

spa business insider

18 NOVEMBER 2022 ISSUE 410

A SPA BUSINESS PUBLICATION



Mii amo pivots to slow wellbeing

US destination spa Mii amo in Sedona, Arizona, is due to reopen on 2 February 2023 with all-new facilities after undergoing an extensive renovation.

The 22-year-old resort closed in early 2021 for a comprehensive refresh that has cost more than US\$40m (£34.1m, €38.9m).

Mii amo has been updated with a movement and fitness area, extra spa treatment rooms, a signature restaurant, a consultation wing, new accommodations and a private suite of spaces exclusively for Journey retreat guests.

“For two decades, Mii amo was a pioneer in the spa space,” said Tracy Tang, chair of the board of directors at Enchantment Group – the US hospitality outfit behind Mii amo. “We decided to invest in a major expansion and renovation because we’re committed to Mii amo and its continued standing as a trailblazer in the world of luxury wellbeing.”

Mii amo’s spa will reopen with 21 treatment rooms and a focus on slow



MII AMO

■ Mii amo is owned by US hospitality company Enchantment Group

wellbeing. As part of this, the length of all spa treatments will be extended. Formerly offered in 60- or 90-minute sessions, new rituals will range between 75-125 minutes.

In addition to Mii amo, Enchantment Group’s portfolio includes Enchantment Resort and Seven Canyons Golf

Club in Sedona; the Tides Inn in Irvington, Virginia; and The Cove, Eleuthera in the Bahamas.

The company develops and manages hotels, resorts, destination spas and golf courses.

[READ MORE ONLINE](#)



SILVIA GIANNINI

PEOPLE

Silvia Giannini reveals details behind latest spa project

Wellness consultant helps refresh Umbrian spa resort

[p06](#)



CLOCKWORK

TECH

XpresSpa to offer robotic manicures in 2023

Airport spa operator partners with Clockwork

[p07](#)



SHUTTERSTOCK/YANA ZUBKOVA

PIPELINE PROPERTY

Six Senses to debut in Africa with safari retreat and spa

Guests will have birds eye view of nature haven

[p10](#)

DEFINING SPA. SINCE 1928.



Courtesy of Faena Hotel, Miami Beach. Photographer Nik Koenig, USA



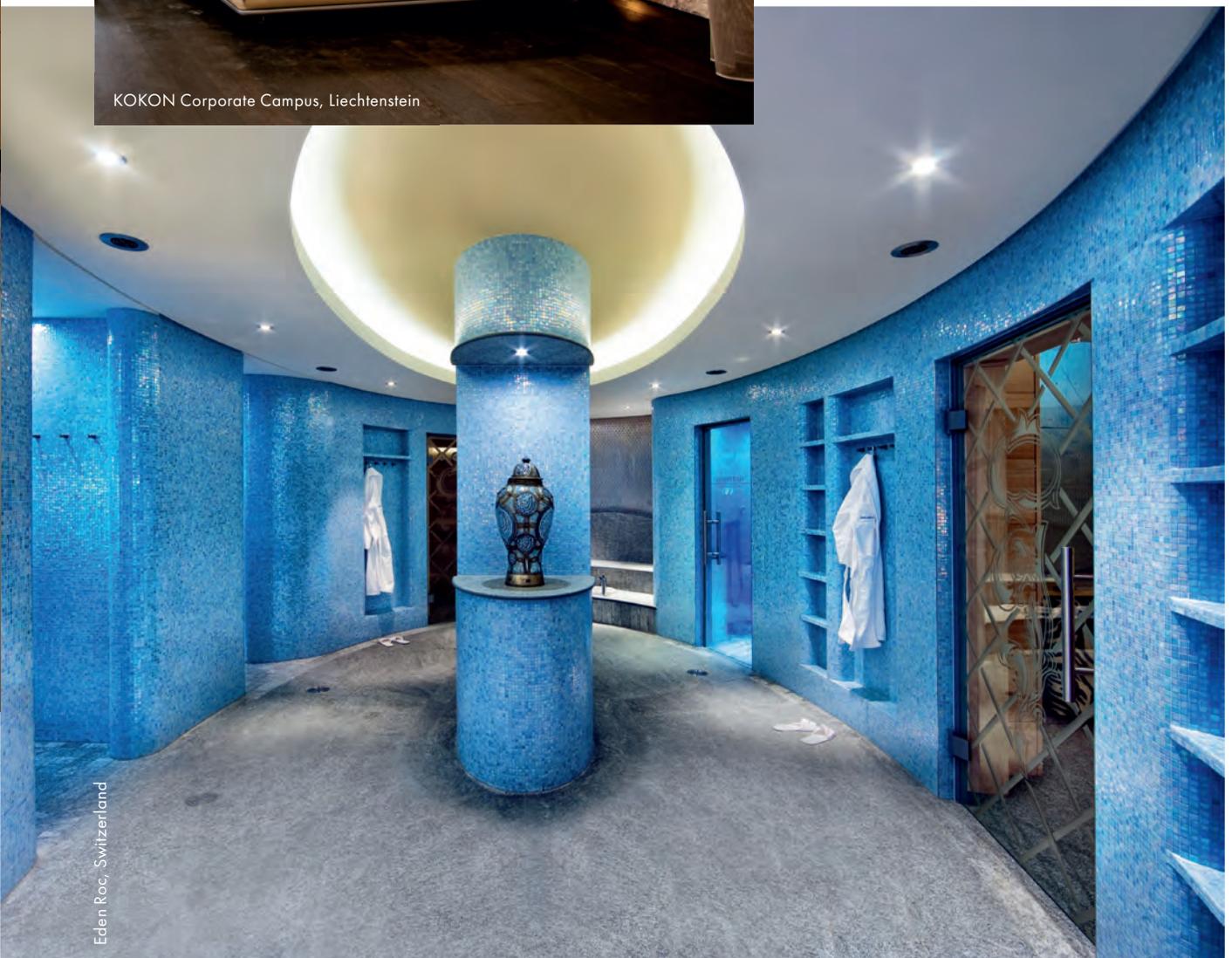
Chalet Anna Maria, Photographer Alex Kaiser, Austria

