



## Bad Ragaz set for €13m refresh

Swiss wellbeing and medical health resort Grand Resort Bad Ragaz is preparing for a comprehensive renovation of one of its two five-star hotels.

From mid-January until the end of May 2023, all 109 rooms of the resort's Grand Hotel Hof are being refreshed at a cost of CHF13.5m (£11.9m, US\$14.8m, €13.7m).

Grand Resort Bad Ragaz is located in the foothills of the Swiss Alps and is best known for its extensive spa and wellness centre. Guests will still be able to access the destination's spa suites, thermal spa, public thermal bath, medical centre and Bad Ragaz clinic during the refurbishment.

Chair of the executive board of Bad Ragaz AG, Marco Zanolari, comments: "We're taking another important step into the future and cementing Grand Resort Bad Ragaz as an industry leader."

"We want to strengthen the resort as the 'heart of Heidiland' and create an all-encompassing experience."



GRAND RESORT BAD RAGAZ

■ The spa will remain open during the renovation

"By constantly developing the resort, we'll remain competitive both nationally and internationally, while also creating added value for the region – as both an employer and a source of tourism."

MORE: [http://lei.sr/D7F5F\\_B](http://lei.sr/D7F5F_B)

“

**By developing the resort, we'll remain competitive both nationally and internationally**

Marco Zanolari



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### PEOPLE

**Jim Root announces return to Rancho La Puerta**

Industry veteran rejoins destination after 27 years

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THE SKIN LAB BY AUGUSTINUS BADER

### PARTNERSHIPS

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### RESEARCH

**McKinsey research reveals six crucial US wellness trends**

Data drawn from 2,000 US consumers

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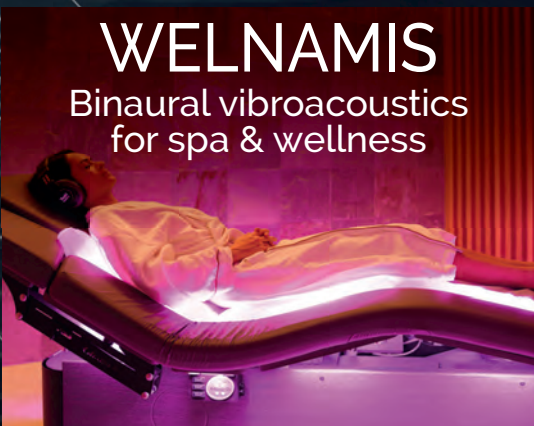


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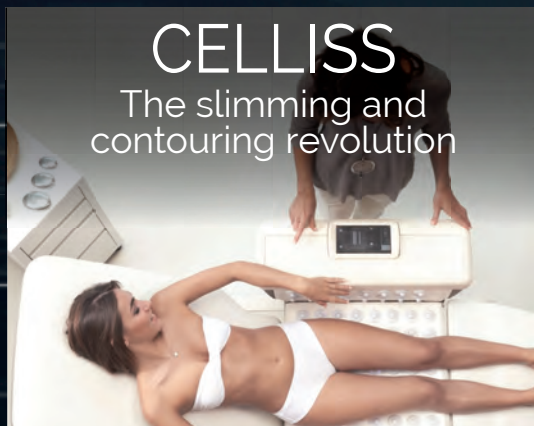


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NEW

## Jim Root announces return to Rancho La Puerta after 27 years

Spa and wellness industry veteran Jim Root has been appointed as senior advisor by celebrated Mexican wellness and fitness destination Rancho La Puerta.

Going back to his roots, the experienced industry figure is returning to the Baja California property where his wellness journey started. From 1989, he worked at the destination for six years as a member of the health and wellness staff.

Root has more than 40 years of professional experience in wellbeing programming, development and management at properties around the globe, and brings extensive luxury resort and destination spa expertise. He shared the news about



ENCHANTMENT GROUP

■ Root has more than 40 years' experience in the industry

**I'm so proud to be of service once again to Rancho La Puerta, the Board and the family**

his new position online with a photo of him and Deborah Szekely – the 100-year-old

co-founder of Rancho La Puerta and one of the most respected figures in the

industry, who is often referred to as the 'godmother of spa'.

Root wrote: "I'm overcome with appreciation and gratitude when my boss/mentor/friend greets me some 27 years (later) with a strong embrace and says 'congratulations, welcome home'".

"I'm so proud to be of service once again to Rancho La Puerta, the Board and the family."

Root has held health and wellness-oriented titles at several notable destination spas and resorts.

His work has ranged from project management, operations and managerial duties, to serving as ISPA chair in 2008.

[MORE: http://lei.sr/R3D6f\\_B](http://lei.sr/R3D6f_B)

## Amanda Al-Masri joins Hilton as new vice-president of wellness



EQUINOX

■ Al-Masri wants to explore how Hilton can infuse wellness into its 19 brands

Spa industry veteran Amanda Al-Masri is heading up Hilton Hotels & Resorts' wellness division as its vice-president of wellness.

