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Second eco spa resort for top Italian operator

CBD
treatments & products
Unregulated fad, or serious proposition?

QUARRY HOTEL SHANGHAI

Does the spa at the world's first underground hotel measure up?

SONIA CHENG

leads a vigorous global rollout for Rosewood backed by a strong spa team

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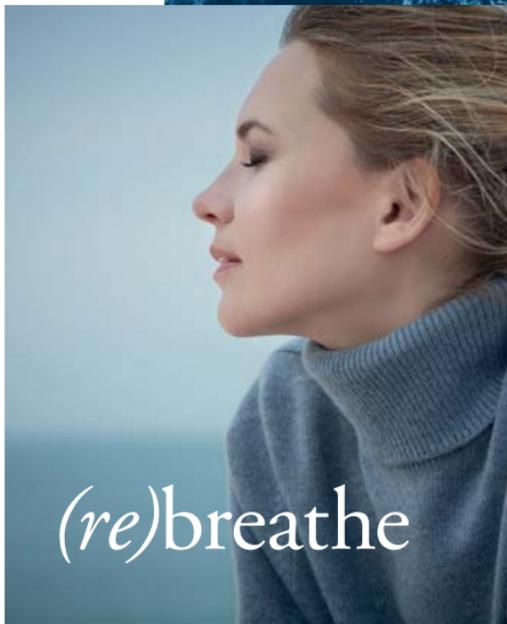
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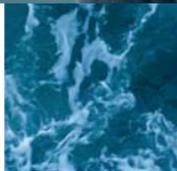
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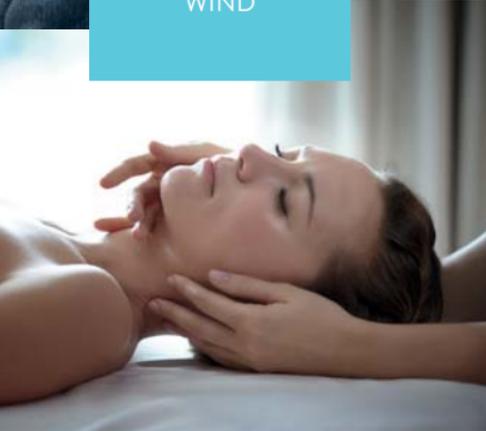
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The logo for 'nuvola' is written in a lowercase, teal-colored, sans-serif font. It is centered within a light teal, cloud-like shape that has a soft, irregular edge. The background of the entire advertisement is a photograph of a modern spa interior with large windows, dark wood furniture, and a city view.

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Macro influences

The spa and wellness industry is facing an escalation in external pressures from every direction. The way we respond and adapt will determine our future success and perhaps even our survival

What do human rights protests in Hong Kong, a 16-year-old girl sailing across the Atlantic and a Trump fundraiser have to do with the spa and wellness industry? Turns out they're the canaries in the coalmine, the predictors of forces which will define and shape the future of our industry.

Unrest in Hong Kong led to the relocation of the Global Wellness Summit to Singapore this year - an unprecedented move which shows how unexpected events in even the most established markets can change business models almost overnight.

As awareness of Greta Thunberg's Atlantic crossing and climate emergency message spreads, flying will become less and less socially acceptable to the many people who have - to this point - see it as a desirable lifestyle choice.

Operators who rely on inbound tourists are advised to incubate new business in local markets as flying becomes toxic.

There are already signs this is happening and in this issue, we talk to Rosewood (page 48) about how its latest spa concept has been designed with an 80/20 focus on local customers.

The unpredictable state of our global political set-up is also reshaping business at an accelerating pace - just ask high-end fitness and wellness operator, Equinox, which has had a tough couple of weeks.

Right in the middle of the launch of two major initiatives - its first wellness hotel and first range of home workouts - the company was hit with a reputational crisis



Previously unthinkable disruption in Hong Kong

Operators who rely on inbound tourists are advised to incubate new business in local markets

as it was revealed that the ultimate owner of the business was about to host a fundraising event for Donald Trump.

This wouldn't have mattered so much if Equinox hadn't spent decades building its tribe of liberal, left-leaning customers. The outcome has been a boycott by members.

So how do we respond to this age of uncertainty? By raising our eyes to the horizon, tuning in to every world-shifting change and adapting what we do to survive and thrive while being true to our values as an industry.

Liz Terry, editorial director @elizterry

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Rebecca Parekh, The Well **p18**

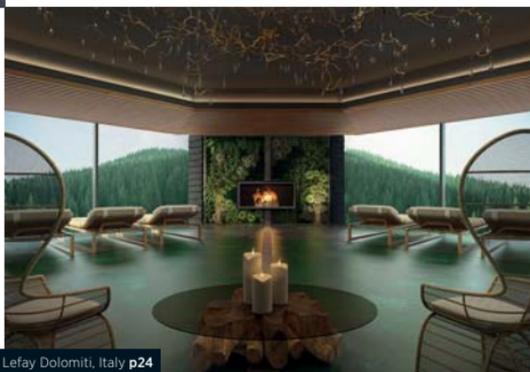


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Letters

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

Are urban spas the new Friday night bar?

Jennifer Findlay, founder, Core Essence

In Toronto Her Majesty's Pleasure, a vibrant spa with a mix of beauty services, luxury retail, bar and café, competes with the best restaurants in the city. It's a prime example of how the modern wellness environment, especially in urban settings, is undergoing rapid transformation. Hotel and day spas in cities and towns are prioritising community and connection over an environment of retreat and isolation. A great alternative to the traditional Friday night bar scene for the growing number of health-focused, teetotal millennials.

As such, signature programming, services and spa experiences are evolving. While treatment room revenue (most notably massage and aesthetic services) remain a critical driver

©MAMIE REINE MATTEIA



Bota Bota is encouraging community over isolation

for spa owners and operators, it's now enhanced and balanced out by opportunity generated via group business. Hydrothermal circuits, such as those offered at Aire Ancient Baths in NYC and Barcelona and Bota Bota in Montreal, Quebec are but three examples. Beyond that, educational workshops, product

demonstrations, beauty bars, botox parties, lunch-break and happy-hour express services and so much more are central urban spa menu fixtures.

Design concepts and space planning are changing too. Drawing inspiration from co-working spaces, we've seen great success with urban spas



Jennifer Findlay

sporting a more flexible, open layout that promotes interaction and gathering. A strong food and beverage element can both encourage guests to linger longer and be a meaningful contributor to top and bottom line performance.

Not only are we excited to see this movement revitalise the urban spa market. The rise of social wellness presents a more fulfilling way to gather with friends, to learn and grow, and to prioritise self-care and socialisation in meaningful ways. www.coreessence.ca

What are the best ways to avoid therapist burnout?

Nikos Kouremenos, education and project manager, Raison d'Etre

Any spa's greatest asset is its staff, so I was interested in South Lodge's focus on menu engineering to support therapist wellbeing (see SB19/2 p60). But I doubt the implementation of a £10 premium at the UK spa will reduce the demand for manual massages, as the cost is unlikely to influence a member paying £3,000 a year. Instead, limiting treatment hours for each therapist to 6-7 per day (7-8



Nikos Kouremenos



Spa managers should enforce regular staff breaks throughout the day

during peak periods) is a more effective approach. Not only does it reduce staff burnout, but also preserves guest satisfaction as therapists work at their optimum potential.

Rather than discourage (or eliminate) manual massages, spa managers should encourage therapists to look after themselves. A great tip is to teach staff a variety of hand strengthening exercises to prevent and protect against

repetitive strain injury. Additionally, spa managers should enforce regular staff breaks throughout the day and also provide adjustable equipment to ensure they aren't overstretching/hunching during treatments. Ultimately, by understanding the value of good therapists and their work on guests, spas benefit in the long run, when looking at guest satisfaction, referrals and loyalty. www.raisondetrespas.com



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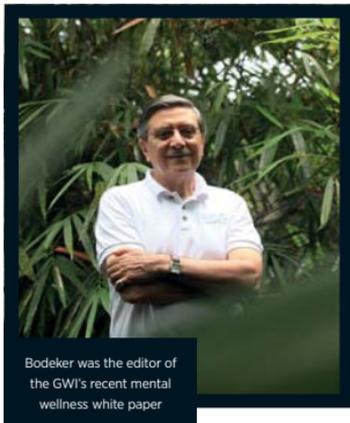
By aligning with nature in a pristine forest setting, a deep experience of wellbeing emerges

Dr Gerry Bodeker founder, Ayus Wellness

After finishing work on the Global Wellness Institute's mental wellness white paper,

Dr Gerry Bodeker had nature on his mind. Research outlined in *Mental Wellness: Pathways, Evidence and Horizons* (see SB19/1 p60) shows that immersion in nature has powerful effects on both mental and physical wellbeing, and Bodeker saw an opportunity to bring that kind of immersion to more people.

"There are many evidence-based pathways to mental wellness which can be self-managed, are generally low cost, and have been shown by repeated studies to result in significant enhancement of mental wellbeing and, in some cases, even



Bodeker was the editor of the GWI's recent mental wellness white paper

Ayus takes its name from Sanskrit, meaning the sense of life

in the growth of grey and white matter in the brain," says Bodeker.

So when Bodeker was asked to design wellness programmes for the Mulu Marriott Resort & Spa in Borneo – which is set in a UNESCO World Heritage site amid ancient tropical rainforest – he knew it was a place where nature could help to heal. "At a [nearby] freshwater pool, Clearwater Pool, fed by streams from 60-million-year-old limestone caves, the atmosphere was palpably vibrant and transformative, and it became obvious that a forest immersion programme, with Clearwater at its heart, was the way to bring wellness theming to the resort," says Bodeker.

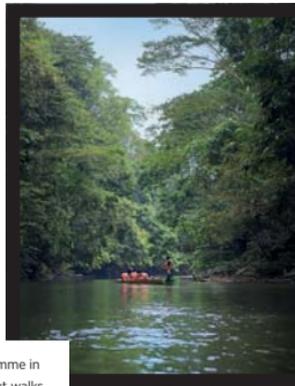
Mulu's owner, Robert Geneid, proposed a partnership, as he was keen to take the idea to another property in Japan, and from this, Ayus Wellness – a company to deliver the experiences – was born. "In Ayus Wellness, we've crafted programmes that are science-based and effective in enhancing mood and mind, which, in turn, leads to balance and clarity," says Bodeker. "Foremost among these is the practice of nature immersion or forest bathing – shinrin-yoku as it is known in Japan. With 52,000 hectares of ancient

The first retreat was held close to, and for guests of, the Mulu Marriott Resort & Spa in Borneo





A bespoke yoga programme in the rainforest is key. Silent walks and wellness cuisine drawing from local ingredients are also offered



rainforest as our environment, nature is our primary therapist."

Key to the offering is a bespoke integrative yoga programme designed around connecting with the rainforest, which helps guests build a connection to nature. Yoga and meditative breathing sessions are held in the heart of the forest at the Clearwater Pool and cave, half an hour boat ride from Mulu Marriott up the Melinau River and past the villages of the indigenous communities. Swimming in the bracing, mineralised waters is also a highlight.

"Ayus takes its name from Sanskrit, meaning the sense of life," says Bodeker. "By aligning easily and immersively with nature in a pristine forest setting, with this dimension of life, a deep experience of wellbeing emerges."

The inaugural retreat was held from 14-19 June, and led by master yoga practitioner Shilpa Gathalia, who also guided guests through silent forest walks, cave journeys and medicinal plant explorations.

Wellness cuisine drew from Borneo food traditions, local Sarawakian ingredients and flavours, and even some wild-crafted foods from the grounds of the resort itself, and guests savoured a full Borneo-themed vegetarian menu including a power shot made from gotu kola, or Asiatic pennywort, which is used to promote mood and memory. "At the Going-Home circle on the last evening, some remarkable experiences were shared, including deep peace, enhanced and restful sleep, a sense of feeling revived and renewed, and of deep connections with nature, and the power of the journeys that the group had experienced," says Bodeker.

Ayus Wellness is offering programmes at Mulu Marriott throughout the year, with a focus on three areas: clarity & peace of mind, anti-ageing & radiance, and strength & energy. "New research has shown that wellness modalities such as meditation and yoga increase the length

With 52,000 hectares of ancient rainforest as our environment, nature is our primary therapist

of telomeres – our epigenetic material whose length correlates with the length of lifespan," says Bodeker. "The Ayus Wellness Experience incorporates and builds on these by adding proven rejuvenation foods, beverages and topical applications from Borneo and wider Asian traditions to enhance the experience of youthfulness and the renewal and radiance of our guests' skin."

With the tagline "Wilderness-Wonder-Wellness" encapsulating the programme, Bodeker says he hopes to bring the wilderness into wellness, and wellness into the wilderness. He explains: "Our experience in Ayus Wellness is that deep wilderness immersion brings with it a sense of wonder, of transcending everyday boundaries and re-setting our relationship with nature and ourselves. Wonder, in Socrates' words, brings wisdom."

The Ayus Wellness Experience package is priced at an all-inclusive US\$480 (€428, £387) per night, for six nights. ●



The Well is the first modern membership-based wellness club of its kind

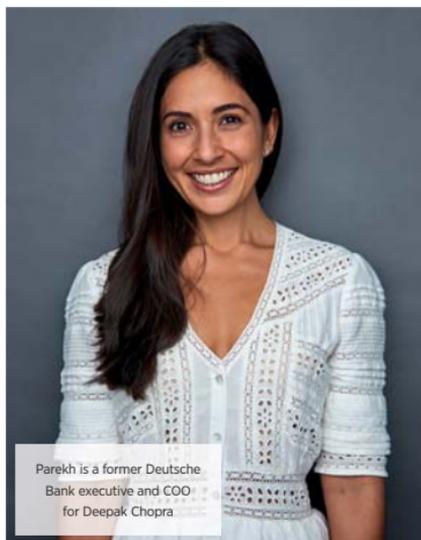
Rebecca Parekh co-founder and CEO, The Well

A new type of spa model has arrived. The Well, a modern membership-based wellness club, is opening in the heart of New York City.

Just like destination spas across the world, The Well offers “both the benefits of western medicine and the wisdom of eastern healing”. It has a “science backed ecosystem of wellness” where people have access to doctors, health coaches and 50 practitioners working across a range of modalities – from bodywork, food as medicine and mindful movement to Chinese medicine, ayurveda, vibrational

energy healing and emotional wellbeing. Unlike destination spas, however, this is all available in the middle of one of the busiest cities in the world.

The Well is a first of its kind, says co-founder and CEO Rebecca Parekh. “Consumers are becoming more conscientious about their health,” she tells *Spa Business*, “but with so many different offerings in the health and wellness space, they find themselves running around town and often receiving conflicting advice.” Instead staff at The Well “work together under one roof to build customised plans to suit each member and their goals”.



Parekh is a former Deutsche Bank executive and COO for Deepak Chopra



We'll help busy New Yorkers to live healthier, happier more balanced lives



Parekh is no stranger to the wellness world. She was a COO for Deepak Chopra for five years working to secure federal funding for integrative health research. As a former Deutsche Bank executive, she's also a shrewd businesswoman.

The Well will help “busy New Yorkers to live healthier, happier, more balanced lives,” she says. And demand is there. Although it's not due to open until September, there are already 400 members and there's capacity for 2,000. Each member pays US\$375 (€334, £302) a month, plus a registration fee of US\$500 (€446, £403).

For this, they get a monthly session with a dedicated health coach, unlimited yoga and meditation classes and are privy to a variety of classroom programmes. They can also access the skilled practitioners, but pay for sessions – a 60 minute massage starts at US\$180 (€161, £145) for example.

In addition, they can enjoy amenities at the 13,000sq ft club which include a 10-treatment-room spa with steam and sauna rooms, an organic restaurant and vitamin bar, reflexology lounge, yoga and meditation studios and a private training gym. “We have something for everyone,” concludes Parekh. ●



The 13,000sq ft club offers a wide range of facilities and 50 practitioners



The Well already has 400 members who each pay US\$375 a month



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Wellness fashion at GWS Italy (left); next on the list is curated, branded travel



I'd learned about the power of intention and wanted to marry that with jewellery

Jessica Jesse founder, BuDhaGirl

Jessica Jesse, founder of BuDhaGirl, is taking her successful brand beyond jewellery, helping spas to think about sustainability, and launching retreats that play to the brand's strong identity.

Many may know BuDhaGirl for its all-weather bangles, which retail in spas, and Jesse was also the creative force behind the fashion show at last year's Global Wellness Summit in Italy. At this year's summit, she'll speak about sustainability and fashion, showcasing leaders who are upcycling and repurposing garments. "We need to look at how we can make fashion sustainable," she says. "Your clients are thinking about it - it's out there in the public conversation. If you don't have that sustainable component now, it's going to be tougher for you."

Jesse's foray into fashion began at age 14 as a runway model for Givenchy. She fell in love with the industry, and studied fashion merchandising, going on to hold

directorial positions at Neiman Marcus and Saks Fifth Avenue.

In 2013, she launched BuDhaGirl.

"I had started learning about the power of intention," she explains. "I wanted to marry that with jewellery, which is usually the last thing you put on when you leave the house."

The bangles come with a message to set an intention as you slide each bracelet over your wrist at the start of the day, as well as to pause and be thankful when you take them off in the evening. The brand and its rituals have resonated with consumers, creating a strong social media presence through online connection.

Now, Jesse hopes BuDhaGirl fans will have a chance to meet in real life, as she launches BuDhaGirl experiences, trips and destinations - curated travel with like-minded 'BuDhaGirls'. She's partnered with Sol Society

The first BuDhaGirl Experience will take place in Italy in 2020



- a Dallas-based boutique travel experience brand - for the logistics, but will also use her own knowledge of the spa industry for the wellness components of the trips. The inaugural BuDhaGirl Experience will take place in Italy in 2020, and Jesse plans to introduce four trips a year limited to around 12 people each.

Also planned for 2020 is a BuDhaGirl Beauty & the Brain Symposium - a two-day event to be held at the Brain Performance Institute at the University of Texas at Dallas in conjunction with neurologists and researchers that will highlight the importance of beauty using all five senses. Jesse hopes to bring representatives from the spa and wellness industry to the event.

"It's important for people in the industry to understand this - it's vital to what they do," she says. ●



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We are ready to go and one of my main focuses will be taking the offering to the international market

Jamie Waring managing director, Sangha Retreat

Industry veteran Jamie Waring has been appointed managing director of Sangha Retreat – one of China's first wellness communities.

Located west of Shanghai in Suzhou, a water town known as the Venice of the East, everything about the 47-acre retreat is geared towards transformative and holistic health from its At One Clinic medical facility to the 65,000sq ft At One Healing Spa with a 12-stage hydrotherapy circuit.

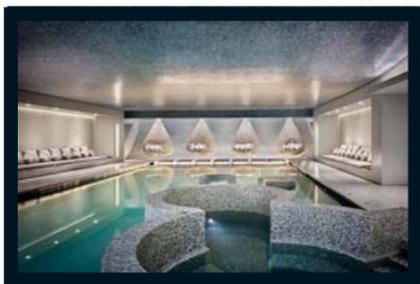
It was launched by Octave Living, the real-estate division of Asian shipping conglomerate IMC, in 2016 and has been favoured by local and regional markets who stay in one of two hotels or residents of its 100-plus houses. Greeted by a wellness coach, given a medical exam on check in and with access to a whole roster of assessments, nutrition, exercise, mind-body practice, traditional Chinese medicine and healing treatments, guests come in search of self-improvement rather than a holiday.

The retreat is heavily influenced by Confucian thought, including ideas of relationships with the self, community, society, nature which are incorporated in its design.

In a newly created role Waring, who's been working in spa, wellness and hospitality for 30 years, will oversee the medical clinic, spa and a family learning centre. He's also been brought in to help raise it's profile internationally ahead of the retreat's official 'launch to the west' in September. "We are ready to go," he says.

"Sangha Retreat is completely unique," he adds. "It delivers a new path to awakening a new consciousness of becoming one with ourselves, each other and our environment. We aim for transformative change by addressing the cause, not the symptom... Guests learn new habits to sustain improved health for the long term."

Waring spent five years at the helm of Six Senses



Everything is geared towards transformative health

Guests learn new habits to sustain improved health for the long term



in Bangkok, overseeing operations of 40-plus resorts and spas. He's also been a director at GOCO and ran his own consultancy IS Wellness working with clients such as Bali's Karma Group.

Prior to joining Octave, Waring was COO of Apex Management in Saudi Arabia where he developed, consulted and managed wellness, hospitality and real estate projects in the Middle East.

His business career started in London's financial district where he was a money broker trading currencies on the international markets.

Octave COO Sook-Yee Tai says: "Jamie's global experience and proven track record in wellness and hospitality is a strategic addition to our senior management team as we further enhance Octave Institute's programming and anticipated expansion."

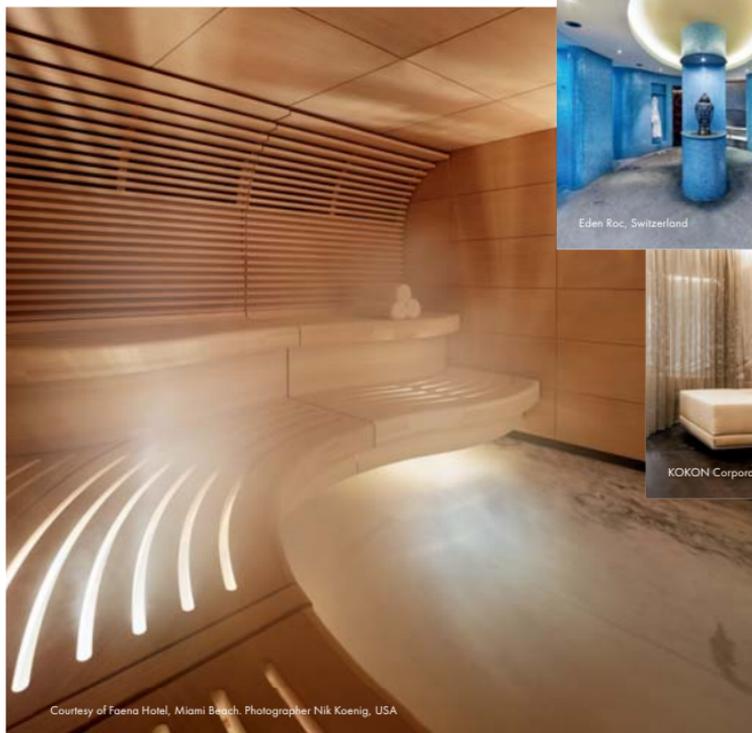
In a previous interview, upstate New York has been touted as an area for future development. ●



Waring is the new MD of Sangha Retreat, China's first wellness community



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spa business uniting the world of wellness

Lefay unveils second eco spa resort in the Italian Dolomites

The second Lefay Resort has made its debut in the Italian ski area of Madonna di Campiglio, featuring one of the largest spas in the Alpine region. Lefay Resort & Spa Dolomiti features 88 suites along with 22 Lefay-branded residences – the first of their kind – as well as a 5,000sq m Lefay spa.

“We don’t build hotels – we build spa hotels,” says Alcide Leali, managing director of Lefay Resorts. “Spa is always the core of our properties.”

Lefay owns and operates a much-respected, forward-thinking spa hotel in Lake Garda, Italy, and has also announced plans for a third resort in Tuscany. “We’ve always said we want three properties in Italy: lake, mountains and countryside,” says Leali. Within the next 10 years, he hopes to have five properties in total, and is looking at branded locations with partners in Switzerland and Austria to help position Lefay as the “European leader in spa resorts”.

“Lake Garda will always be unique in terms of location and view,” says Leali. “But Lefay Dolomiti is an upgrade in terms of infrastructure, with bigger rooms and a bigger spa.” The spa at Lefay Dolomiti is 30 per cent bigger than Lake



Interior design is by Alberto Apostoli

Garda, to be exact – 5,000sq m versus 3,800sq m – which means an impressive 50sq m of spa per key. “We wanted to enter the market with a property that’s not just a leader today, but that will still be a leader in the next 10-20 years,” says Leali. “Our expectation is that the spa will grow.”

Lefay’s wellness method, which combines classical Chinese medicine with modern western techniques, will be used across the spa, with signature energy treatments that aim to rebalance and rejuvenate the body and mind by stimulating the classical Chinese meridians to activate the energy systems. The Lefay Spa Method Scientific Committee has created five energy circuits for the spa, with different levels of temperature and humidity and dedicated phytotherapy (herbal teas) designed to help guests understand the type of energy they need to find balance again. The area is based on the classical Chinese concept that energy (qi) cyclically moves through five phases, depending on the season or time of day.

