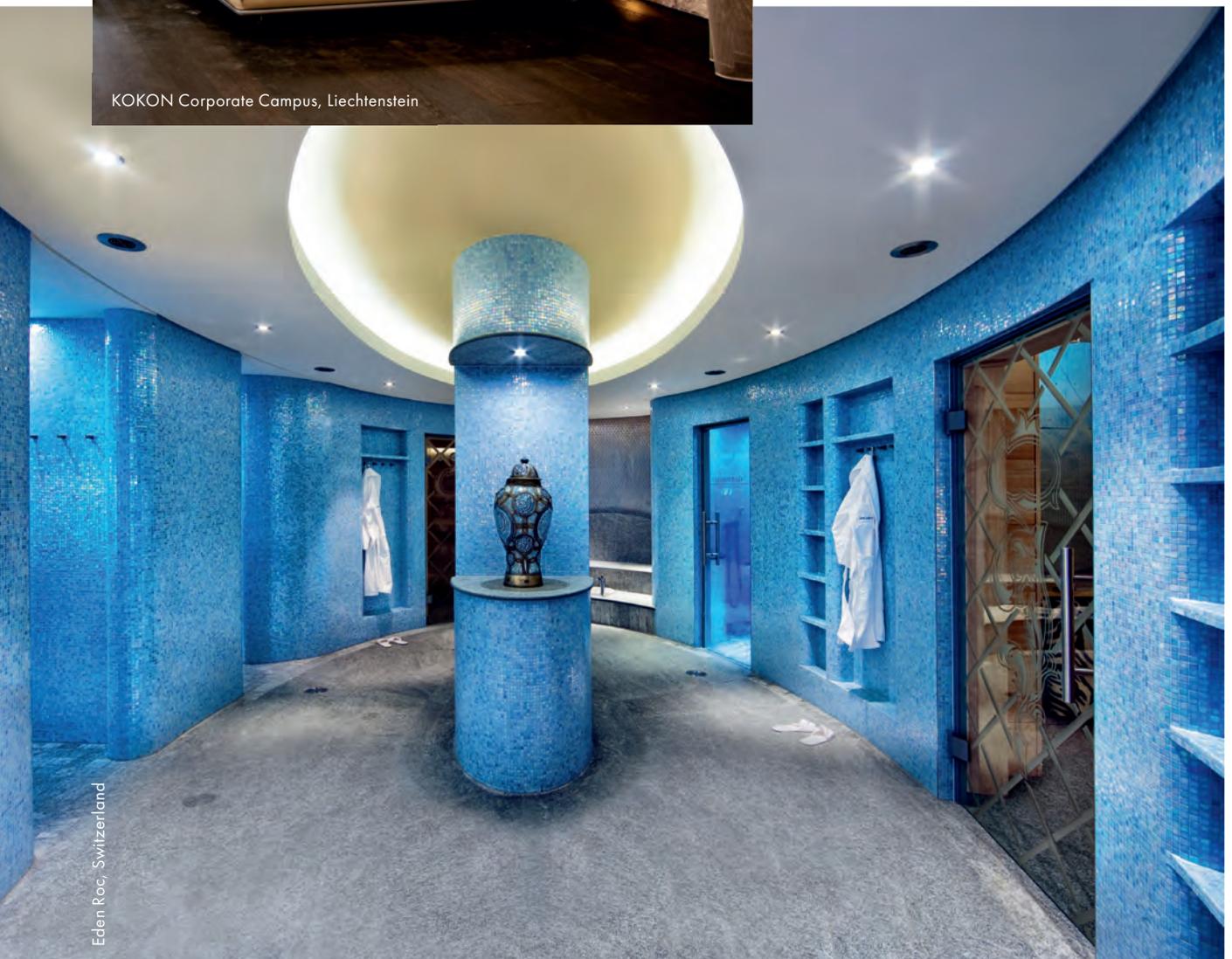
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Eden Roc, Switzerland

Blake Feeney joins Arch Amenities Group as vice president of spa business development

Arch Amenities Group (AAG) has appointed Blake Feeney, a spa industry veteran, as vice president of spa business development.