Al-Masri is a veteran of the hospitality and wellness industries with more than 20 years' experience under her belt. Her expertise spans strategic planning, business development, and concept and brand building, in addition to pre-opening services, finance, design and operations.

Al-Masri's career has involved roles with major

**We're enhancing our current offerings and developing new solutions that meet consumer expectations**

brands including Marriott, One&Only Resorts, Starwood Hotels and Resorts, Kempinski and Capella Hotels. With a Master's in Hospitality Management from Cornell, she also runs an independent consultancy, Al-Masri Consultancy.

In her previous role, Al-Masri worked for industry recruitment firm Hutchinson Consulting as managing director and

served as vice-president of spa for high-end health club operator Equinox.

Commenting on her appointment, Al-Masri said: "In my new role, I serve as the wellness strategist across the company's global portfolio to enhance our current offerings and programmes while also developing new, scalable solutions that meet evolving consumer expectations."

[MORE: http://lei.sr/c9w4Q\\_B](http://lei.sr/c9w4Q_B)



LONGEVITY

■ Neil King is a veteran of the fitness industry

{ **The goal is to reduce a member's biological age and provide members with the tools to age younger** }

## Neil King co-launches Longevity Lounges

Longevity, a startup providing longevity products, services, education and advice to subscribers, has launched a digital platform and will open its first club in Milton Keynes, UK, on 1 February.

The second location is due to launch in North London in March and a third shortly after. In the next 12 months Longevity intends to open ten UK clubs.

Veteran fitness industry leader Neil King – previously CEO at énergie Fitness – co-founded the company with Alister Rollins, founder and CEO of MoveGB. Rollins will take the role of chair, while

King will become CEO.

King says Longevity will commercialise the science and technology of age reversal, under a B2B2C business model that combines the scalability of a tech business with a venue-based health club called Longevity Lounges. The goal is to reduce a member's biological age and “provide members with the tools to age younger”.

Longevity will firstly target the 40+ market – partnering with golf clubs to cost-effectively access this demographic – with fitness positioned as only part of the solution.

**MORE:** [http://lei.sr/S9w4e\\_B](http://lei.sr/S9w4e_B)

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## ORGANISATIONS

### Wellness Access Institute launches

A new think tank called the Wellness Access Institute (WAI) has launched to help the industry address its biggest problems and drive research-based innovation.

WAI was founded by entrepreneurs Greg Macpherson and Warren Liu after they previously worked together in the preventive health field for a supplement brand.

The duo told *Forbes* they want to create a trusted central resource that not only helps consumers become more informed about wellness but also supports businesses that are bringing genuinely useful products to the market. WAI also wants to help predict the future of the industry,

address the trust deficit in wellness and tackle issues with supply chain quality and speed to market for products.

Its overall goal is to highlight the potential of what a comprehensive global focus on wellness could achieve. To execute its goals, WAI will partner with researchers, scientists, influencers, entrepreneurs and data analysts.

Liu said: "We realised there are many issues in bringing genuine innovation to market due to a lack of platforms, information and support for those that haven't been through the process before. It's from this realisation that we had the idea to create a solution."

**MORE:** [http://lei.sr/P3q9T\\_B](http://lei.sr/P3q9T_B)



■ Warren Liu (L) and Greg Macpherson (R)



**There are many issues in bringing genuine innovation to market**

Warren Liu

## URBAN WELLNESS

### London to get its own "Garden in the sky"



SHUTTERSTOCK/ SNAP CRACKLE POP



**The Camden Highline has captured local imaginations**

Sadiq Khan

Planning approval has been granted for Camden Highline, a project to transform a section of disused railway into a new elevated urban park for London.

Similar to the High Line in New York, US, the new green space will run for 1.2km, connecting Camden Town with the King's Cross and St Pancras area – an important transport hub for the capital.

The elevated public walkway is forecast to bring new local green space for 20,000 people, along with health and wellbeing benefits worth £10.9m over the project's lifetime where people are expected to walk, run, exercise and socialise.



■ The new green space will run for 1.2km

Mayor of London, Sadiq Khan, said: "The Camden Highline has captured local imaginations. It urges us to broaden the horizons of what's possible within our cities and is exactly the sort of innovative, environmentally sustainable, and community-driven project which will continue to benefit and inspire generations to come."

**MORE:** [http://lei.sr/6u2s6\\_B](http://lei.sr/6u2s6_B)

## GROWING FOOTPRINT

### Emerald Collection ventures into Africa

The Emerald Collection (EC) has opened its latest beachfront retreat in Zanzibar, Tanzania, inspired by the country's tropical landscape and cultural heritage. Emerald Zanzibar Resort & Spa is the latest addition to the luxury hospitality group's all-inclusive portfolio and its first property on the African continent.