The interior design concept was imagined by hospitality designer Alberto Apostoli, whose clients include operators such as Four Seasons and Relais & Chateaux.

Guests can relax and detoxify in the Alpine salt-water lake and breathe the benefits of the salt grotto and



This is the second property for the much-respected Lefay spa resort brand



The spa has five energy circuits with different temperatures and humidity



"We don't build hotels – we build spa hotels," says MD Leali who also announced plans for a third Lefay in Tuscany

regenerate using mud therapy with mud from the Val di Genova, which is enriched with malachite for its antioxidant action, magnesium for its energising anti-ageing effect and rhodolite to stimulate natural immune defences. Lefay has also introduced a range of vegan-certified natural products that use ingredients from the local area, such as horse chestnut, oils enriched with mountain pine and juniper, mineral alpine salt and traditional butter from the Alps. In addition, the spa offers some non-invasive skin treatments, physiotherapy, osteopathy and an a la carte menu with western massages, and eastern massages and rituals.

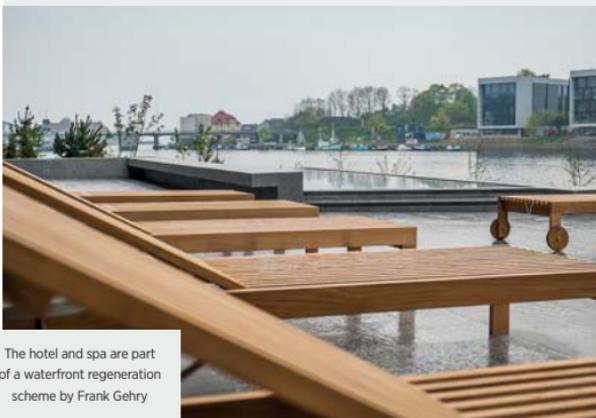
The resort has been designed by architect Hugo Demetz, who worked on the original Lefay Resort and used wood and stone so the hotel blends into the surrounding landscape. Lefay has positioned itself as a sustainable brand, and the new resort is certified by ClimaHotel, and supplied by renewable energy sources, and controlled by advanced electrical, thermic and hydric systems.



NEW OPENING



The hotel and spa are part of a waterfront regeneration scheme by Frank Gehry



Raison d'Etre behind major Danish spa

Global spa consultancy Raison d'Etre has designed and implemented one of Denmark's largest spa and wellness facilities at the new Alsik hotel.

The Steigenberger property opened in May in the harbour of Sønderborg and is part of Frank Gehry's masterplan to transform the industrial waterfront into a vibrant urban development.

The 4,500sq m spa component spans four floors of the 190-bed hotel and is "heavily influenced" by Nordic design - think nature, light, water and forests. It offers a "journey into the age-old Nordic combination of water, heat and cold" with a wide array of hydrothermal experiences supplied by Austrian-based Spa4, access to which costs DKK495 (US\$74, €66, £61) for day spa visitors or DKK299 (US\$45, €40, £37) for hotel guests.

PHOTOS © STEIGENBERGER HOTELS AG



The 4,500sqm spa spans four hotel floors

Highlights include an Aurora Cave which promises a northern lights sensation, an outdoor seawater infinity pool with views across the Alsund straight and a cosy, calming fire lounge, plus a waterbed relaxation area. A mystic dome sauna takes guests through a journey of the seasons, while red clover wraps and scrubs are offered in a mineral serail.

Meanwhile a spa cafe serves organic food and drink. More than 60 wellness experiences are available in total. Product houses include Skin Regimen and Raaw, an organic label that "celebrates the healing power of nature in all its raw glory", which has been created by Danish born Trice Angie Christiansen. Raison d'Etre is also offering managerial support during the spa's opening phase.



The spa has been "heavily influenced" by Nordic design

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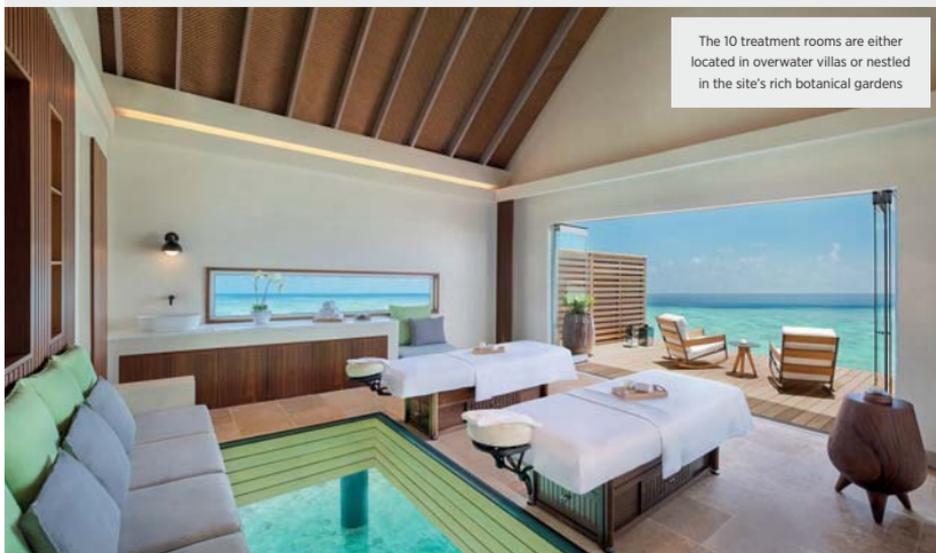
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The 10 treatment rooms are either located in overwater villas or nestled in the site's rich botanical gardens

Garden and overwater spa for Waldorf Astoria Maldives

Waldorf Astoria has opened its fifth property in Asia across three islands in the Maldives.

The sizeable Waldorf Astoria Ithaafushi boasts 122 villas, 11 dining venues and a spa with 10 treatment villas nestled in its botanical gardens and reaching out over the water.

It claims to offer "the Maldives first wellness concierge" where "crafted solutions" will be put together following a personal consultation.

The menu of 50-plus treatments features Asian-inspired therapies – from Balinese massage to reflexology – themed around relaxation, rebalancing and results.

The soothing Ocean Starlight, a signature 90-minute ritual for US\$280 (€251, £230), for example takes place in a Spa Pavilion under the Maldivian starts where guests can relax to the sound of gently lapping waves. Elemental Herbology massages are also available.

Results-driven oxygen, collagen and 24-carat gold facials are delivered by Carol Joy London and LPG Endermologie tackles cellulite. Meanwhile, family treatments allow guests to bond with their children.



This is Waldorf Astoria's fifth property in Asia



Nature-inspired yurt spa revealed in Mexico

Hotel Rodavento, a 36-bed retreat nestled in the foothills of Valle de Bravo, two hours west of Mexico City, has opened a nature-inspired sanctuary set within the most secluded area of the surrounding forest.

Rodavento Spa is the work of architects Federico Gomez Crespo and Jose Antonio Gaxiola, in collaboration with hotel owner Waldemar Franco, and fashioned by interior designer Mariana Valero.

It features seven treatment rooms, a private yurt with a plunge pool and fire pit, and a hydrotherapy circuit. Its amenities and treatments entice visitors to unwind in the beauty of the natural world and 'disconnect to reconnect'.

On arrival, guests are requested to 'disconnect' and leave their phones and cameras at reception before heading to a Scrub Bar to custom make their own scrub and lotion for their treatment. They can choose from a mix of scents, herbs and textures, such as lavender, mint and chamomile, based on their preference or with the help of an expert therapist.

Guests are then guided to a hammam for a deep cleanse followed by a soak in a series of hot and cold pools. A relaxation terrace with crystal walls and fireplace offers views of the Valle de Bravo greenery.

A wide range of treatments are available with a 50-minute massage priced at MXN1,200 (US\$63, €56, £52). A CBD full body massage is offered following the legalisation of



A private yurt is used for signature services

cannabidiol in Mexico and other highlights include Color Me, Mi Amor clay painting, warm body detox wrap, scalp and hair treatment and a Dulce Con Cacao chocolate scrub, warm herbal compress and obsidian stone massage in the yurt.

To complement the hotel's extensive menu of destination adventures, including paragliding, zip-lining, archery and horseback riding the spa features treatments customised for golfers, cyclists, runners and hikers, equestrians and water sports enthusiasts.



Set in a secluded forest area, the spa invites guests to unwind in nature and 'disconnect to reconnect'

Borgo Egnazia partners with Blue Zones for retreats

Italy's Borgo Egnazia has become the first hospitality partner to offer Blue Zones Retreats certified by the Blue Zones Institute.

Founded by Dan Buettner (see SB18/4 p16), Blue Zones reflect the lifestyle, traditions and environment of the world's longest-lived people. Buettner is a *National Geographic* Fellow and *New York Times* bestselling author who discovered five places in the world – dubbed Blue

Zones – where people live the longest, and are healthiest: Okinawa, Japan; Sardinia, Italy; Nicoya, Costa Rica; Ikaria, Greece, and Loma Linda, California.

Borgo Egnazia will offer two Blue Zones Retreats in 2019 on 19-21 September and 18-23 November. The retreats will feature evidence-based solutions from the world's longest-lived people delivered in a practical format designed to make healthy living easy and sustainable: a blend of genuine food habits, movement sessions, workshops and experiences.

"Borgo Egnazia has always had a strong commitment in delivering 'happiness' to people, whether we're talking about staff or guests," says Erica D'Angelo, wellbeing director at Borgo Egnazia. "We wanted to implement a deeper science-based



Lessons come from the world's oldest people



Erica D'Angelo

approach to deliver meaningful wellbeing experiences, so we focused on the Science of Happiness (see p38). Then we came across The Blue Zone organisation when we attended a speech by Dan Buettner and met him personally. That was the beginning of this exciting project."

The concept of Blue Zones grew out of demographic work by Gianni Pes and Michel Poulain outlined in the *Journal of Experimental Gerontology*, identifying Sardinia as the region of the world with the highest concentration of male centenarians. **More:** http://lei.sr/k5e3M_B



The spa offers many innovative treatments

US to host event focused on spa workforce

The International Spa Association (ISPA) is to host a Talent Symposium and Resource Partner Summit on

14-15 April 2020 at The Ritz-Carlton Bacara in California.

The new two-day event will be a first of its kind for the spa industry and focus solely on workforce issues. It will highlight energetic



“As spa revenues and spa visits continue to exceed record highs, so does the number of vacancies in the industry”

Lynne McNees

and innovative approaches to solving workforce challenges.

Insights will come from established industry and workforce development professionals providing takeaways attendees can use to build an engaged workforce and strong leaders. ISPA president Lynne McNees adds: “We'll explore ways to acquire new talent as well as how to grow talent from within your organisation.”

A half-day Resource Partner Summit will also look at issues such as the rise of online retailing. **More:** http://lei.sr/57p8v_B



Staff issues will be addressed



The happiness hotel features 'human cocoons'

New Mexican resort dedicated to the search for happiness

A hotel being developed in Mexico's Riviera Maya is based on a transformational travel experience designed to increase guests' level of consciousness and help them live a happier, healthier and more abundant life.

With a slogan of 'sleep once and wake up forever', Awakening Sanctuary will feature 'human cocoons' that are designed to allow inhabitants to fully experience the calming sound of the jungle and to connect with nature.

The first phase of the opening in 2020 will offer guests a series of workshops, experiences, seminars and coaching focusing on personal development and the search for happiness. **More:** http://lei.sr/v5r7X_B

An iconic pool unites the sky with Beppu's many hot springs below



Hood consults on IHG spa in Japan's hot springs capital

InterContinental has opened a resort in Beppu, an area in south-west Japan which is famous for its concentration of hot springs.

The ANA InterContinental Beppu Resort & Spa is the region's first international hotel and consultant Anni Hood is behind the wellness offering, including a luxury spa in partnership with Thai brand Harnn which offers tailor-made treatments using materials derived from nature.



IHG has modernised the onsen experience

The spa features five suites with gardens and two double massage rooms with a hydropools made from Japanese cypress.

Elsewhere, the 89-room hotel boasts two large outdoor onsens, Japan's take on hot springs. Each onsen is designed with Beppu stones selected by skilled masons, and placed to create a waterfall effect as if the hot spring water is overflowing from the mountain.

Private onsen rooms, complete with a day bed, bathroom and minimalist design, also offer a modern onsen experience.

At the heart of the resort is an iconic infinity pool, designed to unite the sky with the view overlooking Beppu's hot springs below.

The site is one of four immersive IHG resorts to open in 2019. One launched in Australia in June and others are planned in the Maldives and Phuket.

More: http://lei.sr/4w4N3_B



Anni Hood created an integrative wellness experience for the hotel and spa

One&Only inks global partnership with Chenot Group

Resort operator One&Only is partnering with Henri Chenot, who heads up seven preventative facilities globally under the Chenot Group banner (see SB18/2 p48). Chenot has over 50 years of experience in the medical spa, health and wellness field, and will develop and implement various programmes across the One&Only portfolio.

Chenot believes "you need to live in harmony with yourself to be in good health". In the early 70s, he developed biontology



Henri Chenot

“You need to live in harmony with yourself to be in good health”

– a scientific framework for the Chenot Method which is considered a programme for those who are "serious about getting healthy".

The method includes a unique amalgamation of



The Chenot Method has a strong focus on traditional Chinese medicine

treatments (particularly TCM) and nutritional advice to protect the body from damage, the build up of toxins and premature ageing.

As part of the agreement, two different wellness

approaches will be introduced – the well-established Espace Chenot and a One&Only Spa by Chenot, which has been created exclusively for the ultra-luxury resort portfolio.

More: http://lei.sr/Z3S7v_B

DIARY DATES

5-7 September 2019

SWAA Conference

Sarova Whitesands Beach Resort & Spa, Mombasa, Kenya

This event looks to define Africa's role in the global wellness industry. www.swafrica.org/conference

9-11 September 2019

SpaChina Summit & Awards

The Ritz-Carlton, Xi'an, China

Three days of speaker sessions and opportunities for networking. www.spachina.com

11-13 September 2019

ISPA Conference & Expo

Las Vegas, Nevada, US

The International Spa Association's annual gathering offers three days of speaker presentations, plus an expo for spa and beauty suppliers. www.attendispa.com

19-20 September 2019

Termatalia

Expourense, Ourense, Spain

Aims to be the "thermal bridge between Euroasia and America." www.termatalia.com

21-22 September 2019

World Wellness Weekend

Locations worldwide

A wellness event celebrated in more than 100 countries around the world. www.world-wellness-weekend.com

22-25 September 2019

We Work Well

The Ritz-Carlton, Arizona, US

A new kind of spa networking event. www.weworkwellevents.com

15-17 October 2019

Global Wellness Summit

Grand Hyatt, Singapore

Leaders gather to shape the future of the global wellness industry. www.globalwellnesssummit.com

15-18 October 2019

Piscina & Wellness Barcelona

Barcelona, Spain

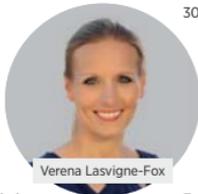
Leading trade show for swimming pools and wellness. www.piscinawellness.com

Lasvigne-Fox at helm of Four Seasons Philadelphia's crystal spa

The Four Seasons Philadelphia at Comcast Center opened in mid-August with a 17,321sq ft spa that encompasses the entire 57th floor.

Under the guidance of spa director Verena Lasvigne-Fox, the spa features a subtle crystal theme, with more than 700 pounds of crystals embedded into the walls. Lasvigne-Fox is also working with Rasha Bell from The Crystalline as a crystal healer, and the crystal theme is woven into the spa's signature treatments.

Treatments feature products from May Lindstrom Skin, Dr Burgener Switzerland, Dr Barbara Sturm's Skin Care Line for Darker Skin Tones, and Vitaman. The spa also features a lifestyle boutique, a



Verena Lasvigne-Fox

30,000-gallon outdoor infinity-edge pool and a fitness centre created in consultation with celebrity fitness guru Harley Pasternak.

Located atop the 1,121ft (342m) Comcast Technology Center in Philadelphia's downtown, the 219-bedroom

Four Seasons Hotel Philadelphia at Comcast Center has been designed by Norman Foster of Foster + Partners, and offers views from the 48th to 60th floors.

"We quite literally upend the traditional idea of a hotel and provide visitors with breathtaking experiences as they move through venues in our spectacular building," says Ben Shank, general manager.

More: http://lei.sr/4F8w8_B



There are 10 relaxing VR environments to choose from

Virtual reality massage centre launches in Los Angeles

A massage centre has opened in Los Angeles, California, that combines automated massages with virtual reality. Esqapes' proprietary and exclusive virtual environments have been specifically designed to help people de-stress and leave the real world behind for a "mini-vacation" that anyone can enjoy during a lunch break or after a long day of work. To heighten the experience, cool or warm breezes gently glide across the room, carrying fragrances that complement the chosen setting.

Guests are able to choose from 10 different Esqapes, ranging from a tropical Koi pond at an oceanfront resort to a luxurious cabin in a

snow-covered wonderland, complete with a crackling fireplace.

"The goal of Esqapes is to provide guests with a unique way to relax and take a break from the routines, responsibilities and daily issues that can cause anxiety and stress," says Micah Jackson, creator of Esqapes, who has worked for AOL, Yahoo and Disney. "Esqapes is using VR in ways unlike any other company, which is to de-stress and help people relax. With a combination of proprietary software, hardware and traditional wellness practices, Esqapes is offering the spa of the future, today."

More: http://lei.sr/G6v4M_B

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spa business uniting the world of wellness



Growth has been attributed to the rise in revenue per visit which is now US\$96.50

US spas hit \$18bn in revenues

New ISPA study highlights continued growth of the US spa industry across key metrics

The spa industry continues to prove itself as a thriving market perfect for anyone looking to enter an industry with limitless potential

‘

See p74 for ISPA's research on the preferences of spa-goers across generations

Spas across the US generated US\$18.3bn (€16.3bn, £15bn) in revenues in 2018 and have grown steadily across key financial indicators in the last nine years.

This is according to data from the International Spa Association (ISPA) which released the 20th edition of its *ISPA US Spa Industry Study* in early August.

Revenues in US spas increased by 4.7 per cent between 2017 and 2018 and this has been attributed to a growth in revenue per visit which has gone up from US\$93.70 (€83.50, £77.10) to US\$96.50 (€86, £79.40) over the same time.

There's been a boost in spa visits too with numbers rising from 187 million in 2017 to 190 million in 2018. Additionally, there were 22,160 spa locations in 2018, which is 1.8 per cent more than in 2017.

"We're grateful to once again report record growth for the spa industry with

2018 marking a record high US\$18.3bn in revenue," says ISPA president Lynne McNeen. "The spa industry continues to prove itself as a thriving market perfect for anyone looking to enter an industry with limitless potential."

The ISPA Foundation commissioned PricewaterhouseCoopers (PwC) to conduct the study and Colin McIlheney, global research director at PwC, says: "The number of spas is at an all-time record. There are now more than 22,000 across the country [and the industry is] continuing to expand its footprint. The other notable statistic is that revenues are getting ever close to the iconic 20-billion-dollar mark. This remarkable threshold could be reached during 2020."

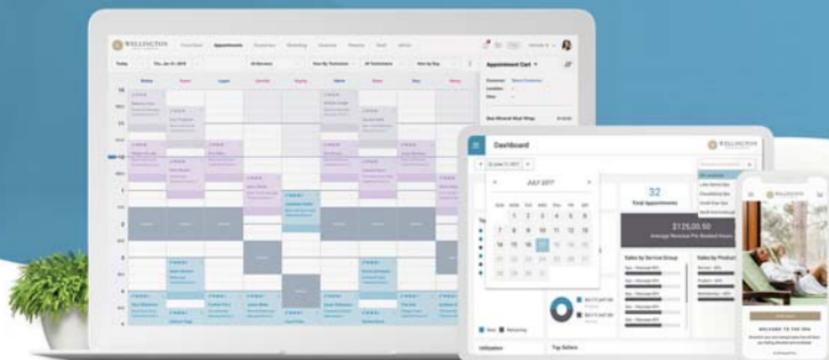
He adds that the results "show the spa industry is still on the march to new highs".

The complete study will be released at the 2019 ISPA Conference & Expo in Las Vegas on 11-13 September.



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spa business uniting the world of wellness

Asia boasts fastest growing wellness tourism market

New report highlights consumer behaviour that's driving unprecedented growth in the region

According to a World Tourism Organization report, outbound Asia-Pacific travellers now represent 37 per cent of the world's total, with international travel spending doubling in the last decade. Asia-Pacific is also the fastest-growing wellness tourism market: wellness trips jumped 33 per cent in the last two years, and the market will essentially double from 2017-2022: from US\$137bn to US\$252bn.

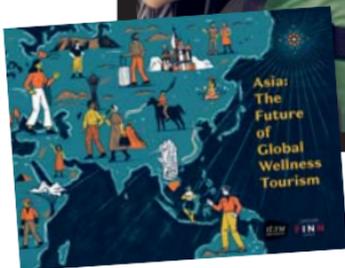
To understand this fast-growing market, Asia brand consultancy CatchOn has released a report – *Asia: The Future of Global Wellness Tourism*. It conducted more than 50 interviews with travellers, luxury tour operators, spa consultants, travel journalists, wellness destination resorts and hospitality brands to arrive at three main consumer archetypes driving growth.

Female travellers

Women – travelling with other women or alone – are a force unto themselves, and will become the most important market segment driving the wellness tourism boom worldwide. Women-only vacations have soared in popularity in the last decade, with some tour companies reporting over 200 per cent growth in the last few years alone, and wellness activities are at the heart of the experience. More women are also putting solo trips on their bucket list – solo, but in the company of others.

Affluent new agers

The fastest growth in wealth creation is in Asia, and Hong Kong has now overtaken New York to become the world's largest ultra-high net worth city. With

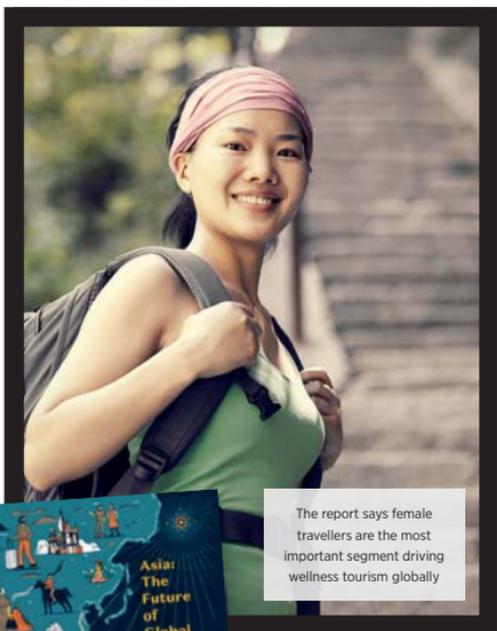


Women-only vacations have soared in popularity in the last decade

the combined factors of longer life expectancy and having the means to pursue wellness at a younger age, Asians who are approaching mid-life are recontextualising ageing as aspirational. They're not postponing living well until after retirement, but are embracing a life-well-lived mindset in their 40s, because they can afford it. They are willing to spend on travel and wellness, with the goal of indulging in bucket-list activities while they can.

Chinese millennial millionaires

As the middle class grows and incomes rise, producing more millionaires and billionaires at an exponential rate, so too does their appetite for travel and wellness experiences. The growing importance of health in the lives of Chinese millennials is reflected in wellness tourism, with a strong focus on mental health, as well as intellectual and social wellness. For Chinese millennials, wellness travel often means stepping out of a comfort zone and pushing boundaries, and is perceived as a life-enriching experience. This means holidays in which they can explore new cultures, engage in adventure sports, immerse themselves in the wonders of wildlife, and sign up for a healthy cooking class or mindful living workshop.



The report says female travellers are the most important segment driving wellness tourism globally

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On the menu

We highlight some of the latest treatments, services, initiatives and programmes spas are offering



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and food**



Aroma retreat on Croatia's Island of Vitality

A hands-on Aromatherapy Workshop Retreat is being offered by Hotel Bellevue on Losinj, Croatia - a locale also known as the Island of Vitality due to its Mediterranean microclimate and abundant untouched nature (see SB15/3 p76).

Guests explore local pine forests to identify and pick a selection of organic herbs, learning about their aroma and natural healing properties. Then, at the Bellevue Spa Clinic, they

learn how to prepare the ingredients and extract essential oils to create their own face creams, body scrubs, face masks and lip care products to take home. They'll also enjoy an aromatherapy massage and a facial using the handmade aromatic blends.

Cooking classes and walking, hiking and yoga are also included, as well as a visit to Losinj's Garden of Fine Scents, a nursery of the island's medicinal herbs.

