



spa business insider

03 JUNE 2025 ISSUE 502

A SPA BUSINESS PUBLICATION



CLICK TO READ

Wellness hospital sets new trend

Lithuanian care operator Addere Care has launched a new “wellness care hospital” in Vilnius. It's the company's second Lithuanian site, following a hospital in Trakai, but the first to offer professional medical care in a spa resort environment.

The new 4,400sq m facility has been developed within a reconstructed former hotel building. It features 160 rooms and a day care centre that can accommodate up to 12 patients at a time. The site has treatment areas, communal spaces that resemble spa resort facilities, a restaurant and a chapel.

The concept was conceived by Lithuanian wellness and hospitality consultancy E77, run by Eglė Rukšėnaitė, in collaboration with architect-designer Jurgita Masiukaitė.



ADDERE CARE VILNIUS

The hospital concept is by wellness hospitality consultancy E77



E77 HOTELS AND SPA DEVELOPMENT

The site won The European Spas Association (ESPA) Innovative Spa Concept Award for the site's ability to bring together medical care, palliative support, rehabilitation and wellbeing services together in a single environment.

MORE >>> http://lei.sr/3v3t8_B

“It's an entirely new model where healthcare and wellbeing become part of the same ecosystem

Eglė Rukšėnaitė



SIX SENSES

RESEARCH

Consumers lack awareness of wellness resort brands

Survey shows differentiation has diluted

[p05](#)



JEREMY MCCARTHY

WEDDINGS

Jeremy McCarthy predicts weddings will adopt wellness

Spas can amplify spirituality in ceremonies

[p08](#)



RX DEUTSCHLAND GMBH / FIBO / ANKE BRENDT

EVENT REPORT

Wellness leaders gather to workshop FIBO event

Trends in longevity and hospitality were discussed

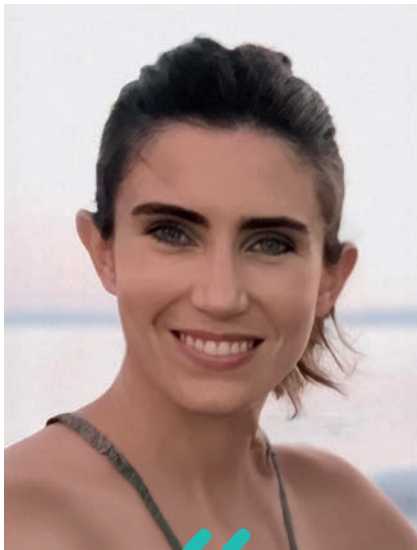
[p16](#)

Diane Davody reveals Guerlain's plan to expand its spa portfolio by up to five a year

VMH-owned beauty house Guerlain will launch up to five spas with partners a year as part of its plan to expand globally, according to the brand's international spa and wellness director, Diane Davody.

In an exclusive interview in the latest edition of *Spa Business*, Davody reveals the aim for the brand's spa division is to partner with "the most spectacular and prestigious hotels in the world."

"Markets where we don't already have facilities are of particular interest," says Davody. "We only have one spa in mainland China, at the PuXuan in Beijing, so that's a country where we want to grow, for example." She outlined



GUERLAIN

“
Markets where we don't already have facilities are of particular interest

Diane Davody

that geographic diversification is a priority and opening spas at properties in Italy is part of that plan. These include recent launches at Belmond Villa San Michele in Florence and Les Airelles Venice.

There is also a 500sq m Guerlain spa aboard the *Orient Express Corinthian*, the luxury yacht created in partnership with Accor and cruise liner developer Chantiers de l'Atlantique. The yacht is about to embark on its inaugural Mediterranean season.

When asked about the brand's growth strategy, Davody said: "Growth means pursuing the most exceptional projects in the world – in the most beautiful settings."

MORE >>> http://lei.sr/h2S7r_B



SWIRE HOTELS

“
Each location will have its own point of difference

*Kristina Snaith-Lense,
head of wellness,
Swire Hotels*

Kristina Snaith-Lense leads Upper House's roll out of of House of Healing

Swire Hotels' luxury hospitality brand Upper House has revealed it will roll out its two-day House of Healing retreats at its three hotels in Hong Kong, Chengdu and Shanghai.

The House of Healing retreats offer hotel guests and visitors from the wider community the opportunity to take part in a number of wellness experiences as part of a shared journey in a dedicated space, to foster social wellbeing. Each hotel's offering will be different, catering to the needs of the local market.

Kristina Snaith-Lense, head of wellness for Swire Hotels and pre-opening GM for the upcoming Upper House Shenzhen, told *Spa Business*: "House of Healing is far more than a wellness retreat – it's an invitation to pause, gather, reset and reconnect with oneself, away from the noise and pace of everyday life.

"I personally love that the experiences are more compact, "taster" sessions, yet still varied to be more accessible and inclusive to the individual," she said.

MORE >>> http://lei.sr/W9A8H_B



JEREMY MCCARTHY



The hospitality industry is evolving and is on a quest to provide more meaningful leisure experiences

Jeremy McCarthy

Jeremy McCarthy launches industry knowledge platform

Luxury hospitality and wellness pioneer Jeremy McCarthy has launched Leisure Alchemy, a digital platform that will provide professionals with strategic guidance on how to build transformational leisure experiences that drive profit.

McCarthy has more than three decades of experience in the wellness and leisure industries and an academic background in applied positive psychology.

The platform's name represents its goal – to convert free time into transformational experiences (leisure) while acknowledging the complex business reality of making a profit. Content will address the key ingredients required (alchemy) – such as creativity, strategic thinking and understanding human psychology.

Subscribers will receive a weekly briefing called *The Leisure Roundup*, which will highlight the biggest news, trends and innovations shaping the leisure, wellness and hospitality sectors.

