



spa business insider

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A SPA BUSINESS PUBLICATION

GWI: Wellness real estate booming

The Global Wellness Institute (GWI) has released promising new research on the wellness real estate market.

Called *Wellness Real Estate: Market Growth (2019-2023) and Future Developments*, the paper reveals wellness real estate is by far the fastest-growing segment in the 11-sector wellness economy, surging from US\$225 billion in 2019 to US\$438 billion in 2023.

According to the GWI, the pandemic supercharged the market because it dramatically accelerated the understanding among consumers and the building industry about how much external environments impact health.

Now, the GWI forecasts that the sector will grow 15.8 per cent annually from 2023 to 2028 when it will approach the trillion-dollar mark (US\$913 billion).



SHA WELLNESS CLINIC

■ SHA Wellness is investing in real estate

GWI

"As more people realise that their biggest investment - their home - is the 'next frontier of their health', the demand for wellness real estate will only continue to grow," said Katherine Johnston and Ophelia Yeung, GWI's senior research fellows.

MORE >>> http://lei.sr/2X3w4_B

Wellness real estate embodies the multidimensionality of wellness

Katherine Johnston



AMAN GROUP

CONCEPTS

Yuki Kiyono goes behind the scenes of Janu

Aman's sister brand debuts in Tokyo

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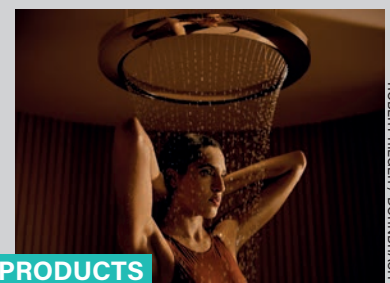
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Debut event gathers 140 spa professionals

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ROBERT NIEGER / DORNBRACHT

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Dornbracht unveils new experience shower

Design draws inspiration from crystal chandeliers

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Yuki Kiyono goes behind the scenes of Aman's social wellness brand Janu

Luxury hotel brand Aman, widely known for its strong spa focus, has just launched its much-talked-about sister brand Janu in Tokyo – complete with a 4,000sq m urban wellness retreat.

Janu Tokyo is only the beginning of the brand's global expansion plans, according to Yuki Kiyono, global head of health and wellness development at Aman.

In the latest issue, *Spa Business* spoke exclusively with Kiyono to learn about what's in store for Janu as it embarks on a rollout around the world.

"Janu Tokyo marks the first of a 13-strong global pipeline of projects across urban, rural and coastal destinations," Kiyono said.



AMAN GROUP



Countries of interest include the Turks & Caicos, Montenegro, Portugal and more

Yuki Kiyono

"Countries of interest include the Turks & Caicos, Montenegro, Portugal and Turkey, as well as Saudi Arabia and the UAE and South Korea, Thailand and the Maldives."

Kiyono revealed there are plans to introduce a Janu wellness membership which will have access to the centre and an exclusive private lounge.

Members will also receive special rates for spa treatments and priority access to reservations for group classes.

Head to the full interview to delve into why Aman decided to launch another brand and learn what sets Janu apart from Aman (www.spabusiness.com/Janu).

MORE >>> http://lei.sr/v4e4A_B



BANYAN GROUP



Hawco is responsible for steering the group's strategic vision and execution of holistic spa and wellbeing initiatives

Banyan Group appoints Paul Hawco to spearhead wellness strategy

Paul Hawco, a seasoned figure in the international wellness industry, has assumed the role of executive director – integrated wellbeing at independent, hospitality group Banyan Group.

With a background in therapy and fitness training, Hawco started his wellness career with over a decade at Accor-owned Fairmont Resorts and Hotels. Progressing from spa therapist to senior spa director, he honed his expertise across various leadership positions within North American spas.

Transitioning to corporate wellness roles, Hawco spent close to 17 years at esteemed hotel operators such as Jumeirah Group, Rosewood Hotels and Resorts and Dusit Hotels and Resorts, most recently serving as corporate director of wellness from May 2020 to April 2024

By joining Banyan Group, Hawco will now be responsible for steering the group's strategic vision and execution of holistic spa and wellbeing initiatives throughout all its brands and across the guest journey.

MORE >>> http://lei.sr/h7r3d_B



THE BANNATYNE GROUP



The turnaround has only been possible because of the hard work of our staff

Duncan Bannatyne

Duncan Bannatyne details spa and fitness bounceback

The Bannatyne Group says it has officially bounced back from the pandemic, with both turnover and profits restored to pre-2020 levels in 2023, according to its year-end results.

Owned by former BBC Dragon's Den investor, Duncan Bannatyne, the Darlington-based national spa, health club and hotel operator, also finished paying off its Coronavirus Business Interruption Loans early and last year grew profits by 30 per cent, to £38m.

Revenues increased by 9 per cent to £139m and EBITDA was up to £38.9m, compared to £29.6m in 2022.

