



Can digital nature help wellbeing?

It's well-documented that nature has a profound effect on wellbeing, but a new study is investigating our response to digital and virtual experiences of nature.

The research is part of a wider collaboration between the BBC and the University of Exeter in the UK, named 'Soundscapes for Wellbeing', looking into how best to bring virtual nature experiences to those who can't get outside.

Led by psychologist and PhD researcher Alex Smalley, the study explores people's responses to different digital nature environments created by award-winning composer Nainita Desai and sound recordist Chris Watson.

The experiment was originally designed with vulnerable people in long-term care or those restricted to clinical settings in mind – most of whom can't get outdoors and are deprived of nature's benefits.

Lockdown has since increased the number of people shut off from nature and so the urge is growing to



SHUTTERSTOCK/FOCUS AND BLUR

■ Researchers will investigate the impact of exposure to nature digitally

investigate how these experiences could be used as an alternative means to support wellbeing.

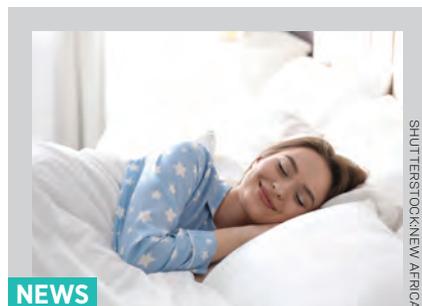
Speaking on BBC WinterWatch, Smalley called digital nature encounters "therapeutic tools in their own right".

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Digital nature encounters are therapeutic tools in their own right

Alex Smalley



SHUTTERSTOCK/NEW AFRICA

NEWS

The Cadogan unveils Sleep Concierge programme

Hotel partners with sleep specialist for launch

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PHOTO: YOGIFI

NEWS

YogiFi launches 'world's first' smart yoga mat

Mat makes use of artificial intelligence

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SHUTTERSTOCK/ALTANAKA

INSIGHTS

Zulal Resort to provide family wellness offering

Chiva-Som shares more about Qatar resort

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art of cryo

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Jeremy McCarthy unveils Mandarin Oriental's new wellness initiative dedicated to fostering strength

Mandarin Oriental Hotel Group has extended its Inner Strength – Outer Strength wellness initiative to guests across all its spas globally.

The concept is designed to help guests use this time of disruption to create positive changes and build strength both physically and mentally.

“The adversity in 2020 has led all of us to re-prioritise personal wellness,” explains Jeremy McCarthy, group director of spa and wellness.

“Developing strength reserves during uncertain times is crucial to avoid illness, manage stress and help us better support others.”



■ McCarthy, Mandarin Oriental's group director of spa and wellness

Developing strength reserves is crucial to avoid illness, manage stress and help us better support others

Through this initiative, hotel and spa guests can focus on their inner strength

development by taking time for silence, contemplation and mindfulness, while building

outer strength through boosting physical vitality with exercise, movement and healthy nutrition.

Mandarin Oriental originally launched the programme in June 2020 as a four-week mental wellness course to support staff returning to its reopened destinations.

The new guest version is tailored to the specific needs of each guest – each of whom will be given access to expert trainers and practitioners to help define new goals and routines, or to motivate them towards the goals they have already established.

Programming will vary at different Mandarin Oriental destinations.

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Greg Payne is one of the driving forces behind upcoming digital holistic wellness platform, Kaylo



■ Greg Payne, former global spa director for Aman, Langham, IHG and Raffles

Industry figure, Greg Payne, has revealed details about the upcoming launch of Kaylo – a new online wellness concept.

Founded by wellness 'visionary' Natalie Munk, Kaylo will launch this month as a vibrant digital space offering a 360-degree wellbeing approach, providing weekly classes, workshops, talks, special calendar events and one-to-ones with experienced practitioners.

Payne realised the digital concept for Munk, who

Kaylo will appeal to people who want to explore, discover and take responsibility for their wellbeing

initially conceptualised Kaylo three years ago with the vision of finding a 'new way' to offer wellness.

Payne told *Spa insider* he has drawn on his previous experience as global spa director for Aman, Langham, IHG and Raffles, to interpret the vision for Kaylo and transform it into an operating concept, backed up by a financial feasibility study.

“We felt it would be possible to provide an offering that appealed to people who want to explore, discover and take responsibility for their wellbeing,” he explained.

