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Amanda Al-Masri

Equinox's new VP of spa services



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SPA TABLES 2.0

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Modern slavery

Spa therapists and assistants are the engine room of the industry, driving huge profits for operators. However, some of them are living in a shadow world of exploitation and misery as modern slaves. It's time for the industry to tackle this poisonous practice

News is reaching *Spa Business* from a number of highly reputable sources about employment practices in parts of the spa and resorts industry which amount to modern slavery and human trafficking.

Spa therapists, mainly women, are being recruited from third world countries by agents who charge them a huge fee to secure jobs in high-end hotels and resorts as therapists.

In exchange, the agents then take away their passports and take a cut of their earnings until such time as their 'debt' has been discharged. We are hearing of 'fees' for placements of up to US\$10,000 against earnings of US\$400/month, meaning these women are being tied in to years of being 'farmed' for cash while being unable to escape, due to the confiscation of their passports.

We understand that hotel and spa operators are not directly involved in the transactions by which these people are procured, but that they take the staff from the agents for free without question - effectively turning a blind eye.

The spa industry has grappled with many reputational challenges over the years, such as the link to prostitution and the sex trade, and it appears that this horrible link to modern slavery is the next frontier on which we must fight the forces that would undermine us.

We already know the industry has a tendency to exploit women, particularly those who are from less well educated backgrounds and who do not have the power to control their own destinies. They are often worked too hard and paid too little by operators in pursuit of profits.

This unfairness is not confined to the developing world. We know of operators in Europe, the UK and the US who routinely overwork and massively underpay therapists, while generating huge returns for shareholders.

This is a continuum, with overworked therapists at one end and modern slavery at the other, and until



Therapists' pay and working conditions need closer scrutiny

“Women are being being tied in to years of being ‘farmed’ for cash, while being unable to escape due to the confiscation of their passports”

something is done to rid the industry of this exploitation, our reputation as a sector from both a corporate standpoint and as an employer will continue to suffer.

Hotel, spa and resort operators must step up and take responsibility for this situation. If staff are being offered by an agent for free, then someone is paying and questions need to be asked about who that is.

We need to build an industry on firm and fair foundations and not on human misery and exploitation.

Liz Terry, editorial director @elizterry

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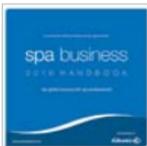
Other resources from spa business

Spa Business Handbook

A joint venture between Spa Business and sister magazine Spa Opportunities, the Spa Business Handbook is a reference guide for decision makers across the industry.

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Spa Business

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Africa: opportunities and challenges for spa

Miami's Turnberry gets a 21st century spa



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Marriott to open Orlando spa hotel

Le Grand Bellevue's spa is 'labyrinth of wellness'



AM2

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Letters

Do you have a strong opinion, or disagree with somebody else's point of view on topics related to the spa industry? If so, *Spa Business* would love to hear from you. Email your letters, thoughts and suggestions to theteam@spabusiness.com

How spas can help address sleep issues

Jason Culp, ND, naturopathic physician,
Chiva-Som Wellness resort

The recent article in *Spa Business* on Dr Mehmet Oz (SB17/2 p 24-25) highlighted the potential benefits of spas on sleep quality, mentioning poor sleep as "one of the biggest underappreciated health problems." Since sleep can have a causal or correlative relationship with most major chronic health conditions, the importance of sleep quality cannot be overstated.

One benefit of a wellness retreat is to bring awareness to common detrimental habits to



sleep, such as working late at night. However, the causative factors to sleep disruption can go far beyond sleep hygiene and the need for relaxation.

The advantage of a medi-spa like Chiva-Som is that multiple causes of sleep disruption – including hormone imbalances, nutrient deficiencies, and

negative influences from chronic health conditions – can be safely explored in a relaxed setting.

A simple analysis of heart rate variability, along with basic mindfulness exercises, can provide tools for maintaining a wellness practice at home. This method helps to "turn down" the hyper-vigilance of our clients, thus promoting restful sleep.

In combination with lab testing, naturopathic counselling and traditional healing practices, the medi-spa not only reboots, but can also help realign the physical, mental and emotional aspects of health for achieving sustainable restorative sleep.

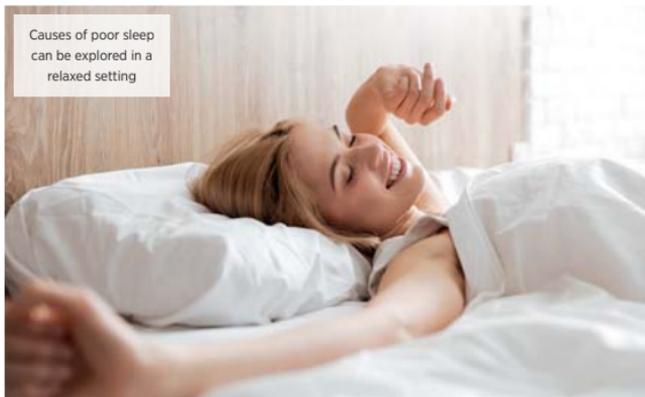
Escape from everyday stress sounds great, but for spas to significantly impact the wellbeing of their clients, it's imperative they think of poor sleep quality as a multifactorial imbalance – and that they don't miss the opportunity to address a broader range of disruptions to getting optimal rest.



Chiva Som Wellness resort in Thailand

It's imperative to think of poor sleep quality as a multifactorial imbalance

Causes of poor sleep can be explored in a relaxed setting



Evidence for thermal water treatments and natural remedies is key

Tobias Bielenstein – managing partner & head of marketing, EuropeSpa

I was happy to see James Clark-Kennedy's article, "Taking the heat," in *Spa Business* (SB17/2 p 56-58), which looked at research into the effects of thermal water on mood and mind.

This is important work that is most relevant, and research will become even more important in the future. It's not enough to "know" that thermal water and other natural remedies help. It's necessary to prove they work, both in preventive, as well as in curative terms – in competition with all sorts of pills claiming to deliver the same effects in an easier and quicker way.

This is especially true in Europe, where at least some spa treatments are still reimbursed by health insurance. Future research will also need to address causal relations too



“We not only need more research, but also more exchange of ideas, cooperation and coordination”



Clark-Kennedy looked at evidence from Peninsula Hot Springs

a greater extent – to explain why these treatments work. And wouldn't it be great to have more evidence that spa treatments based on natural remedies are more sustainable?

We not only need more research, but also more exchange of ideas, cooperation and coordination – and more ways to transfer this information into practical business use.

One resource that can help move this forward is the e-library of the European Spas Association, which collects research from all over the world and is available

as a free resource online at www.espalibrary.eu.

There is also a newly created conference – European Health Prevention Day – taking place 23-24 November in Wiesbaden, Germany. This event will include a roundtable of researchers who will discuss the future focus of research in this field. I hope stakeholders in the spa community will join the discussion.

PS: Yes – it's the marketing guy writing a letter on research – because evidence is the strongest foundation of spa marketing!

Connecting wellness with profitability

Alexandra Charalampidou, director of financial performance, Resense

The spa and wellness industry is exceptional at creating amazing experiences and improving the lives of our guests – but are we equally

good at also taking care of our owners and investors?

Guest focus is natural for spa and wellness people – our typically intuitive and kinaesthetic nature is often what

attracted us to this industry. However, ROIs, IRRs and KPIs are not in our comfort zone. Our industry continues to discuss and even argue about the benefits of KPIs and terms such as yield management. But many do not know how to relate these indicators to everyday business in their spas – they're viewing them as statistics, rather than indicators. KPIs are tools, and their relevance is how they intersect – and the better business decisions that can be made accordingly.

For example, we often calculate treatment room utilisation, but the intersection between therapist utilisation and bookings turned away is more useful for indicating rostering or scheduling deficiencies. It's



“KPIs are tools, and their relevance is how they intersect – and the better business decisions that can be made accordingly”

our responsibility to provide the right training and systems that don't push square pegs into round holes – to equip our spa teams with simple, translatable business analysis that minimises costs, maximises revenue and ensures their assets perform for our owners and investors.



Managers need to relate indicators to everyday business

spa people

6 We've developed a sculptural symbol that nurtures conversation and the exchange of ideas

design duo **Bigert & Bergström**

The artists believe their egg can bring the community together



Spa operators are often looking for inspiration when it comes to creating social connections and fostering a sense of community. For residents of Sweden's northernmost town, the answer has been found in a unique type of sauna: a sculptural chamber encased within a giant golden egg.

Designed by art and design duo Bigert & Bergström, Solar Egg is conceived as a social art work in which the people of Kiruna can meet and discuss the challenges facing their community. The town is being completely relocated so that mining company LKAB can extract more of the valuable iron ore seam that lies below its current location. While iron ore is vital to the survival of Kiruna, which was founded in the 19th



The stainless steel mirror sheeting reflects the surroundings



century to supply another nearby mine, the move has sparked debate. The artists believe their egg can bring people together, as the sauna occupies a symbolic position in Lapland culture as a room for warmth and reflection.

Solar Egg is made out of stainless golden mirror sheeting and has a multifaceted form that breaks up the surroundings that it reflects into a multiplicity of different mirror images.

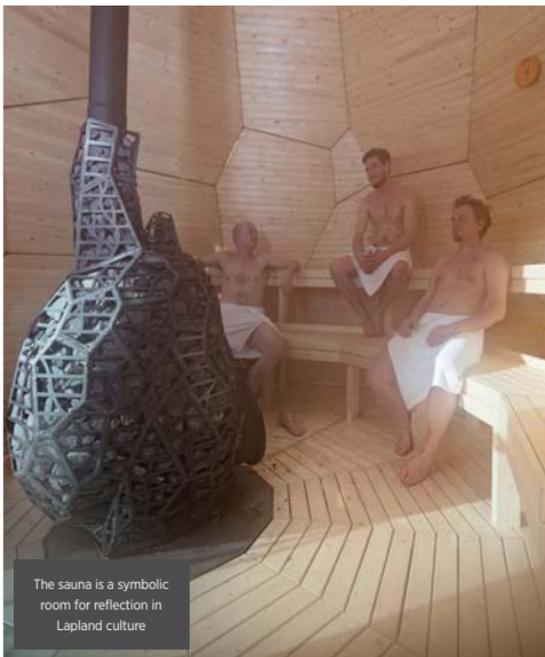
"Landscape, mine, town, sky, sun and snow are here combined into a fragmented image that can evoke associations with the complexity spanned by today's discussion about climate and sustainable community development," the artists say.

"We've developed a sculptural symbol that prompts thoughts of rebirth and an incubator that nurtures conversation and the exchange of ideas."

While a golden egg may not be practical for a some spa resorts, operators may want to remember: sometimes a sauna is more than a sauna. And a little heat and sweat can bring people together.

Solar Egg is conceived as a social art work where the community can meet for discussions

We have developed a sculptural symbol that prompts thoughts of rebirth and an incubator that nurtures conversation and exchanges of ideas



The sauna is a symbolic room for reflection in Lapland culture

6 Investors, owners and decision-makers benefit from a fast-track that saves time and anticipates change in the market

Anni Hood and Thierry Malleret
co-founders, Well Intelligence



The Barometer is designed as a cognitive shortcut to distill what matters to decision-makers



Hood (above) and Malleret have collaborated on *The Hospitality & Wellbeing Barometer*

Wellness business advisor Anni Hood and economist Thierry Malleret have launched Well Intelligence, a platform that is home to the bi-monthly *Hospitality & Wellbeing Barometer*, with an aim to "join the dots" between the macro and micro themes in hospitality and wellbeing.

Aimed at owners, investors and senior executives, the *Hospitality & Wellbeing Barometer* connects the wider issues of economics, environment, technology, social and geopolitics with hotels and lodging, food, build, beauty, travel, public health and more.

"The Barometer is designed as a cognitive shortcut, to distill

what matters to decision-makers through candid insight and informed views," says Hood. "The idea is that investors, owners and decision-makers benefit from a fast-track that saves time and anticipates change in the market - in a way that they can use to make qualified decisions on direction and investment in wellbeing."

Malleret is also the co-founder and main author of the monthly *Barometer*, a predictive analysis provided to private investors and decision-makers; the *Hospitality & Wellbeing Barometer* is a more focused analysis specific to both wellbeing and hospitality.

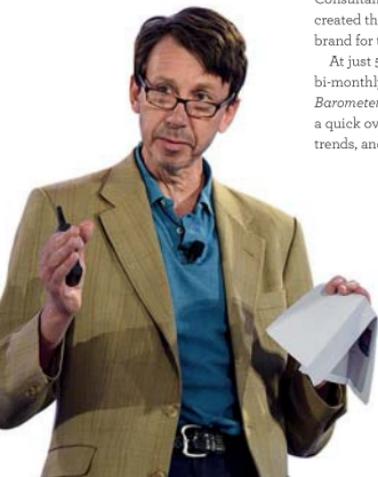
Hood is the founder of international wellness business advisory firm Wellness Business Consultancy, and previously created the Talise Wellness brand for the Jumeirah Group.

At just 5,000 words, the bi-monthly *Hospitality & Wellbeing Barometer* is designed to give a quick overview of worldwide trends, and is "designed with a

macro outlook that filters through to micro insight," says Hood.

"The idea to produce the *Hospitality & Wellbeing Barometer* was suggested to us by several industry CEOs and prominent decision-makers," says Malleret. "Time being their scarcest resource, what they need - in their own words - is a 'giant filtering mechanism' and 'cognitive checklist' that can distill what matters to them in a bi-monthly, 15-minute read. *The Barometer* is the best antidote to information and analysis overload."

The Hospitality & Wellbeing Barometer is available by subscription, with rates from €250 for an individual to €2,000 for a corporation, and is also supported online through the website wellintelligence.com, where a "Tête-à-Tête interview series" will showcase video interviews with experts across a variety of fields. Hood and Malleret are also planning a series of events and discussions that will gather luminaries from all industry sectors in informal settings. ●



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“I’m not just presenting another product without really knowing what it feels like on my skin

Helena Christensen

brand ambassador and investor, Nimue Skin Technology



Christensen (below) tried Nimue’s Age Intelligence (AI) range for 18 months before deciding to be a spokesperson



Supermodel, photographer and humanitarian Helena Christensen has added ambassador and investor for skincare brand Nimue Skin Technology to her list of roles.

The South African skincare brand announced the partnership with the 48-year-old Danish model and former Victoria’s Secret Angel prior to the recent launch of its Age Intelligence (AI) range.

Christensen was approached by Nimue’s CEO, Dr Karsten Wellner, who asked her to try the products before deciding if she wanted to become involved with the brand. Christensen says Wellner wanted her to really love the brand rather than just being a spokesperson. “They wanted me to almost approve of the products before I went into the collaboration,” she explains. “They wanted to know that I’d felt that the range was efficient, and that I trusted the product.”

Christensen tried the AI range for 18 months, and offered the

“They wanted to know that I’d felt the range was efficient



company feedback throughout the process. At the end, she decided not only to be a spokesperson for the brand, but to become an investor in the company as well. “I’m not just presenting another product without really knowing what it feels like on my skin - that’s very atypical in this business,” she says.

The AI line is the latest launch from Nimue, which is distributed in 23 countries globally, including South Africa, Sweden, Denmark, the Netherlands, the UAE and Germany. Designed to target the visible signs of ageing, AI is formulated with intelligent active ingredients, including chicory root extract, hydrolyzed myrtle leaf extract and calendula flower extract.

Christensen hopes to play an active role in product development in the future. “I’m hoping that next time I’ll even be in the lab, giving them a little nudge,” she says. “I would really like them to include a facial oil in the range.” ●

The 48-year-old Christensen is a former Victoria’s Secret Angel





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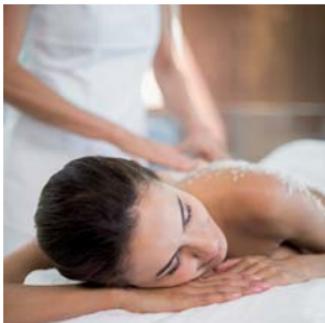


www.piscinawellness.com





Streamlining guest service at the Spa Kalahari



Less paper and more efficiency with SpaSoft's Wellness Forms

The Spa Kalahari, part of the Kalahari Resort in Sandusky, Ohio, features 11 treatment rooms and a full-service salon. During the high season, the spa might have as many as 150 appointments scheduled for a Saturday, and at peak times, the two receptionists may be juggling up to six concurrent arrivals and check-ins.

Previously the spa receptionists would have each guest manually complete a paper form. The completed paper form went from the front desk to the therapist and then back to the front desk

to be manually data entered into their SpaSoft system.

The spa needed a more efficient way to collect crucial guest contact and health information and make it available to the therapists.

The Spa Kalahari chose to deploy SpaSoft Wellness Forms to streamline their intake process and automate the flow of information from the guest to the therapist. Now when a guest checks in at the front desk of the spa, the receptionist selects one of the four tablets running SpaSoft Wellness Forms. The app displays a list of arriving guests, making it easy for the receptionist to choose the guest and hand them the tablet to



“It’s been a great addition to our spa and lets our guest know that we’re taking things to the next level.”

Nikki Severson, corporate spa director for Kalahari Resorts

complete the intake process.

First, the guest confirms their contact information. Then, they are prompted to provide any necessary information regarding their health concerns or conditions. They complete the process by accepting the terms and electronically signing Spa Kalahari’s waiver. All of this information automatically flows into SpaSoft, where therapists can review it before each appointment – no data entry needed.

“The process flows better with SpaSoft Wellness Forms,” commented Nikki Severson, corporate spa director for Kalahari Resorts. “Before, for guests with packages of multiple treatments, it was difficult to filter the paperwork

to each provider. Now, all the providers can jump on the computer to check the personal information, and away they go. It just makes things easier.”

Guests of the Spa Kalahari have been very receptive to the tablets. For a few elderly guests that have been resistant or unfamiliar with the technology, Spa Kalahari walks them through the questions step by step.

“It’s been a great addition to our spa and lets our guest know that we’re taking things to the next level,” said Severson. “We love going paperless!”

The SpaSoft Wellness Forms have been so beneficial for Spa Kalahari, that they are currently rolling out the functionality at their spas in Wisconsin and Pennsylvania.



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Austrian medical spa operator Lanserhof acquires Grayshott Spa

The historic Grayshott Spa in Surrey, England, has been acquired by Austria-based health and medical resort specialists the Lanserhof Group.

The family-run Lanserhof, which owns spas in Austria and Germany, has teamed up with real-estate agency London and Regional Properties (L&RP) to purchase Grayshott as part of a joint venture.

No financials have been revealed for the deal, but both Lanserhof and L&RP will acquire a 50 per cent stake in the business.

With 59 rooms and 36 treatment rooms, Grayshott spa already offers health-based wellness programmes, including those targeting the digestive system, weight loss and regeneration following injuries or illnesses.

Following the deal, Grayshott Health Spa will continue to operate under its old name. However, Lanserhof Group plans to refurbish and focus on the spa's medical wellness offering. The acquisition is part of Lanserhof's long-held aim of entering the UK market.

In an interview with *Spa Business* earlier this year (see SB17/1 p82-86), Lanserhof's CMO Nils Behrens revealed that the UK was next on their expansion "hit list", adding to its existing portfolio of clinics in Lans, Austria; Tegernsee



The Grayshott Health Spa will undergo a renovation after the acquisition



“We will supplement the Grayshott offer and develop it as the first address for FX Mayr in England”

Dr Christian Harisch

and Medicum in Germany; and a forthcoming location in Sylt, Germany.

Dr Christian Harisch, managing director, says he is "very happy to have found the ideal partner with London and Regional Properties. We would like to supplement the existing Grayshott Health Spa offer and develop it as the first address for FX Mayr medicine in England. In the coming months, however, the necessary prerequisites will be created both on the side of the building and, above all, on the medical level."

More: http://lei.sr?a=z7u3c_B

Six Senses to make Swiss debut



“This project will offer an amazing selection of outdoor activities including onsite ski-in and ski-out access, plus a rich wellness offering”

Bernhard Bohnenberger

Six Senses will open its first resort in Switzerland, the 47-bedroom Six Senses Crans-Montana, located in the ski area of Valais.

Wellness offerings at the resort will include a 22,000sq ft (2,000sq m) spa specialising in alpine treatments, a gym and fitness studio, pool and suspended relaxation area.

“This project will offer an amazing selection of outdoor activities including onsite ski-in and ski-out access, plus a rich wellness offering,” says Bernhard Bohnenberger, president of Six Senses.



The resort will include a 2,000sq m spa

Recycled materials will be selected by the architect and design teams, and repurposed materials will be used in the manufacture of finishes. Energy and water conservation

also play a key role in the project's design, with efficient lighting, ozone protection and renewable energy sources featured at the resort.

More: http://lei.sr?a=P4d2R_B

Second Chiva-Som will have residences

Destination wellness resort Chiva-Som will open its first location outside Thailand, in Bintan, Indonesia. The development will include its first permanent residences.

Chiva-Som Bintan will be located within the Treasure Bay Bintan development and will be about 25 hectares when completed.

Built amid natural mangroves and overlooking white sandy beaches, Chiva-Som Bintan will house a 70-bedroom wellness hotel, a wellness centre and 34 luxury villas ranging in size from one to five bedrooms. Its approach and range of services offered will be similar



Chiva-Som combines Western practices and Eastern philosophies

to the original location in Hua Hin, Thailand, first opened in 1995. The Bintan project is still in the design stage, and an opening date has not yet been set.

An on-site organic farm will be part of the project, and visitors will be able to participate in organic farming, as well as enjoying farm-to-table dining.

A 1.5 hectare marine park will house more than 70 species of marine life, and provide additional activities, as well as an outreach programme for educational, conservation and research.

Chiva-Som brings Western practices together with Eastern philosophies, and features personalised services, including wellness cuisine, consultation, one-stop health and wellness facilities, and a menu of 200 fitness, physiotherapy, holistic, aesthetic beauty and spa therapies.

Residents will get access to the resort's spa facilities, and owners will work with Chiva-Som's staff to create longevity programmes and customised wellness packages.

More: http://lei.sr?a=s3g8h_B



Crabbe launches consulting practice

After nearly eight years at Hilton, most recently as senior director of global wellness, Ryan Crabbe has left the company. Crabbe has begun MBA studies at Georgetown University in Washington, DC, and has also reignited the consulting practice he began in 2006.

In 2006, Crabbe's practice, Interim Spa Solutions, worked with hospitality companies, providing on-property consulting and advisory services during leadership transitions and critical points in a spa's lifecycle.

Crabbe says his new practice, called Interim Wellness, will primarily advise larger organisations and brands seeking stronger strategies, project architecture, and product management of their existing or future spa and fitness concepts.

"I've been fortunate to gain a unique global perspective on spa and fitness operations, wellness brand management, industry supply relationships, and innovative concept creation," he says.

Before departing from Hilton, Crabbe launched the brand's



“Successful wellness projects take thoughtful research, planning, focused execution, and a deep understanding of industry topography”

Ryan Crabbe

Five Feet to Fitness concept (see page 94), and was also responsible for the refresh of Hilton's eforea spa brand.

"As more brands infuse wellness DNA into their products and culture, I'll leverage years in the business as a global brand leader to advise them on an interim basis to ensure they take a well-considered approach," he says. "Successful wellness projects take thoughtful research, planning, focused execution, and a deep understanding of industry topography."

More: http://lei.sr?a=C65St_B



Annbeth Eschbach, founder, exhale

Hyatt acquires exhale

On the heels of its recent acquisition of wellness destination resort Miraval, Hyatt is acquiring US spa and fitness brand exhale for an undisclosed amount.