Memberships also increased to 215,659 from 199,046.

Duncan Bannatyne, chair and CEO of The Bannatyne Group, told *Spa Business* the company has been focusing on core activities and delivering what customers want at the right price.

"The turnaround has only been possible because of the hard work of our staff," he said.

MORE >>> http://lei.sr/G8N7V_B

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PROGRAMMING

Equinox rolls out annual \$40k healthspan programme

Equinox, has teamed up with health platform, Function Health, to offer 100 comprehensive laboratory tests, giving members vital insights into their internal health as part of an Optimize by Equinox membership.

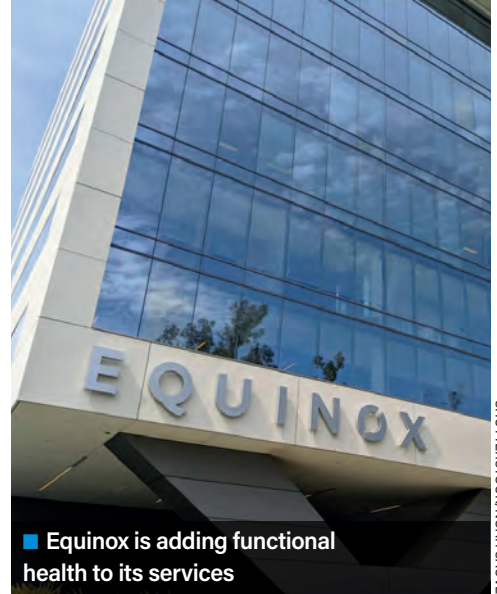
Priced at US\$40,000 (€37,143, £31,965) a year, in addition to a gym membership, the programme costs the equivalent of almost 70 per cent of the average US salary.

Tests on offer include female health; male health; stress and aging; metabolic; blood and thyroid function which will provide valuable health insights. These will then be used by Equinox's

elite Coachx trainers to develop personalised programmes.

Mark Hyman, co-founder and chief medical officer of Function Health and member of the Equinox Health Advisory Board, says: "The Function and Equinox partnership is a historical moment where health breaks out of the doctor's office and extends beyond the fitness club. By combining Equinox's expertise with Function Health's 100+ lab test approach, we're unlocking a level of health and fitness that surpasses even what top doctors and biohackers can access."

MORE >>> http://lei.sr/e9R9x_B



■ Equinox is adding functional health to its services

SHUTTERSTOCK/NOAH SAUVE



The Function and Equinox partnership is a historical moment

Mark Hyman

EXPANSION

Mountainside Raffles retreat to open in Neom's Trojena 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\$500 billion (€462.7 billion, £396 billion) Neom giga-project which will be nearly the same size as Belgium once complete.

Located among an imposing mountainscape, the 105-key Raffles resort will feature a striking ring-shaped design, offering



■ Raffles is set to open a 105-key resort

RAFFLES HOTELS & RESORTS



Raffles Trojena will be an architecturally significant resort

Omer Acar

scenic views of the valley's undulating landscape and lake.

Omer Acar, CEO of Raffles, said: "Raffles Trojena will be an architecturally significant resort that showcases the very best in modern luxury hospitality."

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

REFURBISHMENT

Ritz-Carlton completes Georgia spa refresh

The Ritz-Carlton Reynolds, Lake Oconee in the southeastern US state of Georgia is celebrating a new milestone after unveiling its newly renovated 27,000sq ft destination spa.

With a brand new menu, the revamped spa features 19 treatment rooms, steamrooms and saunas, an indoor pool and a modern gym.

Additionally, a new beauty salon provides a range of services including nail care, professional hair styling, makeup and more.

"We saw a strong demand for dedicated wellness experiences

RIITZ-CARLTON REYNOLDS, LAKE OCONEE



and are excited to finally debut this reinvigorated spa experience," said Ralph Vick, resort GM. "The offerings were carefully curated to bring the best of wellness to our slice of lakeside paradise."

MORE >>> http://lei.sr/j4k3x_B

BRANDS

New Fairmont with tech-forward spa coming to LA

The historic Breakers Hotel in Long Beach, California, will reopen in mid-2024 as a Fairmont Hotels & Resorts property after a significant restoration and redevelopment.

The project, initially unveiled in 2022 by Accor (Fairmont's parent company), marks a strategic collaboration with Pacific6 – a Long Beach-based investment and development firm and also the parent company of Fairmont Breakers Investco.

The Breakers Hotel opened in the 1920s as a lavish waterfront destination and was frequented by dignitaries and celebrities.



The resort and spa will relaunch in 2024

FAIRMONT HOTELS & RESORTS

The property will reopen as Fairmont The Breakers, Long Beach and feature 185 rooms and a luxury spa.

The 10-treatment-room spa will focus on medical wellness and recovery and reside in the hotel's two-floor wellness centre.