Six Senses embraces energy medicine

Six Senses latest programme - Grow a New Body - promises to go beyond just physical and mental wellbeing to focus on less visible fields such as sacred energy and reconnection.

Four shaman/energy medicine sessions are included in the in-depth seven night retreat, along with seven bodywork sessions, vitamin infusions, neuro-nutrients and supplements, oxygen altitude training and LED sessions for mitochondrial stimulation. There's also Six Senses' wellness screening, mind-body classes and carefully thought-out food menus.

Grow a New Body has been created in cooperation with Dr Alberto Villoldo, an anthropologist who's studied shamanic practices of the Amazon and the Andes for over 25 years.

Anna Bjurstm, VP of spas and wellness at Six Senses, believes energy medicine is the "next wave of wellness" in the industry. "The step into sacred energy medicine will enable our guests to embrace what can and cannot be seen, connect with the field of magnetic energy to clear toxic emotions, and ultimately switch on longevity genes to live healthier, longer," she says.

Anna Bjurstm believes energy medicine is "the next wave of wellness"



📍 Six Senses in Turkey, Portugal and Cambodia

🕒 7 nights

💰 Prices start at US\$9,320 (€8,298, £7,489)



Fun is a key element and there are sessions with a laughter teacher (right)



Pursuit of happiness at Borgo Egnazia

The revamped Vair Spa at Borgo Egnazia, Italy, has delved into the science of happiness for a new break which aims to increase people's mood and balance their hormones.

The Happiness Break begins with a powerful olfactory test where trained staff use bespoke scents to gain insight into guests' current state of wellbeing and plan the rest of programme. Fun is a

key element and sessions with a maestro della risata, or 'laughter teacher', play a big role. Community and social interaction also underpins everything – from group fitness classes to activities exploring the local culture. Meanwhile foods to promote a healthy gut, and hopefully reduce levels of depression, will also be offered alongside selected spa treatments which work on relaxation and mindfulness.

Vair Spa, Borgo Egnazia, Italy

3 nights

£1,850 (US\$2,076, £1,670)



Travellers 'spa on arrival' at London hotel

Agua London, the Tom Dixon-designed spa at the Sea Containers hotel in London, UK, has created a package for travellers arriving early and before check-in times.

Spa on Arrival, available everyday between 8am and 12 noon, will enable guests to destress from their travels in calm surroundings. There's a choice



Visitors can access the spa and healthy snacks before check-in

of three mini treatments which can be self-administered. The Jet Lag Rescue, for example, includes an essential oil to fight jet lag, stiffness and congestion, a mud mask which can be applied in the eucalyptus steamroom, and a herbal tea. Guests get access to the locker rooms, with complimentary robes, slippers and towels, as well as the relaxation room complete with beds and duvets.

Agua London, Sea Containers, London, UK

£40-£55 (US\$50-US\$68, €44-€61)

Sophie Benge rolls out menopause retreat

Spa writer and consultant Sophie Benge is rolling out an Ageing Gracefully retreat for women over 40 who are facing the menopause.

"I believe there's a good market to support women to live life more joyfully during this changing phase," Benge says. "I've brought together five loving and expert women, each with different specialisms, to help navigate the biological emotional ups and downs... You can shift your thinking, banish mood swings and boost self-compassion and sexual magnetism."

The idea is to help women understand their body, health and hormones and their relationship with life with



a range of complementary therapies – from movement classes, sound sessions and outdoor activities to energy-focused nutrition advice. Face and body treatments are available at an extra cost.

The next retreat will be held in November and Benge is in talks with other UK and international operators, about further workshops and retreats.

Goodnestone Park, Kent, UK

3 days

Single occupancy starts at £1,250 (US\$1,559, £1,386) and includes accommodation and meals



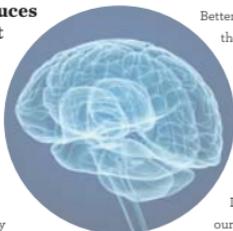
Brain optimisation is a modality which is ripe for integration in spas

Blum Center introduces neuro-enhancement programmes

New York's functional medical facility, the Blum Center, is now offering brain optimisation treatments – a modality which is ripe for integration into spa and wellness centres.

The treatments are offered by Field, a US-based company which specialises in FDA-approved, non-invasive neuromodulation methods – from magnetic stimulation and sound or visual signals to breathing and heart rate variability training – to help with stress reduction, improved executive functioning, greater creativity and more.

A initial session begins with an in-depth analysis of the client's brain using multiple EEG tests. These are outlined in a Know Yourself



Better Report which details what the brain firing patterns mean for each person and suggests pathways to achieving a person's goals. Field then offers extra neuromodulation sessions at a starting cost of US\$300 (£267, £240).

Field co-founder and CEO Devon White says: "Field shows our brain's activity determines almost everything about what we

do and how we feel. By taking advantage of neuroplasticity – our brain's ability to change, we have the power to update our beliefs, emotional states, attitudes and behaviours."

Field is currently going through its second round of investment and White says "you can expect to see more dynamic collaborations and new unique Field Wellness Centres coming to market very soon".



Field co-founder Devon White

📍 **Blum Center for Health, New York state, US**

🕒 **Duration of initial analysis: 90 minutes**

💰 **US\$795 (£707, £635)**



Haute Couture skincare has been created by Biologique Recherche

Mandarin offering three-month skincare programme

The spa at Mandarin Oriental in Boston, US, has introduced a three-month, US\$9,000 Haute Couture skincare programme developed by Biologique Recherche – a French brand that's known for its hyper-personalised and clinical approach to beauty.

Once a month, clients will visit a dedicated spa therapist for a thorough skin assessment. The spa team, in conjunction with the Biologique Recherche

📍 **The Spa at Mandarin Oriental, Boston, US**

🕒 **3 months**

💰 **US\$9,000 (€8,017, £7,243)**

medical team in France, analyse the results and provide real-time recommendations. Clients also receive personally formulated creams which are used in a monthly, customised 90-minute facial and as part of an at-home regimen.



Water and heat from the bed enhance the relaxing massage

Jean-Guy de Gabriac creates Lemi massage

Industry consultant and trainer Jean-Guy de Gabriac has developed a new massage treatment for Lemi to commemorate the Italian equipment manufacturer's 30th anniversary.

Inspired by the sea, Ocean Dream Massage is designed to be performed on Lemi's Spa Dreams table, which features heated water cushions that make users feel weightless.

While the cushions and movement of the water heat and relax and muscles from beneath, the therapist works the muscles with long and short strokes in a continuous, flowing motion.

De Gabriac, who's been designing signature massages for cosmetic brands and hotel groups since 2004, says Lemi gave him carte blanche for his latest creation.

📍 **On Lemi Spa Dreams tables worldwide**

🕒 **50-55 minutes**





REM Spa

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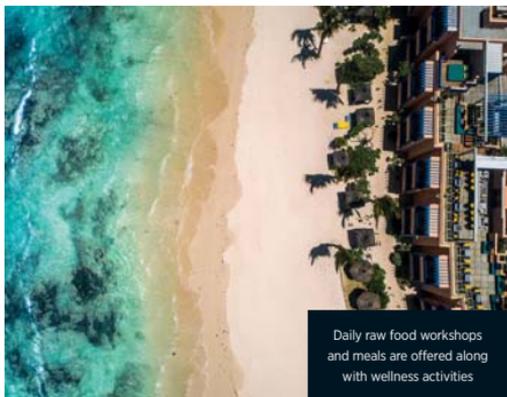


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spa business uniting the world of wellness



Daily raw food workshops and meals are offered along with wellness activities

Raw rejuvenation in Mauritius

Salt, a new sister brand of Lux Resorts, is to offer a raw-food based retreat this October at its Salt of Palmer boutique hotel in Mauritius.

Held over eight days, Raw Rejuvenation promises a 'deep dive' into the world of raw gastronomy, with daily raw food workshops based on the abundance of fresh local produce. Plant-based meals, grounding yoga sessions, hikes on the verdant southern tip of the island and salt-based spa treatments are available too.

📍 Salt of Palmer, Mauritius

🕒 8 days

💰 £3,022 (US\$3,750, €3,344) per person for single occupancy



The retreat is one of three wellness programmes launched by Salt. The other two focus on self-care and wellness discovery, and body mind alignment.

Elsewhere, on the spa food front, Grayshott Health Spa, UK has recently launched a Regime Gastronomy cookery school; Mexico's Grand Velas Resorts are offering edible spa treatments such as a guacamole massage; and the MarBella Nido Suite Hotel & Villas in Corfu has unveiled a Food As Medicine menu.



Bjorklund is a renowned dream expert (below)

STOCK/ASSO/REUTERS/STOCK.COM

Dream interpretations at Miraval

Miraval Life in Balance

Spa at Monarch Beach Resort, US, is taking sleep health a step further by offering guests a deep dive into their dreams.



Private sessions are available on request with Anna Karin Bjorklund, a renowned dream interpreter and author, who will give them insight into the meaning of their dreams and how they tie back to themes in their everyday life. Miraval says: "Your dreams play a vital part of your life, and embracing them can help you develop a deeper sense of connection, fulfilment and happiness, and even bring about physical healing".

📍 Miraval Life in Balance Spa, Monarch Beach, California, US

🕒 60 minutes

💰 US\$250 (€223, £201)



The traditional knotting activity is an interesting way for guests to relax

Mindful Macrame at Grand Velas Riviera Maya

Se Spa at Grand Velas Riviera Maya, Mexico has launched a weekly workshop focused on the art of macramé. The 60-minute knotting session will teach guests how to make a wall hanger and is also intended to instil a sense of "inner wellness and peace". While crafting, they'll be served

📍 Se Spa, Grand Velas Riviera Maya, Mexico

🕒 60 minutes

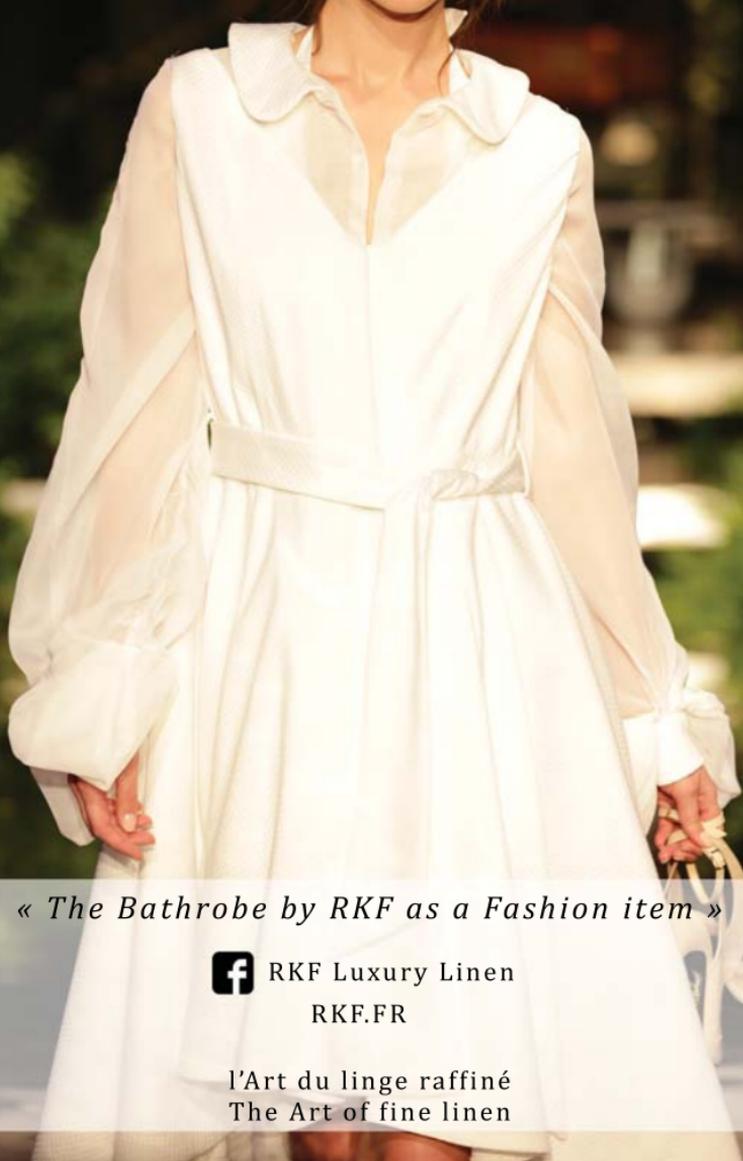
💰 US\$48 (€43, £39)

a blue spirulina lemonade designed to help improve digestion and remove toxins.

The class is part of a range of Spa Atelier workshops inspired by local Mexican culture. ●



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TOP TEAM Rosewood

With two successful spa concepts under its belt, a host of hotels in development and a new hotel brand on the way, Rosewood is forging its way forward with a youthful energy and cutting-edge spa offerings. Jane Kitchen talks to the wellness team behind the brand

Rosewood Hotels is well-known in the industry for its Sense, A Rosewood Spa brand, which features a design and concept inspired by purity and authenticity, and focused on a 'sense of place'. The spas have gained a loyal following, thanks in part to their creative signature treatments, which draw on historic local healing traditions – from lunar therapies in Mexico to art for wellbeing in the Bahamas. But in late 2017, Rosewood launched a second spa concept, Asaya, billed as luxury integrative wellness and focusing on both physical and emotional wellbeing, with community-fostering activities a centrepiece of the offering.

Originally a US-based company, Rosewood was purchased by the

former New World Hospitality in Hong Kong in 2011 for US\$229.5m (€207.2m, £189.9m). Under the guidance of CEO Sonia Cheng – who is somewhat hot property herself in the industry (see p47) – it's expanding globally at a vigorous rate. Rosewood currently has 27 properties in 15 countries, with 21 new hotels in development and another 16 more in the pipeline.

The Rosewood collection includes iconic properties like the Hôtel de Crillon in Paris, The Carlyle in New York, and Little Dix Bay in the British Virgin Islands. One of its newest properties – the 65-storey Kohn Pedersen Fox-designed Rosewood Hong Kong – opened in March, with interiors by hospitality designer Tony Chi, who has conceived the entire hotel as a 'vertical estate'.

The hotel is also home to the first urban Asaya spa, opening in January, which will cover 44,000sq ft (4,088sqm) across two floors of the property, and will include two spa suites for overnight guests within the spa itself.

Not one to sit still for long, Rosewood is also working on a new 'business meets lifestyle' hotel brand, Khos, which will feature a spa concept based on Asian bathhouses, the first of which is due to open at the end of this year.

We talk to the top team behind Rosewood's successful – and ever-evolving – spa concepts.



Jane Kitchen is consulting editor at *Spa Business*
 ■ janekitchen@spabusiness.com

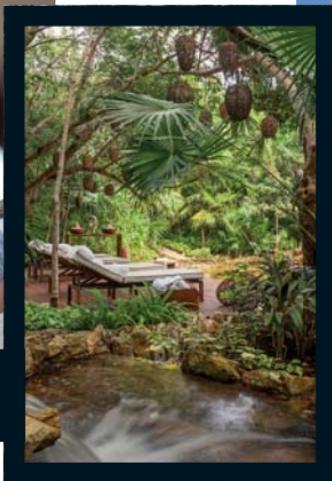


● Rosewood's spas are designed to offer a sense of place in each location





● Signature treatments at Sense draw on historic local healing traditions



● The new Rosewood Hong Kong features the first urban Asaya



Niamh O'Connell group vice president – guest experience and wellness

Niamh O'Connell joined Rosewood in 2015 as group vice president of wellness development. She's a 25-year industry veteran, having held senior positions with Hyatt and ESPA International

Can you tell us about Rosewood's Sense spa concept?

We have 18 Sense spas around the world. They're designed as a sanctuary of simplicity and purity, where you can surrender to an experience that's completely genuine and authentic.

As part of the Sense spa concept, we research local traditions practiced several generations ago that have been lost in the passage of time to create The Lost Remedies.

In Luang Prabang, Laos, for instance, the spa manager and I spent several days in Pha Tad Ke Botanical Gardens, foraging local healing plants and talking to the head

botanist. A local healer from the Hmong tribe created two rituals on the menu, which are truly authentic and certainly unavailable elsewhere. As the local culture is rich in spiritual beliefs, we created a cultural immersion ritual, which begins in the neighbouring village, then continues at the hotel with local food and traditional Lao treatment rituals.

Why did you launch Asaya as another spa brand?

We recognised there was a gap in the market in terms of luxury integrative wellness, which is key to the essence of Asaya. This means setting an intention to propel self-change and transformation, and approaches wellness for the mind, body and inner self. Key pillars of the Asaya philosophy are centred around physical and emotional wellbeing, with education and programming to help build and foster an inclusive sense of community.



● O'Connell helped create the new Asaya brand for Rosewood

Rosewood Phuket opened the first Asaya in 2017, and our first urban destination at Rosewood Hong Kong is opening in January. We have Asayas in the pipeline in Sao Paulo, Hawaii, London and Shenzhen.

How similar or different is Asaya to Sense?

There are very clear distinctions between the brands. Asaya is the holistic definition of wellness across

physical health and emotional wellbeing. It also offers a deeper and more integrative approach – such as alternative therapies and looking at root causes – to achieve long-lasting change. We have resident practitioners, such as doctors of naturopathy, nutritionists, life coaches and physical therapists. Local outreach programmes are also a key to the pillar of community within Asaya.

Sense, on the other hand, is a luxurious spa experience focusing on the sense of individuality, sense of balance and sense of place.

What can you tell us about the wellbeing/spa concept for Khos?

The overarching concept for the wellbeing space in Khos is based on the philosophy of the Asian bathhouse. We were inspired by the rich traditions of bathing and cleansing ceremonies around the world, and decided we wanted to put the best of Asian customs together, focusing on the Japanese onsen and the Korean jimjilbang.

We recognised a gap in the market in terms of luxury integrative wellness, which is key to the essence of Asaya



Erin MacNeil wellness director,
Asaya at Rosewood Hong Kong

Erin MacNeil has been with Rosewood since 2013, working in management positions in Bermuda and Beijing before moving to Hong Kong last year

Your wellness facility in Hong Kong will be a flagship Asaya – how will it stand out?

With so many prestigious brands and luxury options, in Hong Kong, it's crucial to have points of difference that are meaningful enough to encourage guests to try something new. Asaya has a very generous footprint in Rosewood Hong Kong, encompassing the entire sixth and seventh floors. Our lifestyle boutique space is one-of-a-kind, and certainly not comparable in Hong Kong. We have experiential ateliers, where guests really feel like they're a part of the product creation and selection process when it comes to treatments. We have some private spaces within Asaya to cater for bespoke group programmes.



● MacNeil says she's proud of Asaya's community offerings

Our aim is to focus on our local following, creating a community of like-minded wellness advocates. The percentage split is about 80/20 in favour of the local market. We've created a one-stop location for wellness, serving introductory or immersive wellness programming, including emotional wellbeing, beauty therapies, fitness, nutrition, physical health and community engagement. We also offer a membership

Our aim is to focus on our local following, creating a community of like-minded wellness advocates

programme, which includes regular programming, supper clubs, workshops and lecture series and specialty retreats.

The Asaya Residences are a main feature, and allow our guests to have a completely immersive programme and truly engage in a holistic wellness experience. We've developed them with the stay-cation concept in mind, as time is always a factor in Hong Kong, and they're the perfect option for guests who want the experience, space and results of a retreat getaway without having to leave the city.

Tell us about the spa menu at Asaya Hong Kong.

Our menu is designed to support sustainable results, which means most of our menu options are a collection or series of treatments to ensure an optimal lifestyle of long-term wellbeing. Treatment series such as the emotional work with our

expressive arts therapist are a unique way of tapping into the inner-self. I'm most proud of our offerings that engage guests with the community through collaborative efforts for positive-impact programming involving mentorship, ocean recovery, recycling and agents of change.

How are you addressing the 'self-care' aspect?

At Asaya, our understanding of wellness is about making conscious decisions to create a life of meaning, purpose and wellbeing, which truly means serving yourself so you can show up in the world as the best version of yourself. We have aftercare and post-treatment regimens, depending on the type of treatment or programme the guest experienced; however, our communication with the guest will be a focus for us post-treatment, so there's always a sense of support.



● Asaya Hong Kong will focus its efforts on the local market and 'stay-cations'

Sonia Cheng

Taking Rosewood to a new level

Sonia Cheng was just 30 when she took the helm at Rosewood with youthful energy and a pledge to take the brand global and make it relevant for future generations.

Cheng is the third generation of one of the richest families in Hong Kong, worth a reported US\$22.5bn (€20.3bn, £18.5bn).

Her late grandfather, Cheng Yu-tung, made his fortunes in jewellery stores, infrastructure and real estate under the conglomerate Chow Tai Fook Enterprises.

She became CEO of Rosewood when the former New World Hospitality (NWH), a subsidiary of Chow Tai Fook, acquired the company in 2011 for US\$229.5m (€207.2m, £189.9m). She later renamed NWH the Rosewood Hotel Group in 2013.

Although it's only eight years since she's taken leadership, Cheng has made an undeniable impression in the hospitality sector, earning herself a 'luxury leader' cachet. Her mission is to future-proof Rosewood and make it relevant to travellers by delivering 'cultural experiences', rather than a cookie cutter hotel stay. On top of this, she's determined to put the company on the international map and the facts speak for themselves. Back in 2011, Rosewood was headquartered in Texas, US and had 20 properties, predominately in the Americas. Today, the Hong Kong-based group has 27 properties in 15 countries and 37 in the pipeline - including Sao Paulo, Vienna, Munich and a second in London. ▶





Emmanuel Arroyo
regional wellness director

Emmanuel Arroyo is based at Rosewood Mayakoba in Mexico, but oversees 11 Sense spas around the world and has a special interest in sales and marketing

How many spas are in your region?

I provide support to 11 spas around the world: four in Mexico, three in the Caribbean, three in Europe – including the Rosewood Le Crillon in Paris – and one in the US: the Rosewood Miramar Beach in California.

What do spas bring to Rosewood from a marketing perspective?

We consider spas great sources of innovation, from new treatments to sensorial touchpoints throughout the guest experience. We ensure spas are closely connected with our sales and marketing teams to share this content and give our guests reasons to stay in our hotels.

What is an example of a standout signature treatment?

Each Sense spa has a selection of Lost Remedies created to pay homage to ancient local traditions.

At Sense in Mayakoba, the Itzam Herbal Cure uses herbal medicine long revered by the Mayans. This indigenous treatment starts with a traditional energy cleanse incorporating copal incense. The healing properties of the plants cultivated in our Sensorial Garden are used to recreate an ancient herbal clay recipe designed to heal and replenish; the body is then cocooned with an indigenous textile made from plant fibres

The Arawak Body-Balance treatment at the Sense spa Baha Mar in The Bahamas uses ancient healing practices of the

Arawak Indians, some of the first inhabitants of the islands. Hot and cold compresses are used together with a natural exfoliation using a sea sponge, followed by a body wrap including the moringa leaf, known on the island for its rich antioxidant and anti-inflammatory properties.

Where do you find inspiration for these treatments?

Our Lost Remedies are exactly that: time-honoured practices and traditional healing methods brought back to modern times in the form of highly customised, sensorial experiences paired with natural ingredients. In developing treatments, we first do historical research,

and we also partner with local healers and practitioners who can help us deliver authentic and genuine experiences.

What other innovations are you working on?

We recently showcased our first Sense of Place Retreat at Rosewood Mayakoba, called 'Marry One Self', which is a true journey of self-acceptance and self-love led by the resort's resident shaman. This journey is inspired by pre-Hispanic wedding rituals and guides guests through a series of experiences including a consultation with the shaman; a walk of silence and a temazcal session; plus an apothecary massage, 360° skincare and 'grounded roots' reflexology. ▶



● Rosewood spas are sensorial touch points of the guest experience

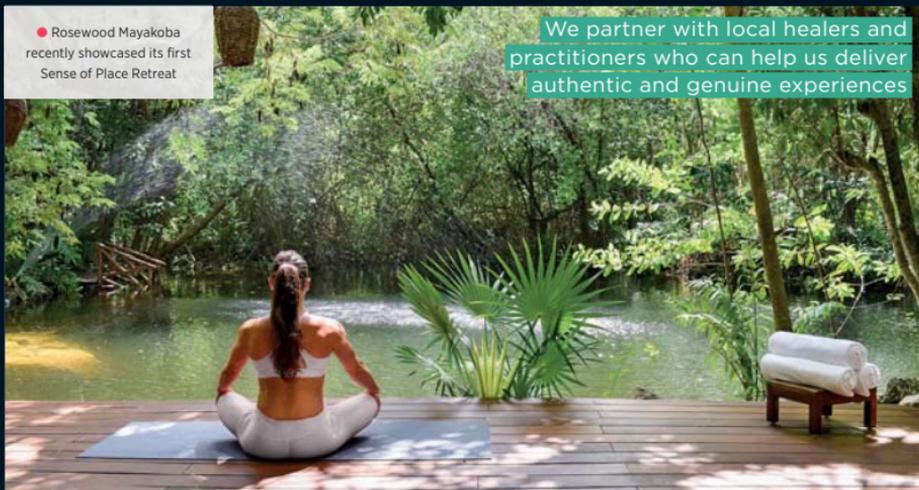


● Ancient healing techniques are used in Sense spa treatments



● Rosewood Mayakoba recently showcased its first Sense of Place Retreat

We partner with local healers and practitioners who can help us deliver authentic and genuine experiences



spa business uniting the world of wellness

Danny Silva wellness director, Sense Spa at Rosewood Sand Hill, California

Previously a regional spa director for Rosewood, Danny Silva has worked for the company since 2015, and has a keen interest in spa financials and business management

You run a very successful spa – what do you think is key to that success?

