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A photograph of Henri and Dominique Chenot walking in a park. Henri is on the left, wearing a dark suit and glasses. Dominique is on the right, wearing a white top and dark pants. A small dog is walking in front of them. The background is a lush green park with trees.

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# Let's take the lead

Poor pay is leading to staff shortages across the spa industry as we exploit our caring, largely female workforce. The spa industry can take a lead in fighting this insidious gender pay gap

Congratulations to ISPA on the publication of its first piece of research into careers and employment in the spa market. The recently published *ISPA Spa Workforce* report was carried out by Colin McIlheney of PricewaterhouseCoopers and is covered in our feature on page 44.

First the good news and as if we didn't know already, the report confirms the industry attracts committed, caring people.

McIlheney says "The overwhelming majority of [therapists] are passionate about providing exceptional client service and would like to have a long-term career in the industry".

The study also found they stick to the same employer far more than expected, saying: "Almost 80 per cent expect to be working in their current organisation 12 months from now. This challenges another traditional belief that many spa professionals are actively seeking a new job."

Set against this, however, researchers found long hours, poor pay, less than great management, lack of training and pressure to be responsible for retail upselling are seen as issues.

Importantly, more than 50 per cent of therapists surveyed said their pay does not fairly reflect their contribution and this goes to the heart of why - as McIlheney notes - there are more than 32,000 vacancies for spa therapists in the US alone.

Fundamentally, this is discrimination against women. Research shows that when women take up an occupation, pay levels fall and when men enter a profession, they increase.

Prof Paula England, co-author of *Occupational Feminization and Pay* says once women start doing a job, "It just doesn't look like it's as important to the bottom line or requires as much skill and gender bias sneaks into [pay] decisions". She also found jobs involving caregiving pay less, even after controlling for the disproportionate share of female workers.

So we're sitting on the cusp of these two forces - we employ caring women and it's clear we're exploiting them.



Caring women are the most 'exploitable' workers

“ A Cornell study found the difference between occupations and industries accounts for more than half the gender pay gap ”

We're not the only industry to face this challenge, but we are one of the only ones which profess to want to make the world a better place and to create happiness and wellbeing for all, so let's start in our own back yard with fair pay for our workers.

Wouldn't it be great if sometime soon academics were writing research papers showing how the spa industry became the first sector to reverse this insidious gender pay gap?

It would have the added benefit of attracting more people and imagine how profitable we'd be if we filled all those vacancies?

**Liz Terry, editorial director @elizterry**

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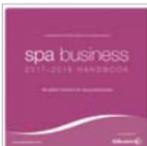
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# Letters

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](mailto:theteam@spabusiness.com)

## Response to damning headlines on spas and cancer

Julie Bach, executive director, Wellness for Cancer

I'm sure many spas, especially in the UK, were frustrated by the recent revelation of "spas treating people with cancer as lepers". This was the headline in the UK's *Daily Mail* and the subject of several articles and testimonials against spas – including one my team trained.

Great strides have been made in the past few years, with spas in over 40 countries investing in proper education in many modalities. But the fear that surrounds cancer and spa is due to lack of understanding.

The truth is that cancer itself cannot be spread by moving the lymphatic system with something as basic as a massage. If that was the case,

doctors would tell patients to stay in bed as any movement can move the lymphatic system. Yet doctors actually encourage physical activity and movement and massage. In fact, the medical world has collected evidence-based research on how safe many spa and integrative modalities are including massage, facials, yoga, meditation and breathwork.

I'm filled with optimism that the industry will gradually turn as more skincare brands, hoteliers and spas realise the opportunities and invest in the changing needs of clients with cancer.

We need to educate skincare brands that cancer is not a



skin type, for example. Many skin conditions are the same in others who are nutritionally deficient, dehydrated, stressed, have insomnia or are facing the menopause. What other entity, besides a results-orientated skincare brand, is best equipped to assist clients during this time? If they could do a little testing, they could help

I'm filled with optimism that the industry will gradually turn as more skincare brands, hoteliers and spas realise the opportunities and invest in the changing needs of clients with cancer.

so many who want to keep their relationship with their favourite brand during a time when they need them most.

We need to see cancer as an opportunity for change. If we all take a step, we can all create a solution that not only shifts our industry but one that serves our clients with compassion.

● [www.wellnessforcancer.com](http://www.wellnessforcancer.com)

## How can the spa industry promote gender equality?

Sara Jones, chair, GWI Initiative for Women in Leadership; editor, *Spa & Wellness MexiCaribe*

The issue of gender equality affects all industries and spa is no exception. However, as sector with so many inspiring and accomplished female leaders, it's the perfect environment to propagate gender equality and parity.

Having faced the challenges of being a female professional and entrepreneur, my vision is to ensure that current and future female leaders have a framework of support and motivation. The Global Wellness Institute's Initiative



for Women in Leadership is encouraging and promoting 'Lean In Circles' throughout the spa and wellness industry to provide this support network and ensure companies observe equal opportunity practices.

LeanIn.org was founded by Facebook COO Sheryl Sandberg to empower all women to achieve their ambitions. Lean In Circles are peer groups of eight to 15 women who meet regularly to share, learn and

grow together. Meeting plans are provided, along with discussion points and valuable content for motivation, innovation, leadership and goal setting.

The GWI has already joined the 900-plus Lean In partner companies which span over 20 industries – so what's stopping you? After all, it's undeniable that individuals, companies and communities all benefit from gender diversity and equality in the workplace. ●

● [sara@spawellnessmexico.com](mailto:sara@spawellnessmexico.com)

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# spa people

Wellness Rooms are having a very positive impact on the spa itself as the capture rate is up by an impressive 30 per cent

**Michael Newcombe** vice president  
spa & wellness, Four Seasons

My role is to bring spa and wellness from an amenity to a core pillar," says Michael Newcombe of his new appointment as vice president spa & wellness for Four Seasons. Alongside his main post as general manager of Four Seasons Los Angeles, Newcombe has been chair of the group's spa task force - representing some 106 facilities worldwide - for just over a year.

"The global wellness economy, as defined by the Global Wellness Institute, is a US\$3.7tn industry - twice the dollar spend of the global pharmaceutical industry," he says. "This is a trend about prevention rather than cure. People want to avoid getting sick rather than fixing themselves. It's about mindfulness, lifestyle and life balance and any brand has to contemplate its global positioning very carefully and that's what we're doing.

"Above all, we're listening to our guests," he adds, explaining that web click throughs for spa in the business is growing by 50-75 per cent. "There's a big, big focus internally on wellness."

## Well rooms

One obvious step towards wellness is Four Seasons' collaboration with Delos to launch Wellness Rooms at Newcombe's Beverly Hills site in Los Angeles. Five guestrooms and three suites, located on the fourth floor spa level, have been created to optimise physical and emotional wellbeing with features such as circadian lighting and air and water purification systems.

"I suffer a bit from allergens, dust, hay fever and asthma and when I slept in the room I really did feel a greater sense of purity when I woke up," testifies Newcombe.

"We're only two months into the pilot, but we're tracking sales and so far we've seen a 35 per cent increase on the suites and 50 per cent increase on regular rooms." On top of this, the hotel can charge a premium for the rooms.

Typical customers include the busy executive who wants to have wellness options on the road, he says, and those coming to town for minor non-invasive procedures (like dermatology work) who want downtime pre- and post-treatment.

Guests in the well rooms have access to sleep and nutrition

Newcombe says the aim is to create a whole floor of well rooms in Los Angeles





In-room exercise equipment is just one of the healthy benefits of the new rooms

programmes developed by the Cleveland Clinic, guided meditation videos by Deepak Chopra, exercise equipment and yoga mats, as well as healthy in-room snack options.

"We partnered with Delos because its elements are all based on scientific evidence - they even have a sleep lab at the Mayo Clinic," says Newcombe, adding that Four Seasons put its own look and design on the rooms.

Another personal touch has been to emphasise spa collateral. Well room guests get an 80-minute treatment for the price of 50 minutes and a special Surrender therapy has been designed costing US\$210 (€170, £150) for 50 minutes or US\$280 (€230, £200) for 80 minutes. "Jean-Guy de Gabriac of Tip Touch International worked with our senior therapists to create it. He asked them what move or stroke they felt best benefited different muscle groups. They came up with the word

**We partnered with Delos because its elements are all based on scientific evidence**



'surrender' to define it because they want guests to surrender a bit of their time in their busy schedules."

Newcombe confirms all of this is having a very positive impact on the spa itself as the capture rate is up by an impressive 30 per cent.

### The new norm

Moving forward, Newcombe says to watch out for more in the Four Seasons Los Angeles wellness sphere. The idea is to eventually convert the remaining eight guestrooms on the fourth floor into Wellness Rooms to create a 'spa floor' for the hotel.

But when it comes to global plans, he's not giving much away and won't confirm whether the concept will roll out across the group. "We'll be interacting closely with our guests to gauge the success of the pilot and then review further options," he says.

He's also keen to point out that even if there is a rollout, well rooms

"will not uniquely define us. Four Seasons has multi-segment hotels and wellness is a strong option but it's not the only option. It's about increasing choices but not forcing a concept on a guest."

That said, he does see well rooms becoming the 'new norm' in the industry. "I go back to when non-smoking became the norm," concludes Newcombe. "Now you'll hardly find a smoking room anywhere. And I suspect wellness features will also be absorbed into regular guestrooms."

"At the same time you'll also see advancements. As science progresses and the traveller becomes more discerning, wellness features will become more customisable - mood lighting will follow the guest's waking itinerary, foods will match specific [weight or health] objectives. The bar will rise from guests expecting a 'feel good' stay, to demanding a 'feel great' one. And that's exciting." ●

## 6 You're going to start seeing Kohler Waters Spas expanding – I'd say by one spa annually moving forward

**Garrett Mersberger**, director of wellness, Kohler Waters Spas; chair ISPA

**G**arrett Mersberger is a busy man. As director of wellness for Kohler Waters Spas, he's just seen the brand's flagship European location in Scotland transformed and doubled in size, and he's also recently been named chair of the International Spa Association (ISPA) in the US.

But neither he, Kohler nor ISPA are standing still and talking to *Spa Business* he reveals Kohler's spa growth plans and how ISPA's going to increase its presence internationally.

### From bathrooms to spas

Kohler, a household name for bathroom and kitchen fixtures, has recently broken ground on an expansion project for its flagship property in Kohler, Wisconsin – the original Kohler Waters Spa – where they'll be adding five additional treatment rooms, more Kohler relaxation space, a cafe, and a new bridal lounge. Additionally, Mersberger reveals the company will launch a new spa in the US next year and is working on another potential opening in 2020.

"You're going to start seeing Kohler Waters Spas expanding – I'd say by one spa annually moving forward," Mersberger explains. "The hope is growth for the Kohler Waters Spa brand. Customer demand is obviously high, wellness is booming and we see this as a great way to partner with the Kohler plumbing brand and to use our spas as brand showcases."



Kohler's flagship spa in Europe reopened in February and has doubled in size

Founded in 1873, Kohler Company has an estimated revenue of US\$6bn and is one America's largest companies. It has its own hospitality arm and first entered the spa industry 18 years ago, and now owns and operates four – three in the US and one in Scotland.

● Mersberger tells *Spa Business* he wants to lead ISPA to "big things"



"It's been a nice marriage of brands and the Kohler name," Mersberger explains. "When we opened our first spa in 2000, we did a lot of research into the history of spa and we kept coming back to water and the Roman bath houses. And Kohler's been in the water business for the last 150 years, so we know a thing or two about water. So it was a natural fit."

The St Andrews spa was growing – not just through customers in the hotel, but also through its membership component. "So we decided we needed an expansion and we actually doubled the square footage of the spa," says Mersberger.

The spa has been completely refreshed and well-known industry figure



The refurb has been one of the biggest UK spa projects in the last year



Water is a key theme - it can be seen and heard throughout the spa

Kirsty MacCormick came on board as spa director last year. Two couples' rooms have been added - bringing the total to 13 - as well as a spa cafe serving healthy cuisine and coed relaxation space.

"Everything we did keeps water in mind - the colour schemes, the noises you hear - everything," explains Mersberger.

"In the thermal area, we have an 8ft waterfall that cascades into the pool. We have little trickling waterfalls in different rooms throughout the spa so you're always able to hear water.

"But it's also about being able to see water, so a lot of the artwork uses different water scenes from Scotland. In the colour schemes we chose colours of water, but not just water from anywhere, water



● Kirsty MacCormick is the new spa director in the UK

It's been a nice marriage of brands and the Kohler name

specifically from Scotland. We want to stay true to the local area and not lose sight of the fact that we're in Scotland and we're right by the North Sea."

### Growth for ISPA

In the middle of all this growth for Kohler Waters Spa, Mersberger also has his position as chair of ISPA - a role he takes seriously. He's interviewed the four past chairs, picking their brains on what their vision was, what their hardships were, what they loved about the job.

"I'd like to carry that torch and lead our association to big things," he says. "That includes growth internationally - that's a big push. Right now, with so much going on in the spa industry - it's growing so fast - spas need someone to turn to.

"Maybe they don't have harassment policies in place, or transgender policies in place - things like that that they haven't thought of. Our world is moving so fast that they need to look to ISPA, and hopefully we can provide some of those tools and some of that direction for them. We don't write policy necessarily, but hopefully we can be a good resource for them to help them create their own policies."

But Mersberger's role with Kohler shows no signs of slowing down. Now, he says that the company is getting inquiries from hotels that are interested in putting a Kohler-branded spa in their hotels. Mersberger concludes: "We're exploring that - absolutely. The future looks bright for Kohler Waters Spa." ●

Both projects are very exciting but dovetailing the requirements and synergies between them will be a challenge – that and learning a bit of German!

**Sheila McCann**, general manager, Lanserhof UK

An opportunity to delve deeper into the health and wellbeing arena, working alongside medical practitioners,” is what drew Sheila McCann to her new role of general manager for Lanserhof UK – as well as the chance to “apply the learnings from my now global experience to a new business model”.

In a notable move, she left her position as general manager of Thailand’s Chiva-Som early this year to head up two sites which form part of the ever-expanding portfolio of Austria-based health and medical resort specialists the Lanserhof Group.

One location, revealed in February, is a ‘medical gym’ opening this year. Lanserhof has partnered with the Dover Street Arts Club, a private club in Mayfair, London for the new wellness model.

The other is Grayshott Health Spa, an historic destination health spa in south England, which is to undergo a major refurb following Lanserhof’s acquisition last August.

With 59 rooms and 36 treatment rooms, Grayshott is known for its health-based programmes – ranging from those targeting the digestive system to regeneration



McCann is a key figure in the global spa industry and used to run Chiva-Som

Grayshott Health Spa is one of the UK’s top destination spas

following injuries or illness. And now Lanserhof plans to focus on its medical wellness offering.

“Both projects are very exciting,” says McCann, who’s most looking forward to being involved in their creative development. Yet, both are also very different. “Dovetailing the requirements and synergies between them will be a challenge – that and learning a bit of German!”

McCann is a key figure in the global spa industry and was at Chiva-Som for five years. The new appointment sees her career come almost full circle. “It’s an exciting challenge with a cutting-edge, high integrity health and wellbeing brand and a return to

Grayshott where I spent seven years of my career in the 1990s.”

McCann started out as a therapist in Canada and over her 35-plus years in spas has worked for leading brands worldwide. Prior to Chiva-Som, she was corporate director of spa brand quality at Asia-based Shangri-La Hotels & Resorts, responsible for 35 sites.

In an interview with *Spa Business* last year, Lanserhof’s CMO Nils Behrens revealed that the UK was next on the group’s expansion “hit list”, adding to its existing portfolio of clinics in Lans, Austria; Tegernsee and Medicum in Germany, and the forthcoming location in Sylt, Germany. ●



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## Terres D'Afrique creates sensorial spa for Four Seasons

The Four Seasons Resort Seychelles at Desroches Island has opened, complete with a sensory spa that aims to help guests connect to themselves and that offers a sense of place. The resort's Circle of Connection Spa boasts five treatment suites, including one for couples, all with views of the surrounding flora and fauna.

The sense-evoking spa menu has been created for Four Seasons by Terres D'Afrique. Sensory Connection Rituals pay tribute to the island's African heritage through ingredients, sounds and tools. The Rhythms of Desroches, for instance, is a 2.5 hour ritual combining music, massage and a sea-inspired sand, salt and aloe scrub and mask. It also uses chimes, rain sticks, singing bowls and ostrich eggs filled with heated baobab seeds.

The Desroches discovery treatments can be enhanced by sensory add-ons mixing Indian and African elements or



The Four Seasons Resort at Desroches Island is the only resort on the island

elements specifically created for Four Seasons at Desroches by Terres D'Afrique.

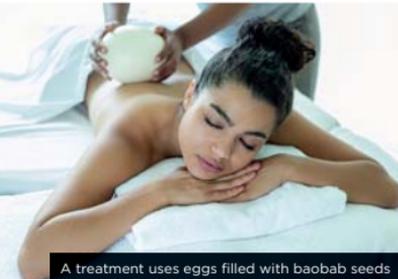
"Looking at the seven dimensions of wellness and taking into consideration the particularity of the island - especially its remoteness, pristine nature and tropical vegetation - as well as the specificity of the Seychelles, as a crossroad between Asia and Africa shaped by the history of the spice trade, we came up with the concept of The Circle of Connection Spa. It's a place that reflects the rhythm of the day, the circle of life and multiple connections with the self, the senses, surroundings and others," says Stephan Helary, CEO and co-founder of Terres D'Afrique.

More: [http://lei.sr?a=G5d3h\\_B](http://lei.sr?a=G5d3h_B)



“Treatments were designed to awaken senses and help guests connect with the island – and themselves”

Stephan Helary



A treatment uses eggs filled with baobab seeds

## Gwinganna to open AU\$1.7m wellness education centre

Australia's destination spa Gwinganna Lifestyle Retreat has plans to expand its facilities, opening a new custom-designed wellness education centre by mid-2018. The AU\$1.7m (US\$1.3m, €1m, £0.9m), complex is designed with natural light and fresh air, and will provide more space for guests. It will feature a full suite of audio visual equipment, new amenities and wellness consultation rooms.

Each stay at Gwinganna includes a focus on wellness education with informative seminars by practitioners and special guest presenters, and the new facility is designed to showcase this key component of Gwinganna's programmes.

"Education has always been a strong foundation in the Gwinganna philosophy, and with the growth of our business, we felt it was the right time to expand and improve

“Education has always been a strong foundation in the Gwinganna philosophy”

Sharon Kolkka



this area," says Gwinganna's general manager and wellness director, Sharon Kolkka.

"Guests come to us for our expertise in preventative health care strategies and our past guests seek new and innovative educational programmes. Gwinganna is recognised as being a leader in wellness education, providing expert advice around evidence-based research and this is often a differentiating factor from other wellness offerings."

More: [http://lei.sr?a=S4D5V\\_B](http://lei.sr?a=S4D5V_B)

“With Lefay Resort and Spa Dolomiti, the brand strengthens its identity”  
Liliana Leali, Lefay Resort CEO

## Second location confirmed for Lefay

Destination spa Lefay has announced plans for a second location, Lefay Resort and Spa Dolomiti, in the Italian Dolomite mountains. The resort is due to open in 2019 and will include 84 suites and a 5,000sq m (54,000sq ft) wellbeing area with swimming pools, relaxation areas, saunas and a fitness zone. The resort will also introduce the concept of Lefay Wellness Residences, with 25 homes with direct access to the wellness area.

“With Lefay Resort and Spa Dolomiti, the brand strengthens its identity, characterised by the reinterpretation of the concept of luxury and a holistic



The resort is being created by architect Hugo Demetz



wellbeing philosophy,” says Liliana Leali, Lefay Resort CEO. “Sustainability,

Italian spirit and a unique wellness method are the core values of Lefay Collection, and in 2019, they will also be found in one of the most fascinating mountain destinations in Italy. We’re very excited about this opening and ready to face a new challenge, with the certainty that it will also be an opportunity for new projects and resources within the local community.”

The resort is being created by architect Hugo Demetz – who worked on the original Lefay Resort in Gargnano, Italy – and is designed to blend into the surrounding landscape. It will reinterpret local traditional architecture, using elements commonly found in mountain buildings, such as stone and wood. Interiors will be by Italian architecture firm Alberto Apostoli.

The company also said a third Lefay location is being planned in Tuscany and that it will explore expansion in central Europe in cooperation with select partners. **More:** [http://lei.sr?a=t4G2N\\_B](http://lei.sr?a=t4G2N_B)

## Six Senses launches wellness programming for children

Six Senses has launched a new Grow With Six Senses programme for the resorts’ youngest guests. “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 Bjursta, vice president of spa and wellness. “This framework ensures a holistic offering for the minds of our little guests. We’re really proud of what each resort has created and we know families are going to love the experience too.”