Additional amenities will include a rooftop pool and terrace; a music lounge, five F&B venues; and a selection of indoor and outdoor meeting spaces.

MORE >>> http://lei.sr/j4k3x_B

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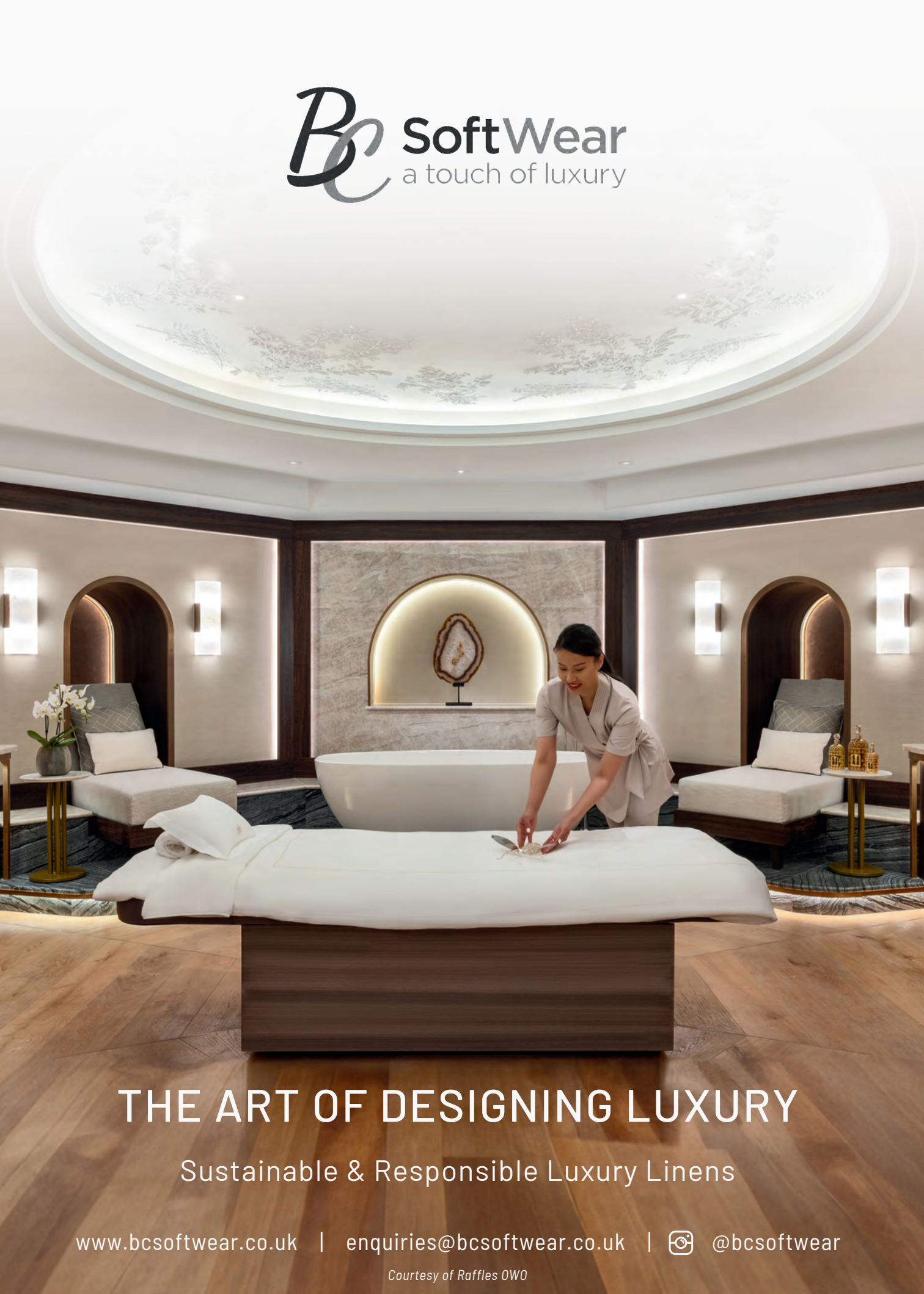
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Courtesy of Raffles OW0

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At BC SoftWear, we stand at the forefront of luxury spa linen supply, blending unparalleled quality with responsive customer service to elevate the spa experience. Based in the UK, with warehouse hubs in Europe, we offer a range of bespoke spa linen, bathrobes, towelling, footwear and spa accessories. Renowned as the leading textile provider for luxury hotels and spas globally, we ensure our products meet the highest standards of craftsmanship and durability.

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"Praised for our rapid service cycle, we excel in meeting urgent needs with efficiency and precision," says Barbara Cooke, CEO of BC SoftWear. "We pride ourselves on our ability to maintain short lead times, facilitating faster setups and addressing urgent requirements without compromising on quality. Our commitment to excellence ensures that every client experience is nothing short of exceptional." Additionally, our warehouse facilities in the UK, Mainland Europe, Republic of Ireland and Turkey, allows us to hold ample stock, ensuring we are always ready to meet our clients' needs swiftly and effectively.