As a global manufacturer of premium saunas and spa solutions, we know what it takes to become a talking point: outstanding comfort and uncompromising quality. To bring each customer's unique vision to life we select only the finest materials and craft them with passion and painstaking care. Let us inspire you and help you offer your guests a one-of-a-kind spa experience.

Find out more at www.klafs.com



KOKON Corporate Campus, Liechtenstein



Eden Roc, Switzerland

Susan Grey and Todd Ertel join Arch Amenities Group executive team

Arch Amenities Group (AAG) has expanded its executive team and appointed Susan Grey and Todd Ertel to join its ranks.

Grey has been appointed as the new senior VP of spa while Ertel has assumed the role of chief financial officer (CFO).

The expansion of AAG's executive team comes on the heels of its acquisition of three wellness businesses: Innovative Spa Management, Privai and Spa Space.

The deal expanded AAG's network of spa clients to over 70 while providing a technology platform to manage the company's 260 other wellness, recreation and amenities spaces.



■ Susan Grey (L) and Todd Ertel (R) have joined the AAG team

Susan's expertise in spa operations will be key to our success in the wellness sector

Susan Grey
Grey, a global operations leader with more than 20

years of experience in the health, beauty and wellness industry, will be responsible

for leading the creation of wellness programmes within AAG's Spa Division and across the organisation. She'll also collaborate with the senior leadership team on strategic planning to enhance AAG's financial performance, guest experiences and operational excellence of its wellness services.

Barry Goldstein, CEO, said Grey's depth of knowledge will be a vital asset to AAG.

"Susan's expertise in spa operations and revenue generation, along with her proven ability to build high-performance cross-disciplinary teams, will be key to our success in the wellness sector."

[READ MORE ONLINE](#)

Luke Bullen unveils new report that shows Gen Z are more likely to use employee wellness packages



■ Luke Bullen, Gympass

Corporate wellbeing platform Gympass has released a new report; *The State of Work-Life Wellness*.

After surveying over 9,000 employees – across UK, US, Brazil, Mexico, Argentina, Chile, Italy, Spain and Germany – the report found that a new health economy has arrived where employees are placing greater emphasis on personal wellbeing – especially Gen Zs.