The approach is to learn through natural play and is designed as an adventure – as children journey through each activity, they’ll get a new stamp for their Six Senses passport.



Programming includes yoga and mindful meditation



“This framework ensures a holistic offering for the minds of our little guests”  
Anna Bjursta

Programmes vary from resort to resort, but introduce specifically designed physical activities, yoga and mindfulness, local culture, sustainability and social experiences. There’s also the chance to pamper with tailor-made spa treatments. Children can learn how to make their own toothpaste, facial mask, body scrub, after-sun lotion and edible water bubbles.

Activities at Six Senses Yao Noi include roselle harvesting and flying yoga, while at Six Senses Fiji, kids can make their own snacks using a solar oven. Six Senses Laamu has a garden for salad foraging and offers junior Zumba and healthy cookie making. Other options include simple meditation at Six Senses Samui and Six Senses Yao Noi. **More:** [http://lei.sr?a=D2E3s\\_B](http://lei.sr?a=D2E3s_B)

## DIARY DATES

7 June 2018

Forum HOTEL&amp;SPA

Four Seasons Hotel George V, Paris  
A one-day event for the spa industry with speakers, discussions and the Black Diamond Award.  
[www.forumhotspa.com](http://www.forumhotspa.com)

9 June 2018

Global Wellness Day

Locations worldwide

A worldwide movement to encourage people to change one aspect of their lives for the better for that day.  
[www.globalwellnessday.org](http://www.globalwellnessday.org)

20-23 June 2018

Spatec Europe

Marrakech, Morocco

Brings together spa operators and suppliers to participate in a series of one-to-one meetings over two days.  
[www.spatecevents.com](http://www.spatecevents.com)

6-9 September 2018

CIDESCO International Congress

Stockholm, Sweden

Interact and network with people across the beauty industry, including manufacturers, salons, spas, equipment and products.  
[www.cidescocongress.com/events](http://www.cidescocongress.com/events)

24-26 September 2018

ISPA Conference &amp; Expo

Phoenix, Arizona, USA

The International Spa Association's annual gathering offers three days of speaker presentations, plus an expo for spa and beauty suppliers.  
[www.experienceispa.com](http://www.experienceispa.com)

30 September-1 October 2018

Olympia Beauty

London, England

Brings more than 500 of the biggest beauty brands to London.  
[www.olympiabeauty.co.uk](http://www.olympiabeauty.co.uk)

6-8 October 2018

Global Wellness Summit

Technogym Village, Cesena, Italy

This key event gathers leaders to shape the future of the global wellness industry. This year's theme is 'Shaping the Business of Wellness'  
[www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)



The resort will include a 17,000sq ft spa

## Second Chablé resort to open in Mexico's Riviera Maya

After the debut of Chablé Resort & Spa Yucatan in 2016, Hamak Hotels has announced it will operate a second Chablé Resort in Mexico on Maroma Beach.

Scheduled to open in Q3 2018, Chablé Maroma will include an expansive 17,000sq ft (1,579sq m) spa created by Bonnie Baker, co-founder of Sattava Spa & Wellness Concepts. Baker also worked on the Chablé Yucatan's spa, alongside Amy McDonald of Under a Tree



Bonnie Baker

Spa & Wellness Consulting. The Chablé Yucatan's spa concept blends ancient mysticism with modern curiosity and features a naturally formed cenote as well as three temazcal experiences.

Surrounded by mangroves on Mexico's Caribbean coastline, Chablé Maroma will feature interior designs by Paulina Moran, who also worked on Chablé Yucatan.

More: [http://lei.sr?a=A3Z75\\_B](http://lei.sr?a=A3Z75_B)

## Alberto Apostoli designs extensive Italian thermae spa

Studio Alberto Apostoli will design the spa of the new Grado Thermae in Italy, a thermal centre in an area with a long history of marine baths dating back to the early 19th century.

The masterplan of the redevelopment is being overseen by architecture firm Archest. The first baths were built in Grado in 1932 and the current spa dates from 1974.



The spa has an outdoor area

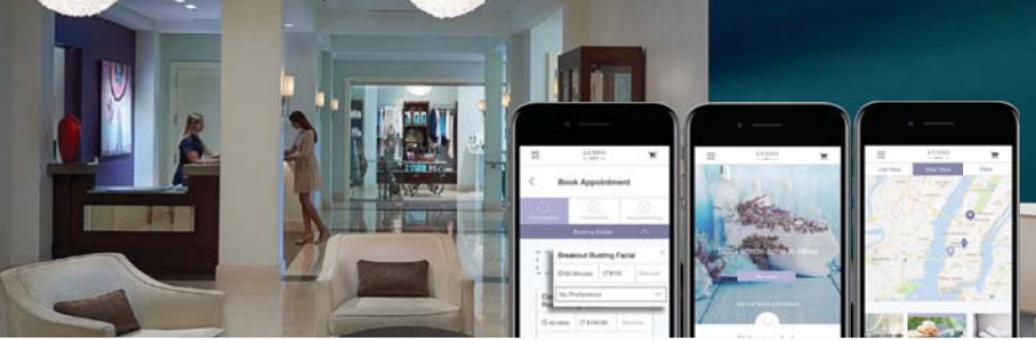
Alberto Apostoli will design the wellness centre at the thermae, which will include a 260sq m (2800sq ft) fitness area and a 320sq m (3500sq ft) spa. Two side-by-side cabins can be transformed into a couple's cabin and in the summer months, an outdoor terrace will also be available for treatments.

The outdoor terrace will also include a 650sq m (7,000sq ft) glass-cased wellness area - divided into four main elements: water, air, fire and earth - which can accommodate 60 people.

More: [http://lei.sr?a=f4H6b\\_B](http://lei.sr?a=f4H6b_B)



Alberto Apostoli is designing the wellness area



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### Harmsworth steps down from ESPA International

Sue Harmsworth is leaving ESPA International, the company she founded 25 years ago, saying the move will enable her to concentrate on her passions for spa, integrative medicine, health and wellbeing – and to develop new partnerships and projects.

Harmsworth established ESPA in 1993, and its products and treatments are sold in more than 700 spas. ESPA also provides management and consulting for spas.

The Hut Group – a beauty products retailer – acquired ESPA in September 2017 from affiliates of KSL Capital Partners in a £100m (£83.5m, £76.5m) deal.

Harmsworth said she will continue to stay connected to the world of wellbeing through her many global projects. She hopes to raise the profile of the importance of prevention in lifestyle, by focusing on consultancy work on wellness destination and healthy ageing projects.

### Bortolin and Battaglia join Euphoria Retreat

Upcoming holistic wellbeing destination spa Euphoria Retreat has appointed two Italian spa industry figures, Patrizia Bortolin and Stefano Battaglia, to its team.

Bortolin is Euphoria's new spa director and will be responsible for overseeing all spa operations. Battaglia specialises in holistic

transformation with a particular focus on recovery from trauma and emotional shock. He's also a mindfulness meditation teacher.

The retreat, which is set to open soon in the Greek Peloponnese, will offer a blend of treatments and experiences using ancient Hellenic and Chinese philosophies.



### Zoe Wall named group director of spa for MSPa

Spa industry veteran Zoe Wall has been appointed the new group director of spa, Asia at spa management company MSPa International, the spa management arm of Thailand-based Minor Hotels.

In her new role, she is tasked with leading MSPa's regional operations in the Asian market, and will be responsible for setting business strategy in the region, developing brand pillars and wellness programmes, and for the overall performance of spas.



### Chiva-Som names first Thai general manager

Thailand-based destination health and wellness resort Chiva-Som has named Vaipanya Kongkwanuyuen as the new general manager. Kongkwanuyuen replaces Sheila McCann, who has taken a position with medical wellness resort Lanserhof (see page 26).

Kongkwanuyuen has a 30-year career in five-star hospitality and was most recently working for the Aman Group in China, where he was based in Beijing, Lijiang and Hangzhou as general manager.

### Huey lands corporate spa position with Montage

Patrick Huey has been named corporate spa director for hospitality group Montage International, where he will oversee the spa divisions for both Montage and Pendry hotels.

Huey was previously group spa director, Asia for Minor Hotel Group.

"I've been familiar with Montage for the last 10 years and I've had a great admiration for the exceptional quality of hospitality they consistently deliver and are known for within the industry," Huey tells *Spa Business*.



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# On the menu

In a brand new series, *Spa Business* reveals the tastiest wellbeing treatments, programmes and retreats spas are serving up

## World's first underwater yoga experience

Yogis have rolled out their mats 5.8 metres below the sea's surface to take part in what's believed to be the world's first underwater yoga session. Hurawalhi Island Resort in the Maldives transformed its all-glass undersea restaurant into a yoga studio for a 1-hour vinyasa class which saw participants practising their downward facing dog with the dolphins and tree poses with the turtles.

The class was led by Jessica Olie, a fitness specialist and author of *stelsartoyoga* - an e-book providing the tools and knowledge to practice yoga safely and effectively. While the session with Olie was a one-off, underwater yoga is still available with a local instructor.

**Hurawalhi Island Resort, Maldives**

**1 hour**

**US\$120 (€97, £85)**



An underwater restaurant was transformed into a yoga studio



Barry White

## Spa membership at Shangri-la Manila

To encourage secondary spend and boost overall business, Chi, The Spa at Edsa Shangri-La in Manila has introduced a membership scheme. The four tiers range from PHP15,000-100,000 (US\$290-1,920, €230-1,560, £210-1,370) with PHP16,500-130,000 (US\$320-2,500, €260-2,030, £230-1,780) worth of spa credits, plus extra hotel and wellness benefits. The credits can be used on any purchase in the spa, including Kerstin Florian and Biologique Recherche treatments and products.

Barry White, of White Living spa consultancy, created the scheme and



says there's an option to roll it out across multiple Chi, The Spas in the future.

He feels the benefits are threefold. "It's designed in recognition of loyal guests; to give an easy way to pay for services; and to remove barriers to purchase to encourage secondary spend," he says.

Prior to setting up White Living in 2017, White was global director of spa operations for Langham Hotel's Chuan Spa for eight years, overseeing 14 sites.



● The scheme rewards customer loyalty and encourages secondary spend

**Chi, The Spa at Edsa Shangri-La, Manila**

**PHP15,000-100,000 (US\$290-1,920)**

🕒 50 minutes

💰 Varies per operator

## Spa treatments for menopause and PMT

"Menopause and periods seems to be particularly difficult subjects for us to talk about, yet 50 per cent of our population has, had or will have them... To normalise them with treatments and therapies seems a great introduction to dispelling the taboo," says Emma Webber, co-founder of skincare brand the Natural Spa Factory.

The UK-based company, which supplies more than 200 spas,

has launched the I Am Woman treatment collection for periods, pregnancy and menopause.

Pause.Me includes the application of an iced collagen mask to cool hot-flushed, menopausal skin, as well as essential oils and botanical ingredients to soothe, balance and restore a sense of calm. While Woman:Kind aims to tackle menstruation symptoms with a self-heating wrap for the abdomen and lower back and a skin-loving facial to balance hormonal skin.



The I Am Woman collection aims to break taboos



The site is an ideal wellness getaway

## Genetics & meditation at Villa La Coste

Biomarker tests are carried out pre-arrival for Bodhimaya's rest and restore retreat at boutique hotel Villa La Coste, Provence to customise a guest's experience. The programme includes two daily sessions of both meditation and yoga, science-based gut-healthy menus and nutritional consultations and can focus on anything from weight-loss and body cleansing to release from stress, or burnout or simply resting.

The Bodhimaya retreat, which runs in April and September, ranges from a four- to 10-night stay and is one of seven specialist programmes curated by spa consultant Greg Payne for the idyllic hillside hideaway.



Industry consultant Greg Payne curated the specialist wellness programmes for the hotel

He's intentionally picked experts who "don't do the hotel circuit".

Payne says Villa La Coste, with its vineyard surroundings and world-famous art installations, is the perfect setting for people to "press the pause button and to have a chance to reset... to process treatments and [ultimately] shift perspectives".

📍 Villa La Coste, Provence, France

💰 €1,270 (£1,100, US\$1,550) per night

## Healing breathwork retreat

Breathe. Soften. Repeat. This is the mantra of Ashley Neese, who's set to lead The Softening - a 'deep dive breathwork' retreat at Two Bunch Palms, California this month. "Because of its accessibility and effectiveness, breathwork is quickly on the rise in wellness," says Neese. "Over the last decade, it's become an increasingly popular method of natural healing for anxiety, depression, PTSD, trauma and chronic physical pain."

During four, 2-hour sessions, participants will be gently guided through breathing techniques, somatic

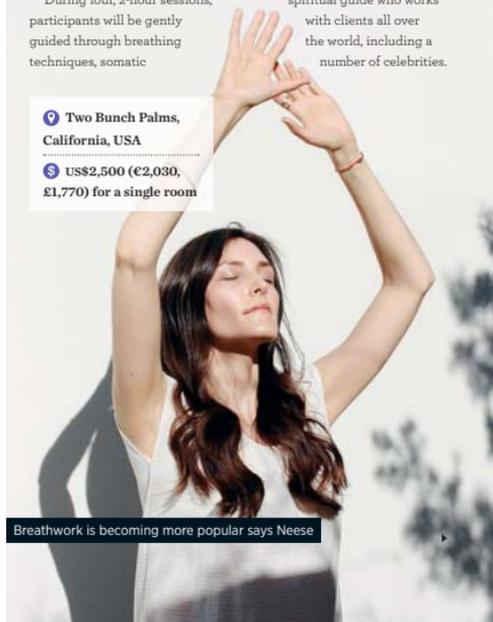
meditation and group work to strengthen their capacity to be in the moment, access dormant areas of the nervous system and "soften into healing".

The sessions will take place in Two Bunch Palm's beautiful Celestial Dome, while soaking in the natural hot springs onsite is encouraged and the solitude of the surrounding desert provides the ideal backdrop.

Neese is a breathwork teacher, energy medicine practitioner and spiritual guide who works with clients all over the world, including a number of celebrities.

📍 Two Bunch Palms, California, USA

💰 US\$2,500 (€2,030, £1,770) for a single room



Breathwork is becoming more popular says Neese

## ▶ SPA PROGRAMMES

### Eat With Six Senses

Choosing ingredients and food preparation methods that offer better digestion and absorption

for a healthy microbiome is just one element of the new Eat With Six Senses programme. Chefs will create hearty and healthy menus and avoid things like flavour enhancers, lectins, lactose, gluten and sugar. Additionally, each resort has its own organic vegetable garden and sources other ingredients locally, ethically and sustainably.

"Guests not only eat well, they feel better," says cardiac surgeon Dr Steven Gundry, founder of The Center for Restorative Medicine and Six Senses Wellness Board specialist. "It will create a culture of health and wellness through healthier meal choices... and will help them make positive, lasting life adjustments."



Dr Steven Gundry

#### 📍 Six Senses' 11 resorts around the world



Meals aid digestion for a healthy microbiome

### Body Age Challenge

We all know our real age – but what about our body's age which reflects how we look after ourselves?

The gap between our chronological age and biological age can be surprisingly large, spurring people on to make lifestyle changes. With this in mind, Heba Al-Zuhair, a nutritionist and health scientist and weight-loss specialist, held a Body Age Challenge session at Gainsborough Bath Spa, UK. She calculated participant's true body ages and followed up with appropriate lifestyle recommendations.

The session is part of a series of programmes Gainsborough Bath Spa is hosting to position itself as a wellness destination and to attract new clients.



Heba Al-Zuhair

#### 📍 Gainsborough Bath Spa, UK

💰 £35 (US\$49, €40)

#### 📍 Rosewood San Miguel

de Allende, Mexico

🕒 90 minutes

💰 US\$140 (€114, £100)

### Lunar therapies

Treatments focusing on moon cycles, which are believed by many to affect us both physically and mentally, are rising in popularity *Spa Business* has noted.

In Central Mexico, the Otomi natives worshipped the moon god Metzli, convinced that their people's individual levels of energies were deeply intertwined with lunar activity. Taking inspiration from this, Sense Spa at Rosewood San Miguel de Allende has introduced a Cures from Metzli treatment to alleviate physical pain, mental stress and body ailments. The experience draws on ancient herbal remedies which are applied through different types of healing massages



Lunar therapies are trending in spas

– up to four variations are available depending on the current moon phase.

Other lunar-inspired treatments include Spirit of the New Moon at Mii Amo, USA; Tilem – Nurture of the Dark Moon at Oazi Spa Villas, Indonesia; and four seasonal signature moon therapies at Marigot Bay Resort, St Lucia.



• Seaweed baths feature on the plant-based menu at Blythwood Square

### Plant-based menu

*Spa Business* is picking up on a growing trend for plant-based treatments worldwide. Six Senses Spa at Puente Romano, Spain has collaborated with ayurvedic brand Subtle Energies on a collection of vegan-friendly options, while Mandarin Oriental in New York, US offers Rawcultural's Force of Nature Facial incorporating pure, active cold-press plant extracts.

Taking things further, Blythwood Square's spa in Glasgow, UK, has introduced an entire menu using only British natural and organic ingredients. Group spa director Leon Traying, who developed the menu, says: "We felt it was important to go completely natural, embracing the

powerful results of plant-based products which contain no hidden 'nasties'... Using only locally-sourced brands and products means we can keep a close eye on exactly which ingredients are being used in our spa treatments."

Suppliers at Blythwood include Scottish seaweed brand Ishga, Ila and Made for Life. There's a wide range of therapies with specialist offers including a bespoke package for mums to be and a Cancer Touch Therapy treatment.

#### 📍 Blythwood Square, Glasgow, UK

🕒 55 minutes

💰 £87 (US\$122, €100)



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## ▶ SPA PROGRAMMES

### Burj Al Arab journeys

Industry figure Neil Hewardine has made his mark at Dubai's Burj Al Arab with the creation of three signature spa journeys. Each tells a 'story' about the hotel, uses ingredients with a deep Arabic heritage and integrates sight, sound, taste, touch and aroma.

The Sail, in tribute to the hotel's architecture, for example, starts with a coffee and frankincense foot and body polish, followed by an aromatherapy massage, culminating with a calming and nourishing envelopment of patchouli and vanilla. Pressure and reflexology points are stimulated for further relaxation.

"All journeys are inclusive of homecare products and add a

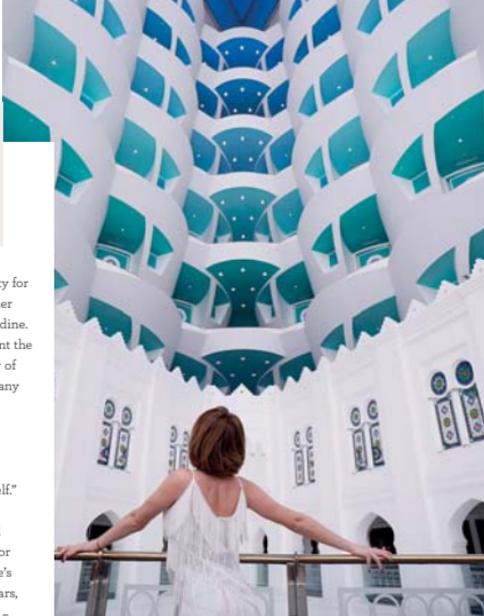


Neil Hewardine

tremendous opportunity for secondary and further sales," says Hewardine. "They complement the DNA and history of Burj Al Arab - many [other] journeys can be developed, however inclusion of retail and the story developed is an experience in itself."

Hewardine joined the team last July as director of leisure and wellbeing for the hotel and director of tranquility for its Talise Spa. He's been in the spa industry for 25 years, 17 of which have been in the UAE - including six years at the Atlantis.

- 📍 Talise Spa, Burj Al Arab, Dubai
- 🕒 Two hours
- 💰 AED1,950 (US\$530, €430, £380)



● Each of the 'journeys' tells a story about the hotel

Woven cocoon-shaped spa pods sit over the Andaman Sea

### Midwife inspired ritual

Therapists at The Ritz-Carlton Langkawi have been educated in the rituals of local mak bidans (midwives) for its signature Mandi Bunga Inspired Ritual. Mandi bunga bathing was performed in Malay royal houses to dispel bad energy and in this modern take on it, warm aromatic oils are poured over the body and combined with a rhythmical massage incorporating sweeping strokes to soothe tense, aching muscles and rebalance body and mind. Traditional herbs and therapeutic flowers such as jasmine, ylang ylang and magnolia add to relaxation as does the setting - the treatments are performed in woven cocoon-shaped pods above the clear waters of the Andaman Sea.

