



spa business insider

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A SPA BUSINESS PUBLICATION

Oman gets into giga wellness

Oman's Ministry of Housing and Urban Planning (MoHUP) has revealed plans for an ambitious mixed-used development called Omani Mountain Destination (OMD) on Jabal al Akhdar.

Situated 2,400m above sea level and 95 miles from Oman's capital of Muscat, the US\$4.2 billion project will contribute to the nation's projected pipeline of planned projects worth more than US\$33 billion.

Masterplanned by AtkinsRéalis and designed in consultation with local communities, OMD has been designed as a high-altitude haven comprising 2,527 residences, 2,000 hospitality rooms within upscale hotels and a bespoke health and wellness enclave dubbed The Vessel.

Central to OMD's ethos is its commitment to social and environmental sustainability, featuring



OMANI MOUNTAIN DESTINATION

■ OMD is a cornerstone of Oman Vision 2040

a biodiversity hub for both local and international research, wellness zones, a sports hub, amphitheatres, a museum and green spaces.

Davide Minniti, associate director of planning/urban design at AtkinsRéalis, said: "The OMD will be a place for play, adventure and discovery.

"It balances three fundamental values: nature, culture and future. The masterplan recognises nature's intrinsic value in everybody's quality of life and wellbeing by blending its rugged landscape into each aspect of the project."

MORE >>> http://lei.sr/T2t9s_B

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THE ART OF
WELLBEING



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GHARIENIGROUP

Colin Wagget shares more details about an upcoming trio of Third Space wellness clubs

Third Space CEO, Colin Waggett, says he is feeling optimistic, as the company gears up to open three clubs this summer, speaking exclusively to *Spa Business'* sister-magazine *HCM*.

"In terms of optimism, I'm a 10 out of 10," said Waggett. "The big tailwinds continue to blow very strongly for us: people prioritising experiences, fitness being a social as well as a health pursuit, fitness being a sport in itself, young people exercising more, broadening our appeal and reach... you get the drift."

The next Third Space set to open is at Wood Wharf in the early summer. It will include a 20 metre pool, sauna and steam, hydropool, Reformer Pilates, hot



THIRD SPACE

In terms of optimism, I'm a 10 out of 10

Colin Waggett

yoga, multifunctional fitness area, elite cardio area and free weights.

This will be shortly followed by Battersea, which will offer a 20 metre pool; wet spa with hydropool, sunken Finnish sauna and marble steam; hot yoga, a 15 metre sled track with custom-built rig, an Eleiko lifting area and a tiered cycle studio with surround sound and dynamic lighting.

Also opening in the summer is the Clapham Junction site, set in a stunning Grade II-listed former department store. Original features, such as the wooden beams and the floor to ceiling windows, will be complemented by modern architecture including a bespoke staircase.

MORE >>> http://lei.sr/n6w4B_B



BBSPA_GROUP

The collaborative effort between bbspa's offices provides clients with unparalleled service and support

Ghislain Waeyaert

Kirsty MacCormick announces launch of bbspa_UK consultancy

European spa and wellness consultancy bbspa_Group has ventured into the UK market and launched bbspa_UK in collaboration with spa consultant Kirsty MacCormick.

The expansion marks a significant milestone for bbspa as it continues to grow its global presence in the spa and wellness industry.

MacCormick, boasting more than 30 years of experience in providing spa and consulting services to the hospitality and resort industry, will lead bbspa_UK as CEO.

The launch of bbspa_UK comes on the heels of bbspa's recent expansions into other key markets. In 2021, the consultancy firm established bbspa_France in partnership with Ghislain Waeyaert, followed by the launch of bbspa_Asia in Singapore in 2022.

Waeyaert said that the exciting new collaborative effort between bbspa's offices in France, the UK and Italy provides clients with unparalleled service and support on a global scale.

MORE >>> http://lei.sr/j8U7x_B

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AT MORITZ HOTEL



We are stepping further into the luxury wellness landscape

Hugh Ridgway

Hugh Ridgway unveils St Moritz Hotel spa refurb

St Moritz Hotel + Cowshed Spa, in Cornwall, UK, is investing £2 million (US\$2.5 million, €2.3 million) into updating its spa.

The project will transform the hotel pool area into a modern wellness space with an outdoor pool, new steamroom and sauna facilities, ice fountains and sensory showers. Additional updates will include refreshed changing rooms and new pool seating and lounge areas.

The updated space will complement the hotel's existing Cowshed Spa facility. Launched in 1998, Cowshed is the signature spa brand created by the international private members club brand Soho House. The six-treatment-room spa is the only Cowshed Spa outside a Soho House property in the world.

Hugh Ridgway, St Moritz founder, said: "For 2024, we're undertaking a multi-million-pound rebuild as an extension of our extremely popular coastal spa and in doing so, are stepping further into the luxury wellness landscape."

MORE >>> http://lei.sr/K8a8X_B

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STRATEGY

Kerzner reveals ambitious plans for Siro

Following the launch of its Siro wellness hotel brand, in the form of Siro One Za'abeel in Dubai, Kerzner International has revealed it plans to create a global chain of properties under the brand.

Speaking last weekend at the World Spa and Wellness Convention in London, Zoe Wall, vice president Siro and Wellness at Kerzner, said the company envisions opening at least 100 hotels, indicating that the Dubai property is already trading well and showing confidence in the freshly launched concept.