Founded in 2003 by Annbeth Eschbach, exhale has 25 locations in key markets throughout the US and the Caribbean, and combines barre, cardio, yoga and HIIT classes with massages, facials, acupuncture, and nail and waxing treatments.

"Exhale was the first to market a concept that addressed both mind and body, spa and fitness, and broke away from the traditional spa and gym," says Eschbach. "It created a new wellbeing paradigm conceived as a lifestyle brand."

Hyatt plans to position the brand for "thoughtful global expansion," including new locations within Hyatt hotels.

More: http://lei.sr7a=3A4X_B

Raison d'Etre teams up with FH Joanneum for spa MBA course

Spa Business Education (SBE), part of spa consultancy Raison d'Etre, has partnered with the FH Joanneum University of Applied Sciences in Austria. Targeting those looking for a career in spa management, the collaboration brings together SBE's vocational Spa Management Online Programme and FH Joanneum's MBA course in International Hospitality and Spa Management. The course is designed to offer an integrated, market-oriented educational programme, created for the wellness, spa and hospitality industry.

More: http://lei.sr7a=2z2sBN_B



The 18th-century hotel underwent a four-year, €176m restoration

Historic Hôtel de Crillon reopens with Rosewood spa

The iconic Hôtel de Crillon in Paris has reopened after undergoing a four-year, €176m (US\$200m, £150m) restoration. The historic property, which dates back to the 18th century, is now operated by Rosewood Hotels and Resorts and houses 78 rooms, 36 suites and 10 signature suites.

Led by architect Richard Martinet, the redevelopment involved every aspect of the building - including the restoration of the landmark façade and grand reception rooms on the second floor, which are classified heritage landmarks by the French government. The hotel's interiors were created by four Paris-based designers: Tristan



Karl Lagerfeld worked on suites

Auer, Chahan Minassian, Cyril Vergnion and Aline Asmar d'Amman.

Designer Karl Lagerfeld has decorated two of the signature suites, called Les Grands Appartements, which he says convey his "personal vision of French chic and modernity."

The Sense spa houses a number of treatment rooms and a large wet area, including a newly built signature swimming pool. Natural light is used to illuminate 17,600 gold scales of the residential-style pool, which is surrounded by luxury decorations.

The spa features treatments reflecting the history of the property - such as the "19th century French detoxification" body scrub - as well as local ingredients that are sourced from the French countryside.

"Our guiding philosophy is 'a sense of place' and this hotel intrinsically reflects the heart and soul of Paris," says Radha Arora, president of Rosewood Hotels & Resorts.

More: http://lei.sr7a=X6N7W_B



"It radiates fine French contemporary lifestyle, timeless yet with an edge, not only in its design, but in gastronomy, art and service"

Radha Arora



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spa business uniting the world of wellness



Catherine Strange Warren named VP of spa and wellness at Carillon

Carillon Miami Wellness Resort has appointed spa industry veteran Catherine Strange Warren as vice president of spa and wellness. In her new role, Warren manages a team of more than 100 in the property's integrated spa, fitness, salon and wellness facilities. Melissa Fielding remains as spa director at the property.

Warren's nearly two decades in spa include most recently serving as spa and leisure director for Eau Spa at Eau Palm Beach Resort & Spa. During previous roles with WTS International and Steiner Leisure Limited, Warren received the inaugural "Innovate Award" from ISPA.

More: http://lei.sr?a=U9X3A_B



The ANA InterContinental Beppu will include a public onsen bath, spa and pool

Intercontinental to open first onsen resort

InterContinental Hotels will open its first onsen resort in the Japanese city of Beppu in 2019. The city is on the southern Japanese island of Kyushu, has more than 2,400 natural springs, making it a favourite for onsen retreats.

The ANA InterContinental Beppu Resort & Spa will include a public onsen bath, spa and pool, and the 89 bedrooms will each feature their own private onsen with water from a local hot spring.

"As InterContinental's first onsen resort, ANA InterContinental Beppu Resort & Spa will be a globally unique luxury resort, and I'm confident

it will be a highly sought-after destination for both domestic and international travellers," says Hans Heijligers, chief executive of InterContinental Hotels Group ANA.

The resort, which will be situated on 82,000sq m (883,000sq ft) of land, is being developed by Tokyo Century Corporation with the support of Oita prefecture and Beppu City. Oita prefecture has become increasingly popular in recent years as a tourist destination, and that's expected to grow as it prepares to host the 2019 Rugby World Cup.

More: http://lei.sr?a=7g2K2_B

Girona's Alàbriga Hotel launches luxury spa to strengthen wellness offer

Alàbriga Hotel in Girona, Spain, has opened a day spa as part of a strategy to strengthen the boutique hotel's wellness offering. The 650sq m (7,000sq ft) spa has four treatment rooms, a couple's suite and two rooms for aesthetic medicine, and has been divided into four areas.

Described as Breathing Rooms, the treatment areas have been designed to help guests breathe deeply during treatments. The Dream room is described as a "binaural acoustic and dynamic stimulation booth" offering a 30-minute experience called Spa Wave, using techniques of deep relaxation and meditation. In the Touch room, guests can try out a treatment based on the ancient Greek concept of psammotherapy, which is carried out on a wooden table covered with heated, alpha-quartz sand, used to relieve pain. The resort has also added a Health Bar,



“Alàbriga’s wellbeing element is designed as a sanctuary,” Inma Moreno

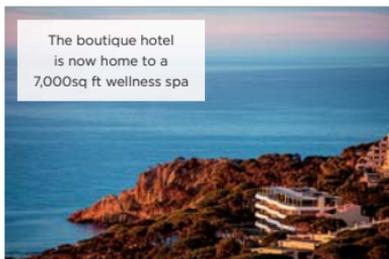
offering guests an exclusive menu of detox juices and superfood-enriched smoothies devised by a nutritionist.

Inma Moreno – Alàbriga’s director of wellbeing – says the spa will enrich the offering of the Alàbriga Hotel.

“Alàbriga’s wellbeing element is designed as a sanctuary,” she says. “And the personalised treatments can also

be performed in the comfort of guest rooms. We’ve also created a new concept called Wellbeing 360°. It’s an innovative concept aiming to relieve guests of the responsibility so often imposed on them to choose from endless lists of services, instead offering exclusive, individually customised programmes.”

More: http://lei.sr?a=y6R2W_B



The boutique hotel is now home to a 7,000sq ft wellness spa

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DIARY DATES

7-9 September 2017

SWAA Conference

Heritage Le Telfair, Mauritius
The Spa and Wellness Association of Africa's annual conference.
www.spaassociationofafrica.com

10-13 September 2017

SpaTec Fall North America

Estancia La Jolla Hotel & Spa
San Diego, US
An intimate, results-oriented setting bringing together key spa operators and suppliers for a series of one-to-one meetings and networking.
www.spatevents.com/northamerica-fall

14-16 September

SpaChina Summit

Fairmont Chengdu, China
Three-day event for those relevant to or interested in China's spa industry.
www.spachina.com

15-19 September

Cidesco World Congress

Taj Lands End, Mumbai, India
Interact and network with people across the beauty industry at this annual international event.
www.cidescocongress2017.com

20-23 September

Termatalia

Ourense, Galicia, Spain
An international exhibition and meeting focusing on thermal water, which includes a trade fair, conference and tour of thermal sites.
www.termatalia.com

9-11 October

Global Wellness Summit

Palm Beach, Florida, US
A key industry event for leaders in the spa and wellness industries.
www.globalwellnesssummit.com

16-18 October

ISPA Conference & Expo

Mandalay Bay, Las Vegas, US
Three days of speakers and an industry conference bring the industry together at this annual international event.
www.experiencespa.com



The renovation includes a new bathing grotto and spa



Another renovation for Two Bunch Palms

The iconic California hot springs spa Two Bunch Palms will again be undergoing a multi-million-dollar upgrade this year that will include a new contemporary bathing grotto, new spa, apothecary, fitness centre, new farm-to-table treatments, and treatments using the medicinal qualities of marijuana. The project is expected to be completed by Q3 2018.

Amy McDonald of Under a Tree Health and Wellness Consulting is working on the new design and concept.



“Since the beginning of civilisation, humans have sought out hot springs for physical healing”

John Trudeau

Two Bunch will continue its focus on thermal water healing, which managing director John Trudeau says is more relevant than ever.

“Water is the sacred anchor and lure of the property, and since the beginning of civilisation, humans have sought out hot springs for physical healing, social connection and spiritual awakening,” says Trudeau. “Two Bunch is poised to take the art of bathing and celebration to a new level for the wellness traveller.

More: http://lei.sr?a=U9A8C_B

Former Six Senses COO Jamie Waring joins GOCO Hospitality

Jamie Waring has been named group director of operations for GOCO Hospitality. He is responsible for overseeing all operating assets in GOCO's international portfolio.

Waring was previously CEO of Holmes Place in Europe, and prior to that, was COO for Six Senses, managing their global portfolio of resorts and spas for five years.

“By bringing Jamie on board, we are strategically enhancing our senior leadership team in preparing

the anticipated growth of our company,” says Ingo Schweder, GOCO Hospitality CEO.

Waring says: “The projects delivered by GOCO Hospitality are visionary and cutting-edge. I'm thrilled to become part of the team, and looking forward to supporting GOCO Hospitality's growth in creating wellness destinations worldwide.”

In addition to spas, GOCO is working on wellness communities (see p 62-72).

Read more: http://lei.sr?a=N3f5S_B



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spa business uniting the world of wellness

The Pro-Collagen range contains powerful marine ingredients, including seaweed



DEEP BENEFITS

With its market-leading Pro-Collagen skincare products already a worldwide success, Elemis has further expanded its premium anti-ageing range with a potent new seaweed-based Marine Oil



Noella Gabriel

This is the ideal way to step up your Pro-Collagen skincare routine

With the demand for results-driven skincare growing ever stronger, the Elemis' Pro-Collagen range – formulated with incredible seaweeds and natural ingredients that deliver clinically-proven results – stands heads above the crowd for any spa operator serious about offering clients clinically-proven benefits.

Based around the 'hero' marine ingredient of padina pavonica – a unique algae sustainably sourced from the warm Mediterranean – Pro-Collagen products have gained a reputation for excellence among spas, customers and top beauty editors alike. And after a solid decade on the market, one pot of Elemis' signature Pro-Collagen Marine Cream – which also contains antioxidant rich ginkgo biloba and chlorella – is now sold every nine seconds across the world!

Building on this remarkable success, Elemis has continued to innovate and expand its Pro-Collagen range so that operators can offer clients an exciting 'texture library' of skincare products that not only feel incredibly indulgent on the skin, but are also extraordinarily effective.

EXTENSIVE RANGE

The signature anti-wrinkle moisturiser Pro-Collagen Marine Cream is famed for its light, velvety texture, delicate aromatic fragrance and impressive results. It's been clinically proven* to significantly reduce the appearance of fine lines

and wrinkles in 14 days, and increase hydration levels by up to 177%, even after 12 hours.

The range includes the much-praised Pro-Collagen Cleansing Balm with its aromatic blend of geranium, lavender, chamomile, eucalyptus, ho wood, orange and clove. Among the 14 products in the Pro-Collagen range, there is a also luxurious marine mask, a neck balm, a serum elixir, and a men's moisturiser to address the needs of any client wanting to positively protect against the signs of ageing – and feel wonderfully pampered at the same time.

Spring 2017 saw the launch of the new Pro-Collagen Marine Cream SPF 30, while the much-anticipated Pro-Collagen Marine Oil makes this family of incredible products even stronger than before.

Nature and science remain at the core of all Elemis formulations, giving spas the assurance they are offering products with highly active, clinically-proven natural ingredients.

The recently-launched Pro-Collagen Marine Oil is no exception. It's a powerfully effective oil which delivers both immediate and long-term results. Made with a trio of seaweeds chosen for their marine-charged properties, the oil delivers a potent moisture boost while reducing the appearance of fine lines and wrinkles.

POTENT FORMULA

The passionate co-founder and creator of Elemis Therapies, Noella Gabriel, says of the new launch: "With a potent and unique complex of anti-ageing



New Pro-Collagen Marine Oil is lightweight and easily absorbed



Pro-Collagen professional treatments have been a huge success story in the worldwide spa market

seaweeds, the new Pro-Collagen Marine Oil delivers plumping moisturisation and nourishing omegas, all in a luxurious yet lightweight, easily-absorbed facial oil. This is the ideal way to step up your Pro-Collagen skincare routine. The protecting elements of seaweed meet a natural blend of nine essential oils, giving this the same beautiful signature aromatic as our bestselling cleansing balm, ensuring an unforgettable sensorial experience every day."

Aside from the all-important *padina pavonica* to help improve skin elasticity, the oil's active ingredients also include roaring water kelp. Sourced from the pristine Atlantic waters off the west coast of Ireland, this kelp contains essential minerals, vitamins and omegas to support the skin's natural processes.

The oil also includes golden seaweed from the lower depths of the ocean in Brittany, which helps to protect the skin against external aggressors; UK-grown cold-pressed white poppy seed oil, which serves to plump the skin with moisture; and UK-grown Abyssinian seed oil with essential fatty acids to help smooth the appearance of the skin.

OUTSTANDING RESULTS

In recent user trials, 91% of testers agreed the oil left their skin feeling moisturised and softer, while 90% agreed skin was left with a healthy glow.

Pro-Collagen professional treatments have also been a huge success story in the worldwide spa and beauty market, where businesses can count on Elemis to support their therapists with an unrivalled degree of training.

The best-selling signature Pro-Collagen Age Defy Facial, for example, incorporates targeted massage to encourage optimum cellular function for nourished, younger-looking skin. The facial has been clinically proven to dramatically reduce fine lines and wrinkles after just one treatment.

Among a group of 30 women aged 40 to 75 who received a professional Pro-Collagen treatment, 97% agreed the treatment dramatically reduced lines and wrinkles and left the complexion looking more vibrant and youthful. Meanwhile, 93% agreed the treatment left skin looking more youthful, with improved skin elasticity and firmness.

The power of Pro-Collagen has been proven again and again – both in clinical and user trial results – and has more than 45 skincare awards to its name. Spa operators can be confident they are investing their time and resources in a range that can bring immediate and longer-term results to a wide age-range of clientele – from millennials to baby boomers.

And as a passionate innovator of skincare, operators can count on Elemis to deliver exciting products and results for many decades to come.



Pro-Collagen marine cream has won over 45 awards, with one pot sold every nine seconds



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AMANDA AL-MASRI

Vice president of spa services - Equinox

Equinox has built a reputation as an integrative lifestyle club where spa and fitness work together. Now, as the brand delves into the world of luxury hotels, Jane Kitchen talks to Amanda Al-Masri, the brand's new VP of spa services



Al-Masri joined Equinox this year, moving from a position as global director of spa for Starwood

In the past 25 years, Equinox has managed to change the face of health clubs, and to quietly assemble a collection of 88 spas that cater to a hip, high-performance clientele.

Its spas have been successful in their own right, but they're also uniquely positioned within the gym, with specialists in both departments working together to create a holistic wellness plan for their clients.

The first Equinox opened in New York in 1991; today, the brand has expanded across the US, with locations in Los Angeles, San Francisco, Miami, Chicago, Boston, Dallas, Houston and Washington, DC, as well as clubs in London, Toronto and Vancouver.

But next year, the upscale gym giant will take a huge leap into the luxury hotel business, bringing its core philosophies to "the art of travel". The first Equinox Hotel is set to open in 2019 in New York City's Hudson Yards, and will have a focus on movement, with a 60,000sq ft (5,400sq m) gym - and a "major" spa.

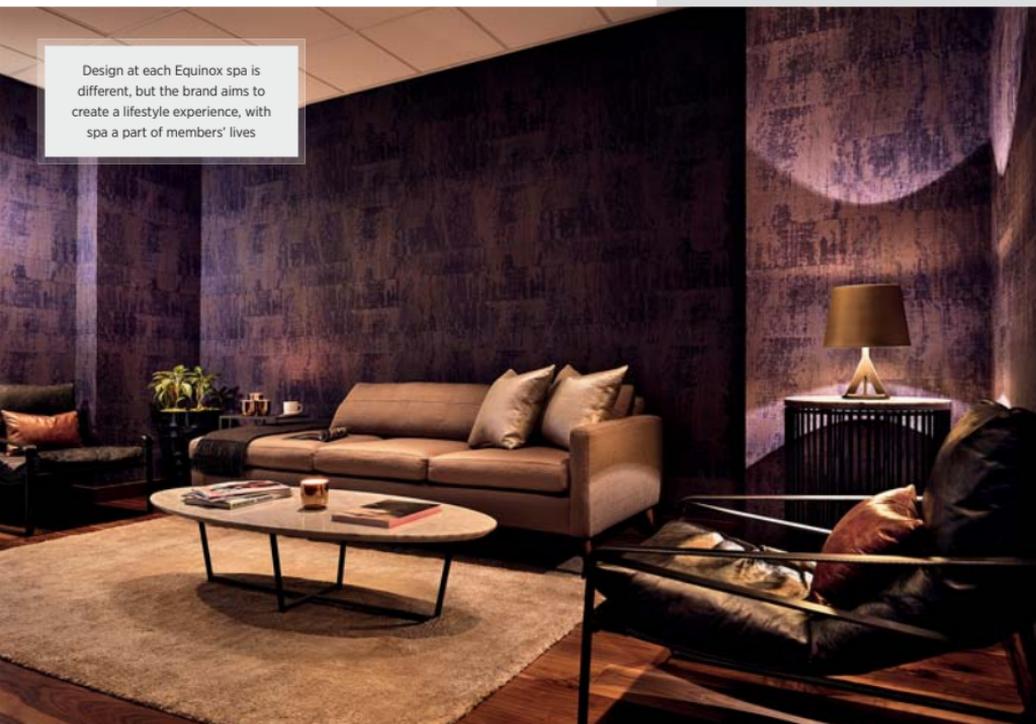
Equinox has plans to significantly grow its hotel business beyond New York, adding more than 50 locations. It's serious about the hotel business, as evidenced by two recent hires; last year the company brought on Christopher Norton - formerly COO of Four Seasons - as CEO of the hospitality business. And earlier this year, Equinox named Amanda Al-Masri - who had been working as global director of spa operations and development for Starwood - as vice president of spa services.

“Our tagline, ‘It’s not fitness – it’s life’, perfectly sums up my attraction to Equinox after spending so long in hotels”

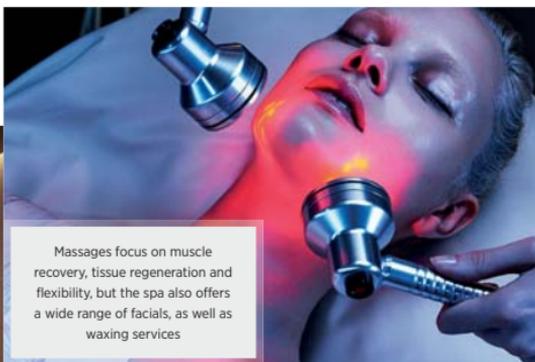
Below: massages use techniques to improve muscle performance
Right: the first Equinox Hotel will open in New York



Design at each Equinox spa is different, but the brand aims to create a lifestyle experience, with spa a part of members' lives



spa business uniting the world of wellness



Massages focus on muscle recovery, tissue regeneration and flexibility, but the spa also offers a wide range of facials, as well as waxing services



“Spa is front and centre in the club’s offerings, rather than simply an amenity or a place to be pampered.”

► Wellness lifestyle

“Our tagline, ‘It’s not fitness – it’s life’, perfectly sums up my attraction to Equinox after spending so long in hotels,” says Al-Masri. With her role at Equinox, she’s eager to reaffirm that the luxury fitness operator is not just a gym, but a leader in the high-performance lifestyle market. The spa component of Equinox’s concept is integrated with its core fitness business, with trainers recommending treatments that will help guests recover from tough workouts, perform better, or just create more balance in their wellness-focused lives. “Equinox is part of our members’ lifestyles, and having an increased number of potential touchpoints presents greater opportunities for the spa team to develop relationships with our members, build on results, and create long-term plans,” says Al-Masri.

Equinox’s focus on lifestyle means that spa is a key part of members’ lives,

rather than an ancillary business. Its core philosophy focuses on the pillars of movement, nutrition and regeneration – which is where the spa component lives.

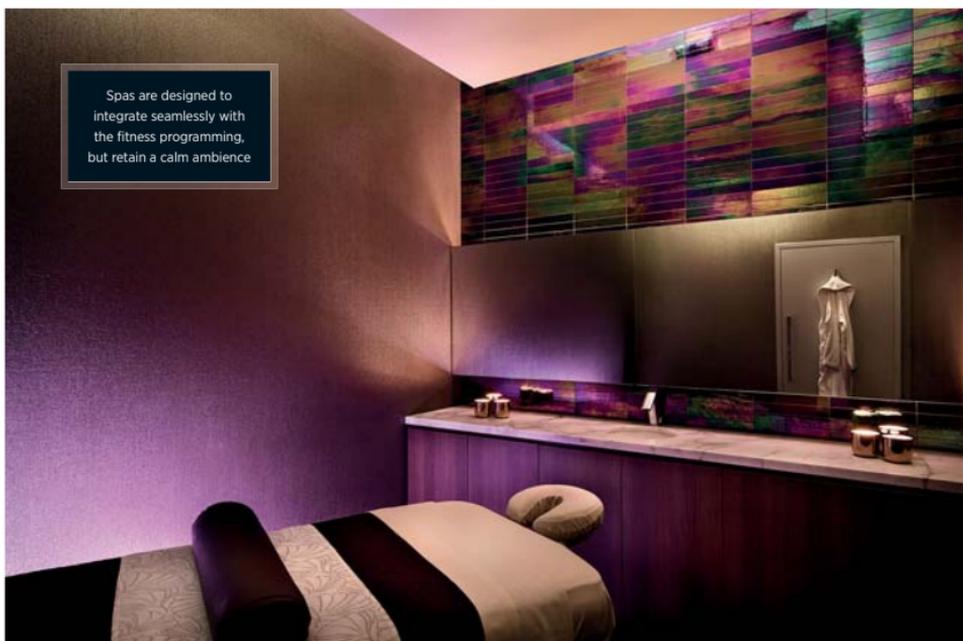
“Spa is front and centre in the club’s offerings, rather than simply an amenity or a place to be pampered, as is often the case in day spas or hotel spas,” says Al-Masri. “It integrates seamlessly with the other programming, and works symbiotically with the other pillars of movement and nutrition to help our members achieve their high-performance goals.”

Collaboration

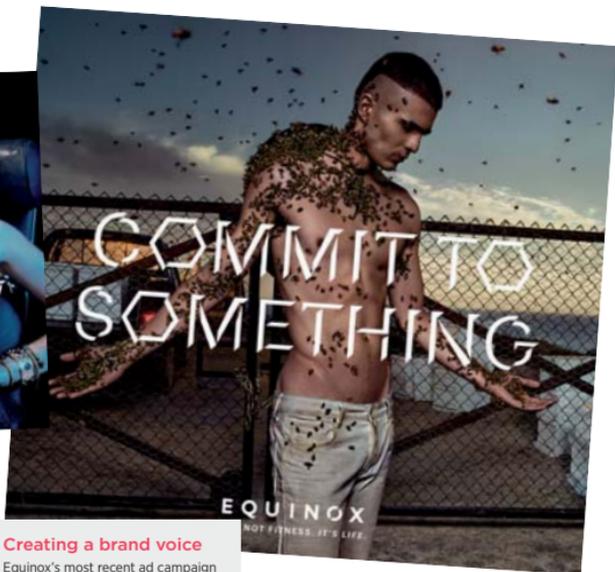
This means that spa employees collaborate with their peers who work in personal training, group fitness and Pilates to create programmes for their members. For instance, for a member training for a marathon, a trainer might recommend a Performance Massage, which uses techniques designed to help



Trainers help members work out and recommend treatments that will improve performance



Spas are designed to integrate seamlessly with the fitness programming, but retain a calm ambience



align muscle tissues for better kinetic chain mobility and enhanced performance.

