



spa business insider

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YOUR NEWS UPDATE FROM SPA BUSINESS



Anna Bjurstam launches Wahayla

Anna Bjurstam – who completed her work as wellness pioneer at Six Senses Hotels and Resorts at the end of June – has launched a new wellness, longevity and 'consciousness consultancy' called Wahayla.

Bjurstam is well known for co-founding spa consultancy Raison d'Être, launching Scandinavian fitness chains and her 13 years at Six Senses, leading wellness for the brand.

She recently oversaw Six Senses' launch of the brand's first members' club, Six Senses Place at Six Senses London, which opened earlier this year.

Both Raison d'Être and Six Senses are owned by IHG. Bjurstam sold Raison d'Être to the company in 2013, then both were purchased by IHG in 2019.



SIX SENSES

■ Bjurstam's company, Wahayla, will create rare wellbeing experiences

Wahayla is an ancient Aramaic word which means 'feeling power and life energy in the heart'. Bjurstam has developed a somatic meditative practice of the same name, based on her decades of personal meditation practices, which is free to try on the Wahayla website.

The company will work with leading hotel groups, wellness companies, clinics, conferences and corporations to build rare wellbeing experiences. It will provide services including consulting, strategic advisory and keynotes.

MORE >>> http://lei.sr/G9R6y_B



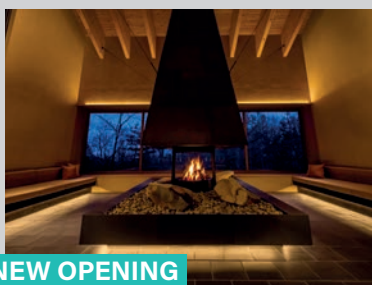
MAGDALENA VERESKOVA

SPA TOWNS

Spa towns are evolving and embracing new tech

Magdaléna Vereskova says virtual reality is key

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HOSHINO RESORTS

NEW OPENING

Hoshino Resorts opens ryokan resort Kai Kusatsu

The company is rolling out the Kai ryokan brand

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SPA LIFE

EVENT REPORT

Spa Life UK 2026 attendees made new connections

Meetings and education sessions took place

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Robert Thurman: Tibetan Buddhism scholar and Menla Retreat founder leaves lasting legacy

Robert Thurman, an expert on Tibetan Buddhism and the spiritual director of Menla Retreat and Dewa Spa in Woodstock, has died, aged 84.

Thurman – also known for being father to actress Uma Thurman – was a former Buddhist monk who had been ordained and partly trained by the Dalai Lama.

He wrote, edited and translated more than 20 books on Buddhism, earned a doctorate in Indic studies from Harvard University and taught at Amherst College and Columbia University.

At the request of the Dalai Lama, Thurman co-founded Tibet House in Manhattan in 1987 with his wife, Nena von Schlebrügge Thurman



SHUTTERSTOCK/DEBBIE WONG

“More than whether you live or die, it's how you are living or dying that's important

Robert Thurman

(pictured), actor Richard Gere and composer Philip Glass.

Created as a non-profit cultural organisation, Tibet House is dedicated to preserving and promoting Tibetan culture. Thurman served as president of the institution for decades.

As an extension of Tibet House US, Thurman opened the Buddhist non-profit health centre Menla Retreat and Dewa Spa in 1987. The centre was designed to bring authentic Tibetan mind-body healing arts and sciences to the West. This includes drawing on Tibetan wisdom sciences and holistic integrative medicine.

Menla offers a wide programme of individual and group retreats.

MORE >>> http://lei.sr/9p2U3_B



CORINTHIA HOTELS

“I look forward to working alongside our hotel teams to strengthen operational excellence

Peter Roth

Peter Roth becomes Corinthia Hotels' president of hotel operations

Peter Roth has been appointed as Corinthia's president of hotel operations.

Roth, who has more than three decades of international hospitality experience, joins Corinthia Hotels Limited (CHL), the Corinthia-branded management company for the parent real estate developer and operator, International Hotel Investments (IHI).