KERZNER INTERNATIONAL

Kerzner envisions opening at least 100 Siro locations

Zoe Wall



The highly-anticipated flagship Siro property opened in February and is home to extensive fitness and wellness facilities.

Properties in Montenegro, Japan and Mexico are already on the cards.

MORE >>> http://lei.sr/B6p8u_B

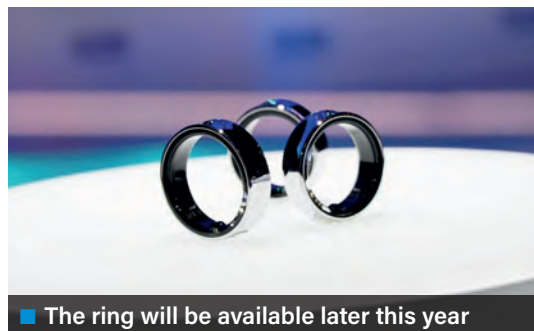
WEARABLES

Samsung launches its first smart ring wearable

Samsung has unveiled a smart ring, packed with innovative technologies to aid health and wellbeing, which will be available later this year.

The Galaxy Ring is one of a range of new products unveiled by Samsung at the recent Mobile World Congress in Barcelona that are aimed at giving consumers more information, and more control, over their health and wellbeing.

The company is working on a seamless digital healthcare system which will use AI to offer personalised health experiences across multiple devices, including the ring, the Galaxy Watch 6



SAMSUNG GALAXY

■ The ring will be available later this year

series and Galaxy S24. All will be available to buy later in the year.

The ring will exhibit health features, such as My Vitality Score, which will offer personalised health insights based on multiple factors including sleep, activity and heart rate. The Booster Card technology will track pre-defined goals and deliver actionable insights.

The launch is the latest move from Samsung, which has been working on a 360° strategy for consumer wellness for some years now.

MORE >>> http://lei.sr/A3A7Q_B

ACQUISITIONS

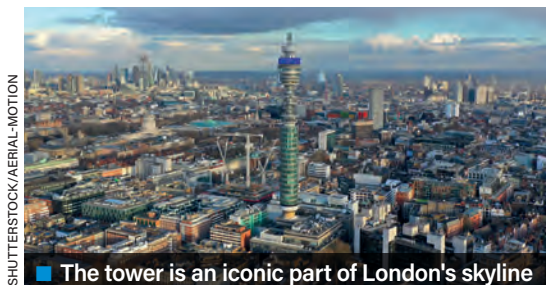
BT Tower to become luxury London hotel

British telecommunications company BT Group has sold its iconic BT Tower for £275 million (US\$347 million, €321.3 million) to hotel management company MCR Hotels.

The 620ft telecommunications building opened in 1964 and was once the tallest structure in London until 1980.

MCR – claimed to be the US' third-largest hotel owner-operator – plans to transform the Grade II listed London landmark into a hotel.

Payment for the sale will be made over multiple years, as BT equipment



SHUTTERSTOCK/AERIAL-MOTION

■ The tower is an iconic part of London's skyline

is progressively removed from the 37-floor building, with final payment on completion of the purchase.

MCR will partner with London-based design firm Heatherwick Studio to reimagine the building.

MORE >>> http://lei.sr/x2S2e_B

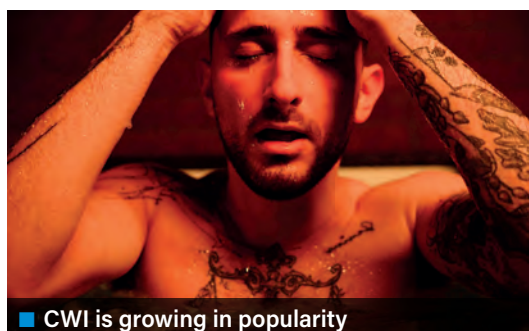
SAFETY

Guidelines address dangers of cold water immersion

Australian exercise and active health trade body, AUSactive, has partnered with the national Royal Life Saving organisation and Swimming Pool & Spa Association to develop a position statement on cold water immersion therapy (CWI).

The new eight-step approach aims to equip individuals and businesses with essential safety considerations and practical advice.

CWI has experienced a surge in popularity in recent years, attributed to its potential health benefits ranging from immune system support to tumour suppression. However, without proper precautions, CWI can pose



■ CWI is growing in popularity

OTHERSHIP

significant risks to participants. Read *Spa Business'* dedicated feature exploring how spas and wellness facilities can best mitigate these risks – www.spabusiness.com/CWIT.

Chris Alexander, GM of standards and development at AUSactive, said: "Like with any trend, popularity can rise dramatically thanks to social media. The position statement is about providing guidance and advice on safety considerations for users and providers of CWI programmes."

MORE >>> http://lei.sr/R5M8m_B

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TECHNOLOGY

Will the next generation of wearables be jewellery-based?

University of Washington researchers have created a wireless wearable in the form of a thermal earring that monitors a user's earlobe temperature.

In a study of six users, the earring outperformed a smartwatch at sensing skin temperature during periods of rest. It also showed promise for monitoring stress, eating, exercise and ovulation.

About the size and weight of a small paperclip, the earring has a magnetic clip that attaches one temperature sensor to a wearer's ear, while another sensor dangles an inch below it for estimating room temperature.

Co-lead author Qiuyue (Shirley) Xue, a UW doctoral student in the Paul G Allen School of Computer Science & Engineering, says many people find smartwatches and rings unfashionable or bulky so earrings could be a viable alternative.

"Eventually, I want to develop a jewellery set for health monitoring," she says.