At Sand Hill, we have therapists and aestheticians who have been with us since we opened 10 years ago, and who've developed a very loyal following with our local guests. We also have a full steam/sauna

circuit, a lifestyle membership programme for locals, and preferred partnerships with exclusive vendors.

How important are spas to the hotel business?

For Rosewood, our goal is for the spa department to be generating 5 per cent of the brand's overall revenue. At Sand Hill, our Sense spa generates over 10 per cent of that hotel's revenue, and employs close to 20 per cent of the hotel's staff. Urban Sense spas like these attract not only hotel guests, but also locals. At Sand Hill, 85 per cent of our spa business comes from people who live in the community. The entire property stands out from the competition – and this also means we can attract top-notch talent.

How successful are Rosewood's spas?

For the past four years, we've been tracking our spas on a monthly KPI dashboard, which ranks their successes



● Silva has a particular interest in measuring spa success



● A full steam/sauna circuit and a membership for locals boosts business

Rosewood's goal is for spas to generate 5 per cent of the brand's overall revenue



and areas of opportunity for improvement. By doing so, we encourage our different spa managers and directors to share best practices for business-building and marketing, and have created a system of support for the team on an international level. Since starting this, many of

our spas have seen increases in KPIs, including establishing 90-minute treatments as the norm, a 20 per cent uptick in service-to-retail sales, and average tickets being close to US\$250 (€226, £206).

What treatments are the most popular? The most profitable?

Our massage business leads the way at almost 70 per cent of our business, but with our preferred partnerships, we've seen many spas increase their aesthetic business from 10 per cent to more than 20 per cent of their overall business. Our recently opened property in Santa Barbara, California, for instance, has attracted guests to the spa with our exclusive EviDenS de Beaute 360 Extreme Ritual. Our aesthetician team undergoes 25 hours a year of training on Japanese acupuncture facial massage techniques for these treatments. At US\$400 (€361, £329), this is our most exclusive and luxurious facial, and is popular with both hotel guests and locals. ●



● At Sand Hill, 85 per cent of spa business comes from locals

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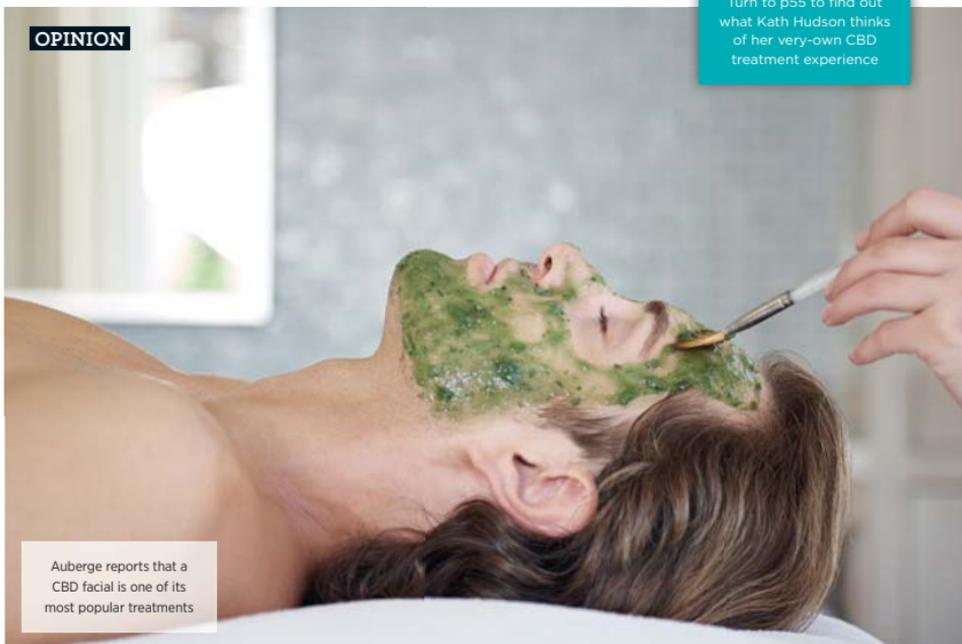
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spa business uniting the world of wellness



Auberge reports that a CBD facial is one of its most popular treatments

Everyone's talking about... CBD

CBD products are flying off the shelves in the US and the trend is spreading in Europe and Asia. However, when a product is popular but unregulated, big claims can be made. Is this a gimmick which will fade out or is CBD the future? Kath Hudson reports...

An active, yet non-psychoactive, ingredient derived from the marijuana plant, in its purest form, cannabidiol (CBD) oil is believed to help treat a host of problems including stress and anxiety, inflammation, joint pain, muscle soreness and insomnia, as well as children's epilepsy.

Cave men and women used it and Queen Victoria is believed to have used it to alleviate menstrual cramps. However, because another part of the marijuana plant - tetrahydrocannabinol (THC) - can cause a psychotropic effect, cannabis was banned in the 1930s and a stigma was attached to the plant.

Now the tide is turning after CBD was legalised in 50 US states and medicinal cannabis was legalised in the UK last year. It's made an appearance on a growing number of spa menus and CBD products are available to buy to use on the skin, ingest orally and vape. This month, *American Spa* magazine is even hosting a three-day CBD Summit.

However, despite being legal, CBD is still coming up against issues. A lack of regulation means product quality varies widely. In a 2017 study Marcel Bonn-Miller, a professor of psychology in psychiatry at the University of Pennsylvania School of Medicine, found that close to seven out of 10 CBD products didn't actually contain the amount of marijuana extract promised on the label. Nearly 43 per cent of products contained too little, while 26 per cent had too much and, alarmingly, about 20 per cent of them even had traces of THC. Meanwhile, hemp-based products will not be allowed on the show floor at the ISPA conference in Las Vegas in September as the host venue, The Venetian, says the relevant state bill has not yet been updated.

So are CBD products and treatments something spas should be embracing? Are they safe? Are they effective? If you want to offer them, what are the issues and how do you find a credible supplier? We investigate...



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Helen Brown area director of wellness, Auberge Resorts Collection

We introduced CBD products and treatments about a year ago, and they've quickly become an important part of our business. We assumed we would have to do a lot of education with both our team and consumers, but our therapists were very comfortable with the products from the outset and media coverage meant there was widespread awareness among consumers, which expedited the success.

The response to the products has been overwhelmingly positive, with reports of reducing inflammation and pain, as well as skincare benefits. Many made the



initial purchase out of curiosity, but have since returned for more and recommended them to friends.

Our number one selling treatment is a CBD body ball add-on which costs US\$10 (€9, £8) and targets sore areas. Also adding a US\$10

We've generated US\$11,000 and US\$28,000 in CBD treatment and retail sales in the last 12 months

CBD facial mask to our mud treatment is a popular choice. Between them, these adds on have generated US\$11,000 (€9,814, £8,829) in the last year. We've generated US\$28,000 (€24,982, £22,474) in CBD retail sales in the last 12 months.

For operators wanting to introduce CBD products, firstly be aware of the regulations which vary across states. Also speak to your insurance company, as I know some have forbidden spas from offering CBD products.

Ensure suppliers have a history of working with these products and haven't just jumped on the bandwagon when CBD started to get successful. We chose Healthy Lotus and Bloom Farms. You need to know that it's a clean product, which has been sourced responsibly and mixed with good quality products.

■ *Brown has been in the industry for nearly 10 years and oversees two spas for Auberge in the US*

Kim Collier co-founder, Collier Concepts

CBD is an effective plant-based healing therapy. Period.

People are experiencing relief and benefits from CBD. Period. CBD healing is here to stay. Period.

An ancient plant, dating back to 2700BC, and the original cash crop, hemp offers 50,000 documented uses and may lead the way to modern day agricultural renaissance. Although specific research is still needed - and underway - we may rely on the 50-plus years of research by Dr Raphael Mechoulam, an Israeli organic chemist and professor at Hebrew University. He says 'we need more research but CBD may prove to be an



option for managing anxiety, insomnia, and chronic pain'.

Spa professionals ready to come on board will need to advocate through education, and learn the difference between the poodle/hemp and the wolf/marijuana. I highly recommend

People are experiencing relief and benefits from CBD. Period. CBD healing is here to stay. Period

www.green-flower.com for online cannabis knowledge delivered in 1,000 hours of video content and featuring more than 600 cannabis industry experts, doctors, scientists, entrepreneurs and thought-leaders.

From a holistic health perspective, it's best to start using CBD topically to awaken the endocannabinoid system receptors. Then a CBD tincture or oral oil could be taken at bedtime, combining the two in the evening, for about a

week. If you ingest too much CBD you may need a nap: this is your body talking to you, encouraging rest and repair time. If other medications are being taken, healthcare providers should be consulted, but expect amazing results with CBD and forthcoming cannabis wellness!

■ *With 30 years' industry experience, Collier relaunched her company to educate spas on wellness, cannabis and sustainability products in 2018*

Dr Aamer Khan co-founder, The Harley Street Skin Clinic

Cannabis is one of the oldest plants on the planet, it's even represented in cave drawings. Genetically we are made to respond to CBD and human bodies can produce an endocannabinoid - anandamide - during meditation, breast feeding and exercise.

Illness comes about through an imbalance in the body and while medicine can fix the symptoms, the cause requires a system reset, which CBD can achieve. It balances and stabilises, protects cells and improves their resilience to a toxic environment. Going forward, I think it will be huge, not just for treating illness, but for managing



health, as it fits with the trend of living medicines. The hemp plant has been used in many industries and there's a huge amount of research into it. The most compelling is a 10 year study by the World Health Organization which found

A compelling 10 year study by WHO found no contra-indications and concluded CBD was safe

no contra-indications and concluded CBD was safe as a food supplement. The UK's national health service cautions that it might impact certain medications, in the same way that citrus fruit does, by potentially interrupting the enzyme system in the liver. As a result, it's advisable for clients to seek medical advice if they take other medication.

After personally using CBD for pain relief when I fractured my finger, I introduced it at

my Harley Street practice as soon as it was legalised. I chose Maripharm products because the company has a long history with CBD and worked with the Dutch government to change the legislation in the early 90s, and it also supplies luxury spas such as The Cowshed and Rudding Park.

■ *Dr Khan's London clinic focuses on cosmetic and non-surgical procedures to preserve youth. He counts many celebrities among his clients*

Martina Crkonoza spa director, Budock Vean

As a Chinese medicine practitioner, I know the benefits of the hemp family so I was eagerly waiting for it to be legalised in the UK. Budock Vean was one of the first UK spas to get CBD on the spa menu this April, when we introduced a 60 minute full body massage, priced at £79 (US\$100, €88), and a 60 minute healthy ageing facial for £69 (US\$86, €77).

We don't make massive claims about the benefits, but the treatments have been popular - since introducing them, our revenues have increased by 17 per cent. We attract a lot of baby boomers who report that they feel more relaxed, able to cope and that



it lessens chronic pain and pain in the joints. Equally, we have noticed that the younger generation, who are pushing the wellness trend, are interested in the use of hemp as a prevention to ill health. However, people are confused at the moment:

There's a lack of knowledge about what a powerful product CBD is and there's not enough regulation

there's a lack of knowledge and education about what a powerful product CBD is and there's not enough regulation. Finding the right supplier can also be difficult. I spent a lot of time and money trying different products and eventually chose to work with an organic hemp farm based in California.

New research is helping us to understand CBD in more depth, but spas wanting to work with this product should educate themselves.

Although too much CBD is not dangerous, it's worth bearing in mind that too much of any herb or dietary supplement - even lavender or vitamin C - is not advisable.

■ *Crkonoza has been a pre-opening consultant for many spas, working for the likes of Bath Thermae Spa, UK and Kandima Maldives. A qualified herbalist and TCM practitioner, she's currently studying for a clinical qualification in cannabinoid therapy*

Budock Vean was one of the first UK hotels to offer a CBD spa treatment



Hudson says it was one of the most powerful treatments she's ever had

Dana Kingsborough, founder of Healthy Lotus which supplies spas in the US with a full spectrum of CBD products, gives her advice on how to find a supplier

- A reputable company will have a certificate of analysis to ensure the quality and potency of the CBD
- The proportion of CBD oil per product varies between manufacturers but 25.5 per cent is about the right amount
- Ensure your CBD is organic, non-GMO and not chemically extracted - look for CO2 extraction
- Ensure the supplier's quality of CBD by checking the ingredient list, the protocol created by the company and product training created by the supplier for their therapists

FIRST-PERSON EXPERIENCE

Full body massage with CBD oil Kath Hudson

In middle age my life has been getting busier and more stressful, leaving me with less time to chill out. I rely on adrenal energy, consistently over-riding tiredness to pack too much into each day. I never let myself stop and sometimes wonder if I've lost the ability to relax altogether. So when Budock Vean - a hotel in Cornwall, south UK - invited me to try a treatment I jumped at the chance to see if CBD really can help insomnia, stress and anxiety.

An experienced herbalist and a fan of "the wisdom of the hemp plant", spa director Martina Krkonova was the driving force behind Budock Vean adding the CBD treatments to its spa menu. I felt in safe hands; she works intuitively and it was one of the most powerful treatments



I felt noticeably lighter in both spirits and body, with improved mental focus and more energy

I've ever received. Afterwards, I felt supremely relaxed and at peace with both the world and myself.

Usually, I would have wanted to take advantage of some of other experiences the hotel has to offer - a walk or a kayak along the Helford River, a swim in the pool, a game of tennis, or at the very least sit and observe the magnificent gardens. Instead, I allowed myself an afternoon sleep for the first time in years.

The following day, I felt exhausted but instead of fighting it, I submitted to doing nothing. I'm not sure if I didn't want to over-ride the tiredness, or actually couldn't. However, the day after that, I felt noticeably lighter in both spirits and body, with improved mental focus and more energy - real energy, not adrenal. I think the benefits came from having stopped and relaxed, but without the CBD I probably would have stayed busy. ●



Innovation of form and function in robes and towels is a vital part of attracting the next generation of wellness consumers.
Charmaine T Lang from The Madison Collection explains how her company consistently maintains its successful point of difference

Modernising LUXURY

Founded in 1999, The Madison Collection - which designs and eco manufactures towels, throws, robes, bath mats and blankets - supplies five-star luxury hotels, resorts and spas in over 50 countries.

Through decades of being at the top end of the market, the company continually develops its offerings to satisfy the most discerning clients, by maintaining high quality and relevance to meet current demands.

Modernising luxury

"Design is increasingly important," explains Lang, "and The Madison Collection continually studies, researches and engages with clients to understand what their customers will prefer, desire and, most importantly, enjoy experiencing."

The inspiration to create a new genre of robe has been influenced by Lang's travels and insights into the minds of consumers.

"Culturally and artistically, dancing tango has enhanced my visual sensitivity and intuition," she says, "The music of the tango has ebb and flow, pause and innuendo - to dance this and dance it well, you must listen closely to the music."

"When you're invited to dance, you surrender in the intimacy of trust. And that is what I seek - to improve the fabrics that are used close to the skin, so they're trusted to perform, with subliminal touches that culminate in high performing, yet subtle, modernised textiles and styles."

The Tuxedo Robe is an example of reimagining a traditional style. "Robes are a strong part of the spa experience and yet their design has remained unchanged for decades," says Lang. "I envisioned modernising this often overlooked garment with a tuxedo-like shawl collar, rounded edge detailing and as a special signature touch, a breast pocket for the room key," she explains.

"We've also changed the design, the fabric and the finishes for our Bordado Collection with a focus on 'modernising luxury' and creating a universal robe, for men and women, transcending generations and appealing to those who are millennial-minded."

"Upcoming demographics want what they wear to reflect who they are - fresh, light,



The Bordado Collection is made from an innovative lightweight eco fabric which has a luxurious feel





The Madison Collection travelled to Peru to source its GOTS-certified, Fair Trade, organic Pima cotton for the Zuuja collection

Comfort and sophistication meets loungewear from the Zuuja label

A new product line – just launched – has seen The Madison Collection evolving to meet the loungewear needs of all generations, under its own Zuuja label

This next-generation loungewear range, which has been designed for those who like to look and feel comfortably chic, includes relaxed-fit lounge pants, T-shirts, long-sleeved Ts and harem pants, all made from GOTS certified, 100 per cent organic, Fair Trade pima cotton from Peru.

Zuuja is being embraced as an elevated version of spa uniforms, as well as creating a seamless guest experience from sleeping to wandering to treatment room.

Being style-conscious and environmentally aware transcends generations

functional and unique – they're comfortable in loungewear, yet while wearing it, want to look and feel good", says Lang.

Thought has also been given to operations: The Madison Collection's coloured fabrics are bleach-resistant and all fabrics are pre-washed four times before they're cut and sewn. The lightweight fabrics also have less wash and dry time and use half the storage space – an intelligent environmental benefit.

The new Tuxedo Robe fabric is fade-resistant. In addition, it gives the illusion of thickness without the weight. "Our new

weaving technique results in a fabric that appears thick and fluffy and performs like a lush fabric but is also lightweight," says Lang.

"We've previewed the new-look Tuxedo robe and are delighted it's finding favour with hotel and spa operators around the world.

"It's important to be aware of ever-changing consumer preferences," says Lang. "Being style-conscious and environmentally aware transcends generations. Many are seeking smaller spaces in which to live and they feel comfortable with and appreciate products which are compact and eco-conscious.



Eco-luxury: The Marine Robe

The Tuxedo Robe from The Madison Collection has been styled for the millennial-minded



Environmental and sustainable

Although environmental sustainability is a key issue for millennials, in fact, for all generations, this isn't a new area of focus for the company. The Madison Collection has long held a deep belief in social good and invests in environmental sustainability.

"Our entire factory is naturally powered," says Lang. "This is done using jet air, fuelled by hydro-power which comes from briquettes made of the waste from the cotton spinning process and purchased waste wood (from re-planted trees) from local furniture factories.

"This exemplifies our commitment to sustainability and aspiration to achieve zero-waste. Our packaging boxes and tape are manufactured from recycled paper, the tape uses flour and water instead of glue, and thinner plastic bags are used

to pack our towels, further diminishing the impact on the environment.

"Our water purification plant uses live bacteria to break down dye pigment - no chemicals are used. Once the bacteria has accomplished the task, it's stored for ten years and then returned to the soil as fertiliser. The water is returned to the river cleaner than when captured – another example of our high commitment to sustainability."

"Our focus used to be to wrap guests in luxury," concludes Lang. "The world is changing and experience is the new luxury.

"Our emphasis has evolved to focus on creating products which meet the needs of all generations, while also being good for the environment and operationally sophisticated," says Lang. "We invite you to experience the new luxury." ●

Tea & Tranquility

Alice Davis visits Shanghai's newly opened Quarry Hotel for a welcome respite from the constant noise and breakneck speed of life in China

In China's cities, everything is noisy. Horns beep constantly, people play games on their phones at loud volumes and without earphones, the sound of construction work is ubiquitous, and shop speakers blare out promotions on repeat. Noise pollution is everywhere, all day and all night. So arriving at the InterContinental Shanghai Wonderland Hotel, you quickly notice - it's peaceful.

The long-awaited development, also known as the Quarry Hotel, sits in an



abandoned mine in the Sheshan Mountain Range about an hour from Shanghai. Conceived by Atkins for Chinese developer Shimao Group back in 2006 and completed by JADE+QA Architects, the US\$300m (€265.5m, £229.m) resort finally opened in November

2018. The huge 337-room hotel pushes construction to its limits as it hugs the cliff and delves into the rocky basin - 16 of the 18 floors are below ground level and two are submerged in water.

The approach to the lobby is deceptive. The tip of the silver building arches

Construction marvel: 16 floors are below ground level and two are under water



Treatment rooms are serenely decorated and the scope of therapies is a selling point

Far from the sounds of traffic, it's peaceful & tranquil

just above the ground behind a white sculpture, giving nothing away. It's not until you enter the glass elevator that it becomes clear you're on the top floor, and though you push the button for the 11th floor, the elevator is going down.

Far from the sounds of traffic, it's peaceful and tranquil, but there's plenty to do. Even though I stayed on a Sunday, guests included lots of families and couples. Billed as a leisure complex, guests can take a dip in the futuristic-designed pool, try kayaking and paddleboarding on the lake at the bottom of the quarry or, for the more adventurous, scale the cliff face in a rock climbing session.

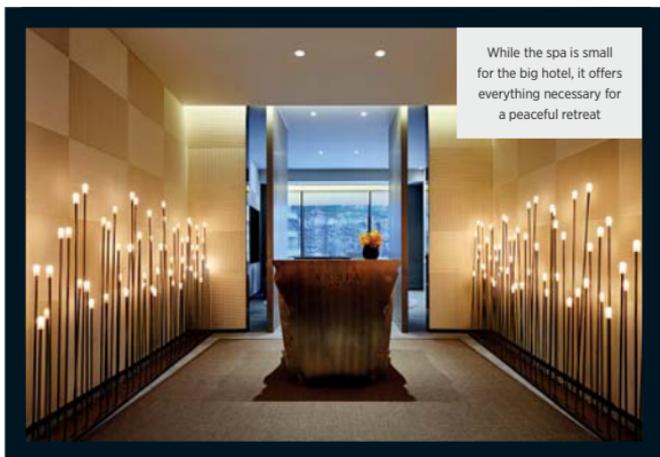
What's on offer?

Early afternoon, I eschewed bungee jumping for a treatment at the hotel's An Spa. The intimate spa, located on the 13th floor, has two double and two single treatment rooms with a changing area, sauna and steamroom towards the back. Chatting with spa manager Zhu Ruizhi, I wondered if the size of the spa was adequate, considering the size

of the hotel. She says it hasn't posed a problem with guest bookings. "So far our clients have been very happy. It's not really about the volume of spa visitors as the average spend per client is around CNY2,000 (US\$291, €259, £233), so we may have fewer clients but they spend more money on luxury treatments."

Arriving for my appointment, I was warmly greeted by the receptionist who sat me in a lounge-style waiting room and swiftly served a Japanese green tea while I took in the great views of the quarry and enjoyed watching the paddleboarders in the distance. Zhu says the scope of the spa's 20-plus treatments - which range from a sleep inducing, deep breathing massage to Chinese and Japanese modalities - is a particular selling point. The 60-minute, CNY880 (US\$128, €114, £102) Meridians Massage and CNY780 (US\$113, €101, £91) Tui-Na focus on unblocking the flow of qi to increase joint lubrication, increase circulation, and boost immunity. While Thémaé, a tea-based product line, reflects the Asian-inspired offer, she says. Japanese green tea, Chinese ▶

All our therapists must be attentive to detail, love what they do, and have a warm heart



While the spa is small for the big hotel, it offers everything necessary for a peaceful retreat

► white tea, Taiwanese oolong tea, and Indian black tea used in Thémaé treatments have antioxidants that regenerate skin cells and stimulate the circulation. Essentials oils from Hinkoi, Japan – sandalwood, sakura and yuzu – are also used in other services.

Impressive service

The steamroom and sauna were a nice way to relax pre-treatment and extra comfort came from the fresh, fluffy towels and yukata robe. I was struck by how neat and tidy everything was.

After about 30 minutes my therapist, Stella, led me to a serenely-decorated treatment room with large windows giving way to the view of copper-coloured rock and blue-green water below. She

had prepared a foot ritual and washed my feet gently in warm milky-pink water. We chatted for a while. Stella made polite conversation about what I'd done that day and was happy to answer questions about her own background. A Chinese masseuse, she had moved to Shanghai from Sichuan Province. She was a very personable and easy to talk to, which made me feel comfortable immediately. Her English was great – and she'd pretty much taught herself.