Feeney joins AAG with more than 20 years experience in spa operations and business development. Most recently, he was vice president of business development for Living Earth Crafts, a global spa and wellness equipment supplier based in Las Vegas.

His new responsibilities will include forging and developing industry relationships to expand the organisation's existing portfolio of 200-plus client partners in wellness, recreation and amenities.

In addition to generating new business, Feeney will



ARCH AMENITIES GROUP

■ Feeney has spent 20 years in the spa and wellness industry

AAG will benefit from his business acumen and passion for creating world-class customer experiences

oversee spa management accounts and collaborate with the senior leadership

team on long-term strategic planning to enhance financial returns, customer experience

and the operational activity of AAG's spa division.

Barry Goldstein, AAG CEO, said Feeney's experience working for global organisations in operational planning and business development will play an important role in the company's continued growth.

"AAG will benefit from his business acumen and passion for creating world-class customer experiences."

Feeney's appointment follows the company's recent acquisition of five new wellness businesses: Hutchinson Consulting, NYS Pool Management, Innovative Spa Management, Privai and Spa Space.

MORE: http://lei.sr/5v5k4_B

Alejandro Bataller announces AB Living and Marriott to work on three new projects in Mexico



SHA WELLNESS

■ Alejandro Bataller, vice president of AB Living

Marriott International has announced the signing of three all-inclusive luxury resorts in Mexico in partnership with developer AB Living Group (AB Living).

AB Living is a newly-launched global real estate development firm conceptualised by Alfredo Bataller – founder of Spanish destination spa brand SHA Wellness Clinic. AB Living brings together a number of companies – AB Wellness (which is responsible for the SHA brand), AB Hospitality and AB Properties.

Working with Marriott, the most prominent brand in hospitality, is exactly the vision for AB Living

The company's mission is to develop properties that touch on wellness, hospitality and real estate.

AB Living's new deal with Marriott will see the two organisations build all-inclusive hotels under the following brands: JW Marriott, W Hotels and The Luxury Collection.

"Working with the most prominent brand in hospitality

is exactly the vision for AB Living," said Bataller, who is vice president of AB Living.

"As we continue to expand our services, offerings and developments, we're eager to work with like-minded companies and brands that are evolving the travel and hospitality space and we look forward to doing just that with Marriott."

MORE: http://lei.sr/C3H4D_B



■ Laura Montesanti, founder of Synergy – The Retreat Show

{ **The sense of community and support at Synergy 2022 was not only unique, but also incredibly powerful** }

Laura Montesanti unveils venue for 2023 Synergy event

Laura Montesanti, founder of industry event Synergy – The Retreat Show, has announced that Mexico will be the location for 2023.

Hosted from 24-27 October, the venue will be Palmaia The House of AIA, a progressive beachfront spa and wellness resort on the Mayan Riviera.

The destination has a jungle-inspired spa, 234 suites and restaurants serving nourishing plant-based cuisine.

The resort operates with a philosophy grounded in sustainability and a desire to reconnect guests to nature, themselves and others.

The venue and location announcement follows the success of the inaugural Synergy show at Ca Na Xica in Ibiza, Spain, in October 2022 according to Montesanti.

Talking to *Spa Business*, she said: “Our first show was a great success, with so many wonderful souls coming together from different walks of life with one unique goal: to make this world a better place through wellness travel, using the power of holistic practices to help people heal.

“The sense of community and support was incredibly powerful.”

MORE: http://lei.sr/e3q9s_B

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RENOVATIONS

US\$25m makeover for Case de Campo spa

Casa de Campo Resort & Villas is gearing up to reopen the doors to its spa in Q2 of 2023 following a US\$25m (£20.5m, €23.5m) makeover project.