MORE >>> http://lei.sr/W9D2c_B

CONTENTS ISSUE 502

- 04 Nightclub turns to wellness**
Famous London nightclub Tramp enters the wellness industry with the launch of Tramp Health
- 05 WELLSurvey 2.0**
A new study reveals consumer preferences for wellness-related trips

SPA BUSINESS INSIGHTS

- 08 Wellness weddings**
Jeremy McCarthy predicts more meaningful ceremonies that shun drama or overindulgence



- 10 Jungle eco-wellness**
A new tented lodge resort is coming to Vietnam's Phong Nha, with wellness by Lumina Wellbeing

- 12 Beach sanctuary**
Naples Beach Club, a Four Seasons Resort, launches spa inspired by indigenous Calusa people

- 16 Evolving markets**
Wellness and hospitality thought leaders workshop the 2027 FIBO Longevity and Hospitality Summit



- 21 Supplier news**
The latest in products and innovation from Epicutis, Cellcosmet, Germaine de Capuccini, Aromatherapy Associates and Landsberg First Class Aesthetics

Sign up to *Spa Business insider*:

Online: www.spabusiness.com/signup

Email: subs@leisuremedia.com

Tel: +44 (0)1462 471930

Annual subscriptions:

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

LinkedIn

@spabusinessmag

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

AT SEA

***Orient Express Corinthian* to host retreat with spa partner Guerlain**

Orient Express Sailing Yachts and beauty house Guerlain have announced that the newly launched luxury yacht, *Orient Express Corinthian*, will host a fourteen-day wellness retreat called Ocean Rebirth.

Orient Express is part of Accor Group's collection of luxury brands. In 2024, luxury goods conglomerate LVMH entered into a strategic partnership to grow the Orient Express brand.

Accor and cruise liner developer Chantiers de l'Atlantique have since created sailing yachts *Orient Express Corinthian* and

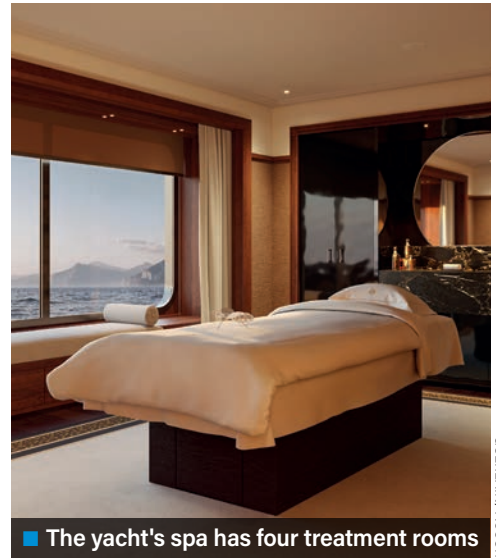
the upcoming *Orient Express Olympian* (due to launch in 2027).

The *Orient Express Corinthian* is on its way to the French Riviera for its inaugural Mediterranean season.

The 500sq m Guerlain Spa has four treatment rooms, including a double room for couples. There are two saunas (a classic one and an infrared one), a relaxation lounge, a barber studio and a beauty salon.

The Ocean Rebirth retreat will take place between 12-26 October, during the sailing yacht's transatlantic crossing between Lisbon in Portugal and Bridgetown in Barbados.

MORE >>> http://lei.sr/2A2B2_B



■ The yacht's spa has four treatment rooms

GUERLAIN/ACCOR

“Our guests will embark on journeys that are as enriching for the soul as they are unforgettable

Philippe Hetland-Brault, president, Orient Express Sailing Yachts.

DIVERSIFICATION

London nightclub, Tramp, launches Tramp Health



LUCA MAGGIORA

“People want nights they remember. They also want mornings that ground them

Luca Maggiora

Luxury members' club Tramp has expanded into the fitness, health and wellness sector with the launch of Tramp Health, a 16,000sq ft high-end fitness and longevity club in London's Mayfair.

The new concept was created by Luca Maggiora, the entrepreneur who bought Tramp at the end of 2023 and represents a £10m (US\$13m, €11.6m) investment.

The new fitness and wellness club is being promoted as the antithesis of the legendary Tramp nightclub and members' club in St James's.



■ Toméf Design worked on the project's interiors

TOMÉF DESIGN DIGITAL RENDER

Maggiora says Tramp Health is a place where “meaningful mornings of clarity” complement “unforgettable nights”

Facilities include a 3,000sq ft gym, plus a spa with a 15-person steamroom and a 20-person sauna.

MORE >>> http://lei.sr/2m3G8_B

STRATEGY

Therme Group outlines UK strategy

Therme Manchester's 28-acre development, which will include interconnected glass pavilions that measure 65,000sq m, will be the largest bathing and wellbeing attraction in the world once complete in 2028, according to prof David Russell, CEO of Therme UK.

The site will also have 60,000sq m of surrounding external space that will be developed as community gardens. Even compared to future sites in the Therme Group pipeline all over the world, the Manchester complex will remain the largest.



Therme Group

There won't be anywhere in this country that has the facilities we have

Prof David Russell,
CEO of Therme UK

The strategic positioning of future Therme Group wellbeing attractions coming to the UK is based on a 90:90 vision. This means having 90 per cent of the UK population within a 90-minute drive of a Therme site.



MORE >>> http://lei.sr/8T8s7_B

RESEARCH

Consumers lack awareness of resort brands

A new global study by Kevin Kelly and Peter Yesawich, called *WELLSurvey 2.0*, has revealed more than half of consumers in the UK, US and Germany would not choose numerous high-profile wellness resort brands for a future trip.

Respondents were shown 36 prominent wellness resort brands and asked which they would prefer for a holiday intended to enhance their wellness or wellbeing and 53 per cent selected "none of the above." This could point to either a void in brand leadership, the absence of meaningful brand differentiation, or both.



■ Six Senses is one of the best known brands

Among respondents who stated a choice, Six Senses and Canyon Ranch were cited most frequently (each by 10 per cent of respondents).

Access to wellness over the past few decades has increased but differentiation has diluted, say Kelly and Yesawich, leaving a gap in the market for more distinctive wellness brands.

WELLSurvey 2.0 is an international follow-up to *WELLSurvey 1.0*, which was published in 2024.

MORE >>> http://lei.sr/X9J3a_B

MEET THE TEAM

For email use:
fullname@leisuremedia.com



Editorial director
Liz Terry
+44 (0)1462 431385



Spa Business editor
Katie Barnes
+44 (0)1462 471925



Publisher
Astrid Ros
+44 (0)1462 471911



Head of news
Helen Andrews
+44 (0)1462 431385



Head of digital
Tim Nash
+44 (0)1462 471917



Head of design
Ed Gallagher
+44 (0)1462 431385

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

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

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

©Cybertrek Ltd 2026.