"The earrings would sense activity and health metrics such as temperature and heart rate, while a necklace might serve as an electrocardiogram monitor for more effective heart health data."

MORE >>> http://lei.sr/n4q3r_B



■ The University of Washington's prototype thermal earring

RAYMOND SMITH/UNIVERSITY OF WASHINGTON



Eventually, I want to develop a jewellery set for health monitoring

Qiuyue [Shirley] Xue

DEVELOPMENTS

Raffles to open mountainside retreat in Neom project

Trojena will be a mountainside tourism location in the vast US\$500bn Neom giga-project

Accor's high-end brand Raffles Hotels & Resorts is set to land in northwestern Saudia Arabia in 2027 as part of Trojena, a brand new year-round adventure sports destination.

Launching in 2026, Trojena will be a mountainside tourism location within the vast US\$500bn (€462.7bn, £396bn) Neom giga-project – which will be nearly the same size as Belgium once complete.

Trojena is being designed to redefine luxury mountain tourism and will feature hotels, apartments, chalets, retail, dining and



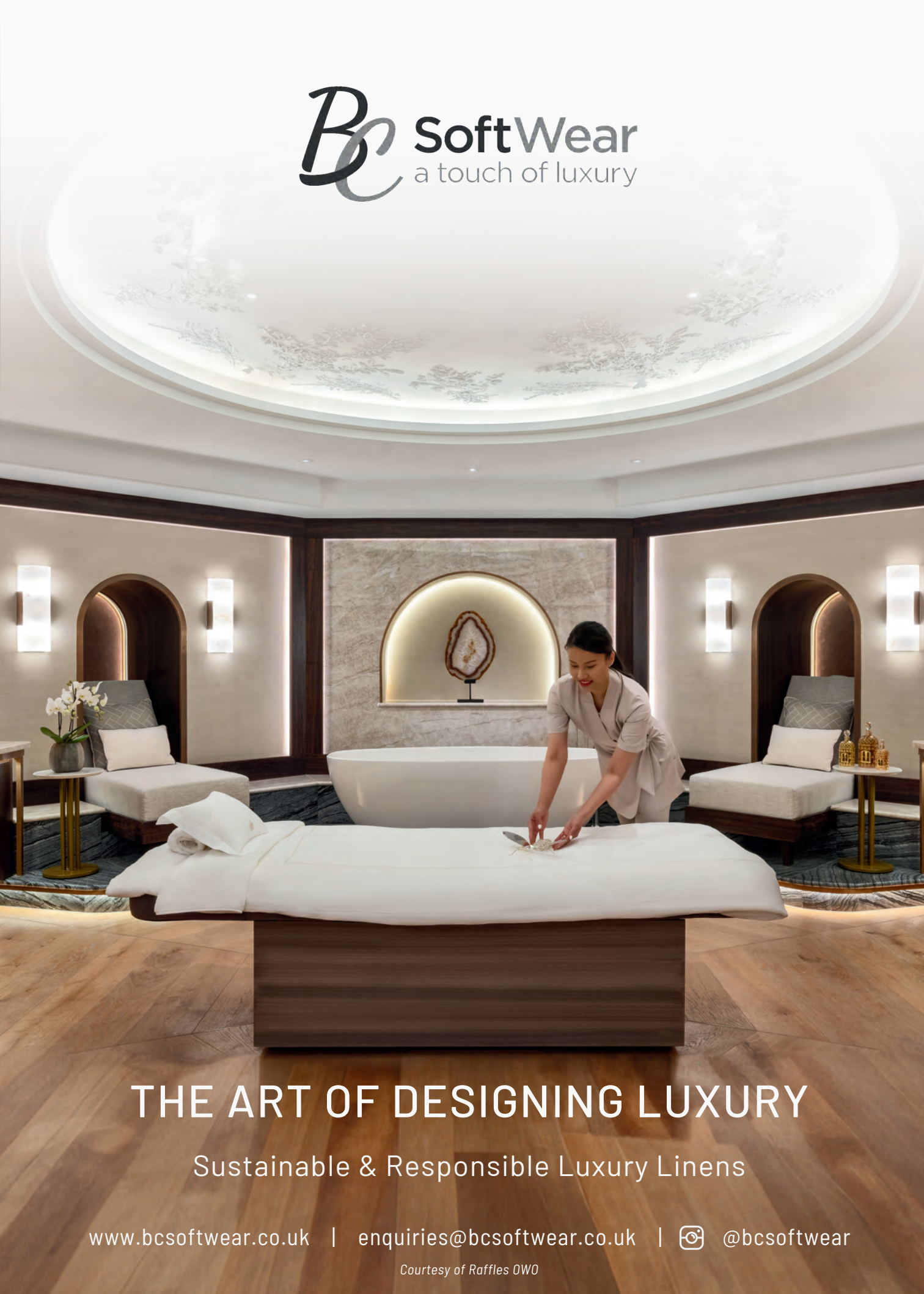
■ The resort will feature a 2.8km man-made lake

RAFFLES HOTELS & RESORTS

entertainment areas. Based in a large valley, the destination will be anchored by a man-made lake and feature the Gulf's first outdoor ski resort.

Trojena is planned to complete in late 2026 and host the Asian Winter Games in 2029.

MORE >>> http://lei.sr/6n7k3_B



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Courtesy of Raffles OW0

NEW LAUNCHES

Lunar Health Clubs aims to deliver new wellness sanctuary

Newcomer to the market, Lunar Health Clubs, is gearing up to open its first high-end club this April, in Marlow, UK.