Set over 7,000 tropical acres in La Romana on the Dominican Republic's south-eastern coast, the resort is upgrading and expanding its existing spa to feature 13 treatment rooms – each with a private garden and outdoor rain shower, as well as new technology from JetPeel and Gharieni – a refreshed spa menu and a spa concierge service.



CASA DE CAMPO



We'll be able to offer even more treatments and experiences

Jason Kycek

Spa facilities will include a hydrothermal circuit and sauna, a steamroom, a vitality pool and cold plunge, as well as laconium loungers and an outdoor spa pool.

“Our current spa has always been popular but thanks to its upcoming expansion and new wide range of state-of-the-art amenities, we'll be able to offer even more treatments and wellness experiences for our guests,” said Jason Kycek, Casa de Campo SVP of sales and marketing.

MORE: http://lei.sr/g6N6h_B

NEW OPNINGS

World Spa's vast urban bathhouse opens in New York

New York's bustling borough of Brooklyn has become home to a brand new 50,000sq ft (44,645sq m) day spa offering an array of global bathing practices.

The facility features one of the largest co-ed hydrothermal bathing areas in New York and offers bathing practices from across Europe, Russia, Turkey, Finland and Japan.

Development companies BK Developers and RYBAK Development co-created the destination, with the World Spa team collaborating with Feng Shui consultants and Design for Leisure on the conceptual and

planning designs for the hydrothermal features.

The three-storey urban wellness facility has been realised following a 10-year project which transformed a disused parking lot.

Thermotherapy experiences are at the heart of World Spa, these include Moroccan and Turkish hammams, a grand banya and petite banya and an event sauna, as well as clay and hay saunas, an infrared sauna and an aroma sauna.

Guests can cool off in a snowroom and visit a Himalayan salt room, a hydrotherapy pool, vitality pools and onsen, while private cabanas complete the mix.

Visitors can enhance their experience with treatments ranging from massages, scrubs and facials to private hammam experiences and couples rituals.

Spa treatment partners at World Spa include Charme D'Orient and HydraFacial.

MORE: http://lei.sr/e2n6Q_B



UNSPLASH/CAMILA CORDEIRO

■ The spa has been designed reimagine urban wellness

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TECHNOLOGY

REM-tracking sleep mask to launch at CES

A new sleep mask, which can track eye movements, including REM, during sleep, will be launched by nanotechnology innovator Somalytics at CES, being unveiled on 3 Jan, 2023.

The Soma Sleep mask means users can record detailed REM data while sleeping in a non-clinical environment – previously this type of data collection was only possible at an official sleep centre.

Using the mask, users can better understand their sleep stages and disruptions,



SOMALYTICS



Sleep problems affect the lives of billions of people

Barbara Barclay

which can improve wellness insights, sleep quality and health outcomes.

“Sleep problems affect the lives of billions of people, and understanding the quality of sleep is at the heart of the solution,” commented Barbara Barclay, CEO of Somalytics. “With Soma Sleep, we are enabling consumers to track all stages of sleep, including REM, in non-clinical settings, through a lightweight, easy-to-use sleep mask.”

MORE: http://lei.sr/9R5P6_B

REGULATION

UK spa and leisure facilities to get counter-terror rules

New laws designed to step up protection against terrorism at the UK's leisure facilities are to be published in early 2023.

Called Martyn's Law – in memory of Martyn Hett, a victim of the Manchester Arena bombing in 2017 – the UK-wide legislation will require all venues and local authorities to draw up preventive action plans against terror attacks.

The law will cover every type of leisure facility, from health clubs, spas and swimming pools to sports stadiums, arenas and visitor attractions.

To ensure compliance, the UK government will establish



SHUTTERSTOCK/DREAZEN ZIGIC

■ The law will cover every type of spa and leisure venue



SHUTTERSTOCK/FRED DUVAL



Protecting the public is a key responsibility of any government

Suella Braverman

an inspection and enforcement regime, promoting a “positive cultural change” – but also issuing sanctions for serious breaches.