Stella is one of four therapists who have been handpicked to match the clientele, which includes mostly hotel guests but also day visitors from Songjiang, one of Shanghai's rich satellite towns. Zhu says: "All our therapists must have at

least one year's experience working in a five-star hotel spa, be familiar with the treatments, be attentive to detail, love what they do, and have a warm heart."

I'd chosen a 60-minute aromatherapy massage, priced at CNY1,100 (US\$160, €142, £128), which was customised with sakura – an oil I was drawn to because its cherry blossom scent smelled the nicest. I'd requested a firm massage and pointed out my shoulders and upper back as problem areas, though I must admit, I did not expect much personalisation. However, I was impressed again. Stella worked expertly and methodically using a combination of Japanese, Chinese, Vietnamese and Thai techniques. Firm pressure was sustained throughout and she paid special attention to knots in my shoulders and back. Her 16 years' experience was evident. She intermittently checked whether the pressure was too strong or the room was the right temperature. I especially enjoyed the attention she paid to my calves and my head and scalp. Afterwards, my body was left feeling completely niggles-free and my state of mind completely peaceful.

If I'm honest, the spa doesn't have the wow factor of the main hotel. But in many ways the elegant and serene offer, quietly cocooned inside the building, and the focus on expert treatments and brilliant service, is all you really need to really get away from it all, soaking up every second of peace and quiet possible before returning to reality. ●



The 13th-floor spa offers views of the copper-coloured rock and blue-green water



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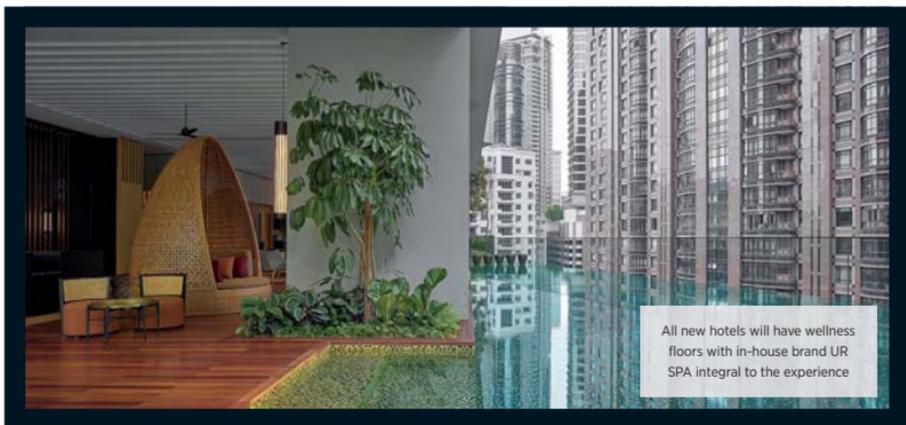
spa business uniting the world of wellness

Markus Engel

As Urban Resort Concepts prepares to expand into new territories, the company's CEO sits down with Neena Dhillon to talk wellness, brand partnerships and positive disruption



Engel will oversee the group's debut in the Middle East and Indian Ocean region as it triples its footprint by 2025



All new hotels will have wellness floors with in-house brand UR SPA integral to the experience

We started with the conviction that there was space for a company with hoteliers rather than asset managers at its heart, one that would challenge the

status quo by crafting a world where guest experience is everything," says Markus Engel. "Ten years down the line, I hope our team continues to be non-formulaic, to stay critical, and be human, intuitive and inclusive in all we do." The CEO of Urban Resort Concepts (URC) is casting his mind into the future, a decade on from today, following what promises to be a crucial era of growth for the Shanghai-headquartered group. With four existing properties in China and Malaysia, URC is gearing up to almost triple its footprint by 2025 with further resorts planned for China as well as the Indian Ocean and Middle East, marking the group's debuts in these regions

“

If I could alleviate a physical condition or target a problematic area in 45 minutes, in a less female-centric environment, then I would jump at the chance

(see p64). All will adhere to 'hostmanship', a word that has come to encapsulate the company's people-first culture. In practice, this means engaging service, an end to petty hotel charges, plus generous rate inclusions (see p66) that vary from 24-hour check-in/out to fully stocked mini bar, breakfast for two to laundry/pressing. Additionally, all the forthcoming hotels will accommodate floors for wellness with proprietary spa brand, UR SPA, an integral cornerstone of the overall experience.

"We don't treat UR SPA as an amenity," observes Engel. "It's a critical extension of our immersive guest experience so we work with some of the best in the industry for advice and counsel. We're

investing significant time and resources in research and development to retain a nimble and adaptable wellness offering that embraces up-to-date consumer behaviour, best practices and technology."

Time is of the essence

Despite spending over half the year in hotel rooms, Engel is not a regular spa user by choice. "Once you factor in time for drinking tea, going to the treatment room, listening to the sounds of marine life, staring at a wilting orchid before recuperating in the lounge, the conventional visit typically requires at least 90 minutes for a one-hour massage. I don't have this to spare. But if I knew I could alleviate a physical condition or target a problematic area in 45 minutes, in a less female-centric environment, then I would jump at the chance."

With a 25-year track record in hospitality starting at London's iconic Dorchester hotel, German-born Engel has been overseeing spas for 15 years, the first one falling under his mandate during his tenure as general manager of The Oberoi Mauritius. Since leaving Oberoi to co-found URC with a small group of similarly minded hoteliers including Bernd Koehn and John Laing, Engel has been honing a hotel concept with disruptive qualities, in a positive sense. Opened in 2009, The PuLi Hotel and Spa in Shanghai has established itself as a traveller



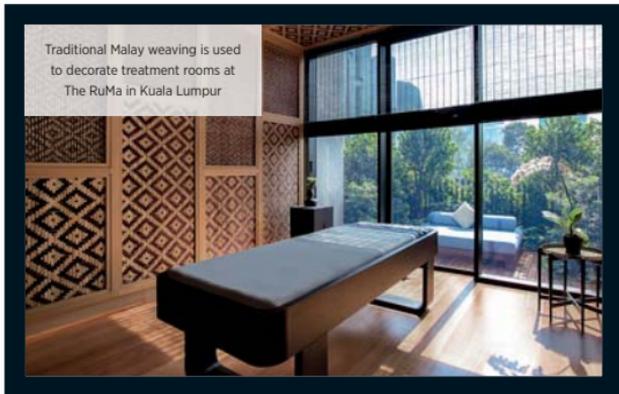
The PuXuan in Beijing is a prime example of URC's authentic yet contemporary hotel designs



Spa consultant Adria Lake worked with Engel to develop the group's UR SPA brand

► favourite, picking up design, luxury, service and food awards on a consistent basis, and becoming the darling of the fashion crowd. While Anantara initially managed the Shanghai spa, Engel and his team realised that URC would be better served by a proprietary brand entirely compatible with their hotel product. Developing the offer under the UR SPA banner, URC has placed a strong emphasis on treatments that are tangible, effective and results-driven. Express therapies of 30 or 45 minutes cater for time-poor guests alongside more comprehensive spa rituals, while the aesthetic is gender-neutral, sleek and uncluttered, picking up on hotel design cues that speak of the destination and contextual culture. "For our urban properties, the attitude is dynamic, energetic and integrated as opposed to a monastic, incense-heavy, hush-hush environment," adds Engel.

After eight years of in-house operation, spa revenues in Shanghai have increased by 40 per cent, with capture rates comparable to luxury competitors in the city. "At this stage, as we establish ourselves in a very crowded space, the single KPI focus is guest satisfaction for which we're achieving 95 per cent using two measurement tools," Engel notes. "Wellness is frequently part of our



Traditional Malay weaving is used to decorate treatment rooms at The RuMa in Kuala Lumpur

CHINA AND BEYOND BY 2025: URC'S DEVELOPMENT PIPELINE

Location	Rooms	Architect
Fujian Province, China	60 villas	David Chipperfield Architects
Hangzhou, China	80-90 keys	SOM
Moganshan, China	TBA	TBA
Yunnan Province, China	TBA	TBA
Dubai	200 keys	DCA
Lombok, Indonesia	100 villas	MQ Studio
The Maldives	80 villas	Zaha Hadid Architects

tactical activities and has demonstrated its ability to both increase achieved hotel rates and counter off-peak periods."

The value of partnerships

With three hotels launched in the past 12 months, there's been a chance to root UR SPA wellness offerings from ground-up. Alongside a spa, services include personal training, lifestyle coaching, movement studios, hair salons, barbers and retail. Juices and nutritionally balanced lunches are available from food and beverage outlets on wellness floors while community events, such as a poolside yoga and brunch session at The RuMa in Kuala Lumpur, are being introduced. While wellness floors are designed to blend organically into the hotel

aesthetic, the URC team in partnership with consultant Adria Lake take the lead in conceptualisation, space planning and material choices. As an example of how spas convey a sense of local history or culture, the 2,000sq m facility at The PuShang in Xiamen has an array of hydrothermal pools and baths, chosen as a subtle homage to the purification rituals once undergone by concubines before they were presented to the Emperor. In Kuala Lumpur, the Malay tradition of kelarai weaving is incorporated into treatment rooms, the wall and ceiling panels handmade by a family in Terengganu.

Engel describes the role that Lake plays in shaping the concepts: "Adria is always ready to come up with new and original angles. I admire her radical thinking about wellness; it's a significant departure from the conventional. We tend to balance her ideas with factors such as operational feasibility and economic viability but she, like us, is not content to stick with the status quo."

Another important layer is the partnerships with product houses. Comfort Zone is the unifying range throughout UR SPA but at The PuXuan in Beijing, there are also tailor-made treatments based on LVMH's Cha Ling, L'Esprit du Thé skincare range. Influenced by TCM



Spa design is gender neutral, sleek and uncluttered

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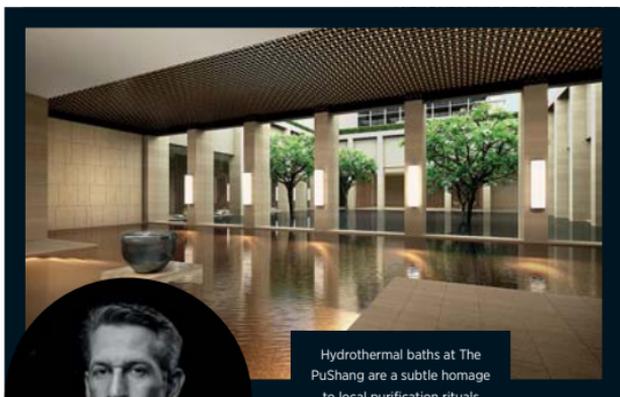
URC entered this industry with the desire to positively disrupt stale thinking and practices

► principles and containing antioxidant-rich pu'er tea from Yunnan Province, Cha Ling makes an ideal partner for the Beijing property where guests can also enjoy ceremonial Chinese rituals in the Tea Room. Down in Shanghai, UR SPA has enhanced its therapeutic menu with treatments by Valmont while The RuMa team is in talks with several prestigious beauty and wellness brands. The approach fits into the overall URC strategy of forming considered collaborations with select luxury names; the furniture of Hermès-owned Chinese lifestyle brand, Shang Xia, can be found in the public spaces of The PuXuan, for instance.

Vying for the top spot

While URC has been cautious about its trajectory over the past decade, the aim is now to open one to two properties annually. Since every aspect of each URC hotel is bespoke, starting with a blank piece of paper, the choice of developer is paramount. "Development partners need a high level of local and insider knowledge coupled with an understanding of the lengths we'll go to in achieving a tailor-made, authentic yet contemporary property," Engel notes, highlighting as an example the task of finding the right contractor to build The PuXuan, with its intricate architectural design by Ole Scheeren.

For Engel, it's only possible to commit to expansion if a prime location becomes available because it's his intention that URC contends for the number-one spot in each destination. It's also essential



Hydrothermal baths at The PuShang are a subtle homage to local purification rituals

PERSONAL FILE MARKUS ENGEL

Film: *The Diving Bell and the Butterfly*
Book: *Manufacturing Consent* by Edward S Herman and Noam Chomsky
Place: Scotland
Type of treatment: Stress-relief, jetlag recovery, men's beauty
Advice: "Never assume"
Admire: Biki Oberoi - "The last thoroughbred hotelier with a focus that is exclusively guest- and quality-centric... I've adopted many of his core principles"

to conceive properties with distinctive design and aesthetics, a proposition that will become harder in locations such as Dubai. "We'll never settle for a glass palace, lots of marble and golden mosaics, or over-patterning everywhere," Engel states. "Rather it's about taking the time to delve into Arabian heritage and culture, going back thousands of years to create a contextual background." Lake's company will likely be retained on a creative consultancy basis to feed into the wellness

propositions for the new hotels and resorts, especially critical in crowded spa markets such as Dubai and the Maldives. Alongside launches in new countries, URC is expanding its horizons in China too by jointly undertaking rural restoration - a departure from the urban locations favoured to date. "There are genuine opportunities in some of China's more beautiful unspoilt regions, currently under-developed in terms of high-end resorts," explains Engel. "We're aware we will, at some point, exhaust the Chinese cities in which we can command the rates we do, so it's exciting to see how we can be part of development elsewhere." One such project will see architect David Chipperfield restore brick by brick a 300-year-old village in the hills of Fujian, while weaving in sensitive contemporary additions. The ambition is to employ willing members of the community as part of the new resort experience, to grow organic produce, and to embed wellness activities into the pristine natural environment. Similar conversions are taking place in Moganshan and Yunnan Province. "URC entered this industry with the desire to positively disrupt stale thinking and practices, to return to the origins of luxury through simplicity of design, context, craftsmanship and attention to detail," concludes Engel. "My greatest hope is that we will continue to cultivate the guest experience, to stay in tune and evolve, in all the locations we will eventually call home." ●

STAY AND SPA RATES

The RuMa

- Rooms from: £160 (US\$201, €178)
- Express treatment (30 mins) - Warming Back, Neck & Shoulder: £50 (US\$63, €56)
- Core Comfort Zone ritual (90 mins) - UR A Goddess: £170 (US\$213, €189)

The PuXuan

- Rooms from: £300 (US\$376, €334)
- Express treatment (35 mins) - Detox by Cha Ling: £80 (US\$100, €89)
- Signature Cha Ling experience (90 mins) - Energy Rhythms: £195 (US\$244, €217)



Neena Dhilon is a spa, hotel and travel journalist
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IYASHI DÔME

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HOW TO BUILD *the perfect* WATER EXPERIENCE

A beautiful pool can be the standout feature that draws new customers. It can also cut your running costs if it's designed to be sustainable. Mohammed Ibrahim, CEO of The Wellness, explains



Mohammed Ibrahim

Some of the world's best destinations have amazing pools which deliver a real wow factor," says Ibrahim, "But building them so they're sustainable, while still delivering a stunning design, takes creativity and technical expertise."

With clients such as Six Senses, The W and Jumeirah, The Wellness is building a reputation for delivering stunning pools which are also sustainable, as well as natural bio pools, where swimmers don't have to bathe in chlorine.

"Many operators engage to a contractor to develop their pools," says Ibrahim, "But these kinds of companies tend to focus on the construction and not on the experience, the aesthetics or the sustainability."

"At The Wellness, we do it totally differently, by considering how we can



If it's done well, the pool in a resort or a destination will become the 'hero shot' and it will give a standout commercial advantage

make the experience special in every way possible - how does the water look? How can we use the space to become an anchor point in a wider and attractive space? Only once all this is established, do we move on to look at the technical aspects.

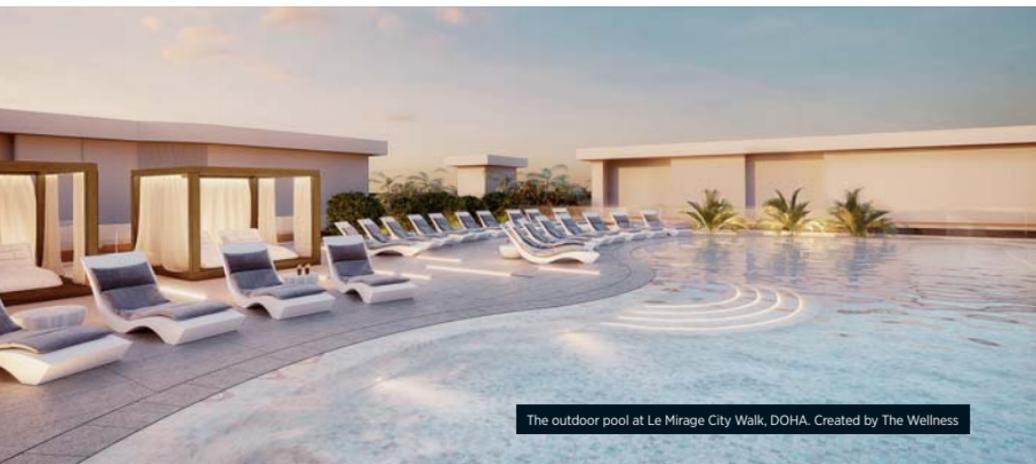
"We're not just engineers, we're architects and designers," he says, "Our process starts with the design,

by clearly establishing the kind of experience we want to create.

"If it's done well, the pool in a resort or a destination will become the 'hero shot' - one of the main images you want to see on your website - and it will give a standout commercial advantage.

"In the context of its location and constraints, every water element is different," says Ibrahim, "We come up with a narrative for every single element and use storytelling to create something special for each customer. There's a story linked to the local culture and heritage behind every project and it needs to be meaningful, so the project gains maturity from it.

"We love to work with dedicated operators," he says, "Because they spend time getting this context right, so the projects evolve to be outstanding."



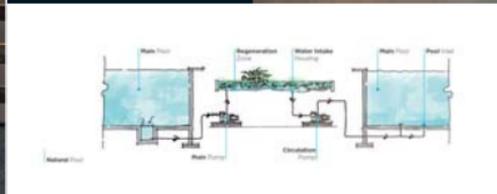
The outdoor pool at Le Mirage City Walk, DOHA. Created by The Wellness



The Al Fayha Lodge is a desert oasis in Sharjah with stunning signature pool



Spa suite at the Cayan Tower in Dubai



Private villa indoor pool

Sustainability

"When it comes to sustainability, people are sometimes concerned it will cost more," says Ibrahim, but this isn't the case and we can provide a feasibility study showing investors how quickly they can get a return on their investment if they choose a sustainable solution.

"A typical example would show a return on investment within two to three years, after which time savings are made, which fully justifies the investment, as well as helping to save the planet."

Ibrahim says market-leading operators are aware of the value to customers of swimming in natural clear water: "Having a chemical-free pool is an ideal way to avoid the disadvantages of normal chemical material. Low-quality chlorine products will affect pool tiles, pool equipment and users will have a bad experience because of smell and eye irritation

"Salt chlorinator systems generate and dose free chlorine into pool water by an electrolysis process – you just need to add the right amount of salt to your pool and you will have safe water

and will enjoy a long day in the pool without having red eyes," says Ibrahim.

For example, the Al Faya Lodge by Mysk project, which was recently completed by The Wellness uses a new filtration system called OC-1, which is manufactured by Certikin. This saves 70 per cent of backwash water which leads to huge energy and chemical reductions.

Natural pools

Another alternative is a completely natural pool, explains Ibrahim: "For hundreds of years people enjoyed swimming in natural lakes and ponds where water gets cleaned by nature, without any chemical use.

"In a natural swimming pool – or bio pool – the water is purified and cleaned without any mechanical filtration or chemical use, after being fed through

a regeneration zone, where it's filtered through layers of gravel and aquatics plants.

"The regeneration zone provides a balanced ecosystem by breaking down harmful bacteria in water and converting them into nutrients for plant growth," he explains. "Despite their higher capital cost when compared to normal pools, bio pools have much lower running costs."

The Wellness recently completed a bio pool in Europe which is environmentally friendly and will deliver a great user experience.

"If you make wise decisions in terms of limiting what you build and make something beautiful, sustainable and which really adds a wow factor, then the whole project is running at a higher level and you're going to save on investment, running and maintenance costs," concludes Ibrahim. ●

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DR DAVIDE BOLLATI



Bollati has built his business on the fusion of science, nature and sustainability



The botanical garden is planted with 6,000 herbaceous plants, shrubs and fruit trees



Italian skin innovator, Comfort Zone, launched its sustainable factory in 2018 and has now followed with the opening of a botanical garden to reinforce its commitment to environmentalism and nature. Founder and president Dr Davide Bollati shares his vision with Liz Terry

Last year, you launched your Davines Village. Now you've opened a garden to complete it. What's your vision?

A strong belief that nature is more than a resource: it's the essence of our own life as humans, of our beauty and happiness. We need to learn from it day after day - from its endless variety, as well as its constant evolution and capacity to adapt, survive and thrive.

This is why I wanted to see the amazing Davines Village by Matteo Thun completed with a Botanical Garden.

It has many characteristics. It's an open-air lab, able to recall ancient traditions. It inspires cutting-edge, high-performing formulae and it also reminds us about sustainable lifestyles through its functional and aesthetic dimensions.

The idea of a botanical garden dedicated to scientific research has always been in my mind. Science and nature - the two souls of our brands - can co-exist, enabling us to offer sustainable, clean beauty.

Why are plants so important to you?

They represent an endless source of inspiration and knowledge: they teach us the meaning of beauty and through their 'clever'

organisation, they teach us the value of interconnection, which is more vital than ever for our existence, our society and our planet.

Nature is truly able to mesmerize us and encourage us to get in contact with something deeper than what we see before us. Unfortunately, modern society has taken it for granted and exploited it in a blind, ruthless way: I strongly believe we need to commit ourselves to regenerating nature and always including it in our lives, in our work and in our projects for the sake of our future.

You chose landscape designers del Buono Gazerwitz to design the garden. What was their brief?

I asked them to include areas dedicated to specific plants, according to their function - such as cosmetic, edible, ornamental - in a harmonious, distinctive and beautiful layout.

The dream was to make it easy for the experts from our R&D team to access it, while also being restorative and inspiring for members of our team, who can walk or work there.

I also envisioned it as an enjoyable, educational experience of wellbeing and recharging that we can offer guests.



Bollati's dream is for the R&D team to be inspired by the garden and use the plants in future formulas



► **How was the plant selection done? What were the criteria for selection?**

Our garden includes over 6,000 herbaceous plants, shrubs and fruit trees from all over the world.

The selection of the varieties is the result of cooperation between the Davines Laboratories and the University of Florence: together they identified the properties of the various species that were relevant for the development of products by Davines, Comfort Zone and Skin Regimen – our brands which are dedicated to haircare and skincare.

Priority was given to species with antioxidant properties, such as Cornel tree and Osmanthus; anti-inflammatory properties, such as hibiscus, and boosters of micro-circulation, such as yarrow.

We also have an arboretum with trees of the countries where our brands are distributed, to celebrate the interconnection we have with our partners and their local landscapes and communities.

How will you use the garden?

The scientific Botanical Garden, along with the Green Courtyards, are unique spaces where we will study, work, gather and relax and they are dedicated to our team.

They're also a testament to inclusiveness and are open to visitors who want to come and learn more about our vision. They represent a key opportunity to meet and share with our partners, our experts and our guests from all over the world.

You've set the garden up with power supplies so the team can work in it. Do you see this as a trend?

The digital era has made it possible to work anywhere and be in touch with people all around the world, but at the same time, we're often deprived of contact with nature and our siblings.

Working in a garden addresses a vital and very modern need: to have the freedom to work where we feel we can perform at our best and also enjoy every moment of it.

Besides, studies prove that although it feels a luxury, enabling them to be in nature is the best investment we can make as entrepreneurs in our staff's productivity and satisfaction.

Will the theme of the garden influence your product development and CSR work?

From next year, we'll launch products which contain ingredients from plants which grow in our Botanical Garden. We'll also keep welcoming guests from around the world who want to understand more about the concept of Sustainable Beauty.

The garden will be one of the sites included in the #parma2020 celebrations, when our city will be Capital of Culture for Italy.

The spirit of the garden will also inspire other social projects that are designed to regenerate nature and society, such as the 2030 *Summit for Responsible Leaders* which will cover climate action, innovative growth and social happiness.

One of our CSR projects is The Green Kilometer – an 11 km section of one of the busiest highway in Italy. A number of companies have committed to greening it and Davines is the first to complete its portion, with over 400 trees planted.

With the Climate Emergency a concern, do you think all companies should commit to creating greenspace?