Wellness is an intrinsic part of each EC property and the new location is no exception with its 5,000sq m wellness area. This includes a signature Emerald Spa



THE EMERALD COLLECTION



**We've invested tens of millions of euros to build a new resort**

Aldo Scarapicchia

where both adults and kids can receive a range of Thai and Balinese treatments.

Facilities include a steamroom, a sauna, pools, a relaxation space and a retail area, as well as 10 treatment rooms.

"This is an essential project for EC in which we've invested tens of millions to build a new resort in line with the standards of excellence of the brand," said Aldo Scarapicchia, partner and managing director of EC.

**MORE:** [http://lei.sr/9R5P6\\_B](http://lei.sr/9R5P6_B)

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## URBAN RETREATS

### Six Senses chooses Tel Aviv for next urban outpost

Global hotel and spa operator Six Senses is branching further into urban spaces after announcing plans to launch a brand new destination in Tel Aviv, Israel in 2025.

Serving as an entry point to explore many regional wonders such as Jerusalem and the Dead Sea, Six Senses Tel Aviv will join the brand's urban hotels in Istanbul and soon-to-be-opened Rome, with London, Bangkok, Dubai, Lisbon and Kyoto coming in the next two years.

The 140-key hotel and 55 serviced residences will be the latest addition to the brand's Israeli portfolio



UNSP/ASH/SHAPAL

■ Six Senses is planning its second location in Israel



SIX SENSES



**To understand Tel Aviv, you have to experience it**

Neil Jacobs

following the 2021 opening of Six Senses Shoharut, a sustainable haven set in the dunes of the Negev Desert.

Six Senses CEO Neil Jacobs called Tel Aviv "one of the most happening cities in the world right now".

He added: "To understand it, you have to experience it, from its innovation hub to its creative and arts scene, its café culture, and its ingenious Israeli chefs."

**MORE:** [http://lei.sr/N4p9t\\_B](http://lei.sr/N4p9t_B)

## REPORTS

### Accor unveils new white paper for 2023

Hospitality giant Accor has unveiled a new white paper exploring eight key pathways for navigating business, society and leadership toward a future where human wellbeing and fulfilment are essential priorities.

Titled *The Road Map Towards a Transformational Well-Being Culture*, the report is part of Accor's ongoing Health to Wealth initiative, designed to explore the world's state of wellbeing and the defining issues of our time.



ACCOR



**Wellbeing must be recognised as an imperative for all**

Emlyn Brown

Launched in May 2022, the initiative has already seen Accor produce a 12-episode podcast series featuring leading industry names as well as an entrepreneurial wellness start-up challenge.

"The Health to Wealth white paper demonstrates that wellbeing must be recognised as an imperative for all if we are to maintain the equilibrium of our lives, our society and our planet," said Emlyn Brown, Accor's global vice president of wellbeing.

[MORE: http://lei.sr/R4M5X\\_B](http://lei.sr/R4M5X_B)

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## NEW LOCATIONS

### Augustinus Bader launches London clinic with Lanserhof

Austrian wellness operator Lanserhof has collaborated with science-led beauty brand Augustinus Bader to open its flagship clinic The Skin Lab by Augustinus Bader.

The new launch is a joint venture between the two companies and has debuted as part of Lanserhof at The Arts Club – a six-storey luxury private health and wellness club in London's upmarket borough of Mayfair.

The skincare brand was founded by stem-cell biomedical scientist, Professor Augustinus Bader. Originally from Germany, Bader is known for his skincare



THE SKIN LAB BY AUGUSTINUS BADER

■ The clinic is located in Mayfair, London



LANSERHOF



**We've created something that will help people look better for longer**

Nils Behrens

range which uses patented stem-cell TFC8 technology.

The Skin Lab will provide a range of treatments for the face and the body.

"Through our inaugural The Skin Lab by Augustinus Bader x Lanserhof partnership, we've created something new that will help people not only live well for longer but also look better for longer," commented Nils Behrens, CMO at Lanserhof.

[MORE: http://lei.sr/q6S9d\\_B](http://lei.sr/q6S9d_B)



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# Trend-watching

McKinsey's latest research reveals the six most crucial US consumer wellness trends



■ McKinsey says the US wellness market will see rapid growth

SHUTTERSTOCK/L

**M**cKinsey has gathered data on 2,000 US consumers to reveal insights into shifting consumer behaviour towards wellness in the US. Overall, *The Future of Wellness Survey* predicts that the US wellness market will continue its rapid growth and highlights the six most crucial trends that will give businesses an edge and put them in the best position for success and growth in the years ahead.

