

# spa business *insider*

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## Wellbeing Policy Forum launches

The first World Wellbeing Policy Forum took place in London on 18 March, hosted by The World Happiness Summit (WOHASU).

Founded in 2016, WHOASU is dedicated to elevating global wellbeing and raising awareness about the science of happiness.

In collaboration with the World Wellbeing Movement, the invitation-only forum aimed to foster an international dialogue, focusing on strategies and global exchanges to enhance wellbeing worldwide.

The event programme explored the role that government, business, politics and education have to play in improving global wellbeing.

WOHASU wanted to achieve multiple objectives, including promoting comprehension of the economic and social impacts of wellbeing policies, examining their



SHUTTERSTOCK/TOM WANG

■ A follow-up report will be published detailing the event's findings

potential to address mental health issues and social disconnection, discussing effective methods for widespread wellbeing measurement, and producing a report on best practices gleaned from the event.

Speakers ranged from politicians, and business leaders to scientists.

The forum was a precursor to the two-day 6th WHOASU summit, which kicked off the next day. The annual event delves into evidence-based tools for enhancing happiness and fulfilment in both personal and professional spheres.

**MORE >>>** [http://lei.sr/c9Y3c\\_B](http://lei.sr/c9Y3c_B)



GRAND WAILEA, A WALDOPE ASTORIA RESORT

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MARK ANTHONY FOX

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Eynsham Baths opens after five year project **p12**

## Santani CEO Vickum Nawagamuwage announces plans for two new Oman retreats

Sri Lankan retreat brand Santani Wellness Resorts has joined forces with the Oman Tourism Development Company (Omran Group) to develop and operate two new locations in Oman, marking its international debut outside of Sri Lanka.

The resorts, located in the Jabal Shams in Ad Dakhilyah and Dhofar Governorates, will encompass a total of 182 accommodations and adhere to high-level sustainability standards.

The projects result from a new strategic partnership between Santani and Omran Group – the Sultanate of Oman's executive arm for tourism development.

Omran Group says the partnership will enhance Oman's position as a



SANTANI WELLNESS RESORTS



**Our shared vision will allow us to provide unparalleled wellness experiences**

*Vickum Nawagamuwage*

leading destination for sustainable tourism and wellness and has promising prospects for the future of wellness tourism in the country.

Vickum Nawagamuwage, Santani CEO, added: "Our shared vision for health, wellbeing and environmental stewardship will allow us to provide unparalleled wellness experiences while preserving the locations' natural beauty and cultural heritage."

Established in 2016, Santani draws inspiration from Sri Lankan Ayurveda traditions.

Its portfolio features three existing retreats in Sri Lanka and Nawagamuwage has ambitious plans for eight additional properties (including the Omani outposts).

**MORE >>>** [http://lei.sr/j3w4Q\\_B](http://lei.sr/j3w4Q_B)



BRITISH SAUNA SOCIETY/WELLNESS MULTIMEDIA



**This event provides a great platform to elevate the popularity of the sauna experience**

*Deborah Carr*

## Deborah Carr unveils location for second UK Aufguss Championships

The ancient art of aufguss will be celebrated this April with the Second UK Aufguss Championships at destination spa and hotel Galgorm Resort in Northern Ireland.

Hosted from 22-24 April, the competition will draw individual competitors and teams from around the country who will demonstrate their mastery of the art of aufguss in front of a panel of judges.

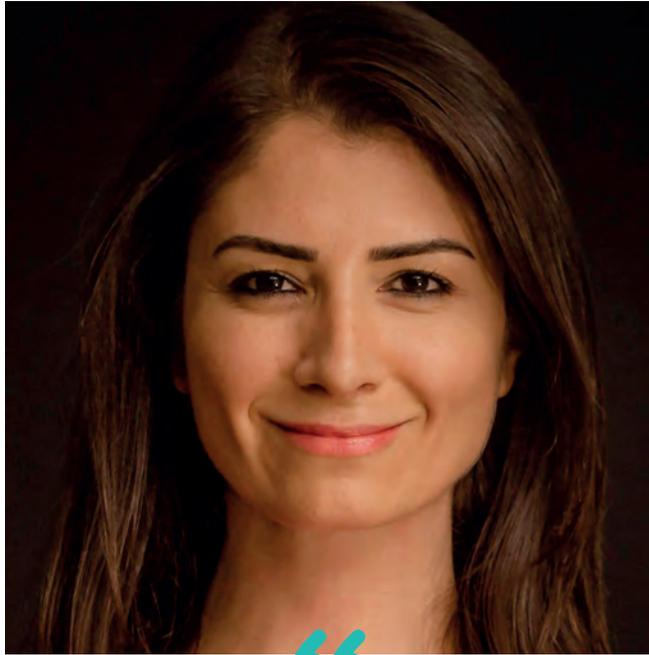
Competition entrants will be vying for the coveted title of Aufguss Champion and a place at the Aufguss

VM World Championships which will be held in Holland in September.

Deborah Carr, UK Aufguss lead, said: "I'm really excited about this year's event, it's a great platform to elevate the popularity of the sauna experience and a fantastic opportunity for participants to showcase their amazing creativity, passion and expertise."

The first UK Aufguss Championship took place in 2023 when Galgorm's own Pavel Poliacek was crowned UK Aufguss champion.

**MORE >>>** [http://lei.sr/q4v8y\\_B](http://lei.sr/q4v8y_B)



**Connecting with nature is not just an activity; it's a way of thinking**

*Belgin Aksoy*

## Belgin Aksoy invites industry to celebrate GWD 2024

**G**lobal Wellness Day (GWD) is set to mark its 13th annual celebration on 8 June 2024, under the theme #MagentaNature, emphasising the vital connection between humanity and the natural world.

Founded in 2012 by Belgin Aksoy, GWD is celebrated annually on the second Saturday of June with free wellness activities and the guiding principle that 'one day can change your whole life.'

This year, the focus is on promoting overall wellbeing through reconnecting with nature, encouraging individuals to embrace the transformative power of harmonising with the environment.

With more than 150 ambassadors, key supporters and volunteers leading the initiative, people of all ages are invited to adopt a lifestyle in unity with nature.

Aksoy said: "Connecting with nature is not just an activity; it's a way of thinking. Those who live well come to realise that connecting with nature is also a way of life."

**MORE >>>** [http://lei.sr/m3n8E\\_B](http://lei.sr/m3n8E_B)

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## AWARDS

### SHA receives top accolade at World Spa and Wellness Awards

Eight of the world's leading spa operations were honoured at the annual World Spa and Wellness Awards during a glamorous ceremony held in London.

