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Spa revenues hit US\$18bn in 2021

US spas generated US\$18.1bn (€17.2bn, £14.4bn) in revenues in 2021, an almost 50 per cent increase when compared to 2020 (US\$12.1bn, €11.5bn, £9.7bn).

This is according to data from the annual 2022 US Spa Industry Study, conducted by PricewaterhouseCoopers (PwC) on behalf of the International Spa Association (ISPA).

These findings signal encouraging news for market recovery in the US as it indicates revenue has nearly returned to pre-pandemic figures last published in 2019 by ISPA – US\$19.1bn (€18.1n, £15.3bn) – which was an all-time high for the industry.

The 2022 report also found spa visits increased by nearly 40 per cent, reaching 173 million in 2021. Revenue per visit received a boost too and jumped from US\$97.50 (€92.65, £77.77) to US\$104.50 (€99.30, £83.35).

“We’re thrilled to report strong signs of recovery for our industry,”



SHUTTERSTOCK/BARANG

PHOTO: ISPA

■ ISPA will release the full findings in July

said ISPA president Lynne McNeese. “We’re confident that this positive trend will continue, and we look forward to seeing how members use this new industry and consumer data to further elevate the industry.”

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We’re thrilled to report strong signs of recovery for our industry

Lynne McNeese, ISPA



PHOTO: STEFANO SCALIA

NEWS

bbspa_Group creates urban location in Florence

New property is inspired by history of Roman bathing

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PHOTO: ARCH AMENITIES GROUP

NEWS

WTS International rebrands as Arch Amenities Group

Barry Goldstein helms new organisation as CEO

[p07](#)



PHOTO: W3SPA EMEA

EVENTS

Check out our event report for W3Spa EMEA 2022

Read more about the recent wellness conference in Spain

[p12](#)



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TECHNOALPIN® INDOOR

Ella Kent and Kerstin Florian honoured with ISPA achievement awards at 2022 conference in Las Vegas

The International Spa Association (ISPA) championed dedication and innovation with a selection of awards at its recent Las Vegas conference.

Ella Kent received the ISPA Dedicated Contributor accolade, given to an active ISPA member who has contributed significantly to the growth of the association.

Kent has held a number of senior spa director roles across the industry since 2002 and now works as director of rooms at The Spa at Sea Island, in Georgia.

She served two years as chair of the ISPA Board and also held a seat on the board of directors for six years. Additionally, she continues



■ Kerstin Florian (L) and Ella Kent (R)

Kerstin has set the standard for innovation and vision for the spa industry

to serve on various task forces within the organisation, including ISPA's nominations

committee, which interviews ISPA board of director candidates every year.

ISPA also recognised Kerstin Florian – founder and CEO of spa and skincare brand Kerstin Florian International – with the ISPA Visionary Award.

The accolade is presented to someone in the industry who has made significant contributions to both the definition and positive movement of health and wellness over their career.

"Kerstin has set the standard for innovation and vision for the industry," said ISPA president Lynne McNees. "This award is a testament to the dedication and passion she's displayed during her career, and we're honoured to have her in the ISPA community."

[READ MORE ONLINE](#)

GWS will host a functional medicine symposium in Bangkok this month, says Susie Ellis



PHOTO: GWS

■ Susie Ellis, chair and CEO of the GWS and the Global Wellness Institute

The Global Wellness Summit (GWS) is gearing up for its Future of Functional Medicine Symposium, scheduled for 20 May in Bangkok.

Functional medicine is described as a preventative healthcare-meets-wellness approach that focuses on addressing the root cause of disease.

The event will bring together top medical specialists and scientists to explore new directions and opportunities in the field.

Functional medicine has the potential to positively impact so many lives and tackle rising healthcare costs

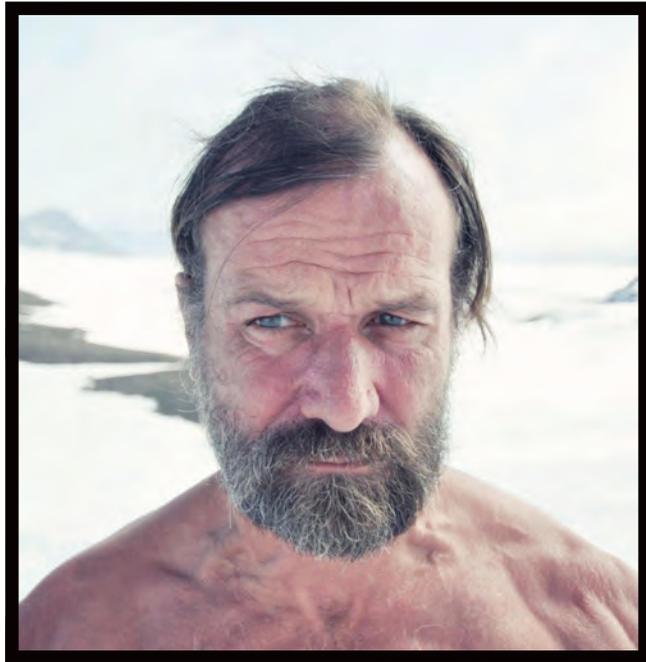
"Functional medicine is such an important and timely topic, as a prevention-focused, medicine-meets-wellness philosophy that could impact so many lives and tackle rising healthcare costs," says Susie Ellis, chair and CEO of the GWS and the Global Wellness Institute.