### 1. 'Natural' and 'clean' have their limits

McKinsey researchers witnessed a decline in interest in products labelled as 'clean' and 'natural', with many consumers now valuing efficacy over these qualities. One factor at play, they say, is there may be a degree of overexposure to these claims and a perception they're a form of greenwashing. The report suggests companies reevaluate product messaging relating to clean and natural claims and "seek to differentiate themselves from the messaging of peers".

### 2. Differences in private-label preferences

US consumers are prioritising private-label and smaller brands differently, depending on the product category

There's a decline in interest in products labelled as 'clean' and 'natural'



■ The sleep health product market is saturated yet consumer needs are unmet



SHUTTERSTOCK/RSP/ANETA



## Millennials top the bill as the generation that most prioritises health and wellness



or how established they are. In newer categories (such as juice cleanses) or where the science is starting to gain widespread acceptance (such as gut health), emerging brands are at the forefront of product and business model innovation, which consumers recognise and value. McKinsey says the pace of innovation presents opportunities for companies to enter the market.

### 3. Increasing focus on sleep

Forty-five per cent of McKinsey's respondents labelled better sleep a very high priority. Over a quarter say they'll "definitely place a higher priority on sleep in the next two to three years". In comparison to previous years, consumers are now offered a wide variety of products to help improve sleep, such as wearables, smart mattresses and supplements. However, McKinsey highlights that it's the area with the

greatest unmet consumer need and consequently there's a significant opportunity for new companies to enter the arena and disrupt it. Researchers suggest that companies that tie their products to tangible improvements in sleep will be the most successful.

### 4. Millennials spend more

Findings clearly indicate that millennials in the US top the bill as the generation that most prioritises health and wellness. They also exhibited the highest average purchase rate of wellness products and services of any generation in the six months to April 2022. McKinsey recommends that to tap this crucial consumer base, companies should invest in marketing that's tailored to appeal to this segment, such as tapping influencers or celebrities for marketing campaigns or working with social media channels such as TikTok or Instagram.

### 5. Black consumers' needs unmet

The report found Black consumers are the group with the greatest unmet needs, with 47-55 per cent of this segment saying they needed more wellness products and services to meet their needs. In comparison, only 35-39 per cent of Asian consumers and 30-35 per cent of White consumers said the same. McKinsey feels this demand will only increase and recommends businesses allocate a portion of the R&D budget to understanding what products can satisfy these consumers.

### 6. Corporate wellness surge

Researchers noted that since the start of the pandemic, there's been an influx of wellbeing-related employee benefits. To remain ahead of this curve, McKinsey advises companies to explore corporate partnerships that enable them to offer their products and services as part of staff wellness programmes.●



The *Wellness Index* findings suggest longevity could become the new weight loss

# The future of wellness

Mindbody's new survey seeks to uncover the biggest fitness and wellness trends set to takeover in 2023



**S**eventeen thousand US consumers have been quizzed on their wellness priorities and habits as part of Mindbody's 2023 *Wellness Index* survey.

The annual report is conducted by the fitness and wellness industry tech business to forecast the top wellness trends. This year, Mindbody condensed the findings into five key areas to watch:

### Strength in numbers: the rise of the wellness collective

According to Mindbody, the past few years have underscored the importance of connection in our lives.

Consumers continue to look to fitness, beauty and wellness businesses as a source of community with nearly half (43 per cent) saying community is a very important part of wellness experiences.

■ Consumers are turning to rest and the great outdoors to boost their mental health





■ Gen Z and Millennials are searching for wellness experiences that feel connected

SHUTTERSTOCK/LOREANTO

## Consumers are turning to rest and the great outdoors to boost their mental health

More than a third are likely to choose wellness businesses that are known for their community-building activities, and nearly a quarter say they're more focused on their health and wellness to feel connected to other people.

Showing the correlation between connectedness and wellness, consumers who use beauty and integrative health services reported feeling more connected to their communities than those who don't. Similarly, the more active consumers are, the more socially connected they feel.

### From the ground up: going back to your roots

Respondents also indicated they're looking to reconnect with nature, with nearly 40 per cent saying they're embracing a more natural lifestyle. When it comes to 'clean beauty' women are

more conscious, with women reporting they're more likely to visit a salon or spa that uses natural products and try natural pro-ageing techniques such as facial massage and sculpting tools.

In addition, consumers are turning to rest and the great outdoors to boost their mental health, with nearly 40 per cent saying they spend time outside to support their mental wellbeing, while 24 per cent go for nature walks or forest baths.

They're also looking to plants and herbs to reduce stress and improve cognitive function, with more than four in 10 Americans having either tried or being interested in trying adaptogens, mushrooms that can reduce negative physiological effects of stress, or nootropics – medical-grade supplements that can support brain performance. Mindbody found that Millennial men are most likely to try these.