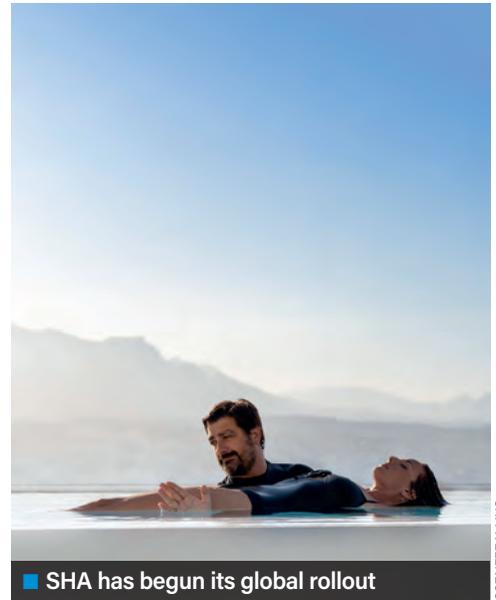
A highlight of the annual World Spa and Wellness Conference industry event, the awards champion spa and wellness destinations that set the standards in client service and care, business management and leadership.

The winning locations are deemed to offer exceptional facilities and treatments while 'going the extra mile', inspiring others in the industry with their business models.

Spanish wellness brand, SHA Wellness Clinic, scooped the top award and was named Worldwide Health & Wellness Destination of the Year. It's already been a big year for the company after it unveiled SHA Mexico in January, marking its first international flagship outside of Spain.

"We feel we've reached our maximum potential at SHA Spain, so we're making our offer more accessible to a global market," explained SHA vice president Alejandro Bataller, speaking to *Spa Business*.

**MORE >>>** [http://lei.sr/K5t8R\\_B](http://lei.sr/K5t8R_B)



■ SHA has begun its global rollout



We feel we've reached our maximum potential at SHA Spain

*Alejandro Bataller*

## SUSTAINABILITY

### WTTC verifies 1,700+ properties for sustainability



We launched the scheme a year ago – it will bring lasting change

*Julia Simpson*

The World Travel & Tourism Council's (WTTC) Hotel Sustainability Basics verification (Basics) has achieved a significant milestone, with over 1,700 hotels verified across 70 countries.

Launched in 2023, Basics aims to enhance sustainability ratings for hoteliers globally and offers an easy-to-understand verification for the public.

The initiative emerged as a result of strong sector demand and is made up of 12 key criteria grouped into three areas. These include: Efficiency, Planet and People.



■ WTTC says the verification indicates a hotel's commitment to sustainability standards

In a speech at ITB Berlin, WTTC president and CEO Julia Simpson, said: "We launched the scheme only a year ago and the uptake has been incredible. 70 countries have signed up so far with a long waiting list. It will bring lasting change."

**MORE >>>** [http://lei.sr/G8Y5Y\\_B](http://lei.sr/G8Y5Y_B)

CONCEPTS

# Janu's first urban retreat debuts in Tokyo

Janu – Aman's highly-anticipated sister brand – has opened its inaugural hotel in Tokyo, marking the first in its pipeline of 13 properties.

Janu was first announced in 2020 and is a hotel, residence and lifestyle brand based on social connection, equilibrium and human interaction.

Wellness is a key component of its philosophy, exemplified at the new 122-key Tokyo hotel by its 4,000sq m multi-disciplinary urban health retreat.

Amenities include a large spa and fitness and recovery facilities.



AMAN GROUP

The decision to launch Janu reflects our commitment to evolving

Vlad Doronin

"The decision to launch Janu reflects our commitment to evolving alongside the desires of today's dynamic travellers, particularly the offspring of Aman loyalists," says Vlad Doronin, chair and CEO at Aman.

**MORE >>>** [http://lei.sr/9T8E2\\_B](http://lei.sr/9T8E2_B)

REFURBISHMENTS

# Maui's Wailea Resort lifts curtain on US\$55m spa

Maui's iconic Grand Wailea, A Waldorf Astoria Resort has announced the opening of its highly anticipated Kilolani Spa, an all-new luxury wellness retreat inspired by Hawaii's natural beauty.

At 50,000sq ft, Kilolani Spa is claimed to be the largest spa in the state and is designed to honour the island of Maui's healing heritage and local traditions.

Formerly The Spa Grande, the facility opened in its first guise in 1990.

The recent overhaul was spearheaded by Tracy Lee, president and founder of TLEE Spas +



GRAND WAILEA, A WALDORF ASTORIA RESORT

The spa is the result of a two-year overhaul

Wellness, in collaboration with designers from Tihany Design and Rachael McCrory, Hilton's regional director of spa and wellness.

"We're thrilled to introduce guests to Kilolani Spa, where they can feel truly immersed in the spirit of Maui," said Tracy Lee, TLEE president and founder. "It was important to create an experience that honours and connects guests to Hawaii's deep and diverse culture and wellness traditions."

**MORE >>>** [http://lei.sr/c2D2D\\_B](http://lei.sr/c2D2D_B)

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## PROJECTS

### €38m geothermal spa and leisure centre to open in Croatia

A multi-million-euro geothermal spa and leisure centre, called Terme Bjelovar, is scheduled to open in the Croatian city of Bjelovar in Q3 of 2025.

Already six years in the making, the project in Veliko Korenovo is projected to cost €38 million (US\$41.2 million, £32.6 million) to complete – according to Dario Hrebak, mayor of Bjelovar, who says the facility will “revitalise the city”.

Terme Bjelovar will be home to a range of spa and wellness facilities, seven pools – including indoor and outdoor leisure pools and an Olympic-size pool – a fitness area,

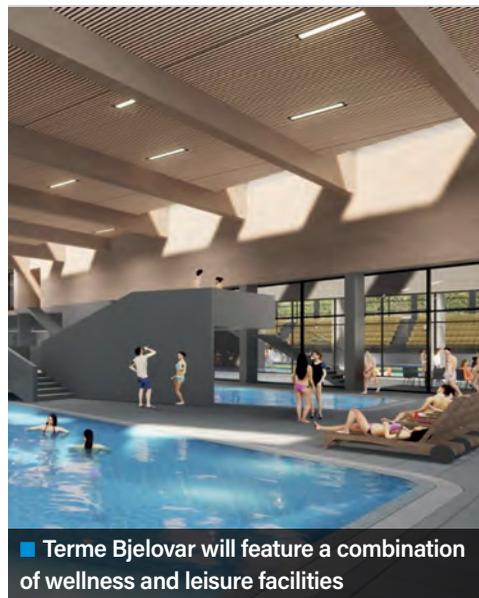
restaurants, playgrounds, recreational spaces and relaxation areas.

The destination will be realised using sustainable construction methods and rely on renewable energy sources including a geothermal spring and rooftop solar power plants.

The Croatian Government and Ministry of Tourism have approved €17 million (US\$18.4 million, £14.6 million) of funding so far – which will cover more than half of the investment needed.

The project is being helmed by the city-owned company Terme Bjelovar.

**MORE >>>** [http://lei.sr/u6d4t\\_B](http://lei.sr/u6d4t_B)



■ Terme Bjelovar will feature a combination of wellness and leisure facilities

TERME BJELOVAR



**This facility will revitalise the city of Bjelovar**

*Dario Hrebak*

## ACQUISITIONS

### La Prairie owner snaps up CLP real estate assets



CLINIQUE LA PRAIRIE

**We welcome this acquisition and the possibilities of further collaboration**

*Simone Gibertoni*

Beiersdorf, the German parent company behind premium Swiss skincare brand La Prairie, has signed an agreement with Clinique La Prairie (CLP) to acquire the health and longevity brand's real estate assets at its lakeside flagship in Montreux, Switzerland.