- 📍 The Ritz-Carlton Langkawi, Malaysia
- 🕒 90 minutes
- 💰 MYR880 (US\$230, €190, £160)



Barre work was led by Royal Ballet dancer Karis Scarlette

### Maldivan ballet retreat

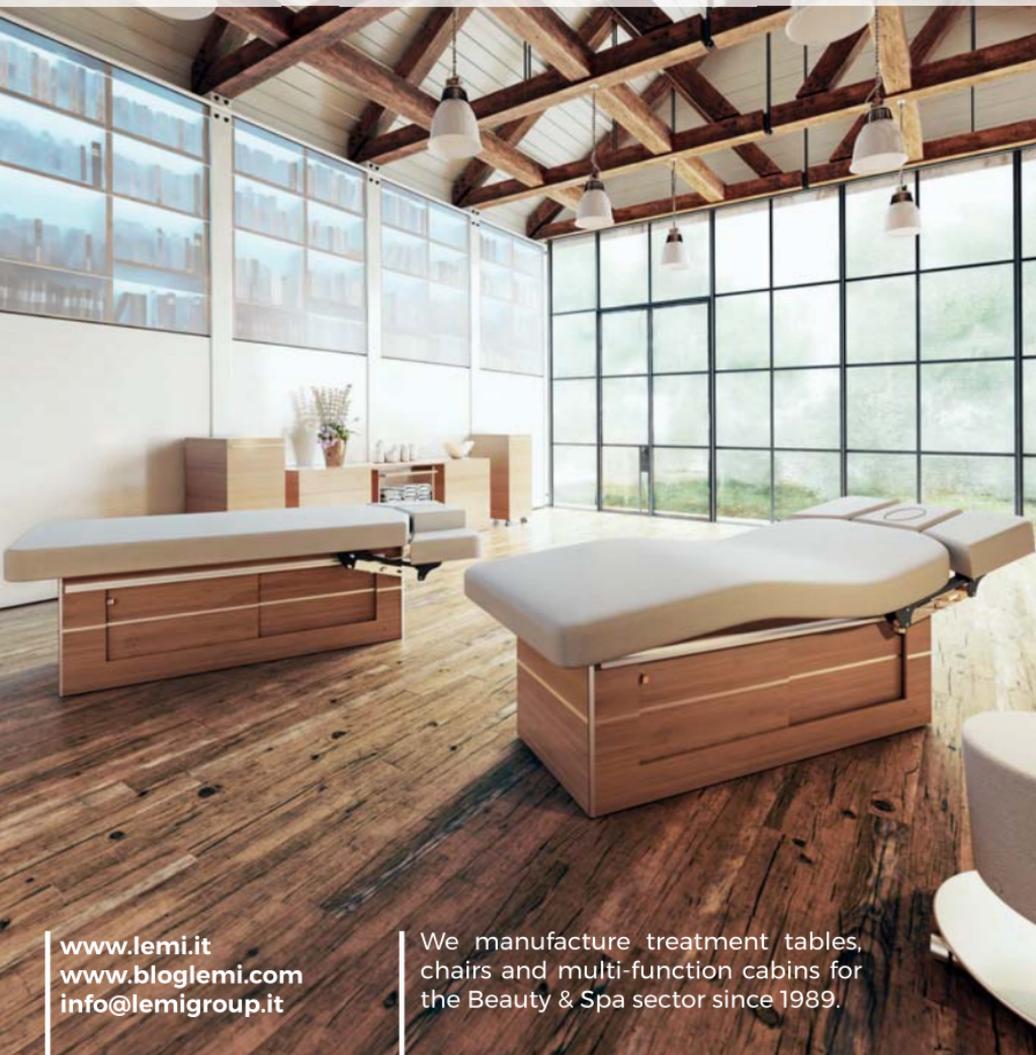
Ballet fitness is becoming increasingly popular with health clubs and now one spa in the Maldives has turned heads with its take on the trend. Royal Ballet dancer Karis Scarlette took up residency at Shangri-La Villingili Resort & Spa last month for a one-off retreat. Over 10 days, she led a series of barre and floor group exercise classes and classical ballet workshops, as well as private sunset guided meditation and stretching sessions. Chi, The Spa created a Tutu Perfect body firming and sculpting treatment to complement the sessions and the package also included a Swan Lake dining experience over a lagoon. ●

- 📍 Shangri-La Villingili Resort & Spa, Maldives
- 💰 US\$999 (€810, £710) a night

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# Blue Lagoon launches The Retreat

A subterranean spa built into an 800-year-old lava flow forms part of a significant expansion at Iceland's famous Blue Lagoon



Founder Saemundsen is "beyond excited" about the launch

Attracting up to 1 million visitors last year, Blue Lagoon geothermal springs is one of Iceland's most popular tourist attractions.

Kim Kardashian and Beyoncé have taken to its waters, while Microsoft founder Bill Gates reportedly booked the entire site for a twilight swim.

With such growing demand, the opening of its first luxury offering, the Retreat, has been highly anticipated. The all-suite hotel, restaurant and spa - which have been in development for four years - launched in April and represent a significant expansion for the attraction.

"We're proud to finally be able to share the Retreat at Blue Lagoon Iceland with the world," says founder and CEO Grimur Saemundsen, who's received awards for his progressive approach in tourism. It's been his long-term vision for Blue Lagoon to become an epicentre for health and wellbeing. "Our team and partners have worked extremely hard to bring this luxury experience to life and we are beyond excited to welcome guests to our new property," he adds.

## Subterranean spa

The underground Retreat Spa built into an 800-year-old lava flow is a core part of the extension. Open to overnight guests and day visitors, the 4,000sq m (43,056sq ft) spa has steamrooms and saunas warmed by the heat of volcanic rocks, a cold well, ▶



Lava Cove is a private spa suite with its own thermal waters and wood burning fireplace



Hotel suites overlook Iceland's dramatic landscape (left); the spa's tranquil water wall (right)



Watsu sessions are carried out in the thermal waters and start at US\$104 for 30 minutes





The purpose of the sizeable project is to enhance the overall guest experience rather than to increase visitor numbers



The 62 minimalist suites were designed by Basalt Architects and Design Group Italia

► a tranquil water wall and treatment rooms for massages, facials and beauty services.

Therapies use Blue Lagoon's own skincare which is rich in minerals, while in-water watsu massages starting at ISK10,200 (US\$104, €84, £73) for 30 minutes are also available. Therapist uniforms are supplied by Fashionizer Spa.

As part of a free signature ritual, guests explore a series of interconnected chambers and cover themselves in healing algae, silica mud and minerals. Or, for a more private affair, the Lava Cove is a self-contained spa suite with its own lagoon, wood-burning fireplace and butler.

In addition, spa visitors can access the Retreat Lagoon, a new Blue Lagoon experience, where the mineral-rich water flows around the hotel and spa through a terraced concourse of lava.

In the lounge, guests relax in suspended nest chairs while taking in views of the lagoon with floor-to-ceiling windows.

The same views are also enjoyed by those taking a break from the spa journey in the casual spa restaurant. Here, guests wrap up in bath robes to snack on light fare including Icelandic sushi and refresh themselves with cold-pressed kale juice and shots of algae.

#### All-suite hotel

The Retreat hotel itself boasts 62 suites designed by Milan-based Design Group Italia and Reykjavik's Basalt Architects with a minimalist aesthetic to emphasise the dramatic terrain outside. Prices of suites start at ISK143,750 (US\$1,460, €1,180, £1,029) and some rooms on the lower floor provide direct access to the lagoon.

The hotel prides itself on offering 'intimate hospitality'. Each guest is welcomed by an individual host who will serve as their guide throughout their stay – providing insight to local culture or informing them of the imminent arrival of the Northern Lights, for example. Activities such as guided hikes taking in the striking volcanic landscape and complimentary morning yoga sessions are also on offer.

Meanwhile, the upscale Moss Restaurant in the hotel highlights seasonal and regional ingredients, including reindeer sourced by a hunter.

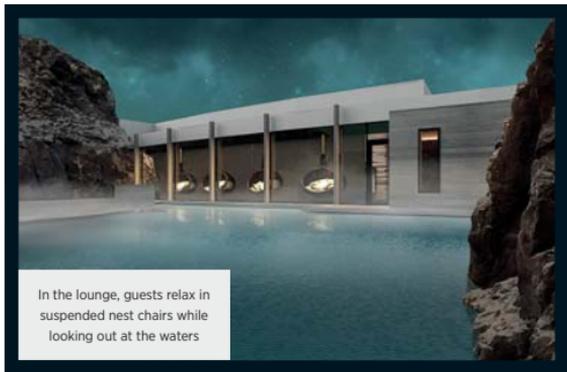
#### Four-year endeavour

It's taken Blue Lagoon four years to complete this sizeable project, the purpose of which is to enhance the overall guest experience rather than to increase visitor numbers.

Sigríður Sighrósardóttir of Basalt Architects led the development working with EFLA, an Icelandic engineering and consulting firm. Sighrósardóttir has been the architect at the Blue Lagoon for more than 20 years and her work in harmonising the man-made and natural environment has received critical acclaim.

Blue Lagoon was founded in 1992 with the purpose of unlocking the benefits of geothermal seawater. Originally based on a single entity – a lagoon holding 6 million litres of water – the company now operates the 35-room Silica Hotel, a restaurant, an R&D centre and has its own skincare range.

The first phase of expansion in 2016, saw the main lagoon enlarged by half. And now the launch of the spa, another hotel and restaurant complete the offering. ●



In the lounge, guests relax in suspended nest chairs while looking out at the waters



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# WORKING ON IT

The first-ever *ISPA Spa Workforce Study* challenges the myths surrounding employee recruitment and retention in the global spa industry. Research author Colin McIlheney explains how

**T**here are currently 32,930 vacant positions for therapists in the US spa industry and 1,030 for managers. Inspired by these findings from its annual *Spa Industry Study*, the International Spa Association (ISPA) Foundation commissioned PricewaterhouseCoopers (PwC) to conduct a global study to get underneath the reasons for the high number of vacancies. This was accomplished by a research design which examines motivations for entering the

Across all roles, loyalty is high... challenging the belief that many spa professionals are seeking a new job

industry and the reasons why employees then decide to either leave or stay and develop their careers in the spa industry.

The inaugural *ISPA Spa Workforce Study* covers a variety of hot topics, starting with general issues around recruitment and retention and then drilling down into the reasons behind these decisions. It also addresses employee opinions on compensation packages, their engagement in the workplace and their vision of the spa workforce of the future.

## Overarching workforce themes

The research focused on two job roles, spa managers (management) and therapists (service providers), with overarching themes emerging throughout the workforce, irrespective of role or grade as well as between the two primary segments.

Three key themes emerged from the data around the perceptions of both management and service provider. Firstly, in terms of attracting talent, those already working in the industry are a great source of advocacy, debunking a common myth that spa professionals often fail to see the meaningfulness in the work they do. They are the core cheerleaders for a career in spas. Word of mouth and/or peer referral is the dominant method used

The aim of the study is to understand the reasons for the 32,930 vacant therapist positions in the US

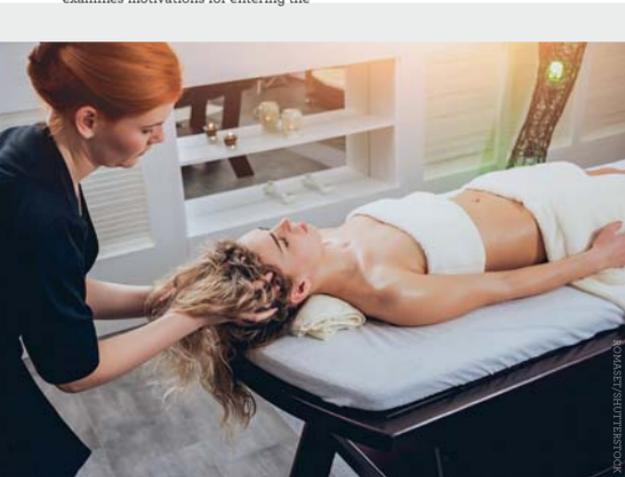


PHOTO: GETTY IMAGES/REXUSA



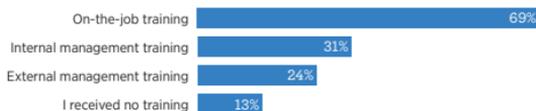
The lack of spa manager training is a key insight emerging from the research

when searching for a job. Almost half of service providers used word of mouth as the method of finding their current job.

The second overarching theme revolved around loyalty to their current employer. The research found that across all job roles, loyalty is high and that a positive culture and working environment is crucial for all job roles. Almost 80 per cent expect to be working in their current organisation 12 months from now. This challenges another traditional belief that many spa professionals are actively seeking a new job. The reasons for staying differ between the job roles, with close to 60 per cent of management citing a positive culture and work environment as their main reason. The top reason for service providers is that the pay or benefits are better than elsewhere, followed closely by culture and work environment and a good working relationship with colleagues.

The third theme focused on the other end of the spectrum – why employees left their previous job. Poor work environment came out at the top of the pile for both management and service providers. This is a key actionable finding. When looking deeper into the work environment issues, 62 per cent of service providers saw poor

**Graph 1: What training, if any, did you receive to prepare you for your first spa management role?\***



\*Source: ISPA Spa Workforce Study 2017. Data for managers only; selection of more than one response permitted

management as their biggest issue while management cited a lack of opportunity to develop their careers (47 per cent) and poor management around and above them (47 per cent) as their biggest complaint.

### Management issues

When examining the data in detail it becomes apparent that one size does not fit all in terms of what the occupants of varying job roles perceive to be the key issues or indeed what attracted them to the industry in the first place.

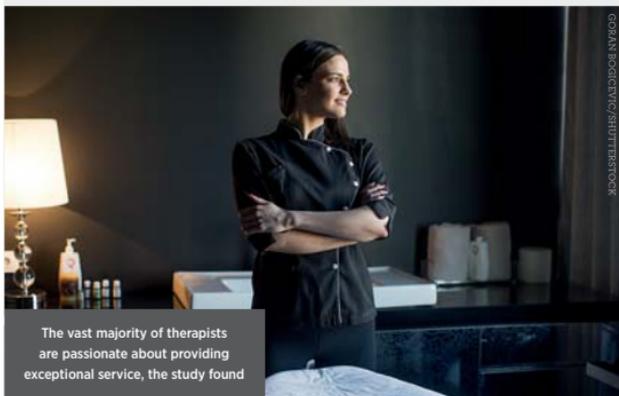
The culture of long hours is often talked about in the spa industry. The research

found that almost nine in 10 management responders to the survey worked over 40 hours a week, with the average work week being 44.5 hours. For service providers, this drops to 27 hours. However, this is perhaps not surprising as it's important to note that working part-time is common practice among service providers with almost half saying they hold a second job.

Training among management, or indeed more pointedly, the lack of education in the spa industry, is a key insight emerging from the research.

Most management respondents received training on-the-job to prepare

Less than half  
[of therapists]  
agree that their  
total compensation  
fairly reflects their  
contributions



► them for their first spa management role, with just 24 per cent having undertaken external training specifically geared to a career in management (see Graph 1). The proportion among millennial spa managers falls to 16 per cent, suggesting – perhaps worryingly – that the trend for external management training is declining. Interestingly, only a quarter of management strongly agreed that they had access to the training needed to develop their career. This is a stark finding for the industry but one which can be addressed by clear action plans.

### Therapist perspective

The overwhelming majority of service providers are passionate about providing exceptional client service and they would like to have a long-term career in the industry. Flexible scheduling and the ability to balance work and home life are important to these employees (see Graph 2). However, they do perceive issues surrounding their compensation package. Less than half agreed that their total compensation fairly reflected their contributions. Pay/salary ranked high (46 per cent) among the factors

attracting service providers to the industry and this research may suggest a gap between expectations going in and the actual real-life experience.

The sometimes thorny topic of retail upselling was also explored in the research. A key finding was that 46 per cent of service providers do not believe that upselling retail products is actually their responsibility. This compares to almost 90 per cent of management believing that service providers should have this responsibility. There is a clear

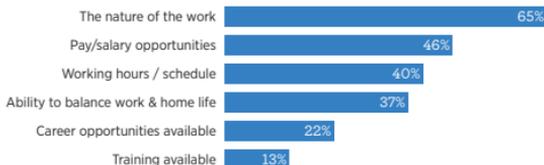
disconnect. When focusing on millennial service providers, they were more willing to accept upselling as part of their role, so the message appears to be potentially changing across the generations

### Future view

When asked to think about the ‘spa of the future’ and identify the biggest challenge the spa workforce will face going forward respondents view education and training as the top priority. This resonates with all the other research findings. Competition for jobs as well as the drive to retain clients were highlighted as further challenges for the future spa workforce.

To paraphrase Conrad Hilton’s famous quote about the key factor for any hotel being location, location and location for the spa industry going forward its training, training and more training. ●

**Graph 2: What attracted service providers to the spa industry?\***



\*Source: ISPA Spa Workforce Study 2017. Percentage ranked in top three options

### ABOUT THE RESEARCH

The inaugural *ISPA Spa Workforce Study* was based on 1,226 respondents across six continents. Topics covered in the full report include:

- **Spa employees:** The key demographics
- **Recruitment:** What attracted staff to the industry/their job
- **Compensation:** Employee perceptions of their compensation packages
- **The working environment:** What is/isn't working and what affects engagement

The full report is available at [experienceispa.com](http://experienceispa.com). ISPA members can download a copy for free. Based in the US, ISPA represents operators and suppliers in more than 70 countries, covering all aspects of the industry.



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## INTERVIEW

# Chenot Group

The Chenot Group has opened its first wellness destination in nearly four decades and has two more in the pipeline. Katie Barnes talks to both the co-founder and COO of the acclaimed brand to reveal more about the rollout

**M**omentum is gathering behind the growth of preventative health and wellness operator, the Chenot Group. Hot on the heels of a major launch in Azerbaijan a year ago, it's just announced plans to open two new locations in Switzerland (2019) and Spain (2022).

The group's flagship property Palace Merano Espace Henri Chenot opened in Italy in 1980 and is known as a sanctuary for those who are serious about getting healthy. It's based on founder Henri Chenot's holistic approach to ageing which takes into account factors of lifestyle, genetics and the environment (see p53).

Over the years, the group has witnessed a modest rollout of Chenot Wellness Centres, seven in

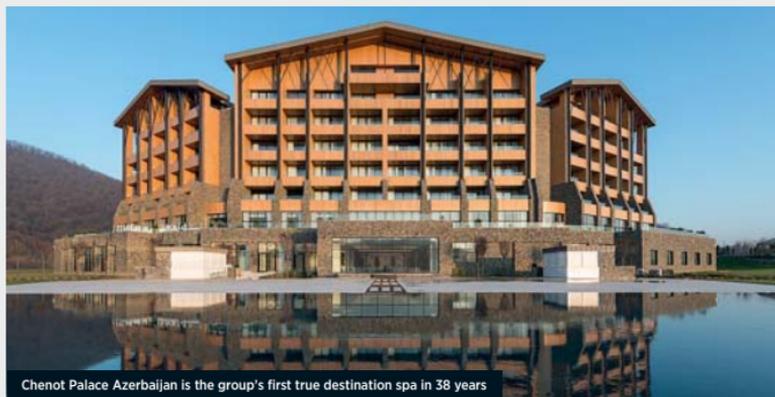


Fresh investment from the Dogus Group in 2015 has spurred on new growth

total, which have been introduced to partner hotels or as standalone spas in Europe (see p56).

Fresh investment from Turkish conglomerate the Dogus Group in 2015, which has a 51 per cent stake in the business, has spurred on new growth. Chenot Palace Azerbaijan, marks the arrival of the group's first true destination spa since the original property 38 years ago. Chenot Palace Weggis in Switzerland will be based on the same model when it opens next year and Chenot Palace Marbella in Spain is set to follow.

Spa Business talks to co-founder Dominique Chenot, wife of Henri, and chief operating officer George Gaitanos to find out what really sets the facilities apart from the numerous wellness destinations cropping up and what the rollout means to the business.



Chenot Palace Azerbaijan is the group's first true destination spa in 38 years

Co-founder Dominique, Henri's wife, is a professional aesthetician and has a passion for cooking



## **Dominique Chenot** head of aesthetics and dietetics, Chenot Group

### **What's your background with the Chenot Group?**

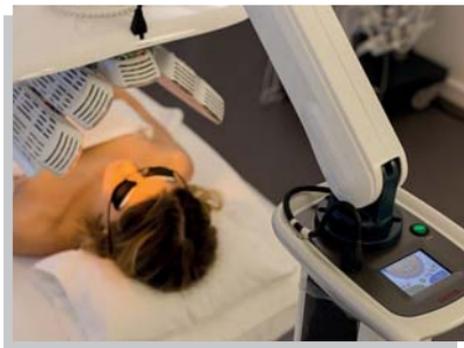
My husband Henri and I are the founders and I'm actively involved in the operations. It all started 50 years ago and evolved around Henri's vision and passion for disease prevention through detox treatments, adequate nutrition and correct lifestyle. His revolutionary approach attracted the interest of people and with the passing of time, the business increased and expanded.