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

A photograph of three people practicing yoga in a studio. They are in a similar pose, with one leg raised and arms extended. The background features vertical wooden slats. The text is overlaid on the image.

Scale with yoga

Elevate your offering with a high-impact wellness solution.

LES MILLS
yoga



Right now, yoga is one of the most in-demand offerings in the wellness space. Yet for many gyms, delivering it at scale remains a challenge. Complex education pathways, inconsistent delivery, and limited Instructor availability can make it hard to meet member demand.

LES MILLS YOGA™ changes that. Created by world-leading experts and grounded in traditional practice, it's designed to make yoga classes faster to launch, more accessible for members, and easier to teach. It's welcoming and inclusive - this is yoga for everybody.

It's a four-part series designed to elevate the mind and body. Each 45-minute class explores a distinct state of being, Yin (Restoration), Hatha (Alignment), Vinyasa (Strength), and Breath (Clarity) - all through guided movement and mindful breathing. The program offers an accessible experience for both beginners and seasoned participants, helping them reconnect, find clarity, and leave feeling calm, centered, and renewed.

Clubs benefit from a consistent, high-quality yoga offering that's easy to integrate into existing timetables — without lengthy upskilling processes. For Instructors, the simplified teaching model ensures success from day one – reflected in member feedback: 94% of participants said they were satisfied with the quality of Instructor.

With the wellness economy booming, this is a powerful opportunity to expand your mind body offerings and welcome more members looking for balance and recovery.

Ready to bring yoga to your members, simply and seamlessly?

Get in touch today to explore how easily you can bring this new mind-body program to your members, and make it a seamless part of your offering.



Scan here to learn more



JEREMY MCCARTHY

“
Wellness is impacting virtually every industry and weddings are no exception

*Jeremy McCarthy, founder,
Leisure Alchemy*

Wellness weddings

More mindful, less indulgent weddings are on the horizon, unlocking new opportunities for guest engagement, partnerships and revenue says Jeremy McCarthy

I recently spoke at the Abu Dhabi Wedding Show, an event for consultants, planners, designers and luxury hospitality partners in the Middle East.

To be honest, I almost declined the assignment because ‘wellness weddings’ sound like an oxymoron – wellness is about balance, discipline and mindfulness, while weddings are about excess, extravagance and indulgence. In hospitality, wellness is about helping people stick to healthy practices when travelling, while weddings are a once-in-a-lifetime event, which sees all routines forgotten or suspended.

However, wellness has been one of the largest macro-trends of the 21st century, impacting virtually every industry in significant and sometimes surprising ways. Weddings and celebrations are no exceptions.

Forward-thinking wedding, hospitality and spa professionals should consider how these trends create new opportunities to infuse wellness into future packages and experiences. Some examples include:

1 The wellness pre-nup

What if we shifted the focus of pre-nuptial planning away from legalities towards programmes that help the bride and groom, and maybe even their family and friends, get into the best shape of their lives? Leading up to the big day, the rehearsal dinner can be reimaged into a pre-wedding meditation and sound bath to set the right intentions and tone (literally). There’s potential for wellness directors to partner with wedding planners to bring these ideas into their offerings.

2 Drama-free weddings

Everyone knows planning a wedding can be stressful and cause upset and drama for all concerned. What about creating an event that preserves and promotes mental wellbeing?

Skip the ceremony altogether in favour of a civil service or introduce wellness to a traditional service to make it more fun and relaxing. Replace formal seating with a ‘zen lounge’ and create mindful moments for people to take deep breaths and instil a sense of calm over the proceedings.



SHUTTERSTOCK / PAVLO MELNYK

3 More movement

I've been saying for a while that 'movement is the new fitness.' In modern life, through cubicle culture and always-on technology, people are movement-deprived. After being desk-bound and staring at a computer all week, people don't want to spend their Saturday sitting through a two-hour ceremony followed by a three-hour dinner. Get people out of their seats, mixing, mingling and dancing (make sure your DJ has music that appeals to multi-generations). After a long seated ceremony, invite a yoga master to guide in a gentle stretch or incorporate a brief nature walk (forest bathing, anyone?).

4 Strengthen connections

One of the biggest trends right now is social wellness. Of course, weddings are about the joining of families. But let's not forget the incredible opportunity to bring together groups of friends and relatives, often from different parts of the world, for an in-person celebration that can strengthen old bonds, foster new friendships, or even spark a romance.

The spa can serve as a gathering hub for the wedding party as they prepare for the big day with mindfulness, fitness and beauty experiences.