The business is aiming to deliver the UK's most prestigious wellness sanctuaries by providing a personalised five-star service.

The new concept will merge science, technology, tradition and personal service.

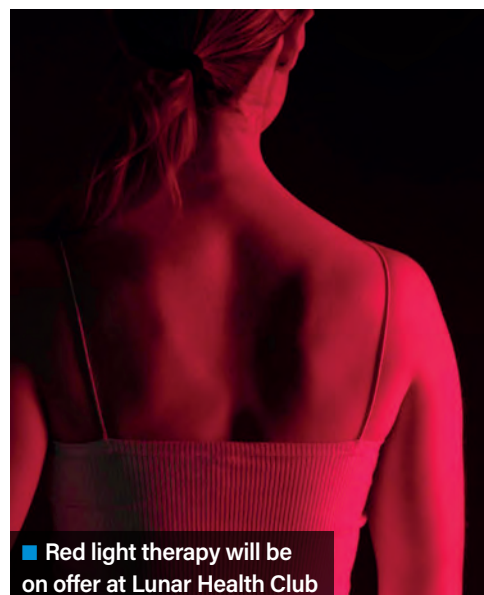
Technogym is the lead gym supplier and there will also be studios for group cycling, reformer Pilates, a studio for high intensity group exercise classes, including HIIT and circuits, and another

for sculpt and stretch exercises, such as yoga and Pilates.

All PTs will be Level 3 certified and personally mentored to provide a best-in-class experience. Individual programmes on offer will include rejuvenation therapies, plant-based nutrition and specific bio-stacking (doing more than one biohack at a time).

The wellness suite treatment menu showcases the regulars – facials and massage – as well as therapies which are gaining traction, such as cryotherapy, hot and cold and red light therapy.

MORE >>> http://lei.sr/e5Q4J_B



SHUTTERSTOCK/JACOB LUND



The concept will merge science, technology, tradition and personal service

WELLNESS TECH

Headset teaches meditation and lulls users to sleep



Muse passively measures brain activity, heart rate, breath and body movement

More consumers are realising meditation is beneficial, but many give up because it's difficult to master the mind. The Muse headset has been designed to tackle this pain point.

Via seven sensors attached to a headband, Muse passively measures brain activity, heart rate, breath and body movement. It's supported by an app which gives access to hundreds of meditations.

During a meditation session the headband gives real-time audio feedback based on



DAVID @INTERAXON

brain activity, teaching users how to control their focus.

The headset can also track heart rate, breath and sleep. The headband with a one-year subscription to more than 500 meditations costs €310 (US\$335, £265).

MORE >>> http://lei.sr/M3C4Y_B



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Strong outlook

The luxury hotel market in the UK appears immune to cost of living cutbacks, reports RSM



■ UK consumers are spending their money on luxury experiences

SHUTTERSTOCK/PROSTOCK-STUDIO

While the UK hotel sector ended 2023 on a high, new data shows this was largely

driven by the luxury market with a spike in room rates and profits – according to the RSM Hotels Tracker: *Focus on Asset Classes*.

The data, compiled and produced by HotStats and analysed by RSM UK, highlights that although consumers are continuing to feel the pinch and cutting back on luxury goods, they're still willing to spend on high-end hotels and their amenities, including spas and gyms, showing experiences continue to come out on top.

State of play

Average room rates of UK luxury hotels jumped 13.9 per cent from £320.74 in November to £365.43 in December. The increase in the middle market and budget hotels was less stark, from £132.96 to £139.30 (+4.8 per cent) and from £95.90 to £97.08 (+1.2 per cent) respectively.

The increase in room rates also filtered through to the bottom line of UK luxury hotels, with gross operating profits per available room (GOP PAR) rising 19.2 per cent from £128.12 (November) to £152.74 (December).



Hotels and various other UK businesses could be set for a significant boost





SHUTTERSTOCK/NDAB CREATIVITY

■ Consumer demand remains strong for luxury hotels and their premium amenities including spas and gyms

Household budgets continue to be squeezed and consumers are prioritising luxury experiences over splashing out on luxury goods

This was even greater in the London luxury market, with GOP PAR up from £173.00 to £208.34 in the same period (19.2 per cent).

Cost pressures hit UK middle market and budget hotels, with GOP PAR down from £53.14 to £48.68 (-8.4 per cent) and from £34.21 to £29.78 respectively (-13 per cent).

Although UK occupancy was down slightly month-on-month, following seasonal trends, it was up across the board when compared to December 2022 – from 62 per cent (December 2022) to 69 per cent (December 2023) for luxury hotels; from 67 per cent to 70 per cent for the middle market; and from 69 per cent to 72 per cent for budget hotels.

Occupancy of luxury and budget hotels also exceeded pre-pandemic levels for the first time, at 68 per cent and 70 per cent respectively (December 2019).

Chris Tate, head of hotels and accommodation at RSM UK, said: “Overall it was a strong end to 2023 for the hotel industry, but it was quite a different story depending on the type of hotel.

“The luxury market emerged as the clear front runner, as strong demand over the Christmas period meant it could make hay while the sun shined. Despite more openings in the luxury market and therefore greater competition, it’s clear the demand is there and growing.

“Household budgets continue to be squeezed and consumers seem to be prioritising luxury experiences over splashing out on luxury goods.