“Working together allows us to provide an outcome much more powerful than the sum of its parts,” explains Al-Masri. “Our massage therapists and aestheticians are selected for their ability to help our members achieve their goals, whether that’s optimising performance, pushing through plateaus, recovering from an injury or illness, or simply restarting a healthier lifestyle. Working with our in-house team of experts allows us to tackle these outcomes in a holistic, three-dimensional way that impacts more quickly – and with longer-lasting results.”

Most of Equinox’s massages focus on muscle recovery, tissue regeneration and flexibility – key issues for its target guests – but it also has a wide range of facials, body treatments and waxing services. The spas work with a variety of skincare

Creating a brand voice

Equinox’s most recent ad campaign urges people to ‘commit to something,’ and includes a woman with mastectomy scars getting tattooed and a shirtless beekeeper. It aims to encourage people to ‘take action and celebrate dedication.’

brands, but its largest partners are SkinCeuticals, Caudalie and Elemis. And while having an on-site spa at a fitness club is a benefit to members, it’s much more than that: the spa is an independent profit centre, and also generates membership leads through its day spa use.

“We started as a cool place to work out, but realised our clientele hungered for community.”

Creating community

Part of Equinox’s appeal is its lifestyle approach, which creates something more than just a gym or a spa – its members come to hang out or work remotely in the Lounge Cafes. Its unapologetic brand voice is both edgy and distinct, and its advertising is designed to foster thought-provoking conversations. “We started as a cool place to work out, but realised our clientele hungered for community and a way of life,” explains Al-Masri. “Striking this balance has given us license to stay at the forefront of the industry with impactful, science-based programming, while driving forward conversations in the worlds of fashion, healthy living, technology, pop culture and sport.”

Architecture and design is a big part of this – no two locations are the same, and part of Equinox’s philosophy is to create environments that reflect the unique market and neighbourhood of each site. At its flagship London club in Kensington, for instance, the 5th floor gym is housed at the site of the former Rainbow Room – where ▶



Massage therapists are hired for their ability to help members reach their wellness goals

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spa business uniting the world of wellness

“The spas at Equinox Hotels will focus on the ‘regeneration’ aspect of high-performance living”

► the likes of Mick Jagger and Twiggy once partied till dawn – and retains the iconic dance club’s illuminated elliptical dome and mirrored centrepiece.

Fitness meets travel

The hotel concept is predicated on the same Equinox philosophy, and the target guest is one who already embraces a healthy lifestyle. “The goal is to create the sense of community, personalisation and style we’re known for in our clubs, re-envisioned in a new, luxury-driven environment,” explains Al-Masri. “We want to raise the bar on what a hotel experience should feel like, and evolve the idea of travel as something that can fit seamlessly into a healthy lifestyle.”

All hotels will have spas, and the hotel spas will offer a roster of technicians and services tailored to everything from sleep and relaxation to recovery and optimised performance. “The spas at Equinox Hotels will focus on the ‘regeneration’ aspect of high-performance living,” says Al-Masri. “As in every aspect of our business, spa relies heavily on innovation, technology and expertise in our field, rather than relying on traditional expectations of what

a spa should look like. Add in world-class service, design and facilities, and we feel confident that the hotel spas will stand alone in each market we enter.”

Equinox is looking to develop additional locations – reportedly more than 50 – in US urban markets and other global gateway cities, including London. The

hotels will also offer healthy food that’s tailored to the workout and travel regime of the guest, and will aim to maximise sleep quality by removing disruptors such as light pollution and noise.

For the Hudson Yards hotel, Equinox is working with designers Yabu Pushelberg to create a design concept rooted in a modern industrial aesthetic, with structural and mechanical systems left exposed. Conceived as an entirely new hotel experience that meets the needs of the high-performance traveller, Yabu Pushelberg is tasked with creating “a modern haven for life maximisation.”

“The Equinox brand lives at the intersection of substance and style, and Equinox Hotels will evolve this concept, merging substance and style with impeccable service,” says Al-Masri. “Equinox Hotels is where the science of fitness meets the art of travel.” ●



Designers Yabu Pushelberg are working on the first Equinox Hotel in New York City



The flagship London club is at the site of the former Rainbow Room in Kensington



Jane Kitchen is managing editor at Spa Business. email jane@spabusiness.com

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EXTREME COMFORT

California-based Living Earth Crafts has further transformed the massage experience for both client and therapist with the launch of two new high-specification treatment tables

As a leading international supplier of massage beds, Living Earth Crafts® (LEC) has taken comfort to a whole new level, with the launch of its new Century City™ and Infinity GT™ multi-purpose treatment tables.

“We went back to the drawing board to design these tables, and the end result is two highly crafted and versatile models that meet all the demands of a modern spa environment, and can be further customised for each spa,” says Jim Chenevey, CEO of Living Earth Crafts.

Both tables offer an ultra-low height adjustment range (20.5 to 36.5-inch or 52-93cm for Century City and 22 to 35-inch or 57-89cm for the Infinity), as well as LEC’s superior gel SpaMattress™ technology. Each also features wireless hand and foot controls, which power an almost-silent four motor lift and positioning system.

With its ultra-low height possibilities, the Century City is the first

The end result is two highly crafted and versatile models that meet all the demands of a modern spa environment

Jim Chenevey, CEO, LEC



ADA-complaint (American Disability Act) table to also seamlessly integrate storage.

“It’s an ideal choice when catering for clients with disabilities or limited mobility, as we’ve been able to make the table come down to a very low level without compromising any of the advanced design features,” says Brian Paris, executive VP for LEC.

“Its extended height range is also beneficial for therapists, who like clients, come in all shapes and sizes. A therapist who’s 1.5m tall has different needs to one who’s 2m, so if tables aren’t fully adjustable

to suit them, the ease and effectiveness of their work will be compromised.

“Even an adjustment of just a few centimetres can totally change the way the therapist is able to use their body weight in a treatment, as opposed to having to stretch and strain across a table.

“Our tables help to avoid repetitive strain for the therapist, while their massage treatments can change from being simply linear to much more dynamic.”

A technology ‘first’

LEC’s advanced SpaMattress technology is another major factor in creating a superior client and therapist experience. The Century City offers a proprietary Strata™ Memory Cushioning System which can be upgraded to a 17.5cm (7-inch) Strata GT™ with a 5cm (2-inch) GelTech layer.

The SpaMattress technology is equally as luxurious on the Infinity GT model, which features a deep 15cm (6-inch) GT memory cushion system with a proprietary 5cm (2-inch) GelTech spring-back layer for unsurpassed client comfort, especially during extended treatments.

Chenevey says: “We believe the GelTech SpaMattress™ technology is a first for a spa bed, and it’s an addition that revolutionises

- The Century City is the first ADA-complaint table to seamlessly integrate cabinets





Their massage treatments can change from being simply linear to much more dynamic

Brian Paris, executive VP, LEC

the client and therapist experience. Traditional foam mattresses are built in layers, and the more you press down on them, the more they condense and harden.

“Our GelTech SpaMattress is built in a honeycomb formation, and so as pressure is applied the side walls collapse, but not all at the same time. So the mattress becomes firmer, but never bottoms out.

“The gel also has a spring-back action that works with the body and gives great feedback to the therapist, who can better isolate muscles and provide more stretch for the client. And for the client, of course, it’s just so much more comfortable.”

Comfortable and curvaceous designs

As well as its cutting edge technology, the new Infinity GT™ also offers outstanding aesthetics, having been crafted in a beautiful infinity, or hourglass shape with soft rounded edges, along with clever integrated cabinetry.

“These ergonomics not only make it a perfect table to fit into a smaller therapy room, but they also allow the therapist to stand 5 to 12 cm closer to the client around the shoulder and hip areas. Again, this can have a significant



• The Infinity GT's hourglass shape allows the therapist to get closer to the client

• The GelTech SpaMattress' honeycomb design delivers deep comfort



• LEC's advanced SpaMattress technology transforms the massage for both client and therapist, while its patented Facecradle (left) technology also offers unrivalled comfort

impact on the efficacy and range of the treatment, without the need for the therapist to twist their own body.”

To complement its appealing shape, treatment rooms can benefit from the attractive glow of the Infinity's striking Iceblock™ LED shelf, which adjusts to 22 different hues. Add-on features include an integrated table warmer cover, Kliptsch® sound system and LEC's extremely wide range of laminate and upholstery options.

“This is by far the most beautiful and comfortable treatment table on the market,” says Paris.

“Our new GT system offers a level of cushioning and bounce-back I've never seen in my 20 years in this industry. Spa clients will immediately notice and appreciate the difference.”

Perfect pillow

As the icing on the cake, all Living Earth Crafts treatment tables come with the Careas™ Facecradle. This patented face-rest

technology is made up of eight individual petals, which are covered by a memory foam cushion filled with a proprietary Cloudfill™ poly gel fibre blend. Chenevey says: “The face pillow

is designed to spread the weight of the face and therefore eliminate any pressure points. So there is no particular pressure on the forehead, cheeks or chin – just an overall softness around the face.

“Face discomfort during a massage is one of the biggest client complaints, but we've managed to completely eliminate this with this very high-end pillow.

“We really feel it's a game-changer for the massage industry.”



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Spas like Sunrise Springs in New Mexico, US, are addressing mental wellness

Ask an expert
Mental wellness

Spas are a natural place to focus on whole health – including mental wellness – but as more spas tackle the challenges of the mind, the question is: where do spas fit on the spectrum – and how deep should they go? We ask the experts

The World Health Organization reports that one in four people will be affected by mental or neurological disorders at some point in their lives, and that 450 million people are currently suffering from these conditions, placing mental disorders as one of the leading causes of ill-health and disability worldwide.

As we learn more about the mind/body connection, and as more research points to the ways in which traditional wellness activities such as meditation, yoga and good nutrition can support mental health, the spa industry is paying attention. These are, after all, some of

“This broader view of mental wellbeing is opening up many new opportunities for spas to support guests,

the cornerstones of wellbeing and areas in which spas have long had expertise.

In addition, exercise has been shown to be more effective than drugs for treating mild to moderate depression, while research is emerging that links the gut biome to our mental health.

This broader view of mental wellbeing is opening up many new opportunities for spas

to support guests in achieving better mental health, and areas for spas to develop services.

There’s a wide range of approaches, from programmes that relieve stress to complex holistic offerings that help heal the body and the mind.

It’s certainly a hot topic; the Global Wellness Institute has started an initiative on mental wellness, and this year’s Global Wellness Summit has a strong focus on the subject. But what exactly do we mean by mental wellbeing – and where do spas fit in? Can spas tackle mental health and also offer luxury relaxation? And what do operators need to know to make sure they’re not getting out of their depth? We ask the experts.

Michael Schroeder program manager & lead counsellor, Sunrise Springs Spa Resort

At Sunrise Springs Spa Resort, we address mental health and wellness to the extent we deem appropriate for each guest. A readiness for mental health awareness can be likened to a guest's ability in a yoga class; the instructor needs to tailor a class so as to not overwhelm or push a guest beyond their comfort level.

Our life consultation and enhancement services are an important segment of our integrative spa menu, for it is from our mental health state and orientation to our world that all else flows. We have a package where guests can work with our medical director and myself to evaluate their physical, mental, emotional and spiritual health. We also offer animal interactions with our Silkie chickens and play



with our in-house puppies to create awarenesses for our guests, and to have a bit of fun. Some of the classes we offer in expressive arts, movement and meditation create opportunities for heightened awareness and clarity. We also offer one-on-one, couples' and group counselling.

All of the research and data about wellness tourism points to the growing interest in wellness-related travel experiences, with

“ It is from our mental health state and orientation to our world that all else flows ”

mental health being an important area of interest.

Based on the growing global epidemics of stress, lack of sleep and overexposure to electronic devices, it makes sense for spas to look at how they can incorporate mental wellness interventions into their services.

But spas must be prepared to address the fact that the underpinnings of our mental states run deep; guests must feel safe in their environment, and be able to easily 'surface' from the counselling process. There must be adequate space and time for reflection, and staff must be able to assess guests' needs. Specific

training is recommended for staff members who are involved with delivering mental health services.

Although wellness travellers are seeking a one-stop approach to their health needs, training and oversight are required to address the mental health elements.

Some spas are forging relationships with outside medical facilities who are experts in this arena and collaborating on guest care.

The growing interest in mental wellness services represents an opportunity for spas to offer higher levels of care while also increasing revenue.

Dr Fikry Isaac founder and CEO, WellWorld Consulting

I worked as vice president of global health services for Johnson & Johnson for 15 years, and caring for the employees was a key priority, not because it was the right thing to do, but because it created a competitive advantage - offering mental wellness programmes and services was critical to business success. Business leaders in many organisations now recognise that good health equals good business, and that there is no health without mental health.

The traditional role of spas is changing as consumers demand more holistic approaches to their wellbeing, and spas can - and should - transform their ways of thinking to meet these



demands. Addressing mental wellness in a spa setting is a must; beyond the traditional modalities, programmes that combine physical, mental and spiritual components can lead to positive outcomes.

The biggest challenge for spas is to change their own mindsets from being a place for relaxation to a place

“ Spas can play a bigger role in supporting the medical community ”

where people can seek more tranquility with their own wellbeing. People will come to spas to focus on mental wellness in part because it eliminates the stigma of mental illness, and focuses more on mental wellness.

Spas that want to offer mental wellness services would need more specialised staff with extensive training, and will need to be connected directly to mental health medical providers in the event that guests need to be referred on to specialists. While mental illness requires specialised medical

attention from diagnosis to treatment, spas can play a bigger role in supporting the medical community and supplementing clinical care - and an even a bigger role in reducing stress and enhancing mental wellbeing.

Mental wellness will be a necessity as we move into the future. Living well will require a major shift in the way our well-care ecosystem operates. The spa world will be part of the solution, but will need to transform its service delivery and its definition of wellness - including mental wellness. ▶

Professor Gerry Bodeker Department of Epidemiology, Columbia University

As recently as a few decades ago, it was thought that adult development largely froze in late adolescence and that any growth in mental and emotional capacity during adulthood was marginal. Subsequently, a wealth of neuroscience and cognitive research has shown this to be a serious underestimation of the potential for adults to continue their development throughout their lives.

New findings on the connection between gut microbiota and the brain have given rise to the term the 'gut-brain axis' and nutritional and probiotic solutions to mental health and wellness are currently being studied.

New evidence suggests that the shortening of our



telomeres across the lifespan can be reduced and that we can actually increase their length. Telomeres are the caps on our DNA, which are shortened by stress, inflammation and ageing, leading to cellular degeneration and a shortened lifespan, resulting in conditions such as cancer and depression.

Strategies for lengthening telomeres include a healthy and

Spas can create programmes to enhance mental wellbeing

anti-inflammatory diet, regular exercise, clean air, healthy sleep, and the mental paths of positive thinking, gratitude, mind-body techniques such as meditation, yoga or qigong, as well as a supportive and nourishing social environment.

Regular connection with nature has been shown to increase mental wellbeing and research on 'earthing' has found that having the feet in contact with the earth is associated with enhanced immune functioning, wound healing and the prevention and treatment of chronic inflammatory and autoimmune diseases.

Spas and wellness destinations can contribute to the mental wellbeing of their guests by sharing these research findings to give confidence that these approaches offer real benefits. They can also create programmes around evidence-based approaches to enhance mental wellbeing and fulfilment - from the very molecular to the very global. But it's also important that spas remember to 'start at home' and address the mental wellbeing of therapists and staff, since their mental state will subtly influence that of the guests.

Patrick Huey group director of spa, Asia, MSpa International Limited

I think most spas are playing catch-up in the area of mental wellness - they understand the importance of having a response to this growing aspect of the industry, but defining and refining the scope of how they can respond - and getting the right programming and practitioners in place - will take some time. Within our spas, we work with doctors of ayurveda and have relationships with visiting practitioners, so we can address issues related to mental health outside our regular treatment offerings, but this is still emerging for us. It's an area that is a key focus for me.

I think the role spas can play in relation to mental wellness is a supportive one; we should be in addition to - not in lieu of - proper medical care. Most spas are not affiliated



with doctors or hospitals, cannot prescribe medicine, and in many countries aren't allowed to diagnose medical conditions. We can provide the soft skills of care that help guests to release stress, and we can sensitise spa staff to the nature of mental health, but it's important to know how we fit into the larger picture.

Because of the seriousness of mental wellness and the broad range of challenges that

The spa industry as a whole should move cautiously into this arena

can be associated with it, I think the spa industry as a whole should move cautiously into this arena. Spas that are looking to address mental wellness in a larger context would face issues of coverage from an insurance perspective, liability and the costs associated with bringing in true mental health doctors and experts. Smart spas that have the resources and desire to trailblaze in this area will partner with entities like hospitals and care facilities to fold into their programmes.

The link between good sleep, proper diet and exercise and stress reduction are an essential part of addressing mental health in a holistic way. These

non-medical areas are well within the wheelhouse of many spas, particularly as we talk about practices like yoga and meditation, stress reduction through massage, and the use of traditional Chinese medicine modalities like acupuncture.

I just went to a medical conference in Bali attended by some of the largest hospitals in Asia. Top of discussion was how to make the hospital experience less like a hospital and more like a spa experience, because the psychological component for a patient is just as important as the physical care they are receiving. The nurturing, less threatening spa environment can be key to healing. ●



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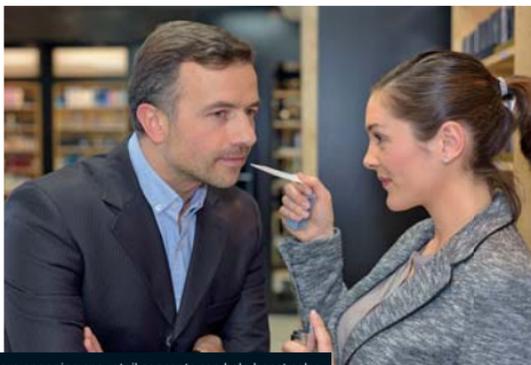
spa business uniting the world of wellness

RETAIL THERAPY

Spa retail is critical not only to profitability, but also to a spa's overall brand values and vision. Nancy Griffin highlights some of the findings from Contento Marketing's in-depth retail survey

Retail sales are an important component of any spa's profitability, but many spa directors struggle with how to create a meaningful retail concept – and how to engage their therapists with selling. A new survey conducted by Contento Marketing found that only about half of spas are satisfied with their retail concept – and more than half acknowledge their retail area could benefit from improvement. While this may sound discouraging, it actually can be seen as an incredible opportunity for skincare brands and consultants to help create more engaging, dynamic retail concepts – and to shape the future of spa retail.

Contento Marketing's survey was undertaken in March 2017 with a sample of 400 US-based spa directors, owners and operators. Contento collaborated on the survey design with Ann Patton, principal of Savvy Spas and instructor of the spa retail course at the University of California Irvine Spa & Hospitality Management Programme. Participating properties included Destination Hotels, ESPA, Fairmont, Four Seasons, Hilton, Hyatt, Langham Hotels, Mandarin



More engaging spa retail concepts can help boost sales

Oriental, Marriott, Montage, Omni, Ritz-Carlton, Rosewood, Sheraton, St. Regis and Westin. Nearly half (48 per cent) of the respondents were resort spas; hotel spas represented 19 per cent and day spas 18 per cent. And while the properties are in the US, the insights are useful for anyone seeking baseline metrics and strategies to improve spa retail sales.

Satisfaction with retail operations

Slightly more than half (52 per cent) of spas surveyed responded that they have a strong retail concept and presentation, but only a quarter of the respondents were satisfied with visual appeal. Overall sales volumes and inventory 'turn rates' showed a similar trend: only 20 per cent were completely satisfied, and 55 per cent conceded they could use improvement. The results also showed that 37 per cent of those surveyed were highly satisfied with their margins, while half said retail profits in their spa could be improved.

Retail trends by category

Sixty-five per cent of respondents reported an increase in revenues year-over-year in professional skincare for the face, with sales down for only 8 per cent. Sales for body products were mixed, up over the last year for 43 per cent, flat for 40 per cent, and down for 13 per cent. Slightly less than one-third of respondents do not offer gifts,

RETAIL TRENDS BY CATEGORY YEAR-OVER-YEAR

totals may not be 100% due to rounding

Category	Sales are up	Sales are flat	Sales are down	Do not offer
Professional skincare – face	65%	24%	8%	3%
Professional skincare – body	43%	40%	13%	4%
Wellness gift, books, music	23%	34%	12%	31%
Accessories – jewellery, scarves, etc.	42%	30%	9%	19%
Apparel	42%	25%	12%	21%
Big 5 branded spa products	30%	34%	10%	26%
Private label skincare (face)	9%	9%	4%	78%
Nail	14%	37%	15%	33%
Hair	22%	31%	10%	37%



Many therapists consider themselves healers rather than sellers, and so are seeking jobs that don't require sales

65% of respondents reported an **increase in revenues** from the sale of skincare for the face, with **sales down for only 8%**

books or music, and one-fifth do not offer accessories or apparel – suggesting an area for potential new sales.

Challenges

Staff resistance to selling is the main retail-sales blocker, with three-quarters of respondents citing it as the biggest spa retail challenge. It's also becoming increasingly challenging to retain employees, as many therapists are looking at other spa models that don't require sales as part of the job. "One of the reasons massage therapists are attracted to on-demand employers is because they aren't expected to sell product," explains Michael Tompkins, executive recruiter with Hutchinson Consulting.

More than half (55 per cent) of respondents felt pressure from online sites like Amazon and eBay – which often offer quick home delivery and attractive pricing – yet only a quarter of respondents said that other spas in the immediate areas carrying the same lines created a

significant challenge. "Spas are typically in direct competition for a certain market segment," says Patton. "It's essential that spa directors and retail managers at a minimum keep abreast of the retail offerings of their direct competitors."

Sales channels

Spa directors report losing sales to websites like Amazon and eBay, yet 70 per cent still don't offer guests the ability to purchase online from the spa.

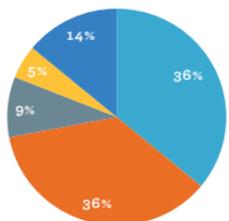
Day spas are leading the pack when it comes to e-commerce sales; more than three times more day spas than hotel and resort spas offer e-commerce – 56 per cent of day spas versus only 11 per cent of hotel spas and 14 per cent of resort spas.

Less than a third of spas work with their vendors to drop-ship, but Patton sees that changing, which will help spas become more competitive with retail sales. "Vendor drop-shipment will become a must for retail sales from the spa in the

RESORT/HOTEL VERSUS DAY SPA

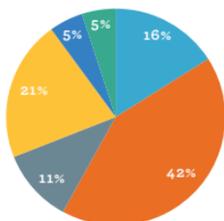
% of overall revenues from retail sales

RESORT/HOTEL SPA



■ <10 ■ 11-15 ■ 16-20 ■ 21-25 ■ 26-30 ■ >30

DAY SPA



■ <10 ■ 11-15 ■ 16-20 ■ 21-25 ■ 26-30 ■ >30

RESEARCH

future," she explains. Only 10 per cent of respondents sell spa retail outside the four walls of the spa, representing a significant opportunity to increase revenues with the right strategies; things like kiosks, pop-up displays and portable rolling retail cases can generate interest in the spa while providing an additional revenue centre.