### **What duties come with being the head of aesthetics?**

Based in Hotel Palace Merano, our flagship property, I'm a professional aesthetician and beautician. My role is to keep up to date with aesthetic innovations and trends with preventative actions in order to act as a dedicated reference point between therapists and clients when planning their treatments.

### **What is the aesthetics offering at Chenot?**

Aesthetics in the Chenot concept relates to beauty achieved through the harmony between mind and body. For example, our skin is the only organ where the ageing processes are directly visible. Over time, collagen and elastin are lost, the skin gets thinner, fine lines and wrinkles are formed as soft tissues begin to sag. We develop customised treatment plans to tackle and prevent these age-related changes to achieve a better and natural appearing aesthetic. Modalities we offer could include facials using our



While Chenot favours a natural approach to ageing, there's a growing demand for non-invasive procedures

new, own-branded, cosmeceutical line and massages or the use of non-invasive medical technology.

Furthermore, aesthetic issues relating to body shaping, tightening and fat reduction are strongly linked with lifestyle behaviour. A carefully managed diet and activity programme still remain the most cost-effective treatment. However, there's an increasing demand for alternative non-invasive procedures such as mesotherapy to reduce the appearance of cellulite or ultrasound and electrotherapy to help with firming.

## INTERVIEW: CHENOT GROUP

► **What does your role as head of dietetics entail?** I'm passionate about cooking and have a particular love for Mediterranean cuisine. I work closely with our corporate executive chef Emanuele Giorgione and our medical team to develop new menus and dishes. I like to introduce new ingredients, food groups and cooking methods to create detox recipes without compromising texture, flavour, taste and aroma. Food presentation is also of paramount importance, giving people the feeling that they're not on a diet.

**Where do you get your inspiration from?** Emanuele collaborates with our small team of resident chefs to increase quality and to adapt our offering to local makers. This is how we discover new produce and techniques, as well as by listening to our guests who have typically travelled all over the world and have experienced a variety of tastes and ingredients.

**How detailed is the Chenot diet?** Our two types of diet - Detox and Biolight (see p53) - both have around 100 different dishes a week. We try to keep them as varied as possible and will change the menu seasonally, mostly in the spring and autumn.

**George Gaitanos** chief operating officer and scientific director, Chenot Group

**What's your background?** I joined the Chenot Group in 2013 with over 20 years' experience in the fields of health promotion and disease prevention. My research on muscle metabolism and fatigue has been published in numerous medical journals and, academically, I'm an applied exercise physiologist, a certified clinical physiotherapist and a certified acupuncturist. I also have 14 years of experience in nutrition, exercise and rehabilitation in elite international sport.



**What does your role entail?** Overseeing the strategic development of the brand as we expand. This includes the operational success of all existing Chenot centres and the innovation of new diagnostics, treatments, programmes and guest experiences. I also lead an R&D team in developing our skincare products and food supplements.

### **What makes the Chenot Method stand out?**

It integrates and transmits energetic, physical and emotional signals to the body. This prompts the body to build up an internal medicine to trigger preventative, repairing and regenerative actions. The method is powerful, effective and personalised, enabling the body and the mind to reach their optimal level. As a result, our guests leave feeling genuinely healthy, physically clean and mentally alert.

**What are the signature programmes?** We offer four. They're focused on detoxification, overall wellbeing, recovery from stress and fatigue and metabolic optimisation for overweight people. They include over 50 modalities such as spa treatments; detoxification techniques, including mud and hydroaromatherapy baths; the activation of the energy channels with bioelectrical equipment; the stimulation of physiological functions and the diet plan.



That said, we do have several very popular dishes that have been on the menu for over 40 years such as the 'millet cracker' with baked vegetables; our marinated cabbage salad with apple and rocket pesto; and 'fruit agar agar', a dessert with mixed berries and honey.

Dominique works closely with Chenot chefs to develop menus - there are up to 100 different dishes a week

**What excites you most about the future of the Chenot Group?** It has to be our expansion with our new properties in Lake Lucerne and Marbella. We look forward to making the Chenot family bigger.



## THE CHENOT METHOD

Born in 1943 of Catalan origin, but French by adoption, Henri Chenot studied biology, natural medicine and psychology, as well as Chinese medicine for more than 10 years. He has over 45 years' experience in preventative and regenerative treatments and he created the term *biontology* to study the essence (ontology) of life (bios, in Greek) and his belief that an holistic approach is necessary to achieve optimum health. He's written numerous books on the subject and has set up both an academy and research laboratory dedicated to it.

Biontology provides the theoretical and scientific framework for the Chenot



Henri Chenot has over 45 years' experience in preventative and regenerative treatments

Method, a unique amalgamation of treatments and nutritional advice delivered in the Chenot Group's facilities that aim to protect the body from damage, the build up of toxins and premature ageing.

The method combines the principles of Chinese healing (bioenergetics and energy flow) with advanced western medicine. Following an initial diagnostic process, tailored protocols are used to

detoxify and reactivate energy channels and organic functions through a three-stage process of elimination of toxins, assimilation of nutrients and regeneration of tissues. The intention is to relax, reset and refresh the body and mind.

Treatments and protocols can vary – those in hotel spas may not be as in-depth as those in wellness destinations – but include therapies such as cupping, lymphatic drainage, hydroaromatherapy baths (typically installed by Unbescheiden), mud therapy, cryotherapy (Zimmer MedizinSysteme is a favoured supplier) and a diet plan. Aesthetic and beauty services are also offered and the Chenot Group has its own cosmetics product line. It also has a range of herbal teas and food supplements.

Up to 50 modalities are on offer, including cupping and others based on Chinese healing methods

To achieve the best results there's a one-week minimum stay in which guests usually spend four to six hours a day in the spa, plus an hour walking outside to refresh the body. To support this, we serve only specially-made detox foods and there are no snacks, alcohol, coffee or sugary beverages served anywhere. Instead there are specially prepared tisanes, green cocktails and alkaline water.

### What scientific proof do you have that they work?

Our medical professionals carry out diagnostic tests pre and post experience to measure a variety of physiological parameters. This enables us to personalise treatments and give guests appropriate

advice on how to improve their lifestyle. It also provides us with clear evidence that our treatments have improved the clients' wellness status. This is further supported by a high rate of returning clients.

### What is the Chenot Method's nutrition philosophy?

With a general consumer movement towards wellness, a new interest has also emerged concerning the relationship between food, cooking methods and eating to optimise health and wellbeing.

The Chenot Diet plan is one of our most fundamental components and two different diets – Detox and Biolight – are offered. Both are based on fresh and organic foods with anti-inflammatory



In the next few years, we'll embark on our second wave of expansion outside of Europe



► properties and negative potential renal acid load (PRAL). This protects cells and structural proteins from damage created by oxidative stress and the acid environment. Additionally, meals are designed to cut down the advanced glycation end products (AGEs) content by reducing exposure to sugars via cooking methods such as low temperatures, moist cooking and acidic marinades. AGEs are related to ageing and the development of many degenerative diseases from atherosclerosis to diabetes and dementia.

Applied under medical supervision, the Detox diet is based on a reduced calories plan to stimulate metabolic efficiency, promote repair mechanisms, trigger 'anti-ageing genes' and support detoxification.

Incorporating a wide range of foods, the Biolith diet is more of an everyday diet based on the appropriate macronutrients ratio for maximising the body's functions and restoring hormonal balance. It's ideal for those wishing to restore their energy

Chenot Palace Weggis is to reopen in 2019 and will become the group's medical research and training centre

levels and optimise their metabolism to achieve and maintain a healthy weight.

**What's the rationale behind the rollout of Chenot health wellness hotels?**

For more than 40 years, our product has been aimed at an exclusive, niche audience. However, there's a growing focus towards health prevention. This, coupled with a more stressful working life, means there's a rising demand for what we offer and it prompted us to expand our market and reach a wider number of clients.

**What makes your new destination spas so special?**

While clients in our new health wellness hotels in Switzerland and Spain will have an experience they're accustomed to in Chenot Palace Merano, they'll also benefit from tailor-made hotels designed to accommodate all of the technological innovations our R&D team has brought on board over the years.

Adapting and shaping our offer around new markets, is going to be both a challenge and an opportunity for our group. Something which will only be exacerbated in the next few years when we embark on our second wave of expansion outside Europe.

**What can you tell us about the upcoming Chenot Palace Weggis in Switzerland?**

The Chenot Group bought Park Weggis hotel, on the shore of Lake Lucerne, last July and it's now closed for refurbishment. We'll base the model on our newest property in Gabala, Azerbaijan – a luxury health wellness hotel with a central and sizeable [6,000sq m] spa which has departments covering aesthetic and hydro treatments, traditional spa therapies, plus medical diagnostics and sports and fitness.

Chenot Palace Weggis is scheduled to reopen in October 2019 and is to become our leading medical research, innovation and training centre. It will include 97 bedrooms and a 5,000sq m (53,820sq ft) with 100 rooms across aesthetic, hydro and medical



Growing consumer demand for wellbeing has prompted Chenot's expansion

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spa business uniting the world of wellness

**THE CHENOT PORTFOLIO**

The Chenot Group currently operates seven facilities, what it refers to as Chenot Wellness Centres, across Europe. They are overseen by a team of doctors and therapists and are divided into the following categories:

**Chenot Palace Health Wellness Hotels**, what the industry might classify as true destination spas, are luxury environments with a wellness spa and medical clinic which are dedicated to delivering the Chenot Method in its entirety. Destinations include:

- **Palace Merano Espace Henri Chenot** (Merano, Italy)
- **Chenot Palace Health Wellness Hotel Gabala** (Azerbaijan)

**The Espace Vitalité Chenot Wellness Spas**

are located in high-end hotels and resorts and offer customised long to short-term vitality, beauty, rejuvenation and fitness programmes. Spas include:

- **Barvikha Hotel & Spa** (Moscow, Russia)
- **Elounda Beach Hotel & Villas** (Crete, Greece)
- **Grand Resort Lagonissi** (Athens, Greece)



The new Chenot Palace Gabala, Azerbaijan is one of seven Chenot facilities in Europe

The Espace Chenot facilities are sub-divided into Health Wellness Spas and Health Wellness Centres.

**Espace Chenot Health Wellness Spas** are cure-based centres in luxury hotels and resorts where guests can experience Chenot's signature cures. This includes:

- **Espace Chenot at L'Albereta Relais & Chateau** (Erbusco, Italy)

**Espace Chenot Health Wellness Centres**

are urban-based medical day spas specialising in anti-ageing and prevention treatments and check-ups and consultations. The Chenot Group has highlighted its intention to expand this particular part of the business, but to date there's only one such facility:

- **Espace Privé** (Istanbul, Turkey)

► departments as well as a hydrothermal area with views over the lake. Other features include a gym, pool, yoga room, altitude room and cryotherapy facility. It will be designed by Lugano-based Davide Macullo Architects and owned and managed by ourselves.

**And what about Chenot Palace Marbella in Spain?**

Chenot Palace Marbella, due to open in 2022, will also follow our health wellness hotel model. It's in one of the most exciting tourist destinations in the Mediterranean with a wonderful year-round climate, fantastic accessibility and a wide range of entertainment activities. It's a location very well-known to our existing clientele and at the same time is popular with visitors from the UK and Germany which are key market segments for us.

**Why have you picked these locations for expansion?**

We've been very selective. On the one hand we took into consideration accessibility, the potential catchment area and proximity to our main source markets of the UK, Germany, Russia and the Middle East. On the other hand, we've identified locations of spectacular beauty that are geographically diverse

– mountain versus sea for example – to offer a distinct and unique experience each time.

**Any other developments in the pipeline?**

We intend to create day centres in urban areas for follow-up visits and lifestyle consultations. These will offer nutrition, exercise, sleep and meditation programmes.

**What's the company's future vision?**

The main long-term objective, on which our management and shareholders are focused, is to create the world's first chain of soft-medical, health wellness hotels represented globally.

More broadly, it's to become the primary brand of reference in the wellness and preventative medicine sector internationally. The implementation of such a vision will require our team to move ahead, not only in the expansion of our portfolio, but in the strengthening of our cosmetics and food products.

Furthermore, I can foresee Chenot entering new market segments linked to our core business that could strengthen our position in the wellness and preventative healthcare arena. ●



We intend to create day centres in urban areas for follow-up visits and lifestyle consultations

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spa business uniting the world of wellness

# HIGH-TECH COLD

Cold therapy is suddenly all the rage, but Zimmer MedizinSysteme's icelab takes it a step further, creating a cold sauna for the whole body. Rainer Bolsinger explains more about this cutting-edge therapy



## Tell us a bit about whole-body cryostimulation (WBC) - what is it and how does it work?

Whole-body cryostimulation is a method that uses cold air to increase wellbeing - its roots go back to the time of Hippocrates, but it was first developed as we know it today in the 1980s. WBC has been used in clinics and rehabilitation centres as a method of treating pain and helping with stress and sleep, but today, we're seeing it move into the world of spas, where it is used for preventative health, wellbeing and beauty solutions.

WBC has several effects on wellbeing and health; it reduces inflammation - much in the way that we ice an injured knee - and stimulates collagenous tissue, which does short-term magic on wrinkles. But WBC also affects the nervous system, forcing our brain into a heightened state of alert, which gives immediate stress relief and clears the mind. During the



Guests move through three cold saunas, which range from -10C to -110C

treatment, vasoconstriction occurs, where blood flow is reduced and sent mostly to the brain and inner organs, and then shortly afterwards, the opposite takes place - vasodilation - where oxygen-filled blood flows through the body. At the same time, endorphins are released, which provides an immediate boost to mood and a sense of wellbeing.

## What makes the icelab different?

Our icelab is a unique high-tech take on whole-body cryostimulation; it's a three-chambered cold sauna that up to four people at a time can use. Guests ease their way from -10C to -60C and finally to a third chamber of -110C, where they spend up to three minutes. At this temperature, the air no longer contains moisture, so guests don't perceive the cold to be as extreme, as warmth exchange takes place mainly via convection (not conduction like in cold water).

Icelab is incredibly easy to use - simply switch on the light and microphone, which the therapist can use to talk to the guest during treatment. The variable modular design of the icelab allows it to be adapted easily to almost any space, and there is also a two-chambered model.

## How might spas use WBC?

While WBC has been used in the past for sports performance and treatment of pain, more and more people are discovering its benefits in everyday wellbeing, which makes it a perfect addition to a spa.

WBC affects both the sympathetic and parasympathetic nervous systems, which can help create clarity of mind. It's an excellent treatment for jet lag, and is also increasingly popular for people who have trouble switching off; in a world where many people spend their time attached to their devices, WBC is a fast, effective treatment to provide clarity of mind and help your guests disconnect.

Spas can create a 'welcome' and 'goodbye' treatment using the icelab; it's a great way to get guests relaxed and ready to enjoy the rest of their time at the spa.

WBC can also be used in the treatment of wrinkles, in weight-loss programmes, and to help clients increase physical endurance.

## How long has this treatment been around?

Cold therapy has a very long history; it's described some 400 years B.C. by Hippocrates as a method to treat pain. In the 19th century, Sebastian Kneipp,

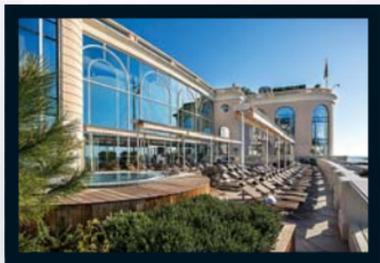


Zimmer's high-tech icelab is incredibly simple to use

“The variable modular design of the icelab allows it to be adapted easily to almost any space”



The icelab surrounds the entire body - including the head - with cold air



Thermes Marins Monte-Carlo uses the icelab

a pioneer in cold therapy, popularised the Kneipp Method, which uses cold baths, and which is still used today.

The actual whole-body cryostimulation at ultra-low temperature was first applied by Professor T Yamauchi in Japan to treat rheumatoid arthritis, and during the early 1980s several professors in Germany followed his approach and developed the treatment further.

#### What is the difference between the icelab and other kinds of cryotherapy?

Because the icelab surrounds your entire body with its controlled flow of cold air, the positive effects on health and performance are greater than with

cryotherapy cylinders, which do not include the head and shoulders – and are in effect only partial-body cryostimulation.

The face has an incredible number of nerve connections, so it's important to include it in the treatment in order to get the best effects. Also, in the icelab, guests can move around as they receive the treatment, and the technician can even speak to them through the intercom, suggesting different ways to move and stretch, which increases the effectiveness of the treatment. Other cryotherapy solutions use evaporated gas – mainly nitrogen – while our icelab uses a more technologically advanced, environmentally friendly convection system, only consuming electricity.

#### What spas and other facilities already use the icelab?

Zimmer's icelab is currently found in some of the top spas around the world, including the Chenot spas (see pages 48-54), the Waldhotel at the Bürgenstock Resort in Switzerland (see SB18/1 pages 62-70), California Rehabilitation and Sports Therapy in Yorba Linda, The Sparkling Hills Resort in Canada, the KurZentrum group of hotels in Austria and Germany, the Carlsbad Plaza Spa Hotel in the Czech Republic, and Thermes Marins in Monte Carlo (see photos, above).

Major sporting institutions around the world also use our system, including the French Rugby Federation and the FC Bayern football club in Munich. ●



Communal bathing is great way to start conversations

PHOTO: SHUTTERSTOCK/ALBERTO PERAZZINI

Everyone's talking about...

# Loneliness

The UK government has appointed a Minister for Loneliness, drawing more attention to a condition that's believed to be as unhealthy as both smoking and obesity.

Are spas in a position to help tackle this increasing problem? Kath Hudson reports

When a western government makes a move to tackle loneliness, with both a multi-million pound fund and a dotted line to the Prime Minister, it gives you an idea of how serious a problem it is. In January, Tracey Crouch was appointed the UK's first Minister for Loneliness with a view to working on a commission and with businesses and charities nationwide to create a government strategy to combat it.

We live in a disconnected world and technology and social media is helping to fuel the loneliness epidemic. Nothing intensifies the feeling of missing out more than being sat at home on your own, while on social media it looks like the world is out having fun, together. Socialising through technology

“We live in a disconnected world and technology and social media is helping to fuel the loneliness epidemic,”

is becoming more widespread, but the loss of real contact is to our detriment.

Interaction with other people is crucial for longevity according to research from Brigham Young University, USA, which found that the most powerful indicators of a long life were firstly, how well socially integrated people are – whether they chat to the random people they see in their day, such as the postman. And secondly, their close personal relationships – feeling that they have someone to look after them if they're ill, for example.

Crouch, who herself suffered from a feeling of isolation after having a baby, has said this is an issue which all sections of society need to be aware of, so should spas step up as well?

As the sector helps to restore and strengthen people physically, mentally and emotionally, are spas perfectly placed to help? Are the services they already routinely offer an antidote to loneliness? What mix of facilities, programmes and treatments work best? And how can spas reach out to lonely people? We investigate.



Kath Hudson is a regular contributor to *Spa Business* magazine. Email: [kathhudson@leisuremedia.com](mailto:kathhudson@leisuremedia.com)

## Steve Nygren founder, Serenbe

Whether or not spas are well placed to help combat loneliness depends on their make up. If it has communal activities and dining, then yes. If it tends towards more isolated programmes and treatments rooms, then no.

I see loneliness in all ages and demographics. In people coming from big urban centres, people who've retired, people who've lost a partner or those who never quite found a purpose. But do you know what can make a huge difference? A simple walk in nature. Our expansive preserved land and trails at Serenbe, and the surrounding Chattahoochee Hills, is Atlanta's antidote to loneliness and depression. The wonder of the natural



land draws people outside to explore nature, where they run across other guests.

We've created communal spaces for organised gatherings, including our stone labyrinth for group guided meditation, and we also offer wellness days and weekends with group activities, lunches and dinners. We also started a new class by candlelight with

Let guests know about group options and play the role of host during their experience

Thai massage touch, which has been so popular we have to keep adding classes. People walk away restored and come back for more.

To welcome people who are feeling isolated, be clear about your intention. Talk about classes and programmes as group, communal and shared experiences in your communications. At the first touch point, let guests know their group options and play the role of host during their on-site experience. Train staff with hospitality first to engage and listen to guests to assess their needs and comfort levels.

Spas should give consideration to physical infrastructure to programming, including communal hot tubs, steamrooms, sweat lodges, nature walks, outdoor yoga and pilates. They could also think about organising weekends and days of wellness based around multiple treatments and classes so guests are part of a group rather than making ad-hoc choices alone.