Results showed that Gen Z respondents – those aged 18-24 in 2022 – are happier

The pandemic changed people's approach to wellbeing, but it seems this has been felt most by younger workers

than the over 55s at work (75 per cent compared to 60 per cent). Overall, Gen Zs were three times more likely to place importance on wellbeing at work than their older colleagues with 89 per cent prepared to quit the company they work for if it wasn't focused on wellbeing.

The pursuit of wellbeing has also made Gen Zs 20 per cent more likely to engage with

employee benefits packages than older colleagues.

"The pandemic changed people's approach to wellbeing, but it appears this has been felt most with younger workers," said Luke Bullen, head of UK and Ireland at Gympass. "This generation is prioritising wellbeing and taking stock of what they want out of their employment."

[READ MORE ONLINE](#)



GREAT SPA TOWNS OF EUROPE ASSOCIATION

■ Chiara Ronchini will take up her new role in February 2023

{ **Chiara was an outstanding candidate in a very strong field of applications during our interview process** }

Chiara Ronchini joins Great Spa Towns of Europe Association

The Great Spa Towns of Europe Association (GSTE) has announced the appointment of Chiara Ronchini as its new secretary general, effective from 13 February 2023.

Ronchini will take over from Paul Simons and join GSTEA following eight years at Historic Environment Scotland. She has been working as the organisation's policy manager since 2020.

The application process involved Ronchini being interviewed by a panel of the mayors of the 11 Great Spa Towns of Europe (GSTE) which make up the GSTEA.

Speaking from Baden bei Wien, mayor Stefan Szirucsek, GSTEA chair, said: "Chiara was an outstanding candidate in a very strong field of applications from across the globe during our interview process.

"We're looking forward to working with her and tapping into her expertise in the many areas which are essential to the future management of the site, such as attracting funding, World Heritage Site management, team leadership, local capacity building and interaction with the local community."

[READ MORE ONLINE](#)

CONTENTS ISSUE 410

04 New appointments
Susan Grey and Todd Ertel join Arch Amenities Group executive team

06 Growing footprint
Langham's latest Chuan Spa opens inside crystalline jewel tower on Australia's Gold Coast

07 Longevity medicine
First glimpses revealed of flagship Blue Zones Centre in Miami

SPA BUSINESS INSIGHTS

10 Desert hideaway
A new desert wellness oasis launches in California as Sensei Porcupine Creek opens its doors

12 Into the wild
Wellness gets wild as Six Senses shares plans for its debut African property overlooking a wildlife haven in Zimbabwe

17 Supplier news
The latest in products and innovation from Seed to Skin, Gharieni and Ojmar

Sign up to Spa Business insider:

Online: www.leisuresubs.com

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471930

Annual subscriptions:

International £114, UK £80 and UK students £42.

 [@spabusinessmag](https://twitter.com/spabusinessmag)

Read Spa Business and Spa Business insider free online: www.spabusiness.com/archive

EXPANSION

Borgobrufa Spa Resort returns to nature

Located in Italy's verdant region of Umbria, the spa at Borgobrufa Resort has begun a new chapter following a major redesign project.

Executed by architect Silvia Giannini, the project has expanded the spa from 1,400sq m to 3,000sq m which, according to the resort team, makes it the largest spa in Umbria.

The spa is complete with nine single treatment rooms equipped by Lemi and four private spa suites.

With views over the valleys of Assisi and Perugia, the all-season spa is inspired by the rolling green hills surrounding it and has been redesigned with a focus on returning to nature.

In celebration of to this, the spa is now decorated with natural materials and features tall glass windows. The new interior colour palette was drawn from tones typically found in forests, the earth and vegetation.

In addition, the update expanded the spa with a snow room, glass-fronted sauna and a brand new relaxation area overlooking the outdoor swimming pool, with views of the surrounding valleys.

Giannini said: "We wanted quality in every detail of the new facility. The new spa also has new high-level treatments incorporating regional products such as oil, wine and chocolate."

[READ MORE ONLINE](#)



ANDREA GETULI AND PIER PAOLO METELLI

■ Treatments incorporate produce such as wine and chocolate



SILVIA GIANNINI



We wanted quality in every detail

Silvia Giannini

GROWTH

Langham's latest Chuan Spa opens in crystalline jewel tower



Chuan Spa is Langham's signature holistic spa and wellness concept

Langham Hospitality Group has launched its third Chuan Spa destination in Australia, following the opening of its new Gold Coast property and residences.