The schedule will include a series of keynotes and panels, with topics covered ranging from new integrative

approaches in cancer care to how functional approaches are rethinking fertility, as well as preventative cardiology, the relationship between gut health, the immune system and long Covid and how hormones impact longevity.

The symposium is a not-for-profit event and any excess revenue will be donated to Childline Thailand Foundation.

[READ MORE ONLINE](#)



■ Wim Hof, the name behind the Innerfire Wim Hof Method

We're excited to debut Health to Wealth and take our mission of care to the next level

Wim Hof headlines Accor's new wellbeing podcast

Hotel giant Accor has launched a new podcast series exploring hot topics in wellbeing with cutting edge speakers from a wide range of fields.

Health to Wealth brings together thought leaders, entrepreneurs, policymakers and health experts to spotlight the importance of integrating wellbeing into all aspects of daily life and business. It will also explore the state of global wellbeing.

The series is part of a wider initiative which will also include an entrepreneurial challenge in Paris and the publication of a White Paper later this year.

Emlyn Brown, Accor's global vice-president of wellbeing, says: "We're excited to debut Health to Wealth and take our mission of care to the next level.

"We're convening a diverse group of innovative minds to act as a positive force for change that we hope will inspire mental and physical wholeness and a greater sense of wellbeing."

The first four podcast episodes are now available, including an episode with Wim Hof discussing democratic access to health and the power of the breath.

[READ MORE ONLINE](#)

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DESIGN

Roman-inspired spa opens in Florence

An urban wellness sanctuary has opened in the heart of Florence, Italy, inspired by ancient civilisations and their thermal bathing traditions.

Italy-based spa and wellness consultancy bbspa_Group oversaw the development of the new spa at the five-star Helvetia & Bristol hotel.

The team chose to channel a minimalist and modern vision of the historic Roman bathing tradition into its design.

Regis Boudon Doris, CEO of bbspa_Group, told *Spa Business* this is because the new spa is built on the foundations of ancient patrician Roman baths, buried beneath a bank vault.

"Bringing the city's ancient Roman bathing tradition back

to life is what makes this project so unique," he says.

Spa guests can even see various period finds from the ancient Roman empire dotted around the spa.

The 550sq m facility provides a Roman bathing journey featuring two pools with whirlpool functions, a tepidarium, caldarium, frigidarium, sudatorium and an Aquae water jet pathway.

Guests are then invited to recline in either of the spa's two relaxation rooms.

In addition, the facility is home to two treatment rooms, a couples' suite, a nail services room, a beauty room, a check-up space and a water massage suite.

[READ MORE ONLINE](#)



PHOTO: STEFANO SCATA

■ Aquaform supplied all water tech in the spa



PHOTO: BBSPA_GROUP



We wanted to bring the city's ancient bathing tradition back to life

Regis Boudon-Doris

FRANCHISES

Perspire Sauna Studio signs 28 new US franchise deals



PHOTO: PERSPIRE SAUNA STUDIOS



We're ready to meet that surge in interest

Lee Braun

Perspire Sauna Studio, the infrared and red light therapy sauna franchise, has reported a record-breaking first quarter in 2022.

The wellness company announced it has signed 28 franchise agreements since the beginning of January, the most it's ever signed in one quarter.

In February, Perspire also celebrated its debut in Arizona with the opening of the Gilbert studio, bringing the total number of locations open to 22.

These newly-signed deals will bring the brand to nine new US states in the coming years.



PHOTO: PERSPIRE SAUNA STUDIOS

■ Perspire has signed 80 agreements in total

"We've seen a surge in interest for our brand over the last couple of years as entrepreneurs are recognising the need for more wellness services in their communities, following the pandemic," commented Lee Braun, founder and CEO of Perspire. "We're ready to meet that need."

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ORGANISATIONS

New industry body launches in Europe

The Great Spa Towns of Europe, one of UNESCO's newest World Heritage Sites, has inspired the launch of a new association to deliver the future management and protection of member spa towns and cities.

The World Heritage Site was established in July 2021 and comprises 11 famous historic thermal spa towns and cities in seven countries.

Called The Great Spa Towns of Europe Association, the new organisation launched last week after political



PHOTO: VILLE DE SPA



This landmark follows many years of close cooperation between our 11 spa towns

Margret Mergen

representatives from the 11 towns congregated in the town of Spa in Belgium, to sign the statutes of the new body.

Together, the politicians make up the Mayors' Steering Group (MSG) of the association.

Margret Mergen, lord mayor of Baden-Baden and MSG chair, said: "It's a great pleasure to have reached today's landmark following so many years of close cooperation between our 11 spa towns."

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COLLABORATIONS

WTS International rebrands as Arch Amenities Group

A new amenity management firm called Arch Amenities Group has been formed by the amalgamation of spa and wellness consultancy and management company WTS International, corporate fitness and amenity solution provider LifeStart and Meet Hospitality – a hospitality services and hosted meetings company.