■ *Nygren founded Serenbe, a wellness community with over 700 residents in Georgia, USA, in 2000. Details: [www.serenbe.com](http://www.serenbe.com)*

## Jeremy McCarthy group director of spa, Mandarin Oriental

It's a great irony that we're surrounded by new technologies designed to keep us all connected and yet we're more lonely than ever. In the US and the UK, some health experts have described an epidemic of loneliness, as more people are living alone. This is considered to be a real health crisis, because social isolation is linked to significant risk factors for mortality. Some studies show that loneliness is even a greater risk factor than smoking or obesity.

I think those who are the most affected are older people as generations move to new communication platforms, and at a rapid pace.

Spas offer three important things which are increasingly



scarce in the modern world: a space for silence, disconnection from technology and touch from another human being. These are great luxuries and serve as an antidote to the loneliness.

We offer therapies with the touch of a nurturing healer and settings where loved ones

Services that help people feel connected to others will never go out of style

can come and share great experiences in an intimate technology-free setting. At some of our spas we offer Digital Wellness Retreats, to bring people together to take a break from technology and focus on personal wellness. Surprisingly, one of the biggest benefits of these programmes is the connections participants make with each other. Until you spend time interacting with others without devices, you don't realise how technology serves as a barrier to human connection.

The UK government launched a hotline for people who needed someone to talk to. Interestingly, people don't usually call to say they're lonely. They ask about the weather, for directions, or advice. I don't think it makes sense to market services to lonely people, but services that help people feel connected to other human beings will never go out of style.

■ *McCarthy oversees 30-plus spas for Mandarin Oriental globally. Details: [www.mandarinoriental.com](http://www.mandarinoriental.com)*

**Charles Davidson** founder, Peninsula Hot Springs

If your spa offers facilities which lend themselves to group activities, then you can absolutely reach out to lonely people. At Peninsula Hot Springs, we find that bathing is an excellent way to get people to connect to nature, others and themselves. It was always our vision to create a place of global and community connection and now we get people of all ages and cultures visiting.

The initial reaction of guests is to lay back and drift off into the blissful warmth. Once they're relaxed, they often start conversations with fellow bathers. It's the perfect space for connection.

Some of our programmes are also designed to promote interaction. Our clay masters,



for example, guide guests through an experience where they're encouraged to paint themselves and even each other. This helps provide creative expression and a great opportunity to laugh together.

We're currently constructing new facilities which will greatly enhance this conscious connection of a social hot

“ It was always our vision to create a place of global and community connection ”

spring experience. These include a wellness activity centre where we will hold wellness workshops for up to 120 people, incorporating activities like yoga, pilates and massage classes.

There will also be a new fire and ice area, with two 30-person saunas, a snow and ice cave, and cold and ice plunge pools. An amphitheatre bathing area, with seven pools around the top of a terraced seating area, will provide a space for guests to enjoy a Ted Talk style conversation on subjects like music and art.

Connection is the currency of wellness and the antidote to loneliness is finding the opportunity to feel a connection to one's self, to others and the environment. Connection is one of the key transformational journeys we are offering at Peninsula Hot Springs and it's an area on which we will continue to focus and grow.

■ *Australia's Peninsula Hot Springs, which Davidson co-founded in 1997, attracts over 450,000 people a year. Details: [www.peninsulahotsprings.com](http://www.peninsulahotsprings.com)*

**Kitty Mansfield** founder, Cuddle Professionals International

The causes of loneliness are complex and up to now, most research has focused on the issue experienced by seniors. However, in 2010 a Mental Health Foundation survey indicated that 18-34 year olds in the UK were even more likely to feel lonely, to feel concerned about being alone and to become depressed about loneliness than people over 55.

We're more disconnected as individuals than ever which can lead to isolation and what I call skin hunger. Non-sexual, gentle, comforting touch is important to help us deal with the pain of bereavement, the loss of a relationship, rejection and loneliness. We can ease the emotional pain of isolation by



cuddling, gentle massage and simply holding someone's hand.

Cuddling and ethical touch is a healthy way to deal with disconnection. Regardless of how we become lonely, it hurts our health. A recent study by the University of Chicago has found that isolation is twice as unhealthy as obesity and is linked with health

“ Gentle, comforting touch is important to help us deal with loneliness ”

problems such as elevated blood pressure, altered gene expression and disrupted sleep.

Cuddling can alleviate this by releasing feel-good hormones such as endorphins, dopamine and oxytocin. Research has shown cuddling and the resultant release of oxytocin can achieve incredible effects - reduce stress and blood pressure, promote sleep and increase happiness and wellbeing.

Spas are an ideal setting to offer ethical touch therapy and I aspire to seeing it offered widely, alongside massage,

as a legitimate therapy option for the maintenance of health and wellbeing.

Obviously, this is a therapy where strict boundaries must be adhered to, and to this end, I have written a comprehensive training programme and created a professional body for ethical touch therapists. ●

■ *On a mission to get cuddle therapy recognised in Europe, Mansfield has created Cuddle Professionals International to offer training and industry standards. Details: [www.cuddle-professionals.co.uk](http://www.cuddle-professionals.co.uk)*

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The next summit will be held at the Technogym Village, which is a purpose-built wellness campus

# La dolce vita

The Global Wellness Summit will take place in Italy this October. Jane Kitchen talks to GWS chair Susie Ellis and Technogym founder Nerio Alessandri to find out what's in store for the big event

## NERIO

### What makes the location a fitting setting for the Global Wellness Summit?

Italy in general is unique for its combination of arts, culture, nature, food, style and design – in a word, quality of life – which makes it the ideal location for a global event focusing on wellness.

At Technogym, our strategic vision of being “The Wellness Company” permeates our entire innovation processes, operations and business approach. That’s why we felt the need to create the Technogym Village 10 years ago, which is not only our company headquarters, but the first example of a wellness campus in the world. It’s a wellness-inspired workplace for our team, but it’s also a place to inspire the industry and is open to all stakeholders – industry operators, trainers, partners, architects, doctors, institutions, media – to develop new wellness projects, business and social models.

### What is the Wellness Valley and what might delegates learn from it?

The Technogym Village is also an educational and cultural hub that’s strongly connected with the local community, thanks to the work of The Wellness

Foundation – the nonprofit body I created to promote wellness culture, research and education – which has helped form the Wellness Valley in the region. The project has involved public administration, private companies, schools, the public healthcare system and touristic operators. Today, we have more than 50 best practices – free summer exercise programmes for the elderly in the parks, wellness educational programmes in the public schools and new sport and wellness-orientated tourist packages that combine things like biking, art and gastronomy.

Independent surveys have shown that people in the area are 10 per cent more physically active than in the rest of the country. The Wellness Valley is a unique wellness ecosystem. It’s been presented at the World Economic Forum and now the Italian government is looking at us as a pilot project to take inspiration from for wellness policies and practices nationwide. I would





GWS chair Susie Ellis with Technogym founder Nerio Alessandri, who will host the summit at his company HQ

be really proud and pleased if delegates at the GWS can also take inspiration from our experiences.

#### What's your definition of wellness?

Wellness means feeling good, while fitness means looking good. Wellness is a lifestyle that combines regular physical exercise, a healthy diet and a positive mental approach. Being an Italian company, we took inspiration from our culture: the phrase "mens sana in corpore sano", or "healthy mind in healthy body", which dates back to ancient Rome.

Wellness represents an opportunity for both business and social development at the same time. For governments, it can help decrease healthcare costs, by promoting illness prevention and lifestyle education. For businesses, it can increase people's creativity and productivity. And for citizens, it can mean living a longer and happier life.

## SUSIE

#### What's the theme for this year's summit?

This is the first time we've been hosted in the global headquarters of a major wellness company. The GWS is laser-focused on the business of wellness, so the theme Shaping the Business of Wellness will be the predominant conversation.

#### What can you share about the content?

We'll analyse emerging business opportunities for all wellness markets – not just traditional segments, but how its transforming massive industries such as retail, fashion, design and architecture.

One high-profile keynote is Antonio Citterio, who's known for his human- and wellness-centric architecture for brands like Technogym, Hermes and

Fitness and movement will be a focus and delegates may dress in workout clothes



► Bulgari hotels worldwide. Another keynote is Neil Grimmer, who founded Plum Organics, a line of food for children. Neil has now started a new company, Habit, which analyses DNA, bloodwork and metabolism to provide people with a personalised nutrition programme. He's really disruptive in the nutrition space and people will be fascinated by what he's doing, as personalised wellness is an extraordinarily hot topic. Food and nutrition will be front-and-centre this year in other ways as well.

We're also going to facilitate a discussion with the large hospitality brands about their vision of the future of wellness and we want to showcase some very successful Italian spa and wellness programmes.

There will be a complete update of the *Global Wellness Economy Monitor*, outlining the size, scope, trends and five-year growth projections for market segments. There will also be an in-depth regional-level analysis and a look at top country markets. The more that this message is out there about the growth of wellness tourism, the easier it is for governments to promote it and for consumers to understand what it is.

#### How will the location influence the summit?

Fitness and mind/body is something that we're going to focus on a bit more.

Having an experience of the place will be woven in, so people will learn about Technogym; it's a hugely successful company and Nerio's story is very interesting. We're also working to incorporate movement – we may have people dress very casually in workout clothes and there will be opportunities for delegates to experience Technogym's team of incredible trainers and their equipment.



Antonio Citterio

A subhead of our summit this year is 'la dolce vita', or 'the good life', and we'll honour Italy's great longevity. There's something about the food, the wine and just sitting around and enjoying time with people – we'll bring that alive so delegates will have that authentic Italian experience. There's a strong likelihood meals will be outdoors which also reflects the culture and the identity of the place.

#### What other surprises do you have in store?

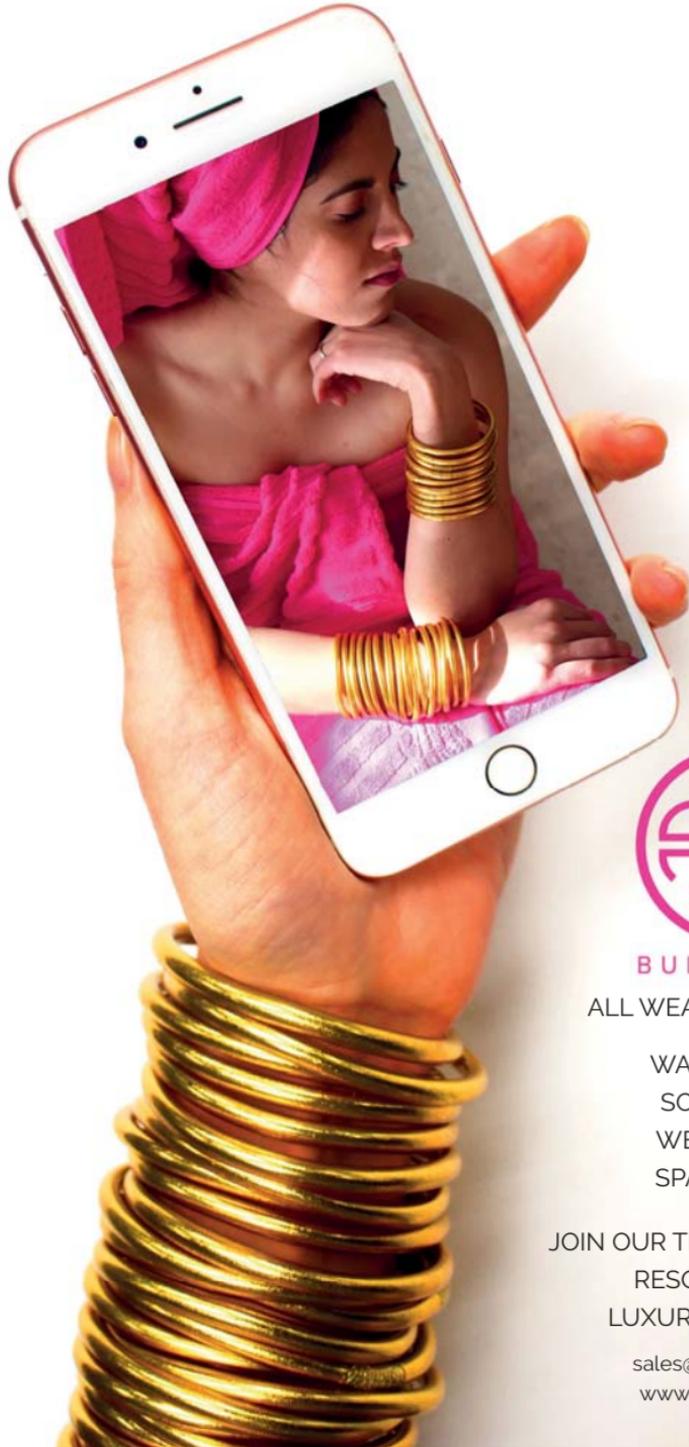
Italy, of course, excels when it comes to style and fashion and beauty and art, so we want to bring those concepts alive in ways delegates can relate to. The centrepiece of our gala night will be a fashion show – but through a wellness lens. We're doing this in partnership with Jessica Jesse of BuDhaGirl, who's been deeply involved in the fashion world and it will be inspired by the imagery of Louie Schwartzberg and underpinned by Italian classical music.

#### What should people expect to take away?

People should arrive at the summit hoping to learn about how the industry is being shaped and what part they have in it. They'll leave knowing more about how they're going to shape their own business and how that impacts the industry as a whole. Wellness is transforming so many arenas and there's such value in seeing the bigger picture. ●



Jane Kitchen is a contributing editor at *Spa Business*. Email: [janeKitchen@spabusiness.com](mailto:janeKitchen@spabusiness.com)



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# Beauty sleep

**Dr Michael Breus**, aka America's 'sleep doctor', has dedicated his career to educating people on the importance of sleep. He tells Kath Hudson how spas are set to make an impact in this area

**S**leep is the third pillar of health, along with diet and exercise," says Dr Michael Breus. "Over the past five years we've definitely seen a heightened level of awareness of the importance of sleep. More people are now valuing their sleep and starting to understand why they need it."

A consultant, researcher, author and media spokesperson, Breus is known as 'the sleep doctor' in America and is one of the nation's most eminent sleep experts. He's heavily involved with sleep research and runs a private practice in Los Angeles. Now, in partnership with Six Senses, he's entered the wellness industry for the first time.

## Dream team

Breus believes spas are well placed to help people with sleep issues, since most services promote relaxation, which leads to better sleep. "This was a great opportunity for me to use my skills to do something different," he says. "Anna Bjursta, Six Senses' VP of spas and wellness, offered me a blank canvas to create the perfect sleep environment [and a spa sleep programme] and we took a comprehensive approach."

Research shows environments are important to how well people sleep, so Breus personally hand-picked the Naturalmat mattresses, taking into account the structural support to minimise lower back pain, he also chose Hanse organic pillows and duvets which are best for breathability and temperature regulation – an important consideration as the spas are in different locations – and organic cotton sheets. Other touches include towelling and bathrobes from the Madison Collection.

The Sleep With Six Senses programme launched in September 2016 and the idea is that guests at all 11 Six Senses resorts will eventually benefit from the perfectly curated bedrooms as standard and that all future openings will have them in place from day one. At least two specialist sleep ambassadors at each property, educated by Breus, have been trained to give individuals an assessment to help improve their sleep. "We take into account their arrival time, so if people are jetlagged we can give them specific recommendations to recover and take the maximum advantage of the stay," says Breus. "Then their sleep is assessed and we look at ways it can be improved. For example, if it shows up that stress is affecting an individual's sleep, ▶



Breus was given a blank canvas to create the perfect sleep environment and spa programme for Six Senses



A US\$165 upgrade includes a bag with sleeping aids (left), a sleep tracker/app and a consultation to review results (above)

## SLEEP SCIENCE

Breus says much of what the industry already offers can help with relaxation, leading to better sleep



► we'll arrange for them to have an aromatherapy massage just before bed. All guests have access to a video library, where I've answered the 20 most frequently asked questions about sleep."

Guests who want to learn more can upgrade their package – US\$165 (€135, £118) for the first night and US\$30 (€26, £22) a night thereafter – to include a Sleep Bag and Withings Aura Sleep Tracker/App. The bag has sleep aids such as bamboo fibre pyjamas, ear plugs, eye mask, Organic Pharmacy bathroom amenities and a worry journal. The results from the sleep app are reviewed in a 30-minute consultation and a variety of spa services will be put together to promote the best sleep possible. Such treatments could include the Sleep Well Journey by Subtle Energies available at select properties (see opposite).

Bjurstam adds: "Our sleep programme has been a success, to say the least, not only for the uptake and interest from guests, but with the results they're getting. We've found the personalised education on how to improve their sleep has long lasting effects, with guests reporting that they've been able to combat their long standing sleep problems once back home."

Three quarters of sleep disorders derive from lifestyle, she says: "We found one of our guests was dehydrated, because she didn't like the



Bjurstam says guests are showing great interest in the programme and are experiencing long-lasting benefits

### Sleep Well Journey by Subtle Energies

Just launched at the Six Senses Spa at Elounda Mare in Crete, the two-hour Sleep Well Journey by Subtle Energies begins with guided meditation and pranayama breathing exercises. A full body massage then releases tensions and brings the body's rhythm back into balance, while a facial marma massage stimulates the pineal gland and the sleep hormone melatonin. This is followed by the nasya, a nasal oil application, which has been used for centuries to relieve sleep issues. The final step is a shirodhara treatment to further activate the pineal gland. The journey costs €320 (US\$395, £285).



taste of water. By finding solutions to make her drink more, her sleep dramatically improved."

Although not every spa can go as far as Six Senses in supporting sleeping habits, Breus says research shows much of what the industry offers already can be very helpful. "Anything which helps relaxation, mindfulness and serenity will be positive for sleep," he says. "Spas could help people learn practises and habits which promote better sleep, such as meditation, muscle relaxation exercises, yoga positions and simple massage training."

### Changing lifestyles

Breus says spas could also help educate guests about the lifestyle factors which interrupt sleep, for example, technology use. "It's important to have an electronic curfew for one hour before bed," he says. "Checking emails, or social media, activates the mind which is the opposite of what we want before going to sleep. Research has also shown that staring at the blue and white light emitted from digital screens prevents your brain from releasing melatonin, which lets your body know that it's time for sleep."

"There's no on/off switch for sleep, it's a process which we all need to embrace. We should have a power down hour before

Three quarters of sleep disorders derive from lifestyle



We need an electronic curfew one hour before bed

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## The next major change in treating sleep problems will be the widespread use of light therapy

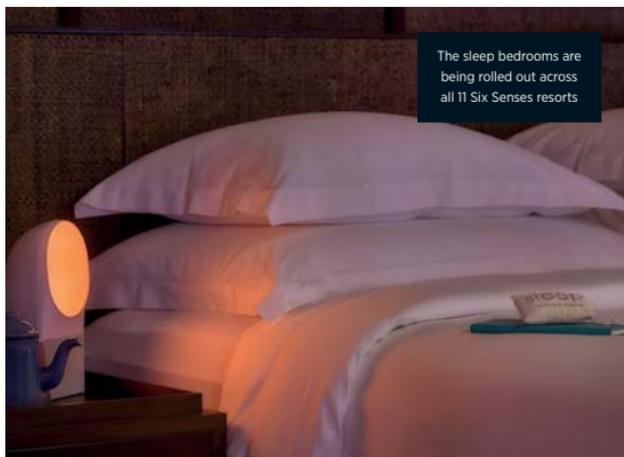
► bed: 20 minutes getting ready for the next day, 20 minutes on hygiene and 20 minutes doing a relaxing activity, like reading, meditating or deep breathing.”

The amount of sleep needed depends on the individual, some people need nine hours, but others only six and a half, so it's important for people to work out what's the optimum for them. “One of the biggest problems is the lack of consistency with our bed time and wake up time,” says Breus. “Most people will sleep in on the weekend, which has a negative effect. Also people often go to bed too early: they might feel tired, but their internal biological clock isn't ready to sleep.”

### New discoveries

Research into sleep is moving at quite a pace and new discoveries are constantly being made. Breus praises the research into circadian rhythms by Jeffrey C Hall, Michael Rosbash and Michael W Young, which last year won the Nobel prize for medicine. This research might eventually provide the answer of how to tackle insomnia. The scientists found all plants, animals and humans adapt their biological rhythm to synchronise with the Earth's revolutions, but a genetic mutation has been found in people with chronic sleep problems which impedes this process.