UK home secretary Suella Braverman said: “Protecting the public from danger is a key responsibility of any government. The terrorist threat we face is diverse and continually evolving, which is why this legislation is so important.”

MORE: http://lei.sr/W4M8r_B

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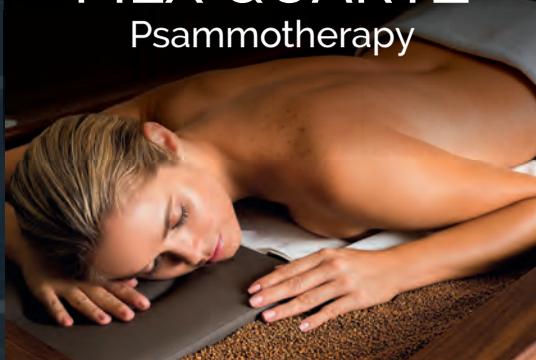
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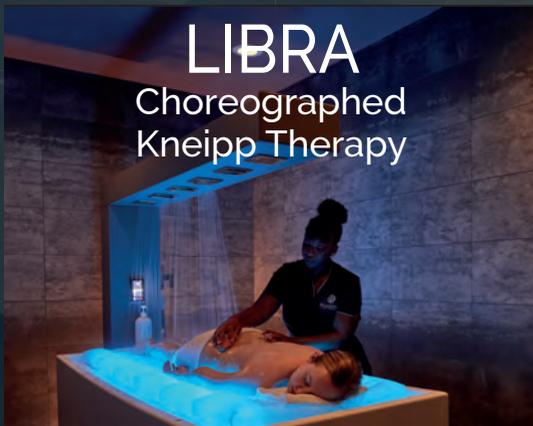


30 GHARIENI

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NEW

Taking the plunge

New studies have revealed the potential benefits of exposure to low temperatures and swimming in icy waters



SHUTTERSTOCK/OLGABERLET

■ One study found that low temperatures make it more difficult for cancer cells to grow



Cold exposure appears to increase the production of a protein helps protect against diabetes



Cold is the new hot in spa circles, but sceptics question whether the benefits of such practices are proven. Two separate studies published in August and September, however, suggest there are still avenues to explore.

Boosting 'good' fat

In a review of multiple scientific papers, researchers from Norway say there's evidence that an icy swim may increase 'good' body fat and reduce the risk of diabetes.

The review, published in the *International Journal of Circumpolar Health*, analysed 104 studies looking at the health benefits of cold water swimming, paying attention to sample size and other limitations.

Themes covered by studies that were eligible for review included inflammation, adipose tissue, blood circulation, immune system and oxidative stress.

Some of these provided evidence that cardiovascular risk factors are improved in swimmers who have adapted to the cold. Yet others suggest the workload on the heart is still increased.

The authors did, however, highlight the positive links between cold water swimming and brown adipose tissue (BAT), a type of 'good' body fat that's activated by cold. BAT burns calories



■ Stephanie Lehnort, co-director at Carlton Hotel St Moritz, attended a Wim Hof Method course to create an ice bathing programme in Switzerland

CARLTONHOTELST.MORITZ

Our findings suggest that cold exposure could be a promising novel approach to cancer therapy

to maintain body temperature unlike 'bad' white fat which stores energy.

According to the review, cold exposure in water – or air – appears also to increase the production of adiponectin, a protein which plays a key role in protecting against insulin resistance, diabetes and other different diseases.

In conclusion, the researchers said that more evidence was needed to identify risks associated with cold water immersion. *Spa Business*' most recent issue takes a deep dive into cold water immersion and asks scientists, cold water therapy specialists and retreat leaders about how operators can offer the experience in the safest way possible (www.spabusiness.com/ColdWaterImmersion).

Tumour suppression

Another separate study by Swedish scientists at the Karolinska Institute has found that low temperatures make

it more difficult for cancer cells to grow. Published in the journal *Nature*, the paper compared tumour growth and survival rates in mice with various types of cancer, when exposed to cold versus warm living conditions.