The transaction is expected to be completed later this year, subject to customary closing conditions.

Beiersdorf will acquire all buildings at the premises but CLP will continue to operate the on-site medical and health clinic.



■ CLP will continue to operate the on-site medical and health clinic

CLINIQUE LA PRAIRIE

La Prairie was created at CLP's Montreux flagship in 1978. However, the two brands have been separate entities with since the 1980s.

Simone Gibertoni, CEO of CLP, said: “We welcome this acquisition and the possibilities of further collaboration.”

**MORE >>>** [http://lei.sr/J7r2X\\_B](http://lei.sr/J7r2X_B)

# JOIN US IN 2024

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## W3Spa North America

June 9–12, 2024 •

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## W3Spa North America

November 3–6, 2024 •

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## INITIATIVES

### Sauna Aid raising funds for sauna complex in Ukraine

The International Sauna Association's (ISA) Sauna Aid initiative is asking for donations to establish a sauna complex in Ukraine to provide a sanctuary for Ukrainians amid the conflict with Russia.

The organisation wants to realise the €100,000 (US\$109,000, £86,000) lakeside facility on Nebo Beach – just outside the city of Kharkiv.

Plans for the facility include a large wood-burning sauna, a shared shower area, a spacious lounge with hay beds, benches, gathering spaces, an outdoor terrace with two hot tubs, sun loungers, changing rooms, restrooms and a reception area.

Launched in 2022 in response to the outbreak of war in Ukraine, Sauna Aid's goal is to provide movable sauna facilities and supportive services to offer relief to people in times of crisis, both natural and man-made.

Its mission transcends borders, demonstrating how the seemingly simple act of sauna bathing can serve as a powerful tool for solace and assistance during turbulent times.

Sauna Aid's work has already caught the attention of the industry, resulting in donations from global organisations, including thermal resort operator Therme Group.

**MORE >>>** [http://lei.sr/G6q9r\\_B](http://lei.sr/G6q9r_B)



■ Sauna Aid's mission is to offer relief to people in times of crisis

SHUTTERSTOCK/ROBERT KNESCHKE



Sauna bathing can serve as a powerful tool for solace and assistance during turbulent times

## GROWTH

### Banya No 1 founder sets sights on global expansion



BANYA NO 1

Our goal is to take banya into the mainstream

Andrei Fomin

Andrei Fomin, the mastermind behind London's Russian bathhouse and spa concept Banya No 1, wants to take his brand global, according to an interview with *Spa Business*.

Since its inception in Hoxton 11 years ago, Banya No 1's flagship has steadily gained popularity, attracting locals, tourists and A-list celebrities.

Off the back of its success, Fomin expanded his portfolio with a second London location in Chiswick and its first international outpost in Tbilisi, Georgia, which offers overnight accommodations.



■ The Banya No 1 circuit includes a cycle of hot-cold-rest-repeat

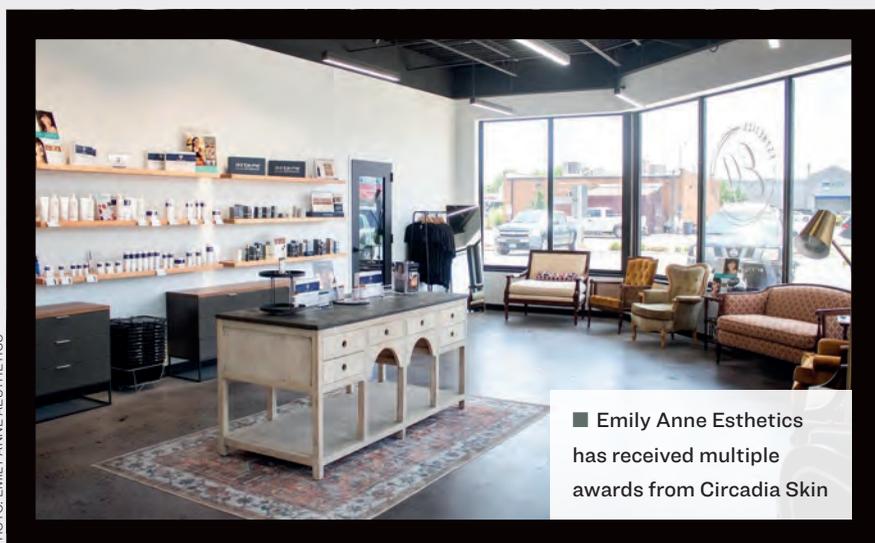
BANYA NO 1

"Our goal is to take the banya into the global mainstream," he said, sharing his ambitions to expand to France, Spain, Austria, Dubai and the US.

Current projects include a new location in Fulham, London, and another facility in Tbilisi.

**MORE >>>** [http://lei.sr/G5c8S\\_B](http://lei.sr/G5c8S_B)

PHOTO: EMILY ANNE AESTHETICS



■ Emily Anne Esthetics has received multiple awards from Circadia Skin

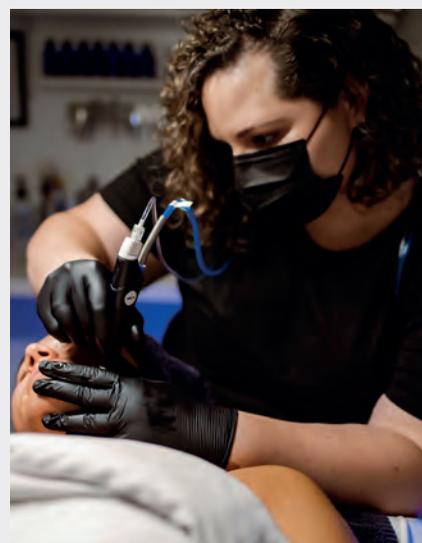


PHOTO: EMILY ANNE AESTHETICS

## Star quality

*Spa Business insider* spotlights Virginia Beach business owner Emily McGraw and her award-winning clinic Emily Anne Esthetics

**E**mily McGraw, a spa industry luminary based in Virginia Beach, US, launched her medical wellness clinic, Emily Anne Esthetics in 2016.

Since its inception, McGraw has dedicated her efforts to creating a high-end professional medical esthetics office, where clients can address all their medical wellness needs under one roof.

Her clinic serves as a "one-stop shop" for the esthetics world, offering a range of treatments from relaxing facials and Hydrafacials to advanced medical esthetic services like laser hair removal and microneedling.

Over time, McGraw has expanded her business from a solo practice to a team of seven master estheticians.

Her qualifications include graduating from The Aveda Institutes' Esthology Science programme in 2013. She pursued further training with PCA Skin, becoming certified in skin biology and chemical peels, and underwent Advanced Esthetic Training with Complexions & Circadia



PHOTO: EMILY ANNE AESTHETICS



Being an ISPA member has been extremely valuable for me

**Emily McGraw**

Skin, specialising in dermaplaning. Additionally, McGraw holds certifications as an Oncology Esthetician and a Master Hydrafacialist.

### The vision

McGraw's journey into entrepreneurship stemmed from her frustration with struggling to find the best

skincare solutions, leading her to establish her business.