Going forward, Breus says he's very interested in finding out more about chronotypes and lucid dreaming, but he predicts the next major change in the treatment of sleep problems will be the



### Lack of sleep doesn't just cause tiredness and carb craving...

- Insufficient sleep, especially stages three and four, decreases our glycogen storage, which is why we have less energy
- Sleeping for less than five hours a night leads to an 11 per cent decrease in testosterone.
- Less stage three and four sleep leads to less growth hormone
- Sleep deprivation causes a reduction in muscle memory recovery, which is one of the most critical aspects of muscle contraction and building of proteins



Optimum sleep needed varies from 6.5 to 9 hours

- Too little sleep leads to a depletion of cytokines required for inflammation reduction
- New data suggests reaction time triples when people are sleep deprived
- Decision making studies show that sleep deprived individuals will know the risks of their decisions, but do not care, and so take unnecessary risks regardless

ANTONIO GUILLEN/SHUTTERSTOCK

widespread use of light therapy. This involves sitting near a light box first thing in the morning which mimics outdoor light, but without ultraviolet rays. This can help the individual's circadian rhythm adjust. Commercially available light bulbs can also do the same thing and these are used in the Six Senses rooms.

According to Breus, sleep problems aren't necessarily on the rise, but rather they're finally getting the attention they deserve and moves are being taken to address them. “Until we get people understanding how to lose weight we'll never get sleep apnea under control,” he says. “But with insomnia we're starting to see more people using alternative methods of treatment, such as yoga, meditation, relaxation and supplements, which is encouraging.” ●

Visit p72 to find out about the latest spa sleep treatments and products



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## PULLMAN

AccorHotels has partnered with neurotechnology company, Rhythm, in a pilot programme to bring Rhythm's wearable sleep tech product, Dream, to Pullman's guests in Paris and San Francisco.

A headband which uses ultra-fine sensors to track brain waves, heart rate and breathing, Dream discreetly diffuses sound to the inner ear. It claims to help users fall asleep more easily, enhance deep sleep and wake the user at an optimal

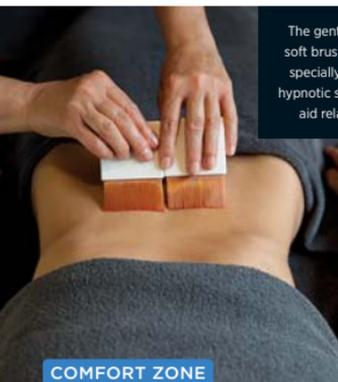
time. In further support of a good night's sleep, guests are also given a choice of pillows and duvets, as well as access to relaxation, fitness and yoga videos.

"Sleep is one of our core pillars of wellbeing, so providing a restful and restorative sleep experience for our guests is one of the most important things we as hoteliers can do," says Aldina Duarte Ramos, director of wellbeing for Sofitel, Pullman & Swissôtel at AccorHotels.



## SLEEPY SPA SERVICES

Spa Business rounds up some of the latest sleep treatments spas are offering



The gentle use of soft brushes and a specially created hypnotic soundtrack aid relaxation



Dr Claudia Aguirre

## COMFORT ZONE

Skincare brand Comfort Zone has teamed up with neuroscientist and skin expert Dr Claudia Aguirre to create a massage to promote better sleep. The Tranquility Pro-Sleep Massage targets three senses - smell, hearing and touch - to clear the mind and create a deep level of relaxation.

The limbic system is stimulated with oil and massage cream, while a specially created soundtrack provides a slow, hypnotic rhythm. The massage is inspired by ayurveda and Malay massage,

kneading movements are replaced by gentle touches and overlapping hands, as well as the use of soft brushes to induce relaxation.

"The repetitiveness of the music becomes familiar to our brain and enables the mind to disconnect since there's nothing new to process and disturb it," says Dr Aguirre. "While the gentle touch and the alternated and combined use of two extremely soft brushes stimulates nerve fibres, the C fibres, which have been identified as conveying pleasant sensations to the brain."

## AROMATHERAPY ASSOCIATES

Aromatherapy Associates has been selling products to help promote sleep for over 30 years, with Deep Relax Bath and Shower Oil being the most popular. The company has just introduced two sleep experts to its panel of advisors: Dr Neil Stanley - who has more than 35 years of sleep research behind him and Terrence the Teacher - a clinical hypnotherapist, mindfulness expert and NLP coach.

CEO, Tracey Woodward, says interest in sleeping and relaxation is growing as spas offer more related services to guests and people become more aware of how important sleep is in terms of repairing their mind and body. Many



Tracey Woodward

spas are now offering one of two Aromatherapy Associates' sleeping kits based on the Deep Relax, De-Stress and Renewing Rose ranges. This May, the company will be launching an in-room Sleep Ritual with selected spas, hotels and resorts. Aromatherapy Associates also offers a *Sleep Guide* which spas can give to customers after treatments if they're having sleep problems.





## ESPA

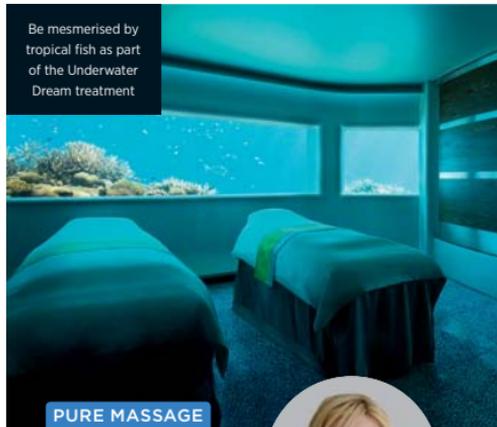
Mindful Sleep, a new tailor-made experience at ESPA Life in Corinthia London, addresses physical and emotional stress, first by relieving deep seated muscular tension with a relaxing hot stone and warm oil massage

A soothing scalp massage helps to clear the mind, while guided mindful breathing techniques further promote calm and relaxation. This is

followed by a personalised session of yoga nidra or yogic sleep, where visualisation techniques are used to soothe anxieties.

The company is also launching a new Sleep Experience collection in May. This set of four soothing face and body products is aimed at relaxing and unwinding the mind to help achieve a peaceful night's sleep.

Be mesmerised by tropical fish as part of the Underwater Dream treatment



## PURE MASSAGE

Underwater Dream, a signature sleep treatment in a tranquil underwater treatment room, has just launched at Huvafen Fushi in the Maldives. Clients rest on their back, mesmerised by tropical fish and coral, while a therapist starts at the feet with reflexology and shiatsu methods to promote relaxation. Breathing techniques are incorporated to complete the energy circuit in the body and further promote sleep. A



Beata Aleksandrowicz

soothing massage on the head, neck, arms and legs completes the offering.

The treatment has been designed to take the power of touch to another level and has been created by Beata Aleksandrowicz, co-founder of the Pure Massage Spa Training Method.



Patented sleep pods are core to the YeloSpa model

## YELOSPA

From the outset, sleep has been central to the concept of US urban day spa brand, YeloSpa, which gives guests the chance to have a kip after their massage, in the patented Yelo Cab sleep pod.

This hexagonal cabin features curved walls, LED lights, aromatherapy scents and a zero gravity bed. Guests can control the sound, lighting and smell and are woken up after their session by a simulated sunrise. And the concept is set to go international as YeloSpa prepares to expand



Nicolas Ronco

via franchising. "Initially people thought we were crazy to offer napping as an option, but now they see us as visionary," says Nicolas Ronco, CEO of YeloSpa. "We felt there was huge potential to help people with their sleep problems, so we've built an environment conducive to a quick relaxation effect. Sleep is the backbone of our model and because of it we have a much higher frequency of visit than the average day spa, with guests visiting two to three times a month."

## GRAND RESORT BAD RAGAZ

Swiss health resort Grand Resort Bad Ragaz runs an established sleep diagnostics programme which examines an individual's sleep and gives them solutions to work with at home. It involves a consultation, laboratory tests to check the metabolism and uses video polysomnography to measure sleep. Guests receive comprehensive documentation of examinations and recommendations, which they can then discuss with their own GP, if necessary.

"We've been offering our sleep diagnostic programme for years,



Mark Däppen

however, it had been used very little until recently, because the subject of how sleep affects health has been neglected by medicine," says managing director, Mark Däppen. "Now there's more dialogue on the subject of sleep, we're seeing greater interest, with up to 100 examinations annually." ●

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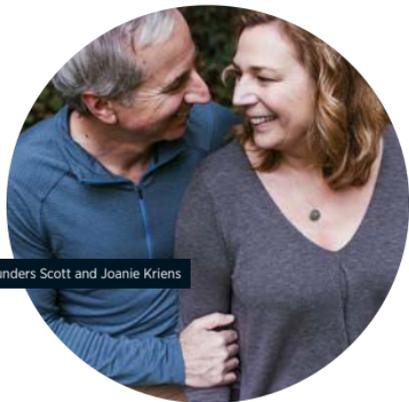
25 years of  
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Social connection plays a huge role at the retreat



Guests eat their meals family-style at the communal Kitchen Table



Founders Scott and Joanie Kriens

# Learning to be well

At Northern California's newly opened 1440 Multiversity, guests explore wellness through learning, connecting and healing. Jane Kitchen finds out more

1440 Multiversity is described as "part wellness resort, part Ted-talk auditorium, part conference centre"



**D**eep in the heart of California's ancient redwood forests lies a 75-acre (30-hectare) campus dedicated to holistic wellbeing where guests can stretch their minds as well as heal their bodies. 1440 Multiversity - named for the number of minutes in a day - hosts teachers and thinkers from author Elizabeth Gilbert, to singer Alanis Morissette, to Harvard-trained neuroscientist Richard Davidson and meditation experts like Sharon Salzberg.

Located midway between the high-tech capital of Silicon Valley and the hippie haven of Santa Cruz, 1440 Multiversity takes inspiration from both; its name is a recognition that each moment of the day is an opportunity to be present and connect, and yet that the busyness of life often makes that elusive. The goal of the resort-cum-learning campus is to help people live more integrated lives and to serve as a catalyst for improving relationships with ourselves and others.

## Creating connections

Described as "part wellness resort, part Ted-talk auditorium, part conference centre", the campus features classrooms, accommodations and meeting spaces. Guests come for weekend or five-day programmes with themes from mindfulness to fitness, creative expression and conscious leadership.

"We all want to live rich and meaningful lives, yet it's often hard to carve out the time and space to figure out what that really looks like, let alone how to make it happen," says Scott Kriens, co-founder of 1440 Multiversity. Kriens is also chair and former CEO of Juniper Networks, a US\$10.6bn multinational corporation that develops and markets computer networking products, so he knows a thing or two about the squeeze for time.

Kriens and his wife Joanie first founded the 1440 Foundation in 2010, when they recognised that the fast-growing online world was helping people connect, but at the same time, making them feel more

## SELF-CARE SPA

The spa has 22 treatment rooms and an outdoor pool overlooking the forest



Up to 15 per cent of guests opt for a spa treatment at The Healing Arts Center



► disconnected. The foundation originally focused on philanthropic grant-making, but the Kriens soon realised there was a need for more and the idea for 1440 Multiversity was born. The retreat opened last May.

The idea is to combine learning with downtime for things like meditation, yoga, qigong, tai chi, massage, 4 miles of forest hiking trails and a communal dining area serving nourishing meals. A typical day might begin with morning yoga or a hike through the woods, followed by a breakfast with fellow guests at the Kitchen Table, then a 1 ½ hour faculty-led programme session. There is a 2-hour window for a lunch – again at the communal table – followed by free time in which many guests utilise the Healing Arts Center for

a spa treatment, before classes resume for 2 hours in the afternoon. In the evening, guests again gather at the Kitchen Table for locally sourced food and then afterwards can partake in organised events such as speaking engagements, poetry readings and musical performances. These evening events are also open to locals, who often combine them with dinner at the restaurant, mingling with the guests and adding to the community spirit.

“The creation of 1440 Multiversity stems from a desire to have a space where people can come together in a community with one another – a place to better serve both champions and fellow practitioners in learning for better living,” explains Jennifer Wallace, executive director.

“Scott and Joanie wanted to establish a beautiful and nurturing physical location where people from all walks of life could come together in community – to explore, learn, reflect, connect and reenergise.”

### Healing location

Part of that reenergising comes in the form of a traditional on-site spa, The Healing Arts Center, which features 22 treatment rooms, steamrooms and a 250sq m (2,690sq ft) outdoor infinity tub overlooking the forest. Around 10 to 15 per cent of guests opt for treatments as part of their stay and a variety of treatments, such as customised massages, Thai yoga massage, craniosacral therapy, shiatsu and body scrubs are on offer, with product



There are 4 miles of hiking trails woven through the campus



Learning combines with downtime for activities like yoga, meditation and tai chi

house Zents selected for its ethical ingredients and unscented products.

"We view ourselves as an immersive learning destination and offer a wide range of programmes that speak to the many aspects of the self, from more traditional 'spa-like' offerings, to workshops on personal relationships and professional development," says Wallace.

The Healing Arts Center is one aspect of an holistic wellness model and is designed to fit seamlessly into the campus. Its design reflects the overall feel of the Multiversity, with craftsman touches and the use of organic and natural materials such as slate, copper and warm woods.

Created by architect Jerry Yates, the entire 75-acre campus is tucked away

in a forest of 1,000-year-old California redwoods and blends natural and man-made environments. It's designed around rest and relaxation and integrates natural materials, such as boulders from the nearby Sierra Nevada Mountains, which are used in the water features.

"The campus was purpose-built for immersion, integrated learning, connection, reflection and choice, with elements designed to create 'happy accidents' and encourage connection with ourselves and other guests," says Wallace. "The setting is close to major airports - San Jose airport is only ½ hour away - but feels timeless and removed from the everyday bustle of life. There are 4 miles of hiking trails woven through the

campus, allowing guests to really immerse themselves in nature during their stay."

### Living integrated lives

Guests come from around the world in a diversity of ages from early 20s to late 70s. The campus can host up to 375 guests and accommodate more than 750 visitors at a time, with all-inclusive accommodations ranging from modern Asian-style sleeping 'pods' to fireplace suites with patios nestled in the forest. Room pricing includes all meals and amenities and ranges from US\$140-\$340 (£110-280, £100-240) per person per night, plus programme costs, which start at US\$80 (€65, £57).

Programmes are varied and diverse and change throughout the year, with guest ▶

1440 Multiversity  
- named for the  
number of minutes  
in a day - hosts  
thinkers such as  
author Elizabeth  
Gilbert and singer  
Alanis Morissette



Classes range from inner bonding, to stress resilience and conscious parenting

Mix it up: at The Kitchen Table people from all walks of life share food and ideas



► teachers and lecturers cycled throughout to keep the content engaging. Titles range from Six Step Inner Bonding to A Deep Dive into Conscious Parenting to Cultivating Stress Resilience.

“Learning to be in strong, meaningful and authentic relationships – with ourselves, with each other and with the world around us – is the most important work we can do,” says Wallace. “The goal of 1440 Multiversity is to help each of us craft and live more integrated lives.”

Guests can also choose an R&R stay, which allows them to pick and choose from a range of bite-size workshops in a variety of health, wellness and personal growth topics throughout each day, as well as having full access to the amenities of the campus. Classes on self-healing, sound healing, traditional songs and chants, improvisation, guided nature walks, yoga and meditation are offered.

And Wallace says there’s a hunger for this kind of learning. Brave Magic – a three-day programme offered this

September about creativity and embracing challenges and taught by bestselling authors Elizabeth Gilbert and Cheryl Strayed – is so popular that guests are asked to come with a friend to room with, or Multiversity will “mindfully” pair them with a guest of the same gender.

### Community spirit

Whether they’re mindfully paired with roommates or come with friends or partners, connecting with other guests is part of the ethos at 1440 Multiversity and reflected in common areas like the Kitchen Table, where guests eat their meals family-style.

“Social connection plays a huge role in the 1440 philosophy,” explains Wallace. “The concept of the Kitchen Table is to provide a welcoming space for people of all walks of life to meet and share food and ideas. Whether you’re the CEO of a multi-million dollar company, an elementary school teacher or a stay-at-home parent, 1440 emphasizes the importance of

creating a space where everyone can immerse in teachings that touch the multiple layers of the self.”

The result is something of a new model for hospitality – or a new model for education – in a world where people are overloaded with information and choices, and starved of face-to-face connections and a sense of community. The founders hope a stay there can help set a new direction for its guests.

“We built 1440 as a place for people to relax, reflect and spend time with incredible teachers in a beautiful setting,” says Kriens. “We hope the result is the best kind of vacation – one that sends you home not only recharged, but also with insights for living life a little more fully, one moment at a time.” ●



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# Finding balance in wellness

Increasing numbers of consumers are booking longer, more expensive spa treatments as they look to offset daily stress according to CBRE's latest *Trends in the Hotel Spa Industry* research. Mark VanStekelenburg reports

US hotel occupancies are at a record high as more people are travelling than ever before. The national occupancy level has increased for eight consecutive years, from 2009 to 2017. And with more heads in beds, hotel spas are presented with a greater opportunity to capture more spa customers.

In November of 2017, CBRE Hotels released the 11th edition of its *Trends in the Hotel Spa Industry* study, continuing

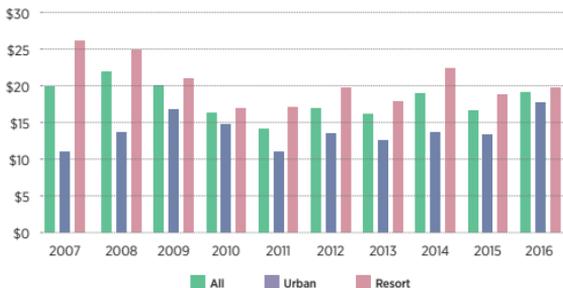
its legacy of providing hotel spas with a valuable benchmarking resource. The data, compiled from 141 US hotels in 2016, shows that spa department revenues increased by 5.2 per cent, just below the growth of rooms department revenue at 5.3 per cent. Spa revenue is also slightly down from 2015 when, for the first time in the study, it grew at a faster pace than room's revenue, at 5.5 per cent versus 3.3 per cent.

That said, further findings from the latest report show it's clear that hotel spas represent a key opportunity for hoteliers. With record occupancy levels and the

heightened desire for personal wellness, people are looking at spas to help them reduce stress, relax and maintain their wellness routines throughout their



Graph 1: Spa Revenue Per Occupied Hotel Room\*



Source: *Trends in the Hotel Spa Industry*, CBRE Hotels, 2017

## Urban versus resort hotel spas

For hotel spas, spa revenue per occupied hotel room (RevPOR) peaked in 2009 at US\$21.82. As the financial crisis lingered, they decreased significantly, to a low of US\$14.12 per occupied room in 2012. Since then, RevPOR increased to US\$19.17 most recently in 2016. This growth is driven by the increase in spa department revenues at urban hotel spas. Their 2016 spa department revenue of US\$17.71 per occupied room (see Graph 1) is the highest ever recorded for this property type and is US\$6.76 above 2007 performance. On the other hand, resort hotels have seen a decrease in RevPOR during this same time period. It should be noted that survey size

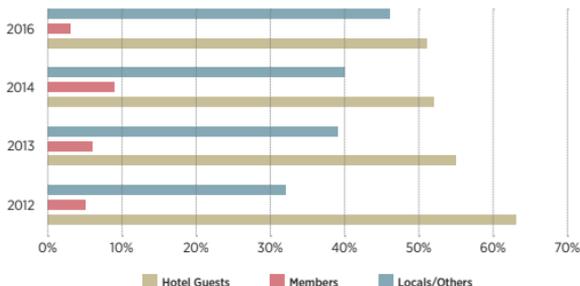


Local customers are increasingly becoming an instrumental component of a spa's business mix

and sample vary each reporting year, and therefore do not reflect the same-store data

CBRE Hotels tracks customer mix for hotel spa samples and in 2013, spa department revenue from hotel guests equaled 63 per cent (see Graph 2). Since then, this has decreased each year and the latest report shows that in 2016, hotel guests represented only 51 per cent of revenues at hotel spas. During this same time period, revenue from locals/others increased from 32 per cent in 2013 to 46 per cent in 2016. Therefore, this segment is growing as an instrumental component of a spa's business mix and perhaps can help explain resort spas' decreasing revenue metrics.

Graph 2: Percent of Spa Revenue Per Customer Type\*



\* Source: Trends in the Hotel Spa Industry, CBRE Hotels, 2017

Spas are implementing add-ons to treatments including guided meditations and nap services

► **Spa resurgence**

Spas in US hotels are seeing a resurgence thanks to key national trends, like a swing towards older travellers. In 2011, Households 55 Years and Over overtook Households Between 35 Years and 54 Years as the highest share of lodging spending by age, at 45 per cent versus 41 per cent. Further, those Between 65 and 74 and Over 75 are spending 23 per cent and 24 per cent more, respectively, on lodging.

These groups largely represent retirees who have both the time and money to spend on travel. Key services for this demographic include anti-ageing skin treatments, therapies aimed at relieving pain and arthritis, and massages to reduce stiffness and joint/muscle pain. The healing attributes of spa are further enhanced when paired with a physical assessment. Cleveland Clinic's Wellness Institute in Ohio is an example of how

medical centres are using patient history knowledge to create customised wellness programmes, integrating acupuncture, massage, reiki and even Chinese herbal therapy to relieve symptoms. As the elder population is exposed to a myriad of age-related health issues, spas can serve as relief to common ailments.