I don't think every company can have a garden, but I believe every company can find meaningful ways to protect nature, to support re-forestation and the use of clean energy, as well as ensuring the people who work with and for them are educated to respect and benefit from it in a sustainable way. ●



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spa business uniting the world of wellness

New ISPA research shows US spa industry has hit \$18bn in revenues. See p34 for details

GENERATION GAP

ISPA's latest consumer study shows how spa-goer habits vary across different generations. Research authors Russell Donaldson and Mia Carter share their highlights



Russell Donaldson and Mia Carter

Millennials and gen X have the strongest spending power and are more likely to look for a 'digital detox', while gen Z are an upcoming market who seek out comfort and visit with friends. These are just a couple of observations from a new consumer study by the International Spa Association (ISPA). Released in June, the study was based on interviews with 1,000 spa-goers across the US (see p76) and highlights behavioural patterns between different age groups - what ISPA refers to as "unmasking the generational shift". The study is

intended as a vital source of information for spas to learn about the habits of their current customers, as well as to get a step ahead of the industry's next big trend.

So, what does the research have to say about different generations of spa-goers and how is it relevant to the day-to-day offering of spas?

Spending power

Encouragingly for the industry as a whole, consumer spending on treatments and retail in spas is strong. Looking at the data through a generational lens shows that it's millennials and gen X who are

currently the industry's biggest spenders, with the highest spend on treatments, retail and gift cards compared with other generations. More than half of millennial and gen X spa-goers reported spending US\$80+ (£70, £63) on treatments on their most recent visit (56 per cent and 53 per cent respectively), while 72 per cent and 68 per cent said they also purchased a retail product at the spa. Overall, baby boomers and the greatest generation (born before 1946) appear to be the group's least likely to spend: 43 per cent and 69 per cent respectively made no retail purchase on their most recent visit, by comparison.

The study also explored consumer attitudes to using personal technology such as smartphones in the spa environment - an ever prickly subject. The majority of consumers (89 per cent) feel the balance is right when it comes to how strict or lenient technology policies currently are. However, looking at the nuances between generations reveals that millennials (14 per cent) and gen X (12 per cent) are slightly more likely than the other groups to feel that technology policies are too liberal and do not allow enough privacy.

Moreover, over a third of both millennials (36 per cent) and gen X (34 per cent) feel that a technology ban would make a spa more attractive - considerably higher than gen Z consumers (22 per cent). This could be a sign that these sometimes stressed and overworked

“ Millennials and gen X have the strongest spending power and are more likely to look for a 'digital detox' ”



4 PA PRODUCTIONS/SHUTTERSTOCK

Gen Z spa-goers seek out comfort and are the group most likely to visit a facility with parents or family

Gen Z – born between 1996 to present
– are an upcoming market who want
to visit with friends and family



More than half of millennial and gen X spa-goers reported spending US\$80+ (€70, £63)

millennials and gen X consumers appreciate the opportunity to switch off at a spa in pursuit of a 'digital detox' more than younger generations.

Gen Z – a coming force

Just as millennials have become a powerful force in the economy, another younger generation will inevitably follow, and soon purchasing power will shift downwards to the so-called 'gen Z' – people born between 1996 and the present day. It will be useful for spas to be aware of what appeals to this coming generation, because in the same way that spas were able to capitalise on the needs of millennials, there will undoubtedly be a sizable opportunity for spas with a strong offering catering to the needs of gen Z.

As a place of relaxation, it goes without saying that spa-goers should feel comfortable and welcome when visiting a spa. Table 1 shows that the vast majority of spa-goers interviewed agreed that they felt comfortable during their spa

How consumers feel about the spa experience across generations

TABLE 1

	TOTAL	GEN Z	MILLENNIALS	GEN X	BOOMERS	GREATEST GENERATION
The staff acted professionally	92%	83%	89%	91%	97%	98%
I was comfortable throughout my spa experience	91%	81%	88%	91%	96%	93%
I was asked my preference before my treatment started	85%	73%	86%	85%	85%	90%
The spa had clearly stated procedures and protocols	83%	72%	86%	84%	83%	80%
The open/shared spaces were welcoming	81%	78%	82%	83%	80%	79%

Source: The Spa-Going Experience, ISPA Consumer Snapshot Initiative, Volume IX, June 2019

experience (91 per cent) and that staff acted professionally (92 per cent). Most spa-goers noted that they were asked their preferences before their treatment (85 per cent) and were aware that the spa had stated procedures and protocols (83 per cent).

While at an overall level, the numbers show spa-goers to feel very comfortable with their experiences, looking at the figures from a generational perspective demonstrates some interesting differences with gen Z recording consistently lower

scores than the other generations. Where the industry has seen millennials progress to join gen X as the bigger-spending consumers in spas, an important question lies in what can be done to continue to make gen Z feel more comfortable and support that young group as the 'up and coming' spa-going generation. The role of the service provider can be crucial here, in both being attentive to their needs and ensuring that the end-to-end experience is as comfortable as possible. ▶



A **striking finding** is that **there aren't many differences** between the generations when it comes to **booking preferences**

► How do people visit a spa?

The study shows that more than half of the spa-goers interviewed reported visiting the spa alone (55 per cent) on their most recent visit. Gen Z, however, are the most likely to visit with a group of friends (30 per cent) – this figure then drops moving up different generations through millennials (24 per cent), gen X (17 per cent), baby boomers (12 per cent) and the greatest generation (11 per cent).

These findings suggests that gen Z may find value in the spa to be a shared experience, as a way of connecting with friends. More obviously, they are the generational group most likely to visit the spa with parents or family, providing a good opportunity for spas to make an impression on these young consumers and capture their interest early on.

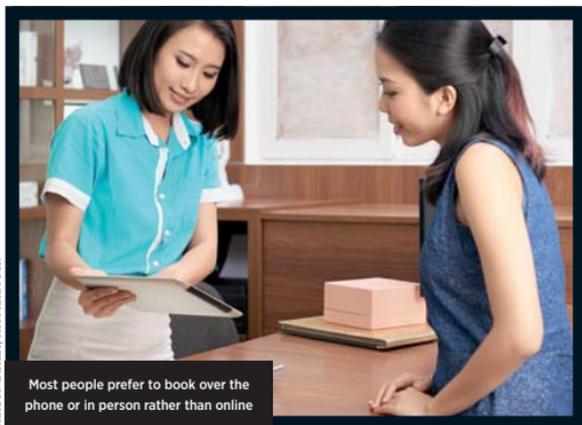
Booking preferences

When looking at how spa-goers prefer to book appointments, it appears that the traditional methods are still more popular than more modern digital appointment-making methods (see Table 2). A striking finding is that the data does not demonstrate many differences between the generations when it comes to booking preferences. While gen Z are true digital natives who, from earliest youth have been exposed to the internet, social networks, and mobile systems, they seem no more likely to use digital methods for booking an appointment than any other generation.

ABOUT THE RESEARCH

ISPA has been producing its Consumer Snapshot Initiative studies for nearly a decade, providing new insights on emerging opportunities that could strengthen the spa economy.

Its ninth edition *The Spa-Going Experience* was released in June. It was



DRAGON IMAGES/SHUTTERSTOCK

Preferred booking methods by generation

TABLE 2	TOTAL	GEN Z	MILLENNIALS	GEN X	BABY BOOMERS	GREATEST GENERATION
Over the phone	44%	44%	40%	39%	50%	38%
In person/at reception	27%	28%	26%	25%	26%	36%
Via website	25%	22%	30%	28%	22%	18%
Via social media	2%	3%	3%	2%	0%	0%
Via mobile apps	2%	3%	1%	6%	0%	3%
Other	1%	0%	0%	0%	1%	5%

Source: *The Spa-Going Experience, ISPA Consumer Snapshot Initiative, Volume IX, June 2019*

Forty-four per cent prefer booking over the phone and 28 per cent prefer booking in person versus 44 per cent and 27 per cent respectively at an overall level.

More surprisingly, on average only 2 per cent of spa-goers are using apps to book spa treatments, which is mostly consistent across generations. With the ever-increasing advancements in mobile technology, and an increase in innovative mobile spa businesses, it's now more important than ever for spas to consider how they can update

their infrastructure to take the pressure of manual traditional services.

Balance of power

The generational analysis and the corresponding nuances in behaviour are an important focus of ISPA's latest Consumer Snapshot Initiative. The results highlight how the generational shift continues to transform the consumer landscape and showcases many opportunities for spas to better cater for their clientele. Millennial and gen X consumers hold the balance of power currently, but the industry shouldn't lose sight of gen Z as the coming force in the years ahead. With that in mind, spa professionals must continue to think about how they can deliver value for this emerging consumer group and capitalise from new ways of increasing revenue. ●

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spa business uniting the world of wellness

Romuald Vallée

Formulating the ultimate universal product to heal and defend the skin has taken three years of R&D for Phytomer, the French luxury marine skincare brand. The company's scientific director tells *Spa Business* about the launch of the groundbreaking Prebioforce serum

Creating a product which can improve the skin in any situation and be used by people of any age at any time, has been a dream for skincare companies for decades.

Now, Phytomer is to launch Prebioforce, a new universal serum which can heal and prevent acne, inflammation, sensitive skin, redness and irritation. It does this by harnessing the power of the skin's natural healing mechanisms and balancing the skin's natural defences.

"Skin is the first barrier of protection for the body," says Romuald Vallée, scientific director at Phytomer. "We used to believe that we only needed to protect



Prebioforce has a wide application, says Romuald Vallée. It can be applied after any facial for up to a month

its structure, now we know it's just as important to protect the skin microbiome because this - in turn - is protecting us.

"There are more microorganisms in the human body than stars in our galaxy", he continues. "Our skin microbiome typically has between 1 million and 10 million bacteria in just a 1 sq cm area and these are present from birth - they're the first gift a mother gives her baby.

"The health of the skin relies on these bacteria being in balance and their equilibrium can be easily upset by things like deep dermabrasion," explains Vallée.

Other lifestyle factors, such as UV exposure can also destabilise this fragile ecosystem: "Researchers carried out a study where they compared two groups," he says, "One group was leading a stressful life and the other a stress-free life.

"Results showed the balance of

microorganisms in the skin of the stressed group was totally different from those leading a stress-free life.

"The stressed group had acne, inflammation, sensitive skin, redness and irritation, due to imbalances in the skin microbiome as a result of the impact of stress on the immune system.

"These findings were reinforced by another piece of research done on people living in Paris that found 80 per cent had acidic skin, as a result of lifestyle factors, stress and pollution.

"This is because bacteria produce high levels of acid and so the pH of the skin decreases. They also love sebum, so once the skin becomes acidic, problems begin. The pH must be 5.5 - 6.0 for the skin to be in balance," says Vallée.

"Most people living in cities would clearly find it difficult to change



The innovative serum works to balance bacteria on the skin to promote a healthy skin microbiome



It's taken three years of testing marine ingredients to perfect the formula



Prebioforce is a serum for any age which can heal and prevent acne, inflammation, sensitive skin redness and irritation



(We used to believe that we only needed to protect the skin's structure – now we know it's just as important to protect the skin's microbiome, as this is protecting us)

their lives, so it became clear to us at Phytomer that there was a need for a new product to enable people living with stress to rebalance the skin.

"We set out to develop a product in our own laboratories which would restore and protect the skin by rebalancing the microbiome.

"This was a challenge because skin varies considerably between people and we needed to make a product which would work for everyone.

"After three years of testing marine ingredients such as polysaccharides, trace elements and amino acids, our dream has come to fruition in the form of a new product called Prebioforce.

"This product, created entirely by Phytomer and exclusive to us, is the first prebiotic serum – a light emulsion with a delicate texture which

improves the balance of the skin.

"Naturally healthy skin bacteria live in a hydrophilic film of water and fat. The balance and health of this film are very important to every bacteria and the new product is designed to restore and maintain this balance.

"Prebioforce can be used alone or in association with day or night cream – essentially it's a hydrophilic emulsion that creates the right balance for the skin microbiome.

"The product has a very wide application," says Vallée. "Prebioforce should be used universally for your skin – it can be applied after every facial and skin treatment to strengthen the skin and so is compatible with all existing treatments.

"It should be used for between two weeks and one month after a treatment or a skin outbreak to support the recovery

of the skin: the deeper the treatment, the longer it should be used."

The product will initially launch as a line to be retailed through spas, although there are also plans to develop a professional range.

Vallée is one of a select group of researchers working on the skin microbiome and he expects further breakthroughs in the area of the skin microbiome over the next few years: "This is the beginning of a new era for skincare – a new set of tools," he says.

"Before we discovered the skin microbiome we were thinking that the skin was a series of layers of cells but the bacteria living on these layers are hugely diverse, making it a complex and nuanced process to nurture and balance them," he concludes. ●

● www.phytomerpro.com

Community & Connection



Industry figures and representatives from spa associations across Asia contribute to APSWC's third white paper. **Catharine Nicol** reports from Malaysia

The Asia Pacific Spa & Wellness Coalition (APSWC), an umbrella organisation for spa associations and businesses across Asia, welcomed over 50 delegates to its annual round table gathering this year. Their mission? To create the region's third spa industry white paper which pinpoints on-going sector issues and potential solutions.

Association chairs, spa managers, consultants and specialists representing 10 countries in the region all convened at the Pullman Hotel City Centre Kuala Lumpur in March to contribute their ideas. The two-day event followed its tried-and-tested format of four main presentations to frame the topics, followed

by breakout discussions and solution brainstorming. Bringing a Malaysian touch to the event, days started with silat melayu (an indigenous martial art), local snacks punctuated discussions and evening events celebrated the community over feasts of Malaysian cuisine.

Topic by topic, table by table, APSWC's 2019 *White Paper* gradually came to fruition and was officially released in June.

Employee empowerment

Andrew Jacka, APSWC chair, initiated the organisation's inaugural round table event in Bangkok, 2017, with the goal of creating its first white paper. He describes the release of the paper, with input from 20 countries, as a "watershed

moment - never before has it been attempted to bring industry leaders together with a singular objective of facing up to some home truths".

Florence Jaffre, founder of Ytsara spa products, was at her second APSWC event. She said: "I attended this year to get a sense of where the wellness world is moving, for the insights and connections, and also to participate. What I really appreciated was the friendship, the lack of competition, and the common belief and wish to move in the same direction."

Unsurprisingly, workforce issues and the lack of trained therapists has dominated previous white papers with suggested solutions focusing on career journeys and mentors. This year the topic was tackled



Over 50 delegates from 10 countries contributed to the Asia spa white paper which was released in June



Nicol (second right) takes part in silat melayu, a martial art used to focus delegate's minds each morning



Spa consultant Barry White (left) and APSWC chair Andrew Jacka (right) led panels and discussions



at grassroots level, focusing specifically on recruiting and talent empowerment.

Spa consultant Barry White, founder of White Living and an APSWC board member, kicked off the first panel on Team Empowerment, discussing approaches that could be used to instill therapists with a sense of passion and pride in their job.

Panelist Patrick Wee, CEO of True Yoga in Singapore, and Healthland Family Wellness Centre in Kuala Lumpur, is widening the scope of the traditional models by collating various wellness providers under one roof. He commented about industry recruitment, "We must make changes [to the traditional spa format] to see how we can collaborate with our resources and our talents to achieve a win-win-win."

Resulting table discussions looked at new business models such as his, which offers exciting career pathways and fairer salaries to attract and empower talent. The continuation of government-led therapist qualification requirements to ensure standards and insurance for therapists (to raise credibility) were suggested, and it was noted that all these could support

turning around the still pervasive negative reputation of a therapist's job among some countries and therapists' families.

Fahsem Ebrahim, founder of Xin Performance, which collates data for spa and wellness intelligence, attended to reconnect with the industry and understand its current needs. He said: "Team empowerment is a constant struggle but so fundamental. I believe relationship is the core value for success in this industry."

Ayu Mudasih, founder of spa supply company Cemara Ayu and APSWC board member, said: "The discussions increased awareness of the recruitment problems being faced by many of us and provided a useful stepping stone for future discussions."

Additional solutions include: adhering to spa service standards outlined by pan-Asian body ASEAN; committing to minimum therapist qualifications set by government bodies, encouraging professional

knowledge, self-pride and respect; and committing to open-door communications across borders to share best practices, recruitment flow and overall industry intel.

Energy healing

Leading on from therapist empowerment, practitioner Lisa Hare gave an overview of energy modalities, such as chiron, kinergetics and sufi. "Energy healing heals the parts hands cannot reach. It's not about products, it's about the healer's relationship with the client. The essence of who you are as a healer is the core of the business, the whole foundation for success," she said.

Her talk provided insight for the white paper about energy healing - seen as the next wave in wellness - and how it can bring added respect to therapists and value for customers. In turn this could feed into spa marketing campaigns and the bottom line. Yet, Hare warned that because of its potential power, energy healing should be

SAVE THE DATE

The fourth APSWC Round Table will be held in Vietnam on 11-13 March 2020 at Naman Retreat, Danang

- ▶ properly introduced – no adding reiki to a massage without informed client consent.

Marketing 2.0

Following a short talk on what influencers, micro and macro, could do to help industry businesses, Jojo Struys (@jojostruys), a renowned wellness personality and lifestyle influencer, spoke about her experience working with wellness entities. The crowd proved hesitant to embrace influencer marketing – while table reviews expressed cautious interest, discussions revealed there was a marked preference for the known quantities of traditional and direct marketing.

APSWC's 2019 White Paper suggests influencers could be extensions to rather than replacements of traditional marketing, noting creating genuine relationships with influencers is key. For smaller businesses, micro influencers are likely to be more useful for targeted organic reach, and the influence of existing customers and their personal social media status can also bring local exposure marketing wins.

Synergies and partnerships

Lastly, partnerships and strategies for the wellness industry came under the spotlight. Jacka said his "personal highlight" was listening to insights from Centro Holistico in Manila and the Agricultural and Food



Wellness influencer Jojo Struys (centre) and Jacka (back row) with spa attendees

Marketing Association for Asia Pacific (AFMA) about possible endorsement for industry operators who comply with the UN's Sustainable Development Goals.

Jacka himself has been instrumental in linking the APSWC with companies for mutual benefit. Expo company Cosmobeauté's, sponsorship of the 2019 round table, for example, is balanced by a schedule of on-going industry education by APSWC members at seven of its events across the region, resulting in mutual exposure and goodwill.

White paper directives on the subject include suggest industry operators look to leverage mutual strengths for branding and marketing awareness, and revenue enhancement. Discussions also suggested spas look local to create interesting partnerships across industries,

while government 'partnerships' may offer tax incentives or funding of which companies were previously unaware.

Looking forward

Jacka reports scant accountability or concrete action following the 2017 and 2018 white papers. After all, volunteer-run organisations are only as proactive as their members. White has also called for more participation, especially from the bigger spa operators and suppliers.

Recent APSWC partnerships are, however, already beauty fruit including discussions with AFMA for SDG endorsement and the use of insurance providers to raise credibility of therapists throughout the region.

APSWC will also be involved at VietBeauty in August, Termatalia in Spain in September, Malaysia's Beauty Expo in October, Cosmoprof Asia in Hong Kong in November, World Spa & Wellness Asia in Phuket next May and many more regional and global events.

"In an ever changing industry on-going education is vital, and the educational involvement of the APSWC in an increasing number of industry events is essential to ensure all segments of the industry are afforded every opportunity," concludes Jacka. ●



Discussions focused on employee empowerment, energy healing, marketing and industry partnerships



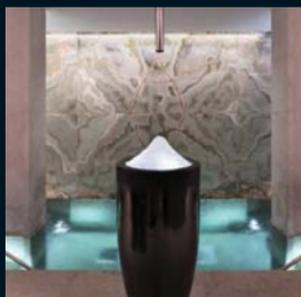
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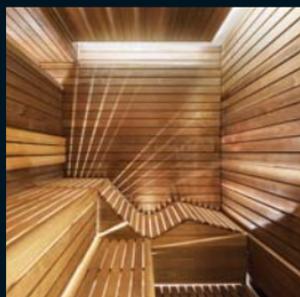
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spa business uniting the world of wellness

*{ The earlier healthy habits
are formed, the better }*

PLAY TIME

Jane Kitchen takes a look at some of the ways spa resorts are introducing programming for the littlest wellness consumers: children

Many of today's family travellers are looking for something more than a kids club where they can park their children for a few hours of babysitting – they want healthy activities that they can engage with together as a family. It's an ideal moment for spas to get involved, creating healthy multi-generational programming and helping to educate the next generation of consumers to make wellness a part of their lives. "Our early years have a major impact on our total lifetime wellness, so it's important to involve children in living healthy lifestyles, as the earlier healthy habits are formed, the better," explains Ingo Schweder, CEO of GOCO Hospitality.

Many aspects of a spa's thermal areas can be made safe for children. In Finland, babies and children are taken regularly into the sauna, as the health benefits – including a boost to the immune system – are the same for children and adults. It stands to reason that if children are exposed to wellness activities early in life, they'll not only enjoy the benefits, but they'll also likely make spas a part of their lives as they transition



"The more fun we make it, the more they'll want to take part," says Ingo Schweder of GOCO

Activities are not limited to the spa, as many resorts recognise the importance of engaging with kids



into adulthood. "There are so many benefits to the spa for younger guests, including educating teens on the benefits of the spa journey and how using the thermal rooms can have a positive effect on your whole wellbeing," says Lizzie Bath, spa director at UK's Ye Olde Bell, who has welcomed younger guests.

Wellness programming for kids need not be limited to the spa however; healthy cooking classes, nature exploration hikes, physical activities such as dance or sports, and meditation for children are all excellent opportunities to engage younger guests – and win points from their parents. "The more fun we make it, the more they will want to take part," says Schweder.

For existing spas that want to address this growing need, a little investment in targeted programming can pay off. In the following pages, we look at some of the creative ways spas around the world are making themselves more family-friendly.



Grow With Six Senses teaches children about what's going on inside them and around them



Six Senses

Locations worldwide

Anna Bjurstam

In 2018, Six Senses launched Grow With Six Senses, a framework for children's programming and family wellness, which is designed to encourage younger guests to understand more about what's going on inside them and in the world around them. "Grow With Six Senses incorporates the six dimensions of wellness (social, environmental, physical, spiritual, emotional and intellectual) and brings kids 'back to basics' in order to reconnect with nature and others around them," says Anna Bjurstam, Six Senses' VP of wellness.

Programmes vary from resort to resort, but introduce specifically designed physical activities, yoga and mindfulness, local culture, sustainability and social experiences, as well as spa treatments. At Six Senses Samui, for instance, programmes include Tibetan singing bowls, healthy smoothie classes, how to massage your parents, sustainability walks, kids yoga and recycled jewellery classes (all complimentary), along with Muay Thai for Young Boxers priced at THB600 (£15, €17, US\$19) per child and umbrella painting which costs THB500 (£13, €14, US\$16) per child.

Ye Olde Bell

Barnby Moor, UK



Tween and Tiny Spa nights have been a sell-out success

Once a month, children are able to enjoy the 17,000sq ft spa at Ye Olde Bell, UK. After customer requests – and inspiration from her own son – spa director Lizzie Bath launched a Tween Spa evening in 2018 for spa goers aged 11-16. "As a mother, I'm always looking for ways to stay engaged with my child – especially as he gets older," says Bath. "Their lives are now so digitally obsessed, and a spa session leads to quality one-on-one time together."

On a slow weekday from 4:30-7:30pm, the spa is opened especially for children, who have access to a range of thermal experiences – set at a lower temperature for safety. For the first Tween Spa, Bath placed an ad on Facebook and was astounded when the event filled up in 48 hours. "From the response, we knew it had hit the right note with our spa guests," she says.



Lizzie Bath

Soon after, fellow spa director Sadie Ardron-Levack pushed for extending the age reach with a Tiny Spa night for children aged 5-10.

Health and safety concerns were heightened with this younger group, with the hottest sauna and steamroom turned off, and all other rooms placed on the lowest setting – no higher than 35-40°C. The event – which is limited to 20 children and 20 carers – includes full spa access plus refreshments, for €69 (US\$87, €77), and sold out an hour after the Facebook ad was posted.

Bath says the events have been a huge success. "We now have a busy spa on a night that was previously either quiet or closed, and we see a noticeable difference in our sales figures on the weeks we hold the tween events. It's given us loyalty from the spa-loving parents too and a way to connect with the next generation." ▶

▶ FAMILY SPA



Daios Cove offers a range of healthy activities plus visiting practitioners



GOCO Spa Daios Cove

Cyprus

GOCO Spa Daios Cove is creating healthy programming through kids with a series of visiting practitioners. Sarah Safarian, CEO and founder of Humbly Healthy, runs plant-based cooking workshops for both adults and children – Little Chefs workshops are priced at €35 (US\$40, £31) per child. The resort's kids clubs also focus on providing young guests with experiences that keep them physically active, socially engaged and culturally aware. There are regular swimming activities, trips to local olive farms, archaeological tours of ancient sites, Greek Zorba dancing, treasure hunts, yoga classes and a baby spa. "Wellness activities provide excellent opportunities for family members to come together and bond," says Ingo Schweder, CEO of GOCO Hospitality.