Compensation strategies

Ninety-eight per cent of respondents offer some sort of commission structure to either therapists and/or front desk staff, and sixty-four per cent offer both commission and incentives. In terms of the structure of commission payouts, 70 per cent offer a flat percentage payout, 34 per cent offer some type of sliding scale percentage, and 16 per cent offer "pooled" or shared commission.

Key performance indicators

When respondents were asked to benchmark retail sales against total spa revenue, the results revealed that nearly a third of all respondents reported that retail made up less than 10 per cent of total sales. The highest number of respondents (38 per cent) reported a range of 11 to 15 per cent retail to total sales, and only 2 per cent reported retail to service sales of more than 30 per cent.

By obtaining retail revenues and the square footage allotted to retail space, Contento calculated average retail per



98 per cent of respondents offer a commission structure

TOP 10 CHALLENGES

1	Staff resistant to sell all the lines we want	75%
2	Not enough space to carry all the lines we want	61%
3	Merchandising does not compel guests to purchase	56%
4	Too much competition from online sources (Amazon, eBay)	55%
5	High cost of shipping	44%
6	Lack of vendor support - merchandising	40%
7	Inventory control	38%
8	Lack of vendor support - training	36%
9	Vendor stocking issues (product out of stock)	33%
10	Guest theft	32%

square foot — the standard performance metrics for retail outlets. According to Patton, industry benchmarks suggest that a good goal for total annual retail sales per square foot is US\$1,000 per square foot (€896, £789). Our survey results indicate day spas are proving to come very close to that overall benchmark at US\$898 (€765, £572) per square foot, while hotel and resort spas are averaging around US\$750 (€639, £572) per square foot. ●

Nancy Griffin is principal of Contento Marketing, a strategic marketing firm for spas and wellness brands. She is a founding advisory board member of the University of California Irvine Spa & Hospitality Management Programme, and member of the Global Wellness Institute's Career Initiative.



NEXT STEPS

● Make retail a priority

Spas with successful retail sales work hard. Make a plan to review their visual merchandising, product mix and compensation strategy. Work closely with your vendors to create shelf-talkers, countertop displays, special promotions and guest-appreciation events.

● Measure retail per service

Professional products used in treatments are the driver of retail in the majority of spas. Savvy spa operators are measuring the amount of retail sold per service, in addition to retail sales as a percentage of overall spa revenues. Aestheticians and

massage therapists have the client's ear — it makes sense for them to initiate the sale.

● Train and incentivise all frontline staff

Hire front-desk staff with sales acumen — then pave the way for their success by providing the right tools. Training front-desk and retail staff in selling techniques and skincare lines in conjunction with licensed staff will become a necessity.

● Develop multiple retail touchpoints

Resorts will benefit from telling a continuous product story not only through the spa, but also through the entire property.



Training front-desk staff in selling techniques will become a necessity

Think complimentary in-room gift sets, spa products as gifts and pop-up spa events in the lobby, poolside or meeting space.

● Don't lose the sale

Selling spa products on your website increases profitability by providing a convenient method of re-purchase. If e-commerce is not practical, ask your vendors to drop-ship.

Learn from day spas

Key indicators show that day spas outperform resorts and hotels in retail sales, generating a higher retail-to-service ratio and higher average retail-per-square-foot. Resort and hotel operators can learn how to grow retail sales — as well as the facial services that drive retail sales.

● Consider hiring a designated retail associate

"Consider creating a role for a personal skincare shopper to gear product-specific, results-oriented skincare regimes tailored to each guest's needs. 'Personal skincare stylist' could be a retail job role of the future," says Tompkins.

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spa business uniting the world of wellness

Skin deep

A new study reveals how treatments ranging from vitamin infusions, oxygen therapy and immune boosters to energy and cosmeceutical services is creating opportunities for spa operators. Fabian Modena and Matthew Brennan outline the findings

The global wellness economy is growing at an unprecedented rate. It was valued at more than US\$3.7tn in 2015.

Making up the largest share of this valuation is the beauty and anti-ageing market, which was valued at US\$999bn – nearly twice the size of the wellness tourism market (US\$563bn).

Within the beauty and anti-ageing market is the subsection of cosmetic beauty services. In today's market, the word 'cosmetic' is normally used to explain the enhancing or augmenting of external beauty for perceived physical improvement – and this subsection is growing quickly. Upscale hotels have an opportunity to capitalise on this by adding revenue with low-cost/high-margin treatments, including longevity, aesthetic and detoxification treatments.

Invasive, non-invasive and minimally invasive

The cosmetic beauty services industry is commonly divided into three distinct subsections: non-invasive, minimally invasive and invasive treatment or



The US is the largest market in non-surgical cosmetic treatments

“
The facial aesthetic market is expected to grow at a rate of 9.82% until 2020
”

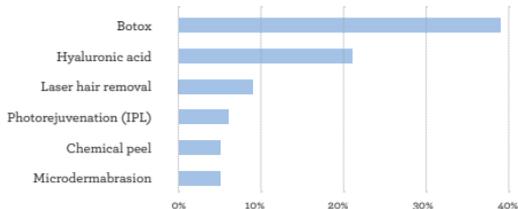
surgery. Beyond that, minimally invasive procedures are usually further subdivided into injectables, energy-based services and cosmeceutical services.

Invasive treatments are surgical procedures that penetrate the skin by either cutting or piercing, such as liposuction, breast augmentation, eyelid surgery, tummy tucks or nose surgery. These are often against the ethos of the spa market. Non-invasive treatments do not require any penetration into the skin,

and also cover a number of diagnostic and therapeutic procedures, including chiropractic manipulation, physical therapy and heat therapy, and are more in tune with the holistic spa approach.

Minimally invasive treatments are a combination of medical and beauty services, where the treatments may incorporate high-tech skincare and result in noticeable cosmetic changes. This includes injections such as Botox, dermal fillers, lipofilling and microdermabrasion, as well as lasers, chemical peels and cosmeceuticals (which are a combination of cosmetics and pharmaceuticals).

Non-surgical guest's preference



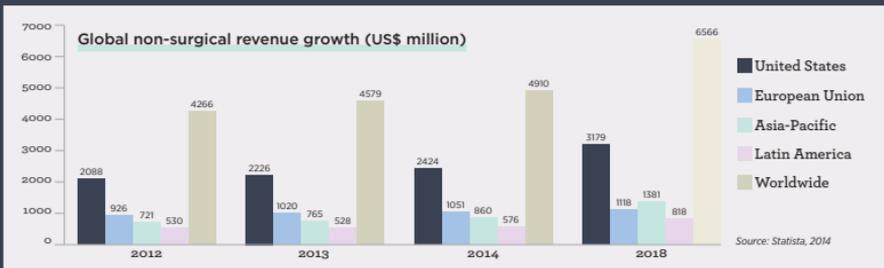
Source: American Society for Aesthetic Plastic Surgery & Statista, 2016

Medical aesthetic treatments

The international medical aesthetic treatment market is expected to rise to US\$6.56bn by 2018, led by minimally invasive treatments such as Botox, but also a variation of energy-based services such as radio frequency and laser treatments, driving the demand globally. The US represents the largest market in non-surgical cosmetic treatments, followed



Minimally invasive treatments often incorporate high-tech skincare



RESEARCH

Market mix and growth rates of non-surgical procedures

Nonsurgical Procedure	2016	2015	1997	% Change 2016 vs 2015	% Change 2016 vs 1997	Female	Male
INJECTABLES							
Botulinum toxin (incl. Botox, Dysport, Xeomin)	62.8%	64.2%	1.0%	7.8%	6956.6%	90.1%	9.9%
Calcium hydroxylapatite (Radiesse)	2.0%	2.3%	n/a	-2.7%	n/a	88.6%	11.4%
Hyaluronic acid (incl. Juvederm Ultra, Ultra Plus, Voluma, Perlane, Restylane, Belotero)	34.1%	32.3%	n/a	16.1%	n/a	93.2%	6.8%
Poly-L-Lactic acid (Sculptra)	1.1%	1.2%	n/a	0.4%	n/a	85.5%	14.5%
Subtotal Injectables:	62.7%	61.1%	8.8%	10.1%	6956.6%	91.1%	8.9%
SKIN REJUVENATION							
Chemical peel	21.8%	23.5%	71.2%	2.1%	28.1%	93.2%	6.8%
Dermabrasion (not including microdermabrasion)	0.9%	1.1%	6.0%	-8.2%	-35.5%	84.6%	15.4%
Full field ablative (laser skin resurfacing)	11.2%	12.7%	22.8%	-2.8%	105.6%	90.8%	9.2%
Micro-ablative resurfacing (fractional resurfacing)	3.2%	3.6%	n/a	-2.1%	n/a	91.1%	8.9%
Microdermabrasion	20.8%	21.8%	n/a	5.5%	n/a	93.2%	6.8%
Nonsurgical skin tightening (incl. Ulthera, Thermage, Pelleve)	18.7%	18.4%	n/a	11.6%	n/a	94.4%	5.6%
Photorejuvenation (IPL)	23.3%	18.8%	n/a	36.1%	n/a	90.8%	9.2%
Subtotal Skin Rejuvenation:	24.2%	23.5%	91.2%	10.1%	42.0%	92.4%	7.6%
OTHERS							
Hair removal (laser or pulsed light)	67.8%	68.2%	n/a	-8.9%	n/a	87.9%	12.1%
Nonsurgical fat reduction (incl. CoolSculpting, Vaser Shape, Liposonix)	11.1%	9.6%	n/a	5.6%	n/a	87.5%	12.5%
Sclerotherapy	17.7%	19.3%	n/a	-16.1%	n/a	98.1%	1.9%
Tattoo removal	3.4%	2.8%	n/a	13.2%	n/a	63.2%	36.8%
Subtotal Others:	13.1%	15.3%	n/a	-8.3%	n/a	89.2%	10.8%
Total	100.0%	100.0%	100.0%	7.3%	650.2%	90.6%	9.4%

Source: American Society of Plastic Surgeons, 2016

► by Asia and Europe; however, the highest growth rates are being seen in Asia.

Minimally invasive treatments are gaining in popularity, as they require little to no downtime, often deliver immediate results, and require very small incision or injection sites, resulting in less pain and very few post-procedure complications.

The facial aesthetic market specifically is expected to grow at a rate of 9.82 per cent until 2020, and a shift from invasive to non-invasive treatments is already evident. Between 2015 and 2016, the most significant growth rate was for photo-rejuvenation – a skin treatment that uses lasers to treat wrinkles or age spots – which grew 36 per cent and accounted for over 650,000 procedures in the US. This was followed by hyaluronic acid treatments, which grew 16 per cent.

Opportunities for hotels

There are opportunities for upscale hotels to convert a cost centre into a revenue centre by implementing some medical and aesthetic services, depending on the subject location and access to supplies.

Aesthetic and longevity treatments will cater towards both male and female consumers. However, our research has shown that aesthetic treatments are more popular with women and the longevity services are more popular with men



Detoxification treatments, including intravenous therapies, are in high demand

– especially high-net-worth individuals. The longevity treatment service is a low-cost high-margin opportunity – with margins above 2,200 per cent. Offering this type of specialised facility within the common spa environment creates a niche for hotels to capitalise on this high-margin industry.

Detoxification treatments, such as chelation, liver detox and lymphatic drainage, are intravenous therapies and are in high demand with consumers over the age of 36. The demand for energy boosters, such as Myers' cocktails, megadoses vitamins (MPVs) and ozone IV

therapy, as well as for immune boosters, is booming for consumers over 65; both segments can be an additional revenue centre for spa facilities.

There are still unexplored opportunities to implement high-yielding cosmetic treatments within the hotel spa sector, using less than 150sq m (1,615sq ft) of space. A total investment of US\$47,000 serves as a standard investment for the creation of a medical aesthetic spa room.

Partnering with a third-party provider with a track record in aesthetic treatments is another path to introducing services, and will guarantee expertise, trained specialists and longstanding supplier and industry relations.

Most hotel spas do not capitalise on this ever-growing industry. An efficient implementation with a specifically tailored selection of services will not only elevate the spa facility's reputation, but also open doors to a new customer segment with high disposable income. ●

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Fabian Modena is a consultant with Horwath HTL Health & Wellness.



Matthew Brennan is the director. Based in Thailand, Horwath HTL offers a range of consulting and management services for hotels and spas.

elemental
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NUTRITION INFUSION

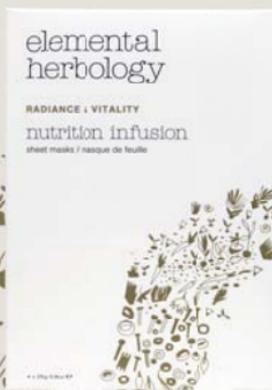
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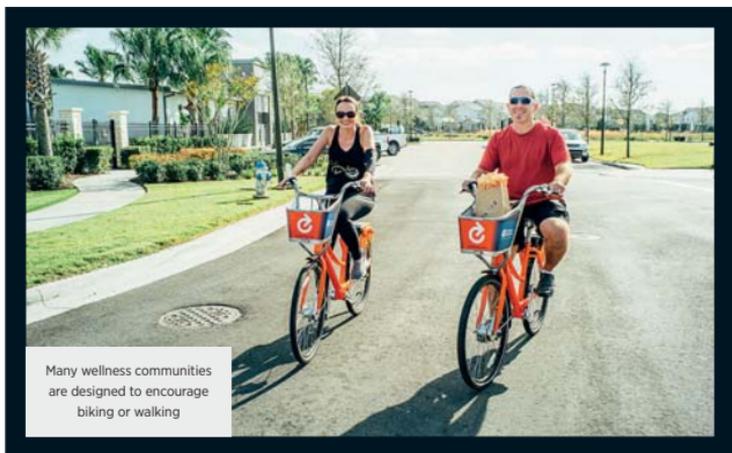
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spa business uniting the world of wellness



Many wellness communities are designed to encourage biking or walking

LIVING WELL

The United States

In the third part in our series, Jane Kitchen investigates the distinct reasons why the demand for wellness communities is growing in the US, and looks at some of the most interesting examples

Wellness communities are on the rise worldwide, but perhaps nowhere are there quite as many in development – and in existence – as in the US.

A combination of entrepreneurial spirit, an abundance of land, an unhealthy population, and a failing healthcare system have all contributed to this burgeoning industry.

The anti-sprawl

The US is a massive country, with a network of roads and parking lots rather than rails and trails. As populations have migrated to cities, a race for housing development has meant that countryside and farmland is fast disappearing. Many of the first American wellness communities – including Serenbe (see facing page)



“It’s important to remember that the US has been the epicentre of terrible car-dependent suburban sprawl for the last 75-plus years”

KATHERINE JOHNSTON

and Prairie Crossing (see p 66) – initially sprang from a need to protect cherished land from the encroaching suburbs.

“It’s important to remember that the US has been the epicentre of terrible car-dependent suburban sprawl for the past 75-plus years, and especially in the past 20 to 30 years,” says Katherine Johnston, senior research fellow at the Global Wellness Institute. “This includes poorly designed, unwalkable suburbs and exurbs; insanely long commutes on congested highways; big-box stores and strip malls; cheap, low-quality, or cookie-cutter housing construction; and poor zoning policies.

“As people in America have started to recognise how terrible and unhealthy this kind of development is for both people and planet, there’s a growing impetus to try to build things that are better, and to experiment with new types of building.” ▶



There is a connection to nature – and connections among residents

Serenbe

NEAR ATLANTA, GEORGIA

OPEN: in phases, from 2005

Serenbe broke ground on its first house in 2004, and today, the community is home to more than 400 people. Each of Serenbe's four hamlets has a different centre focused on the elements of a well life: arts for inspiration, agriculture for nourishment, health for wellbeing and education for awareness.

"Wellness has so many components, and that's what we're trying to talk about and help people understand," says founder Steve Nygren. "We want

to bring wellness into a lifestyle that's part of everyday life."

The community features a strong connection to nature, with miles of trails connecting homes and restaurants with arts and businesses, an edible landscape, an on-site labyrinth and acres of preserved forests and meadows – all with homes specifically designed for community living.



“What we’re doing is more than a spa – we’re creating a village of wellness”

STEVE NYGREN, SERENBE

"The first residents moved into their homes in 2005. The main reports we're now getting from almost every household are about health," says Nygren. "We hear stories that there's less depression, less medication, and that children are behaving better. We forget how much stress and mental attitude directly affect our physical being."

Clustered housing preserves 70 per cent of the 65,000 acres that makes up the community. Edible landscapes dot the agriculture hamlet, while the art hamlet features a rich programme of art, theatre and film. Educational programmes help residents understand how they can harvest curative plants from their gardens.

Edible landscapes mean residents can harvest food straight from their gardens



Miles of trails connect homes and restaurants with arts and businesses

Nygren describes the wellbeing hamlet as "an entire village of vitality" and plans are underway for a major destination spa of around 30,000sq ft (2,787sq m), alongside a new boutique hotel. "What we're doing is far more than a spa – we're creating a village of wellness, and a spa will be a component of that," says Nygren.



GOCO Retreat Temescal Valley

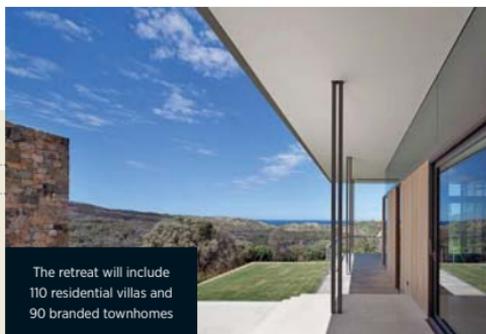
CORONA, CALIFORNIA

OPENING: 2019

GOCO Hospitality is developing a wellness community next to Glen Ivy Hot Springs, which it acquired last year. GOCO Retreat Temescal Valley will include 110 residential villas, along with 90 branded residences and townhomes, a wellness hotel with 60-70 bedrooms and a boutique

lifestyle hotel with between 70 and 80 bedrooms.

A full-service wellness centre will be on-site with 30 to 40 treatment rooms, thermal experiences and hot springs bathing. Additionally, there will be a medi-spa, fitness centre, yoga and mind/body studios, meeting rooms, a wedding chapel, community village,



The retreat will include 110 residential villas and 90 branded townhomes



GOCO Retreat Temescal Valley will be located next to Glen Ivy Hot Springs

farmer's market, kids' club, organic farm, and a hospitality academy and training centre. Walking trails throughout the property will be pet-friendly.

Wellness programmes and journeys from three to 21 days will be offered, with a full-service retreat with doctors and specialist consultants on arrival, a variety of treatments, fitness activities and learning workshops. The lifestyle hotel will include green design with sustainable features, common

spaces including a main lobby 'living room', co-working space and central living room and library. A health restaurant will include communal dining spaces and organic wine and cheese, and an organic supermarket will also have a cooking school. A wellness restaurant, tea lounge and juice bar will offer farm-to-table cuisine and personalised food menus. Events like craft fairs and weekend markets will help create a sense of community and engage residents, and space will be available for artists' residences and galleries, as well as a learning centre for art, painting and dance classes.

► Finding healthy connections

With more than two in three adults in the US considered to be overweight or obese (and about one-third of children ages 6 to 19), finding new ways to be healthy is a top priority for many Americans. A struggling and expensive healthcare system adds to the problem; a recently released study from the Commonwealth Fund, a private foundation, finds the US healthcare system ranks last among 11 wealthy nations, despite being the most expensive.

"We're pretty sick in America," says Steve Nygren, founder of Serenbe, a wellness community just outside Atlanta, Georgia. "And we're more stressed out than the rest of the world. If you look at the amount of money we spend on healthcare in the US, and the amount of disease we have – most of which is preventable – you'll understand why a lot of folks are starting to look for alternatives."

There is also a growing awareness about the benefits of intergenerational

living, while the American senior living communities leave much to be desired. Couple this with an ageing and financially flush baby boomer population, and it's no wonder that the demand for wellness communities is growing dramatically.

"Americans are increasingly aware of the relationship between how and where they live and their wellbeing and the wellbeing of their families," says Mia Kyricos, chair of the Global Wellness Institute's Initiative on wellness communities and founder of strategic advisory firm Kyricos & Associates. "There's also a growing base of, what I like to call, the 'Enlightened Few', who have realised the cost of today's digital age and now have a desire to reverse its effects. These people understand that we've lost our connections to nature, to each other, and to our understanding of what drives a true sense of community. In many ways, wellness communities are giving people a chance to find themselves again." ►

Rancho Sahuarita

TUCSON, ARIZONA

OPENED: 2002

Rancho Sahuarita, near Tucson, Arizona, was designed with healthy living at the forefront, and today is home to 18,000 people. It includes a lake clubhouse with a 6,000sq ft (557sq m) fitness centre, dance and aerobic studios, splash park, lap pool and tennis and basketball courts. A network of recreation amenities includes a 10-acre lake, three large parks and 17 miles of walking trails and bicycle trails, and a bark park.

Rancho Sahuarita has also partnered with a local health network to maintain an on-site primary and urgent-care facility, as well as to offer programming that encourages physical activity and a healthy lifestyle, including a health and wellness lecture series.



At Grow, three-quarters of households reported improved wellbeing



Grow

SEATTLE, WASHINGTON

OPENING: ongoing, from 2014

Located on Bainbridge Island, a 35-minute ferry ride from downtown Seattle, Washington, Grow Community is being developed in partnership with Bioregional with a sustainability action plan and a goal of community connection, smaller carbon footprints and increased health and wellbeing. A total of 142 homes are being built in three phases; phase one is complete, and work is underway on phase two. The emphasis is on creating a compact, neighbourly community

with shared green spaces, and essential services and facilities located within a short walk or cycle ride of all the homes.

When it's fully developed, Grow will provide more than 50 per cent open space, including myriad garden options for enriched community connection. The development goal is also to create a space for intergenerational living, appealing to people of all ages and life stages, so a variety of unit types and sizes are available.

The first phase of Grow was completed in 2014. In the first



‘Nearly ¾ of households reported improved physical or mental wellbeing’

POORAN DESAI, BIOREGIONAL

The development aims to create space for intergenerational living

three years, residents reported an 85 per cent increase in walking and a 30 per cent increase in cycling, and 65 per cent of residents participated in communal gardening.

Three-quarters of households reported improved physical or mental wellbeing compared to where they lived before.

“It’s very exciting to see how well-recognised and influential a small project can be when the developer embraces the goal of enabling sustainable living,” says Pooran Desai, co-founder of Bioregional.

Prairie Crossing

GRAYSLAKE, ILLINOIS

OPENED: 1992

First opened in 1992, Prairie Crossing was designed to combine the preservation of open land with easy commuting by rail and responsible development practices. It includes a 100-acre working organic farm which serves the needs of residents.

Ten principles established by the community's founders have guided Prairie Crossing since its inception. These are: environmental protection and enhancement, a healthy lifestyle, a sense of place, a sense of community, economic and racial diversity, convenient and



The community includes 10 miles of trails for exercising and horse riding



efficient transportation, energy conservation, lifelong learning and education, aesthetic design and high-quality construction and economic viability.

The community's landscape was designed first, with native plants that purify stormwater and enhance the habitat for wildlife, 10 miles of trails for exercising and horseback riding, and a 20-acre lake for swimming, boating and fishing.

Resident Mayumi Neha Aaberg practices tai chi on the lake's beachfront

An edible landscape includes more than 80 trees and bushes producing a wide variety of fruit and nuts for residents to harvest. House designs, which are modest in size, take their inspiration from historic Midwestern building styles and use the latest energy-efficient techniques. Plus, there is an on-site yoga centre. After 25 years, Prairie Crossing now includes an on-site hospital, two schools, and two rail stations. Research has shown that people living there are three times as active in the civic and political realms as in suburbs elsewhere.