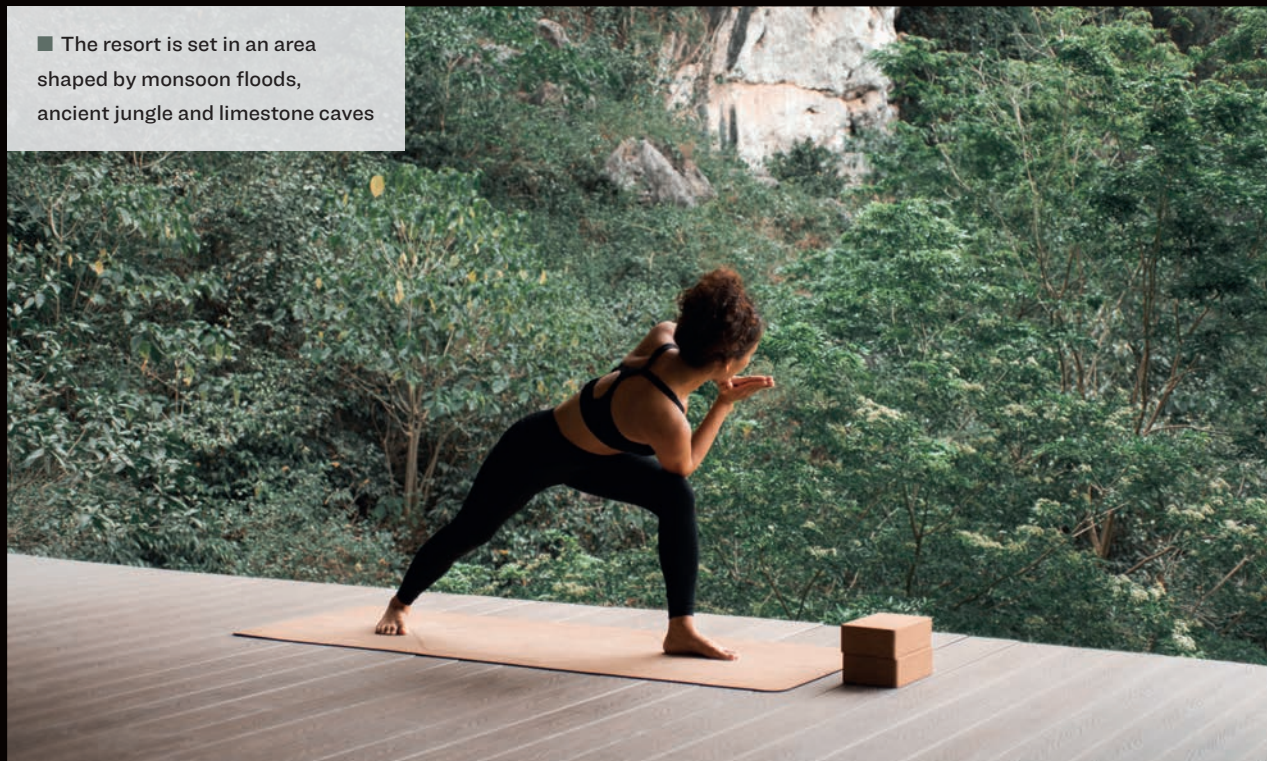
5 More meaning, less indulgence

Weddings will always be extravagant – lavish cake, overflowing champagne flutes, decadent floral displays. But some couples might opt for simplicity. The wellness team can help amplify the spiritual dimension by bringing in mindfulness, energy work, or other mind-body practices. Some hotels are already offering wedding packages that integrate sensorial, nature, wellness and social experiences.

Although I can't see us swapping the wedding cake for tofu, or the tuxedo for yoga pants any time soon, wellness has proven to have a far-reaching impact – even to the most exceptional of occasions. ●

● Spa Business columnist, *Jeremy McCarthy* has 30 years' experience in wellness and hospitality for brands such as *Four Seasons, Starwood Hotels and Mandarin Oriental*. He now runs industry knowledge platform *Leisure Alchemy*.

■ The resort is set in an area shaped by monsoon floods, ancient jungle and limestone caves



ALL CREDITS: AUKO

Jungle eco-wellness

A tented-lodge development will launch later this year in a UNESCO-listed national park in Vietnam with all-inclusive wellness experiences

Auko, an all-inclusive development, is opening in Phong Nha in Vietnam, in Q3 2026, with a series of 30 tented eco-lodges and wellness hospitality operations by Lumina Wellbeing.

Van Phu Real Estate Development JSC owns the property, which is set along the Son River in the UNESCO-listed landscape of Phong Nha-Ke Bang National Park. The site borders the world's largest cave

system by volume (38.5 million cubic metres), the Son Doong caves.

Guests will be invited to switch off their phones and lock away their wallets for the all-inclusive experience and to connect with nature and their own intuition. There are three different "eco-wellness pathways" visitors can choose from to guide their experience. These include:

■ The Still Way – programming that allows for rest, introspective

wellness and deep transformation.

■ The Wild Way – Dynamic wellness experiences and off-the-beaten-path adventures.

■ The Open Way – Where guests can be their own guide, with freedom to explore and self-discover.

Wellness

In addition to luxurious eco-wellness lodges and seasonal full board meals, the wellness experiences are inspired by nature.



■ The wellness facilities incorporate the natural landscape, including a sound healing cave, forest showers and rasul mud cave



ALL CREDITS: AUKO

Lumina Wellbeing's programming has been shaped by the region's natural elements, indigenous traditions, wild herbs and earth-based rituals.

The facilities include a rasul mud cave that accommodates six guests at a time. The temperature reaches 40 degrees Celsius and reaches 75 per cent humidity.

There is also a forest shower for two guests at a time and six clifftop cool plunge tubs.

“
Our commitment
is to bring a
regenerative
hospitality model with
wellbeing at the core
of everything we do

**Michelle Ford, founder,
Lumina Wellbeing**

The sound healing cave, which fits 12-20 guests per session, is where sound rituals such as drumming and sound bowl healing take place.

The open-air tented sky studio provides a space for 18 guests to take part in classes, including yoga and what Lumina calls “animal flow and eco-somatic movement”. The site also has a silent meditation cave.

Wellbeing experiences include wild herb footbaths, reflexology, meditation and breathwork. ●



JOE THOMAS

The design draws from the understated elegance of Old Naples and the ease of Florida's Gulf Coast lifestyle

Beach sanctuary

A three-level spa has opened in Florida, US, with treatments that draw on traditions held by coastal Native American people – the Calusa

Naples Beach Club, a Four Seasons Resort, has opened a 2,800sq m spa called The Sanctuary, with the design and concept inspired by the Native American people that populated Florida's Southwest coast – the Calusa.

1. The design

The spa, which is set across three levels, was created by Champalimaud Design and uses a layered palette of natural materials, soft textures and luminous light to echo Naples' shoreline. The reception features a hand-painted tile mural

created in collaboration with an artisan workshop in Guadalajara, Mexico, called Cerámica Suro. The concept is said to honour the Calusa's philosophies, cultivating strength, balance and vitality through every stage of existence.

Ed Bakos, CEO and partner at Champalimaud Design, told *Spa Business*: "The spa at Naples Beach Club, A Four Seasons Resort, was envisioned as a true sanctuary within the larger resort, a place designed for slowing down, restoring, and reconnecting.