Chia Laguna

Sardinia, Italy

Italian Hospitality Collection's five-star family resort has launched a series of Mini Mindfulness children's activities, free through the resort's Kids Club (which is also free for guests). Activities include smiling yoga (a technique that combines laughter with yoga and breathing exercises) and al fresco painting. Tours of the resort's herbal garden provide a sensory experience, where aspiring botanists are taught to recognise and use various herbs for food and health purposes, before being shown how to combine the herbs they have foraged with fresh fruit and honey to create their own relaxing face masks. ●



Y. UTABIZPHOTO/SHUTTERSTOCK

Mini Me massages for 5-10 year olds cost US\$49 for 45 minutes

Santiburi Koh Samui

Thailand

Santiburi Koh Samui offers treatments designed especially for younger guests, from Mini Me massages starting at €39 (US\$49, €44) for 45 minutes for 5-10 year olds, or €45 (US\$57, €50) for 60 minutes for 11-13 year olds and 30-minute Mini Me facials for €36 (US\$45, €40). Others packages include Mummy and Me and beachfront massage where the ocean serves as the backdrop. A new Family Time Spa package lets

guests purchase 10 hours of spa time for €436 (US\$486, €550), allowing families to mix and match treatments and share time together.

"Following a few requests from family groups, we decided to introduce this new family wellness experience, as we feel that it's important to educate our younger guests on the importance of living a healthy life," says Santiburi's wellbeing manager, Jennifer Linder. "We think it's important to introduce and help bring families together to ensure they leave feeling their very best with the motivation to continue living a healthy life in their everyday lives."

Rosewood

Locations worldwide

Many Rosewood resorts include family programming under the wellness umbrella, including Las Ventanas al Paraíso in Los Cabos, Mexico, which combines yoga-based deep breathing, gentle stretching and simulated laughter exercises for guided 'laughter yoga' sessions either before or after a family spa retreat. At the Rosewood Sanya in China, speciality Gold Massages and Li Bathing Bal treatments have been created for mothers and daughters, while the Hôtel de Crillon in Paris offers a family bootcamp set in the Jardin des Tuileries, and the Rosewood Baha Mar in the Bahamas offers Mommy & Me spa treatments and Daddy & Me golf lessons.



All Mini Mindfulness activities at Chia Laguna are free



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GOING GREEN

Executive director Joanna Roche and board president Bonnie Baker are aiming to breathe new life into the Green Spa Network – and to grow the non-profit internationally. Jane Kitchen sits down with the GSN's new leaders

First set up in 2002, when Rancho La Puerta's Deborah Szekely urged spas to become active in sustainability, the Green Spa Network (GSN) has found itself, 17 years later, at the forefront of a mushrooming environmental movement, as consumers become more aware of the devastating impact of modern-day living on our natural world. With a mission to promote the natural connections between personal wellbeing, economic sustainability and the health of our planet, GSN aims to help support those in the spa industry to make step-by-step changes to become more sustainable.

Last year, spa operations and marketing professional Joanna Roche joined the organisation as its new executive director, and Bonnie Baker of consultancy Satteva Wellness took the position of board

Only a deep shift in our perspective from short-term solutions to long-term regenerative practices will carry us into a healthy future

president. Together, these two women are breathing fresh life into the nonprofit at what is perhaps its most critical time.

"In today's world, we collectively face some of the greatest ecological challenges in known history, as well as some of the greatest threats to our health," says Baker. "The shortsighted approach we've been

living with is unsustainable and offers no resolution. It's becoming all the more obvious, that only a deep shift in our perspective from short-term solutions to long-term regenerative practices will carry us into a healthy future."

What are your GSN roles?

Roche: Bonnie and I are incredibly well-suited to work together – our personalities, passion and desire to inspire change in our industry make this effort a true joy for both of us. I'm strategic and tactical, while Bonnie is diplomatic and generous of spirit. Since working together, we've applied professional standards for operations and an entrepreneurial management style to growth and future vision.

Baker: Since Joanna first joined GSN in May of 2018, she immediately brought a sharpened focus and direction, prioritising

Roche and Baker's top tips for eco-friendly spas.

- Skip the plastic – bags, straws, water bottles – and reduce plastic packaging
- Re-cycle, up-cycle, and bicycle
- Switch to towels and linens that weigh less and require less water to wash
- Reduce consumption (water, electricity, trash, etc)
- Go with organic ingredients everywhere, go local where practical, go in-house when possible



Roche (left) and Baker (right) want to expand GSN to the UK, Mexico and Costa Rica



GSN members are passionate about sustainability and the health of our planet

From our members...

28% have a sustainability officer or a green team

84% say consumers are choosing brands because they are green

57% say time is the biggest challenge to being green

the many programmes and goals GSN has been pursuing. Joanna and I complemented each other from the very start in the way we understand GSN's mission, and our belief in the importance of sustainable practices for personal and planetary wellbeing.

What changes have you made so far?

Baker: There have been many changes internally, as well as in relation to our membership which includes new strategies and benefits. We've created new GSN events; re-branded and re-structured the website; developed a webinar series; re-structured our sponsorship packages; and evolved the board of directors to be more of an advisory board, and less of a management board. We also initiated an annual action initiative, which started last year with the goal of planting one million trees, and this year, we launched our first sustainability research, where we collect monthly surveys from our community of 5,000 members to get insight into their environmental efforts - which means we can bring of-the-moment data on green topics to the wider wellness community.

Roche: We also have a Sustainability Assessment Tool (SAT), where we can come to your business and help you identify your strengths and weaknesses and offer

suggestions and solutions, which is great for spas or suppliers that want to learn how to become more eco-friendly in their practices, operations or manufacturing.

Why should those in the spa industry get involved with GSN?

Roche: We should all care about the sustainability of the planet, and for US\$1 a day you can be a member of GSN and make a difference - whether it's participating in the tree planting initiative, taking the SAT back to your brand or business, or engaging with thought leaders at our annual congress. Consumers are driving the demand for more sustainable solutions across the wellness industry - whether it's plastics or packaging, they want less, and we as an industry need to listen.

Baker: Any business truly looking to participate in the experience of wellness should become involved in GSN, but especially companies which have identified sustainability in their core values, manufacturers which want to take a more environmentally or socially responsible approach, and corporate wellness divisions that are setting up standards and operating practices for multiple locations. It doesn't matter the size or focus of a business, GSN can provide

the baseline tools and resources for taking steps to become more sustainable.

What plans do you have for the future for GSN?

Baker: GSN has primarily been a US-based organisation, but we're now looking at expanding with initiatives in the UK, Mexico and Costa Rica. In December, we're holding our first-ever Self-Care Summit at the Kripalu Center in New York. This will be focused on caring for the caregivers, including spa managers and practitioners.

Roche: We're also launching a new GSN Foundation, which is an independent tax-deductible nonprofit association. We're partnering with Hutchinson Consulting on an industry job board, and launching a 'Growing Greener' Facebook page for members to discuss sustainability challenges and solutions. And in January, 2020, we'll have our annual congress in Ojai, California, as well as our Sustainability Awards. The theme this year is 'Transformation'. ●



Jane Kitchen is a contributing editor at *Spa Business*
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Upcoming GSN events

11 September 2019

GSN Breakfast, Las Vegas
 Held during ISPA for the first time last year, where more than 70 people attended

27 September 2019

GSN Media Event, Rainbow Room, New York
 Second annual media event to feature sustainable stories and ventures from properties and suppliers

1-3 December 2019

Self-Care Summit, Kripalu Center, New York
 A first for GSN, focusing on caring for the caregivers, including spa managers, therapists and practitioners

26-29 January 2020

GSN Congress, Ojai, California
 GSN's signature event, with a theme this year of 'Transformation'

17-20 May 2020

GSN Buyers Conference, Lake Tahoe



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Having a Kennedy (left) and Rockefeller (above) on stage, sums up the style of this year's event; 138 delegates learned from their collective wisdom



A QUANTUM LEAP

The sixth annual Healing Summit moved from Berlin to Portugal this year, with a theme of Take a Quantum Leap. Meant to be a call to action for delegates, the theme was also a reflection of the changing nature of the summit, which took the programming and speakers to new heights. The annual gathering – an initiative of the Healing Hotels of the World consortium – brings together like-minded wellness individuals, including leading spa operators, who are drawn to collaborate, raise awareness and inspire change. Held at the Pine Cliffs Resort on Portugal's Algarve coast in May, it saw 138 delegates from 28 countries meet to debate, discuss and learn from their collective wisdom, with a mission to create a future committed to healing.

"This year's Healing Summit exceeded my expectations," says Anne Biging, co-founder of Healing Hotels of the World and the Healing Summit. "It

The sixth annual Healing Summit saw a change in venue this year, marking a new era for the event. Jane Kitchen reports from Portugal

was not just a quantum leap – it was life-changing, and so many of the delegates said they felt that way as well."

Each day began with sunrise beach activities including swimming, running, hatha yoga, chanting and meditation, which meant participants had the option to start their day with a healthy practice and meet and connect with others. Throughout the summit, through small group work and inspiring speakers, delegates were asked to consider how they might best take their own quantum leap in their business or personal lives.

Dr Marjorie Woollacott, professor of neuroscience at the University of Oregon in the US, opened the summit by detailing the science behind a quantum leap and how it applies to our world. As she explained, a quantum leap is what happens to atoms when they go from one state to another, and it usually begins with an infusion of light in a moment of transformation. This theme permeated the entire event, which included topics from sustainable practices to charity projects and the paradigms of business rooted in a soulful economy.

Speakers included investor and entrepreneur Stephen Kennedy Smith, who gave insight into what we can learn from the 1960s, when his two uncles, John F Kennedy and Robert Kennedy, inspired an idealism in American politics. Actress Arta Dobroski, who grew up during the war in Kosovo, talked about the importance of believing in peace during times of war.

Meanwhile, Sarah Livia Brightwood, president of Rancho La Puerta, outlined



Clockwise: Local children shared their thoughts on healing; morning activities focused the mind; a closing prayer from Brightwood



Healing Summit 2020
17-19 May
Pine Cliffs Resort, Portugal



It was an amazing gathering full of open-hearted people

how giving back to the community shapes an entire ecosystem.

Investor and philanthropist Adam Rockefeller Growald gave an inspiring talk about creating the future by following the path of the heart, and investing by trusting intuition. He then moderated an impressive panel on quantum investment that included Kennedy Smith, as well as Catherine Parrish, founder of NextLevel Leadership Consulting; Binod Chaudhary, chair of CG Corp Global; Brian Brazeau, general manager at Comfort Zone; and Sarah Collins, CEO and creator of Wonderbag, an invention which is helping women across Africa cook using less fuel and less time.

On the hospitality front, delegates heard from Marina Efraimoglou, founder of Euphoria Retreat in Greece (see SB18/3 p64), about the importance of self-healing; Diana Stobo, founder of The Retreat Costa Rica, on the power of intention; Dr Shruti Nada Poddar on how she rebuilt the city of her ancestors into a healing abode and

cultural centre; Harald Schopf, director of medical spa Kurhaus Schaerding in Austria, on how ancient traditions are in line with the new way of doing business; and Dr Marian Alonzo, medical chief at The Farm at San Benito in the Philippines, on the holistic healing practices there. Claudia Roth, founder and managing director of Soul Luxury, led a panel on the emergence of the spiritualised consumer.

Other highlights included insight into Green Flow Hotel in Russia, and how the climb to the top of Mount Everest inspired owner Alexander Tertychny; details from Barry Scherr, president of the Sundar Corporation, on how enlightened real estate can build connection, community and consciousness; holistic psychologist Dr Ellie Cobb on the power of connection; and Julie Bach, executive director of Wellness for Cancer on the importance of healing modalities for those touched by cancer (see SB18/3 p60).

The Healing Summit concluded on a hopeful note. Holly Ornstein Carter,

founder of BYkids, interviewed local children, who showed a remarkable ability to understand the complexities of the challenges we face in this modern world, especially when it comes to healing the planet. Finally, Rancho La Puerta's Brightwood led delegates in a closing ceremony outside on the cliff-side lawn, with a prayer to the planet earth.

"We still feel the incredible spark of energy, creativity and enthusiasm that we experienced at this year's event," says Elisabeth Ixmeyer, co-founder of the Healing Summit and Healing Hubs of the World. "It was an amazing gathering full of open-hearted people, and we're already planning another exciting gathering for next year's event, which will return to Pine Cliffs on 17-19 May 2020." ●



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icelab

Delivering Real Wellness Results

Rainer Bolsinger is responsible for global sales of icelab for the Hotels & Spas division at Zimmer MedizinSystems, here he explains how icelab can be incorporated into your business.

Spas exist to pamper guests in a luxurious and relaxing environment, but these days clients are seeking more than just a quick fix. Today, the most successful spas are those that are able to deliver real wellness results to their clients – offering benefits that start in the spa environment and last long after guests return home.

Zimmer MedizinSystems' icelab is a perfect fit for these results-driven spas. It's a whole body cryostimulation (WBC) experience that takes the body briefly down to an environment of temperatures of -10°C.

For spas, a few minutes in the icelab delivers an instant feel-good sensation and can help promote deeper relaxation, better sleep and even reduce pain after one short session.

Our customers include The Istana, a luxury resort in Uluwatu, Bali. Owner David Hans-Barker shares his experience of the icelab -10°C and how it has been integrated into The Istana's wellness offering.

The Istana is a meditation retreat - built by meditators, for meditators. This unique biohacking facility was designed as a place where backpackers and billionaires alike could come together to enjoy both the natural beauty of the site, and sink into the practice of meditation.

Combining the ancient and modern, The Istana allows technology and tradition to exist side-by-side and offers modern 'bio-hacking' experiences, such as WBC, sensory deprivation tanks, infra-red saunas and hyperbaric chambers, alongside more traditional experiences such as meditation, yoga, and breathwork.

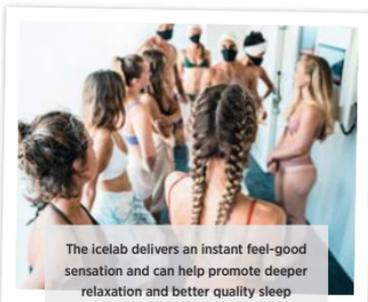
All features on the site have been designed to enhance the beauty of the natural backdrop, whilst the



facilities have been supplied by premium companies, such as Zimmer MedizinSystems' icelab -10 °C, creators of the best Whole Body Cryostimulation chambers in the world.

Optimising performance has become an art. Whatever it takes to create the optimum life, we are willing to find it, and share it with our clientele and community. We believe that world-class people, deserve world-class experiences. This is just where we facilitate them. Our aim is to provide a space where those seeking can not only find world-class services, but can explore how to apply these to themselves in their own way.

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The icelab delivers an instant feel-good sensation and can help promote deeper relaxation and better quality sleep



Equal measures

On-trend fitness brand Equinox opens its first hotel in New York - and has taken spa just as seriously as it does its workouts. We take a closer look at the ever-so-cool concept



Tracy Lee (above) developed the new spa concept; the hotel burst onto the scene mid-July

Equinox is known for its empire of 100 cooler-than-cool fitness clubs around the world, which attract a hip, high-profile clientele. So there was a flurry of excitement when the on-trend brand announced its intention to create a hotel.

Equinox Hotel at 35 Hudson Yards in New York City burst onto the scene mid-July, complete with a 60,000sq ft gym (naturally) with indoor and outdoor pools, a SoulCycle studio, a gourmet restaurant and a 27,000sq ft spa to cater for guests staying in its 200-plus bedrooms and members - who reportedly include the likes of Kanye West and the Kardashians. Rooms start at around US\$700 (€541, £495) a night.

Workouts are obviously par for the course, and up to 135 weekly classes are on offer, as well as 100 personal trainers. But while staying at the hotel,





Rooms are around US\$700 a night (left); the uber cool fitness brand already runs gym spas (below left)



Equinox is encouraging guests to rest with a number of in-room amenities focused on sleep health. CEO Christopher Norton, known previously for managing Four Seasons hotels and heading up its Spa Task Force (see SB10/4 p20), told *The New York Times*: "A lot of hotels are trying to get into wellness-fitness, but we're the only fitness company going into hotels at this scale. They're putting treadmills in rooms, pull-up bars in bathrooms, but we believe that fitness happens in the club and the room is for regeneration."

Carefully considered spa

It's a thoughtful approach for the brand. And, at first glance, it's difficult not to be impressed by its carefully curated hotel spa concept either. Industry consultant Tracy Lee, who was hired by Equinox to develop the offering, says: "Equinox is committed to ensuring its spas are on an equal footing with its core competency of fitness and lifestyle, and that every aspect of the spa experience is as carefully considered as its gyms".

Lee would perhaps be forgiven for building a concept on the back of its successful gym spas, which are present in over 80 Equinox fitness clubs and were once overseen by industry figure Amanda Al-Maari (see SB17/3 p40). Yet she insists this most definitely was not the case. "Creating an experience that strongly differentiated the Equinox hotel spas from

the Equinox gym spas was a central focus of our effort," she says. "This is not a pampering spa, but a results-oriented experience that is focused on the best in bodywork and skincare with recovery, regeneration and mental wellbeing embedded throughout."

Equinox Hotels CEO Christopher Norton says it's "the only fitness company going into hotels at this scale"

Results-driven

Equinox is looking to "redefine the art and science of regeneration" with its new hotel spa. The stylish grey, yet inviting, interiors are the work of Joyce Wang, who's making a name for herself in hospitality circles with operators such as Mandarin Oriental. Facilities include E.scape relaxation pods, an infrared sauna, saltwater lap pool, hot and cold plunges and a number of treatment rooms.

Drawing from deep tissue, craniosacral, Thai, shiatsu, reflexology and breathwork, a selection of massage and bodywork sessions have been created to "promote proper body alignment and energy balance... to achieve peak performance". The signature E.Massage costs US\$245 (£221, £202) for a fully customised 60 minutes, or US\$335 (£302, £276) for 90 minutes.

Meanwhile, signature facials have been developed by celebrity therapist Thuyen Nguyen and dermatologist Dr Macrene Alexiades. Nguyen is the man behind FaceXercise, a rejuvenating



The stylish, grey spa interiors are by Joyce Wang (above) who's worked on previous Equinox clubs (top)



Celebrity therapist Thuyen Nguyen provides a 'facial workout'

► 'facial workout' where speedy, yet precise, manual massage and lymph drainage techniques are used for an instant lift and to boost muscle tone. Prices start at US\$296 (€267, £244) for 60 minutes, but for an extra US\$100 or more, guests can pay for the creator himself to perform the treatment.

Menu innovations

Other menu innovations include what Equinox refers to as quantum harmonics – a sound therapy session on Gharieni's Spa Wave table, which uses computer-controlled acoustic and vibrational therapy to train the brain to relax. It's said to help "achieve the equivalent of three hours sleep in 30 minutes". There's also targeted cryotherapy to reduce cellulite, as well as nutrient and vitamin IV drips to help fight fatigue, recover from a workout or kick-start fat burning.



Menu innovations include 'quantum harmonics' – a sound therapy session on Gharieni's Spa Wave table

Some of these are offered as "add-on amplifiers", which feature heavily throughout the menu. A 30-minute quantum harmonics session costs US\$60 (€54, £49), for example, while a 15-minute cryo spot session is US\$65 (€59, £54). Other treatments are combined for "integrated circuits", such as the 90-minute Best Face Forward – which includes a FaceXercise Ultimate Facial; micro jet technology to exfoliate, oxygenate and infuse the skin with nutrients; and LED light therapy to promote cellular healing and boost collagen production – priced at US\$660 (€595, £544).

Lee concludes: "I'm a fitness enthusiast and Equinox is a brand that suits me personally in life and travel. I want to stay in places that rank health and wellbeing at the same level of importance as all other hospitality elements. Equinox Hotels is doing that. It's offering a full integration of health, fitness, whole mind and body wellness, where the spa is not approached with an à la carte mentality."

She confirms her consultancy, TLee Spas, is currently working on the next Equinox Hotel in Los Angeles. And the group itself says additional hotels are planned in Santa Clara, Seattle, Chicago and Houston over the next four years. ●

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Customer engagement

Consumers have a shorter online attention span than ever before.

So how are software companies helping spa operators to give their website that initial appeal and make them 'stickier'?

According to website analytics platform Crazy Egg you have less than 15 seconds to capture someone's attention online. Understanding how customers interact with technology and identifying their preferences for booking is therefore crucial. So how are software suppliers helping spas entice customers onto their site and keep them there? More importantly, how are they helping them to strike the right balance between stimulating their curiosity without overloading their online attention span, turning brief visits into those all-important conversions?

DWELL TIME

Experts agree it's less about the bounce rate and more about the dwell time: focus on getting your content and presentation right and the fleeting visit will turn into a longer stay. Jeff Dickerson, CEO of DaySmart Software, says: "It's important to break up copy blocks, improve layout and optimise the site for mobile users."

Dickerson also believes it's essential to make the content easily relatable. "Don't just talk about the spa and its services, spend time describing the ways a visitor benefits from its services. Consider short videos and don't worry about production

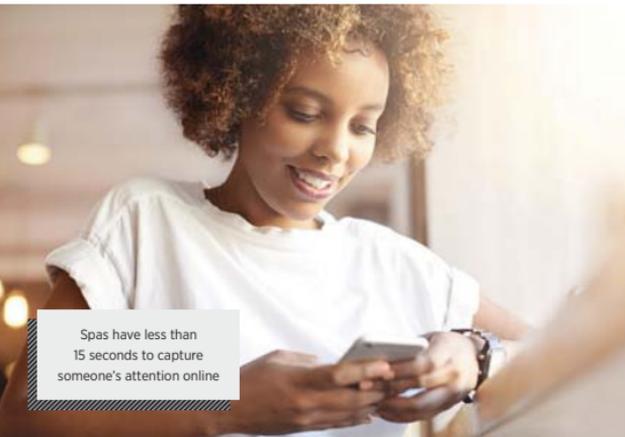


quality, handheld is OK, especially if it shows off the spa's environment or personality. Give people a reason to care!"

Katherine Juarez, director of operations at California-based Pure Touch Skin Center, a DaySmart client, says: "Our blog plays a large role in keeping clients on our site, as it contains best practices for skincare, upcoming deals and beauty tips."

Leonie Wileman, COO of Premier Software, maintains that the easier the website is to navigate, the better the customer experience. She adds: "Engaging and relevant content holds a customer's attention. Google Analytics can provide basic information as to how many people are visiting the website and which pages are popular, and provide great insights into what is and isn't working."

According to a survey conducted by content marketing provider Brafton, the length of the average site visit is 2 minutes, 17 seconds. To increase this time



Spas have less than 15 seconds to capture someone's attention online

WAYHOME STUDIO/SHUTTERSTOCK



On average people spend
2 minutes 17 seconds
looking at a website



Think about every digital
touchpoint says TAC's
Günther Pöllabauer



About 40 per cent
of our website
traffic comes from
millennials and 65 per
cent from a mobile
device or tablet

ROSLI DELOREY,
LASHBAR AESTHETICS

Amaya Weddle, senior director, research and product marketing at Mindbody, recommends optimising your website. "You can accomplish this by using basic UX research studies, such as 'true intent testing' (surveying visitors about what they are looking for and whether they can find it) or usability testing (having customers try to accomplish everyday tasks, and finding where that breaks down)."

This mindset is taken up by Mindbody client Rosli DeLorey, co-owner of New Hampshire-based Lashbar Aesthetics: "Our website is simple and well designed, providing succinct information, leading our customers directly to our booking page." DeLorey reveals that, based on Google Analytics, customers stay on her website for an average of two minutes. "About 40 per cent of our website traffic comes from millennials and 65 per cent from a mobile device or tablet. These statistics made adding a branded app

through Mindbody an easy decision, as we knew our customers would appreciate an even easier booking process."

HOW STICKY IS YOUR WEBSITE?

You've enticed them onto your website and they haven't bounced away; what makes them stick around long enough to get a conversion? According to Günther Pöllabauer, MD of The Assistant Company (TAC), the software must take into account every digital point of contact between a spa and its customers: "Our TAC software is like a toolbox. Depending on a spa's needs, different options for maintaining each relationship with its customers are possible, such as membership cards, special rewards or gift certificates."

Frank Pitsikalis, founder and CEO of ResortSuite, adds: "When guests feel that they can explore and effortlessly book everything that the spa has to

offer using only a single online booking engine and with a single electronic payment, guests are more likely to feel intrigued about what else they can do during their visit to the property."