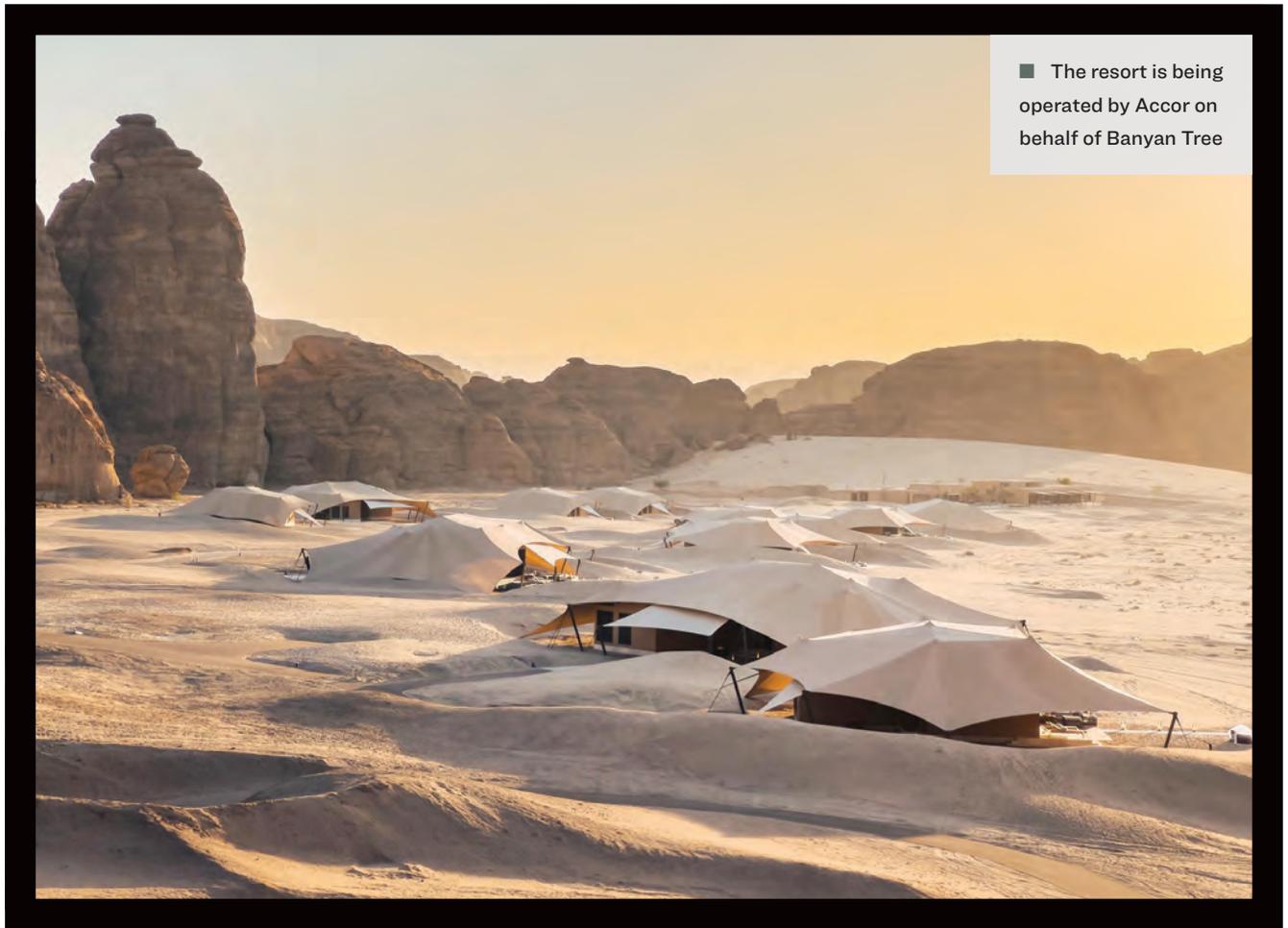
Mice acclimatised to temperatures of 4°C had significantly slower tumour growth and lived nearly twice as long compared with mice in rooms of 30°C. The theory is that turning down the thermostat activates heat-producing brown fat that consumes the sugars that tumours need to thrive.