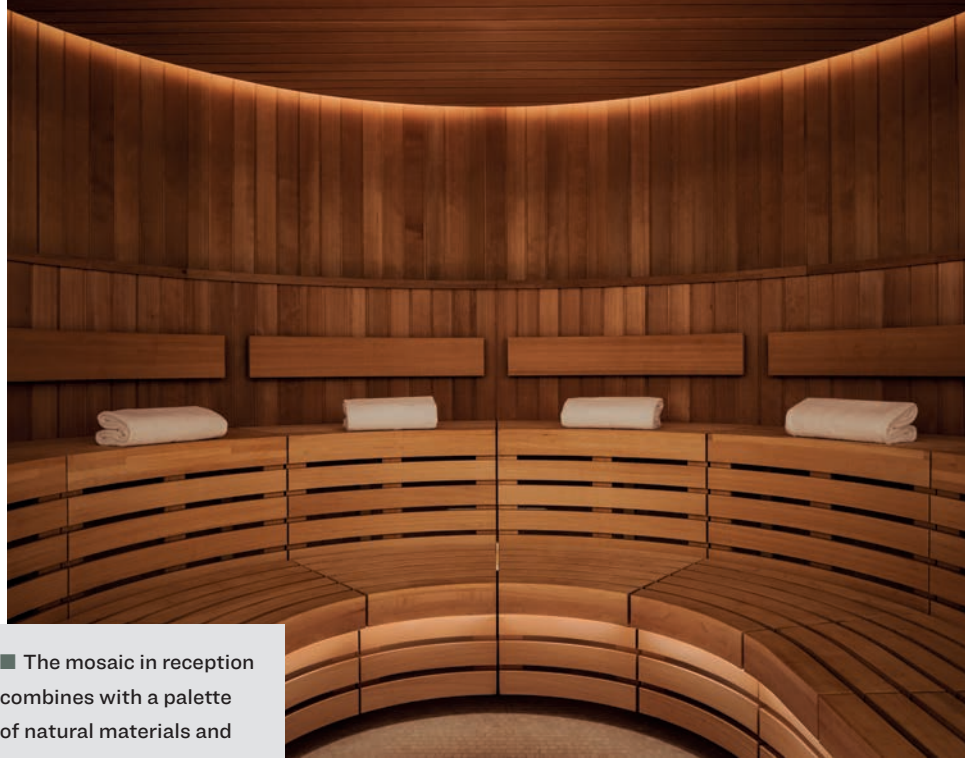
"The design draws from the understated elegance of Old Naples and the ease of Florida's Gulf Coast

lifestyle," added Bakos. "Light woods, handcrafted tiles, layered textures and relaxed yet refined furnishings create spaces that feel warm, airy and deeply connected to their surroundings. Consultancy WTS collaborated on the programming and development of the overall spa experience."

2. The facilities

There are 13 treatment rooms, including three VIP suites.

The hydrothermal circuit measures 300sq m and is home to aromatherapy steamrooms, a Finnish sauna, ice room, vitality pool, heated and cooled marble benches, a cold plunge and experience



■ The mosaic in reception combines with a palette of natural materials and soft textures to reflect the Naples shoreline



CHAMPALIMAUD DESIGN

■ Ed Bakos

showers. There are gender-specific zones and communal areas too.

Guests can find their own way through the circuit at their own pace or select a ritual on the treatment menu to guide themselves.

Four Seasons has also installed its first Ammortal Chamber at The Sanctuary, offering guests therapies that blend light, sound and oxygen to reduce stress and boost recovery.

There is also a 23-metre rooftop lap pool and fitness centre (409sq m) designed in collaboration with celebrity trainer Harley Pasternak. Frame Pilates provides reformer classes and expands the resort's movement programming.



ALL PHOTOS: JOE THOMAS (UNLESS STATED)

A nail spa and hair salon will open shortly.

3. The treatments

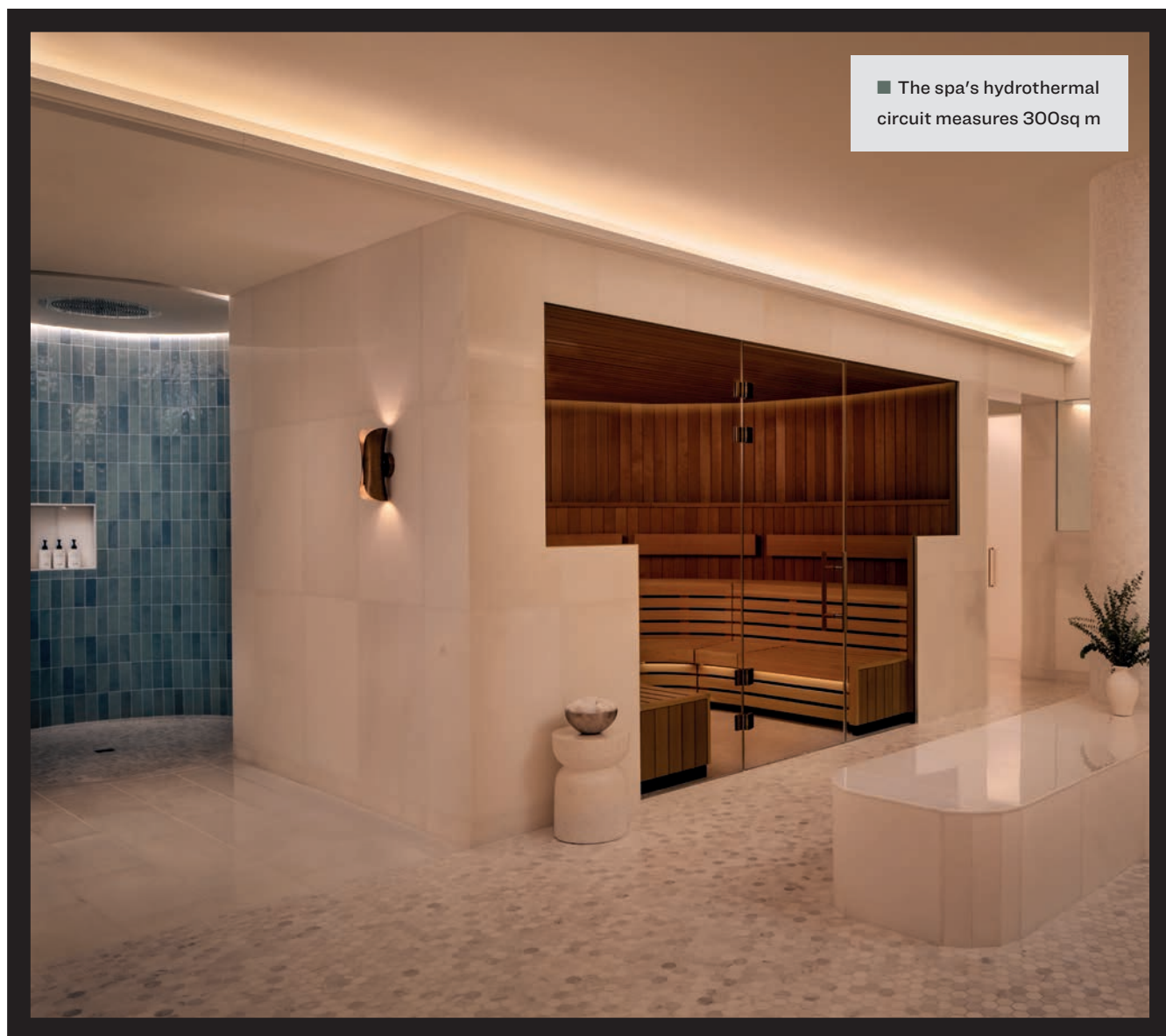
Treatments are structured around five elemental pillars that would once have been important to the Calusa's mastery of the coast: ocean, sky, plant, air and heat.