The trio of businesses have undergone a collective rebrand and are now referred to as one group entity – Arch Amenities Group (AAG).

AAG's mission statement is to provide an enhanced set of services, amenities

and offerings to activate spaces in wellness, hospitality, commercial real estate and multi-family settings through the three companies' experience.

Barry Goldstein, new AAG CEO (former WTS CEO), explained: "We partner with property owners and managers to create and activate spaces, delivering exceptional and bespoke experiences for their customers, increasing

their sense of wellbeing through elevated service and innovative programming.

"AAG delivers these services and experiences by managing spas, fitness centres, meeting and event centres and delivering community engagement activation. We do this work at hotels and resorts, multi-tenant commercial office towers, multi-family residential properties and country clubs."

[READ MORE ONLINE](#)



PHOTO: WTS INTERNATIONAL

■ Barry Goldstein, CEO of Arch Amenities Group

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editorial director
Liz Terry
+44 (0)1462 431385



Spa Business editor
Katie Barnes
+44 (0)1462 471925



Publisher
Astrid Ros
+44 (0)1462 471911



Head of news
Tom Walker
+44 (0)1462 431385



Assistant editor
Megan Whitby
+44 (0)1462 471906



Head of digital
Tim Nash
+44 (0)1462 471917

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RESEARCH

Exercise can counter diabetes damage

Being physically active can counter the damage of diabetes by enabling the activation of a natural system that grows new blood vessels.

Diabetes not only damages existing blood vessels, but it also hinders the innate ability to grow new ones in the face of disease and injury.

Scientists at Medical College of Georgia (MCG), however, have found that exercise can help enable angiogenesis – the formation of new blood vessels – which in turn can reverse the damage caused by diabetes.

In a new study, a team at MCG's Vascular Biology Center found the first evidence that in the face of diabetes, even one 45-minute session of moderate-intensity exercise

enables more exosomes – submicroscopic packages filled with biologically active cargo – to deliver directly to those cells more of the protein, ATP7A, which can set angiogenesis in motion.

Exercise also increased the amount of the extracellular superoxide dismutase, an important natural antioxidant produced by vascular smooth muscle cells in the walls of blood vessels.

Dr Tohru Fukai, MCG vascular biologist and cardiologist and lead author of the study, said: “We now have some of the first evidence that exosomes among those with type 2 diabetes actually impair angiogenesis.”

[READ MORE ONLINE](#)



SHUTTERSTOCK/SUPERSTAR

■ Being physically active can counter damage caused by diabetes



This is some of the first evidence that exosomes among those with type 2 diabetes actually impair angiogenesis

Tohru Fukai

HEALTH

GWJ announces new respiratory wellness initiative



PHOTO: GWS



Respiratory wellness has received too little attention

Susie Ellis

As climate change, air pollution and COVID-19 impact millions worldwide, the Global Wellness Institute (GWI) is uniting physicians, scientists, and health and wellness business leaders to improve the quality of the air we breathe.

The GWI is bringing these specialists together to form its new Respiratory Wellness Initiative.

Marking the GWI's 35th global wellness initiative, the new launch will examine the link between climate change, air quality and respiratory wellness

“While the WHO recently found that the burden of disease attributable to



SHUTTERSTOCK/ML_VIRI

■ The launch marks GWI's 35th wellness initiative

air pollution is now on a par with other health risks such as unhealthy diets and smoking, respiratory wellness has received too little attention,” said Susie Ellis, GWI chair and CEO.

“We welcome this initiative dedicated to making a difference in educating people about the importance of this health issue.”

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The gameplan

Zoe Wall talks to *Spa Business* about driving the spa and wellness agenda at Kerzner International, in her new post as global wellness director



PHOTO: KERZNER INTERNATIONAL

■ Zoe Wall has been tasked with defining a distinct wellness offering for each Kerzner brand

We want to position our hotels with wellness as a central resort hub, not as an afterthought

January 2022 signalled the start of a new direction for resort developer and operator Kerzner International. Having appointed former group spa director for MSpa International, Zoe Wall, to head up its wellness division, Kerzner indicated intent to ramp up its spa and wellness offering.

The strategy

“We want to position our hotels with wellness as a central resort hub, not an afterthought,” Wall says.

At present, Kerzner’s portfolio includes 12 One&Only Resorts, Mazagan Beach & Golf Resort in Morocco and three Atlantis Resort & Residences – with an anticipated cap of five being built, given their US\$2bn price tag.