He will oversee the operational performance of the existing portfolio, while spearheading the brand's preparations for openings in Italy, Doha, Riyadh, Dubai, the Maldives

and Chengdu, as Corinthia pursues accelerated expansion. Each of these properties will have a luxury spa.

Roth has described himself as a "lifelong practitioner of health and wellness".

His most recent role was regional vice president for Jumeirah in Dubai. He was involved in the repositioning of the Talise Spa at Madinat Jumeirah, when it introduced its 360-degree wellness programme in 2023. The programme involved retreats, sleep therapy and wellbeing experiences.

MORE >>> http://lei.sr/x2y4w_B

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MINOR HOTELS

“
There is a clear opportunity to
elevate MSpa through focused
commercial strategy

Aditya Saluja

Aditya Saluja joins MSpa International

Aditya Saluja, an industry leader in luxury wellness hospitality, has been appointed as commercial director of spa and wellness for the spa management division of Minor Hotels, MSpa International.

Saluja will lead the commercial strategy for MSpa, focusing on growth and innovation.

Prior to his new appointment, Saluja led commercial strategy at The Farm at San Benito in The Philippines. He oversaw the property's integration into Marriott International's Autograph Collection.

He has also worked for Six Senses, based at Six Senses Vana in India, where he developed a strategy for business expansion across Europe and the Middle East.

His wellness career began at Ananda in the Himalayas.

Saluja said: "I'm excited to join Minor Hotels at a time of strong momentum in the wellness space. There is a clear opportunity to elevate MSpa through focused commercial strategy, innovation and meaningful guest engagement."

MORE >>> http://lei.sr/M4V2H_B

RESEARCH

Wellness Real Estate Report highlights wellness growth

Wellness hotels generating less than US\$1 million (€932,700, £785,200) – or 10 per cent of total revenue from wellness and leisure – recorded the strongest RevPAR and TRevPAR growth in 2025 across categories when compared with 2024, according to the latest *Wellness Real Estate Report* by RLA Global, produced in partnership with benchmarking firm HotStats.

RevPAR for properties in this category increased by an average of 6 per cent and TRevPAR by 5 per cent year-on-year.

According to the report's authors, this strong performance

marked a major shift, as hotels in this category overtook wellness hotels with wellness and leisure revenue exceeding US\$1 million (€855,000, £780,000) or more than 10 per cent of revenues annually.

In absolute ADR (US\$250 (€214, £195) vs US\$232 (€198, £181)) and RevPAR (US\$170 (€145, £133) vs US\$161 (€138, £126)) in 2025.

Analysts believe this implies the smaller properties increasingly compete on room rate, compared to the bigger wellness hotels that rely on non-room revenue to drive performance.

MORE >>> http://lei.sr/c4S6q_B



SHA WELLNESS MEXICO



The market is rewarding a different kind of wellness investment, one that's precise and well-targeted

Roger Allen, group CEO of RLA Global

FESTIVAL

Verdura Resort to host Alma wellness festival



We're moving beyond wellness as something occasional

Talana Bestall, co-founder, Anima

The annual wellness festival dedicated to wellbeing, culture, longevity and human connection, called Alma, will be hosted by Rocco Forte hotel, Verdura Resort in Sicily, Italy.

The fifth edition of the event will take place between 17 and 20 September at the property that is near the emerging Blue Zone of Caltabellotta – a region receiving interest from longevity researchers.

This year's festival lineup includes movement sessions by Kim Strother, breathwork by Rob Rea, discussions



ROCCO FORTE HOTELS

on Sicily's Blue Zone lifestyle and longevity science by Dr Ingrid Yang.

Alma is organised by a global wellness lifestyle company called Anima. Talana Bestall, a wellness entrepreneur and concept developer, is co-founder of Anima.

MORE >>> http://lei.sr/3Z5g2_B

RETREATS

Synergy launches retreat resource

Global retreat trade show, Synergy The Retreat Show, has launched a resource called The Source, which hosts an open-access online Transformation Series programme.