The platform will offer a range of modalities, including yoga, dance, conscious dreaming, herbalism, naturopathy and Traditional Chinese Medicine.

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■ Luisa Anderson, Four Seasons regional spa director, Asia Pacific

**The Cancer Care Massage
is recommended during any
stage in the cancer journey**

Luisa Anderson unveils Four Seasons Bali cancer massage

Following intensive training with certified specialist Christine Clinton, Four Seasons has launched a Cancer Care Massage at its two Bali spas – Four Seasons Jimbaran Bay, and Four Seasons Sayan.

In a first for Indonesia, a dozen therapists from both spas completed training along with regional spa director Luisa Anderson – herself a former oncology nurse.

The therapists were paired with women living with breast cancer known as “Bali Pink Fighters”, a support group of the Bali Pink Ribbon Foundation.

The Pink Fighters then participated in massage trials for the hands-on part of the two-week training and shared their personal cancer stories.

“The therapists were so touched by their connection with the women from the foundation, and the participants were grateful to be touched both physically and emotionally through massage,” said Anderson.

Available as a 60- or 90-minute treatment, the Cancer Care Massage is recommended at any stage in the cancer journey and begins with an in-depth consultation.

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TRENDS

GWS report predicts 2021 wellness trends

The Global Wellness Summit (GWS) has unveiled its latest trends report containing its top nine wellness trends for 2021.

Predictions range from a focus on breathwork and immune-health to the importance of diversity, inclusion and accessibility in wellness.

Released annually, *The Global Wellness Trends Report* features new directions – with dedicated chapters on areas which the GWS believes will have the most meaningful impact on the US\$4.5trn global wellness industry.

One key trend that's highlighted is a 'self-care renaissance'. Cecelia Girr, strategy director, and Skyler Hubler, cultural

strategist, both from TBWA Worldwide, explore this.

Other trends include predictions about a potential growth in interest in financial wellness, wellness architecture and collaboration between major media platforms and the wellness world, plus how wellness can help reset event planning and the way we travel.

GWI chair and CEO Susie Ellis says the report reinforces how crucial wellness is for controlling and confronting COVID.

"Going forward, those who take good care of themselves will be in the best position to stay healthy and thrive," she explained.

[READ MORE ONLINE](#)



SHUTTERSTOCK/YOLYA ILYASOVA

■ The report predicts breathwork will become a major trend



People who take care of themselves will be in the best position to thrive

Susie Ellis

GROWTH

Rosewood Rome to house pool in historic bank vault



Rome has long been a priority destination in which to set our flag

Sonia Cheng

Rosewood Hotels & Resorts has been appointed by real estate firm Antirion SGR to manage Rosewood Rome, opening in 2023 in the heart of the city.

Located in the former headquarters of Italy's Banca Nazionale del Lavoro, Rosewood Rome will offer 157 accommodations, including 44 suites, alongside a subterranean Roman bathhouse within the bank's original vault.

Guests will also be offered treatments in one of Rosewood's signature Sense Spas, located on the rooftop, with four treatment rooms and a wellness terrace with a pool and fitness centre.

SHUTTERSTOCK/BLUE PLANET STUDIO



■ Rosewood Rome is billed to open in 2023

"Rome has long been a priority destination in which to set the Rosewood flag," said Sonia Cheng, Rosewood Hotel Group CEO.

In keeping with Rosewood's A Sense of Place philosophy, Rome's relaxed ambience will influence the hotel's design concept.

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YOGA

New online yogic training school

International yoga organisation, Yoga Alliance Professionals, has launched an online Training Academy designed for yoga practitioners and teachers.

From mastering backbends to the art of adjusting, each course on the platform is designed to further the student's knowledge in specialist areas of yoga, and take their practice to the next level.

Courses cater to all abilities, offering options both for first-time yoga practitioners and experienced teacher trainers to learn new material.

Many of the lessons offered on the platform are free, giving the public the opportunity to study under eminent yoga trainers such as Brian Cooper, Yoga Alliance Professionals founder, and award-winning teacher, Tara Lee.

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SHUTTERSTOCK/YULIA GRIGOROVA

■ Member hotels will offer guests respite from busy city life

HOSPITALITY

Healing Hotels unveils urban group

The global consortium of holistic hotels, resorts and retreats – Healing Hotels of the World – has launched a new division in its hospitality group called Urban Healing Hotels.

The group is composed of luxury hotels in urban settings that provide moments of respite from the frenetic demands of city travel.