Reflecting on her experience, McGraw offers advice for industry leaders: stay true to your vision, keep abreast of industry trends, and prioritise mental wellbeing.

She attributes much of her success to her affiliation with ISPA, noting the organisation's invaluable resources and networking opportunities that have fueled her career growth.

"Being a part of ISPA has enriched my esthetics career immensely," McGraw affirmed, highlighting the wealth of knowledge and connections she has gained from her membership.

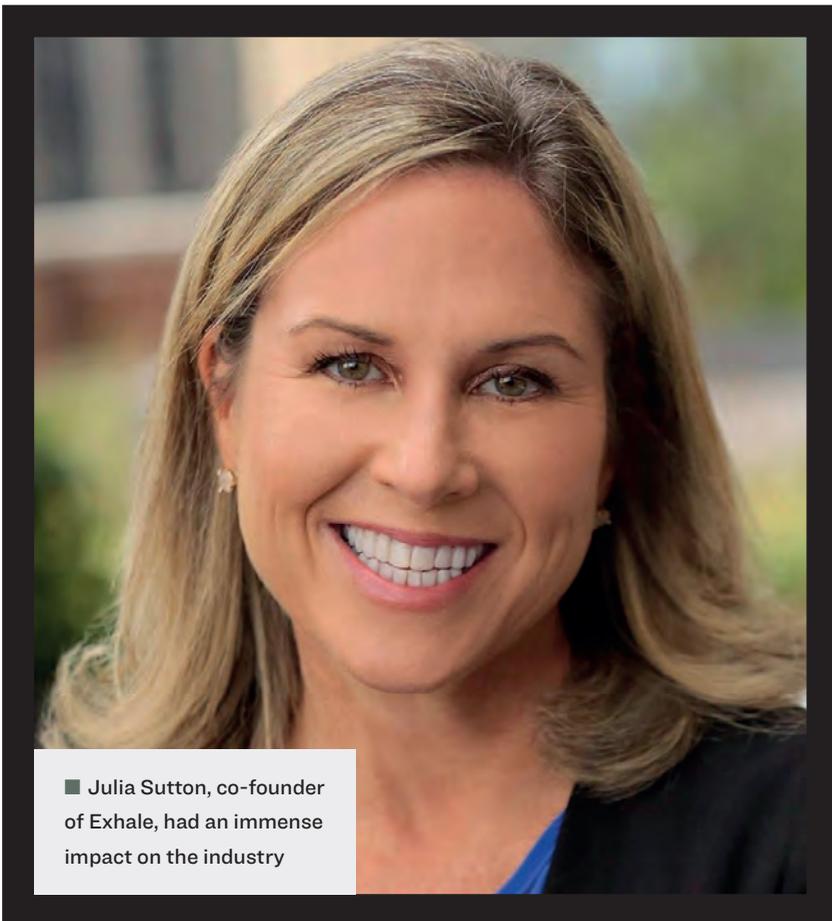
### Recognition

Emily Anne Esthetics' high standards of service have seen the team celebrated with numerous awards from Circadia Skin, including recognition as the Top Single Location in 2021, Top Southern Location in 2023 and as a Blue Diamond Partner for achieving Circadia's highest sales tier. ●

**More:** [www.emilyanneesthetics.com](http://www.emilyanneesthetics.com)

# A lasting legacy

Tributes have flowed in from the spa and wellness industry after news of Julia Sutton's passing has spread, *Spa Business* reflects on her legacy



■ Julia Sutton, co-founder of Exhale, had an immense impact on the industry

JULIA SUTTON/FACEBOOK

Julia Sutton, co-founder of exhale Spa, was tragically killed in a hit-and-run accident in New Jersey in January while jogging. Many in the industry have been left in shock and mourning at the sudden news, especially as the 56-year-old founder of the spa and fitness brand passed away while doing something as life-affirming as running.

On exhale's Instagram account, the company shared the news, saying:

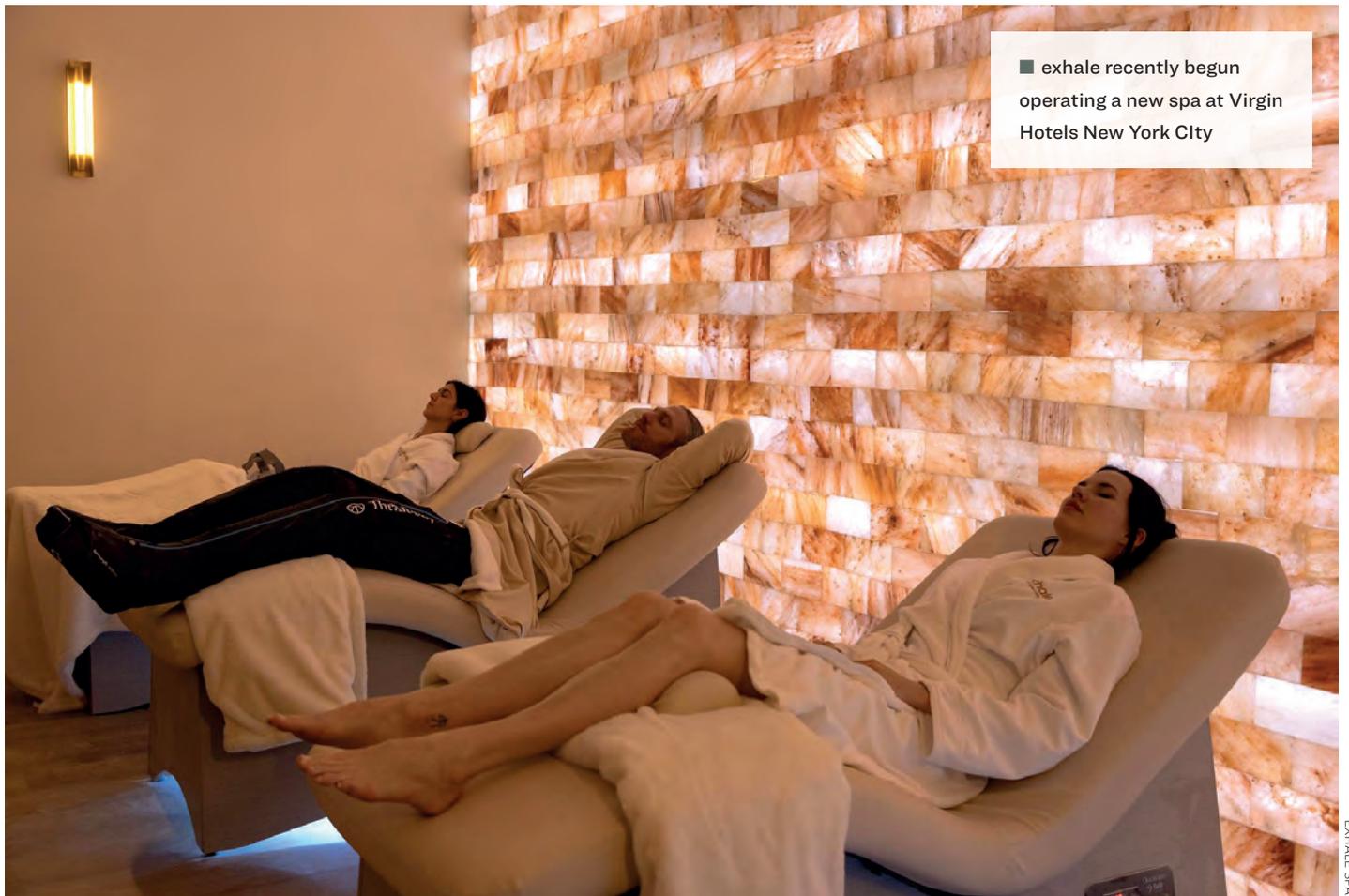
"Our hearts are broken, and we're deeply saddened by the sudden passing of Julia Sutton, our founder, innovator, leader and mentor.