This means treatments incorporate sea salt in exfoliations, wraps use

mineral-rich seaweed and there are oxygen-infused facials on the menu.

The spa uses Margy's Monte Carlo Luxury Skin Care for treatments, which are Swiss-made formulas that focus on age-supportive benefits.

LPG Endermologie is also a treatment partner, offering non-invasive body contouring and lymphatic drainage therapies to complement the remaining spa menu. ▶



■ The spa's hydrothermal circuit measures 300sq m

JOE THOMAS

- ▶ The spa offers body rituals such as a 50-minute Golden Body Exfoliation – a full-body golden sugar scrub followed by a calming massage using fragrant, gold-enriched oil. Personalised recovery programmes are also on offer, with LED light masks, full-body and targeted cryotherapy facilities, IV infusions and lymphatic compression devices.

4. The resort

The resort opened in November 2025 on the site of the former historic 1946 Naples Beach Hotel. The property is a collaboration between investment platform BDT and MSD,



Light woods, handcrafted tile, layered textures and relaxed yet refined furnishings create spaces that feel deeply connected to their surroundings

Ed Bakos, CEO and partner, Champalimaud Design

hospitality development company The Athens Group and Four Seasons.

With architecture by Hart Howerton and interiors by Champalimaud Design, the property has 220 units of guest accommodation, five restaurants, a racquet sports facility and it will soon debut a Tom Fazio-designed 18-hole golf course – developed in partnership with developer Discovery Land Company. Other activities on offer include boat tours and fishing trips.

The 125-acre property, which has a 300-metre beach, is also introducing 58 beachfront and 95 golf side residences. ●



**GLOBAL WELLNESS
SUMMIT™**

20TH ANNIVERSARY GLOBAL WELLNESS SUMMIT PHUKET, THAILAND



Join us for our largest and most consequential gathering yet—bringing together global leaders in wellness, medicine, real estate, hospitality, beauty, and beyond to shape the \$6.8T wellness economy.

November 10-13, 2026
Angsana Laguna Phuket
Phuket, Thailand
globalwellnesssummit.com



กรมการแพทย์แผนไทยและการแพทย์ทางเลือก
Department of Thai Traditional and Alternative Medicine



RX DEUTSCHLAND GMBH / FIBO / ANKE BRENDT

Evolving markets

Liz Terry took part in a wellness and hospitality thought leadership workshop designed to shape the FIBO Longevity and Hospitality Summit 2027

Wellness and hospitality thought leaders gathered recently for a workshop at Yasuragi, the Japanese spa and conference hotel near Stockholm.

The purpose was to shape the FIBO Longevity and Hospitality Summit, which will happen in Cologne from 8–11 April 2027.

“For us at FIBO, it’s essential to understand how markets are evolving – not only through reports and trends, but also by listening directly to the people shaping them every day,” said FIBO’s Anke Brendt, who convened the meeting.

“The exchange of ideas we experienced during the workshops were incredibly valuable, with honest

conversations, shared perspectives and thoughtful exploration of where our industries are heading.”

The discussions were led by Andrew Gibson, founder of Andrew Gibson Advisory, and Judith Cartwright, founder and CEO of Black Coral Consulting.

Participants included Anna Bjurstam, wellness pioneer at Six Senses; Bryan Hoare, wellness and longevity strategist; Stefan Ludwig, head of the sport business group at Deloitte; and Liz Terry, CEO of Leisure Media and editor of *HCM*.

Also attending were Claudia Wagner, managing director of FIT Reisen; David Kugler, CEO of DALUMA; Dr Katharina Sepp, medical doctor at Alpin Resort Sacher; and Henrik Gockel, founder of Prime Time Fitness. Silke Frank, event director of FIBO,

and Christian Redl, world-record freediver, completed the group.

Priority topics

The conversation focused on how demographic and climate change are shaping the longevity market and how growing consumer interest is accelerating the rollout of new products and services.

The group explored the relationship between longevity and wellness and examined the trends likely to define the sector in the years ahead.

Participants highlighted the growing importance of cellular health and reverse-ageing, along with the central role of diagnostics in identifying effective preventive and therapeutic interventions. Standards were also



■ The workshop took place at Yasuragi, the Japanese spa and conference hotel near Stockholm, in Sweden



LIZ TERRY / CYBERTREK LTD



RX DEUTSCHLAND GMBH / FIBO / ANKE BRENDT



RX DEUTSCHLAND GMBH / FIBO / ANKE BRENDT

seen as critical to supporting the sector's long-term development.

Evidence-based longevity

The workshop considered the scepticism that still exists within parts of the allopathic medical community and discussed ways to engage healthcare professionals more fully in prevention and health optimisation. The group stressed the importance of hospitality buyers prioritising modalities with scientifically-proven efficacy.

While much of the investment in longevity facilities is currently being driven by high-net-worth individuals, rather than corporations, the consensus was that institutional investment is likely to increase as the market matures. Participants also predicted



The market keeps evolving and so must we at FIBO

Anke Brendt, FIBO

that premium longevity services will gradually move into the mass market.