Member hotels will be differentiated through their

wellbeing environments, experiences, services and amenities.

“As we get back to travelling, the Urban Healing Hotels certification will provide a clear distinction that will help urban hotels set themselves apart from the competition in the flourishing market of health and healing,” says Elisabeth Ixmeier, Healing Hotels co-founder.

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DESIGN

Nature retreat hidden in Alsace countryside

In the depths of the French countryside sits 48° North Landscape Hotel, a holistic ecotourism and wellness destination inspired by Scandinavian and French traditions.

Realised by Nordic architecture firm Reiulf Ramstad Arkitekter and local architects, ASP Architecture, the secluded hotel is perched on the heights of the Breitenbach village.

Accommodation consists of 14 interpretations of traditional Scandinavian cottages – called a hytte – designed as cosy wellbeing retreats with panoramic views of nature.

An intimate 80sq m wellness centre anchors 48° North inside its main

building, offering guests a selection of massages, facials and body treatments.

These are supplied by French product houses Phytodia and Camille Becht.

Differentiating itself from typical spas, the facility doesn't have treatment rooms but instead one dedicated wellness room for treatments.

Thermal facilities consist of an outdoor Nordic bath and sauna, both supplied by Ultra Bio Ozone.

Emil Leroy-Jönsson, hotel landscape architect, designer and founder, calls the hotel “the meeting of two passions of two cultures” – nature and architecture and Denmark and Alsace.

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PHOTO: FLORENT MICHEL @11H45, YVAN MOREAU

■ Amidst the trees: four different sizes of cabin dot the hillside



48° North is the meeting of two passions of two cultures

Emil Leroy-Jönsson

SLEEP

Luxury urban hotel to offer Sleep Concierge service



Sleep is the most important thing we can master

Malminder Gill

A boutique hotel in the heart of Chelsea, London, has unveiled a partnership with Harley Street hypnotherapist and sleep expert, Malminder Gill.

The Cadogan, A Belmond Hotel, is planning to launch the new collaboration through a complimentary Sleep Concierge service, once the hotel reopens after lockdown.

According to Gill, sleep is “the most important thing we can learn to master”, so she has drawn on her 15 years’ experience to help create the new service, including a sleep-inducing meditative recording available in guest rooms.



SHUTTERSTOCK/NEW AFRICA

■ The service will be complimentary for all guests

This will be complemented by the service’s sleep menu with a choice of luxurious pillows to suit guests who might prefer to sleep on their back or side, the option of a weighted blanket, Cadogan’s bedtime tea developed specifically for the service and a scented pillow mist to support the best possible night’s sleep.

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EVENTS

ISPA shares details about virtual summit

The International Spa Association (ISPA) has released more details about its upcoming virtual Stronger Together Summit, to be hosted on 10-14 May 2021.

The event is being hosted in place of the cancelled in-person 2021 Expo and Conference.

ISPA president Lynne McNees said: "Our community gains strength when resources, ideas and lessons learned are shared openly."

The summit's speaker line-up so far includes



Our community gains strength when ideas are shared openly

Lynne McNees

marketing guru Seth Godin, talent expert Seth Mattison and international speaker and author Dr Bryan Williams.

ISPA's Summit will offer professional development content, engaging opportunities for personal growth and live Town Halls to facilitate the sharing of ideas and insights.

An on-demand Product Lab will also feature industry brands and deliver information about essential products, equipment and services.

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DESIGN

Zaha Hadid's striking Opus building houses luxury spa

In 2020, the Dubai skyline was updated with an 84,300sq m cube-shaped building with a gaping eight-storey-wide void at its centre. One of the late visionary architect Zaha Hadid's final projects.

Named The Opus by Omniyat, the two-tower building is located in the Burj Khalifa district, and houses the 93-key ME Dubai hotel, luxury spa and four restaurants operated by Meliá.

ME Dubai's spa and recreation manager, Sayed Salem, oversees the destination's 526sq spa, which was designed by



PHOTO: LAURIAN GHIINTOIU

■ The building was one of Zaha Hadid's final projects



Zaha Hadid was an architectural legend

Sayed Salem

consultancy The Wellness and features five spacious treatment rooms, including one for couples.

The spa menu offers treatments supplied by Natura Bisse, Carol Joy, Voya and Medi-Diamond and guests are offered access to a sauna, private changing rooms, pool and the hotel's 7,000sq ft state-of-the-art gym, with Biocircuit equipment by Technogym.