"Not many individuals can say they've had a profound impact on thousands of lives around the world, but Julia was unlike any other visionary and will always remain a legend in the industry.

"The exhale family will forever be grateful for Julia's vision, passion and love for this brand. The heart and dedication Julia put into her work life matched the vibrancy, love and joy she brought to this world outside of the office. She was often our reminder to live life to the fullest and take care of ourselves."

*Spa Business* spoke with a few of those thousands of lives whom Sutton impacted, reaching out to industry leaders about her legacy.

Julia introduced a new way to look at fitness and spa that has had a profound impact on the industry



■ exhale recently begun operating a new spa at Virgin Hotels New York City

EXHALE SPA

The exhale community has lost a leader, an angel and its central source of connection and community

**Annbeth Eschbach, exhale co-founder and Kindbody CEO**

“The exhale community has lost a leader, an angel and the central source of connection and community.

“The wellbeing industry has lost a force; a quiet revolutionary. Julia was a pioneer, an innovator and a connector.

“Ted Sutton, Samantha, Hannah and Bridgett have lost a wife, a mother, a source of inspiration and the daily love and support of Julia.

“I have lost the best partner I have ever worked with in two companies over more than 30 years.

“I know with confidence that Julia is disrupting heaven.

“She’s creating a better reality filled with happiness, meditation, healing and connection.

“She is the CEO of the angels, and we’ll be able to experience a better heaven when we join her. Onward and upward.”

**Mia Kyricos, president and chief love officer, Kyricos & Associates**

“Julia was, hands-down, the best operator I knew in the spa and wellness space. Over 20 years ago, I was lucky enough to work with Julia and Annbeth at the very first flagship exhale Mind Body Spa in New York City. During that time, Julia taught me everything I knew about the intricacies and nuances of spa operations; lessons I still remember today.”

**Susie Ellis, chair, Global Wellness Institute and Global Wellness Summit**

“Julia’s impact on the industry was immense. I will never forget receiving the invitation to the opening of exhale in New York so many years ago...it was a clever (and memorable) paper sandal that said to me ‘this is something different, creative and very appealing.’

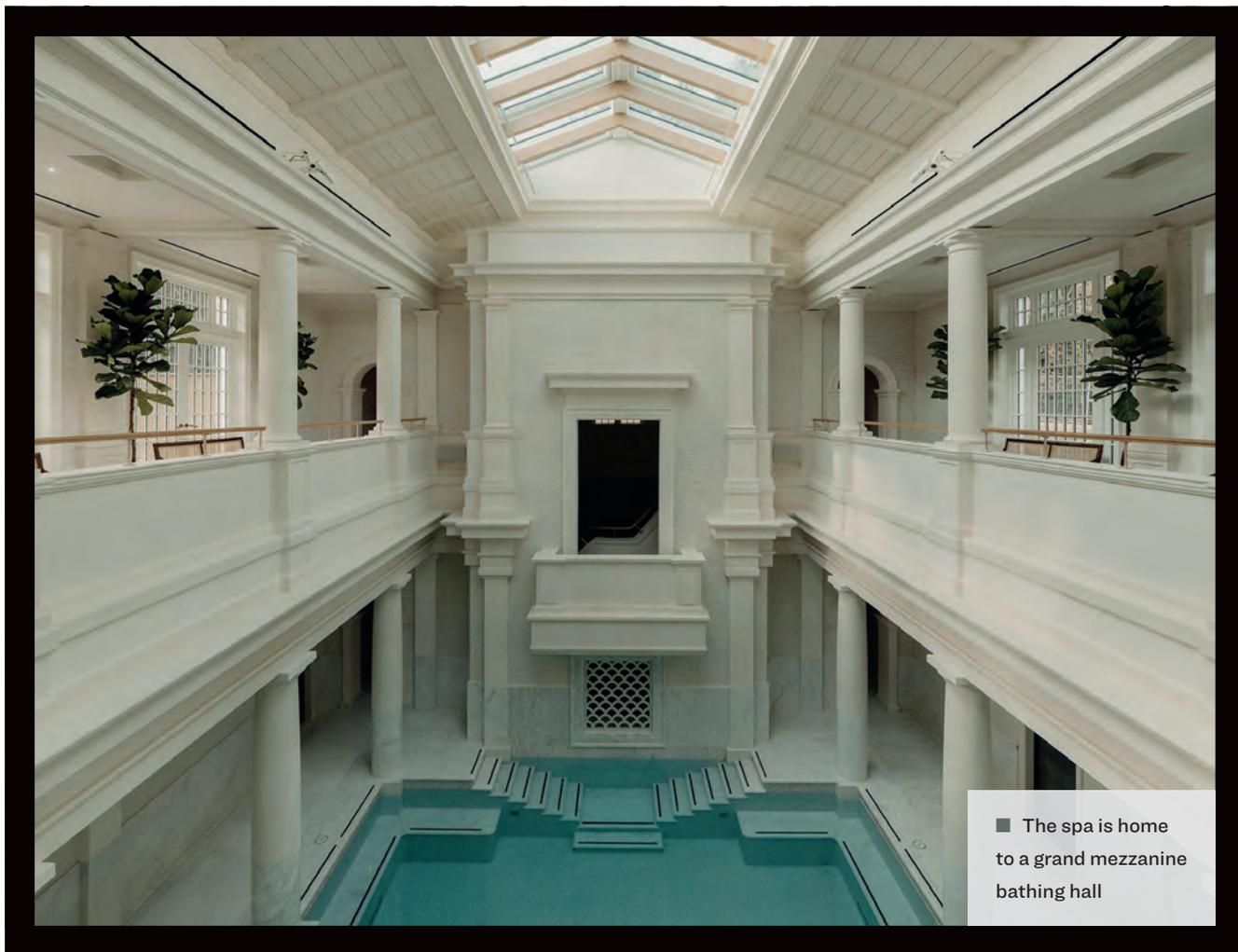
“Julia introduced a new way to look at fitness and spa that has had a profound impact on the industry, even today. I admired Julia greatly and know that those close to her spoke as highly of her warmth and character as the work that she did.”

**Michael Bruggeman, CEO of One Well World, Organic Male OM4 and haia**

“Julia was always one of those people who whenever she saw you, her eyes would light up, and that big infectious smile and her outstretched arms beckoned, ‘come here you!’

“I always felt like we were true partners and shared a deep interest in each other’s success. Julia was a wellness leader like no other.