▶ A new kind of lifestyle

Finding those connections – whether it's through community activities, spending time in nature or intergenerational living – is something wellness communities aim to nourish. And that is becoming more appealing to developers. "The golf course no longer constitutes a lifestyle," says Brooke Warrick, president of market research firm American Lives. "As the world gets a little bit crazier – especially in the US lately – the idea of the sanctuary home and the sanctuary community becomes more important."

Warrick commissioned a survey last year on the appeal of wellness communities, randomly selecting 1,000 Americans with household earnings over US\$75,000, and found that an impressive 25 per cent of them said they'd like to live in a wellness community (see article, page 72-74).

"The interest is as real as it can be – at least in the US," says Warrick. "This is not simply an unserved market niche – it is a major market opportunity."

Growth and marketing

Land availability and population growth also play a major role in the development of wellness communities; in the US, states like Florida, Texas, Arizona and Colorado have high population growth and a need for new housing, so it's no surprise that's where many wellness communities are popping up. Real-estate developers have recognised the value of wellness as a way to differentiate their projects; the challenge for consumers, says Kyracos, is to discern which are done well and which are just using clever marketing tools.

And as more developers build wellness into their communities – whether it's in a true, holistic sense, or in smaller ways, like adding more green spaces or creating a yoga centre – the demand is likely to continue to grow. "Access to nature and to each other have profound effects that we're only beginning to understand, including longevity, quality of life and the ability to thrive," says Kyracos. "Wellness communities help to bring it all together, but we still have work to do."

The District

JACKSONVILLE, FLORIDA

OPENING: unknown

Set to occupy a 30-acre site on the St John's River in downtown Jacksonville, Florida, The District claims to be designed from the ground up to promote fitness and healthy living, and features bike paths, fitness centres and "unintentional exercise" – integrated daily activities that encourage exercise.

At the heart of the community will be the Base Camp – described as a new and healthier way to think of the traditional community clubhouse. The Base Camp will offer yoga classes, personal health counselling, community gardening and a health concierge.

Development plans for The District are for 1,170 apartments and condos, along with 200 hotel rooms, 288,500sq ft (26,803sq m) of commercial space and 200,000sq ft (18,580sq m) of office space.

“This gives us an opportunity to gain insights into the effects of lifestyle on health and wellbeing”

GLORIA CAULFIELD, LAKE NONA INSTITUTE

Lake Nona

ORLANDO, FLORIDA

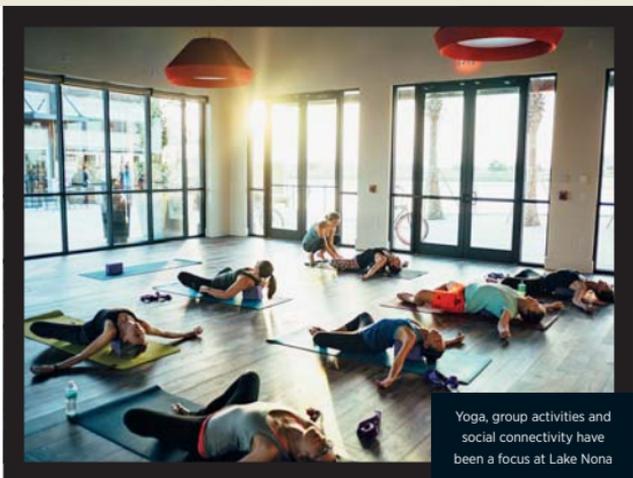
OPENING: ongoing, from 2000

Lake Nona, in the city of Orlando, Florida, is a community masterplanned by global investment organisation The Tavistock Group. The 17-square-mile development is a “living lab,” designed around clusters of innovation and excellence in the areas of health and wellbeing, sports and human performance, technology and education.

The design incorporates trails, bike sharing, green space, community programmes, yoga and group activities. Wellness and social connectivity have been a focus throughout the development. The population has grown from 500 people in 2000 to 12,000 in 2015, with estimates forecasting 40,000 by 2020.

The community is home to the Lake Nona Institute, a nonprofit organisation

which aims to inspire healthy, sustainable communities, as well as the Johnson & Johnson Human Performance Institute, where executives and athletes learn how to improve their health, energy levels and mental sharpness. A health and wellness study, the Lake Nona Life Project, aims to better understand how communities work and the factors that lead to better overall health. “The Lake Nona Life Project will give us an unprecedented opportunity to gain new insights into the effects of lifestyle – including how we live and work in our communities – on health and wellbeing that



Yoga, group activities and social connectivity have been a focus at Lake Nona



“This will be a spa and wellness concept without borders”

KIM MATHESON, WTS

can help future generations,” says Gloria Caulfield, executive director of health and wellness for the Lake Nona Institute.

Lake Nona is also home to a 650-acre health and life sciences cluster that includes the Sanford Burnham Prebys Medical Discovery Institute, where research is conducted on obesity, diabetes, and cardiovascular disease, and the US Tennis Association (USTA) opened its national campus at Lake Nona in January.

As the project grows and develop, Lake Nona anticipates adding a medically integrated fitness centre, as well as a resort with a 45,000sq ft (4,181sq m) spa and fitness campus.

Spa consultancy WTS International has worked on the market analysis, strategic planning, programming and financial analysis for the upcoming Lake Nona Spa.

Details of the spa are still being kept under wraps, but Kim Matheson, senior vice president at WTS, says it will include in-depth indoor and outdoor programming for all ages and levels on a “massive scope.”

“It will be a unique journey to being well and active at work, home or play,” says Matheson. “This will be a spa and wellness concept without borders.”



Community programmes get residents involved from a young age

“Humanity is truly at a crossroads that absolutely requires us to find new ways of living and interacting”

ALLISON SMITH, OLIVETTE



More than 10 miles of trails take advantage of the site's river frontage



Olivette

ASHEVILLE, NORTH CAROLINA

OPENING: through 2027

Between 300 and 350 homes are being built along the French Broad River near Asheville, North Carolina, over the next 10 years, to create a wellness community described as an “agrihood in the making”. Olivette will be set on 346 acres in the Blue Ridge Mountains, and will focus on connections to food, nature and the arts.

An on-site organic farm will re-localise food production and the farm will be scaled so it can feed 175 families. The community will also feature edible gardens, berry and fruit orchards, bee hives and edible landscaping as part of its ‘plough-to-pantry’ philosophy.

“New models of sustainable development are needed,” says Allison Smith, director of sales for the Olivette development. “Humanity is truly at a crossroads that absolutely requires us to find new ways of living and interacting with the environment – and with each other – to create a more sustainable, peaceful, open and connected world.”

Olivette also features more than 10 miles of hiking trails and an eight-acre park. Stringent energy efficiency is required in all new home construction, with subsidised geothermal heating and cooling for every house in the first phase.



“The physical environment in which people live has an enormous impact on their health”

INGO SCHWEDER, CEO,
GOCO HOSPITALITY

GOCO Retreat Dawson Lake

WEST VIRGINIA

OPENING: unconfirmed

GOCO Hospitality is in the process of working on a GOCO Retreat across 750 acres (304 hectares) in the West Virginia countryside, not far from Washington, DC. The project focuses heavily on the area's natural mineral springs, and will include both a 70-bedroom wellness hotel and 150 residences – all houses.

“Our GOCO Retreats not only offers guests extensive wellness programming and activities, but also provide them with a retreat from

their everyday environment, allowing them to heal and reconnect with nature,” says Ingo Schweder, CEO.

A 4,000sq m (43,056sq ft) spa will include mineral springs bathing. Other wellness activities, including canoeing, hiking, biking, and horseback riding, will be incorporated in the retreat. Schweder said he is also in talks with a DC sustainable think tank to be anchored to the retreat, and that he expects the location to be a space for politicians to escape for off-site meetings.

Sterling Ranch

DENVER, COLORADO

OPENING: 2017-2037

Sterling Ranch, in Littleton, Colorado – near Denver – is being developed as a dedicated wellness village, and will ultimately include nine villages radiating outward from a town centre, connected by 30 miles of trails. The community will be built over a period of 20 years, with the first model homes opening this year, and will include a health centre in partnership with UCHealth, with on-site medical services and urgent care.

The “intelligently orchestrated” internal paths will ultimately be connected to state and regional trail systems, including the 486-mile Colorado Trail, which begins at the nearby Waterton Canyon.



The 20-year project aims to make Rochester a destination for wellness

Destination Medical Center is a US\$5.6bn, 20-year economic development initiative that aims to make the entire city of Rochester, Minnesota, a global destination for health and wellness.

The project will see the expansion of the

Destination Medical Center

ROCHESTER, MINNESOTA

OPENING: ongoing, 2014 - 2034

world-renowned medical centre, the Mayo Clinic, and will also provide healthy community features for both local residents and the clinic's patients and

visitors. Public investment of US\$585m will help develop housing in downtown Rochester, near Mayo Clinic, as well as health and wellness

activities. The Discovery Square area borrows from Mayo Clinic's integrated care model to create an integrated district founded in the principles of translational medicine, and aims to position Rochester as the "Silicon Valley of Medicine", bringing doctors and researchers together and driving job growth.

The Cannery

DAVIS, CALIFORNIA

OPENING: unconfirmed

The Cannery is a 130-acre farm-to-table community on the former Hunt-Wesson tomato cannery site near Davis, California. It will include 520 solar-powered homes, a 7.4-acre farm, community room, parks and paths, and a community centre with a swimming pool and spa.

Nearly one-third of the development is dedicated to open space, and parks and paths are designed to connect neighbours, with every home located no more than 300 feet (91 metres) from an open space. The Cannery Farm is designed to serve as a state-of-the-art example of sustainable urban farming, and will also act as an agri-classroom for beginning farmers. The Cannery's site and buildings are designed to reduce reliance on cars, limit energy consumption, enable renewable energy production and contribute to a healthy environment.



A yoga lawn at Harvest hosts 50 classes each month

Harvest

ARGYLE, TEXAS

OPENING: unconfirmed

This 1,200-acre community is being developed around a working commercial farm, operated by a professional farmer who shares his expertise with homeowners and their children. Harvest will include 3,200 single-family homes, and is a Live Smart community, with a focus on five key principles designed to nurture community:

connection, wellbeing, enrichment, stewardship and convenience. Intentionally designed as a walkable community, Harvest has 16.8 miles of trails that lead to amenities and communal gathering areas. The community also includes a fitness centre and yoga lawn, and every home is within a five-minute walk of a green space.

The five-acre commercial farm generates 6,000 pounds of produce a year, and serves as a hands-on learning lab for children and volunteers. Residents also have access to plums, apples, figs, pears and pecans from the community orchards. ●



PHOTO: JOHN DUNN

A quarter of those surveyed would like to live in a wellness community

a ‘major market opportunity’

Market research firm American Lives has conducted a survey on the US wellness community market, and found a growing interest among consumers. Brooke Warrick highlights the key findings

The study

In October 2016, our market research firm, American Lives, fielded a nationwide US survey on a range of wellness issues. The study was a probability study of households with incomes over US\$75,000 – the top 50 per cent in the US; the survey was completed by 1,000 respondents, aged 25 to 75 years old, which produced a demographically and statistically representative sample.

The goal was to measure the size of the market for wellness services and

the likelihood that people would want these services to be available in the community where they lived.

When we divided the survey results into distinct market segments, three core market opportunities emerged. We showed that more than 75 per cent of this population wants these wellness services – and approximately 25 per cent wanted to live in such a community, while 38 per cent were inclined to visit a wellness community and would consider living there part-time.

Core market segments

Three key subgroups emerged from the analysis:

Lifestyle Enthusiasts

24.8% of participants.

Respondents in this segment strongly endorsed the concept of a “wellness community”, one in which they lived either full- or part-time. Members of this segment viewed their and their neighbours’ health and wellness as a core element of a family living environment.

Modest Committeds

38.8% of participants.

This segment expressed an array of health and wellness values parallel to those of the Lifestyle Enthusiasts, but with a lesser level of commitment. This segment was more likely to favour health and wellness as a favourite travel investment, as opposed to a permanent lifestyle, yet at a level of interest to possibly do so through ownership of a second home. The age distribution within this segment was more tilted toward those of retirement age.

Vacation Market

12.8% of participants.

Though not as dedicated as the Lifestyle Enthusiasts segment of the market, this segment still more strongly endorsed

Top services for Lifestyle Enthusiasts

For Lifestyle Enthusiasts, the following spa and wellness services were the top 10 services they were interested in

- | | |
|---|---|
| 1 Events/gatherings where one can laugh and engage with friends | 6 Gourmet healthy cooking classes and nutrition classes |
| 2 Massage therapy and other body treatments | 7 A health-oriented fine dining restaurant |
| 3 Spaces for quiet, reflective time | 8 Beauty and skincare treatments |
| 4 Workshops on relieving stress and calming the mind | 9 A personal trainer for strength, flexibility and aerobic capacity |
| 5 Access to medical professionals for specialised health programmes | 10 Homeopathic and alternative medicine programmes |

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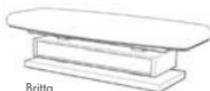


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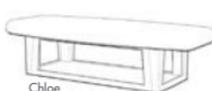


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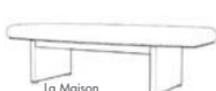
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spa business uniting the world of wellness



Events to engage with friends was top of the list of services desired

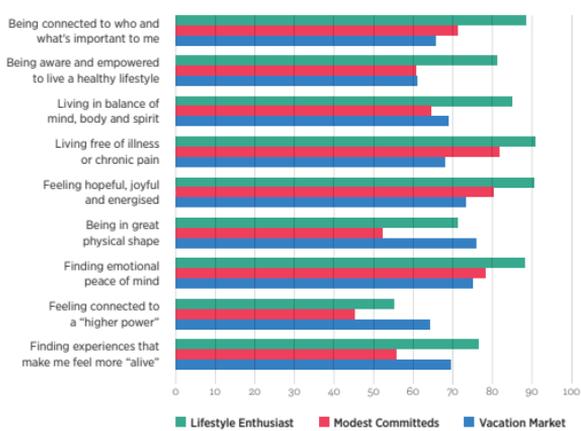
People who are objectively more psychologically healthy want to live in a community that shares and supports those values,

health and wellness values than the Modest Committeds, but was disinclined to express such values in a community setting. Nonetheless, they showed strong interest in owning a second home in a wellness-oriented development. This segment displayed the least disparity in age distribution within its membership, with a strong bias toward young people.

The remaining 23.6 per cent of the sample were not interested in wellness and would not be considered in the market.

In the survey, we asked a battery of questions known as the Ryff Scales of Psychological Well-Being, a widely tested and accepted series of questions that focuses on measuring multiple dimensions of psychological wellbeing. The Lifestyle Enthusiasts scored much higher on all of the wellbeing dimensions, with Modest Committeds scoring lower, and the Vacation Market somewhat lower again. This suggests that people who are objectively more psychologically healthy want to live in a community that shares and supports those values. They have a deeper understanding of what constitutes a healthy life and personal fulfillment, and

Graph 1: Wellness attitudes by segment



Gourmet healthy cooking and nutrition classes ranked highly as a desired service

they're seeking ways to improve it; it's at the core of what is important to them. On the other hand, the Vacation Market is interested in wellness when they have time, but it's not a core value for them.

Key findings

The demand for wellness services indicated in this study was significantly greater than expected, particularly in response to living in a wellness community. Current research by the Global Wellness Institute (GWI) signals that there is a limited supply of these communities. This is not simply an underserved market niche - it is a major market opportunity.

Those Lifestyle Enthusiasts who are interested in living in a wellness community rate events and gatherings where they can engage with friends as a top feature they'd look for in a community, but they're also interested in places for quiet, reflective, relaxing time (see fact box, p 70). Massage therapy came in second on the list of services they would be interested in, suggesting a significant role for spa operators and suppliers in the world of wellness communities.

We also asked people about their attitudes and expectations of wellness services. Overall, "feeling hopeful, joyful, and energised" defines how people feel about wellness, with "living free of illness and chronic pain" a close second (see Graph 1). When correlating this data with previous trends, the desire for wellness services has grown dramatically, in large part because it's seen as an antidote to an increasingly chaotic world. There was also further statistical evidence that people are taking more personal control of their environment, so the idea of living in a "safe haven" like a wellness community was a key driver of demand. ●



Brooke Warrick is president of American Lives, a market research firm that specialises in primary data collection and analyses in proprietary studies



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Dr. Anjan Chatterjee, Univ. of Pennsylvania



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a touch of luxury

As a global leader in the field of luxury fabrics for spas and hospitality, RKF is known for pushing the boundaries of design and function. We find out about the company's latest work



RKF founder Riadh Bouaziz (right) with his creative director Christophe Dijoux (left) in Los Angeles

The year to date has seen RKF Luxury Linen – whose innovations include the ultra lightweight DreamSoft fabric – reach new heights in terms of its achievements, awards and innovations.

In June 2017, RKF's new eco-friendly trenchcoat-style bathrobe received three fashion accolades at the 10th International Design Awards in Los Angeles – bringing the total number of awards the spa robe received to seven worldwide.

An industry first

RKF's pioneering founder Riadh Bouaziz, along with his creative director Christophe Dijoux, set out on a mission to disrupt the market for spa robes, and their award-winning trenchcoat design – with its slim lines, flattering silhouette and attention to detail – seems to have exceeded their goals.

"We're the first company anywhere to elevate the spa robe in this way," says Bouaziz. "Traditionally these garments have always been oversized, unflattering and awkward to wear.



Our lightweight robe would not look out of place on someone walking down the high street

"But today's spa and hospitality guests really don't want to feel this way any more. They want to feel comfortable and look fashionable wherever they are in the facility.

"Our lightweight robe would not look out of place on someone walking down the high street," he continues. "In fact, when we were in LA to receive our awards we filmed our models wearing the trenchcoat on the famous Rodeo Drive in Hollywood.

"It's possible to wear this robe anywhere – so spa guests can feel comfortable walking through the lobby, having dinner in the restaurant, and walking in the gardens too."

As well as the recent awards in LA, the robe also received the Golden

A'Design Award in Italy in April 2016, followed by the Special Jury Prize at the ESPA Innovation Awards in Belgium in May 2016. To follow was the Prix Spécial du Jury, Trophées Tech'n S.P.A.S in France (November 2016), and finally the Silver European Product Design Award, received from European Parliament in Brussels, Belgium in March of this year.

A day of wellness

The company's time in Los Angeles was especially busy, as it coincided with this year's Global Wellness Day in June, with Bouaziz having just been appointed France ambassador for GWD on a three-year tenure.

"I've been very involved with Global Wellness Day since it began, so it's a great honour for me to serve this initiative and help to grow it in the future," says Bouaziz.

"This year we had 10 French cities take part, and RKF was instrumental in organising many wellness-related events, both in our home city of Belfort, as well as in key locations in Paris like the Arc de Triomphe and the Champs Elysées."

Bouaziz says there was huge enthusiasm in France for the event this year, and RKF's video showing the highlights received almost 100,000 views on Facebook.

This year, Global Wellness Day was celebrated in 100 countries and more than 4,000 locations, and Bouaziz's aim as one of

four new French ambassadors and key supporters is to greatly expand the number of French cities taking part next year.

"It may just be one day, but it provides a powerful focus on wellbeing, and how important that is in all our lives," says Bouaziz. "People today are way too stressed. They must learn to slow down, think about how they live their lives, and learn to relax!"



Riadh Bouaziz

Ambitious digital strategy

However, given the schedule for RKF in the coming year, it's difficult to see how Bouaziz and his team will themselves have time to relax.

This September will see the launch of a whole new digital marketing and media strategy, aimed at giving a 360-degree view of RKF's creative work, both at its headquarters and its many offices around the world.

Its new showrooms will open at its HQ in Belfort, Eastern France, in October, offering another way for clients to see the work of RKF up close.

The end of 2017 will see the launch of a new company website, complete with a multi-media blog – the first blog in the company's history – that will offer a fascinating window into the world

of RKF and its partners, complete with interviews and behind-the-scenes vlogs.

Catwalk debut

Early in 2018, RKF will also make its debut at Paris Fashion Week, where it will present a show with at least 30 models wearing bespoke RKF robe designs.

"We have something really special in store for this show and it will wow viewers. It's a first for a company in our industry to put on such an event," says Bouaziz. "We're changing the boundaries and perception of spa fashion and linens every single day."

Meanwhile, the company's list of prestigious spa and resort clients continues to grow, each being served with a complete bespoke linens package in line with their brand.

Recently completed RKF projects include the Palazzo Versace Dubai, the Four Seasons Hotels in Kuwait and London, the One & Only Nyungwe House

RKF Luxury Linen has redefined the whole concept of what a spa robe should look like and feel like



We're changing the boundaries and perception of spa fashion and linens every single day

in Rwanda, the Six Senses Spa in Ibiza and the Hotel de Crillon – a prestigious French Palace hotel that has just opened after extensive renovations, and includes suites designed by Karl Lagerfeld.

Next year will also see RKF dip its toes into the B2C market for the very first time.

Bright future

For those who have ever met the effervescent Bouaziz, it's impossible not to be touched by his infectious enthusiasm.

"I absolutely love what I do, working in wellness and creating high-quality products that touch the lives of so many people. I wake up with a smile on my face everyday, and I like to see the people around me looking happy too," he enthuses. "My philosophy is think positive, do positive, feel positive."

It's certainly a philosophy that has enabled RKF Luxury Linen to scale the heights of the luxury spa and hospitality market, and judging by its achievements and future plans, there is so much more to come. ●

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Wynn Palace

Inspired by China's royal residences, the Spa at Wynn Palace promises opulent tranquillity and healing techniques to leave guests feeling transformed. Neena Dhillon puts it to the test



The special administrative region of Macau, situated on China's southern coast, beckons with the glitz of Michelin-starred dining, retail malls, themed attractions, and casinos befitting Asia's gaming capital.

In a move to diversify Macau's appeal beyond gambling, hotel and casino operators are competing to introduce unparalleled facilities under one roof – including sizeable spas – with the reclaimed land that forms the area of Cotai proving the location for most of the new resorts.

Unveiled last August, the US\$4.2bn (€3.6bn, £3.2bn) Wynn Palace has been a labour of love – six years in the making – for owner Steve Wynn. This, his second luxury resort in Macau, seeks to set the bar in terms of experience and surroundings.

● It's taken six years for owner Steve Wynn to bring Wynn Palace to completion



The 4,497sq m (48,405sq ft) spa, designed by TAL Studio and the Wynn Design & Development team, occupies its own floor and includes a salon, swimming pool, café, fitness centre and boutique.

ENGAGING DESIGN

As a 45-year-plus hospitality veteran, Wynn has spoken about creating a destination that makes guests feel joyful. By the time I arrive at Wynn Palace, well into a 10-day tour of Macau hotels, I've inspected several properties, walked for miles and I'm feeling a little jaded. Yet I find myself re-energised within minutes of wandering the

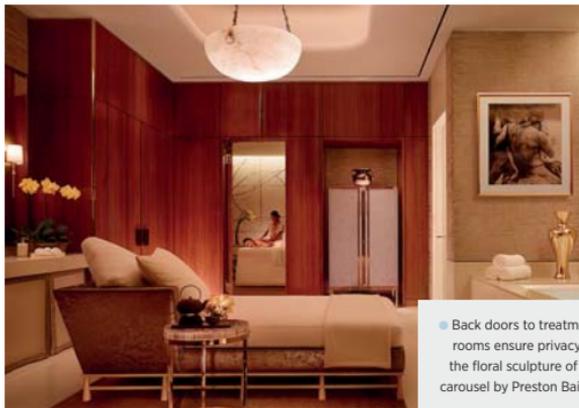
public spaces, marvelling at the fearless use of colour, the art collections, which are worth more than US\$125m (€112m, £98m), and the intricate layering that forms the basis of an exuberant design, which has been inspired by the tradition of chinoiserie.