We are here to ensure that your spa's needs are met with the highest standards of excellence



Barbara Cooke, founder and managing director of BC SoftWear

Globally recognised and locally preferred

With a strong presence in the UK and expanding across Europe and worldwide, BC SoftWear's products are not only preferred by leading spas like Bamford, Gatineau and Clinique La Prairie, but are also integral to creating luxurious environments in places including Raffles OWO and Ritz Carlton and St. Regis properties. "At a recent spa conference in Scotland, the feedback from our existing customers was overwhelmingly positive, highlighting the outstanding quality and durability of our products," adds Cooke.

Commitment to sustainability

In line with our dedication to quality and innovation, BC SoftWear is equally committed to environmental stewardship. We embrace sustainable practices and technologies throughout our manufacturing processes and internal operations, ensuring our luxury products not only meet the highest standards but also safeguard the environment. We are determined to achieve Net Zero emissions by 2030, if not sooner.

Available all year round

"Our dedication to supporting our clients is unwavering, all year round," Cooke says. "We are here to ensure that your spa's needs are met with the highest standards of excellence and efficiency, no matter the season."

More: bcsoftwear.co.uk



New territory

Kempinski is planning to debut in Vietnam in 2026 with a riverside resort and spa designed by Kengo Kuma & Associates



High-end five-star hotel company Kempinski Hotels is making its mark in Vietnam with a luxury waterfront property overlooking the Saigon River.

Set to open by 2026, Kempinski Saigon River – designed by Kengo Kuma & Associates – will feature 100 guestrooms and suites along with a 1,500sq m Resense Spa offering immersive wellness experiences rooted in local remedies.

Originally a joint venture between Kempinski and spa consultancy Raison d’Etre, wellness consultancy Resense was acquired by Kempinski in 2021 to strengthen its wellness strategy.

Resense continues to operate independently, with Kempinski using Resense’s infrastructure and expertise to more deeply integrate wellbeing into its hotels.

Beyond wellness, guests at Kempinski Saigon River will have access to a collection of dining venues including all-day dining and a signature Vietnamese restaurant, as well as a riverside bar and executive Lounge.

A sense of place

The hotel is currently being developed in cooperation with Vietnamese property developer Ecopark Corporation, which

“ We’re redefining riverside luxury for a new generation of travellers who demand authenticity and heartfelt local experiences **”**



■ The riverside property has been designed by Kengo Kuma & Associates

KEMPINSKI HOTELS

The hotel is inspired by the spectacular cultural and natural landscape of southern Vietnam

owns other luxury hotels across the country and has a portfolio of real estate projects that include residences, schools, retail and universities.

“Kempinski has been present in Asia since 1992, but we’re extremely proud to be now entering the exciting market of Vietnam with this truly unique hotel,” commented René Nijhof, chair of the Board of Directors, Kempinski.

“Inspired by the spectacular cultural and natural landscape of southern Vietnam, Kengo Kuma & Associates has reimagined life on the river.

“Together with the presence of Ecopark Corporation, we’re redefining riverside luxury for a new generation of travellers who demand authenticity and heartfelt local experiences.”

Landscaping by Bangkok-based landscape architecture and design studio PLA will follow the gentle curves of the river and perpendicular canal,

with bridges, ponds and manicured gardens creating a seamless connection to nature throughout the hotel.

The bigger picture

Situated in Dong Nai on the outskirts of Ho Chi Minh City, Kempinski Saigon River will form part of a broader 55-hectare development called Ecovillage Saigon River that will also feature residences, schools, a sports club and retail areas along 700 metres of riverfront.

The area will be connected to Ho Chi Minh City via a 45-minute speedboat ride.

Dong Nai itself is currently undergoing a major infrastructure expansion and improvement project designed to reduce travel times and foster economic growth, including improvements to the road and railway networks, improved waterways and a new airport. ●



KEMPINSKI HOTELS

■ The hotel will be home to a 1,500sq m Resense Spa



■ Delegates forged new business relationships over the two-day event



■ Kirsty MacCormick and David Cochrane presented live on stage

“ The Scottish market has been waiting for an event like this for some time and responded extremely positively to the opportunity to come together ”

Spa Life Scotland

2024 marked the first edition of the Spa Life Scotland Conference, *Spa Business* shares highlights from the event



■ The event was partnered with the Scottish Spa Collective, the UK Spa Association and Hospitality Industry Trust Scotland

Spa Life Scotland is the latest addition to the collection of industry conferences hosted by events company Spa Life. The inaugural convention recently took place in Glasgow and was deemed a resounding success by event director Andrew Hammond.

Speaking exclusively to *Spa Business*, Hammond said: “This event was an excellent launch for Spa Life Scotland and attracted a diverse gathering of more than 140 spa and wellness professionals from across the Scottish and UK spa industry”.