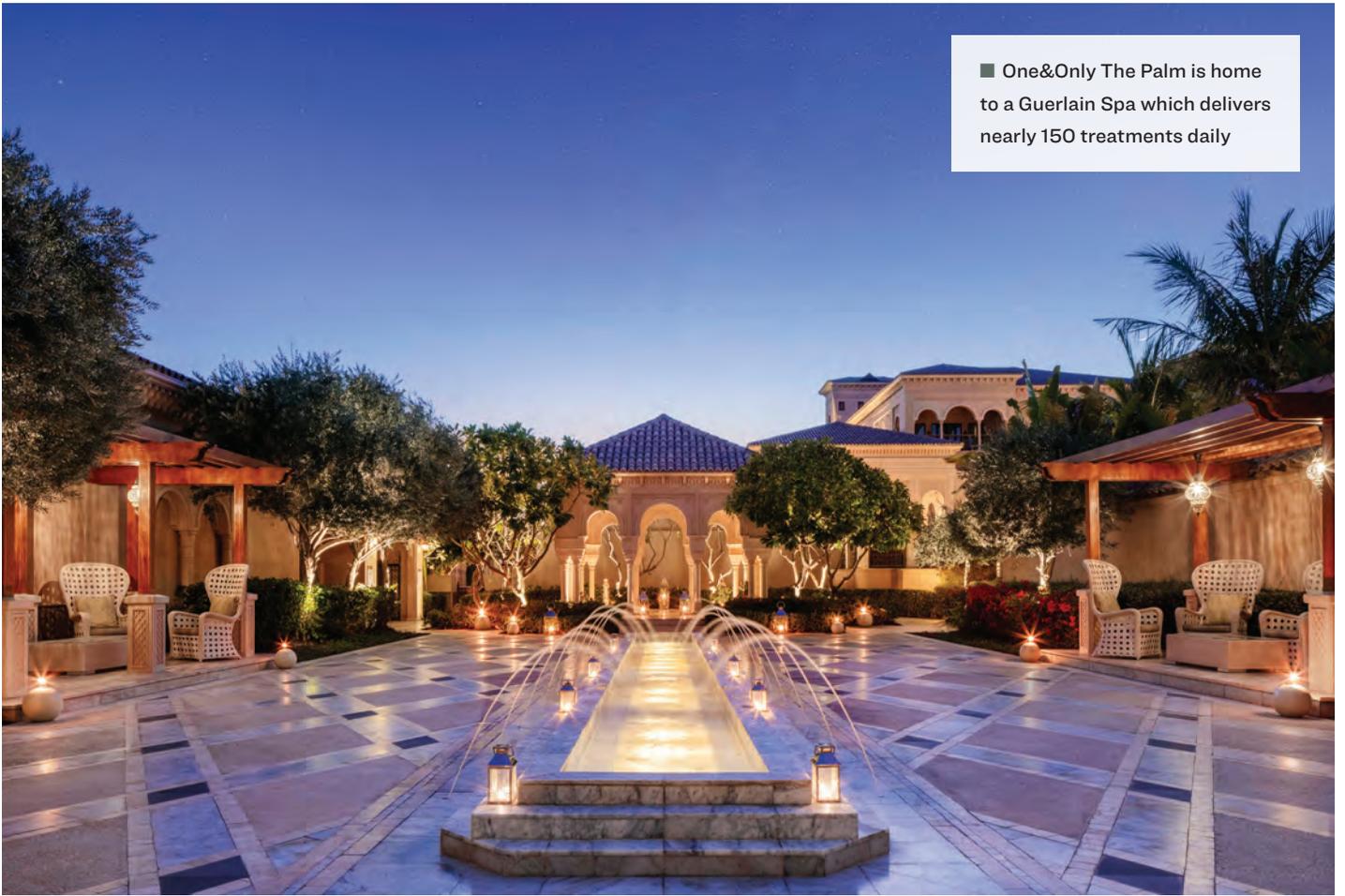
In 2021, the brand outlined plans to expand with a new fitness-focused hospitality concept called Siro Hotels.

Wall has been brought on board to align and define each brand’s wellness offering. She says the most important thing for Kerzner is that each hotel group is very distinct, so each concept needs to be unique to that brand.

Right time, right place

Of all the brands, One&Only has the largest wellness focus following an alignment with Chenot Group in 2019.

■ One&Only The Palm is home to a Guerlain Spa which delivers nearly 150 treatments daily



PHOTOKERZNER INTERNATIONAL

The biggest challenge going forward will be to make the medical model more hospitality-friendly

Fast-forward three years and only two Chenot Spas have opened, in Malaysia and Montenegro.

However, Wall says Chenot will feature at upcoming locations in Greece and Montana.

“When that deal was signed, it seemed Chenot would roll out across all properties,” she says, “But Kerzner soon realised that medical wellness is complex and requires a completely different business model from a spa.”

Adding medical across the One&Only portfolio isn’t viable says Wall, and also doesn’t really make sense.

“Having worked on medical spas for years, I know demand is specific to certain locations and markets. The destinations where you launch must have the infrastructure to support it.

“You need the capacity for hospital collaborations so you can run diagnostic tests, for example.”

Licensing and expensive staffing are also pitfalls, especially because regulation varies by region, while refits are challenging.

“If you’re doing greenfield projects, you build your spa to meet requirements, but if you’re pivoting an existing spa to incorporate medical, it’s more difficult,” she adds.

Guest perspectives are also a factor, because positioning a medical offering where the majority are on holiday can cause a mismatch of expectations.

Joining forces

In future, One&Only properties will either open in partnership with Chenot or offer a holistic wellness pathway in partnership with other brands – something Wall is already pursuing.