“I will miss Julia always and her beautiful face and expression are emblazoned into my memory.” ●



■ The spa is home to a grand mezzanine bathing hall

MARK ANTHONY FOX

# Soaking sanctuary

Estelle Manor's new Roman bathhouse spa invites guests to step back in time

**E**nglish countryside hotel and club Estelle Manor has unveiled its new 3,000sq m Roman-inspired bathhouse and spa following an intricate five-year project.

Set on a 60-acre estate in England's verdant Oxfordshire county, Estelle Manor is a Grade II-listed landmark house, surrounded by over 3,000 acres of parkland.

The 108-room luxury Oxfordshire property opened in June 2023

and is the brainchild of Ennismore founder and co-CEO Sharan Pasricha, offering a countryside companion to the Maison Estelle private members' club in Mayfair, London.

The property's new 10-treatment-room spa, Eynsham Baths, is set among a centuries-old forest and is defined by neoclassical architecture.

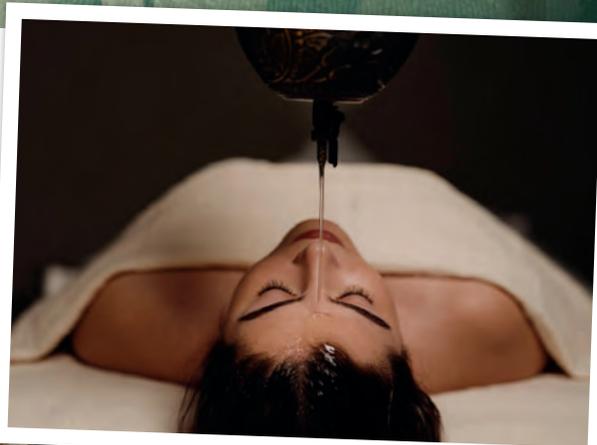
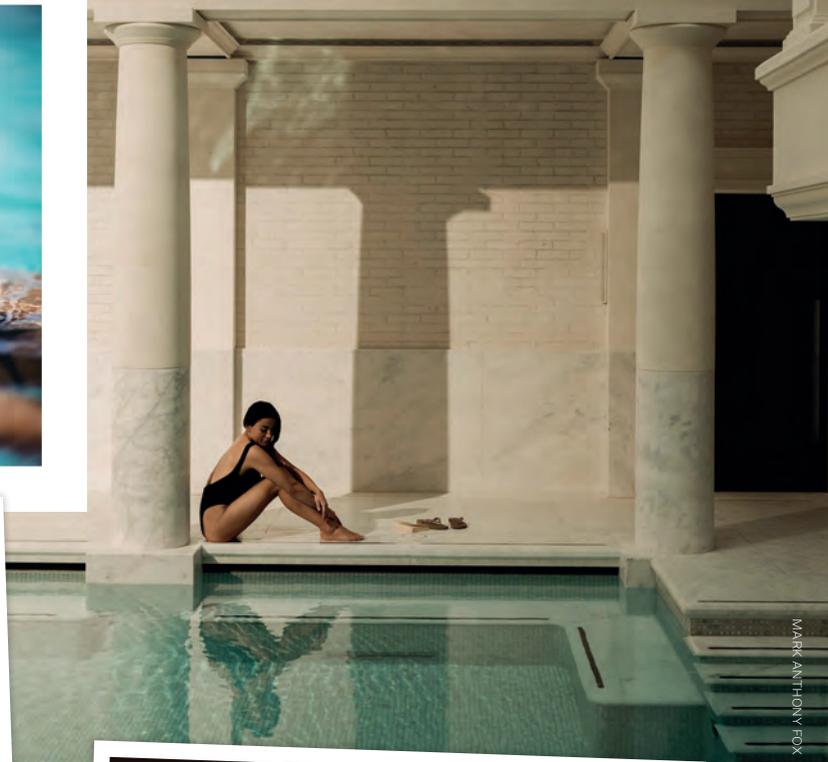
Complete with sculpted columns, pilasters, hand-shaped bricks and carved marble details, the spa's design is inspired by the Roman

villa ruins discovered close to the Estelle Manor estate.

At its core lies a grand mezzanine bathing hall, flooded with natural light, where guests can journey through a tepidarium, a caldarium, a frigidarium and Scottish plunge buckets.

Additional features include a hammam, a hay sauna and a botanical steamroom.

Guests can either experience the bathing circuit at their own pace or opt for one of Eynsham Baths' specially



■ The spa's design is inspired by Roman villa ruins discovered close to the Estelle Manor estate

devised contrast bathing cycles. There are two to choose from: energise and invigorate or calm and de-stress.

Guided by industry consultant Greg Payne, the spa was envisioned as a space for both intimate and social wellness experiences, with Nick Jacobs leading as director of wellness and spa.

To complete the spa experience, guests can visit the tea lounge, a shower walk, a breathwork pool and a members-only open-air area. The latter includes a pool and cascading



Guided by industry consultant Greg Payne, the spa was envisioned as a space for both intimate and social wellness experiences

waterfall surrounded by natural wildflowers and woodland ferns.

Access to the spa is complimentary for Estelle members, while hotel guests and members' guests can enjoy the experience for £95 (US\$122, €112) per person.

Beyond spa and wellbeing, Estelle Manor's facilities extend to include a 250sq m gym with cardio, strength and training equipment and a studio, as well as four restaurants, a workspace, a kids' club and members' only club spaces. ●



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CREATED WITH INTENT. MADE TO EMPOWER.



EMPOWERING YOUR



# Physical & Mental Wellbeing

WITH OVER 30 YEARS OF CLINICAL RESEARCH

Backed by over 30 years of clinical research, Subtle Energies creates results-based Aromatherapy, natural skincare and wellness solutions founded on authentic Ayurveda principles.

Our product range and treatments are created with the intent to address skin and body concerns, whilst delivering high performance results, empowering one's

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[WWW.SUBTLEENERGIES.COM.AU](http://WWW.SUBTLEENERGIES.COM.AU)

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# 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](http://spa-kit.net)



NATURA BISSÉ

■ Researchers measured participants' brain activity, heart rate, skin condition and key biomarkers

## Natura Bissé treatments boost wellbeing by almost 70 per cent

Spanish skincare and spa brand Natura Bissé has discovered its treatments can increase a sense of wellbeing by almost 70 per cent, as well as improve self-esteem, skin condition and relaxation levels.

The findings come from the brand's recent scientific study conducted alongside Starlab – a research institute specialising in neuroscience – and the University of Murcia (an ally of the European University for Well-Being).

Conducted in 2023, the investigation was designed to

scientifically validate and quantify the power of touch and its capacity to affect people's sense of wellbeing.

It delved into the effects of Natura Bissé treatments on both emotional wellbeing and skin health.

Thirty volunteers, aged 25 to 60, participated in hour-long Natura Bissé facials, incorporating the brand's signature massage techniques, skincare formulations and aromatherapy.

Before and after the treatments, researchers measured participants' brain activity, heart rate, skin condition and key

biomarkers, such as cortisol, alpha-amylase and oxytocin.

Additionally, participants provided feedback on their subjective emotional states, stress levels, self-esteem and perceived skin improvements through questionnaires.