Corresponding author professor Yihai Cao says: "We found that cold-activated brown adipose tissue [BAT] competes against tumours for glucose and can help inhibit tumour growth in mice. Our findings suggest that cold exposure could be a promising novel approach to cancer therapy, although this needs to be validated in larger clinical studies." ●



SHUTTERSTOCK/GROUND PICTURE

■ Researchers from Norway say there's evidence that an icy swim may increase 'good' body fat and reduce the risk of diabetes



Desert hideaway

Banyan Tree has entered the Saudi Arabian market with a striking tented desert wellbeing retreat

Banyan Tree has opened its first resort and spa in Saudi Arabia, heralding the group's debut in the Kingdom.

Banyan Tree AlUla is being operated by hotel giant Accor on behalf of Banyan Tree, following the two brands' strategic long-term partnership agreement, which was announced in 2016. The deal means Accor develops and manages Banyan Tree-branded hotels globally, with plans to roll out in more locations.

Set against a striking desert backdrop and imposing rock formations, the two-acre Banyan Tree AlUla has been developed in the Ashar Valley of the AlUla region – a historical crossroad of ancient civilisations and a popular resting place for travellers and traders since the 6th century BC.

The concept for the resort was inspired by the architecture of the Nabataeans – a nomadic tribe of Bedouins who roamed the area 2,000 years ago.

An oasis of wellbeing

The resort's 47 sand-coloured tents blend into the landscape, surrounding the signature Banyan Tree Spa which has been designed as a desert wellness sanctuary and a place for physical, mental and spiritual renewal.

A range of wellness experiences are delivered outdoors, allowing guests to connect with the striking natural surroundings. Highlights include star-lit open-air sound baths and massages which take place inside



■ There are plans to expand the spa with thermal and bathing facilities



a hidden cave, during which guests are surrounded by precious minerals, incense burners and scented candles made with locally-grown ingredients.

Following time at the spa or a gym session at the resort's fitness centre, guests can unwind in tranquil rock pools with views of the valley.

A selection of regular scheduled yoga classes, as well as one-off retreats and special workshops by world-renowned masters in their fields complete the current offering.



Highlights include
star-lit open-air
sound baths and
candle-lit massages
in hidden caves

Additional development

Speaking to *Spa Business*, Banyan Tree revealed plans to expand the resort's spa and wellness offering with the addition of a range of additional thermal and wet facilities and a corresponding menu of rituals by the end of Q4 2023.

Supplier partners on the project include treatment bed specialist, Lemi, spa furniture supplier, Talenti Spa and skincare specialist Pevonia. ●

■ www.banyantree.com/saudi-arabia

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GERMAINE DE CAPUCCINI

■ The range is used to deliver a professional facial treatment incorporating hand massage and the use of a Gua Sha-inspired sculpting tool

Germaine de Capuccini rolls out debut hydration range Timexpert Hydraluronic plus all-new facial



GERMAINE DE CAPUCCINI

■ Clare Dickens, managing director of Germaine de Capuccini UK

Spanish spa and skincare brand Germaine de Capuccini has expanded its collection with its first hydration-centric range, Timexpert Hydraluronic.

The new line features three products; the Hydraluronic 3D Force Moisturising Fill-In Serum and the Plumping Moisturising Cream – available as either a Rich Sorbet or a Soft Sorbet.

Combining three molecular weights of hyaluronic acid (low, medium and high), the products are powered by a brand-new formula featuring Germaine de Capuccini's patented HLG nanopolymer. This combination

is claimed to prevent fine lines and wrinkles, hyperpigmentation and dehydration, while also restoring suppleness, elasticity and the skin's natural glow.