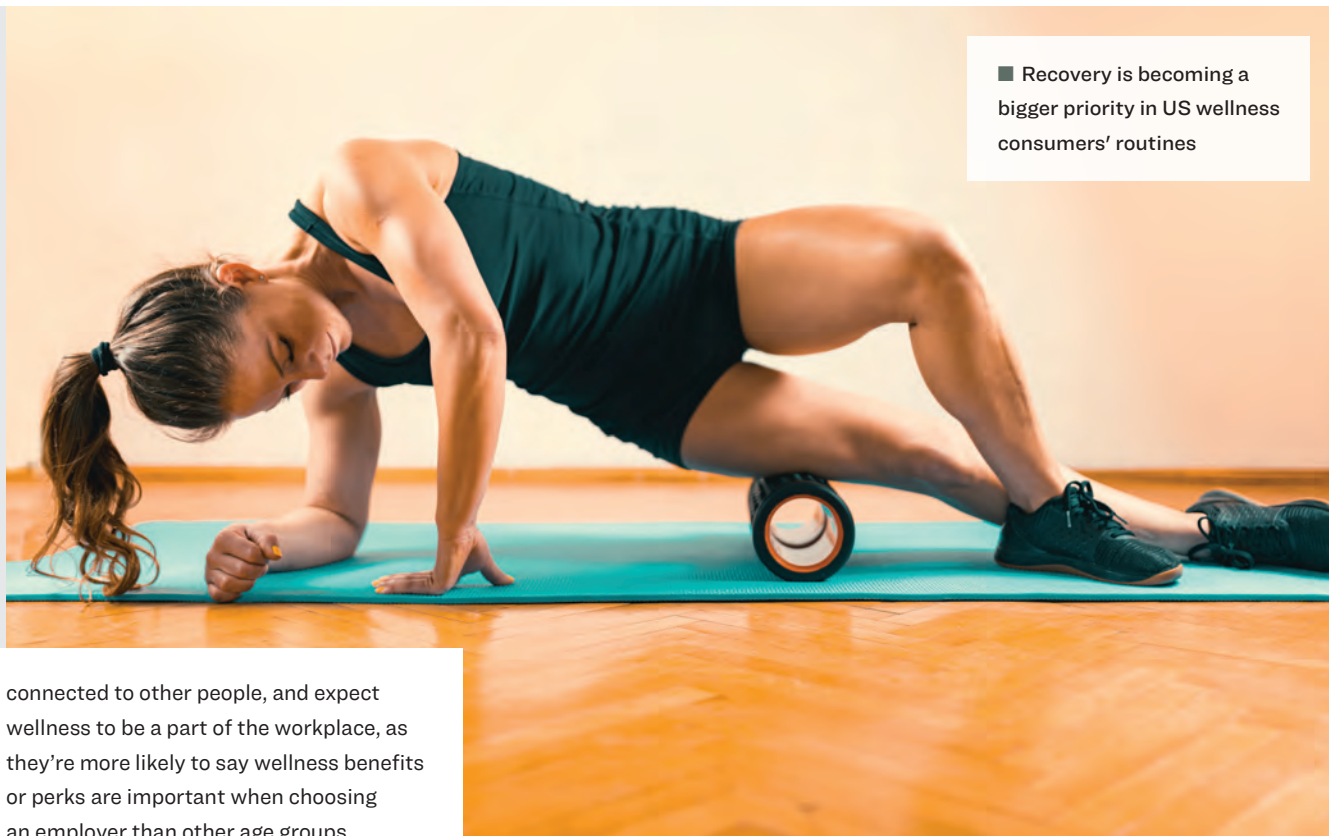
### Gen W: 'The Wellness Generation'

Another big trend that kept presenting was that Gen Z and Millennials require wellness offerings that feel connected, emotional and inclusive.

In almost every way, Gen Z and Millennials engage with wellness more than their mature counterparts, for example, they reportedly spend the most on fitness, salon, spa and wellness services, and they're most likely to work out at least once a week and eat the daily recommended servings of fruits and vegetables.

These younger generations prioritise their mental wellbeing more than other generations too.

Gen Z and Millennials are also most interested in the community aspect of wellness, with more than a quarter who say they're focused on wellness to feel



■ Recovery is becoming a bigger priority in US wellness consumers' routines

► connected to other people, and expect wellness to be a part of the workplace, as they're more likely to say wellness benefits or perks are important when choosing an employer than other age groups.

## Big female energy: the year of the woman

Whether it's going to a female-only gym or taking advantage of the body's hormonal shifts, Mindbody reported that the data clearly showed American women are tapping into their feminine power like never before.

39 per cent of women say they prefer women-only gyms or fitness studios, which may be why the number of women who experience "gymtimidation" has decreased this year.

For those who are too intimidated to work out in public, seeing more real and diverse bodies in fitness promotions will help. 24 per cent of women also stated that wearing the right outfit (ie proper fitness attire or sportswear) will make them feel less intimidated – a trend that's particularly popular with Gen Z and Millennials.