Delegates in attendance ranged from spa operators and leading brands to industry consultants and hoteliers.

“This market has been waiting for something like this for some time and responded extremely positively to the opportunity to come together



■ The event featured a lively exhibition area where brands spotlighted their latest innovations



CREDIT

to network with peers, learn from industry experts and review the supply market,” added Hammond.

Taking place over two days, the conference offered a robust agenda, facilitating discussions on industry trends and challenges and a speed-networking forum where buyers and suppliers enjoyed a schedule of meetings where they could discuss their business needs and strike up new relationships.

Keynote addresses, breakout sessions and networking opportunities, including a lively Gala Dinner, were also all key parts of the programme.

Speakers addressed a number of topics, ranging from spas’ value in hospitality and recruitment and retention to how to elevate customer service and retail sales. Spa Life Scotland was headlined by:

- Finlay Anderson, area spa director at InterContinental Hotels.
- Lesley Blair, MBE, CEO of BABTAC and CIBTAC.
- David Cochrane, chief executive of Hospitality Industry Trust, Scotland.
- Helena Grzesk, MBE, COO, British Beauty Council.
- Kirsty MacCormick, founder of The Spa Consultancy and CEO of BBSpa UK.
- Dr Glenda Rivoallan, speaker, author and professional wellbeing strategist
- Jacqueline Ross, spa consultant.
- Jenny Storey, director of education at The Academy and director at Urban Retreat.

- Chris Wayne-Wills, CEO of Crerar Hotels.

In addition, the convention featured a mini-expo where both local boutique suppliers and global brands exhibited their latest products and services. These included BC Softwear, Bellezi, Comfort Zone, Elemis, Ellisons, Gharieni, Ishga, JK Wellness, Journey, Mii Cosmetics, Natura Bisse, Omorovicza, RigTig Designs, Sothys, Spa Vision, Temple Spa, Thalgo and Trybe.

A bright future

Hammond was excited to share that the team is already making plans



CREDIT

■ The inaugural Spa Life Scotland was hosted at the Radisson Blu hotel in Glasgow and attracted more than 140 delegates

► for next year's Spa Life Scotland Convention and hopes to make the 2025 edition an even bigger success.

"There is clearly a demand for this event, so we'll be analysing the feedback from our delegates and talking to key stakeholders to see how we can develop the event further in future.

"Attendees left feeling invigorated and inspired, with actionable insights to put into practice in their businesses."

More about Spa Life

Claimed to be Europe's largest conference, networking and business



Attendees left invigorated and inspired, with actionable insights to put into practice in their businesses

development event for spa and wellness professionals, Spa Life runs annual industry events in the UK, Germany and Ireland.

In 2024, Spa Life UK is set to take place from 23-25 June at The Old Thorns Hotel & Resort in Liphook, while Spa Life Ireland will come later in the year and take place from 29 September to 1 October at Farnham Estate in County Cavan.

Find out more details about both conferences on the event company's official website. ●

More: www.spabusiness.com/SpaLife



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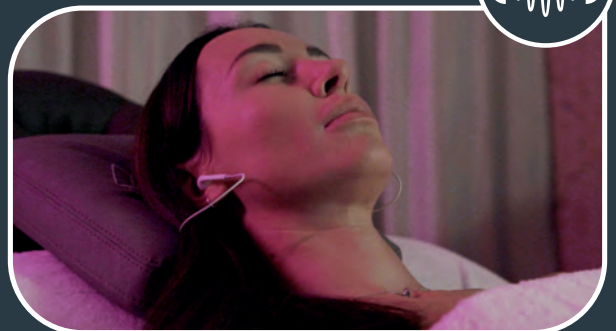
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Stand for regeneration

Comfort Zone is focused on growing the future by embracing regenerative organic agriculture



PHOTO: COMFORT ZONE

Inspired by its mission to support both skin and soil regeneration, Comfort Zone is fostering product innovation and taking climate action by using new proprietary ingredients cultivated by growers following the principles of regenerative organic agriculture.

Comfort Zone is a sustainability pioneer, having achieved B Corp status back in 2016, while a recent recertification achieved a score of 123.5 points.

The company's commitment to regeneration also recently led to the foundation of the first

The limited-edition soap bar with organic *Achillea millefolium*

European Regenerative Organic Center (EROCC) by the Davines Group Village in Parma, Italy, in 2022, in partnership with the Rodale Institute.

Now in 2024, Comfort Zone is proud to say it's starting to use extracts of *Achillea millefolium* – grown in its own fields for the first time – in a limited-edition Stand for Regeneration hair and body wash bar.

This product will be available starting April 2024 from Comfort Zone's partner spas and beauty centres and also online at www.comfortzoneskin.com

Extracts of *Achillea millefolium* from regenerative agriculture are also used in Comfort Zone's Sublime Skin anti-aging line, as it has been proven to stimulate skin tone and softness, as well as boosting the production of collagen by +35 per cent*.