“Some savvy luxury retailers, such as Armani and Audemars Piguet, have spotted this window of opportunity and are diversifying their offerings by venturing into the hotel and hospitality space.”

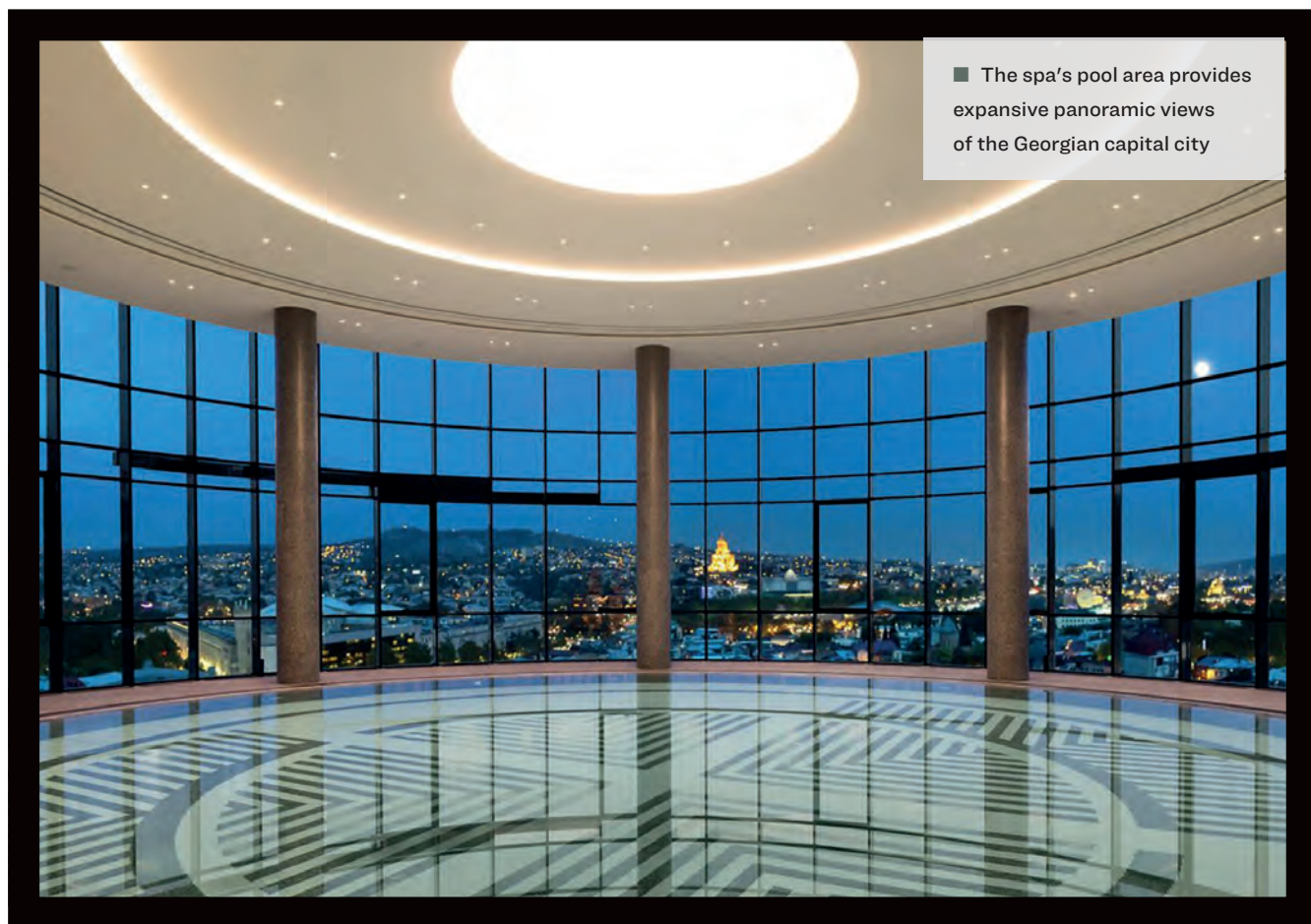
“Despite pockets of positivity, UK tourism is still not back to pre-pandemic levels, which is further compounded by the removal of tax-free shopping.

“But, with the regime currently under review, hotels and various other UK businesses could be set for a significant boost.”

London calling

In line with RSM’s findings about demand for luxury hotels in the UK, the competition in the premium hotel market in London is heating up and there’s a healthy development pipeline of high-calibre properties set to launch in the coming years.

Recent openings in the capital include Raffles and The Peninsula London while Six Senses, Rosewood, The Maybourne Hotel Group and Mandarin Oriental are all set to open new properties over the next two years. ●



City escape

Spa Business highlights Espa's new urban spa at Marriott's Paragraph Freedom Square in Tbilisi

A new three-floor Espa spa has opened in Tbilisi – the capital city of Georgia – at Marriott's new Paragraph Freedom Square, A Luxury Collection Hotel, Tbilisi.

The spa is situated on the upper three levels of the 220-room hotel and offers breathtaking panoramic skyline views.

The spa's design is characterised by organic lines, and metal, glass and polished stone that contrast with natural textures and provide an urban feel.

Realised by Espa's Design and Consultancy branch and architecture and interiors firm Hat Design Lab, the spa features a dramatic two-storey façade framing the view of the city's iconic Freedom Square.

Together, the glass-fronted levels encompass an indoor vitality and swimming pool, an outdoor infinity pool, a panoramic sauna, a herbal sauna, a dry salt sauna, a herbal steamroom, an ice cave, an ice fountain and two experience showers.