While periods used to be a taboo topic, talking about cycle syncing, or aligning diet, exercise and other lifestyle habits with the stages of the menstrual cycle is now becoming an increasingly

For those intimidated by working out in public, seeing more real and diverse bodies in fitness promotions will help

mainstream topic. 35 per cent of women between 18-50 structure their workouts based on their menstrual cycle, with Gen Z and Millennials most likely to do so.

The number of American women who say they're sexually fulfilled is also on the rise. This could be due to the growing number of women who actively seek to improve their sexual wellness with enhancement therapies, coaching or workshops and the like.

## Longevity: functional fitness for a longer, more fulfilled life

Encouragingly, the *Wellness Index* findings suggest longevity could become the new weight loss. Consumers report being less concerned with using exercise to control their weight and more concerned with living longer. In fact, almost a third of consumers say they exercise because

they want to live a long and healthy life – a significant increase from last year.

One specific way consumers are optimising their health is functional fitness – a type of strength training that prepares the body for day-to-day activities such as squatting, bending, pushing and lunging.

More than half of general consumers engage in movement that prepares the body for daily living, with Millennial men the most likely to do so.

Recovery is also a top priority, with nearly half of Americans saying practices like stretching and restorative yoga are very important to them.

More than one-third of general consumers have tried or are interested in trying ice baths while over a quarter of Americans practice biohacking for peak physical and mental performance. ●





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■ Therapist training for the new journey is now on offer at Iyashi Dôme's HQ in Paris

IYASHI DÔME

## Iyashi Dôme complements touchless infra-red therapy device with new hands-on treatment



IYASHI DÔME

■ Florent Cornelis, Iyashi Dôme training manager

Infrared therapy supplier Iyashi Dôme has diversified its traditional Japanese sauna journey with a new hands-on spa ritual for the face and upper body.

Called Omedeto Signature Treatment, the 40-minute protocol sees therapists conduct a facial and massage the guest's back, chest, neck and scalp, during a gentle Iyashi Dôme session.

Warm Japanese towels called Oshiboris are used at the beginning of the treatment to cleanse the face, and also at the end of the massage to finish the ritual and remove

any excess oil. Products used in the treatment depend on the spa and wellness centre's skincare partner of choice.

Therapist training for the new journey is now on offer at Iyashi Dôme's HQ in Paris. Lasting two days, the course costs €1,400 (£1,225, US\$1,486) per person.

Training will become available outside of France in the coming months.

Iyashi Dôme training manager Florent Cornelis said: "This ritual allows our partners to reinvent their treatment menu and offer clients the combined benefits of infrared therapy and manual wellness treatment.

"Some may question why we've developed a manual care protocol for a hands-free device. Firstly, we've seen great demand from our partners for this and secondly, because the pandemic has meant that there's been an element of dehumanisation of services over the past few years.

"This new treatment, Omedeto – literally meaning: calm and lasting happiness – offers guests both a break from the daily grind and a complete workout on the upper body."

More on [spa-kit.net](http://spa-kit.net)

<http://lei.sr/e3f0E>

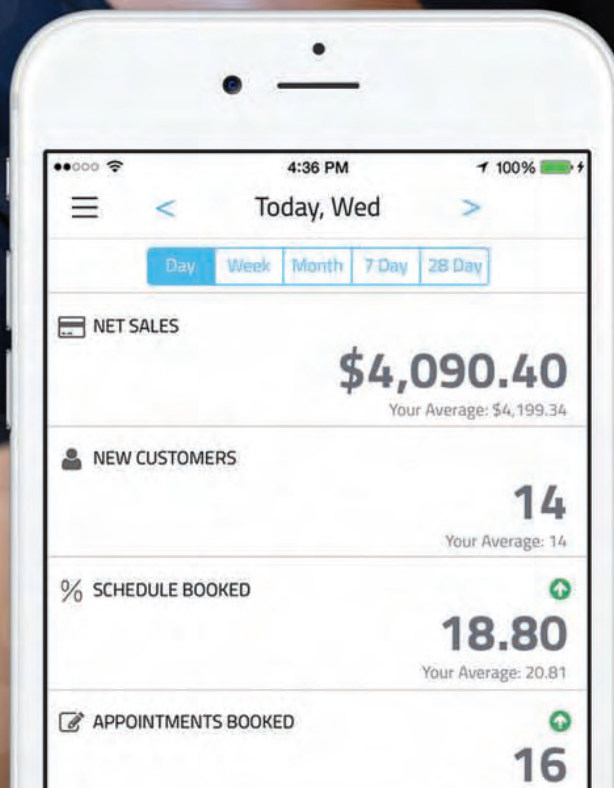




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## SkinCeuticals debuts its first-ever misting product

Skincare brand SkinCeuticals has expanded its Phyto range with an all-new spritzing product, the Phyto Corrective Essence Mist.