The potential impact of AI was also discussed. It was suggested that it will reshape the disposable income of white-collar workers, altering demand patterns, while also accelerating the development of new longevity services.

The overall consensus was that interest in longevity is strong, but many operators still lack a clear

understanding of customer needs and there remains a shortage of robust research to guide decision-making.

"It's clear that this is an ongoing process," said Brendt. "The market keeps evolving and so must we at FIBO.

"That's why continuing the dialogue is so important – through workshops such as this, through partnerships and by staying connected with the industry worldwide."

Exhibitors at FIBO

In addition to hosting the FIBO Longevity and Hospitality Summit in 2027, the FIBO event team will also welcome a strong lineup of high-end exhibitors to the accompanying trade show, offering services and products for the global longevity, spa and wellness sectors. ●

Spa Life – where spa leaders grow together

The Spa Life UK Convention returns from 21–23 June 2026
at Whittlebury Park Hotel, Spa & Golf Resort

Spa Life brings together spa managers, directors and owners for two days of focused education, meaningful connection and commercial insight.

Created for spa leaders shaping guest experiences and driving business performance, Spa Life offers a rare chance to step away from day-to-day pressures and focus

on learning that can be applied straight back into the business.

Leading spas into what's next

The 2026 conference theme, Progressive Thinking: Transformative Practice, reflects the changing realities of modern spa leadership.

The Progressive Thinking track focuses on the strategic and leadership challenges shaping

today's wellness sector – from improving performance and productivity to futureproofing spa businesses in an increasingly competitive market.

Keynote speaker Jennifer Walsh, a pioneer in neuroaesthetics and biophilic design, explores how spa environments can support brain health, emotional balance and meaningful human connection, offering a practical framework for creating spaces that genuinely restore.

Leadership and team performance are further explored by TEDx presenter Kat Thorne, whose keynote The One Habit Advantage shares practical tools for building resilient, high-performing teams in busy, pressurised operational environments.

Turning insight into impact

Balancing big picture thinking with real-world application, the Transformative Practice in Action track is curated exclusively for Spa Life UK by Michelle Hammond, founder of tpot education.

This evidence-led programme brings together ancient wisdom and



SPA LIFE INTERNATIONAL

■ Spa Life UK Convention is aimed at professionals from every business sector involved in spa operations



SPA LIFE INTERNATIONAL

Spa Life is about creating time and space for people to think clearly, connect meaningfully and take away insight they can genuinely use

Andrew Hammond, event director (*below*)

modern science, using real world case studies and practical tools to support better treatment design, stronger education pathways and improved therapeutic outcomes.

New for 2026: an expanded education programme

A significant development for 2026 is the expanded education programme on Day Two, opening the Convention to a wider professional audience.

The conference programme now welcomes brand trainers, experience designers, treatment supervisors and clinical complementary therapy practitioners – supporting learning, confidence and career development across the wider spa team.



Learning beyond the stage

Learning opportunities at Spa Life go well beyond the conference sessions.

The event's signature speed networking forum and EXPO allow delegates to explore new ideas and innovations, discover

emerging brands and exchange insight that supports smarter, more informed decision-making.

"Spa Life is about creating time and space for people to think clearly, connect meaningfully and take away insight they can genuinely use," says Andrew Hammond, event director.

With its mix of forward-thinking leadership content, practical education and powerful peer-to-peer connection, Spa Life UK 2026 continues to set the benchmark for learning and growth within the UK spa industry. ●

Attend Spa Life UK 2026 View the full programme and ticket options at www.spa-life.international/book/

G.M. **COLLIN**[®]

The Next Generation
of Skin Longevity

GF REPAIR COLLECTION

formulated with a revolutionary alliance
of exosomes and growth factors.

NEW



Scan to
learn more.

LOOKING FOR DISTRIBUTORS

export@gmcollin.com

GMCOLLIN.COM

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



CELLCOSMET

■ Cellcosmet's Hydra-Soothing Mask is fragrance-free, contains 11 active ingredients and can be used as an ointment

Cellcosmet releases Hydra-Soothing Mask for sensitive and sensitised skin

Swiss cellular skincare and spa brand, Cellcosmet, has released its Hydra-Soothing Mask to meet what it sees as a rise in demand for sensitive and sensitised skin products following cosmetic treatments.

The brand's new facial mask is a targeted, natural and highly tolerated solution that soothes and moisturises the skin. It is designed to reduce redness and is recommended for use following sun exposure or aesthetic and cosmetic procedures – including chemical peels and laser treatments.

The creamy formula is fragrance-free and contains 11 active ingredients selected for their soothing and restorative properties. These include everlasting flower extract, allantoin, liquorice derivative, red algae, kaolin, raw shea butter and glycerine.

Dr Jérémie Soeur, chief of science for Cellcosmet, says: "What truly sets the Hydra-Soothing Mask apart is the combination of the rigorous scientific standards applied in its development and a highly targeted formula designed for the most sensitive, sensitised skin."



■ Dr Jérémie Soeur

The mask can be used routinely to soothe skin or as a moisture boost once or twice a week. It can also be used as a non-rinse ointment after sun exposure, cosmetic procedures or in cases of severe dryness.

MORE ON spa-kit.net

<http://lei.sr/8v9h7>

ESPA



ESPA's *new* Wellness Aromatherapy Diffuser

Fragrance oils are transformed into a micro-fine mist without heating to preserve the powerful aroma. Whisper-quiet, it invites calm and scent serenity to both home and spa settings at the press of a button.

Match your mood and pair with an ESPA essential oil blend to elevate every moment, creating a tranquil atmosphere reminiscent of ESPA's world-renowned spa treatments.



SUPPLIER NEWS

Aromatherapy Associates creates Calm Confidence at-home ritual

Aromatherapy Associates has developed an aromatherapy ritual using its Calm Confidence blend, designed to ease inner tension and support emotional balance.

The Calm Confidence range incorporates three key ingredients to encourage users to pause and

rebalance. The blend contains blue tansy, which is an oil known for its calming and uplifting properties. Sandalwood serves as a grounding and rebalancing scent for busy minds and floral notes of jasmine have been incorporated to help lift the spirits.