Different retreat leaders, hoteliers, travel designers, practitioners and wellness innovators will host sessions to share insights, ideas and practical perspectives. The platform has been set up to provide a collaborative shared dialogue for the wellness travel sector.

Laura Montesanti, founder and MD of Synergy – The Retreat Show,

SYNERGY – THE RETREAT SHOW



Education is the natural next step for an industry that is evolving and growing

Laura Montesanti

said: “Over the years, I’ve observed how precious and impactful those few days of Synergy – The Retreat Show are for everyone who attends. It felt natural to find a way to extend that energy beyond the event itself.”

MORE >>> http://lei.sr/5Y4N8_B



DEVELOPMENT

Preidlhof plans extended spa for 2027 launch

Preidlhof Luxury DolceVita Resort, the destination resort and spa in Naturno, South Tyrol in Italy, will reveal a new spa in February 2027, designed by wellness expert and consultant Patrizia Bortolin.

Bortolin has been the wellness concept manager for the 71-key resort since 2019, when she introduced The Preidlhof Way. This is a holistic wellness philosophy that means the resort’s extensive multidisciplinary team of practitioners offers an array of transformational wellbeing programming.

The redesigned spa facilities measure 604sq m and the total

STEFANO BUTTURINI



Every space has the power to influence how we feel, connect and heal

Patrizia Bortolin

wellness and spa will measure 5,700sq m when complete.

The redesign is enhancing the spa journey for a more intuitive and immersive experience.

MORE >>> http://lei.sr/5Y7m3_B



■ The luxury resort is in South Tyrol in Italy

STEFANO BUTTURINI

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A photograph of three people in a yoga studio. A woman with curly hair is on the left, a woman in a black long-sleeved shirt is in the center, and a man in a grey t-shirt is on the right. They are all performing a side stretch pose, with one arm raised and the other reaching down. The background features vertical wooden slats.

Scale with yoga

Elevate your offering with a
high-impact wellness solution.

LES MILLS
yoga

LES MILLS



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



MAGDALENA VERESKOVA

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Combining innovative approaches, such as VR for rehabilitation, with traditional spa therapies, can improve outcomes

Magdaléna Vereskova, head of medical sciences, Institute of Spa and Balneology

Spa healing evolves

Magdaléna Vereskova says spa cures have inspired medical innovation

Throughout history, experts have based themselves in spa towns to measure and classify natural resources such as water, mud and gas, while also linking therapies to specific diseases and designing effective treatments.

Dr Bernard Adler experimented with mineralised peat in Františkovy Lázně (Czech Republic) at the end of the 18th century, while Dr Václav Payer published medical treatises on the internal use of thermal waters in 1522.

This tradition now continues as spa treatments are modernised. The Great Spa Towns of Europe, a transnational network of 11 historic European spa towns, marks its fifth year on the UNESCO World Heritage List on 24 July and some of its members are now using advanced technology to create new modalities.

Virtual reality

At the Institute of Spa and Balneology, the public research institution of the Czech Republic's Karlovy Vary region, we're demonstrating how VR can be used in spa rehabilitation. For example, one of the modules trains motor skills and strengthens shoulders by simulating fruit picking. Settings are colourful, engaging and therapeutic, helping patients immerse themselves in the virtual world. This enables them to detach from reality and partly dissociate from any discomfort that occurs.

Modern technologies are not a replacement for traditional balneotherapy, but a natural complement. They work alongside natural



■ Rehabilitation exercises using engaging virtual reality tasks, such as picking fruit in a colourful scene, reduce pain

C/O ILAB, KARLOVY VARY

■ The Institute of Spa and Balneology aims to combine technology and traditional healing resources



healing resources and the foundations of spa medicine, which remain unchanged: mineral waters, muds, gases, climatic conditions and the therapeutic landscape.

These resources are irreplaceable, but the benefit of modern technology is the data it provides to help us better understand and evidence their benefits.