Chuan Spa is Langham's signature holistic spa and wellness concept inspired by Traditional Chinese Medicine.

The Langham, Gold Coast's new spa is complete with seven treatment rooms as well as a health and beauty centre, indoor an outdoor pools, a fitness centre – supplied by Life Fitness – and a movement studio. The spa is currently only available to hotel guests but will open to the public on 23 November.



THE LANGHAM, GOLD COAST

■ The spa will open to non-hotel guests in two weeks

The new Chad Oppenheim-designed hotel is situated within a crystalline jewel-inspired tower which rises between Surfers Paradise and Broadbeach.

The property marks Langham Hospitality's third management contract in Australia and joins the brand's Melbourne and Sydney destinations.

[READ MORE ONLINE](#)

WELL TECH

Robotic manicures to launch in US airports

Global health and wellness holding company XWell has partnered with Clockwork to launch AI-driven robot manicures in select US XpresSpa airport spas.

Beginning in Q1 2023, XWell will launch up to five of Clockwork's robots across its 28 spa locations during an initial three-month period. XWell plans to deploy as many as 25 units across the business.

During the Clockwork MiNiCURE, an autonomous robot will couple AI with 3D



CLOCKWORK



We can transform the time wasted waiting for a flight into an efficient, 10-minute beauty service

Renuka Apte

camera technology to take pictures of each guest's nails in order to paint them quickly and accurately in 10 minutes without human intervention.

Clockwork founder and CEO, Renuka Apte, said: "Travelling can be stressful and often, people don't have time to visit the salon before a trip.

"We love that we can transform the time wasted waiting for a flight into an efficient, 10-minute beauty service that helps people feel more ready for their trip."

[READ MORE ONLINE](#)

First glimpse of flagship Blue Zones Centre, Miami

The first Blue Zones Center is set to launch in Miami, Florida, and showcase the next generation of longevity medicine.

The facility is underpinned by Blue Zones' research rooted in explorations and research done by National Geographic fellow Dan Buettner, who identified the 'blue zones regions' around the world where people live extraordinarily long and happy lives.

The upcoming 13-story Miami facility will combine medical care, predictive diagnostics and preventive medicine to optimise disease management outcomes and



BLUE ZONES CENTRE

■ The facility will tap regenerative medicine treatments



The location will be comprised of nine wellbeing centres under one roof

inspire advanced patient wellbeing and longevity.

Home to a high-tech surgical centre and a diagnostic testing centre, the 220,000sq ft facility will be located in the upcoming Legacy Hotel & Residences— a 50-story mixed-use tower set to combine lifestyle, hospitality and longevity.

The Health Zone will be comprised of nine wellbeing centres under one roof.

[READ MORE ONLINE](#)

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

Spa Business insider is published fortnightly by The Leisure Media Company Ltd, PO Box 424, Hitchin, SG5 9GF, UK.

The views expressed in this publication are those of the author and do not necessarily represent those of the publisher The Leisure Media Company Ltd.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by means, electronic, mechanical, photocopying, recorded or otherwise, without the prior permission of the copyright holder, Cybertrek Ltd. Printed by Preview Cromatic Ltd. Distributed by Royal Mail Group Ltd and Whistl Ltd in the UK and Total Mail Ltd globally.

©Cybertrek Ltd 2022.

ISSN: Print: 1753-3430 Digital: 2397-2408
Subscribe to Spa Business and Spa Business insider at www.leisuresubs.com, email: subs@leisuremedia.com or call +44 1462 471930.

LES MILLS

Transform Hotel and Spa Wellness

Enhance your guest experience and transform your facilities with our world class fitness and wellness solutions.

lesmills.com/hotel-fitness-programs





Wooden lodges on stilts will be engineered to withstand a heavy knock from a passing elephant

Into the wild

Wellness gets wild as Six Senses shares plans for its debut African property overlooking a wildlife haven in Zimbabwe



SHUTTERSTOCK/YANA ZUBKOVA

Barefoot luxury hotel, spa and resort operator Six Senses is set to open its first property in Africa in 2025. The location will front Princess Elizabeth Island on the approach to Victoria Falls, one of the largest waterfalls in the world.