She’s gained inspiration from collaborations with fashion houses such as Guerlain, Givenchy and Dior, having

seen strong results at the Guerlain Spa One&Only The Palm, in Dubai which delivers 130-150 treatments a day.

“I was impressed by the attention to detail in the spa, retail boutique and treatments,” she says, “the entire guest journey is very high couture.

“Previously I think these luxury brands only wanted one exclusive spa, but now they’re open to exploring collaborations with high-end hotels,” she says.

“Much like Chenot, a partnership like this wouldn’t be for every location,” says Wall, “but perhaps more for urban locations where you have the footfall!”

Get the inside scoop

Head to the latest issue of *Spa Business* to read the full interview with Wall and hear more about Kerzner’s future projects – including the fitness-focused Siro – and how she intends to maintain momentum behind the rise in demand for wellness. ●



■ We Work Well founders Lucy Hugo (L) and Monica Helmstetter (R) with event director Stephen Pace-Bonello (M)

W3Spa EMEA 2022

This year marked the first edition of W3Spa EMEA. The three-day conference was infused with wellness and fun, offering attendees the chance to foster genuine connections while remaining focused on wellbeing

US fitness, spa and hospitality events company We Work Well (WWW) is powered by wellness and during its latest buyer event W3Spa EMEA in Tarragona, Spain, the team made sure wellness was the beating heart of the conference.

Raising the bar

W3Spa EMEA set out to establish a new standard in B2B spa and wellness conferences by blending high-energy

business meetings and insightful educational sessions, with meaningful wellness touchpoints throughout.

Alongside two-days of one-to-one meetings between buyers and suppliers, delegates enjoyed socialising and getting together for numerous networking events, including a team paella-making night as well as morning movement sessions to start the day off right.

Stephen Pace-Bonello, event director, comments: "I was thrilled by



■ Delegates connected through one-on-one meetings, networking and educational sessions



Turn over for more photos



the enthusiasm with which attendees embraced the event format. Through a carefully planned programme – anchored by wellness and fun – we encouraged participants to connect in non-traditional ways outside of the more conventional one-to-one appointments.”

With about 100 delegates in attendance from across the EMEA region, feedback was positive across the board. In fact, 100 per cent of attendees recommended attending

W3Spa EMEA during a post-event survey. A similar number also agreed that W3Spa is a refreshing addition to the industry calendar.

“If you’re interested in making meaningful connections in an organised and professional, yet relaxed environment – with wellbeing at its heart – this event concept ticks all the boxes,” said Sarah Johnson, head of spa at Rudding Park.

HydraFacial’s representatives at the event agreed, saying: “The WWW

team raised the bar in bringing spa and wellness professionals together in an environment that they are experts in, but often don’t get to enjoy, all while carefully considering their business growth.”

What’s next?

The next W3Spa event – W3Spa North America – is on track for 19-22 June 2022, at Charleston Place Hotel in South Carolina. ●

To find out more, follow [this link](#).

W3Spa EMEA 2022



■ Lisa Starr (L), *Spa Business* contributing editor, hosted educational sessions to inform and inspire attendees





■ In addition to meetings, delegates enjoyed networking events, including a visit to a vineyard and group paella-making



PLANT POWER

Benefiting from its founders' passion for plants, Yon-Ka's new brand identity reflects its past and its continued research into the healing power of plants which enables the company to craft innovative formulas that deliver results



French aromatherapy pioneers Cécile, Ernest and Charles Mühlethaler established the Laboratories Mualter in 1954, armed with a passion for understanding the therapeutic properties of plants from around the globe.

They developed a line of phyto-aromatic skincare products, known as Yon-Ka, based on knowledge shared through their network of scientists, chemists and doctors.

Today, the family business is led by the founders' daughter and niece, Françoise (CEO) and Catherine (MD) Mühlethaler – a biochemist and an aesthetician – whose complementary skills have brought a unique dimension to the brand.

Over the years, the two have collaborated to ensure Yon-Ka plays a pioneering role in the creation of holistic skincare by overseeing the development of products that contain unique combinations of aromatherapy, aromachology, phytotherapy and gemmotherapy ingredients, that harness the power of nature to offer real results for authentic beauty at every age.

Product efficacy

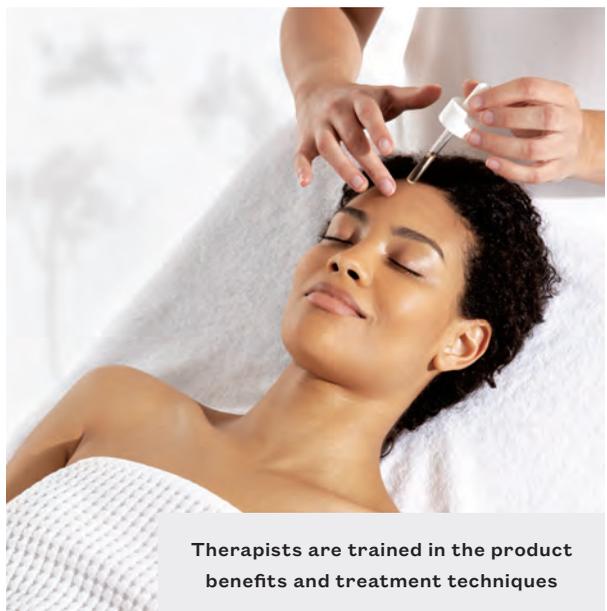
Yon-Ka's collection of almost 100 face and body retail and professional products are created from an average of 92 per cent of natural ingredients. Most of these products are vegan, all are gluten free and organic sourced ingredients are used wherever possible. They also comply with European manufacturing regulations that guarantee the highest levels of efficacy and safety. The raw materials and the finished products are not tested on animals.