Designed to hydrate and soothe, the essence has been developed for relief following in-clinic treatments like laser and chemical peels which can often create inflammation, redness and heat in patients' skin.

"We often use energy-assisted devices to help resurface the skin, improve its condition and reduce the appearance of pigmentation, fine lines and wrinkles," explains Dr Ana Mansouri, aesthetic doctor and medical director at Dr Ana • The Skin Clinic (partnered with SkinCeuticals).



THE SKIN CLINIC

■ Dr Ana Mansouri, aesthetic doctor and medical director at Dr Ana • The Skin Clinic

"Regardless of the desired result, there's usually an element of discomfort or drying in the skin post-treatment. SkinCeuticals' new misting product draws on the benefits of botanicals to provide immediate soothing relief while

also supporting against damaging free radicals and boosting the skin's condition and hydration."

Suitable for all skin types, the formula features the same phyto botanical blend – combining cucumber, thyme,

olive, rosemary, grapefruit and mulberry – at the heart of SkinCeuticals' hero product, the Phyto Corrective Serum.

More on [spa-kit.net](http://spa-kit.net)

<http://lei.sr/s5N2J>

## Medik8 unveils two-step overnight hydration mask



MEDIK8

■ Daniel Isaacs, Medik8's director of research.

British skincare and spa brand Medik8 has launched the H.E.O. Mask solution to help deliver and retain hydration to the skin for more than 24 hours.

The overnight mask is packaged into two tubes: one of which contains a cooling, water-based gel (Step 1) while the other holds a silky, nourishing cream (Step 2).

Both cruelty-free and vegan formulas are built on what Medik8 refers to as the three fundamental elements of moisturisation; humectants, emollients and occlusives.

"This powerhouse trio provides the ultimate solution for dry and dehydrated skin,"



MEDIK8

■ The H.E.O. Mask will be used in Medik8's Deep Hydration Facial

explained Daniel Isaacs, Medik8's director of research.

Medik8 claims the three elements work synergistically while you sleep to leave the skin deeply hydrated, plumped and strengthened against moisture loss.

Medik8 told *Spa Business* that the H.E.O. Mask will be

used as part of the brand's Deep Hydration Facial in spas.

The fragrance-free mask protocol has been designed for those with dry, dehydrated skin as well as anyone looking for an extra boost of moisture.

More on [spa-kit.net](http://spa-kit.net)

<http://lei.sr/yOmOQ>



## Voya's new candle powered by eucalyptus, lime and rosemary



■ Mark Walton,  
Voya co-founder

British spa and skincare brand Voya Organic Beauty has added a new candle to its Oh So Scented lifestyle range.

The candle has top notes of lime balanced with eucalyptus and rosemary. Voya says the aromatic fresh scent is designed to re-energise mood and elevate the senses.

The Oh So Scented Eucalyptus, Lime and Rosemary Candle joins four other scent combinations in Voya's fragranced candle family. All are blended with candle wax created with pure soybean oil and rapeseed.



■ The new candle is the fifth addition to Voya's candle collection

"We're delighted to add another scent to our Oh So Scented lifestyle range. The new eucalyptus, lime and rosemary scent combination is really refreshing and uplifting, which brings something different to our existing range of scents," said Mark Walton, Voya co-founder.

Available online and in select Voya partner spas, the product is claimed to provide

an even and clean burn that lasts up to 30 hours.

Voya explained that the inspiration for the Oh So Scented candle collection stems from its belief in creating environments, products and treatments that support wellness inside and out.

More on [spa-kit.net](http://spa-kit.net)

<http://lei.sr/P8V1k>

## Circadia expands reach with European distribution centre

Professional US skincare brand Circadia has branched into the European market with a partnership and distribution centre in Wiesbaden, Germany.

"This is just the beginning. Circadia has ambitious plans to solidify itself as a global player, making clinical skin care readily available," says Michael Pugliese, CEO.

"The focus now is on collaboration rather than just affiliation, allowing for greater predictability, efficiency and connections stronger than ever before."

The benefits of the new partnership include the following:

■ Circadia can be locally focused in Europe and better



support the demands of growing partner skin care clinics.

■ Modern on-location local training and education centre.  
■ Faster and more streamlined product distribution to European countries, as the distribution centre is

conveniently located nearby Frankfurt International Airport.

"The feedback from interested parties and customers is already overwhelming," says Karim Benguerich, Circadia Europe CEO.



■ Michael Pugliese,  
CEO at Circadia

"People have been waiting for these products to come to Europe, and we're thrilled to finally be bringing them to market."

More on [spa-kit.net](http://spa-kit.net)

<http://lei.sr/10x4a>

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Connect with spa organisations from around the world.