● Neena Dhillon found herself re-energised by both the hotel's design and the spa treatments

There are crowds milling around the two entrance atriums taking pictures of floral sculptures which have been installed by designer Preston Bailey. These include a carousel whose display alone contains more than 83,000 flowers (see image below).

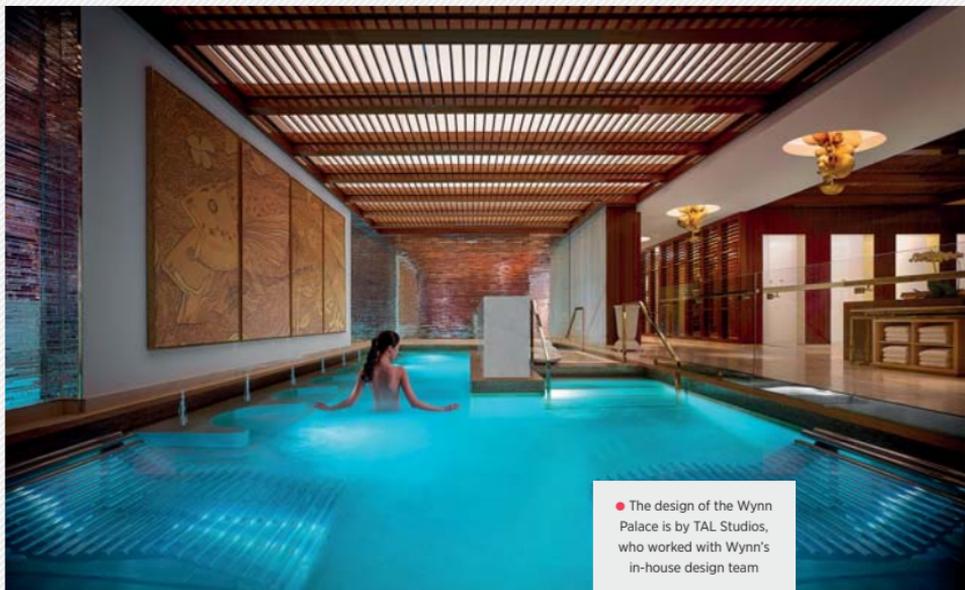
Across the hotel, there's a visual conversation between East and West, with Chinese-influenced decorative arts taking pride of place. This theme flows down to the spa, where hand-painted murals by Paul Montgomery, depicting life in Chinese royal residences, decorate the entrance corridors. As a small example of the way Wynn has looked to inject luxury at every turn, the hallways are eight feet wide instead of the typical five, rooms feel deeper and ceilings higher. Since the entrance hallway leads to several amenities, the design team has installed an arresting Foucault pendulum directly in front of the entrance to the spa. Executive director of spa Jennifer Simms explains that this calming feature encourages people to stop using their phones, taking time instead to watch the brass pendulum.

Both times I visit, reception staff are on standby to explain the layout and how to



● Back doors to treatment rooms ensure privacy; the floral sculpture of a carousel by Preston Bailey





● The design of the Wynn Palace is by TAL Studios, who worked with Wynn's in-house design team



“ We would never want external traffic to overwhelm in-house guests

Jennifer Simms, executive director of spa



use the facilities. Since this is such a big spa, I worry I might feel overwhelmed, but the central corridor around which the treatment suites are arranged is on an axial grid, giving a sense of proportion and navigational flow. This said, the team of 62 is well-versed in giving directions and equipped with radios to ensure there's a member of staff ready to escort guests between the changing rooms, wet areas and treatment zones at any time.

Echoing the spa's theme, guardian lions known as 'Shi' – symbols associated with the Chinese imperial court – flank the same corridor, the males holding an embroidered ball and the females carrying a cub, in a representation of yin and yang. A sculptural peacock provides

a focal point, with silk floral friezes adding adornment. The whole effect is stunning, but TAL Studio has tempered these grand areas with more sedate treatment zones, in which Etimoe Veneer, a warm and multidimensional wood, is used alongside fabrics that glisten with a subtle sheen, tasteful art and a well-judged colour palette that appeals to both sexes. It's glamorous yet more restrained than other parts of the hotel, ensuring the environment is suited to relaxation.

Depending on the treatments selected, guests are either shown to single or couple's suites, the latter more than 200sq ft (18.5sq m) in size. Of the 22 treatment rooms, eight have their own private changing facilities with

steamroom, spa bath and experience shower. Simms explains that guests never see therapists clearing away equipment or used linens because each suite has its own private door to the back-of-house area.

WATER & HEAT THERAPIES

All those who've booked treatments are invited to enjoy water and heat experiences, provided in both male and female areas, to be taken before or after – or both. I've asked the receptionist when things are quietest, so at 7:30pm on a Saturday, I'm sharing a whirlpool with multiple airbeds, plunge pools, steamroom, Finnish sauna, experience showers and tepidariums with just one ▶



▶ other guest. The area is immaculate, the customised scent of mandarin and lily is appealing, and I enjoy sampling the Natura Bissé products in the makeup area, along with fragrances at the perfume bar. There is a lounge – luxurious and residential – in which to leaf through magazines and enjoy the spa's signature teas and healthy snacks.

Effective scheduling is a priority for Simms' team, who aim to stagger appointments and take advantage of all their treatment suites to ensure none of the facilities become overcrowded. For guests who wish to use the heat and water experiences without booking a treatment, a day pass is available at MOP500 (US\$62, €55, £49) to ensure they are serious, and no external membership scheme is offered. "We would never want external traffic to overwhelm in-house guests," Simms says.

The spa is open between 9am and 10.30pm, but the team also offers 24-hour in-room services, as some of the hotel's VIP suites are equipped with massage rooms – it's not unusual for Chinese guests to finish gambling in the early hours and request massages.

I'm intrigued by the provision of LED light therapy masks, but opt to have a short session on the Oxyvital oxygen machine, a system designed for those concerned about air pollution. When I ask for assistance on the machine, the only hitch in my visit occurs: the attendant is unsure of how to apply the equipment to my face, but rectifies this quickly by seeking assistance from a colleague who is adept at showing me how it works.



● Spa director Jennifer Simms believes in drawing on age-old therapies

HANDS-ON TREATMENT

During a second visit, I'm shown to a VIP suite for a two-hour Royal Enchantment therapy. Working on the acupuncture meridian pathways that support chi energy flow, this treatment involves two therapists synchronising rhythmic strokes to calm the nervous system, and presents a chance to try a four-hand massage. Simms believes in drawing on tried-and-tested techniques from age-old therapies and incorporating these into evidence-based treatments. She also makes sure her experienced therapists use their intuition to ascertain how someone might be feeling and adapt the treatment accordingly.

I'm not surprised to find that the VIP suite facilities are top-notch. My two therapists, Trishna and Ari, have prepared a three-step water therapy consisting

● Hallways are eight feet wide – in contrast to the usual five – in a layout which injects luxury at every turn

of a shower, steam and soak in the spa bath, explaining this will soften and warm my muscles. Rather than disturb my privacy, they tell me they will dim the lights five minutes in advance of the massage beginning. I'm then led into a second, more intimate room, and asked about temperature, music preference and comfort as I lie down. Ninety minutes on and I'm sold on the effectiveness of a four-hand massage: as both sides of my body are treated in perfect synchronicity, I don't wait as I usually would for the moment when one leg has been massaged and the other prepares for treatment. Removing this sense of anticipation means I switch off completely as the therapists move from head to toe, also using a herbal compress.

What I'm most impressed with is the way they intuitively stimulate my respiratory system – I'd mentioned that I'd been struggling with asthmatic symptoms of late. After the treatment, my nose and chest are unblocked, I sleep soundly and I feel a meaningful sense of contentment. The care and attention that Trishna and Ari have shown is something I won't soon forget, and I leave the spa mentally and physically ready for the meetings and long-haul travel ahead. ●



Neena Dhillon is a spa, hotel and travel journalist
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Gharieni's Spa Wave table combines vibrations and light therapy, and is used in several treatments

Âme-azing transformation

An iconic Miami resort has reimagined spa and wellness for the 21st century. Lisa Starr visits to find out more



Spa director Tammy Pahel

“I wanted to find a way to add wellness-oriented activities and provide more value for both our members and guests.”

At Miami's Turnberry Isle Resort, spa director Tammy Pahel has just led a US\$2.5m (£2.2m, £1.9m) spa expansion and renovation, adding in functionality and comprehensive, integrative guided wellness programming with the aim of bringing the resort spa to the forefront of the industry.

The transformation of the Âme Spa & Wellness Collective has upped the game for the 38-year-old Turnberry Isle Resort, which is facing competition from several new and noteworthy area spas. Those include the Carillon Miami Wellness Resort and the Tierra Santa Healing House at the Faena Hotel in Miami Beach, both of which offer wide programming beyond that typical of resort spas.

Turnberry Isle Resort, which opened in 1979, is located between Miami and Fort Lauderdale, and includes two 18-hole championship golf courses, tennis courts, and an array of family activities. Its 25,000sq ft (2,323sq m), three-storey spa opened in 2001 and after 15 years, was

due for a renovation. Pahel, who joined the team in 2014, knew she needed to modernise programming and make the spa's offerings more current.

Turnberry does well with corporate events, with 60 per cent of guests coming for conferences. It also has a popular membership option, with 1,100 people signed up as members – 600 of whom are between 30 and 40 years of age.

Pahel wanted to offer programming that catered to both of these markets. With 20 years' experience in large resort spas, she felt certain the resort would benefit from a completely new approach to spa. “I wanted to find a way to add wellness-oriented activities and provide more value for both members and guests,” she explains.

A strategic visioning session, facilitated by branding firm The Marshall Plan, brought together 19 wellness experts, department heads and practitioners, and the result is Âme Spa. The spa's approach focuses on four pillars – fitness, beauty, body therapy and health – and combines functional medicine with yoga, fitness, aesthetic medicine and therapies.



The spa's approach focuses on the four pillars of fitness, beauty, body therapy and health. Interior designers HBA worked to transform the spaces



'Ame-azing Sundays' are day-long workshops for locals to explore the programmes

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NEW OPENING

Physical changes

While the footprint and size of the spa didn't change during the renovation, architects Nichols Brosch Wurst Wolfe & Associates (NBWW), together with interior designer John Sands of Hirsch Bedner Associates, worked to redefine the space, combining treatment rooms to make larger suites, creating new offices for the medical practitioners, adding a spin studio and relocating the relaxation lounge.

Several experiential features were added, including a Himalayan salt suite, aromatherapy and chromotherapy steam room, a refurbished Swiss shower and a cryotherapy chamber. Gharieni supplied almost half a million dollars' worth of spa equipment to *âme*, and the spa also serves as the brand's North American showroom (see our report on the facing page).

Programming changes

Âme Spa takes its name from the French word for 'soul'. Looking at wellness in a holistic sense, involving both mind and body, is central to its philosophy. For Pahel, a crucial piece of the puzzle was finding the right partner to deliver functional medicine. After interviewing 10 integrative practices, she found Hollywood, Florida-based Rezilir Health. "I was looking for a team of doctors who want to make a difference to people and their lifestyles through education and a mind/body perspective, rather than



New York yoga maven Nikki Costello leads workshops and retreats at the new spa



Rezilir co-founder Dr Craig Tanio

The *âme Spa* takes its name from the French word for 'soul,' and looks at wellness in a holistic sense, involving both mind and body

“Our long-term vision is to work on improving health not only at the individual level, but also through group and community engagement”

through popping a pill. And they had to have a great bedside manner,” says Pahel. “But it was Rezilir’s philosophy of building what they call ‘resilient communities’ that really caught my attention.”

About Rezilir Health

Rezilir combines conventional and integrative medicine, and believes in a therapeutic, healing relationship between doctor and patient, with doctors and nurses also acting as lifestyle coaches. Its clinicians specialise in brain health, women’s health, reversal of chronic illness, workplace wellness and nutrition.

Co-founder Dr Craig Tanio is on faculty at Johns Hopkins University and also serves as chair of the Maryland Healthcare Commission. “We believe strongly that you achieve wellness when you realign your lifestyle and environmental exposures so that your genes can express themselves towards health, not disease,” he says. “Our long-term vision is to work on improving health not only at the individual level, but also through group and community engagement. We know from numerous examples that engaging people at the community level with simple, integrated options for healthy living is when truly powerful change can happen.”





Gharieni customers undergo a four-hour experience circuit in a real-world spa setting to try out the latest technologies

A new kind of showroom

Spa equipment supplier Gharieni has come up with a creative approach to the concept of the showroom, supplying Åme with almost US\$500,000 (€438,000, £385,000) of equipment so that the spa can function as a working showroom and the US headquarters for the brand. This allows the staff at Åme to use the latest in spa equipment while providing prospective Gharieni customers a real-world spa setting in which to evaluate the equipment.

Gharieni has created a four-hour experience circuit showcasing its latest



Sammy Gharieni hopes to open more working showrooms

tables and treatments, including a Libra treatment with water, steam, sound, chromotherapy and music; an MLX Quartz treatment; a WellMassage4D; and povernapping on the SpaWave using acoustic

and vibrational stimulation – all technologies best experienced in person.

"As we're developing more and more spa tables with built-in technologies, the best way for our potential clients to experience and decide which technology is most beneficial for them is by trying them," says founder Sammy Gharieni.

Gharieni also gets feedback from Pahal and her therapists. "I've learned a lot about the operational side of the business," says Gharieni. "It's our lab at the same time, and we can test, optimise and improve some of our latest technologies."



Retreats will feature Nikki Costello (above) and raw food chef Matthew Kenney

Community fun

Pahal has taken this sense of lifestyle and community to heart, enlisting a variety of specialist practitioners in nutrition and mind/body wellness to visit the spa for 'Camp Åme' weekends or day-long retreats known as 'Åme-azing Sundays' – 14 retreats are scheduled for this year alone. The titles are designed to communicate the relaxed, enjoyable nature of the retreat programming. Pahal explains: "We wanted people to remember how they felt when they were kids, and bring the youthful, fun feeling of those memories back."

Practitioners include New York yoga maven Nikki Costello, raw food chef Matthew Kenney, Yin yogi Magen Banwart

and celebrity personal trainer Marco Borges – all of whom have large social media followings that Pahal hopes to attract to Turnberry. Åme-azing Sundays, held monthly, feature experts, speakers and trainers like Vixen Workout, Janet Jones and Ernanda Bensten, and are designed as a way for locals to experience the spa's expanded offerings.

Rezilir's programming also provides a way for Turnberry to integrate with its sizeable corporate and conference business at the resort, providing customised packages that can include specific doctor talks, workshops around workplace wellness, and one-on-one integrative nurse coaching.



Reziliir's vision is to improve health through group and community engagement, as well as at the individual level



Turnberry Isle àme Spa at a glance

96
weekly classes
offered

70
signature
treatments

40
experts
on site

US\$2.5
million
spent on
renovation

A new energy

In addition to offering access to Reziliir's clinicians, àme also offers medical spa services through new partnerships with the Physician's Institute of Cosmetic and Reconstructive Surgery and the Center for Holistic Rejuvenation, which does office hours at àme and offers a variety of services, including acupuncture and traditional Chinese medicine, lymphatic drainage, diagnostic medical sonography and lifestyle coaching.

The renovated fitness area offers more than 96 classes a week, including spinning, yoga, Pilates, Zumba, water aerobics and HIIT. A staff member with a master's degree in exercise physiology creates customised programmes and evaluations after interviews with clients to assess their fitness status and goals.

The spa offers treatments by featured partners Natura Bisse, Emergen C, Skinceuticals and Om4 Men. The wide-ranging menu now offers more than 70 treatment options, including unconventional choices such as Japanese Iyashi Dome and ayurvedic experiences.

"To me, the most important thing is the magic that happens in the treatment rooms," says Pahal. "I've had some of the same therapists for 20 years, and they're very energised by the new spa and eager to help heal and renew our guests."

A worthy investment

So far, the US\$2.5m cost of creating this new model for integrative wellness looks to be well spent; Pahal reports that revenue for the month of May is double that of the previous year. The resulting offer combines the features of a top destination spa with the amenities of a tropical resort; guests can easily spend three or four days at Turnberry, combining wellness experiences with a traditional beach, pool and golf-oriented vacation.

South Florida has no shortage of spas, all claiming to provide a highly personalised approach for each guest, but Pahal feels that the combination of Turnberry's loyal guests and members, along with the alliance of wellness providers and therapists she's built, creates an integrative wellness retreat that offers an antidote to 21st-century living.

"I know destination spas have done this kind of programming for decades, but I'm convinced that the time is right to bring all these wellness elements together under one roof in a resort spa," says Pahal. "It's a pioneering idea, and we're still working hard to convince resort guests that it's worth investing in preventative care, but the reactions we're getting from those who do try it convince me we're on the right track. We're having lots of fun at the vanguard of the industry right now." ▶

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professionals: training, media plan,
marketing and sales tools.



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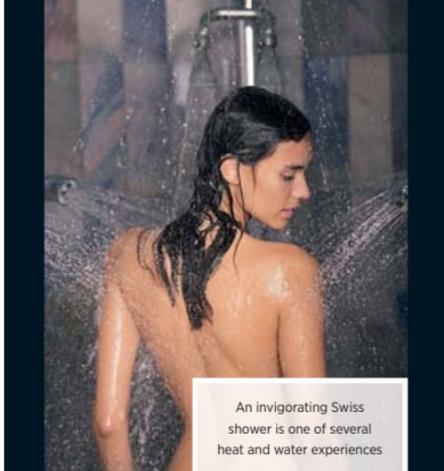
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FIRST PERSON: Lisa Starr



An invigorating Swiss shower is one of several heat and water experiences

The experience Turnberry Isle àme Spa

My first appointment at àme was for a fitness evaluation with an exercise physiologist. I started with a bit of stretching so that she could get a sense of my flexibility and range of motion, and filled out a questionnaire regarding exercise, medical and psychological history. This helps provide a framework for thinking about the current reality, and is structured well for members who are on a long-term programme.

Next, I headed to the second floor, where the spa's locker rooms, lounge and 22 treatment rooms are located. A spa attendant whisked

me off to my locker, already stocked with robe and slippers, and provided orientation to the spa area. The large, naturally-lit relaxation lounge features comfortable chaises longues adorned with throws, and offers flavoured waters, herbal teas, nuts and apples.

I was scheduled for a Tibetan Singing Bowl treatment – my first – and the practitioner was so passionate and capable that I felt I was levitating off the table. Afterwards, I was incredibly relaxed.

Next, I experienced the Hypnotic Facial, which is performed on the Gharieni Spa Wave table. As I enjoyed the expert touch of the aesthetician, the table gently vibrated. When the facial was complete, the therapist gave me a set of noise-cancelling headphones. A system integrated into the table delivers precise, multi-layered sound frequencies designed to adapt to the body's organs and energy centres, and combines them with vibrations. I shut my eyes and surrendered to the experience; it all worked seamlessly to float me into a dream-like state, delivering a high degree of relaxation and stress relief in a short period of time.

Post treatments, I visited the aromatherapy, chromotherapy and music therapy steamroom. The added experiential components make the steamroom more enjoyable,

“
The practitioner was so passionate and capable I felt I was levitating off the table. Afterwards, I felt incredibly relaxed

inviting guests to linger longer.

I then entered the salt chamber, followed by a Swiss shower.

The integrative medicine component of my visit consisted of a meeting with one of the Rezilir nurses for a wellness coaching session. Prior to my arrival, I had filled out a self-evaluation that asked me to rate myself in areas including life balance, environment, and both mental and physical attributes. The nurse reviewed it with me, and we assessed the areas that I would need to address – and my willingness to do so.

I also experienced a HeartMath session, which uses technology to provide heart rhythm feedback and allows the practitioner to train clients to use breathing techniques to calm themselves. By inserting your finger into a small sensor, your heartbeat is immediately reflected on a visible computer screen, and as you take deep, slow, even breaths, you can see the effect. Seeing the effect on the screen is a visceral reminder of the connection between the circulatory and respiratory systems, and helps guests understand how to control this aspect of their own physiology. ●



The Tibetan Singing Bowl treatment uses hand-crafted bowls from Eastern Vibrations

Lisa Starr is a senior consultant at spa management training company Wynne Business and a regular contributor to *Spa Business*



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spa business uniting the world of wellness



Elaine Okeke Martin,
founder of the
Spa and Wellness
Association of Africa

AFRICA RISING

Africa has been flying under the radar in the spa industry, but that may be about to change. Jane Kitchen talks to Elaine Okeke Martin, Spa and Wellness Association of Africa's founder and president, to find out more

What's special about the African spa industry?

I think one of the reasons people fall in love with Africa is the decency of the people. There's also an energy you feel in Africa – from the light, the earth, the air, the rain. African spa guests can also enjoy treatments while looking out at grazing elephants, for example. And you really feel alive when you're among lions.

Which countries are most established in spa terms, and which are the ones to watch?

South Africa, Egypt, Mauritius, Kenya, Morocco and Tanzania all have well-established spa industries. Kenya is also one to watch, as it's increasingly focused on health tourism and has a government goal for 2030 that includes a budget dedicated to health and wellness tourism. The Kenya Tourism Board recently launched a joint venture with Kenya Airways to promote the country, and Kenya's largest infrastructure project since independence in 1963 – a US\$3.8bn Chinese-built high-speed railway, the Madaraka Express – has just opened, connecting the port city of Mombasa with the capital of Nairobi. The train travels

Africa is transforming tourism and I'm happy to be part of it

through two national parks and will be a tourism booster. Furthermore, the number of international visitors to Kenya grew 13.5 per cent last year, to 1.34 million.

Africa is transforming tourism and I'm happy to be part of it. I'm happy to see the development of the African Charter on Sustainable and Responsible Tourism – signed last year by 20 African countries – and its goals for 2030, which are an obligation to seriously reflect on the connections that exist between tourism and sustainable development.

Can you tell us a bit about yourself, and what the Spa and Wellness Association of Africa does?

I graduated from CIDESEO International in Denmark in 1999 and I've been in the

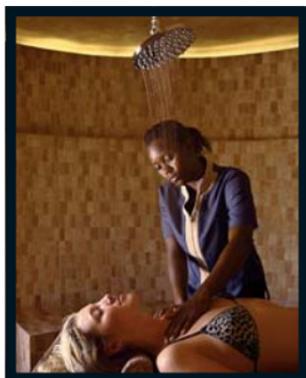
industry for the past 18 years. I founded the Spa and Wellness Association of Africa (SWAA) in 2010 as a professional platform to support standards and education in the industry, as well as African countries within the sector. SWAA is a nonprofit organisation and our members and decision-makers are busy spa and wellness professionals who volunteer their time and expertise. We have members in the main spa hub countries like Mauritius, Kenya, Nigeria, Ethiopia and Morocco, and we're promoting SWAA to other countries now.

We unite member national spa and wellness associations from across the continent, along with businesses, educators and individual members. We aim to develop and maintain internationally recognised standards while giving members a platform to channel their voices. We also seek to improve the knowledge, technical skills and professionalism of all spa and wellness professionals. Our membership prices range from US\$49 (€42, £37) for student memberships to US\$350 (€298, £287) for a corporate membership and US\$2,000 (€1,704, £1,525) for country memberships.