Product efficacy is vigorously tested during clinical studies conducted in independent testing laboratories and supervised by expert dermatologists. Safety assessments on cell cultures are conducted by independent toxicologists and physico-chemical and bacteriological controls are conducted by Yon-Ka's expert laboratory scientists, while product production and primary packaging takes place in clean rooms within optimal safety conditions to guarantee maximum bacteriological security.



FIVE COMPANY VALUES

- Effectiveness through nature – products are based on a combination of four plant sciences and active ingredients with proven efficacy
- Excellent formulations – using organic, gluten free ingredients that meet the criteria of a strict charter developed by a team of experts
- Expert techniques – using unique spa treatment techniques, including Eastern and Western protocols
- Experience for the senses – essential oils ensure relaxing, aromatic treatments that benefit the body and mind
- Ethical commitments – Eco-friendly, 100 per cent French-made products and a brand committed to caring for the planet.



Therapists are trained in the product benefits and treatment techniques

PHOTO: YON-KA



Yon-Ka products are made from an average of 92% natural ingredients

PHOTO: YON-KA



Product efficacy is vigorously tested during clinical studies conducted in independent laboratories and supervised by expert dermatologists

New brand identity

The company has recently redefined its brand identity to promote The Experience of Phyto-Aromatic Skincare through new, authentic, nature-focused visuals that convey its respect for nature. These subtle changes reflect Yon-Ka's continued commitment to ensuring every treatment is created using ingredients and technology that are kind to the planet and offer users unique experiences that are effective and pleasing to the senses. The new brand platform also promotes Yon-Ka's commitment to becoming increasingly eco- and nature-inspired within its operations. The new visuals convey care, expertise and natural product know-how, together with a sensorial approach to wellness through light and shadow designs that convey warm elegance, soft faces and aesthetic bodies.

Spa engagement

Six thousand international spa professionals already use Yon-Ka's comprehensive range of phyto-aromatic skincare products for their clients who want natural, results-driven treatments.

An effective treatment solution is available for every client's beauty or wellbeing concern, which therapists can identify through the Yon-Ka skin diagnostic test. For example, the Aroma-Fusion body care treatments include

YON-KA HERO PRODUCTS

- Yon-Ka Lotion - created from 99.6 per cent of natural ingredients including the brand's Quintessence - essential oils of lavender, geranium, rosemary, cypress and thyme
- Hydra N°1 hydrating product range
- Age Exception, the premium global anti-aging collection
- 4 Boosters - a range of products that can be used to personalise day and night creams - tailoring them to problems such as fatigue, the changing seasons and harsh external factors, according to individual needs
- Phyto-Bain - used in the bath or shower - the 'spa at home' essential for draining and toning the skin thanks to the powerful and balancing lavender, helichrysum, petitgrain, rosemary and sage essential oils.



PHOTO: YON-KA

Yon-Ka's phyto-aromatic skincare range allows for natural, results-driven treatments

body scrubs, massages and rituals that can be performed using different therapy techniques and in varying degrees of intensity. A choice of essential oils offer olfactory notes and effects that meet individual needs.

Therapists can expand their product knowledge, while learning specific treatment protocols and techniques either through introductory and advanced training at Yon-Ka training centres or within their spa setting or through virtual sessions. From a business point of view, Yon-Ka can assist spa and wellness operators with the creation of specific spa concepts by devising treatment menus and adapting the spa environment to suit the needs of the clientele.

Both therapists and reception staff can also be trained in how best to promote home-care products, while a marketing toolkit is available to help them communicate effectively with current and potential Yon-Ka customers. ●

More: www.yonka.com



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SUPPLIER NEWS

Suppliers tell Spa Business insider about their latest product, design and technology launches

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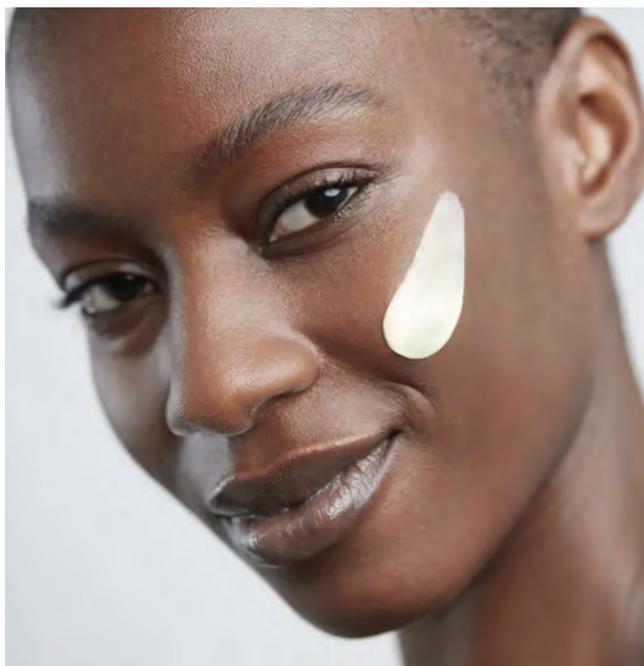