MITIGATING CLIMATE CHANGE

Regenerative organic agriculture goes beyond biodiversity protection: it rehabilitates and enhances the entire ecosystem, offering an ever-more positive approach by sequestering carbon in the soil.

Comfort Zone's goal is to research 100 active botanical ingredients from regenerative organic agriculture by 2030. ●

More: www.comfortzoneskin.com

Join us and #standforregeneration

* In-vitro test after 48 hours on Fibroblasts



PHOTO: COMFORT ZONE



Achillea millefolium from regenerative organic agriculture is used in Sublime Skin Serum

THE REGENERATIVE SCIENTISTS

Comfort Zone innovation is supported by its own internal R&D lab, in synergy with its botanical research department and the co-founded European Regenerative Organic Center in Parma, Italy



EVE MERINVILLE
Comfort Zone R&D director

With over 20 years' experience in the skin care industry, Eve leads Comfort Zone's innovation and formulation team of experts to develop clinically-proven, effective-by-nature solutions.



DARIO FORNARA
Comfort Zone EROC research director

With a PhD in ecology, Dario is an author and co-author of over 90 scientific publications, his studies at EROC are proving the multiple beneficial effects of biodiversity and regenerative practices on soil health.



DR SIMON JACKSON
Comfort Zone pharmacognosist

With a PhD pharmacy in pharmacognosy and 30 years' experience in industry, Simon's expertise supports Comfort Zone's R&D in selecting and growing proprietary botanical ingredients.



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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



ROBERT HIEGER / DORNBRACHT

■ The product is available in five finishes, polished and brushed versions of Chrome and 22kt Gold, as well as Matte Black

Dornbracht unveils experience shower inspired by chandeliers



DORNBRACHT

■ Michael Neumayr, designer

Spa and bathroom fittings manufacturer Dornbracht has enhanced its portfolio with a new sculptural experience shower called the Aquahalo.

Suspended to the ceiling by four points, the Aquahalo has a ring-shaped design and circles a central spot for light and water embedded in the ceiling.

"My inspiration was a chandelier in my parent's dining room," said designer, Michael Neumayr. "The glint of the crystal and how it reflected the light always reminded me of sparkling water."

The product comes in polished or brushed Chrome and Champagne (22kt Gold), as well as Matte Black.

The Aquahalo offers three flow types. With Aqua Circle Rain, the water falls from the ring in a soft cone, to create a meditative effect. Tempest Rain, on the other hand, is like an invigorating rain shower, coming from every direction. Meanwhile, Diamond Rain, combines water and light into a stream designed to be comforting and aesthetically pleasing.

MORE ON spa-kit.net

<http://lei.sr/QOJ0I>



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SUPPLIER NEWS

Myndstream launches breathwork series with Grammy Award winner Peter Kater

Freddie Moross, founder of wellness music provider Myndstream, has announced the launch of Spiritus – a new breathwork series by Grammy Award-winning musician and composer Peter Kater – onto the company's music streaming service, called The Stream.



■ Freddie Moross, founder of Myndstream

Spiritus launched with 5-, 10- and 15-minute guided sessions – along with relaxing instrumentals for more advanced clients to do their own breathwork.

As the demand for combined modality treatments rise, Myndstream says the new series perfectly compliments other therapies such as vibro-acoustic beds and salt therapy rooms, which can be offered as bolt on services, adding an additional revenue stream to businesses.

Alternatively, therapists can choose the practice as a preface to treatments, to help clients ease into the treatment, or as a finale to set them up for the day ahead.



SHUTTERSTOCK/NATA BENE

■ Spiritus offers a range of guided breathwork sessions

Moross commented: "It's these value-adding, differentiating experiences that get people talking and keep them coming back for more."

MORE ON spa-kit.net
<http://lei.sr/k7X1w>

Yon-Ka launches new serum and treatments

Heightened stress and poor sleep are believed to accelerate the ageing process. Under extreme conditions, skin cells struggle to regenerate (especially at night) which results in a duller complexion and more prone to imperfections.

To help combat this, Yon-Ka has released Serum CBD along with a 90-minute face and back sleep therapy which uses the serum and also works on energy points and de-stressing techniques.

The serum's star ingredient is pure CBD, dosed at 300mg. The formula also features extracts from lotus flowers and reishi mushrooms, organic hemp oils and inca inchi and essential oils of lavender, chamomile and neroli.



YON-KA

■ The serum's star ingredient is pure CBD

"Night after night, defying stress, beautifying the skin, Serum CBD is an absolute must for every evening beauty routine," commented product manager Kety Manga.

MORE ON spa-kit.net <http://lei.sr/h4A7J>

Elemis first standalone store to open in Covent Garden

British spa and skincare giant Elemis is making a grand entrance into London's retail scene, handpicking Covent Garden's Seven Dials for its inaugural standalone store.