Further, people are no longer viewing spa as an indulgence, but rather are realising the importance of self-care



Food is another way spas can stand out – Cornelia Spa's Botanical Bar serves as an extra sensory treat for guests

and how spas tie into everyday wellness. A growing self-care movement means practices aimed at stress reduction and wellness take a priority. At The Spa at Equinox Resort in Vermont, people are booking longer and more expensive treatments that incorporate wellness and alternative modalities, such as reiki, with a key intention of reducing stress. In addition, spas are implementing add-ons to standard treatments, including



Mohonk Mountain House has created 'instagramable moments' with its one-of-a-kind forest bathing experience

guided meditations at the end of the service and even a nap session. These additional services, whether tacked onto the treatment itself or booked on their own, provide customers with a non-labour-intensive destressing experience. Wellness is key in reducing stress and no matter one's age, consumers are looking for various ways to relieve stress and maintain a balance in everyday life.

### Market differentiators

Spas continue to differentiate from one another and in today's social media-based world, it's important now more than ever to provide one-of-a-kind experiences to not only attract new demand, but to maintain loyal customers. Entire brands have been created to embody a mantra of 'instagramable moments' and hotel spas are now tasked with providing these authentic, local and unique experiences. At Mohonk Mountain House in New York, a Mindfulness in Motion walk guides guests around wooded trails, cliff edges and a crystal-clear lake, while its Signature Elements of Nature facial incorporates witch hazel grown on-site.

Another way to for hotel spas to stand out is via food and beverage. Cornelia Spa at The Surrey in New York has a Botanical Bar which provides guests with an additional sensory experience pre and post treatment. Partnering with a premier vegan restaurant, it offers a variety of sweet and savoury amuse bouche, including superfood bites, matcha green tea cookies, seasoned almonds and other seasonal fare. Further, each

treatment starts off with honey to awaken the senses. It's unique practices like these that help attract new customers and pique the interest of loyal visitors.

### Staffing is key

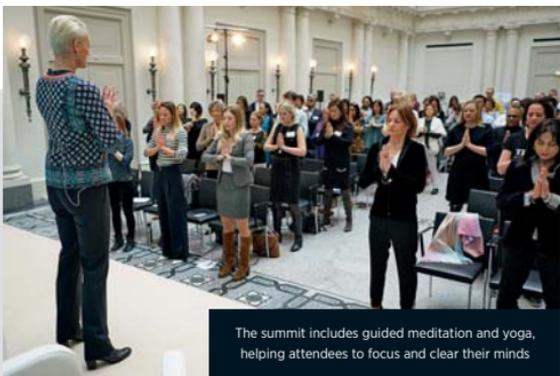
Consumer expectations are increasing and, unsurprisingly, knowledgeable therapists and aestheticians are key to the successful implementation of unique and personalised services in spas. As digital technologies become ever-more prevalent, human interaction becomes even more valuable in the spa industry. People come to the spa to unplug and feel a sense of calmness and respite from the outside world.

New trends in the hotel industry, such as shorter lead times, can create difficulties in staffing and scheduling. Given this, it's important that spas are able to keep up with consumer demand without sacrificing service standards and individual guest attention.

So while in 2018, the hotel industry is expected to see its first occupancy decline in 10 years, hotel spas that continue to provide unique and personalised services, embrace the various needs of customers of all ages and emphasise a true balanced wellness experience at their facility will continue to see success. ●



Mark VanStekelenburg is managing director at CBRE Hotels' Spa Consulting Practice. Email: mark.vanstekelenburg@cbre.com



# The power of healing

**The fifth annual Healing Summit saw attendees from 27 countries gather in Berlin.**

**Jane Kitchen reports on the highlights**



Kyricos (top) spoke on wellness branding; for Griffith (above) success comes in the form of meditation and ayurveda

“A healing hotel is a living entity – it’s the most optimistic outlook of the future,” said Anne Biging, CEO of the Healing Hotels of the World, as she opened the fifth annual Healing Summit in Berlin in March. “It’s about changing our heart, changing our mind and changing our habits, because without that, nothing is going to happen.” The summit attracted around 130 attendees from 27 countries and a diverse range of industries for two days of talks about the business of healing.

## Healing and resilience

Neuroscientist Dr Marjorie Woollacott explained how science is catching up with a more subtle understanding of healing. She addressed how the placebo effect shows the power of the mind over healing and pain. Woollacott also highlighted studies showing how meditation improves ADD symptoms and the efficacy of reiki on people who have had a heart attack. “Complementary therapies can help us to heal our own self, our society and our planet,” she said.

Steve Griffith, founder of Sukhavati Ayurvedic Retreat & Spa in Bali, detailed his success in corporate wellness. Before opening his retreat, he created a leadership programme of transcendental meditation and ayurveda, which 2,000 people a year now participate in. “Organisations are looking for individuals to have resilience,” he said.

## Experience over spa

Stacy Fischer-Rosenthal, president of New York’s Fischer Travel Enterprises, detailed what her clients – high net-worth individuals who pay a US\$100,000 joining fee plus US\$25,000 a year membership – are looking for. “The luxury traveller wants what money can’t buy – they want experiences,” she said. “Going to a spa and moving from one thing to another doesn’t create a truly luxury experience – they want an educational and experiential experience, and they want to connect with people around the world.”

These sentiments were echoed by Stella Photi, founder of UK travel agency Wellbeing Escapes; Diana Stobo, founder of The Retreat Costa Rica; and Corinna Yap, wellness director at COMO Shambhala, when outlining the growing wellness markets in Europe, North America and Asia.

Stobo said that increasingly, her clientele is looking to immerse themselves in nature and to test their courage. “It’s expanding and taking a step out of your comfort zone,” she explained. Her location encourages people to meet one another and become part of a community in their stay – something Photi also said her clientele is increasingly asking for. Yap reported that in China, more families are taking on wellness travel so COMO has created programming for children.

## Getting the message

Mia Kyricos, president and founder of wellness consultancy firm Kyricos & Associates, advised attendees on creating brands that have emotional impact. “The difference between good and great brands are the ethereal things – the emotional connection,” she said. She told attendees that wellness needs to be inclusive. “Wellness and



Spa consultant Lisa Starr



Emmy winning Bianca Alexander from Conscious Living TV with Anne Biging (left); DSM's Joy Menzies (right)



Dr Marjorie Woollacott (left) highlighted scientific studies which support the efficacy of reiki and meditation in healing



wellbeing is not about demographics – it's about psychographics," she explained. "Everyone can relate to wellness and wellbeing on some level."

But while everyone may be able to relate to wellness, getting the message across to consumers is not always straightforward. A panel of journalists, including Abby Ellin, a contributor to the *New York Times*; television journalist Bianca Alexander of Conscious Living TV; radio journalist Valerie Smaldone; and communications professor Natalie Redcross discussed the best ways to communicate a healing message in today's fast-changing world. Alexander highlighted how showing scientific evidence to back-up claims is key, "especially for the mainstream audience who do not understand a lot of what we're talking about."

Samantha Foster and Joy Menzies of global consultancy firm Destination Spa Management revealed a new means for Healing Hotels of the World to communicate its message to consumers. The duo have created a five-level structure to help wellness properties within the consortium reflect their level of commitment to healing. "Owners and operators need to be able to

position themselves clearly," explained Menzies. "This will help them to offer genuine healing experiences and talk to their marketing partners about what their position is."

Spa consultant and educator Lisa Starr spoke about the importance of members of staff and collateral in communicating the healing aspects of a spa or hotel once guests are on property in order to keep levels of satisfaction. "We need to do a better job of communicating to guests what's offered; if the options are unclear, the guests will not have the optimal time," she said.

At Sukhavati in Bali, teaching guests to meditate helps them learn how to heal. In addition, Griffith said that each day at noon, the entire staff meditates with guests. "Everyone is seeking wholeness," he explained. "They don't know what they're seeking sometimes – they just want to be whole again." ●



It's about experiences not just treatments says Fischer-Rosenthal (top); Yap from Como Shambhala (above)



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# Visibility, Flexibility & Mobility

## MOBILE APPS FOR SPA MANAGEMENT

Spa directors need flexibility and mobility to effectively manage their spa and engage with guests. With the right mobile apps in hand, a spa director can confidently manage the business, the employees and the guests while simultaneously growing revenues and improving guest service.

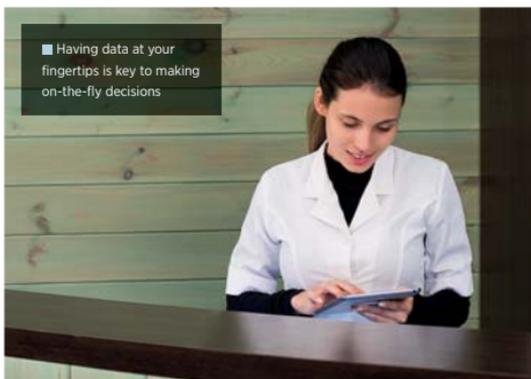
### Greater Visibility

Data at your fingertips is key to making on-the-fly decisions and truly understanding the status of your spa business. A busy spa director doesn't have time to run back to the desk and run multiple reports, they need actionable dashboards in hand and accessibility wherever they go.

SpaSoft offers Business Intelligence to inform better decisions. Intelligence visualises your spa business data, giving you access to key performance indicators including revenue and utilisation data.

### Simplify Guest Check-In

Spas need a way to efficiently collect crucial guest contact and health information and make it available to the therapists. SpaSoft's Wellness Forms app streamlines the intake process and automates the flow of information from the guest to the therapist.



Spa directors need actionable dashboards in hand and accessibility wherever they go

### Schedules at Your Fingertips

While in an ideal world the appointment schedule would be set weeks in advance, the reality is that spa schedules are in a continual state of flux. Therapists and managers need to access their schedule for constant appointment updates.

When paired with Wellness Forms, therapists can pull up guest intake forms to review prior to the start of the appointment.

### Connect with Guests

Everyone today is on the go, living and breathing by their mobile phone. Email appointment confirmations are great, but they are likely to get lost in the inbox. Text or SMS appointment confirmations and reminders go right to the guest via their mobile phone.

Text appointment messages go right to the guest via their mobile phone

### More Reservations, More Revenue

Guests today expect to be able to book online, whether they're sitting at their desk or sitting by the pool. They want the instant gratification of being able to reserve online when the inspiration hits them and mobile online booking makes that possible.

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# The force is female

ENERGY, EMPOWERMENT AND CAMARADERIE AROUND AT THE FIRST-EVER WOMEN IN WELLNESS LEADERSHIP CONFERENCE. DARLENE FISKE REPORTS

With the gender pay gap, the fight for women's equality and the #metoo movement in the spotlight, a conference for female powerhouses could not be more timely or topical. Cue the inaugural Women in Wellness Leadership Conference by *American Spa* magazine. Held on 6 March, two days before International Women's Day, in New York, the event attracted 230 spa professionals from across the US and beyond.

## Keynote highlights

Recharging and reinvention were the focus of three keynote sessions. "Many people who get into the spa business are looking for healing themselves," said Emme, a model, TV personality and women's advocate whose infectious zest and joie de vivre inspired women to be more accepting of themselves and others in relation to body image, self-esteem and overcoming negative thought.

Lesley Jane Seymour, former editor of women's magazine *More*, spoke about the importance of reinvention and preparing for unexpected opportunities for change. Since leaving *More* in 2016, she's set up the Covey Club – an on and offline hub



● Women of wellness - Keller (far left), Fiske and Jones (centre) and Locker (far right)

for the 40-plus set. "Ageing isn't a disease. It's not something you can outrun or outsmart. It will happen to you," she said. "After starting Covey Club, I'm learning that I don't have to build consensus. And I'm still learning that I can try anything I want that's new." Seymour plans to launch spa retreats for her subscribers – something they've been very vocal about needing to incorporate into their lives.

Sallie Krawcheck, CEO and co-founder of women's investment platform Ellevest

addressed the need for women to create a financial future through smart investing and planning. The room was filled with laughter thanks to her unique style of storytelling, along with a not so funny anecdote about losing her life's savings and job when the market crashed in 2008.

## What the attendees say

Between keynotes, breakout sessions ran with topics ranging from brand building to embracing feminine traits. Dana



Speaker Lesley Jane Seymour, former editor of *More* (left), at the 'timely and topical' conference





Lunch discussions covered PR, self-care and managing toxic work environments



Dana Campbell led a session on eradicating corporate burnout



● Ellevest co-founder Sallie Krawcheck (right) and model Emme (left) were keynotes



Keller is the driving force behind the event

Campbell, CEO of Optimize Corps, who led a session on transcending burnout said: "Taking control of our lives and careers is one of the best ways to improve our overall happiness and to make an impact in the world."

Discussions were also held throughout lunch, with 24 tables focusing on different subjects. Sara Jones, editor of *Spa & Wellness Mexicaribe*, encouraged women to join the Global Wellness Institute's Women in Leadership Initiative (see p20). Meanwhile, spa PR Debra Locker focused on how to manage toxic working environments and brand and wellness activist Joanna Roche hosted the topic of cultural sustainability and self-care.

Of the day, Michelle Gamble, VP global business development for the Global Wellness Summit, said: "It was an extraordinary event on so many levels - inspiration, information and connections with women I admire and respect. I'm already looking forward to next year!"

Fellow attendee Glenn Legendre, executive VP of sales and marketing for LaFlora Probiotic Skincare agreed. "I came to the conference to celebrate my

## Taking control of our lives and careers is one of the best ways to improve our overall happiness

Dana Campbell, CEO of Optimize Corps

years of friendships with women in the spa and wellness industry, get a little work in and make new friends," she said. "My takeaways are threefold: to take control of my financial destiny; to commit to indie beauty as a vendor; and to create a partnership with a potential new spa partner for our brand that I met here at the conference."

Not to be forgotten are the men who came to support Women in Wellness - several of whom were sponsors. Michael Pugliese, CEO of Circadia noted: "as a male owner of a skincare brand, I feel it's incredibly important to support this event - unlike any of its kind - that focuses on the women of our industry."

### Empowerment and inspiration

Julie Keller Callaghan, editor in chief and publisher of *American Spa*, who's behind the event said inspiration for it first came when she was inundated with more than

400 nominations for the magazine's Women in Wellness Awards last year.

"I've been at *American Spa* for 14 years - what I love most about the industry are the women in it," she said. "I've always been empowered and inspired by you. I wanted to put something positive in the universe."

In her closing remarks Keller Callaghan added, "I hope that everyone left today with powerful tools to help them grow and evolve and be better leaders and better people and to spread the word of women empowerment and wellness." ●

Join *American Spa's Women in Wellness Leadership Group* on Facebook for ongoing updates and news about future conferences and events.



Darlene Fiske owns The Fiske Group, a US-based wellness and travel PR firm. Email: darlene@thefiskegroup.com. Twitter: @dfiske

# MOBILE TECHNOLOGY

More consumers than ever before are using mobile devices for just about every aspect of their lives. So how are software companies helping spas leverage the convenience of mobile tech to their advantage?

In a gadget-filled world where digital technology is intrinsic to our everyday lives, spa operators are discovering that mobile tech has a whole host of operational advantages. Spa software firms are helping operators meet the growing demands of the digitally-dependent with their high expectations for mobile friendliness and 24/7 accessibility, yielding significant business benefits in the process.

## FREEING UP THE FRONT DESK

Today's spa customers expect to be able to access appointments at a time that's convenient to them and smartphones, at the very heart of consumers' digital lives, are taking the hassle out of the way people search, book, buy and even check-in

and out for their spa experience. But the convenience can go both ways.

Book4Time offers responsive and native mobile apps for both consumers and spa operators. As CEO Roger Sholanki explains: "Our mobile responsive booking solution for consumers is used by all of our clients. In addition, our mobile check-in solution frees up the front desk allowing the spa reception to personally greet the guest and expedite the check-in process."

The on-demand mentality which sees increasing numbers of customers more likely to book spur-of-the-moment treatments could be perceived as a ramping up of activity for spas. However, mobile technology can enable the opposite effect: increasing productivity by freeing up staff from busy reception desks and saving time on admin tasks, as well as



Sholanki says Book4Time offers mobile booking and check-in

Customers often want to be able to free themselves from the front desk more often, so they have the flexibility to take care of other aspects involved in running their business

Charlotte Newton, EMEA marketing, Mindbody

giving them more opportunities to engage with guests face to face.

Charlotte Newton, EMEA marketing for Mindbody, says: "One thing that we often hear from our customers is that they want to be able to free themselves from the front desk more often, so they have the flexibility to take care of other aspects involved in running their business. The Mindbody business app gives users the power of Mindbody software on a phone or tablet, allowing them to run operations, such as scheduling, client info and check-in, point of sale and reporting capabilities, from anywhere, at any time."

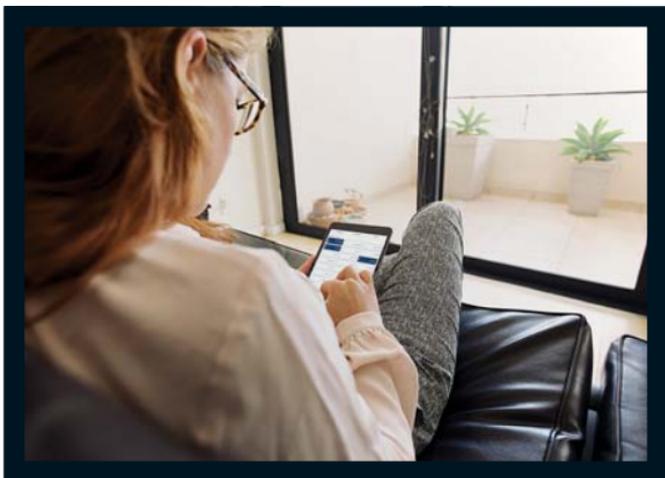
Frank Pitsikalas, founder and CEO of ResortSuite, sees the movement of spa staff to more face-to-face time with guests as a growing trend, facilitated by developments in mobile technology: "At least half of our customers are currently using our mobile technology, and that number jumps to at least 80 per cent when you include ResortSuite mobile-responsive web booking engine. Many of our prospective customers have come to us looking for an upgrade to using tablet technologies as they want to follow the trend of being in front of, and more engaged with their guests. Clients are excited to create and manage their own





The advantages for spas to go mobile are vast. It saves time, captures client data easily and ensures a smoother client journey

Leonie Wileman, COO,  
Premier Software



The ability to locate all relevant business data at a click or a swipe significantly increases productivity, so operations become more streamlined

property-specific applications and make changes on the fly using the new CMS.”

Making staff mobile in every sense of the word is a sentiment that’s echoed by Malcolm Rennie, who’s the managing director of Concept Software Systems: “App technology makes operations easier and faster, and essentially allows operators to have a mobile workstation. This has the benefit of saving on staff data entry time, amassing business intelligence that’s easily accessible and a better customer experience.”

Concept client William Wesley Myers, regional director of spa, North America, for Langham Hotels & Resorts, explains the advantages of mobile tech: “In spa it allows management to have business stats and information readily to hand, and a constant awareness of guest count, treatments and revenue for any given day or time range, putting the KPIs for your spa business in your hand for easy reference at any time. And for guests? It enables them to use their smartphones within the spa to complete intake forms and questionnaires, and provide feedback upon check-out, eliminating the paper, additional time and manual labour that would have previously been spent updating their profile/history.”



App technology makes operations easier and faster, and essentially allows operators to have a mobile workstation, with the benefit of saving on staff data entry time

Malcolm Rennie, managing director, Concept Software Systems

#### STREAMLINING SPAS

The ability to locate business data at a click or a swipe significantly increases productivity. As systems and processes are increasingly digitised and automated, operations become more streamlined.

“The advantages for spas to go mobile are vast. It saves time, captures client data easily and ensures a smoother client journey,” says Premier Software’s chief operating officer Leonie Wileman.

Premier Software client Helen Bulman, spa manager at Acresfield Health Club & Spa, UK, says: “Mobile technology has streamlined many areas of the business

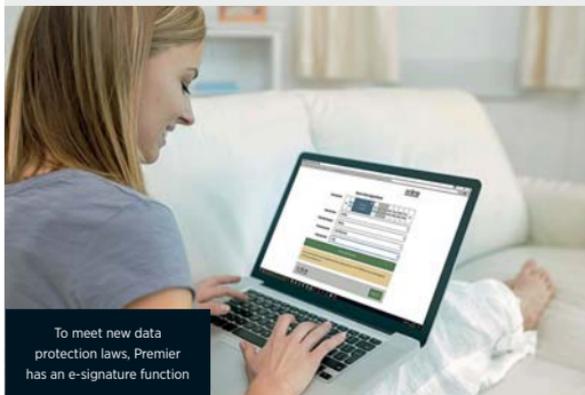
making them more efficient. As everyone can access their diaries via the app, they know what they’ll be doing before coming to work, what availability they have and what they have coming up. It leaves little room for mistakes or misunderstandings.”