Findings showed that treatments elevated participants' sense of wellbeing by almost 70 per cent, and improved their sense of self-esteem, skin condition and relaxation levels.

MORE ON [spa-kit.net](http://spa-kit.net)

<http://lei.sr/J4X0k>



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# SUPPLIER NEWS

## Gharieni Group announces launch of Metawell

The Gharieni Group has expanded its family of brands with Metawell: a new brand that will exclusively communicate and offer its mind/body wellness technologies offering in the global market.

Metawell represents the final phase in the spa, medical and



■ Sammy Gharieni, Gharieni group founder and CEO

wellness equipment manufacturer's restructuring phase which has been executed to implement a new market segmentation strategy – one that aligns with the developing needs of the wellness consumer and provider.

Metawell encapsulates the group's existing collection of mind/body wellness technologies which includes experience beds, loungers and equipment that integrate sound, vibration, light and water.

Following the restructuring, Gharieni Group serves as the umbrella organisation for its three brands. In addition to Metawell, these include Gharieni (traditional spa, beauty and wellness equipment) and Bentlon – the group's most



GHARIENI GROUP

■ Metawell includes wellness beds, loungers and equipment

recent acquisition, Bentlon, which caters to a younger, contemporary customer base, specialising in serving a new generation of small spa and salon operators.

**MORE ON [spa-kit.net](http://spa-kit.net)**  
<http://lei.sr/j3c6H>

## Exhale and Salt Chamber create recovery lounge

Salt Chamber has announced a collaboration with Exhale at its new flagship location at Virgin Hotels New York City on a multisensory salt room.

Inspired by Salt Chamber's Wellness Suite, Exhale's Salt Lounge Journey features heated zero gravity recliners, sound and vibrational therapy, compression boots, LED face masks, sleep goggles and a menu of IV drips.

The new recovery spaces are part of the Exhale 2.0 concept, which includes the salt room, a hammam, a sauna and the first-ever snow room created in the city.

"Salt has become a staple for wellbeing and recovery. We're excited to see Exhale embracing Experience SALT+ to layer other modalities



ANDREA BLAKESBERG



EXHALE

■ The new recovery spaces are part of Exhale 2.0

for next-level personalisation and efficacy," said Leo Tonkin, CEO of Salt Chamber.

"We're proud to be part of the flagship Exhale facility in partnership with Virgin Hotels."

**MORE ON [spa-kit.net](http://spa-kit.net)** <http://lei.sr/t8m1M>

## Balanced Body and Third Space announce new partnership

As Third Space unveiled its latest club in Wimbledon at the end of 2023 as part of its growth development into suburban, residential locations, it also revealed a new state of the art Reformer Pilates studio at the new site in response to members seeking a low-impact, full-body workout for all abilities.

Partnering with Balanced Body, global provider of Pilates equipment and education with a trading history spanning more than 45 years, the new studio hosts an impressive 20 Balanced Body Allegro 2 Reformers with Towers.

Commenting on the install, James Shaw, Third Space Pilates master trainer, said: "The introduction of Reformer Pilates is another example of Third Space offering members a 360-fitness experience.

"This enables them to tap into more holistic, mind-body focussed training modalities to not only complement the current fitness offering in-club, but elevate it."



BALANCED BODY X THIRD SPACE WIMBLEDON

■ Third Space Reformer Pilates has been met with unprecedented member demand

To ensure there is a class suitable for all abilities, Shaw has developed three options; Fundamental, Traditional and Dynamic Reformer Pilates. Through these, instructors offer a full spectrum of frameworks.

**MORE ON [spa-kit.net](http://spa-kit.net) <http://lei.sr/c0e1d>**

## Amra Skincare collaborates with St. Regis Red Sea Resort

Amra Skincare, the premium British spa and skincare brand, has been selected as the exclusive spa partner for the St. Regis Red Sea Resort in Saudi Arabia.

This collaboration brings an array of Amra spa treatments to the newly inaugurated St. Regis Spa, offering guests a diverse menu ranging from facials, massages and body treatments to yoga, mindfulness sessions, and aromatherapy experiences.

Nestled within the serene surroundings of Ummahat Island in the Al Wajh Lagoon, the St. Regis Spa is located at the 90-villa St. Regis resort, marking the inauguration

of the first private island resort at the ambitious regenerative tourism project, the Red Sea.

Therapists customise each treatment to best suit the guest's needs by picking one of Amra's nine luxurious range. Each one is designed to meet a specific skincare need; Pearl; Green Caviar; 24Kt Gold; Diamond; Platinum; Tri-Complex+; and the specialised For Men line.

At the heart of each line lies Amra's Micro-Cellular Actives, all formulated to target a particular skincare issue and promote overall skin health.

**MORE ON [spa-kit.net](http://spa-kit.net) <http://lei.sr/Z4h9t>**



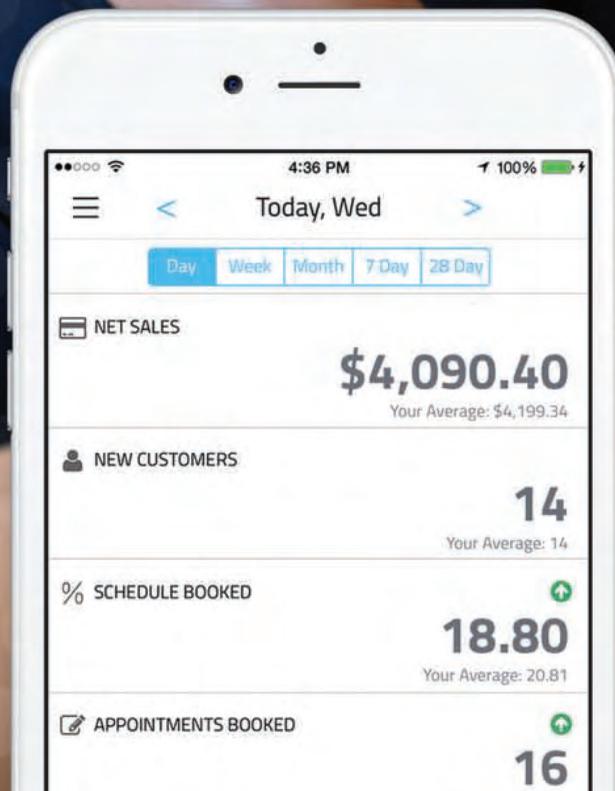
AMRA SKINCARE

■ Amra works with active ingredients including gold, caviar and pearls

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Matrix Fitness has delivered new wellness facilities in Bicester

# Outstanding performance

Bicester Hotel & Spa is working with Matrix Fitness to enable wellness guests to train like athletes with a unique offering

In 2020, the luxurious Bicester Hotel and Spa launched a purpose-built fitness and performance facility to create a standalone, unique offering to attract a new more active demographic to the site. This included a performance gym equipped by Matrix Fitness, a custom-made 200m swimming lake, an assault course and an outdoor 500m grass running track.

Now, to complement this existing premium offering, the team has unveiled a refurbished health club with a modernised aesthetic and the latest resistance and cardiovascular equipment from Matrix Fitness to provide an integrated gym floor, three large studios and over 70-instructor led sessions per week.