Now a certified B Corp, Elemis will unveil the three-floor store with a dedicated treatment space this spring and showcase an extensive array of Elemis products.

Since its inception in 1990, Elemis has ascended to global prominence and is now present in over 1,200 spas, salons, brick-and-mortar stores and numerous e-retailers worldwide.

Susan Harvey, UK general manager at Elemis, said: "We're hugely excited to announce that we'll be opening our first Elemis London retail store in Covent Garden this spring.

"Since Elemis' inception over 30 years ago, we've garnered global renown and established ourselves as forerunners in providing premium skincare, and the launch of our new standalone store in the iconic



ELEMIS

■ The store will feature a dedicated treatment space

Seven Dials will allow us to continue to deliver this.

"We look forward to welcoming our community, delivering an experience like no other, and empowering them as they embark on their skin wellness journey."

■ **MORE ON** spa-kit.net <http://lei.sr/u2A6z>

GM Collin introduces pro-ageing Poly-Acid Peel Serum

TO The Poly-Acid Peel Serum is GM Collin's latest pro-ageing solution to help combat wrinkles, fine lines and dull complexion.

Described as an advanced re-texturising serum, the new formula has been created to revitalise dull

and tired skin while exfoliating and softening the skin to visibly reduce the signs of ageing.

Myriam Sayer, VP of marketing and operations at GM Collin, told *Spa Business*: "We challenged ourselves to develop a powerful AHA/BHA serum that also offers moisturising and soothing benefits.

"The new Poly-Acid Peel Serum is the retexturising elixir everyone will need for a new skin effect and a potent result-enhancer between professional treatment appointments."



GM COLLIN

■ The exfoliating serum combines a cocktail of AHAs and BHAs



GM COLLIN

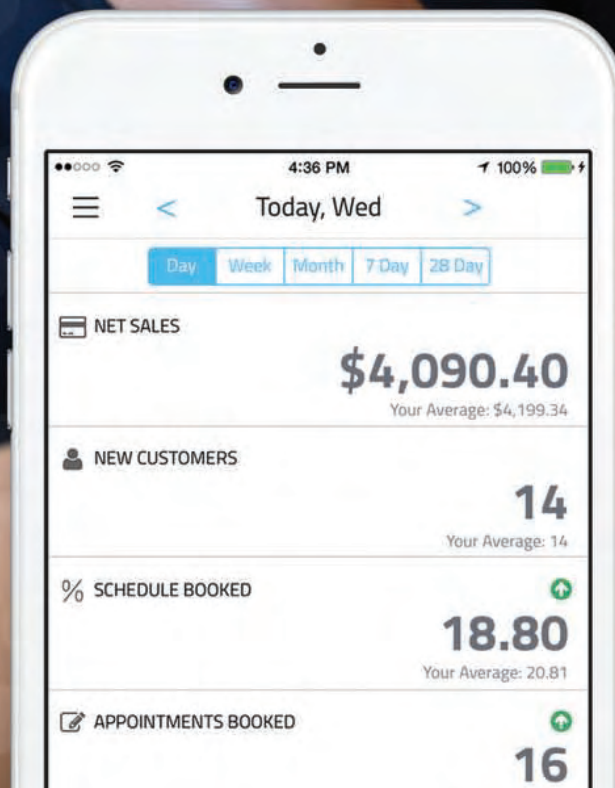
■ Myriam Sayer, VP of marketing and operations at GM Collin

■ **MORE ON** spa-kit.net
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The beautiful Hoar Cross Hall now has a luxury gym by Matrix Fitness

HIGH END

Hoar Cross Hall has a new gym to match its award-winning hotel and spa. We find out more about the transformation