PHOTO: ELEMIS

■ The silicone-free daytime moisturiser has been formulated to protect against the effects of blue light and ageing

Elemis debuts anti-blue light skincare onboard new cruise ship *Celebrity Beyond*



PHOTO: ELEMIS

■ Oriele Frank, co-founder and chief product and sustainability officer at Elemis

Elemis launched its new skincare product, Pro-collagen Morning Matrix, onboard Celebrity Cruises' new ship *Celebrity Beyond*, in association with sea spa specialists OneSpaWorld.

Following a UK launch the day before, the international event was held on *Celebrity Beyond* during the media cruise, one day ahead of her maiden voyage in Western Europe.

Elemis has partnered with Celebrity Cruises and One Spa World on each of the line's Edge-class ships: *Celebrity Edge*, *Celebrity Apex* and now *Celebrity Beyond*.

Following clinical trials, the product will be rolled out on *Celebrity Beyond* first and then across the rest of the fleet.

Oriele Frank, co-founder and chief product and sustainability officer at Elemis, said: "Today, everyone is on their phone experiencing blue light as well as high-stress levels, both of which impact skin. These factors are what motivated the development of this product."

The silicone-free daytime moisturiser has been formulated to protect against the effects of blue light, visible signs of skin ageing, wrinkles and to improve skin firmness and elasticity.

"We're using padina pavonica ferment – this ensures we're delivering maximum moisture to the skin and supporting collagen, that elastic feeling of firmness and relaxed appearance to the skin," added Krystina Dwyer, head of treatment development at Elemis. Dwyer explained that additional ingredients include turmeric curcuma longa, which protects collagen and elastin from stress-induced degradation.

Japanese artemisia capillaris is also used to counter the impact of blue light on the skin.

More on spa-kit.net

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Gharieni celebrates 30th-anniversary milestone

This year marks the 30th anniversary of the Gharieni Group – manufacturer of spa, wellness, beauty and medical equipment for resorts, hotels, spas and hospitality groups in 120 countries worldwide.

Owned and founded by Sammy Gharieni, the company began in its first form in 1992, named Electro-Medical Gharieni.

In 2005 the business moved into wellness, specialising in quality-controlled, wellness and treatment beds.

Looking to the future, Gharieni will remain committed to evidence-based wellness and will continue to develop products by applying the latest findings in science as well as its own clinical studies.



■ Sammy Gharieni, CEO and founder of Gharieni

The last 30 years saw the group make significant expansions into international markets, with the addition of offices in the USA, Dubai, Netherlands and southern Germany.

“For 30 years we’ve dedicated ourselves to innovation and excellence,” said Gharieni, CEO.

“This is an incredible milestone and an opportunity to extend my sincere gratitude to every one of our partners,

collaborators and our extraordinary team over the years. We couldn’t have achieved this success without you.”

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Kelda Showers develops bubble rain shower

PHOTO: KELDA SHOWERS



■ Paul Ravnbo-West, Kelda marketing director

Kelda Showers is gearing up to introduce the BubbleSpa – an experience shower that creates a cascade of bubble rain to offer a bathing experience promoting holistic wellbeing.

The sensation of the bursting bubbles is designed to simulate the rhythmic fingertip tapping synonymous with Swedish massage techniques claimed to improve circulation, support immunity and relax muscles.

“The BubbleSpa is a brilliant manifestation of our vision to create the world’s most desirable shower,” comments Paul Ravnbo-West, Kelda marketing director.

Each shower features a digital fan and intelligent



PHOTO: KELDA SHOWERS

■ The shower can be installed either as a concealed or exposed unit

microprocessor that controls the delivery of water and air to 16 precision-engineered nozzles.

To stimulate as many senses as possible, the shower is also fitted with an LED EdgeLight to illuminate each bubble and, upon bursting, the bubbles also make a gentle popping sound.

In a nod to sustainability, Kelda works with air-powered technology to create high-efficiency showers that reduce energy and water consumption, thereby lowering running costs and carbon emissions.