Additionally, there are five treatment rooms each with a private outdoor terrace, a couples spa suite with a private terrace featuring an outdoor shower and hot tub, a relaxation lounge and a terrace with city views.

A gym, a yoga studio, a retail boutique, an interactive Prama circuit training studio, a juice bar and a spa café complete the offering.

Daniel Golby, Espa managing director, said: "We're thrilled to announce the launch of the Paragraph Spa in



ESPA SKINCARE PARAGRAPH SPA FREEDOM SQUARE

■ The spa's interiors were selected to provide a contemporary yet urban feel to the space

Tbilisi. Espa's dedicated Design and Consultancy team collaborated closely with Paragraph Hotel and Marriott group to craft a luxurious retreat, ensuring an opulent experience for all guests."

Programming at the spa consists of Espa facials, body treatments, massages and signature rituals inspired by Georgia's natural healing resources.

Design vision

Hat Design Lab explained the vision behind the new wellness facility, saying:



We were motivated by the duality of climates in Georgia – which is one of the most ecologically diverse countries in the world

"We were motivated by the duality of climates in Georgia – which is one of the most ecologically diverse countries in the world, with climatic zones ranging from subtropical to high alpine to semi-desert.

"The duality is also perceived between rural and authentic mountain experiences tangled with luxurious city lifestyle. We translated the local experience through a natural selection of textures, serene colours with vibrant detailing and locally inspired art patterns."●

NEW WAYS WITH WATER

Working globally with architects and interior designers allows Myrtha Wellness to embrace the latest trends in the international hospitality sector, as director Stefano Cattaneo explains



PHOTO: MYRTHA WELLNESS



When it comes to wellness product development, Myrtha Pools has been a world-leading innovator in pool design and technology for the past six decades. Its revolutionary use of stainless-steel vessels in the design of all types of facilities – from competition pools to waterparks – has given the company a foundation in design that has enabled it to launch an international wellness division.

With a global operation in more than 70 countries, Myrtha Wellness has a unique understanding of bathing cultures through its partnerships with international architects, designers and engineers that has led to the creation of innovative, cross-cultural spa solutions.

This global knowledge, coupled with its engineering expertise, has inspired a stunning line of water-inspired wellness facilities – including saunas, steamrooms, Kneipp pools, salt rooms and salt walls, tepidariums, ice fountains and experience showers, vitality and experience pools, frigidariums and heated loungers – all of which benefit from exceptional ‘made in Italy’ design.

EXPERT PARTNERS

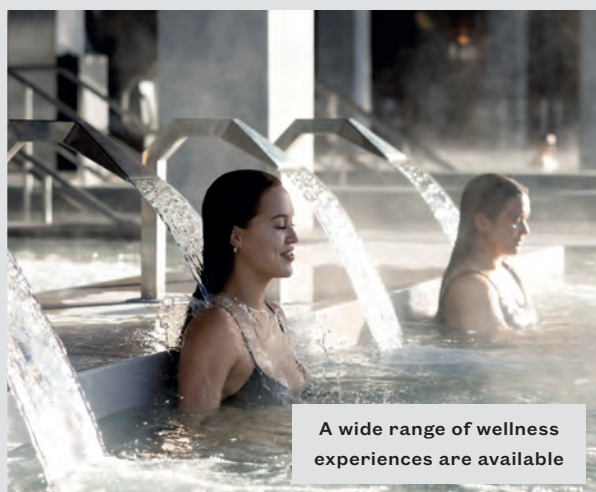
According to director Stefano Cattaneo the company has gained a wealth of knowledge in its role as a supplier to the last six Olympics and supplier for the upcoming Paris 2024 Olympics and World Championships around the globe, as well as from working on major international hospitality projects with its partners.

This expertise extends to materials science, patented technologies, millimetric precision engineering and high-end manufacturing.

Its reputation for sustainable product design has also been elevated through the excellence of its partnership working. “Our unique use of modular, laminated stainless steel in the design of thermal bathing facilities offers exceptional 15-year warranties for the wet thermal structures and cabins,” explains Cattaneo.

“In addition, our products are designed, engineered and manufactured using environmentally-sustainable processes and comply with up to six of the nine LEED certification categories, which means we use the most environmentally progressive products for our wet areas, cold plunge pools and relaxation pools,” he says.

PHOTO: MYRTHA WELLNESS



A wide range of wellness experiences are available



Thermal bathing can add economic benefit for spa operators due to reduced labour costs and increased customer flow

TRACKING TRENDS

Keeping track of the trends that drive innovation in the spa sector is important to Myrtha and Cattaneo says an increased recognition of the healing and therapeutic effects of thermal bathing are helping transform the design and flow of these experiences in new spa and wellness builds.

Water can be a key component in contrast bathing, which Cattaneo says is gaining popularity across the world, due to the increase in research studies showing its healing and health-giving benefits. “Repetitive vasoconstriction and vasodilation gained through contrast therapy flushes toxins from the body accelerating soft tissue recovery, while also reducing inflammation and stimulating the immune system,” he explains.

“Although these benefits have been understood for thousands of years by indigenous people around the world, it’s only recently that scientific research has allowed a more thorough understanding of them,” he says.

“The spa and wellness industry is ideally placed to deliver thermal bathing facilities to enable people to enjoy and benefit from intuitive aquatic journeys,” says Cattaneo. “This can be achieved through the design and composition of a facility’s mix of experiences, such as sauna and steam cabins, snowrooms, experience showers, hot vitality pools and cold plunge pools, hammams, ice fountains, tepidariums, frigidariums and other related ‘hot and cold’ water concepts”.