[READ MORE ONLINE](#)

PROGRAMMING

SHA launches gut health retreat

Integrative medi-wellness facility SHA Wellness Clinic has unveiled a Gut Health programme dedicated to transforming digestion and enhancing overall health.

The new seven-day holistic retreat has been developed to reset and maintain optimal digestive function and is offered as an add-on to SHA's signature Detox programme.

It kicks off with a consultation with a specialist in digestive health and inflammation to create a clear picture of guests' current state of health. SHA specialists then assess dental health and conduct blood and urine tests.

The programme continues with an analysis of guests'

microbial imbalance, an intravenous liver detox session, a workshop about emotional eating and six intestinal ozone therapy sessions.

During their stay, guests will take daily supplements and take part in a healthy cooking class with SHA's on-site chefs.

SHA's digestive health specialist Dr Ámina Alani Ogea is heading up the new programme.

She says digestive health influences mood, mental health, autoimmune diseases, endocrine disorders and even skin conditions.

"Therefore, good digestive health is reflected in good general health," said Ogea.

[READ MORE ONLINE](#)



SHUTTERSTOCK/METAMORWORKS

■ Good gut health is proven to underpin strong immunity



Good digestive health is reflected in good general health

Dr Ámina Alani Ogea

TECHNOLOGY

YogiFi, 'world's first' smart yogamat, makes debut



The mat uses AI to automatically recommend personalised wellness programmes

YogiFi is being marketed as the world's first smart yoga mat.

The YogiFi Series-1 (Pro) delivers personalised yoga sessions via an immersive experience at home.

The mat uses AI to automatically recommend personalised wellness programmes based on the user's history, current limitations and future goals. Programmes are delivered via an app or wrist wearable and the mat has pressure sensors which respond to touch, with feedback for posture correction via the mat and synched digital devices, such as TVs.



PHOTOYOGIFI

■ The mat makes use of artificial intelligence

It also provides real-time feedback and automatically correlates vital signs and breathing patterns through the wrist wearable.

The step-by-step audio instructions can also be accompanied by aroma which can be dispensed by a unit embedded inside the mat.

[READ MORE ONLINE](#)

TAKING WELLNESS TO THE NEXT LEVEL





The ability to serve families offers guests great flexibility, and we hope it will inspire wellness for a new generation

Krip Rojanastien, Chiva-Som chair and CEO



Family first

Thai wellness operator, Chiva-Som, is preparing to unveil the largest wellness destination in Qatar with a strong focus on family wellness



SHUTTERSTOCK/AITANAKA

■ The beachfront resort will offer a host of activities, workshops and wellness therapies designed for the whole family

Zulal Wellness Resort by Chiva-Som will open in Qatar in early 2021 with a family resort, underpinned by Chiva-Som's belief that wellness is for everyone.

The retreat will offer wellness facilities powered by Traditional Arabic and Islamic Medicine, consisting of two areas: Zulal Serenity and Zulal Discovery.

The latter will be a 120-room family destination including family treatment rooms, a group dance studio and a family wellness centre called Knooz Al Sahraa, translating to 'Treasures of the Desert'.

Resort facilities

Zulal Discovery will be dedicated in concept and design to the holistic development of children and the importance of family connection.



■ Zual will be rooted in Traditional Arabic and Islamic Medicine

Zual’s spa menu will offer over 400 wellness treatments and therapies including retreats for younger children and teenagers

Family-friendly programming

A range of interactive activities in education, sports, creativity and nutrition will encourage younger guests to explore and build healthy lifestyle habits.

Programming has been conceived around the characteristics of desert animals as metaphors for developing key life skills in a playful manner.

For example, spaces such as The Oryx Workshop, symbolising the strength and endurance of the desert oryx, will focus on playful exercises such as dancing and nutrition, with opportunities to learn about herbs and local cooking methods.

Retreats for all ages

Offering a holistic approach to health and wellness rooted in Arabic healing traditions, Zual’s spa menu will feature over 400 treatments.

This will include a Junior Retreat for young children promoting self-discovery with culinary activities and wellness therapies, ranging from Reiki and head and shoulder massages, to mindfulness and breathing meditation.

A curated Adventure Teens Retreat will also promote a healthy approach to young adulthood with guided activities ranging from Thai Boxing Fit and bike rides to Hatha yoga and beach meditation.