We welcome your entries – write to [spatteam@leisuremedia.com](mailto:spatteam@leisuremedia.com)

**Asia-Pacific Spa & Wellness Coalition (APSWC)**

■ [www.apswc.org](http://www.apswc.org)

**Association of Malaysian Spas (AMSPA)**

■ [www.amspa.org.my](http://www.amspa.org.my)

**Australasian Wellness Association (ASWELL)**

■ <https://aswell.au>

**Bali Spa and Wellness Association**

■ [www.balispawellness-association.org](http://www.balispawellness-association.org)

**Brazilian Spas Association**

■ [www.abcpas.com.br](http://www.abcpas.com.br)

**Bulgarian Union for Balneology and Spa Tourism (BUBSPA)**

■ [www.bubspa.org](http://www.bubspa.org)

**Association of Spas of the Czech Republic**

■ [www.jedemedolazni.cz](http://www.jedemedolazni.cz)

**Estonian Spa Association**

■ [www.estonianspas.eu](http://www.estonianspas.eu)

**European Historic Thermal Towns Association**

■ [www.ehtta.eu](http://www.ehtta.eu)

**European Spas Association**

■ [www.europeanspas.eu](http://www.europeanspas.eu)

**Federation of Holistic Therapists (FHT)**

■ [www.fht.org.uk](http://www.fht.org.uk)

**Federterme**

■ [www.federterme.it](http://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](http://www.spa-a.org)

**German Spas Association**

■ [www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

**Global Wellness Institute (GWI)**

■ [www.globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)

**GSN Planet**

■ [www.gsnplanet.org](http://www.gsnplanet.org)

**Hot Springs Association**

■ <https://hotspringsassociation.com>

**Hungarian Baths Association**

■ [www.furdoszovetseg.hu/en](http://www.furdoszovetseg.hu/en)

**Hydrothermal Spa Forum**

■ [www.hydrothermal-spa-forum.net](http://www.hydrothermal-spa-forum.net)

**The Iceland Spa Association**

■ [www.visitspas.eu/iceland](http://www.visitspas.eu/iceland)

**The International Medical Spa Association**

■ [www.dayspaassociation.com/imsa](http://www.dayspaassociation.com/imsa)

**International Sauna Association**

■ [www.saunainternational.net](http://www.saunainternational.net)

**International Spa Association (ISPA)**

■ [www.experienceispa.com](http://www.experienceispa.com)

**Irish Spa Association**

■ [www.irishspaassociation.ie](http://www.irishspaassociation.ie)

**Japan Spa Association**

■ [www.j-spa.jp](http://www.j-spa.jp)

**Latin American Spa Association**

■ [www.spalatioamerica.com](http://www.spalatioamerica.com)

**Leading Spas of Canada**

■ [www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

**National Guild of Spa Experts Russia**

■ [www.russiaspas.ru](http://www.russiaspas.ru)

**Portuguese Spas Association**

■ [www.termasdeportugal.pt](http://www.termasdeportugal.pt)

**Romanian Spa Organization**

■ [www.romanian-spas.ro](http://www.romanian-spas.ro)

**Salt Therapy Association**

■ [www.salttherapyassociation.org](http://www.salttherapyassociation.org)

**Saudi Arabian Wellness Association**

■ [www.saudiwellness.org](http://www.saudiwellness.org)

**Sauna from Finland**

■ [www.saunafromfinland.com](http://www.saunafromfinland.com)

**Serbian Spas & Resorts Association**

■ [www.ubas.org.rs](http://www.ubas.org.rs)

**South African Spa Association**

■ [www.saspaassociation.co.za](http://www.saspaassociation.co.za)

**Spanish National Spa Association**

■ [www.balnearios.org](http://www.balnearios.org)

**Spa and Wellness Association of Africa (SWAA)**

■ [www.swafrica.org](http://www.swafrica.org)

**Spa & Wellness Association of Canada**

■ [www.spaandwellnessassociationofcanada.com](http://www.spaandwellnessassociationofcanada.com)

**Spa Association of India**

■ [www.spaassociationofindia.in](http://www.spaassociationofindia.in)

**Spa Industry Association**

■ [www.dayspaassociation.com](http://www.dayspaassociation.com)

**The Sustainable Spa Association (SSA)**

■ [www.sustainablespas.org](http://www.sustainablespas.org)

**Taiwan Spa Association**

■ [www.tspa.tw](http://www.tspa.tw)

**Thai Spa Association**

■ [www.thaispaassociation.com](http://www.thaispaassociation.com)

**The UK Spa Association**

■ [www.spa-uk.org](http://www.spa-uk.org)

**Ukrainian SPA Association**

■ [www.facebook.com/UASPA](https://www.facebook.com/UASPA)

**Wellness Tourism Association**

■ [www.wellnesstourismassociation.org](http://www.wellnesstourismassociation.org)