“Thermal bathing can deliver economic benefit for operators, due to reductions in labour costs and increases in customer flow,” explains Cattaneo, adding that thermal bathing circuits also attract people from local communities into hotel, spa and wellness facilities.

Regarding design approaches that support this emerging trend, Cattaneo says wellness areas can benefit from layouts focused on zoning and flow. “Myrtha Wellness favours the elimination of narrow corridors and claustrophobic thermal cabins to create convivial social circulation or piazza spaces and cabins with expansive glazing facades,” he says.



The Wai Ariki Hot Springs & Spa emphasises Te ao Maori culture – the harmony of nature and people

Intuitive aquatic journeys can be achieved through the design and delivery of a mix of experiences

- ▶ “The design and positioning of the spa in areas of the building where it’s possible to integrating the indoors and outdoors and involve nature and the external landscape results in improvements to the user wellness journey,” he explains.

GLOBAL EXPERTISE

The company’s industry know-how and trend-tracking expertise has resulted in it being engaged to create many high-profile wellness facilities across the world, many of which reflect a unique market or geographical location.

Cattaneo is particularly proud of the company’s installations in the recently-opened Wai Ariki Hot Springs & Spa in Rotorua, New Zealand.

This 4,453sq m spa and wellness centre is grounded in Te ao Maori culture, which emphasises the relationship between nature and people. This includes the design of the building and the two main spa areas: Te Āhuru Mōwai (The Sanctuary) and Wai Whakaora (Restorative Journey), which is made up of hot and cold experiences designed to maximise therapeutic benefit. The journey includes a herb pool and a mud experience and a frigidarium.

Myrtha Wellness and its industry partners are also involved in a project which is due to open at the Mandarin Oriental in Los Angeles, and the first three luxury hotels of the new Saudi Tourism Development under Red Sea Global.



Sauna with salt wall at Wai Ariki

PHOTO: WAI ARIKI HOT SPRINGS AND SPA/DAVID PARKER

This is in addition to projects due to open soon in the Middle East with a number of leading hotel operators.

In Europe, Myrtha has finished a project in the Accor MGallery Collection’s Domaine Reine Margot in Paris, while major upcoming projects in Italy include a Baccarat in Florence and a Marriott Edition in Lake Como.

A Myrtha luxury wellness area is also in the planning stages at a Four Seasons resort in the Bahamas.

When asked the secret to Myrtha’s success, Cattaneo says: “Our principles of design, innovation, technology and customer service have been widely recognised for years and are now in force at Myrtha Wellness, shaping projects and creating unique experiences for customers.” ●

More: www.myrthawellness.com



THE WELLNESS REVOLUTION

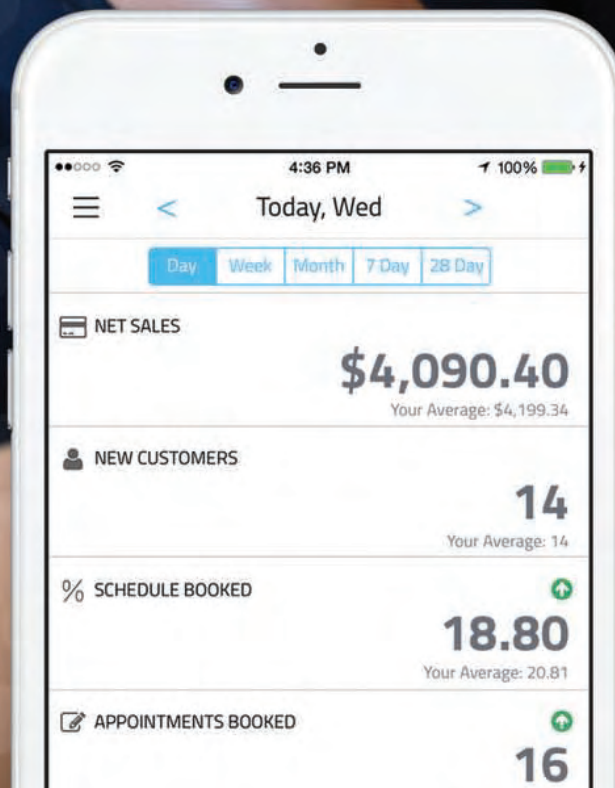
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MONPURE

■ Monpure manufactures a range of products to foster strong, healthy hair and a balanced scalp

Hair wellness brand **Monpure** secures first UK spa account

English country house hotel and spa Chewton Glen has announced a partnership with healthy hair and wellness brand, Monpure.

Chewton Glen now offers a range of Monpure treatments at its spa, making it the first in the UK to offer treatments using the brand's signature hair and scalp health products.

Available to in-house hotel guests and day guests, the two new rituals include:

- *Signature Follicle Boost Treatment* - 60 mins (£145, €170,

US\$183): Suitable for all hair types, this treatment is aimed at those experiencing hair thinning and hair loss, or wishing for thicker, fuller hair. Guests will enjoy a stimulating scalp massage that helps to nourish the hair follicles with nutrient-rich vitamins and promote improved cell turnover on the scalp.

- *Bespoke Scalp Detox or Nourish* - 75 mins (£165, €193, US\$208): Starting with a comprehensive consultation with one of Chewton Glen's therapists, this bespoke treatment is tailored to meet guests' specific hair needs,

considering factors such as stress, ageing, menopause or hormonal changes, which can all impact scalp and hair health.