In addition, Zual will offer a Nurture Kinder programme for young children and a nursery for infants.

Chair and CEO of Chiva-Som, Krip Rojanastien, said: “We’re excited to have developed a new offering.

“The ability to serve families offers guests great flexibility, and we hope it will inspire wellness for a new generation.” ●



■ The family resort will offer programmes to encourage younger guests to build healthy lifestyle habits



■ The expansive countryside retreat will encompass a 2,500sq m spa, aesthetics clinic and gym

Jewel in the Crown

Fairmont's third UK property is set to open in Q2 near Windsor Great Park and Windsor Castle, with their royal connections



■ Lisa Barden, Fairmont Windsor Park spa director and Arora Group spa and wellness director

In Q2 2021, Fairmont will open its third luxury UK property with a comprehensive spa and wellbeing haven, following a £140m (US\$192m, €158.2m) investment.

Fairmont Windsor Park will offer a two-floor 2,500sq m wellness facility, designed to cater to a host of guests' spa, wellbeing, fitness and aesthetic needs.

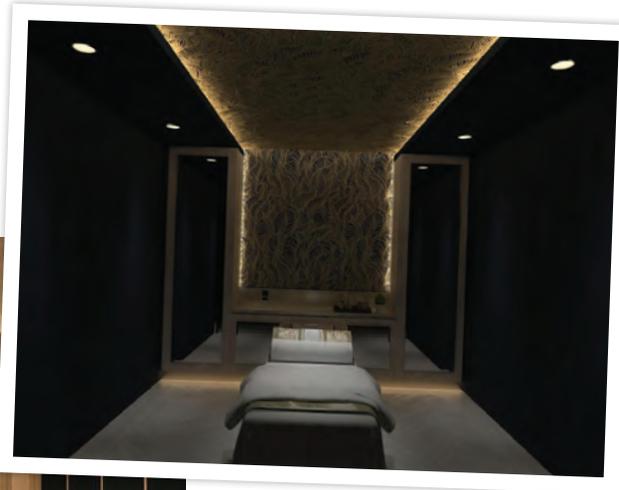
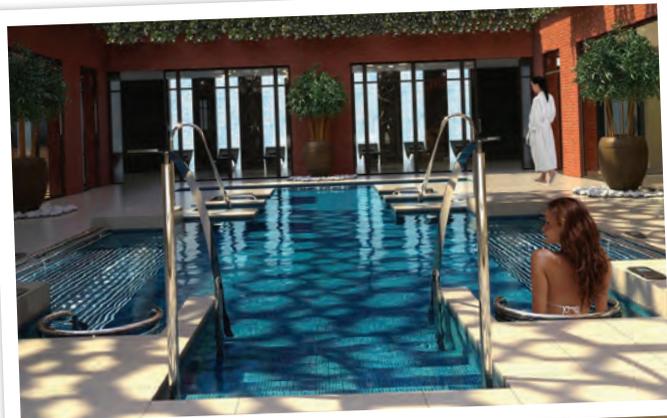
The 200-room countryside retreat is located near the historic Windsor Castle and is the product

of collaboration between hotel group Accor and private property development company Arora Group.

The vision for the spa is to create an authentic wellness space that bridges the gap between a traditional pampering spa and a wellbeing clinic.

It will feature 18 treatment rooms, including three for couples, plus a VIP Spa Suite with a rasul, hot tub, private dining area and dressing room.

Guests can also expect a dry flotation room, hammam, Himalayan



■ Wet area specialist
Barr + Wray is
masterminding the
spa's entire thermal
and wet area fit-out

salt relaxation room, cryotherapy chamber, IV infusion space, complementary therapy room and colon hydrotherapy suite, topped off with an outdoor courtyard featuring a hydrotherapy space and fire pit.

Additional wellness facilities will include light and deep relaxation rooms, a Japanese foot bath, sauna, steamroom, ice fountain, pool and Jacuzzi.

A differentiating component will be the hotel's aesthetics clinic, providing a GP service, advanced aesthetic



We're particularly excited about the Japanese Ashiyu footbath, as it's suitable for those living with life-limiting conditions

treatments, five treatment rooms, healing and wellbeing assessment solutions, 4D body-scanning and a vitamin infusion suite.

The spa will be directed by Lisa Barden, Arora's spa and wellness director, consultant and former UK Spa Association chair.