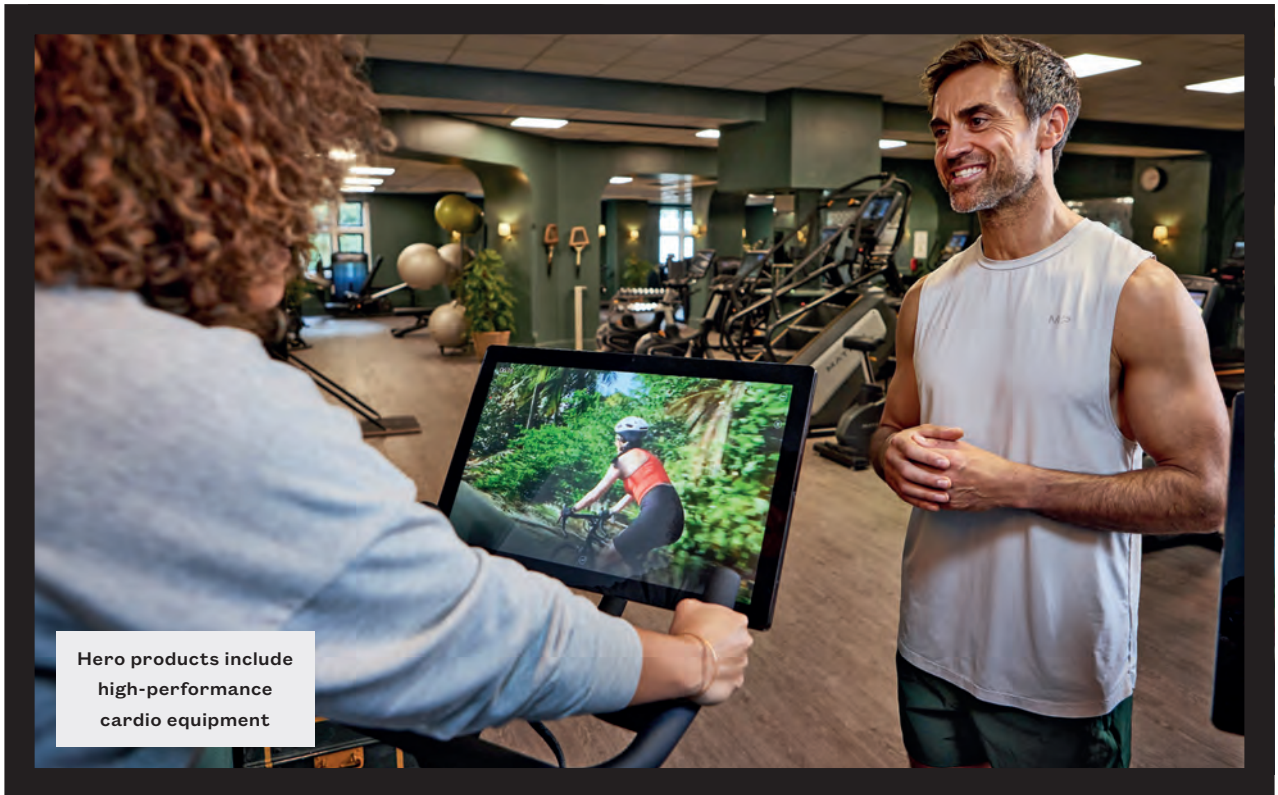
Hoar Cross Hall in the UK has one of the largest spas in Europe, located within an award-winning hotel that promises state-of-the-art facilities and amenities.

In keeping with its luxurious spa and launch of a new lifestyle membership, The Wellness Club, Hall Cross Hall's leisure offering includes a varied group fitness and holistic class timetable, outdoor facilities, including tennis courts, a golf driving range and archery field, as well as an innovative Wellness Suite kitted out with the latest Matrix Fitness equipment and a Peloton training zone.

Phil Murphy, MD of Hoar Cross Hall, explains: "Fitness, health and wellness are at the forefront of our guests' needs and as one of the UK's leading spa destinations, it's important we keep up with the latest trends and provide top class facilities for our guests and members.

"Our collaboration with Matrix and Peloton has facilitated this beautifully," he said, "The gym is spacious and meticulously designed to provide each user with a unique experience, tailored to their individual needs."





Hero products include high-performance cardio equipment



The gym is meticulously designed to provide each user with a unique experience

Phil Murphy



A TEAM EFFORT

The fitness development has been supported by consultant James Golden, who was tasked with the job of revamping the facilities in a modern style with an emphasis on mindset, movement and performance.

The Wellness Suite has had a complete facelift and now provides a modern range of cardio and strength equipment from Matrix Fitness, with improved décor and lighting to create a more inspiring gym space.

Hero products include high-performance cardio equipment, advanced strength equipment from its Ultra series and precision-engineered virtual training cycles.

“The overall guest experience has been elevated digitally with connected fitness options and a more sophisticated range of equipment.” Murphy continues. “We instantly felt aligned with Matrix and its values. The approach was exactly what we’d envisioned for Hoar Cross Hall and we were impressed with the equipment, which is of the highest standard while also providing a premium look and feel.”

Nigel Tapping, head of spa and hospitality at Matrix Fitness UK, managed the process and took the project from CAD designs through to completion.

“At Matrix, we aim to be a partner to our customers, not just an equipment supplier. We strive to support the entire design and build, right the way from concept to completion.” Tapping explains. “Premium fitness studios and versatile gym designs are playing an increasingly vital role in the hospitality sector and Hoar Cross Hall now has a gym facility to match the high quality of its hotel and spa facilities.” ●

More: www.matrixfitness.co.uk



The new gym features cardio and strength equipment from Matrix Fitness

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

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.swaafrika.org

Spa & Wellness Association of Canada

■ www.spaandwellnessassociationofcanada.com

Spa Association of India

■ www.spaassociationofindia.in

Spa Industry Association

■ www.dayspaassociation.com

The Sustainable Spa Association (SSA)

■ www.sustainablespas.org

Taiwan Spa Association

■ <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