Germaine de Capuccini is showcasing the range in a brand-new facial treatment designed to offer a cosmetic alternative to medical-aesthetic hyaluronic acid injections.

The ritual takes 60 minutes but can be upgraded to 75 minutes with the addition of a lactobionic peel.

"Hydration was the missing link as the initial step to the prevention of the first signs of ageing, so we're thrilled

to also now offer these solutions," said Clare Dickens, managing director of Germaine de Capuccini UK, speaking exclusively to *Spa Business*.

"The Timexpert Hydraluronic treatment and products are an entirely new launch following the huge success of our inclusion of the HLG nanopolymer in the Timexpert Radiance C+ launch in 2021."

Dickens added that the treatment has officially launched at Germaine de Capuccini partner spas in the UK.

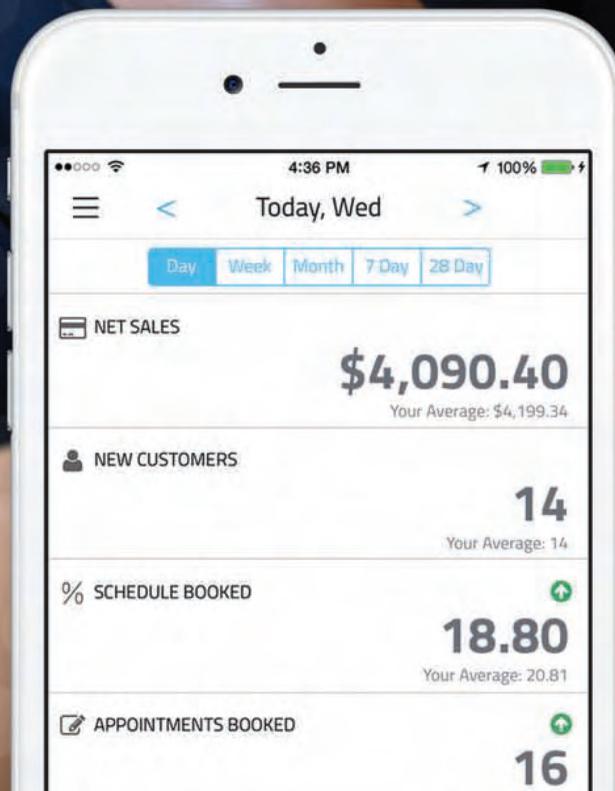
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Patrizia Bortolin oversees launch of **Preidhof** skincare collection

Destination spa Preidhof in South Tyrol, Italy, has introduced its own signature skincare line to help improve the external appearance of the epidermis, support overall skin health and promote relaxation of body and mind.

The environmentally-friendly vegan range is inspired by the wellness concept devised for Preidhof by leading spa designer and transformational wellness coach, Patrizia Bortolin.

The collection consists of:

- Cleansing milk
- Cleansing oil
- Moisturiser
- Hydrating serum
- Face mask
- Multivitamin serum



PREIDHOF

■ Patrizia Bortolin with the Preidhof Spa Skincare line

- Illuminating oil
 - Beauty balm
 - Moisturising spray
- The formulae contain stimulated plant stem cells mixed with a combination of

Italian fruits, such as Sicilian lemon and apples, with other ingredients including stem cells from chilli peppers and extracts of prickly pear seed, edelweiss, grape skins and wheat bran.

The line will be showcased in a new Slow Facial treatment at Preidhof in 2023 and become available for purchase in the destination's spa, on its website and at other select retailers.

Bortolin created the products in collaboration with Francesca Di Lenardo, owner of skincare line Insium and cosmetics marketing specialist Monia Segatoy.

"It's a collection rooted in the philosophy of wellbeing and longevity; a holistic lifestyle leads to powerful changes for the better – for your body and mind," said Bortolin. "We've tapped into the essence of nature."

More on spa-kit.net
<http://lei.sr/a2e9l>

TAC launches vending machines to help spas go digital



TAC

■ Guenther Poellabauer, The Assistant Company's managing director

Customers can now check into a spa, pay for extras and check out again without having to bother staff or carry cash, thanks to The Assistant Company's (TAC) latest launch.