"We're particularly excited about bringing a Japanese Ashiyu foot bath to the spa, as it's a thermal experience open to all, even those living with life-limiting conditions," she enthused. ●

CARGO-TECTURE

During lockdown, Riccardo Turri, CEO of Starpool, was inspired to create a whole new category of product, based on recycled containers. The result is the new i.con spa brand, which fuses luxury, wellness, recycling and design

With the launch of its new i.con spa range, Starpool is transforming cargo containers into luxurious spaces, perfectly equipped for wellness.

The new line taps into the demand for COVID-secure outdoor options for small groups.

Easy to transport and install, i.con containers can be located outside in settings from hotels and spas to residential locations.

“Their nomad spirit remains intact,” says Turri, “but instead of shipping goods worldwide, they let people in – the door opens, you get on board and sail to a new private space, made of heat, water and rest – the three founding principles of every wellness experience.”



i.con spa

Starpool has created three key options within the i.con range – i.con sauna, i.con steam and i.con relax.

All configurations can house modular products from the Starpool collections, such as steam baths, Finnish saunas and relaxation areas. The range is available in a number of sizes: 150mm x 150mm, 195mm x 150mm and 195mm x 195mm.

● **i.con sauna**

The i.con sauna model can be equipped with all the sauna models in Starpool’s product collections. It’s possible to choose the design, materials, colours and essences.

The external wall becomes a shower to regenerate the body after exposure to the intense heat of the sauna, while an entrance area creates space to hang towels and bathrobes.

● **i.con steam**

This model can house every steam bath in the Starpool collection and it’s possible to choose coatings and colours to create a unique design.

The shower wall and the steam area are divided by the entrance area.

“Instead of shipping goods worldwide, these containers let people in: the door opens, you get on board and sail to a new private space, made of heat, water and rest – the three founding principles of every wellness experience”

● **i.con relax**

The i.con relax is a ‘room with a view’, with large glass walls creating an immersion in nature so people become at one with the landscape.

Inside the cabin, natural essences and sounds create a room of absolute comfort, completed with chaises longues, dedicated to relaxation.

It’s possible to transform the i.con relax into an area dedicated to dry floatation with the Starpool Zerobody bed, to offer the most effective regenerating experience in the wellness sector.

In addition, thanks to the Starpool Relaxation Coach – an interactive system designed by Starpool – it’s possible to theme the i.con relax, turning relaxation into an actual experience of physical and mental regeneration.



Added expertise

As well as offering a built-in sound system to relay relaxing music into the i.con containers, Starpool also works with experts to develop effective wellness protocols to strengthen the offering. Mindfulness programmes have been developed with neuroscientist Nicola De Pisapia and breathing techniques with Andrea Zuccari, the international free diving champion, for example.



The new i.con range enables operators to create COVID-secure personal spaces for outdoor wellness

Four custom concepts

Four customisable design concepts are also being developed, offering external cladding, materials and finishes chosen to ensure i.con harmonises with the landscape and its surroundings.

The first is **Mountain** - inspired by the woods and characterised by their scent; the second is **Urban** - inspired by skyscrapers and technology; the third is **Country** - with textures and colours that

pay homage to the earth; and the fourth is **Beach**, with soft sand-like colours.

“This project is the result of an intuition experienced during the lockdown” says Turri. “I’ve always been fascinated by industrial architecture and how goods travel around the world. We’ve combined these concepts to create something of our own: cutting-edge spaces for our products.

“i.con spa is connected to the idea of recycling and to the possibility of

creating a context for wellness products anywhere - like a portable spa,” he says.

“This new line also meets the need to live the wellness experience outdoors anywhere and in the utmost privacy.” ●



Find out more: [Starpool.com](https://www.starpool.com)