Guests at Six Senses Victoria Falls will stay in one of 44 partially concealed, tree-level eco-lodges.

Each of the understated accommodations will provide a bird's eye viewing platform of the verdant nature and wildlife, including elephants, hippos, buffalo, big cats and primates.

Wellness, fitness and leisure

The upcoming destination will provide spa and wellness experiences in the savannah, thanks to the inclusion of a signature Six Senses Spa.

Facilities will include four treatment rooms, a gym, a yoga deck, outdoor hot pools, a panoramic sauna and an integrated retail and concept store.

Additional amenities will branch off the location's main welcome pavilion. These will include a lounge lobby, raised restaurant and lounge, speciality dining and braai bar and sunset look-out bar.

Alongside on-site signature experiences, such as the Earth Lab, Alchemy Bar and Grow With Six Senses

The destination will provide spa and wellness experiences in the savannah thanks to a signature Six Senses Spa

■ Stilted eco-lodges will provide guests with a birds-eye view of the area's vibrant wildlife



SIX SENSES

There are currently 23 Six Senses properties, but in three to four years we'll reach 50 destinations

children's activities, Six Senses Victoria Falls will provide guests access to the river and the falls on a Six Senses cruiser. They will also be able to enjoy the game reserves and pay homage to Zimbabwe's heritage and artisan culture.

A property with purpose

The resort will open as part of The House of Chinhara initiative which was launched to recover the majesty of Zimbabwean tourism by elevating the available accommodation count and quality for visitors to the Victoria Falls National Park.

In line with its commitment to conscious travel, Six Senses is working with the development team of Worth International, comprising SIP Project Managers, DSA Architects International, and CKR Consultant Engineers, on a modular scheme to realise the stilted wooden lodge structures.

This will match the weightless aesthetic with mighty engineering innovation to ensure the lightest possible footprint while still withstanding a heavy knock from a passing elephant.

Fabricated off-site to minimise construction impacts, the arrangement of lodges and villas will be connected by raised walkways and bridges.

In addition to the 22 lodges with private terraces, there will be 15 deluxe lodges with suspended pools.

Plans are also afoot for 17 individual pool villas, nine of which offer multi-bedroom accommodation.

Six Senses' vision is to seamlessly blur the lodge's interior and exterior design to encourage a reconnection to nature and moments of mindfulness.

The company has tasked the DSGN interior design consultancy team with capturing the eclectic and authentic spirit of Zimbabwe.

The lodge's timber floors and natural finishes will serve as a canvas to showcase ceremonial and bespoke furnishings and artwork.

A bright future

In the latest issue of *Spa Business*, Six Senses CEO Neil Jacobs provided an update on Six Senses' development pipeline.

"There are currently 23 Six Senses hotels, but in three to four years, we'll be at 50 properties," he said. "We hope to open Crans-Montana in Switzerland by Christmas 2022, Rome in early 2023 and London by the end of 2023. Lisbon is under construction and we should open in late 2024, and we also have locations in Iceland as well as Kitzbuhel, Austria and in Norway." ●

● To read the new *Spa Business* interview with Neil Jacobs, go to www.spabusiness.com/NeilJacobs



Desert hideaway

A new desert wellness oasis launches in California
as Sensei Porcupine Creek opens its doors

Destination wellness brand Sensei has opened the doors to its second property, Sensei Porcupine Creek, in Rancho Mirage, California.

Tech billionaire and hotelier Larry Ellison and Dr David Agus – director of the University of South Carolina’s Institute for Transformative Medicine – founded Sensei in 2019 with the opening of their first property, Sensei Lāna’i, A Four Seasons Resort, which is set

on the Hawaiian island of Lāna’i. Their joint vision is to inspire people to live longer healthier lives.

As the first standalone retreat under the Sensei brand, the newly-launched Sensei Porcupine Creek is home to spa and fitness facilities, a diagnostic centre, an 18-hole golf course, professional tennis facilities and a private Sensei by Nobu restaurant.

At the heart of the 22-key retreat stands the Estate House which neighbours a lagoon-style pool, garden

spa treatment rooms, a fitness pavilion and a yoga pavilion, all boasting views towards the Santa Rosa Mountains to ground guests in nature.

“The launch of Sensei Porcupine Creek is a thrilling next step for the growth of our brand,” said Alexandra Walterspiel, COO of Sensei.