Luke Taylor, master blender at Aromatherapy Associates, says, "In today's demanding daily life, many of us seek moments of calm and a deeper connection to our inner strength. This blend truly embodies our commitment to holistic wellbeing."

The new ritual uses the Calm Confidence Bath and Shower Oil. A capful of the oil is to be warmed and poured into cupped hands



AROMATHERAPY ASSOCIATES

■ Calm Confidence products feature blue tansy and jasmine aromas

before inhalation. The velvety liquid should be massaged onto the torso before stepping into the bath or shower. Each bottle contains enough product for 20 of these experiences.

MORE ON spa-kit.net
<http://lei.sr/h9H8u>



AROMATHERAPY ASSOCIATES

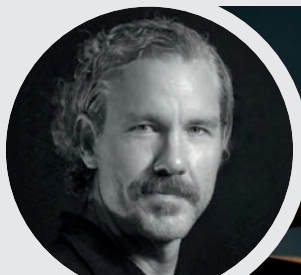
■ Luke Taylor, master blender, Aromatherapy Associates

Epicutis develops Hydrobiome Serum

Bio-technology-driven skincare company, Epicutis, has launched two new products in its mission to deliver long-term skin health, barrier recovery and microbiome harmony.

The Epicutis Hydrobiome Serum is designed to support blemish-prone and congested skin. The formula contains a proprietary ingredient called TCP, which is a TLR2 modulator (a key protein that affects inflammatory responses). Instead of suppressing inflammatory responses, like other topical products designed to soothe the skin, TCP restores the skin's own balance.

Epicutis has also developed a professional-only massage oil that provides guests receiving



EPICUTIS

■ Max Stock, founder and CEO, Epicutis



EPICUTIS

■ Epicutis Hydrobiome Serum is for blemish-prone skin

treatments with a luxurious experience, but also protects and offers long-term skin health benefits to the therapist too. The formula contains only seven botanical-based ingredients.

MORE ON spa-kit.net <http://lei.sr/U3F9e>

Germaine de Capuccini unveils Timexpert Skinreset treatment

Germaine de Capuccini has created a professional spa and beauty treatment using its new Timexpert Skinreset skincare collection. The new range is inspired by bioenergetic cosmetics and is designed to support skin health.

The Timexpert Skinreset line uses a patented technology called Mitocore NAD+, which is designed to act on cellular fatigue and support optimal skin function by understanding cellular energy as the origin of ageing.

The system doesn't incorporate NAD+ by itself – instead, it uses liposomal NAD+ with complementary ingredients that affect mitochondria, oxygen utilisation and antioxidant defence.

The range is designed to optimise skin performance, restore vitality, strengthen resilience and enhance visible results over time. The in-clinic treatment combines three steps: activation, boosting and sealing.

GERMAINE DE CAPUCCINI



■ Robert Stout, country manager, UK, Germaine de Capuccini



GERMAINE DE CAPUCCINI

■ The professional facial treatment is now available

The protocol includes the Intelligent Reset Mousse, the Cellular Reset Serum and the Energetic Reset Mask. The therapy is performed using the brand's Metal Heart Massager, which is a cooling accessory that is said to elevate the efficacy of the experience.

■ **MORE ON spa-kit.net** <http://lei.sr/Q4T5t>

Landsberg First Class Aesthetic launches EXO Regentron Eyecontour

Europe-wide distributor of non-invasive aesthetic technologies, Landsberg First Class Aesthetic, launches EXO Regentron Eyecontour device by Thermoceutical.

In order to address the treatment of the periorbital eye region, which

is characterised as particularly thin, sensitive and constantly in movement, Thermoceutical has translated professional treatment technology into a compact, everyday system.

It uses a tiny electrical muscle stimulation (EMS) system and targeted red LED light impulses in conjunction with a formula that contains triple-concentrated nexosomes, PDRN and signal peptides. The formula also includes antioxidant protective factors and multi-stage hyaluronic acid.

LANDSBERG FIRST CLASS AESTHETIC



■ Michael Landsberg, owner, Landsberg First Class Aesthetic

■ **MORE ON spa-kit.net**
<http://lei.sr/b3W7Q>



LANDSBERG FIRST CLASS AESTHETIC / THERMOCEUTICAL

■ The EXO Regentron Eyecontour is manufactured by Thermoceutical

Elevate the Art of Skincare

Crafted for comfort, durability and professional performance

SoVi
Vibroacoustic System

Fuzion
Integrated Heat

LED
Ambient Lighting

INTRODUCING THE NEW **AMANI™**

Create a signature experience. Ideal for luxury spas, medspas, and aestheticians who are seeking multi-sensory experiences and a modern design to enhance the treatment room.



OAKWORKS®

+1 717-659-7403

Jessica Wadley

jwadley@oakworks.com

WEB ADDRESS BOOK

Connect with spa organisations from around the world.
We welcome your entries - write to spateam@leisuremedia.com

African Wellness Initiative by the Global Wellness Institute

■ Africanwellnessinitiative@gmail.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

Bali Spa and Wellness Association

■ www.balispaaandwellnessassociation.id

Bulgarian Union for Balneology and Spa Tourism (BUBSPA)

■ www.bubspa.org

Association of Spas of the Czech Republic

■ www.jedemedolazni.cz

Day Spa Association

■ <https://dayspaassociation.com>

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)

■ <https://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

International Sauna Association

■ www.saunainternational.net

International Spa Association (ISPA)

■ www.experienceispa.com

Irish Spa Association

■ www.irishspaassociation.ie

JSSA - Japan Sauna & Spa Association

■ <https://sauna.or.jp/>

Latin American Spa Association

■ www.spalatinoamerica.com

Leading Spas of Canada

■ www.leadingspasofcanada.com

National Guild of Spa Experts Russia

■ www.russiaspas.ru

Norwegian Sauna Association

■ www.norgesbadstulaug.no/home-english

Portuguese Spa Association (APSPT)

■ www.associacaoportuguesadespas.pt

Portuguese Thermal Spa 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 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

Touchless Wellness Association

■ www.touchlesswellnessassociation.com

Wellness Tourism Association

■ www.wellnesstourismassociation.org

Wellness World Global

■ www.wellnessworldglobal.com