Monpure claims to be the first beauty brand to utilise highly concentrated active ingredients, such as retinol, lactic acid and salicylic acid, in haircare formulas.

Its products are designed to accelerate cell turnover on the scalp and improve the dermatological condition.

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<http://lei.sr/P2N3k>



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Myndstream announces new extra-long 12-hour playlists for spas

Myndstream has introduced four new extra-long playlists of wellness music to offer spas an easy solution to improve their customer journey with sound therapy all day long.

Each of the new 12-hour playlists are designed for a different wellness outcome and spa environment,



■ Freddie Moross, founder of Myndstream

whether it's to promote relaxation or ignite energy, from reception to the treatment room.

Myndstream says the new content has been created in response to customer feedback and a growing need for convenience.

Freddie Moross, company founder, said: "We know programming music for your space can be time-consuming and it can be difficult nailing that perfect atmosphere throughout the day. That's why we've tailored these all-day playlists to create specific moods in different spa zones, with each playlist delivering different therapeutic outcomes for the listener, all you have to do is hit play and leave the rest to us."



SHUTTERSTOCK/DASHA PETRENKO

■ Myndstream already has a portfolio of 60 playlists designed for spas

The playlists are now live on The Stream, Myndstream's royalty-free music streaming service for spas, adding to its existing 60-playlist-strong collection.

MORE ON spa-kit.net
<http://lei.sr/A7d9Q>

Salt Chamber CEO unveils podcast

Wellness industry figure and CEO of Salt Chamber, Leo Tonkin, has launched a podcast to explore and deepen the industry's understanding of the latest trends and innovations in longevity and wellness.

Called Distinctly Well, the podcast covers a range of topics including leading well, ageing well, spa-ing well and corporate, travel and real estate wellness.

To create the podcast, Tonkin says he has drawn on his 30+ year background in leadership, culture and strategy consulting with more than a decade's experience in the wellness industry.

He said: "Often when I hear or read something, I wonder: is that really true? That desire to dig deeper and get to the bottom of something is



SALT CHAMBER

■ Leon Tonkin, CEO of Salt Chamber

how I got into salt therapy 12 years ago, and is what compelled me to launch the podcast.

"When we become more informed, we make better choices."

MORE ON spa-kit.net <http://lei.sr/j4l0E>

Lemi launches ThermoSoft-V treatment bed

Lemi has combined vibroacoustic therapy and heat therapy to create its new ThermoSoft-V treatment bed and lull spa guests into a deep state of physical and mental relaxation.

The memory foam bed features in-built vibroacoustic technology as well as a pair of heated blankets which are integrated into its base and stored in neat magnetic compartments.

Lemi claims that this combination of therapies helps to relieve tension and stiffness, encourage detoxification, restore balance, purify the skin and support the immune system.

"The treatment lounger creates a massage experience that transcends the traditional, to deeply touch the essence of relaxation," said Matteo Brusafferri, Lemi Group GM. "It's more than a massage bed; it's a gateway to a world of tranquillity, designed to awaken the senses and rejuvenate the spirit."

The new bed can be used to help prepare spa guests get the most out of their treatments



LEMI GROUP

■ ThermoSoft-V has been designed to adapt to a wide range of treatments, both touchless and traditional

because the technology helps relax the body and mind in preparation for their chosen therapy. Its features can be used during spa rituals or for pre- and post-treatment relaxation.

MORE ON spa-kit.net <http://lei.sr/l4x5P>

Continuum Footspas introduces Infinity Glass Pedicure Bowl

Pedicure equipment manufacturer Continuum Pedicure Footspas has launched a new pedicure bowl finished with an iridescent tint.

Continuum – a company owned by US-based spa and massage equipment specialist Earthlite –

has paired the new Infinity Glass Pedicure Bowl with its signature Maestro Opus Pedicure Chair.

The glass bowl is polished, non-porous and designed for effortless cleaning. It's also equipped with Continuum's Luraco pipeless magnetic jet system and is compatible with most disposable liners.

"We're extremely excited to launch this beautiful bowl," said Mike Ahn, Continuum's VP of sales. "The Infinity Glass Bowl will deliver excellence in design and functionality."

MORE ON spa-kit.net
<http://lei.sr/U0v2Y>



CONTINUUM FOOTSPAS

■ The bowl is paired with Continuum's Maestro Opus Pedicure Chair



MIKE AHN

■ Mike Ahn, Continuum Pedicure Footspas VP of sales

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Asia-Pacific Spa & Wellness Coalition (APSWC)

■ www.apswc.org

Association of Malaysian Spas (AMSPA)

■ www.amspa.org.my

Australian Hot and Mineral Springs Alliance

■ www.bathing.org

Australasian Wellness Association (ASWELL)

■ <https://aswell.au>

Bali Spa and Wellness Association

■ www.balispawellness-association.org

Brazilian Esthetics & Spas Association

■ www.abesbrasil.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.historicthermaltowns.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

Hot Springs Association

■ <https://hotspringsassociation.com>

Hungarian Baths Association

■ www.furdoszovetseg.hu/en

Hydrothermal Spa Forum

■ www.hydrothermal-spa-forum.net

Icelandic Spa Association

■ www.hlsi.is

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

Latin American Spa Association

■ www.spalatinoamerica.com

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.swafrica.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

■ <https://www.twspa.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