SWAA is becoming a coalition for African countries and works to promote



SWAA is creating standards for Africa's many indigenous treatments



SWAA seeks to improve therapists' knowledge and technical skills



SWAA Ubuntu Education is an initiative that helps to certify therapists in Africa

Sub-Saharan spa industry

2,317 spas
(UP 23% FROM 2013-2015)

US\$1.1bn
spa revenues
(UP 18% FROM 2013-2015)

Sub-Saharan
spas employ
28,911 people
(UP 18% FROM 2013-2015)

5.4 million
wellness trips
taken in Sub-Saharan Africa

Wellness tourism
expenditures topped

US\$4.2bn
in 2015
(UP 14% FROM 2013-2015)

Source: Global Wellness Institute

Top spa markets in North Africa

MOROCCO
1,785 spas
with **US\$244m**
in revenue

TUNISIA
196 spas
with **US\$76m**
in revenue

EGYPT
362 spas
with **US\$67.5m**
in revenue

Source: Global Wellness Institute

► Africa as a wellness destination. We consult with – and for – various government departments, such as the Ministry of Tourism, Education and Health, as well as national associations in the African spa and wellness industry.

We support tourism boards to see how we can help them set up budgets for wellness tourism. Some African countries – including Tanzania, Kenya, Nigeria, Ghana, Tunisia and Mauritius – have targets for 2030 and beyond that include medical and wellness tourism budgets. This is all part of Vision 2030, one of the most comprehensive development agendas in modern African history, which extends as far as 2063. We can see that the interest in spa and wellness is there, and industry figures like those laid out by the Global Wellness Institute are helping governments in African countries to look at ways to develop the wellness tourism sector and promote their countries.

What is SWAA doing to support education and standards?

We're planning to develop standards for African indigenous treatments, collecting data on local treatments and African medicinal plants, with

the support of the Global Wellness Institute's Africa Wellness Initiative (see our report on the following page). We're also teaming up with Angela Derks, an international education consultant, who will help identify and develop the standards we will put in place.

Our networking events, held in different countries each year, provide a place where members can come and train. We soon plan to have education providers available on our online platform, so people in Africa can access the online training for US\$5 to US\$10. We've made it mobile-friendly, so we can reach rural areas, where people might not have access to computers, but will have mobile phones. We hope to launch this programme by mid-2018.

SWAA Ubuntu Education (which translates as 'humanity towards others') is an initiative within SWAA that helps to certify therapists and supports spa managers or directors through educational programmes. It also supports spas, wellness centres, beauty academies and schools in Africa with accreditation and provides a platform for less fortunate people in Africa who want to join our industry, giving them a start through a SWAA-accredited school or spa. ►

One&Only Nyungwe House
in Rwanda is scheduled
to open this year

Some African countries have targets
for 2030 & beyond that include medical
and wellness tourism budgets

Africa Wellness Initiative

The Global Wellness Institute launched the Africa Wellness Initiative (AWI) this year. Elaine Okeke Martin serves as chair, with Sandra Chadehumbe, CEO of South Africa-based Well Nation Africa, as vice chair.

The initiative aims to promote African wellness by strengthening wellness institutions, training and human resources development. It also plans to build a database of wellness operators, practitioners and skills, and will help record, develop and protect Africa's unique skills and indigenous knowledge by promoting a culture of African-inspired knowledge-sharing



Sandra Chadehumbe

within the global wellness industry. The initiative will include the innovative use and promotion of native African plants, robust programmes and events to build up a strong educational and entrepreneurial spirit within the African spa and wellness industry, as well as help strengthen the industry in terms of standards and accreditation within Africa.

Other board members include Mariane Akwenye from Namibia, Denzil Phillips from the UK, Dr Stephan Helary from South Africa, Dr Chase Webber from South Africa, Ngozi James from Nigeria and Lina Njoroge from Kenya.



Companies like
Bushtops Camps offer
open-air treatments in
dramatic surroundings

INTERVIEW

Top thermal & mineral springs markets in North Africa

TUNISIA

74 establishments
with **US\$67m in revenue**

ALGERIA

166 establishments
with **US\$36.7m in revenue**

MOROCCO

11 establishments
with **US\$13.4m in revenue**

Source: Global Wellness Institute

► What are the main obstacles to spa growth in Africa?

There is a common misperception held by tourists from industrialised countries, who view Africa as one homogenous area, and not as a diverse continent made up of 54 individual countries. Therefore, media reports on events like the Ebola outbreak often result in an exaggerated fear. Despite the fact that the outbreak areas were geographically closer to Europe than to Eastern and Southern Africa, safari companies experienced cancellation rates between 20 and 70 per cent. There were heavy financial losses across the African tourism industry, and many job losses.

Good health and wellbeing is another factor that Africa must look at. Defining the health of both locals and tourists is important, and we must not create a gap between the two. Tourism plays a



There is growing global demand for wellness experiences in Africa

SWAA Conference

The 3rd annual SWAA Conference is set to take place 7-9 September at the Heritage Le Telfair Golf & Spa Resort in Mauritius. With a theme of 'defining Africa's role in the global wellness phenomenon,' the conference aims to identify opportunities and challenges the African wellness industry faces in order to respond to the growth ahead.

Speakers include Dr Franz Linsler of Linsler Hospitality; Lisa Starr of Wynne Business; Kathryn Moore of Spa Connectors; Verena Lasvigne-Fox of Four Seasons, and more.

The 2018 Conference will be held in Morocco, with dates to be determined. For more information, visit swafrica.org

critical role in achieving water access and security, as well as hygiene and sanitation for all, but hotel development needs to be regulated to ensure that hotels and resorts do not syphon off – quite literally – much-needed water from local communities.

What are the biggest opportunities for the spa industry in Africa?

Africa is waking up to wellness, and the diaspora has created a demand not only on the continent, but also internationally.

Companies today need to cater to African skin types and demands, but awareness is growing. Just seven years ago, when I'd speak about ways to target the African markets, companies weren't

too keen on adding a woman of colour to their ads, but today, product houses and media have woken up to 'Africa Rising'. We have several 'Made in Africa' skincare lines, such as Terres D'Afrique, and the numbers keep growing. But spas in Africa need to raise their standards to cater to the demand from well-travelled wellness tourists seeking international and indigenous treatments. We can't continue with sub-par standards and expect to compete globally. Africa needs more skilled people, and we are far from target. We need collaborations from governments and businesses to further develop these skills if we want to grow. And we also need to change the way we promote the continent as a whole.

Africa offers vast natural resources – from dramatic coastal landscapes to wild safari parks to untapped hot springs – and there's an incredible opportunity to build on that, using the continent's rich ancestral knowledge to create truly authentic spa and wellness experiences. ●



Jane Kitchen is managing editor at *Spa Business*. email janekitchen@spabusiness.com

Top wellness tourism markets in North Africa

MOROCCO

2.5 million wellness trips
worth **US\$1.5bn**

TUNISIA

500,000 wellness trips
worth **US\$322m**

EGYPT

400,000 wellness trips
worth **US\$307m**

Source: Global Wellness Institute



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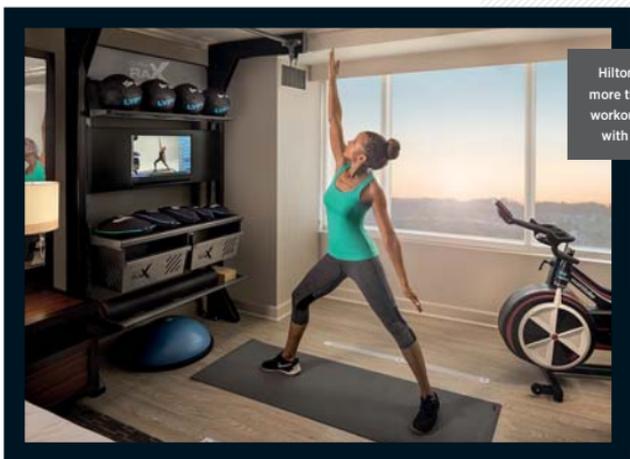
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Hilton has developed more than 200 different workouts in partnership with Aktiv Solutions

STAYING WELL

Hilton's new Five Feet to Fitness room promises to take in-room wellness to a whole new level. Jane Kitchen talks to the team behind the concept

Hospitality giant Hilton has unveiled a new in-room wellness concept, Five Feet to Fitness, which brings more than 11 different fitness equipment and accessory options into the hotel room and creates an upselling opportunity for the hotel operator. The move is part of Hilton's efforts to modernise its fitness experience, while at the same time making it more inclusive. "We haven't just placed workout equipment in a room, we've completely deconstructed the hotel room and carefully designed a space with an uncluttered training area, with sports-performance flooring and a separate area for rest and relaxation," says Melissa Walker, global fitness director for Hilton.

Ryan Crabbe, who was senior director of global wellness for Hilton and led the team which launched the concept, describes the room as an "industry first". (Crabbe has since left Hilton to pursue an MBA and start his own consulting firm; see story, p 31).



Melissa Walker, global fitness director for Hilton, says the company has 'completely deconstructed the hotel room'

"The room is really a personal wellbeing stage, but we like to describe it as a guestroom dedicated to movement and mindfulness," says Crabbe. "It really is the first-of-its-kind hybrid room."

The new room type features an indoor bike from British cycling innovator Wattbike, which can be used for either longer indoor-cycling type exercise sessions or focused interval-training workouts, and dynamic Gym Rax functional training stations to deliver strength, core, suspension and High Intensity Interval Training (HIIT). At the heart of the concept is the Fitness Kiosk, a touch-screen display embedded within the Gym Rax system, where guests receive equipment tutorials and follow guided workout routines.

"Travel can put a lot of stress on the body," says Walker. "Making movement attainable makes for a better stay and a more productive trip. Our goal is to design environments that make hotel workouts uncomplicated and invigorating so travellers will be more inclined to keep fit."



WHAT'S IN A HILTON FITNESS ROOM

The room's name is a play on the fact that it is literally five feet from a guest's bed to the fitness space. The fitness area takes up around 100sq ft (9 sq m), positioned near the window, and features sports-performance flooring. "People need to run, move - and sweat - and you can't do that on carpet," says Crabbe.

Room extras

In partnership with Aktiv Solutions, Hilton has created more than 200 bespoke fitness videos in categories including cardio, cycling, endurance, strength, HIIT, yoga, stretch and recovery. "This creates an environment that's suitable not just for fitness enthusiasts who already know how to use the equipment, but also for those guests who are interested in trying out a new skill or mixing up their regular routine," explains Walker.

In the Five Feet to Fitness room, guests will also find a meditation chair, blackout shades for restorative sleep and Biofreeze products, designed to ease muscle tension. ▶

Our goal is to design environments that make hotel workouts uncomplicated and invigorating

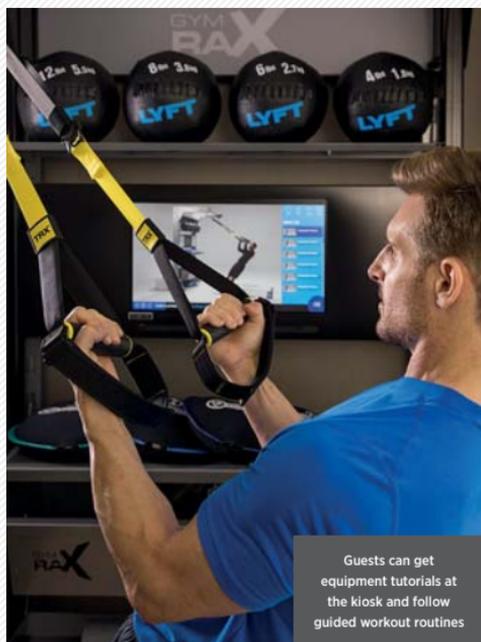


The Fitness Kiosk is a touch-screen display embedded in the Gym Rax system

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Each room includes an indoor bike from British cycling innovator Wattbike



Guests can get equipment tutorials at the kiosk and follow guided workout routines

► Crabbe says the concept was inspired by a Cornell University study released last year that found 46 per cent of travellers say they want to work out while they're at a hotel, but only around 20 per cent actually do. The study inspired Crabbe to do his own guest research. He found that a quarter of Hilton guests expressed interest in a dedicated in-room fitness concept.

Walker says: "We've been piloting in-room fitness concepts for five years now, and learned that guests love the convenience factor, but were hungry for more options. It got us thinking about a workout room with more flexibility, choice and control for guests."

This, alongside the growing popularity of functional training, led to Hilton's development of the concept.

Five Feet to Fitness has just made its debut at Parc 55 San Francisco and the

Ryan Crabbe, who worked as senior director of global wellness for Hilton, launched the programme



96 spabusiness.com

We're creating choice and control for guests to drive their own fitness experience

Hilton McLean Tysons Corner in McLean, Virginia, and is an upgrade for a standard room, with customers paying around \$US45 extra (€38, £34) per night. Owners that are interested in implementing the concept must commit to at least three Five Feet to Fitness rooms at their hotel, and the interest is there: additional Hilton hotels in Atlanta, Austin, Chicago, Las Vegas, New York and San Diego have already signed up.

The programme will launch initially in the US, but Crabbe says there's "real potential for this to go global," and that Hilton intentionally partnered with companies that have international distribution.

Five Feet to Fitness is just one of several new ways Hilton is addressing fitness. Providing Walk & Run Maps, making stairways

a brighter, more appealing option and expanding outdoor fitness options like high-intensity group workouts and yoga are all part of the bigger fitness picture.

"I've found it's easy to get stuck in the trap of believing you need a full 45-minute session at the gym to have a good workout, but this kind of thinking can be detrimental when you're on the road and pressed for time," says Walker. "I take the view that a workout can happen anytime, anywhere, and for however long you've got - the important thing is that you're moving. We're trying to create environments conducive to that, whether it's taking the stairs, going for a 30-minute walk around the city centre, or doing a Pilates video on YouTube." ●



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REVENUE MANAGEMENT

Kate Parker looks at how software companies are helping spa operators implement the right strategies to yield concrete results

If you've ever booked a flight, you'll be familiar with revenue management – a technique employed by the airline industry since the 1980s to maximise revenue during periods of high demand, ensure the greatest amount of inventory is fulfilled during off-peak times, and increase profits in the process. Essentially, it's about selling the right product to the right customer at the right time and at the right price. The spa industry, with its periods of variable demand, has long been a contender to reap the benefits of this strategy. Spa software companies are helping spas take the leap.

DYNAMIC TECHNIQUES

According to Frank Pitsikalis, founder and CEO of software company ResortSuite, the spa industry shares many of the attributes that make revenue management such a success in the travel and leisure industries, including sales via reservation, a segmented customer base, a perishable inventory – and the ability to use price as a driver of purchasing behaviour.

Spas have the potential to leverage the rewards of revenue management by employing key techniques like dynamic pricing and dynamic availability. However, many spa managers or owners are put

off by the perceived complexity of their operations, which can include a huge variety of treatment types, mixed use of facilities, diverse consumer demographics and issues around competition. So it's no surprise that most spas are still offering the same services for the same amount of time and at the same prices – even during their most high-demand periods.

Dynamic pricing, that favourite of the airline industry, involves altering the price based on capacity, time, or both, and can be applied in a spa by offering services at a reduced price during low-peak times in order to encourage an increase in volume. It might mean offering discounted rates during weekday afternoons, for example – but there can be a tricky balance between price reductions and what the subsequent increase in volume needs to be to positively impact the overall margins.

This is where spa software comes into its own. As Amanda Wisell, marketing manager at spa technology company SpaSoft, part of Springer-Miller Systems, says: "Spas are looking for dynamic pricing that is both easy to set up and automated, so they don't have to think about it once the pricing is deployed. SpaSoft offers reporting on both demand

If we're falling short throughout the month, we choose our lower volume days to promote the spa and offer lower rates to generate revenue

Miranda Henning, assistant spa director,
Nemacolin Woodlands Resort



Nemacolin Woodlands Spa uses SpaSoft to create reporting on both demand and production





Pitsikalis says there's no one-size-fits-all approach, and ResortSuite's tools help provide analysis

Spa revenue management tools at Miraval help optimize profit during high-demand hours



ResortSuite's yield function allows us to deliver the right treatment to the right guest at the right time

Cecil Hopper, director of revenue management, Miraval Resort Arizona

and production to help spas analyse their business so that they know how to dynamically price their offerings. Spas will see increased revenue during periods of high demand and increased bookings during times of low demand."

This has proved successful for SpaSoft client Nemaacolin Woodlands Resort in Pennsylvania, US. "SpaSoft's Revenue Projection Report is our most commonly used tool," says assistant spa director Miranda Henning. "It allows us to compare what is currently on our books with our budget. If we see we're falling short throughout the month, we choose our lower volume days to promote the spa and offer lower rates to generate revenue."

Dynamic availability, on the other hand, aims to increase profits by managing the mix of services on offer. A spa might achieve this by shortening its menu to higher margin services, or not offering longer services during peak times.

"There are good reasons why you would change your menu mix based on periods of demand," explains ResortSuite's Pitsikalis. "By cutting off longer services or lower-margin services during your peak times, you'll actually service more guests. This results in more retail opportunities and higher guest satisfaction - and selling more services that have a higher drag on your retail sales can also generate substantially higher revenues overall."

Spa revenue management has been part of the Miraval business model for five years, as ResortSuite customer Cecil Hopper, director of revenue management at the iconic destination spa in Arizona, explains: "Like most spas, during our peak hours, unconstrained demand far exceeds capacity. As operators, we're tasked with designing a menu that supports the optimisation of profit during these high-demand hours, and occupancy in off-peak periods. ResortSuite's yield function, in combination with a granular menu analysis, allows us to deliver the right treatment to the right guest at the right time in an automated fashion."

KNOW YOUR BUSINESS METRICS

With no mathematical formula or one-size-fits-all approach, Pitsikalis maintains that the key to the successful implementation of any revenue management strategy is in the careful analysis and thorough understanding of a spa's current business metrics, a principle shared by spa software companies across the board.

The Assistant Company's (TAC) managing director Guenther Poellabauer agrees. "Our spa management software helps with effective resource management of rooms, staff and equipment, economical slot optimisation, and the savvy optimisation of pre- and wrap-up times or smart low-high demand planning. By analysing booking history and reports and forecasting customer behaviour, it's possible to allocate the right resources."

So how can a spa operator navigate through the complexities and apply the right techniques for their own business? Before the word 'profitability' can be uttered, a spa needs to get to grips with an assessment of its current operations, so that a baseline for measuring the success of any new strategies can be established. This should include peak periods, staff usage and availability, margins on services, and usage of multi-purpose treatment rooms, together with the current overall profit performance. Spa software



By analysing booking history and reports and forecasting customer behaviour, it's possible to allocate the right resources

Guenther Poellabauer, managing director, TAC

solutions can help improve a spa's revenue management by providing an overview of the business metrics so that the best techniques can be automated and applied.

Josh McCarter, CEO of spa management software company Booker, says: "Booker gives spa owners reporting tools so that they can get a very clear picture of their financial performance, including which services, providers, products, and times of day are most profitable. Owners and managers who study their data can make better decisions about their business, including when to add or remove low profitability products or services, and when to change pricing."

Likewise, as Stephanie Moran, senior vice president of sales at software provider Mindbody, explains: "Most often spa operator customers are asking for a streamlined way to look at reports and data. We're currently working with a partner, iKizmet, which integrates with our software to take a business's data and visualise its business potential for that particular spa operator. This gives the operator the best understanding of what's happening behind the business."

Every spa is different, but by having an in-depth understanding of the business, together with the right software platform in place to manage specific techniques, the right programme can be created for any given operation. So what are spa operators asking for when it comes to revenue management software?

CHOOSE THE RIGHT TOOLS

"Predictive reporting always tops the list," says Premier Software's chief operating officer Leonie Wileman. "Real-time reporting, in particular, is essential for revenue managers, and once a spa has used the software over several months, they can use a variety of reports to predict future trends. Reports that use data in different ways to help improve yield and determine pricing structures that are attractive, but competitive, are also key."

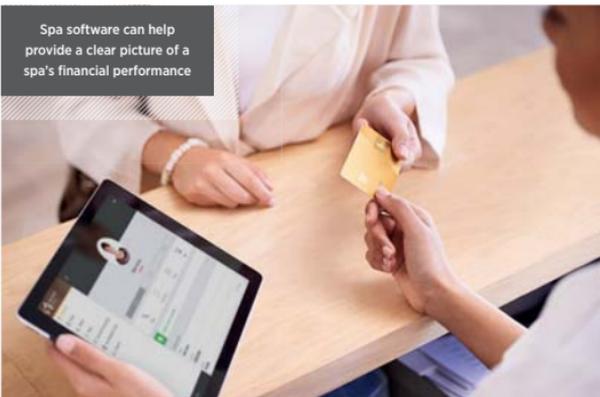
Premier Software client Nick Melvor, group revenue manager at UK-based Ramside Estates, has adopted a revenue mindset since their spa opened in 2015: "We've always had pricing and availability controls in place, in one way or another,"



Most often spa operator customers are asking for a streamlined way to look at reports and data

Stephanie Moran, senior vice president of sales, Mindbody

Spa software can help provide a clear picture of a spa's financial performance



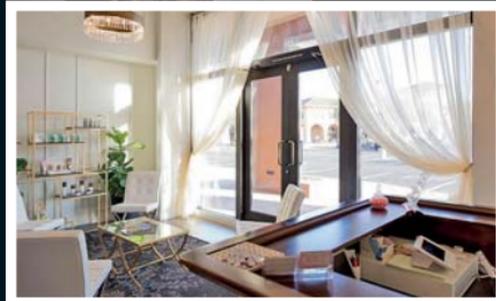


Sugar Me Wax uses Booker's Frederick to offer dynamic pricing during slower periods

“

We're seeing \$1,000-\$2,000 in additional revenue each month per salon

Brigham Dallas, founder, Sugar Me Wax salon



he explains. “However, once our spa had reached maturity, we were able to more accurately identify our market segments and demand trends, which allowed us to constantly evolve our spa revenue management strategy. Now our range of control systems are quite complex.”

To the uninitiated, dynamic pricing might seem like a dark art, but if you have the right software in place to set the right rules for your business operations, then the management systems should all fall into place. “You have to strike a balance between discounting at the right time and for the right yields,” says Stefan Drummond, founder and managing director of software solution provider EZ Runner. “Our flexible pricing table allows different price levels to be configured on different days of the week. In addition, the software holds all history and spend patterns, so by running certain reports you can assess the best course of action, and apply more of an analytical action.”

Helen Wynne, health club and spa project manager at UK-based Hand Picked Hotels, an EZ Runner customer, has been



It provides us with the ability to run various business reports to look at our average rates and yields

Helen Wynne, health club and spa project manager, Hand Picked Hotels

using dynamic pricing and availability for over 10 years. “It’s been extremely positive,” she says. “It provides us with the ability to run various business reports to look at our average rates and yields.”

Many spas have revenue management programmes working alongside their marketing strategy, and increasing numbers of operators are looking to implement smart automated marketing tools that comb through a spa’s customer and financial data to determine when to offer discounts – and how aggressive that discount should be, based on the situation. Booker’s McCarter adds: “Tools like Booker’s Frederick automate the process via artificial intelligence, allowing spa

operators to manage their appointment yield and fill slow times by sending automated offers and appointment reminders to customers who are most likely to take action and come back in.”

Brigham Dallas, founder of Arizona, US-based Sugar Me Wax salon, has been making full use of Booker’s Frederick for almost a year now to offer dynamic pricing during slower time periods: “We use the boosts, which last a day or two, and we almost always get responses,” says Dallas. “Before we had Frederick from Booker, we didn’t do any dynamic pricing, just email promotions and text messages, but with a boost once or twice a month, we’re seeing an increase in appointments made and

TECHNOLOGY

► profitability across all of our Sugar Me Wax salons. It's exactly what we needed. We're seeing about \$1,000 to \$2,000 in additional revenue each month per salon – just from Frederick boosts alone.”