Software company Personal Beauty & Wellness (PBW) offers a free, fully hosted, multipurpose business website, PBW Pro. For CEO and co-founder Andre Wouansi, a good spa website can be qualified as 'sticky' if it satisfies certain prerequisites: "It should be easy and convenient to use, concise and to the point, but with sufficient information that helps users gain trust in the website. Users must have the ability to book a service from anywhere, at any time, using any device; and be able to search by provider or service, and filter by distance, cost or ratings."

Using PBW Pro, Jenny A Sabrian, a massage therapist at Somatic Massage Therapy & Spa, New York, has seen an uptake in her clientele. She says: "We use the website as an interactive space where our customers can schedule appointments, see our working hours and get to know our consultants. Moreover, the website allows customers to gain detailed information about each of our services and they can see other customers' reviews and ratings."

TANTALISING TOUCHPOINTS

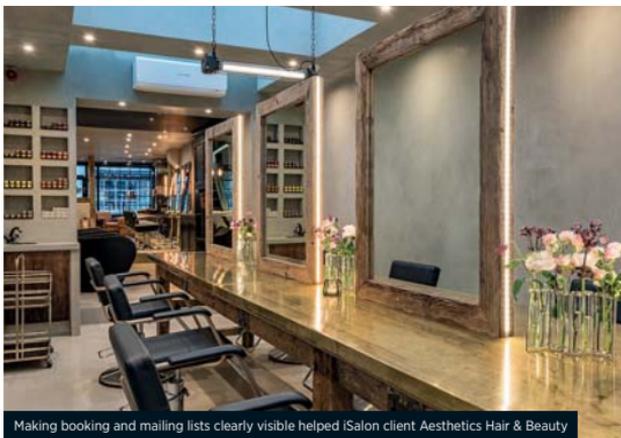
So what strategies and features do spas employ on their sites to engage with and hold the interest of consumers? For ▶



Concept Software's Malcolm Rennie says systems need to talk to other products

► Concept Software's sales and marketing manager Malcolm Rennie, the defining feature of the company's offering is that it's an open platform: "Our system talks to other products, whether that's third parties, apps, PMS systems, retail products, CRM or guest self-service platforms. Each of these have different touchpoints with customers that benefit their guest journey."

For iSalon Software, it's all about communication. The company offers spas their own purpose-built bespoke app, YourApp, allowing spa customers to set up an account and log in, recording their appointments, account details, gift vouchers and online booking. Likewise, its web browser iBookings allows a spa to record everything about the customer necessary to enhance the relationship going forward. Darren Pick, iSalon's MD, explains: "From the client's birthday, appointment history, favourite products, preferred refreshment,



Making booking and mailing lists clearly visible helped iSalon client Aesthetics Hair & Beauty



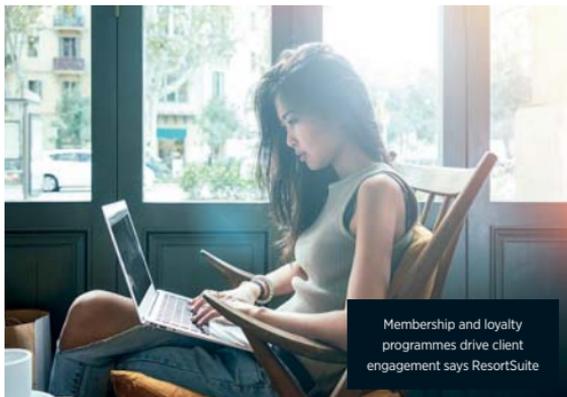
We ensure the spa has the facilities to make the client's experience exceptional

DARREN PICK, ISALON

personal notes and many more, we ensure the spa has the facilities to make the client's experience exceptional." UK iSalon client Aesthetics Hair & Beauty Solihull says the software's 24/7 online booking has helped grow business as co-owner Sarah Bowron explains: "Our 'Book Online' and 'Mailing List' tabs are two of the most important touchpoints on our website. Situated at the top of the page,

they're clearly visible at eye level and we find that in the first 45-60 seconds, 72 per cent of clients click one of these options." ResortSuite's Pitsikalas believes spa memberships and loyalty programmes can serve as powerful motivators, driving customer engagement: "When guests become members, they feel that they belong to a brand. This exclusivity elicits a strong sense of belonging and community that gives guests a place to connect, just as earning points with bookings keeps their interest in the spa, providing an opportunity to establish long-lasting relationships with guests."

And it's here at the point of connection that the greatest incentive exists for getting your bounce rates and dwell times just right: a software system founded on a guest-centric technology platform not only helps forge those all-important, enduring customer relationships, it also generates increased spa business revenues, streamlined operations and exceptional service. A win-win all round. ●



Membership and loyalty programmes drive client engagement says ResortSuite

Y. AIRS/STOCK/SHUTTERSTOCK

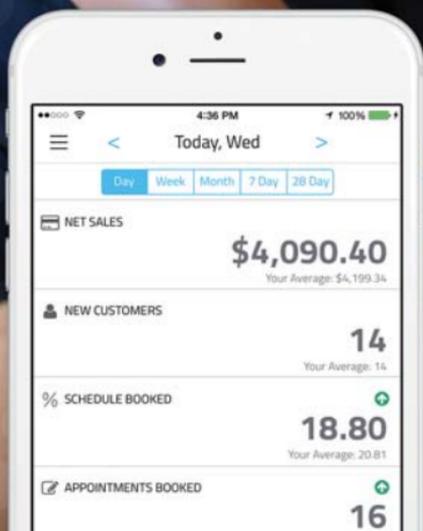


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Product innovation



by Lauren Heath-Jones,
assistant product editor

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

NatureSauna celebrates 'open air wellness', says Riccardo Turri

Starpool, an Italian wellness consultancy, has partnered with design studio Aledolci & Co to develop an outdoor sauna concept.

Called NatureSauna, the concept is billed as a tribute to the Nordic culture of 'open air wellness', and is designed to unite 'building, man and nature'. It is made entirely of Italian spruce wood with brushed copper inserts and offers immersive, natural experiences for guests 'seeking a healthy lifestyle in harmony with nature'.

Riccardo Turri, CEO of Starpool, says: "NatureSauna perfectly embodies Starpool's values of: aesthetics, design, texture, effectiveness and environmental

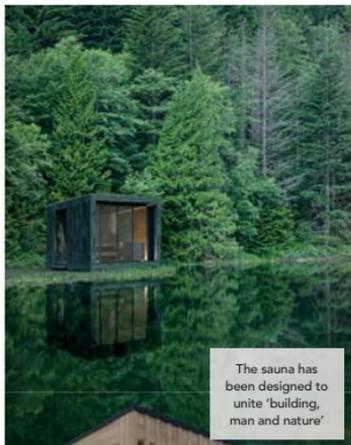


"We aim to ensure memorable experiences with our spa projects"

care. We aim to ensure memorable experiences with our spa projects and NatureSauna is an experience in itself."

The sauna can be used in any outdoor setting and climate and is available in three sizes starting at 360x315m.

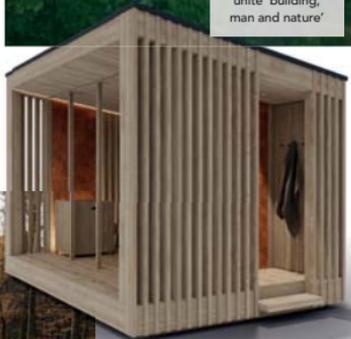
KEYWORD: STARPOOL



The sauna has been designed to unite 'building, man and nature'



The new concept is billed as a tribute to the Nordic culture of 'open air wellness'





“Cold air exposure releases endorphins and strengthens the immune system.”

Adria Lake introduces Icebox concept

Spa consultancy AW Lake Design is set to launch the Icebox, a new cold therapy experience that could be offered in spas.

Developed over a two-year period, the Icebox consists of three cryo-chambers contained inside a single unit. Each chamber offers a different temperature, ranging from

7°C to -23°C, and features natural ‘special effects’ such as wind chill, humidity and dryness effects.

The Icebox builds up resistance to cold gradually by exposing the body to various temperatures and environments, activating stress response pathways that strengthen the body’s defence mechanisms and build up overall resilience to daily stresses and illnesses.

Adria Lake, owner and founder of AW Lake says: “Recent studies comparing the effect of cold-water immersion (ice bath) versus cold air exposure conclude that cold air is much more effective in increasing red blood cells production, releasing endorphins and strengthening immune systems.”

KEYWORDS: AW LAKE



Users are gradually exposed to the cold in three chambers

Hush Iced improves sleep quality, says Lior Ohayon

Weighted blankets can add an innate sense of comfort to spa treatments as they’re designed to replicate the sensation of being held, which helps to relax the nervous system, increase serotonin and melatonin levels and decrease cortisol. And now Hush, a Canadian based startup, has developed a ‘cool’ version of its blanket for use in the summer months.

Ohayon says the blanket replicates the sensation of being held or hugged



“Hush helps users to fall asleep, and achieve better quality sleep, faster.”

The Hush Iced, has an outer layer made from sweat-wicking bamboo and ultra-soft cotton which it says is “the coldest fabric in your house, guaranteed”. The inner layer is made from a microfibre material which has pockets filled with glass sand.

Billed as the world’s ‘softest and most luxurious’ cooling blanket, it’s also designed to reduce anxiety and help users fall

asleep, and achieve better quality sleep, faster, dovetailing with the industry trend for sleep health.

Hush co-founder Lior Ohayon says: “We started the brand with just an idea and a couple of samples. Once we saw the impact it was having with thousands of people, we knew there was no turning back.”

KEYWORD: HUSH

Hush Iced is a ‘cool’ weighted blanket for use in hotter months





Sandra Bryant reveals benefits of wellness boosting spa products

Today's spa goers are seeking experiences that prevent ill-health, promote athleticism, aid wellness and make them look good

Transdermal Ozone

Ozone Therapy UK advocates the benefits of steam saunas, and distributes the world-leading HOCATT™, a thermostatically-controlled steam cabinet that boasts built-in features offering steam, ozone and oxygen treatments, as well as pulsed electromagnetic field (PEMF) photon light, carbonic acid and microcurrent technologies, as well as far-infrared and essential oils. By combining these settings, spa operators can provide 30 minute sessions targeting the



Ozone can help to reduce the appearance of wrinkles and stretch marks



“Ozone saunas offer a range of beauty and anti-ageing benefits”

client's specific needs while utilising transdermal ozone.

Dr. David Minkoff, medical director of Lifeworks Wellness Centre, a complementary medicine clinic in Tampa, Florida, suggests that ozone is an immune booster.

“Ozone [delivered via a HOCATT™ ozone steam sauna chamber] kills bacteria, viruses and yeasts on contact, and detoxifies environmental toxins,” he says.

In addition, Ozone saunas offer a range of beauty and anti-ageing benefits including accelerated cell performance and improved function of collagen fibres. After Ozone, clients may benefit from anti-oxidants that could help diminish the appearance of wrinkles, stretch marks, scarring and fibrous tissues.

According to Dr Minkoff, Ozone can also improve the cellular utilisation of oxygen and can aid the suppression of inflammatory processes.

“It [Ozone] causes the release of growth factors that stimulate damaged joints and degenerative discs to regenerate,” he says.



The ozone steam sauna kills bacteria and viruses on contact

Nanosecond PEMF

High intensity PEMF devices, such as the HUGO™ device, direct energy waves at the human body, causing the cells to vibrate at a certain frequency. Waves from a PEMF device communicate with each cell, aiming to recalibrate our electrical and magnetic fields. Nanosecond PEMF devices, such as the HUGO™, which sandwiches the body between two mats, affect the body by ‘disturbing’ all electromagnetic frequencies in the cells at once, targeting intracellular structures. NASA found that with abrupt releases of energy at nanosecond speed, the magnetic fields stimulated nerve cells, including sites for collagen production, regenerating traumatised tissues, and moderating some neurodegenerative diseases.

• Call Sandra Bryant on +44 (0) 7595 161946 for info or visit www.ozone-therapy.co.uk

KEYWORD: OZONE

Sarah Ivens on Aromatherapy Associates first new oil blend in seven years

Aromatherapy Associates has partnered with forest therapy specialist Sarah Ivens to create a new essential oil – it's first addition since co-founder Geraldine Howard passed away in 2016.

The blend features pink peppercorn, juniper berry and Mediterranean cypress and has been inspired by Japanese forest bathing rituals where the belief is that spending time in nature improves overall wellbeing and eases stress.

It's used as the basis for the Forest Therapy retail collection, a bath & shower oil and wellness mist, which can be used as part of a daily personal care routine to improve



“Interacting with nature is key to everyone's health, like getting enough sleep, water and exercise.”

mental and physical wellbeing through a connection with nature.

Ivens says: “The benefits are universal, ageless and endless. Reconnecting with nature reduces blood pressure, improves sleep, strengthens the immune system, calms the nervous system and relaxes an overworked brain.

“Interacting with nature is key to everyone's health, like getting enough sleep, water and exercise.”

KEYWORDS:
AROMATHERAPY ASSOCIATES



The blend has been inspired by Japanese forest bathing rituals



Crystal Room is a sacred, rebalancing experience says Elizabeth Contal



Made by ASPA, the walls are embedded with over 800 gems



Crystal jeweller Elizabeth Contal has developed a new meditation concept room for spas to offer a “sacred” space where guests can clear their heads.

The Crystal Room features walls embedded with more than 800 of the gems, with varying healing benefits, and is designed to rebalance and recharge chakra energy centres.

At the same time, the room works on the senses. Clients experience scent from essential oils, LED lights in the hues of chakras, are given crystals to hold, calming tea infusions to taste and listen to music to leave them mentally, emotionally, physically and spiritually balanced.

Contal says: “The Crystal Room appeases our hectic lives. A moment out of time to get back to basics, reconnect with the body and the mind. This comprehensive treatment is for those who are



“A moment out of time to get back to basics, reconnect with the body and the mind.”

looking for holistic therapies to restore their emotional balance.”

Manufactured and installed by consultancy firm ASPA International, Crystal Room is scalable, with the company able to create bespoke rooms or simply convert existing spaces through the use of clip on wall panels.

KEYWORDS: ELIZABETH CONTAL



Spa Vision has an unwavering commitment to the needs and successes of its clients, says director Colin Cameron

Spa Vision provides consultancy, procurement and supply services to create world-class spas globally.

The Spa Vision team combine their experience to deliver a comprehensive service in Europe, the Middle East and Asia Pacific, from offices in the UK and Australia.

Working right across the spa, health, beauty and wellness industries, for multinationals, boutique-independents and private clients, they seamlessly deliver complex projects on time and on



Cameron says Spa Vision starts by understanding clients' needs and requirements in great detail

budget to the highest standards. Colin Cameron, director at Spa Vision said: "Our goal is to become a long-term partner, supporting our clients' ongoing needs and offering complete, often unique, solutions from concept to operational delivery and beyond. We make the journey seamless, from first contact to delivery and installation."

The Spa Vision ethos is rooted in practical and proven experience which puts the needs of each client or owner at its heart. This also sees the team going beyond the brief to provide exceptional attention

SpaVision

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to detail through tailored solutions and market-leading innovations.

"We provide clients with expertise and proficient service, saving them time and money and making sure their business is fully supported at all times," says Cameron. "This allows them to focus on what they do best – looking after their clients."

Leading knowledge

The journey begins with an in-depth exploration of each client's vision or ambitions. Spa Vision's experience adds considerable value at the concept and design stages, offering insight and ideas which shape the most impactful outcome.

With the capacity to offer solutions across multiple brands, the team call on their knowledge of the latest designs and technology to overcome challenges, enhance quality and enable optimal outcomes.

"Listening to and understanding client's needs is essential," says Cameron, "The one-to-one service we offer ensures clients choose equipment after having been through a thorough consultation."

SPA-KIT KEYWORDS: SPA VISION



The Alchemist Spa at Woolacombe Bay

The Alchemist Spa has undergone a transformation to create a new spa and Rasul, with Spa Vision overseeing the design, installation and specification of exceptional experiences and equipment.

Director Colin Cameron said: "Working closely with the hotel owner and her team enabled us to optimise the final result. This ensured the spa fitted perfectly with their vision and ambitions."

Alexandra Gasevitch introduces Nuage



The infrared lounge has a cloud-like shape to promote weightlessness

Vital Tech, a developer of infratherapy spa equipment, has developed an infrared lounge boasting a host of physical and mental health benefits.

The Nuage, features a unique cloud-like shape that envelops the user while evenly distributing their weight, giving them the sensation of weightlessness.

It's designed to make users feel instantly relaxed and incorporates Vital Tech's patented infratherapy, chromotherapy and music to promote an overall feeling of wellbeing, as well as boost mood, increase productivity and creativity.

Designed and manufactured in Normandy, Nuage features a poplar wood frame with a top-quality memory foam mattress, and is equipped with carbon emission-absorbing panels.



“The product was designed to be easily integrated into spas without requiring specific rooms.”

Founder Alexandra Gasevitch, says: “The product was designed to be easily integrated into the workplace, in spas, resorts and fitness centres, without requiring specific rooms. We wanted everyone to be able to access Vital Tech's infratherapy, and now, thanks to Nuage, they can.”

KEYWORDS: VITAL TECH

Irrital encourages guests to 'take it slow, feel the flow', says Jean-Guy de Gabriac

Italian skincare brand Vagheggi has partnered with industry consultant Jean-Guy de Gabriac to create Irrital, a signature massage treatment and product line for spas which can be tailored to the client's needs.

A loving homage to Italy, Irrital is made from natural Italian ingredients sourced according to geographic location, such as almonds from Avola and walnuts from Veneto.

The collection offers a range of professional and retail products, including a massage oil, body scrub and aromatherapy oils as well as a haircare line.

De Gabriac, CEO of Tip Touch International, teamed up with Italian perfumer Morgane Collinot for the launch. He says: “Irrital's intention is to encourage guests to 'take it slow, feel the flow'. The signature massage uses lavish textures and fragrances chosen by Morgane.



“It's perfect for men and women living in cities who want to disconnect from stress and technology.”

“Irrital is completely bespoke to the client, they choose the fragrance, the intention, tempo and depth of the massage, all of which can be changed to fit with the moment. It's perfect for men and women living in cities who want to disconnect from stress and technology, and reconnect with themselves.”



KEYWORD: VAGHEGGI

PROMOTION



The industry is growing fast in Hanoi and Le Bac Ha, spa manager at the Metropole, says Sothys gives the property a competitive advantage



The spa manager at Le Spa de Metropole in Hanoi, Le Bac Ha, explains that partnering with Sothys delights customers

Here at Le Spa du Metropole, we believe in attention to detail, providing personalised services and the quality of our therapists – traits that allow us to be considered the best spa in Hanoi.

Le Spa was internationally recognised at the 2018 World Spa Awards as Vietnam's Best Hotel Spa.

We share the same objectives with skincare brand Sothys in terms of quality and branding and so our partnership has helped transform our spa into an unforgettable sensorial experience for our guests.

Our customers give us much positive feedback about Sothys.

They're delighted by the quality, as well as the range of seasonal products available.

We first fully appreciated the power of Sothys at the Accor Luxe spa conference in Macau, where we were able to witness its high-quality products, and extraordinary commitment to research and innovation.

Sothys offers professional treatments for all skin types, with different textures and fragrances; the brand represents excellence and prestige in beauty institutes and spas all over the world.

Le Spa du Metropole's treatments artfully blend ancient



SOTHYS
PARIS

beauty secrets and holistic rituals from the East with contemporary therapies from the West to create a powerful fusion.

The 400sq m spa is located in the Sofitel Legend Metropole Hanoi – a legendary landmark since 1901.

Within the spa, each massage area is private – there are two themed suites and six individually designed suites, as well as a steam bath, to offer the ultimate blend of health and relaxation.

Essences that reflect the traditional scents of Vietnam and others reminiscent of an Indochina journey have been blended to create a signature scent for the spa. In addition, our music selection allows guests to immerse themselves in a world of relaxation

Sothys world class training

Sothys provides training to ensure therapists offer the most innovative massages and facials. The spa concierge is also trained in how to recommend Sothys treatments.

Our team is able to recommend treatments that best suit guests' needs and only top quality products, such as Sothys, are used at Le Spa.

SPA-KIT.NET KEYWORD: SOTHYS



Le Spa du Metropole gets positive feedback about Sothys from guests who are delighted by the quality

Knesko's masks tap into gemstone energy, says Lejla Cas

Skincare brand Knesko has launched two hydrogel collagen masks for the face, eyes, lips and décolleté to combat environmental damage to the skin by using semi-precious gemstones as active ingredients.

The Rose Quartz Antioxidant face mask uses quartz, with vitamins C and E, white tea, liquorice root and grape seed, to calm and repair the skin and protect it from free radicals. While the Black Pearl Detox uses pearls, which are associated with emotional balance, and bamboo charcoal to draw out toxins and purify the skin.

Knesko founder Lejla Cas, says the masks can be used as a VIP service poolside, or even added to mini-bars, to create multiple wellness touchpoints throughout a property and increase revenues. "Directors tell us that offering



“Guests love the immediate result of better looking skin.”

The masks can be used poolside or added to mini-bars for multiple spa touchpoints

the masks outside of the spa translates to more visits in the spa,” she says. “Guests love the immediate result of better looking skin and they’re encouraged to take the time for self-care.”

Knesko supplies top spa operators such as Bamford Haybarn, 1 Hotels and Four Seasons. “We’re blessed that our message and mission resonates with spas and resorts,” Cas adds.

KEYWORD: KNESKO

L'Authentique is 'perfect alchemy between minerals and plants' says Victoria Elsey



The cream-serum hybrid contains pure gold microparticles

French skincare brand Payot has launched L'Authentique, a cellular booster which combines precious actives and natural ingredients to protect the skin from environmental stressors.

Described as a hybrid between a cream and a serum, L'Authentique is formulated with saponaria plant stem cells, which protect the skin from pollution and improve its elasticity, density and firmness. Meanwhile, pure gold particles reduce the overall appearance of fine lines and wrinkles, as well as blemishes and pigmentation.

It's also been formulated to reduce the loss of collagen, leaving the skin smooth and plump, with a more youthful appearance.

Victoria Elsey, sales manager, says: “Radiant, luminous natural



“It acts deep inside to boost cells and reinforces self-regeneration.”

skin is the key to beauty for all women, whatever their age.

“This hybrid treatment is a perfect alchemy between minerals and plants, enriched with plant stem cells and 24-carat pure gold microparticles. It acts deep inside the skin to boost the cells, reinforce the skin's self-regenerating power and bring about visible transformation.” ●

KEYWORD: PAYOT

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Suppliers such as Klafs are now making beds with rocking movements

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THAT'S THE SWAY

Two studies show how a rocking motion can help with sleep and memory

Anyone who's slowly drifted off while lazing in a hammock will be able to testify how rocking can help us sleep. Interestingly, a number of suppliers such as Klafs, Living Earth Crafts and Clap Tzu are also bringing treatment or relaxation beds with rocking movements to the market. And now scientists from Switzerland are adding to evidence which shows that rocking improves both our quality of sleep and memory.

The first study, by the University of Geneva, was based on 18 young adults who spent one night in a sleep lab on a gently rocking bed and another night on a bed which stayed still. Participants in the beds that rocked not only fell asleep more quickly, but also experienced fewer periods of rapid eye movement, which is indicative of lighter sleep cycles. Meaning, they had a deeper, better quality night's sleep.

In addition, scientists tested each person's memory the morning after a night in the lab and found people achieved higher scores after they'd been on the beds that moved.

Further investigations looked at the underlying mechanisms at play and showed that the continuous rocking motion affects brain oscillations. They helped to synchronise neural activity in the thalamo-cortical circuits, which are linked to our sleep and memory performance.

"Having a good night's sleep means falling asleep rapidly and then staying asleep during the whole night," says study lead Laurence Bayer. "Our volunteers - even if they were good sleepers - fell asleep more rapidly when rocked and had longer periods of deeper sleep associated with few arousals during the night."

A second study, by the University of Lausanne, was based on mice and is one of the first to look at how rocking impacts sleep in other species. It showed that while mice in swaying cages fell asleep more quickly, there was no evidence that they had a deeper sleep.

The Lausanne researchers also looked at underlying mechanisms at play by focusing on rhythmic stimulation of the vestibular system - a part of the inner ear associated with balance and spatial orientation. They found that mice which lacked otolith organs, small patches of sensory hair cells in the ear, did not experience the benefits of rocking when asleep.

Overall it was concluded that the two studies, which were both published in the scientific journal *Current Biology*, "provide new insights into the neurophysiological mechanisms underlying the effects of rocking and stimulation on sleep" and that the findings may help with new approaches to sleep health. ●

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