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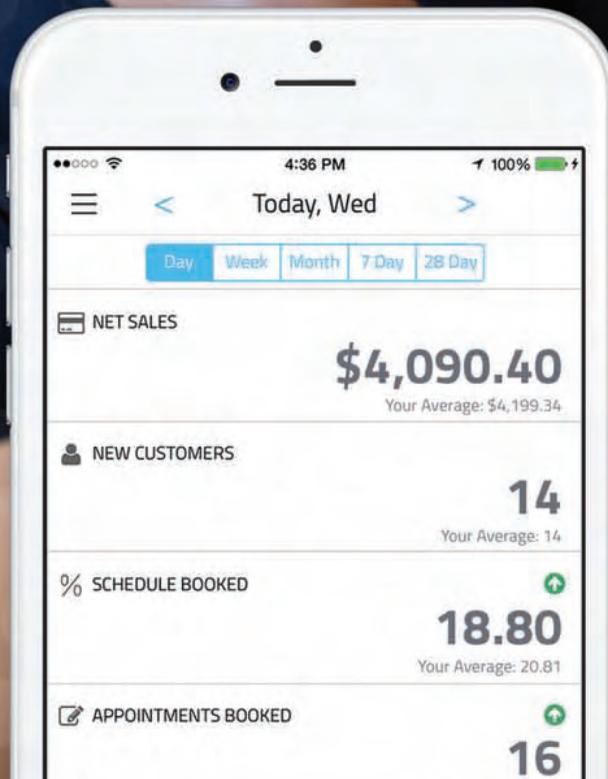
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SUPPLIER NEWS

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■ Eight rooms have been refurbished with Starpool SweetSpas at the lake-side hotel



Starpool transforms boutique Italian hotel with wellness suites and private in-room spas



■ Riccardo Turri, Starpool CEO

Italian wellness supplier Starpool has overseen the installation of luxury wellness facilities at a boutique hotel in Italy's Lombardy Region

Eight of the Bianca Relais' 10 rooms have been reimagined into wellness suites and feature Starpool SweetSpas – a private spa experience chamber equipped with a steam bath, shower and experience shower in only three square meters.

Ideal for the private areas of spas and hotels and for the home sector, the SweetSpa experience can be personalised and allows guests to customise light colour, music and the

desired effects – thanks to the spa system programmes – Excite, Relax, Tonic and Purify.

SweetSpa has been developed with energy-saving and consumption reduction capabilities thanks to its Green Pack and Touch Display systems.

“Today private wellness is, without a doubt, the reference trend for the hospitality and contract sectors,” said Riccardo Turri, Starpool CEO.

“This trend was already present before the pandemic, but the current situation has clearly accelerated its development.”

“The spa is progressing towards a more intimate, private dimension due to the COVID-19 pandemic,” he explained. “This private experience guarantees greater safety and appeals to guests at this point in time.”

The works at the lakeside hotel were supervised by interior designer Giuseppe Manzoni and by architects Rita Consonni and Carlotta Manzoni, with the collaboration of the companies of the network Theatro Italia, which partners with Starpool.

[SPA-KIT STARPOOL](#)

[READ MORE ONLINE](#)

Vinésime launches Vine Elixir derived from Pinot Noir grape



■ Édouard Damidot,
Vinésime co-founder

Luxury French vino-cosmetics brand Vinésime has unveiled a nutricosmetic – named Vine Elixir – designed to nourish and protect the skin from the inside and out.

Powered by active ingredients, the new ingestible works inside the body to target the space where the epidermis' begins its ageing process.

Vine Elixir's formula brightens and protects the skin by harnessing the powers of concentrated grape marc extract of Pinot Noir grapes, sourced from



■ The grape-derived ingredients are extremely rich in polyphenols

the heart of the prestigious vineyards of Burgundy.

Édouard Damidot, Vinésime co-founder, said: "We launched this product because skin health and complexion depend on both nutrition and topical treatments."

According to Vinésime, the grape-derived ingredients

are rich in polyphenols, which act as a natural shield against time and other skin aggressors.

As an anti-ageing product, the formula also contributes to collagen production.

SPA-KIT VINESIME

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Tylö's new IR sauna range envelopes guests in soothing heat

Sauna specialist Tylö – of the TylöHelo group – has created a new infrared sauna range, named T series.

Infrared sauna is well known in the spa and wellness industry as an effective recovery and relaxation modality. It works by penetrating heat deep

into the body and muscles using infrared waves.

Tylö has launched the new range with four infrared models – suitable for either one, two, two to three or three users – all of which offer a rapid heat-up time and use minimal energy and electricity.

The sauna's infrared heaters are integrated within wall panels with even heater surface area and wattage, designed to provide enveloping heat from all sides.

"The cabins are really stylish and can be easily installed and customised with either a grey or black cloth in the infrared panels," said Hanna-Louise Widberg, TylöHelo group brand and marketing manager.

"Tylö's technology is one of the best and safest infrared options on the market," she concluded.