There might not be a magic equation or set method available to spa operators when it comes to implementing revenue management techniques, but those that have made the leap have seen a positive impact on their businesses. As Ramside Estates' McIvor explains: “We implemented a new revenue management strategy in November 2016, and since then, we've achieved an increase in turnover by 40 per cent. We're constantly trying to achieve the best yield by forecasting, controlling and manipulating prices for spa day guests, treatment guests, hotel residents and spa members in the facility at each time slot to make sure we are striking the balance that delivers us the highest return.”

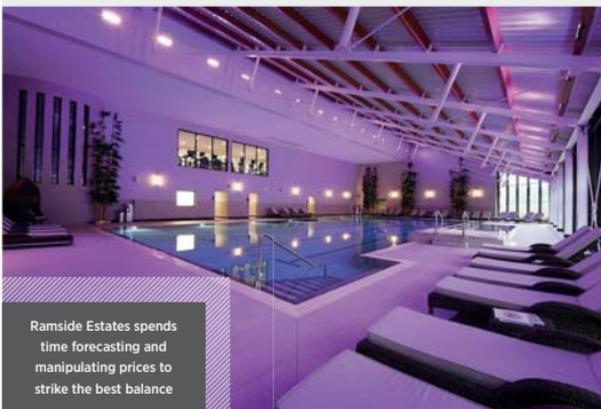
CUSTOMER COMES FIRST

In an industry where guest experience is key, the customer's perception of any business strategy needs to be thought through carefully. One of the key concerns for spa operators in using dynamic pricing or availability is that the very techniques that are used to boost profitability might alter customer behaviour enough to lead them to undervalue the service.



Spas will be under pressure to provide the ultimate experience, as reviews will play a large part in repeat business

Leonie Wileman, chief operations officer, Premier Software



Ramside Estates spends time forecasting and manipulating prices to strike the best balance



We implemented a new revenue management system in November 2016 and have seen a 40 per cent increase in turnover

Nick McIvor, group revenue manager, Ramside Estates

“There are always concerns that customers will get used to paying discounted prices and undervalue a service if they see too many offers and promotions,” explains Booker's McCarter. “Tools that allow easy customisation of offers reduce that risk by directing communications about promotional pricing to specific customer groups.”

Miraval's Hopper agrees: “The primary challenge with spa revenue management is adapting the sales culture of spa and reservations to see this as a benefit to the consumer, rather than a tactic to optimise profit,” he explains. “Once colleagues are on board and can represent availability with confidence, negative consumer perception becomes minimal.”

FUTURE PROOF

And what of the future? As spa software continues to evolve, how will revenue management techniques get easier for operators? Premier Software's Wileman envisages that most bookings and communications will be carried out online in the not-too-distant future, which means the actual spa experience will need to deliver more. “As all bookings move online, the experience changes from personal to virtual, and spas will be

under pressure to provide the ultimate experience, as reviews will play a large part in repeat business,” she explains. “As clients demand more, a spa's software system must be able to pre-empt a client's next move, and also integrate with the latest social media platforms.”

TAC's Poellabauer believes that flexibility is key. “Millennials are striving for self-optimisation and self-determination, especially when it comes to planning their leisure activities,” he explains. “They're more flexible and spontaneous, and they appreciate their work-life balance. Treatments such as early-bird sessions before work or quick lunch massages, as well as dynamic packages, will be of more value than appointments that have to be booked months in advance. This flexibility will be rewarded with attractive prices.”

As customer behaviour evolves, spa software needs to be adaptable to changing business requirements, helping operators meet upcoming trends and client-spending habits head-on. ●

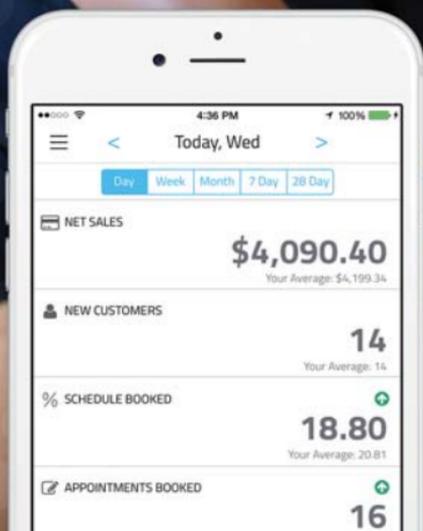


Kate Parker is a contributing editor at *Spa Business*. email: kateparker@spabusiness.com

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Product innovation



By Lauren Heath-Jones,
assistant product editor

Industry suppliers tell Lauren Heath-Jones about their latest product, treatment and equipment launches



■ The virtual reality headset is used before Natura Bissé's 3D Collagen Shock facial

Natura Bissé's Mindful Touch treatment combines high-tech and high-touch, says **Patricia Fisas**

Spanish cosmetics company Natura Bissé has launched Mindful Touch, an innovative new treatment that combines an immersive, virtual-reality experience with a luxurious facial that aims to help clients achieve inner balance.

The 60-minute treatment takes place inside Natura Bissé's exclusive Bubble Pure Air, an allergen-, pollution- and bacteria-free treatment area that circulates 99.995 per cent pure air.

The treatment begins with an immersive virtual reality video that's designed to enhance mood and relax the user into a state of mindfulness. After the video, a soothing voiceover is played while the user is given the 3D Collagen Shock facial, a treatment designed to hydrate and firm the skin and improve elasticity using three different types of collagen along with Natura Bissé's Active Facial Contouring technique.

"This technological innovation, combined with a unique skincare treatment, results in a transformative wellness experience for body and mind," says Patricia Fisas,

board member and director of innovation and product development for Natura Bissé. "Every touch awakens some of the millions of receptors on our skin and triggers the release of oxytocin, serotonin and dopamine, known as 'happy neurochemicals,' which are related to positive mood and feelings."

KEYWORD: NATURA BISSE



● This technological innovation, combined with a unique skincare treatment, results in a transformative wellness experience for body and mind



■ The treatment begins with a relaxing, immersive VR experience

Phytomer's Resurgence cream is a 'powerful treatment' for post-menopausal skin, says Mathilde Gedouin-Lagarde

French marine skincare brand Phytomer has launched a new facial cream that targets ageing skin. The Resurgence Skin Resilience Rich Cream is a dual-action cream designed to plump and firm the skin by tackling the internal and external causes of ageing, and is formulated to treat dry, dehydrated, tight and uncomfortable skin caused by the sudden decrease of lipids in the skin following menopause.

"With Resurgence, Phytomer laboratories have invented a powerful treatment to recreate the lost qualities of post-menopausal skin," says Mathilde Gedouin-Lagarde, marketing

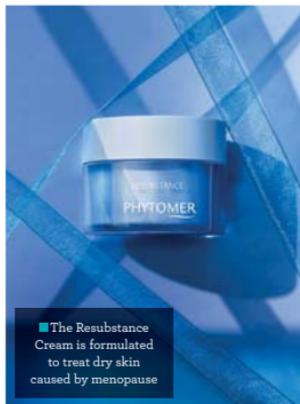


■ Mathilde Gedouin-Lagarde says the cream has 'outstanding replenishing powers'

and communications director at Phytomer. "The outstanding replenishing powers of active ingredients from the sea are blended into a generous nourishing cream. The skin regains more substance and feels comfortable again."

The cream contains marine-origin Corneogel, as well as concentrated brown algae – designed to work beneath the surface of the skin and replenish the dermis, effectively re-plumping the skin from within. The marine origin Corneogel re-densifies the corneal layer of the skin to fill wrinkles on the surface.

KEYWORD: PHYTOMER



■ The Resurgence Cream is formulated to treat dry skin caused by menopause

“We've invented a powerful treatment to recreate the lost qualities of post-menopausal skin”

Christine Hays showcases Eastern Vibration's new drums, massage tools

■ The drums are created by a Nepalese percussionist and used in sound therapy

Eastern Vibration has introduced several new tools to be used in both massage and sound therapy.

The Ayur Kasa is a massage tool for both the face and body, and plays an important role in traditional ayurvedic therapy. It's designed to help balance the subtle energies of the body and improve overall health. Used for both deep tissue and lymphatic drainage massage, the Ayur Kasa is a hand-crafted bronze bowl (kasa) attached to a teak handle. The kasa is made from a high-quality bronze, selected for its high copper levels. Copper is believed to enhance circulation, reduce inflammation, ease pain and relieve arthritis and rheumatism.

“The sound of waves universally resonate on a deep cellular level, producing a grounding effect”

■ The Ayur Kasa is a massage tool for the face and body used in ayurvedic therapy



Eastern Vibration has also launched a range of professional-grade Ocean Drums designed to be used in sound therapy. Created by a Nepalese percussionist and drum maker, the drums are made from goats' skin and feature a double-sided frame. Small steel pellets within the drum simulate the sounds of the ocean.

"Each Ocean Drum is unique," says Christine Hays, chief energy officer at Eastern Vibration. "The sound of waves they produce universally resonate on a deep cellular level, producing a grounding effect."

KEYWORD: EASTERN VIBRATION



Therapists use the Five Element Theory to prescribe products and treatments



PROMOTION

elemental herbology

Louise Riby, managing director of Elemental Herbology, explains the Five Element Theory

We're able to give on-site training to all new accounts

What is the Five Element Theory?

The Five Element Theory is based on the belief that everything in life needs to work in harmony in order to achieve perfect equilibrium. The Five Elements – wood, fire, earth, metal and water – are known to be the building blocks from which all material substance in the phenomenal world are composed.

The elements represent the transformation that occurs in the world around us, and they also have an effect on how things interact with and relate to each other. The elements support each other, but they also feed off each other, which can cause you to be in excess of or deficient in an element; it's this that creates an imbalance that needs to be corrected.

What does it mean for therapists?

Once you've established which element is out of balance, it can be addressed with treatments, diet and small lifestyle changes. We have devised the Five Element Consultation, which enables the therapist and guest to work together to determine which treatments and products are needed to find that perfect harmony.



How can therapists use the consultation to prescribe treatments and products?

Our Five Element Consultation is a great tool to start a conversation to identify the best treatment. Talking to guests before the treatment is essential. It's important to find out as much as possible about their lifestyle, diet, stress levels, etc. to determine what will be most beneficial to them and make it relatable to their concerns.

A guest may fall into more than one element, in which case our products are easy to mix and match to create a tailored treatment. The consultation gives a list of all our products and is a great aid for the therapist to tick which products were used during the treatment. The products used in our treatments



Elemental Herbology uses natural ingredients in its products including mandarin, grapefruit and kakadu plum extracts

are exactly the same as retail, so similar results can be achieved at home.

What does Elemental Herbology provide for therapist training?

We're able to give on-site training to all new accounts and have in-depth training manuals for our products and treatment protocols to guide therapists through the training. Retail training is also provided, along with an incentive scheme so therapists have an opportunity to see our fabulous products and see the results for themselves!

KEYWORDS:
ELEMENTAL HERBOLGY

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Katie Brindle explains the Hayo'u Method



■ The line includes bath minerals, body oil and a massage tool



Traditional Chinese Medicine (TCM) practitioner Katie Brindle has created the Hayo'u Method, a treatment range combining self-care techniques and a product line consisting of tools and skincare for face and body.

The Hayo'u method consists of four daily self-treatment rituals involving traditional techniques taken from TCM, including gua sha, qi gong and conscious cleansing. The method aims to target stress and "transform" the user's health and beauty.

The rituals – including the beauty restorer ritual, the body restorer ritual, the rescue breath ritual, the reset ritual and conscious cleansing – are each a minute long and designed to be easily incorporated into daily routines.

"Our method is all about offering one-minute solutions that are a pleasure to do, but nonetheless incredibly powerful," says Brindle. "By



By making rituals around any routine – such as bathing or showering – enjoyable, we are more likely to stick to it.

making rituals around any routine – such as bathing or showering – enjoyable, we're more likely to stick to it."

The Hayo'u Method also includes a line of products created to be used in conjunction with the rituals. The collection features a Beauty Restorer facial massage tool, a Body Restorer body massage tool, Bathe-rite bath minerals, Bathe-rite shower minerals, Treat-rite body oil and Treat-rite face oil.

KEYWORD: HAYO'U

Chico Shigeta combines Pilates and facials in the latest Decléor treatment

I got inspired by deep-pressure massage and Pilates techniques on core muscles to create the new Orexcellence ritual.



Decléor has debuted Facial Pilates, a facial massage technique that claims to visibly lift, remodel and re-densify the skin. Created by Decléor massage development specialist, Chico Shigeta, Facial Pilates is designed to stimulate the core muscles in the face and claims to deliver exceptional results.

The facial uses movements inspired by Pilates and features four types of facial massage, including a deep pressure massage that is designed to target the core muscles in the face, revive the skin and boost circulation.

The treatment starts with a warm-up, where pressure is applied to the face to warm the skin, increase circulation and prompt drainage. The face is then given a 'workout' where the core muscles are stretched, to redefine facial contours and firm the skin.

The ritual incorporates Decléor's new Orexcellence skincare range and culminates in an Orexcellence Energy Youth Concentrate Mask.



■ The face is given a 'workout' where the core muscles are stretched to redefine contours

The mask is designed to prolong the effects of the massage and is available for customers to purchase as part of a retail line.

Shigeta says: "For powerful results, I got inspired by deep-pressure massage and Pilates techniques on core muscles to create the new Orexcellence ritual."

KEYWORD: DECLEOR

Christian Mas, CEO of French luxury skincare brand **Sothys**, discusses the future of the spa industry

SOTHYS
PARIS



There is a defined trend of effective cosmeceutical treatments with a focus on wellbeing

Where do you think the spa market is headed, and why?

The spa market is getting more and more structured. Projects are now more in line with the capacity of the hotels that carry them.

Spas are a profitable asset for hotels, but they need to ensure that their spa facilities are in keeping with their environment. Hotel groups are now considering the spa as a real business unit and giving it a corporate identity. This means that hotels can do global marketing for their visitors, but spas will need to have a global view in terms of their providers.



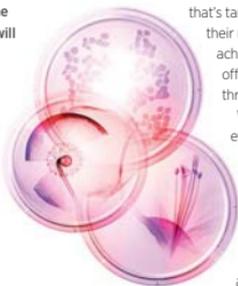
What challenges do you think the spa industry will face, and how will Sothys meet these challenges?

Spas need to introduce a global offering that will generate revenue and retail sales. In terms of products, there is a defined trend of effective cosmeceutical treatments with a focus on wellbeing. Sothys relies on its network of researchers and international distributors to determine current trends and create products using the best that science and nature have to offer.

What can Sothys offer in terms of partnership?

Sothys aims to provide a unified service to all of its customers. Initially we work with the client to design a bespoke treatment menu

Sothys creates products that combine the best of science and nature, and supports clients through brand training



Family-owned and operated Sothys views each new spa project as unique

that's targeted specifically towards their needs. Once this has been achieved, we continue to offer support to the client throughout the process.

We propose brand training every year, particularly for reception staff, so they are able to sell treatments to guests from arrival. Ideally we want staff to have tried the treatments so they have a deeper understanding of what they are selling. We also propose various POS and display options in order to create further retail opportunities.

What makes Sothys stand out in a competitive market?

Besides our techniques and products, what makes Sothys stand out is that it's family-owned and operated. For us, each new project is unique, and the solution we deliver is designed to reflect that.

KEYWORD: SOTHYS



Men have significantly different skincare concerns to those of women – their skin ages differently and has a totally different structure

Sue Jessop uses platinum, volcanic rock and meteorite powder in new AMRA for Men range

Luxury skincare brand AMRA has launched a line of men's skincare products for professional and at-home use. AMRA for Men has been five years in the making and features an extensive range of high-performance products for face and body that are formulated to target specific skincare concerns.

Each product claims to deliver healthy, youthful and radiant skin by hydrating the skin and reducing moisture loss. The line also promises to strengthen the skin's structure and improve resilience by targeting and treating micro-cuts, as well as reducing the appearance of wrinkles and fine lines.

The products are formulated with precious ingredients, including platinum, volcanic rock and meteorite powder, designed to hydrate, exfoliate and firm the skin, as well as eliminate



The line promises to target and treat micro-cuts and reduce wrinkles and fine lines

toxins and repair damage caused by pollution and free radicals.

The range also features Celluactive8, an active ingredient exclusive to AMRA that has been scientifically proven to repair and regenerate the skin.

"Men have significantly different skincare concerns to those of women – their skin ages differently and has a totally different structure," says Sue Jessop, founder and CEO at AMRA. "With AMRA, it has never been about cutting corners; it's always about what's best for your skin today and tomorrow. Our belief was to formulate the ultimate men's skincare collection without finding a cost per milliliter – we simply added everything we believe to be required to revolutionise the male skincare and grooming market."

KEYWORD: AMRA



Zerobody is designed to give users a feeling of weightlessness



Starpool's 'wellness redefining' concept set to make corporate meditation more accessible, says Riccardo Turri

Italian wellness consultancy Starpool has launched a new multi-platform solution that combines wellness and neuroscience.

Zerobody and Nu RélaX are a dry flotation bed and meditation app that were developed in collaboration with Italian brain wellness consultancy service Neocogita.

Zerobody is designed to give the user a feeling of weightlessness without the use of water. It features a heated water mattress that gently cushions the body, creating the illusion that the user is floating on a cloud.

Nu RélaX is supplied with Zerobody and features six meditation paths: relaxation, stability, creativity, calmness, vibrancy and clarity. The app is accessible through a smartphone and guides the user through meditation training inspired by relaxation techniques found in



Wellbeing is a psychophysical condition based on the balance between body and mind

yoga. The solution is designed to make wellness more accessible in corporate settings as well as spas.

"Wellbeing is a psychophysical condition based on the balance between body and mind," says Riccardo Turri, CEO at Starpool. "We at Starpool have always been convinced of this, with Zerobody and Nu RélaX we want to push this further, with an approach intended to redefine the very concept of wellness."

KEYWORD: STARPOOL

The app features six meditation paths inspired by relaxation techniques found in yoga





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spa business uniting the world of wellness

Jean-Marie Adrien and Sammy Gharieni collaborate on technology that lets therapists be 'conductors'



“The practitioner’s hands shape a real-time, immersive, interactive sound scene, which forms an artistic work – unique and alive”

Jean-Marie Adrien, a conductor and president of Motion Waves, has developed a technology that combines music with wellness to create a new, innovative augmented massage treatment.

The Motion Box II is designed to transform the therapist’s hands into conductor’s hands. Using sensors and speakers, music moves and changes with the therapist’s movements, turning a traditional spa treatment into a unique, individual performance that changes with each treatment.

“The practitioner’s hands shape a real-time, immersive, interactive sound scene, which forms an artistic work – unique and alive,” explains Adrien.

Adrien has collaborated with Sammy Gharieni, founder and CEO of massage table manufacturer Gharieni, to integrate this technology into the company’s MOI treatment beds. The technology will be used with a new spa experience called ‘augmented massage.’



■ Sensors and speakers work to change the music based on the therapist’s movements

“The idea that the therapist is an artist who creates unique movements and sounds while working on the client is a totally new concept in wellness,” says Gharieni. “This innovative concept combined with Gharieni’s know-how and experience is a perfect fit.”

KEYWORD: MOTION WAVES

Siminetti partners with The W Hotel and Residences in Dubai

UK-based luxury tile company Siminetti has announced a partnership with The W Hotel and Residences on The Palm Jumeirah in Dubai.

The W, which is set to open its doors this year, will play host to the Alef Residences, a lavish lifestyle living destination that will be serviced by the luxury hotel.

Residents will have access to 475m (1558 ft) of private beach, a private members’ club, 24-hour concierge service, amenities and in-residence catering services.

Siminetti has supplied the hotel and residences with 500 sq m (1640 sq ft) of its Anthracite mother-of-pearl mosaic tiles, which have been featured throughout the property.

Siminetti’s mother-of-pearl mosaics are made from sustainable



freshwater pearl. The tiles are sealed with resin, making them exceptionally strong and suitable for both indoor and outdoor use, as well as wet or dry areas, and either wall or floor surfaces. They are available in a range of different colours and styles.

KEYWORD: SIMINETTI



■ Siminetti’s mother-of-pearl mosaics are made from sustainable freshwater pearl and sealed with resin

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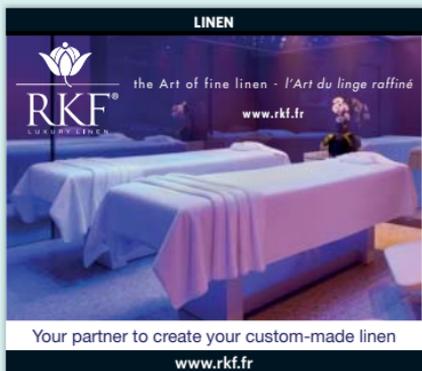


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PAIN POINTS

Acupuncture may be just as effective at treating acute pain as drugs, according to a new study led by Professor Marc Cohen. Jane Kitchen investigates

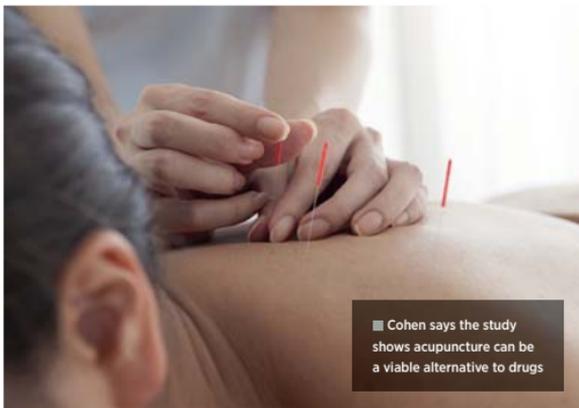
Professor Marc Cohen of RMIT University in Melbourne, Australia – a familiar face in the spa industry – has led a large study on the use of acupuncture for treating acute pain, finding the practice provides relief equivalent to the use of drugs in an emergency room setting.

The randomised, controlled trial involved 528 patients with acute lower back pain, migraine or ankle sprains who presented at the emergency departments of four leading Melbourne hospitals between January 2010 and December 2011.

“While acupuncture is widely used by practitioners in community settings for treating pain, it is rarely used in hospital emergency departments,” says Cohen.

Patients who identified their level of pain as at least four on a 10-point scale randomly received one of three types of treatment: acupuncture alone, acupuncture plus pharmacotherapy, or pharmacotherapy alone.

One hour after treatment, less than 40 per cent of patients across all three groups felt any significant pain reduction (two or more points), but 48 hours later, the vast majority found their treatment acceptable, with 82.8 per cent of acupuncture-only



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patients saying they would probably or definitely repeat their treatment. This is compared with 80.8 per cent in the combined group, and 78.2 per cent in the pharmacotherapy-only group.

Cohen says the study shows acupuncture is a viable alternative and would be especially beneficial for patients who are unable to take standard pain-relieving drugs.

And while the emergency room setting is a far cry from the relaxed vibes of a destination spa, Cohen says that beyond providing further evidence of acupuncture's efficacy, there are takeaways for our industry.

“Acupuncture stimulates the body's immune system,” he explains. “You're not applying a drug, you're just manipulating the body's own healing

mechanisms. The study also speaks to the integration of ancient and modern technology – which is often what we do in spas. They're not incompatible.”

Cohen is currently working on several other wellness-related studies, including the Global Sauna Survey, which seeks to gain insight into people's sauna habits and experiences (saunasurvey.org); and a study on users of the Wim Hof method – which uses cold therapy, breathing exercises and a committed mindset – to ascertain its health and resilience benefits (WHMsurvey.org).



Professor Marc Cohen is also working on studies on saunas and cold therapy



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