Approximately 80 per cent of The Assistant Company’s (TAC) customers use its mobile technologies. Managing director Günther Pöellabauer believes they enhance customer comfort, reduce waiting times and costs due to increased employee efficiency. “The TAC Webshop includes elements such as spa reservations, product and gift certificates sales, and a lounge booking facility, as

## TECHNOLOGY

well as our Kiosk feature. Using Kiosk technology, visitors don't need to queue at reception and can book spa reservations on their own. In addition, sense. is our mobile spa management solution using touch optimised design and can be accessed via all popular web browsers and technical devices," he explains.

Likewise, Amanda Wisell, marketing manager of SpaSoft says client feedback reveals one of the main benefits of using technology in spas to be in streamlining their operations. "Our online booking engine is mobile friendly to serve the growing numbers of consumers who are booking experiences on their smartphones and tablets. It's an effective way to make the spa more efficient, offering mobile tools for providers, schedules, guest intake forms and reporting."



To meet new data protection laws, Premier has an e-signature function



### Mobile technologies enhance customer comfort, reduce waiting time and costs due to increased employee efficiency

Günther Pöellabauer managing director TAC

With around 20 per cent of its customers using some form of mobile technology, Africa's Spa Kalahari is reaping the rewards of a more streamlined business. Wisell explains: "Spa Kalahari is using SpaSoft Wellness Forms. When a guest arrives to check-in, the receptionist hands them a tablet to complete the intake process electronically. Their information then automatically goes into the SpaSoft system eliminating data entry, ensuring that therapists receive crucial information in a timely manner and helping eliminate data errors by having guests verify their own personal information."

#### MANAGING THE DATA

With changing data protection laws reflecting the previously unforeseen ways that data is now used, mobile tech is both the very agent of that change, and its champion and defender.

Concept has developed an iPad app so clients can complete membership data as well as sensitive questionnaires. Rennie explains: "Approximately 25 per cent of our customers currently use our iPad application. This has been increasing significantly over the past two years. Operators can save a lot of time by giving their clients the chance to complete their own profile data."

As mobile technology continues to evolve, so too do the solutions and their capabilities. Premier's Wileman explains how the company is addressing the issues around secure data: "In order to meet the needs of new data protection laws, Online includes an e-signature function so when a client visits the spa, they can check the information on their client card, sign to say it's correct, as well as agree to how their data can be used for promotional purposes. Enabling clients to provide and update their own data removes errors and provides peace of mind."

#### FUTURE MOBILE

ResortSuite's Pitsikalas believes that the concept of guests self-managing their own experiences is what will drive the next generation of hospitality technology. What's more, with the potential for greater staff efficiency, a streamlining of operations and improved data security, putting mobile technology front and centre of the growing trend will define the next generation of software solutions. ●



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### It leaves little room for mistakes or misunderstandings

Helen Bulman, spa manager, Acresfield Health Club & Spa



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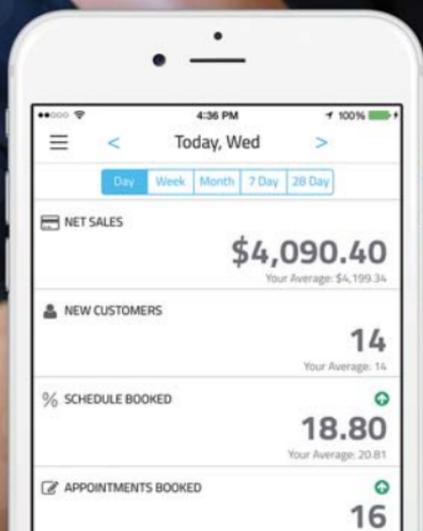
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# Product innovation



By Lauren Heath-Jones,  
assistant product editor

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

## RKF fashion show highlights design capabilities says Riadh Bouaziz



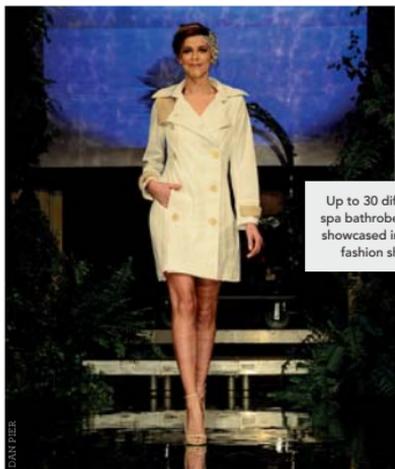
France-based linen house RKF has debuted a 30-piece bathrobe collection showcasing the brand's knowledge and design capabilities.

Everywhere Homewear launched an exclusive fashion show – named Utopia – during Paris Fashion Week at a private mansion in Place Vendôme.

The collection is based on RKF's concept of the bathrobe as a fashion item. The pieces are designed to unite soft, warm and absorbent materials developed by RKF with a high-fashion aesthetic. The result is a hybrid garment that combines both comfort and elegance.

"This show highlights RKF's know-how," says Riadh Bouaziz, chair and CEO of RKF. "Our work is a daily reflection of how clients relax and how our textile creations can contribute to wellness."

**KEYWORDS:** RKF Lux



PAN PIER



Up to 30 different spa bathrobes were showcased in RKF's fashion show



“Our work is a daily reflection of how our textile creations can contribute to wellness.”



ETHIENNE KOPPELSON



GERARDINATAIS

## SpaTree tents bring nature to spa says founder Jannita Mossel

Billed as a luxury outdoor spa, the Spa Lodge tent is designed to bring a heightened sense of nature to the spa experience.

It's been created by Dutch consultancy SpaTree in partnership with Mocadazu, a professional tent building company.

The canvas lodge can be used in all weather conditions, including snow, and in warmer climates the sides can be rolled up.

It measures 4.5sq m (14.7sq ft) and is large enough to accommodate a sink and/or Orland wood burner in addition to the treatment bed.

"Spa's don't have to be tucked away behind concrete walls, where all connection with nature is evaded – the Spa Lodge brings

The spacious tent can fit in a treatment bed, sink and wood burner



nature back to the spa," says SpaTree founder Jannita Mossel.

"The calming sound of a river, the view from a mountain top or the healing sound of lapping sea waves – it all contributes to relax body, mind and soul in perfect harmony with the natural environment," she adds.

**KEYWORD:** SpaTree



Spa's don't have to be tucked away behind concrete walls, where all connection with nature is evaded



## Stephan Helary reveals Terres d'Afrique's sustainable amenities accessories

The range perfectly reflects the essence of Terres d'Afrique: earthy and simple yet refined and elegant

The decorative patterns have been inspired by African mud cloths



South-African brand Terres d'Afrique has developed a range of sustainable ceramic accessories and packaging for its amenities line.

It collaborated with Cape Town's Wove Ceramics to create the accessories which feature a decorative pattern inspired by traditional African mud cloths.

The soap holders, bath salt and body scrub tubs, trays and 500ml bottle dispensers, which can be used in spas or retail, are available in terracotta, brown and beige.

There are also plans to expand the line to include tea cups, foot bowls and product bowls.

Founder Stephan Helary says: "Being a sustainable, environmentally friendly brand, it was natural to create a luxury sustainable option as refill packaging for our clients.

"The range perfectly reflects the essence of Terres d'Afrique: earthy and simple yet refined and elegant. The essence of Africa."

**KEYWORDS:** Terres D'Afrique ▶

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spa business uniting the world of wellness



“Let’s help men transition to a **facecare regimen**”



## OM4Men’s Well-Being to ‘help spa become more male-inclusive’, says Mike Bruggeman

In a bid to bring more men into spas, American skincare brand OM4Men has introduced its Well-Being collection of hair and bodycare products.

Well-Being consists of three ranges – four body cleansing oils, a body and showercare line called Bodyguard, and a trio of ‘hair defence’ products.

The body cleansing oils – Awaken, Detox, Strengthen and Rest – are 95 per cent organic and have their own aromatherapy

blend. The oils are designed to hydrate skin and can double up as a therapeutic massage oil.

Bodyguard features a lime ginger brightening body wash and glycolic brightening body scrub; ylang ylang perfecting and hydrating body wash; and a ylang ylang body brightening and hydration complex, designed to renew and refresh the skin.

The hair range, billed as the ‘natural green-science alternative to Nioxin and Rogaine’, features a shampoo, conditioner and hair elixir.

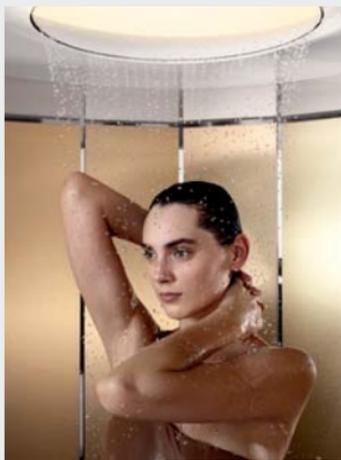
Mike Bruggeman, CEO of OM4Men, says the “contemporary collections” will help spas become “more male-inclusive, gender-neutral and grow their men’s segment”.

He adds: “Facecare often conjures images of all things ‘girly’ for men, yet masculinity is not called into question when using a body product. Let’s meet him where he is [with body products], educate him and over time help transition him to a facecare regimen.”

**KEYWORD:** OM4Men

The three men’s ranges comprise 11 different products in total

## Andreas Dornbracht launches ‘next generation’ spa shower



Water falls from a built-in dome while lighting creates a soft ambience

Dornbracht is taking spa showers to the next level with its multi-sensory Rainmoon concept.

“Rainmoon is a culmination of bliss achieved through the combination of water and light, bringing relaxation, refreshment, and a feeling of wellbeing and security,” says Andreas Dornbracht, MD of the Germany-based firm.

Water falls from a built-in dome, while integrated mood lighting creates a soft moonlit ambience. There are also two newly-developed shower sprays – Tempest and Aqua Circle.

Tempest’s large, free falling water drops, similar to raindrops, are designed to make the user feel as if they’re experiencing a refreshing, yet relaxing, storm.

Meanwhile, with Aqua Circle, users can choose from a powerful, concentrated stream of water or a more gentle water flow.



“It’s our answer to the growing need for balance and vitality”

Dornbracht says Rainmoon is the ‘next generation’ of the company’s LifeSpa concept. “It’s our answer to the growing need for balance and vitality,” he says.

“In times of acceleration, digital transformation and revolution, more is being demanded of people. In light of this, maintaining both physical and mental health is becoming increasingly important. The bathroom can be an important part of one’s personal health strategy.”

**KEYWORD:** Dornbracht

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The patches slowly release aroma over a number of hours

## Nick Irani introduces Subtle Energies' aromatherapy patches

A range of inhalation patches to enhance treatments or give users easy access to aromatherapy while on the go has been unveiled by Subtle Energies.

The Australian spa skincare brand, which draws on ayurvedic practices, has developed three patches: Sleep, Detox & Adrenals and Yoga. Users simply apply the patch to their skin, which then slowly release their aromas over a number of hours.

They're available as both a retail and amenities line for spas and can be used to enhance treatments or as part of a guest's aftercare.

Additionally, Nick Irani, CEO of Subtle Energies, suggests that the patches can offer guests a moment of calm when they don't have the time to spend in a spa.

"The patches are a convenient way for guests to benefit from aromatherapy. They're useful for flying, at the office and before sleep, but can also be used in a spa environment as part of a treatment programme," says Irani.

**KEYWORDS:** Subtle Energies



“They're useful for flying, at the office and before sleep, but can also be used as part of a spa treatment”

## Marian Harvey explains how Scandinavian heat therapy inspired Thalgo's Merveille Arctique range



Thalgo has created 'ice bubbles' for a cooling effect in treatments



In Scandinavia, treatments alternate between hot and cold therapies to stimulate circulation, detoxification and overall relaxation.

It's this, in combination with Swedish massage and deep tissue techniques, which forms the basis of Thalgo's new 2-hour Merveille Arctique body ritual and product line.

Marian Harvey, MD of Thalgo UK, says the ritual and products "introduces a new spa experience, something quite different and innovative."

There are three supporting retail products incorporating hydrating boreal algae.

Arctic Shower Foam cleanses and soothes the skin and contains starch sugars to improve the skin's protective barrier.

Salt Flake Scrub features magnesium and three different exfoliating salts for a smoothing and calming effect.

“It takes clients on an extraordinary and unexpected sensory journey”

The Moisturising Milky Gel is a body gel, billed as a "real sensory experience", with a fast-absorbing, melting texture to intensely hydrate.

Thalgo has also developed a signature fragrance for the collection, inspired by the Arctic, which features floral notes of hyacinth, jasmine, magnolia and orange blossom.

"Merveille Arctique provides not only a relaxing element but a deeply exhilarating experience, taking the client on an extraordinary and unexpected sensory journey," adds Harvey.

**KEYWORD:** Thalgo

# THE TIDES

Pure Dutch Nature Inside

## The Tides: pure Dutch nature inside

Modern living might be tough on our minds and bodies, but newly-launched Dutch wellness and self-care brand The Tides offers just the antidote with a new class of pure, raw products and treatments

**D**rawing inspiration from nature, Dutch wellness and self-care brand The Tides looks to the Dutch coastal nature reserves, with its rhythms of the sea, seasons and elements, to provide a new class of pure, clean products and treatments for consumer and professional use.

With The Tides, industry insiders Annemarie Wortman and Kimmo Jacobs sought to establish a truly Dutch brand, using natural ingredients to offset the stresses and strains of life in the modern world and help customers regain balance, strength and vitality.

"Using the purest ingredients, we formulate functional products and treatments that heal and nurture from the inside out and balance the excesses of living modern life," says Wortman. "The base of The Tides products and treatments are 100 per cent pure, raw and locally-sourced Dutch ingredients known for their purifying, re-mineralising, strengthening and revitalising properties."

At the heart of the The Tides is a key ingredient: the newly-launched products harness the therapeutic properties of 100 per cent natural magnesium. A structural element of the blood, bones, muscles and organs, this magic ingredient catalyses hundreds of biochemical processes throughout the body and is essential to human health.

The magnesium used in The Tides is sourced from a layer of purest magnesium, discovered 1600m underground in the north of



Seaweed, hemp, sea salt and clay are all used

the Netherlands. Wortman explains: "The source is a pre-historic sea, an expanse of highly-salinated water that existed within the ancient supercontinent Pangaea. Over the course of millions of years, it flooded with water then evaporated again and again to condense into a layer of pure magnesium."

Untouched by modern-day pollution, The Tides' magnesium is mined sustainably using just water pressure. Alongside the magnesium, the brand uses seaweed that's sustainably-cultivated from the Oosterschelde, a natural reserve in the south-west of the Netherlands, one of the cleanest bodies of water in the world; together with organic Dutch hemp, sea salt, clay and plants and herbs endemic to the region.

The Tides provides products and treatments that are easy to



Industry insiders Annemarie Wortman and Kimmo Jacobs (above) have sourced pure magnesium for the new brand. There's a wide range of products, including a Digital Detox bath soak and Liquid Chill Pill body oil (left)

The base of The Tides products and treatments are 100 per cent pure, raw and locally-sourced Dutch ingredients

implement for consumer and professional use. For the spa, it offers Pure Magnesium Body Massage Oil, Bath Salts Therapies, Aromatherapy Blends and Body Polish. While at home products include Pure Dutch Magnesium and Seaweed Bathing Rituals formulated as a Digital Detox, Energy Booster, After Workout Formula or Natural Sleep Aid, to Body Oils, Gels and Polishes – everything to keep you well in the modern world.

Wortman adds: "At The Tides we truly believe that looking good, feeling good and doing good should be part of everybody's beauty and wellness aesthetic and that means embracing products that are clean, ethically sourced and creating resources to give back to nature."

**KEYWORD:** Tides



## Fight pollution with Matis, urges Laurence Bonard

A cleanser and hydrating cream designed to target ageing caused by pollution and other environmental factors have been added to Matis' Réponse Jeunesse line.

International director Laurence Bonard says efficacy results are positive so far. She reveals: "Effectiveness and tolerance tests have been carried out in China, in one of the country's most polluted cities... and improvement in skin quality is confirmed and proven."

The cleansing Essential Micellar Water contains micelles, which trap and gently remove



*Effectiveness and tolerance tests have been carried out in China, in one of the country's most polluted cities*

impurities including makeup, dirt and atmospheric pollutants.

The Maticity hydrating cream has a light texture to moisturise the skin and reduce the appearance of ageing caused by pollution. It acts as a protective barrier that defends the skin from free radicals and atmospheric pollutants.

Both products feature MatiSystem PMO3 double action technology, a anti-pollution technology created by Matis, that prevents pollutants adhering to the skin and reduces the harmful effects of pollution on the skin.

**KEYWORDS:** Matis Paris

## Look after the skin before, during and after sun exposure says Bioline Jatò's Tommaso Carradini

Italian skincare brand Bioline Jatò has launched Sundefense, a three step sun care system to help users obtain the perfect tan by preparing, protecting and rebalancing the skin before, during and after sun exposure.

The seven-piece collection helps to protect from the damages caused by UVB, UVA and infrared rays.

The Tan Activator is a gel with annatto oil and papaya extract that's



The seven-piece collection includes a gel activator for a long lasting tan



*Sundefense products combine protection with an anti-ageing and antioxidant action*

formulated to encourage melanin production for an even and long lasting tan, as well as reinforcing the skin's defense systems.

The SPF 30 and 50+ face creams work to counteract the signs of photoageing, including dark spots and wrinkles.

Meanwhile Sundefense body creams are available in low (SPF 6), medium (SPF 15) and high (SPF 30) protection options each with different features – the SPF 6 cream for darker skin, for example, has a light, fast-absorbing formula with vitamin E and panthenol.

Incorporating cupuacu butter and passion fruit, the Aftersun has been created to soften and refresh the skin, as well as to reduce redness and moisturise.

"Sundefense products, which yield the latest-generation selective filtering system, combine protection with an anti-ageing and antioxidant action," says MD Tommaso Carradini. "Along with three other lines, they are the key ingredient in our Sun Beauty Project – treatments to prepare, protect and rebalance the skin." ●

**KEYWORD:** Bioline

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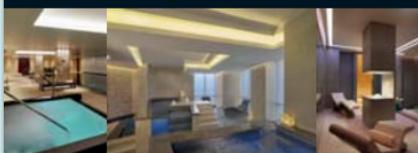
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## Finishing touch

## NATURAL APPROACH

Birdsong, trees, sky – a new study suggests exposure to nature is important for those at risk of poor mental health. Jane Kitchen outlines the findings

**M**ental health is a buzzword in the global spa industry and those serious about treating it might consider maximising outdoor therapies and spaces if new research is to be taken into account.

Researchers at King's College London have used smartphone-based technology to assess the relationship between nature in cities and mental wellbeing in real time.

Not surprisingly, they found that being outdoors, seeing trees, hearing birdsong, seeing the sky and feeling in contact with nature were associated with higher levels of mental wellbeing. But they also found the benefits were especially evident in those with higher levels of impulsivity, who are at greater risk of mental health issues.

#### Measurable impact

The researchers developed a smartphone app, Urban Mind, which monitored 108 people who completed 3,013 assessments over a week. Participants answered questions about their environment and momentary mental wellbeing. GPS-based geotagging pinpointed their location.

The results showed significant immediate associations with mental wellbeing for several natural features: trees, the sky and birdsong. Significantly,



The specially developed Urban Mind app was used to monitor the 108 participants



JACOB LUND/SHUTTERSTOCK

■ The benefits of going outdoors were felt for several hours

“Benefits were especially evident in those with higher levels of impulsivity, who are at a greater risk of mental health issues”

the improvement was still evident several hours later. “These findings suggest that short-term exposure to nature has a measurable beneficial impact on mental wellbeing,” says King’s College psychologist Andrea Mechelli.

#### Helps with poor mental health

The investigators were also interested in whether there was a benefit to those at risk of mental health problems. To assess this, participants were rated on ‘trait impulsivity’ – a psychological measure used to predict those with a higher risk of developing ADHD, antisocial personality, bipolar and addictive disorders.

This revealed that the beneficial impact of nature on mental wellbeing was greater in people with higher levels of trait impulsivity and a higher risk of

developing mental health issues. Mechelli says this “suggests that nature could be especially beneficial to those individuals who are at risk of poor mental health.

“From a clinical perspective, we hope this line of research will lead to the development of low-cost scalable interventions aimed at promoting mental health in urban populations.”

J & L Gibbons, landscape architects who were involved in the research, are hopeful that the results will “inform future investments and policies, helping build healthier cities”. ●



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