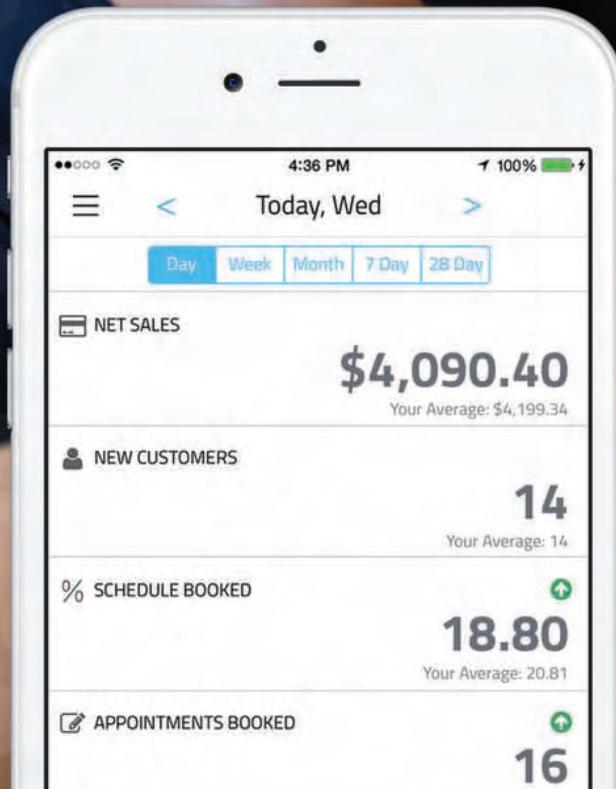
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Noel Asmar unveils biodegradable uniform fabric



PHOTO: NOEL ASMAR UNIFORMS

■ Noel Asmar, company CEO and founder

Noel Asmar Uniforms has developed a new line of eco-friendly fabric for spa uniforms called EcoSignature.

The material – made from biodegradable polyester and spandex (to be replaced with biodegradable spandex once available) – is claimed to ensure durability for uniforms and only begins to break down when disposed of.

EcoSignature has been third party tested and received an environmental compatibility certificate ensuring that as it degrades in soil, no harmful substances are released.

PHOTO: NOEL ASMAR UNIFORMS



■ EcoSignature will replace the brand's current Signature Fabric

"Transitioning to a material that would safely degrade at the end of life was the biggest opportunity for impact," says CEO and founder, Noel Asmar. "We had to make it as easy as possible for our customers without compromising on quality, colour or garment longevity, and also avoiding increasing costs."

Hitting shelves later this quarter, EcoSignature will

replace the brand's current Signature Fabric, used to make a variety of tunics and bottoms for both men and women in an extensive size range.

"2022 marks our 20th anniversary and we're committed to making our next 20 years even more sustainable."

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Venus Williams to headline Vagaro's debut conference

Wellness, beauty and fitness online booking and business management platform Vagaro will host its inaugural user conference **iconic.22** in California later this year.

The conference will be headlined by Venus Williams – a four-time Olympic gold medalist and champion women's tennis player – as well as Tabatha Coffey, celebrity hairstylist, salon owner and television personality.

iconic.22 will be a two-day event held on 25-26 September at events centre Bespoke in San Francisco.

The conference is designed to bring together professionals from the wellness, beauty and fitness worlds to share



SHUTTERSTOCK/NEALE COUSLAND



PHOTO: VAGARO

■ Fred Helou, Vagaro founder and CEO

industry insights, draw inspiration and network.

The event schedule will be complete with educational panels, complimentary wellness classes and breakout sessions.

"There will truly be something for everyone at our first-ever

user conference," said Fred Helou, Vagaro founder and CEO.

"We're excited that our attendees will not only get the chance to grow their professional networks but also hear inspiring and informative success stories

from fellow entrepreneurs, peers and thought leaders."

In addition, the event will include raffles, giveaways and other special offers.

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Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Spas Association

■ www.abcpas.com.br

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

Estonian Spa Association

■ www.estonianspas.eu

European Historic Thermal Towns Association

■ www.ehtta.eu

European Spas Association

■ www.europeanspas.eu

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

Federterme

■ www.federterme.it

FEMTEC (the World Federation of Hydrotherapy and Climatotherapy)

■ <https://www.femteconline.org/m>

French Spa Association (SPA-A)

■ www.spa-a.org

German Spas Association

■ www.deutscher-heilbaederverband.de

Global Wellness Institute (GWI)

■ www.globalwellnessinstitute.org

GSN Planet

■ www.gsnplanet.org

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

The Iceland Spa Association

■ www.visitspas.eu/iceland

The International Medical Spa Association

■ www.dayspaassociation.com/imsa

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

Japan Spa Association

■ www.j-spa.jp

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Portuguese Spas Association

■ www.termasdeportugal.pt

Romanian Spa Organization

■ www.romanian-spas.ro

Salt Therapy Association

■ www.salttherapyassociation.org

Sauna from Finland

■ www.saunafromfinland.com

Serbian Spas & Resorts Association

■ www.ubas.org.rs

South African Spa Association

■ www.saspaassociation.co.za

Spanish National Spa Association

■ www.balnearios.org

Spa and Wellness Association of Africa (SWAA)

■ www.swaafrika.org

Spa & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ www.tspa.tw

Thai Spa Association

■ www.thaispaassociation.com

The UK Spa Association

■ www.spa-uk.org

Ukrainian SPA Association

■ www.facebook.com/UASPA

Wellness Tourism Association

■ www.wellnesstourismassociation.org