"Our vision is to provide the most digitised solution in the thermal bath and leisure market," says MD Guenther Poellabauer, "so employees can concentrate on pampering guests."

The software company has created a self-service vending machine which integrates with its technology and dispenses TAC's RFID wristbands.

Using TAC's Webshop, for example, guests can purchase spa tickets and sign contracts



SHUTTERSTOCK/ NDAB CREATIVITY

■ The product helps spas to digitise guest access and payment

in advance and collect the bands from the machines using a QR code. This ensures fast lane entry, even in times of staff shortages.

TAC Wrist 144 is a wall-mounted dispenser which can hold 144 bands, while TAC Wrist 900 is a free-standing machine with the

capacity for 900 bracelets. The company has collaborated with third parties to develop other self-service vending machines which dispense items such as snacks and beverages, coffee and towels.

More on spa-kit.net
<http://lei.sr/a2B1m>

Spas recreate alpine scenes with **TechnoAlpin** snow shower



■ Sara Brenninger, product manager at TechnoAlpin

TECHNOALPIN

taly-based snow room specialist TechnoAlpin has introduced a new cold therapy device that mimics a delicate snow flurry, suitable for both indoors and outdoors.

Operating at room temperature, Snowsky is a silent and compact plug-and-play device which gently sprinkles a thick shower of snowflakes from the ceiling.

Sara Brenninger, product manager at TechnoAlpin, told *Spa Business* that the new product fresh alternative to traditional cold therapy applications in spas.

TECHNOALPIN



■ Snowsky is designed to be an alternative cold therapy experience

“When most people think of snow, they imagine it gently falling from the sky on a cold winter’s day, landing delicately on the ground. With this in mind, we spent two years exploring how to simulate a natural snowfall indoors,” she said.

Integrated easily into new or existing facilities, Snowsky can be installed in a variety of spa and wellness

environments, including as a complementary product to the experience shower, over a pool, in the entrance of the spa area or even outdoors.

Requiring only 20 litres of water per hour, the device covers 1sq m and also features RGBW lighting options.

More on spa-kit.net

<http://lei.sr/D519m>

Temple Spa unveils festive retail collection for 2022

Temple Spa has created a distinctively-designed retail collection inspired by feathers for the 2022 festive season.

The UK-based skincare and spa brand’s new Spread Your Wings And Fly collection features a selection of wellbeing, skincare and relaxation products and gift sets split into six categories; sleep, aromatherapy; travel; recharge; relaxation; and skincare.

The comprehensive new offering ranges from a complete advent calendar, skincare gift sets and travel spa kits to bath and shower products, lipcare, aromatherapy reed diffusers and candles.

Sarah Ronchetti, head of spa at Temple Spa, explained



TEMPLE SPA



TEMPLE SPA

■ Sarah Ronchetti, head of spa at Temple Spa

the vision behind the festive collection to *Spa Business*.

“Our fabulous Spread Your Wings And Fly collection is inspired by the beautiful structure, texture and colour of feathers – traditionally symbols of hope, strength and freedom.

“Our collection has a unique festive offering that we feel is appropriate in the current climate; there’s a gift for everyone on your Christmas list; great prices but even better savings and a festive nod without looking

overly Christmassy. This means our spa partners can sell our collections well into the new year... if they have any left that is!”

More on spa-kit.net

<http://lei.sr/b7m9s>



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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.europeanspas.eu

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

Federterme

■ www.federterme.it

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

GSN Planet

■ www.gsnplanet.org

Hot Springs Association

■ <https://hotspringsassociation.com>

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

Saudi Arabian Wellness Association

■ www.saudiwellness.org

Sauna from Finland

■ www.saunafromfinland.com

Serbian Spas & Resorts Association

■ www.ubas.org.rs

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 & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

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

Wellness Tourism Association

■ www.wellnesstourismassociation.org