Operated via an internal control panel, the new range features a built-in bluetooth speaker – with options to integrate Siri, Alexa or Google voice control, curved seats for



■ Hanna-Louise Widberg, TylöHelo

comfortable seating, infrared flooring and chromotherapy back-lighting for an added therapeutic element.

The exterior is finished with biodegradable wood treatment, for a luxury look, protection and easy maintenance.

SPA-KIT TYLO

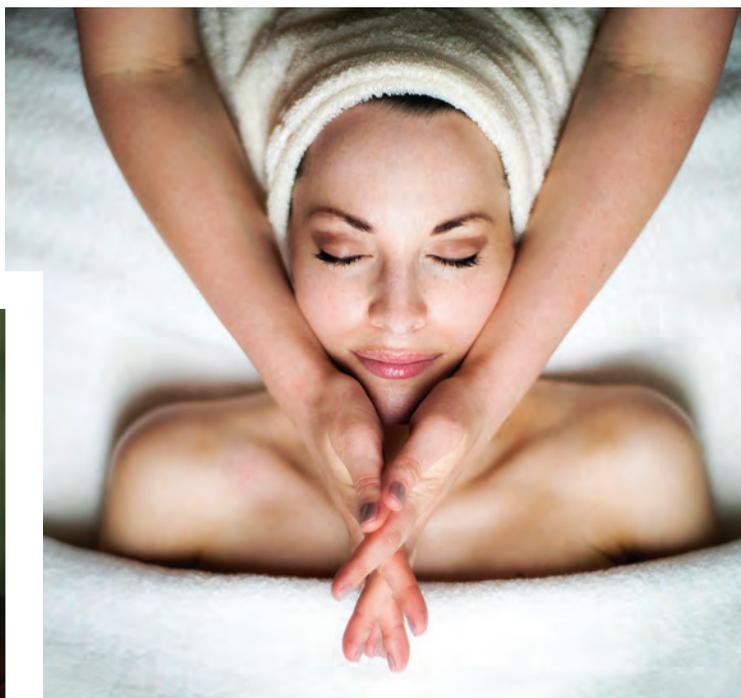
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■ Tylö has launched the range with four models

PROMOTION

VOYA is available at luxury spas worldwide, offering organic skincare with proven results



Jessica Anhold, VOYA's head of global sales and marketing, talks community in a time of crisis and how the company is supporting its spa partners



Jessica Anhold

At its heart, VOYA is a spa brand because it's where our roots lie and where our future is headed.

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While the global pandemic left many businesses reeling in uncertainty, it also led to collaboration and a strong sense of community throughout the global spa industry.

For Irish marine skincare brand, VOYA, this meant supporting the businesses very core – its spa partners, whose facilities were closed due to lockdown.

“At its heart, VOYA is a spa brand because it's where our roots lie and where our future is headed,” said Anhold.

“While we also embrace the opportunities that retail offers both on and offline, we believe it isn't an either-or situation because our brand wouldn't have the global success it does without the support of our amazing spa partners.”

VOYA's first response was to open up online sales to its spa accounts with a combination of discounts for customers – a percentage of which would be redeemable against their own stock purchases in the future.

The team also pivoted to offer clients virtual training and a content library continuously being updated with new social media assets, meditation clips and blog material to help them grow a strong digital presence and maintain customer engagement.

“Our spa partners have always shown us incredible support and loyalty, and in every great business partnership, that's a two-way street,” said Anhold, “during the pandemic, it's important to us to show support in any way we can to ensure we all weather this storm together and come out stronger on the other side.”

In her opinion, the industry must keep moving forward together, no matter what the pandemic crisis throws at it.

Anhold believes the key for spas to thrive and survive will be a willingness to embrace change and new ideas and solutions.

“Ultimately, this is a very resilient industry which has survived many global crises. At VOYA we've had to become adept at fast-tracking decisions, adopting new technologies and adjusting our strategies, because every day is bringing a new challenge!

“Things may not return to how they were before, but there are always other dynamic ways to create revenue. My advice for spa businesses is to remain as agile and open to new ideas as possible.”



VOYA's products incorporate hand-picked organic Irish seaweed

spa-kit.net keyword:
VOYA

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.espa-ehv.com

Federation of Holistic Therapists (FHT)

■ www.fht.org.uk

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.com

Green Spa Network (GSN)

■ www.greenspanetwork.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

Serbian Spas & Resorts Association

■ www.serbianspas.org

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 Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

Spa & Wellness International Council

■ www.lswic.ru

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