“As our first property fully operated by Sensei, we’re able to support a wider range of wellness intentions that allow us to bring an even more integrated approach to our guest experience.”



■ All retreats provided are underpinned by the Sensei Way philosophy; Move, Rest and Nourish

Evidence-based wellness

Sensei Porcupine Retreat – a refit and extension of a private residence – offers a variety of evidence-based wellness packages, which guests can tailor to suit their needs. The destination also offers a similar selection of spa, nutrition and movement retreats as its sister property.

All retreats provided are underpinned by the Sensei Way philosophy which distils preventative health science into three simple paths for everyday living: Move, Nourish and Rest.



As our first property fully operated by Sensei, we're able to support a wider range of wellness intentions

Spa treatments on offer range from a Gua Sha facial and Desert Herb Poultice and Oil Massage to an exclusive ritual incorporating Sensei-developed thermographic technology that creates a visual map of the body. This treatment helps reveal asymmetries, muscle tightness and possible areas of inflammation in the body.

Sensei's ultimate mission is to help equip guests with the tools to learn how to improve their daily practices to reach their personal health goals.●

SPONSORED

Body scanning
shows before
and after results

PHOTO: SHUTTERSTOCK/PRAKASH PICTURES

NEXT LEVEL CRYO

Art of Cryo is combining
cryotherapy and well-tech to
elevate and enhance the traditional
cryotherapy experience

It's well-documented that cryotherapy can have a multitude of benefits for both physical and mental health, but Rainer Bolsinger, chief sales officer and chief marketing officer at Art of Cryo says the company wants to take this to the next level. "We're now combining our whole body cryotherapy with advanced technology and complementary therapies," he says. "The inspiration behind these innovations is the desire to offer even more results from cryotherapy."

MADE TO MEASURE

Bolsinger says Art of Cryo has begun using 3D body scanning equipment to create a millimetre-precise avatar of the body in just 40 seconds. "This technology not only documents the effects of cryotherapy," he explains, "but also gives users a clear insight into the physical impact of their chosen programmes."

The scan measures values such as weight, fat-free mass, body mass index, waist-to-hip ratio and waist-to-height ratio. In addition, a posture analysis is created and basal metabolic rate is determined. Art of Cryo suggests clients have a scan during their first and last visits to compare results.

To complement the experience, the company has partnered with wearable specialist, MCRC, Vital X – makers of smart rings – to enable customers to track their vital

Time in the cryotherapy
chamber is being
combined with well-tech

PHOTO: ART OF CRYO

The Multi Cryo-Hacking System will launch in Q1 2023



We're combining our whole body cryotherapy with advanced technology and complementary therapies
Rainer Bolsinger

signs during cold therapy sessions. "This collaboration enables customers to benefit from high-precision, real-time monitoring of vital data before, during and after their time in the cryotherapy chamber," says Bolsinger.

All users receive an evaluation of their blood pressure, pulse, body temperature, heart rate variability and oxygen saturation following their time in the cryo chamber.

MULTI CRYO-HACKING SYSTEM

"As of Q1 2023, Art of Cryo says it will set the gold standard in the cryotherapy market with an all-new innovation, the Multi Cryo-Hacking System," says Bolsinger.

"This vessel will allow clients to combine cryotherapy with three different types of light therapy (blue, green and red), ionised oxygen therapy and long wave heat therapy, to offer them the world's most sophisticated whole-body cryotherapy experience," he says.

"The Multi Cryo-Hacking System will offer consumers hundreds of different programmes which vary in therapy combination, sequence of services and length of time – all will be available as solo or group experiences," he explains.



Art of Cryo is using the MCRC, Vital X to monitor physical changes

POSITIVE PRESSURE

The company also offers intermittent vacuum therapy (IVT) – the Art of Cryo Flow System – which delivers lymphatic drainage, encourages recovery and supports performance enhancement.