## A TOTAL HEALTH AND FITNESS SERVICE

Health club manager, Andrew Foreman says: “Our goal is to deliver something for everyone. We have so much on offer for our members – from state-of-the-art equipment to fantastic trainers in our group classes and our unique range of facilities – that we can now cater for anyone’s training needs.”

Matrix Fitness has a long-standing rapport with the company, having already been chosen as the supplier for its performance gym which was a self-contained project with the highest quality required when it came to service, support and products.

The health club includes a full Matrix Fitness connected solution with all-new Performance Cardio with touch-screen technology, as well as a Connexus functional training station, Ultra V2 Strength range with Intelligent Training Consoles and two dedicated instructor-led and virtual training studios, as well as an indoor cycling room with Matrix Fitness CXP bikes.



PHOTO: ANDREW FOREMAN



*“With our unique range of facilities, we can now cater for anyone’s training needs”*

Andrew Foreman,  
Bicester Hotel and Spa

## VERSATILE AND MODERN

Nigel Tapping, head of spa and hospitality at Matrix Fitness UK adds: “Versatile gym designs and a modernised, member-centric fitness offering is playing an increasingly important role within the hospitality sector and the team at Bicester Hotel and Spa has taken a unique approach with this development.

“The modernisation of the club perfectly complements the performance-led centre, providing a full, wraparound fitness journey for every member, no matter their goal or the stage of their fitness journey they’re at. The team has been forward-thinking and innovative and the result is an impressive, cutting-edge facility.”

The Performance Gym includes the Magnum half and full racks, Magnum plate-loaded equipment and bespoke track flooring for strength training activities and functional-focused training. On the second floor, a space has been designed for movement screening, small accessory functional training and one-to-one personal training. ●

More: [www.matrixfitness.co.uk](http://www.matrixfitness.co.uk) and [www.bicesterhotelgolfandspa.com](http://www.bicesterhotelgolfandspa.com)

# WEB ADDRESS BOOK

Connect with spa organisations from around the world.  
We welcome your entries – write to [spateam@leisuremedia.com](mailto:spateam@leisuremedia.com)

**Asia-Pacific Spa & Wellness Coalition (APSWC)**

■ [www.apswc.org](http://www.apswc.org)

**Association of Malaysian Spas (AMSPA)**

■ [www.amspa.org.my](http://www.amspa.org.my)

**Australian Hot and Mineral Springs Alliance**

■ [www.bathing.org](http://www.bathing.org)

**Australasian Wellness Association (ASWELL)**

■ <https://aswell.au>

**Bali Spa and Wellness Association**

■ [www.balispawellness-association.org](http://www.balispawellness-association.org)

**Brazilian Esthetics & Spas Association**

■ [www.abesbrasil.com.br](http://www.abesbrasil.com.br)

**Bulgarian Union for Balneology and Spa Tourism (BUBSPA)**

■ [www.bubspa.org](http://www.bubspa.org)

**Association of Spas of the Czech Republic**

■ [www.jedemedolazni.cz](http://www.jedemedolazni.cz)

**Estonian Spa Association**

■ [www.estonianspas.eu](http://www.estonianspas.eu)

**European Historic Thermal Towns Association**

■ [www.historicthermaltowns.eu](http://www.historicthermaltowns.eu)

**European Spas Association**

■ [www.europeanspas.eu](http://www.europeanspas.eu)

**Federation of Holistic Therapists (FHT)**

■ [www.fht.org.uk](http://www.fht.org.uk)

**Federterme**

■ [www.federterme.it](http://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](http://www.spa-a.org)

**German Spas Association**

■ [www.deutscher-heilbaederverband.de](http://www.deutscher-heilbaederverband.de)

**Global Wellness Institute (GWI)**

■ [www.globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)

**GSN Planet**

■ [www.gsnplanet.org](http://www.gsnplanet.org)

**Hot Springs Association**

■ <https://hotspringsassociation.com>

**Hungarian Baths Association**

■ [www.furdoszovetseg.hu/en](http://www.furdoszovetseg.hu/en)

**Hydrothermal Spa Forum**

■ [www.hydrothermal-spa-forum.net](http://www.hydrothermal-spa-forum.net)

**Icelandic Spa Association**

■ [www.hlsi.is](http://www.hlsi.is)

**The International Medical Spa Association**

■ [www.dayspaassociation.com/imsa](http://www.dayspaassociation.com/imsa)

**International Sauna Association**

■ [www.saunainternational.net](http://www.saunainternational.net)

**International Spa Association (ISPA)**

■ [www.experienceispa.com](http://www.experienceispa.com)

**Irish Spa Association**

■ [www.irishspaassociation.ie](http://www.irishspaassociation.ie)

**Japan Spa Association**

■ [www.j-spa.jp](http://www.j-spa.jp)

**Latin American Spa Association**

■ [www.spalatinoamerica.com](http://www.spalatinoamerica.com)

**Leading Spas of Canada**

■ [www.leadingspasofcanada.com](http://www.leadingspasofcanada.com)

**National Guild of Spa Experts Russia**

■ [www.russiaspas.ru](http://www.russiaspas.ru)

**Portuguese Spas Association**

■ [www.termasdeportugal.pt](http://www.termasdeportugal.pt)

**Romanian Spa Organization**

■ [www.romanian-spas.ro](http://www.romanian-spas.ro)

**Salt Therapy Association**

■ [www.salttherapyassociation.org](http://www.salttherapyassociation.org)

**Saudi Arabian Wellness Association**

■ [www.saudiwellness.org](http://www.saudiwellness.org)

**Sauna from Finland**

■ [www.saunafromfinland.com](http://www.saunafromfinland.com)

**Serbian Spas & Resorts Association**

■ [www.ubas.org.rs](http://www.ubas.org.rs)

**South African Spa Association**

■ [www.saspaassociation.co.za](http://www.saspaassociation.co.za)

**Spanish National Spa Association**

■ [www.balnearios.org](http://www.balnearios.org)

**Spa and Wellness Association of Africa (SWAA)**

■ [www.swaafrika.org](http://www.swaafrika.org)

**Spa & Wellness Association of Canada**

■ [www.spaandwellnessassociationofcanada.com](http://www.spaandwellnessassociationofcanada.com)

**Spa Association of India**

■ [www.spaassociationofindia.in](http://www.spaassociationofindia.in)

**Spa Industry Association**

■ [www.dayspaassociation.com](http://www.dayspaassociation.com)

**The Sustainable Spa Association (SSA)**

■ [www.sustainablespas.org](http://www.sustainablespas.org)

**Taiwan Spa Association**

■ <https://www.twspa.tw/>

**Thai Spa Association**

■ [www.thaispaassociation.com](http://www.thaispaassociation.com)

**The UK Spa Association**

■ [www.spa-uk.org](http://www.spa-uk.org)

**Ukrainian SPA Association**

■ [www.facebook.com/UASPA](http://www.facebook.com/UASPA)

**Wellness Tourism Association**

■ [www.wellnesstourismassociation.org](http://www.wellnesstourismassociation.org)