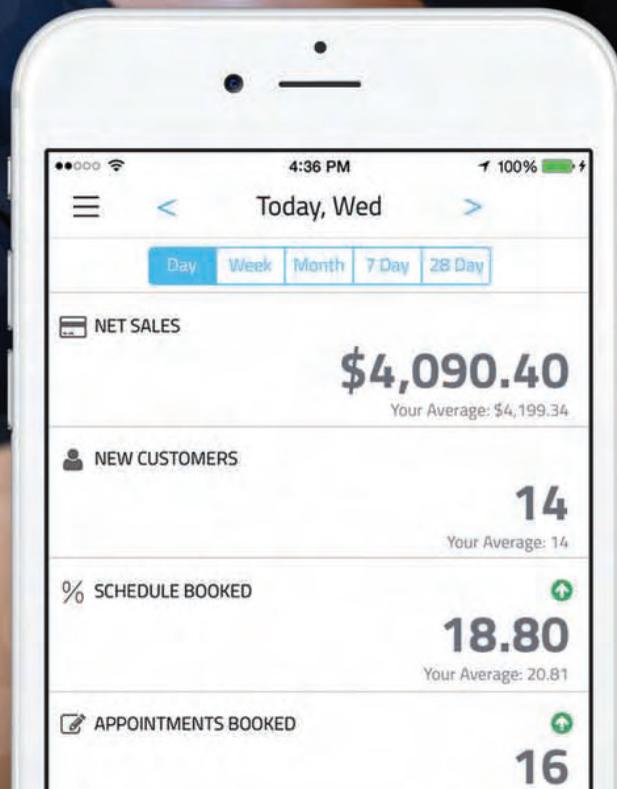
These vacuum and positive pressure systems are designed to promote recovery, strengthen connective tissue and contour the body. Originally developed by NASA and the German Aerospace Center, IVT is believed to enhance the health effects of cryotherapy. ●

More: www.artofcryo.com

booker

All the Features You Need to Manage Your Spa and Delight Your Customers

Online Booking • Staff Scheduling • Integrated POS • CRM • And More



Learn why Booker is the leading spa management software
mindbodyonline.com/spa-software

SUPPLIER NEWS

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

For the latest supplier news and company information, visit spa-kit.net



SEED TO SKIN

■ Seed to Skin's nature-inspired botanical formulations are crafted by hand

Seed to Skin and Canyon Ranch announce new spa partnership



SEED TO SKIN

■ Jeanette Thottrup, Seed to Skin founder and formulator

Ethnobotanical skincare and spa brand Seed to Skin Tuscany has struck up a new spa partnership with Canyon Ranch.

Canyon Ranch is a US-based luxury wellness lifestyle brand operating two destination spa resorts in Arizona and Massachusetts, a day spa in Las Vegas and a retreat property in California, Canyon Ranch Wellness Retreat – Woodside.

Alongside the introduction of branded Seed to Skin spa rituals to Canyon Ranch's spa menus, the brand's products have been

rolled out onto Canyon Ranch's online shop and its in-person spa boutiques.

"We're so proud to be partnering with this highly esteemed group, where wellness is at the heart of everything they do," says Seed to Skin founder and formulator Jeanette Thottrup.

"Given the team's depth of knowledge and expertise in skincare and wellness, we're looking forward to growing and developing our success together as partners."

Deirdre Strunk, Canyon Ranch's vice-president of spa, fitness and beauty, added:

"What I love about Seed to Skin is that the products are a perfect combination of the most potent natural ingredients with truly innovative molecular science.

"This is aligned with our own approach to wellness at Canyon Ranch – we always endeavour to leverage the best that nature can offer with the most advanced and effective science to complement.

"It was an easy decision to add Seed to Skin products to our skincare services portfolio."

More on spa-kit.net

[READ MORE ONLINE](#)

Gharieni Group expands operations and acquires Bentlon

Spa, beauty, wellness and medical equipment supplier Gharieni Group has completed the acquisition of established Dutch beauty equipment manufacturer Bentlon.

With almost 80 years of combined experience between both companies, the merger was executed to diversify Gharieni Group's existing product range and create new developments to meet the needs of both new and existing clients.

The acquisition also means that the trademark 'Vapozon', a procedure of steaming the skin as preparation for facial treatments, now belongs to the Gharieni Group.



GHARIENI GROUP



GHARIENI GROUP

■ **Sammy Gharieni,**
company founder

“Our acquisition of Bentlon is a logical step towards more diversity in our product portfolio,” says Sammy Gharieni, CEO and founder of Gharieni. “The synergies created by this acquisition in

the areas of development and production will be noticeable in the future product range of both companies, and in further developments of high-quality treatment tables.” The Bentlon brand will continue to operate

in the market independently from the Gharieni, with Andrea Westerwoudt heading up operations as general manager.

More on spa-kit.net

READ MORE ONLINE

Ojmar unveils new OTS Pulse lock solution



OJMAR

■ **Ramon Gabikagogeaskoa,**
CEO of Ojmar

Whether going to the spa or gym, customers need to know their belongings are secure – and, following the pandemic, the more contactless the better.

Electronic lock manufacturer Ojmar has launched a touch-free, wireless networked lock solution called OTS Pulse. It works in the cloud and needs a standard internet connection, managed through a PC, tablet or smartphone, to work.

“The advantages are clear, from real-time locker information to heat-maps, OTS Pulse translates into better customer service and investment optimisation,” said Ramon Gabikagogeaskoa, CEO.



OJMAR

■ **A user's bracelet or their own smartphone app controls locks**

According to Ojmar, the system's installation is straightforward without complex and costly hard wiring.

A user's bracelet or their own smartphone app (Android and iOS), can open and lock the lockers, and book them in advance. Managers can monitor

occupancy in real-time, even during power outages, due to the battery which has a 10-year life.

Operators can choose from black, black and green or white finish.

More on spa-kit.net

READ MORE ONLINE



BELTRAMI®
designing textile experiences

MADE IN ITALY

+39 035 716315 • export@beltrami.it • www.beltrami.it



SNOWSKY

SNOWSKY

The most sophisticated alternative for cooling down: Real snowflakes landing softly on the skin. Cold light effects revitalise the spirit.

The magical transformation from water into snow creates a grounding feeling and a special bond between body and nature.

TECHNOALPIN® INDOOR

*The SnowRoom is used
in combination with
radon therapies*



POWERFUL CONTRAST

The wellbeing
setting creates a
'magical wintry vibe'

Spa clients can enjoy super-cool relaxation and pain-relief at Sächsische Staatsbäder in Bad Brambach thanks to a TechnoAlpin SnowRoom

Imagine experiencing the benefits of contrast therapy by stepping out of a sauna and into a room full of soft, powdery snow. This is just one of the creative ways that Sächsische Staatsbäder – the radon therapy centre in Bad Brambach – is using its TechnoAlpin SnowRoom to create a wellbeing experience for customers.

The room is an immersive, cold-intensive wellness experience operators can use in many settings and creative programmes to suit location, business model and client needs.

Each bespoke installation allows operators to create a unique SnowRoom experience for customers, using an online design configurator to access step-by-step visual design options.

The company offers a choice of natural forest or rock landscape winter environments, as well as the Cubic Design – an angular style which was created by architects, Snøhetta (see image).

SnowRooms can be customised to fit any room size or shape and come in custom colours with a range of accessory, glass door and lighting options.

Hot and cold in Bad Brambach

Sächsische Staatsbäder benefits from Bad Brambach's unique location close to natural radon sources in Saxony, Germany. The wellness facility uses this resource in its wellness and rehabilitation programmes that include bathing in, drinking and inhaling radon, as well as radon mouth washes.

The SnowRoom can
be adapted to specific
customer needs



The SnowRoom is used in combination with pre- and post-heat radon therapies as part of a three-phase 55-minute programme. This includes a full-body warm up in the tepidarium, a three- to eight-minute cool down in the SnowRoom – where customers experience temperatures of -10 degrees C – and reheating in the light and heat room.

The cold-warm contrast causes blood vessels to constrict and dilate, stimulating the supply of blood and oxygen to the tissues to strengthen the immune system and deliver anti-inflammatory and chronic pain relief benefits. The treatment is particularly helpful for customers suffering from inflammatory rheumatic disease, osteoarthritis, fibromyalgia and circulatory and sleep disorders.

While the SnowRoom is used as part of a therapeutic treatment at Sächsische Staatsbäder, it adapts to every location and business model, giving a magical wintry vibe all year round anywhere in the world. ●

More: www.technoalpin.com

WEB ADDRESS BOOK

Connect with spa organisations from around the world.

We welcome your entries – write to spateam@leisuremedia.com

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

Saudi Arabian Wellness Association

■ www.saudiwellness.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