Current research shows that combining innovative approaches, such as VR for rehabilitation, with traditional spa therapies can enhance outcomes, including pain reduction and improved functional capacity.

This combination can also make spa care more efficient, measurable, sustainable and accessible.

Sustainable therapeutic model

Future studies will further explore the benefits of these technologies and their role in addressing sector challenges, including workforce shortages and more efficient delivery of care.

Equally important is the role of modern diagnostics, which enable continuous monitoring and precise evaluation of outcomes, supporting

***Technology and tradition
are not opposing forces,
they form a powerful alliance***

”

a shift towards evidence-based spa medicine.

By collecting and analysing objective data, the Institute demonstrates that spa therapies are not only a longstanding tradition, but also have measurable, scientifically verifiable effects on physical and mental health.

Beyond research, the Institute acts as a bridge between innovation and practice, presenting and demonstrating new approaches to spa representatives to support informed decision-making. In this way, it contributes to the modernisation, competitiveness and long-term sustainability of spa services while respecting their cultural heritage.

Technology and tradition are not opposing forces; together, they form a powerful alliance that ensures centuries-old healing practices remain relevant, effective and ready for the future. ●

Onsen indulgence

Hoshino Resorts has launched its Kai Kusatsu onsen resort with acidic water from two hot spring sources



Kai Kusatsu, an onsen ryokan property has launched in the famous Japanese hot spring destination, Kusatsu Onsen in Gunma Prefecture.

Parent company Hoshino Resorts launched the resort to coincide with the 15th anniversary of the Kai ryokan brand – which is set to grow to a portfolio of 30 properties across Japan by 2030.

Kai Kusatsu has opened as a forest resort with 94 rooms, 18 of which have private open-air baths. The estate measures 11,844sq m, with buildings occupying 3,701sq m.

Tatsuro Sasaki Architects and Associates has designed a nature-rich and peaceful retreat that blends into the surrounding landscape of rock faces and vegetation that thrive in the region's highly acidic environment.

Regional culture

Each Kai property features room elements that reflect regional culture and in this case, Gunma's heritage silk production is on full display.

Construction firm Maeda Corporation has developed a private passage for guests that connects the property to the vibrant hot

We look forward to delivering an experience that allows guests to connect with Kusatsu's rich nature



■ There are three indoor pools inside the resort's bathhouse

HOSHINO RESORTS



Kusatsu Onsen sits in one of Japan's three most famous hot spring districts



spring town, further down the hill. Landscape design is by Sea Bass.

Kai Kusatsu has introduced a walking programme for guests called the Kai Kusatsu Strolling Kit. To elevate local exploration, guests are encouraged to walk through Kusatsu in lightweight kimonos known as yukatas with a square cloth furoshiki bag. The kit includes a pass for three of the onsen town's public baths, followed by a café break. A guidebook is also on offer, titled *Recommendations for Strolling Kusatsu*, with insider tips and local spots to visit.

Kai Kusatsu's bathhouse

Kai Kusatsu's bathhouse features three separate tubs with water from two separate sources, the Bandaiko source and the Nishinogawara source at varying temperatures.

The Bandaiko is a highly acidic, sulfate hot spring with high levels of chloride. This is the source that feeds the public Kusatsu Onsen baths and is known for the highest natural release volume in Japan.

The Nishinogawara source is a rarer, less acidic spring whose water is used by only a few facilities.

After using the baths, there is a relaxation area called the Fireplace Lounge, which is divided into four distinct zones. A fireplace stands in the centre and there is a curated collection of books on the culture and nature of Gunma and Kusatsu for guests to enjoy.

Toshihiro Ishijima, GM of Kai Kusatsu, told *Spa Business*: "Kusatsu Onsen sits in one of Japan's three most famous hot spring districts, making it a premier hot spring destination that attracts a vast number of visitors." ●



HOSHINO RESORTS

■ A tunnel has been constructed between the secluded hillside resort and the vibrant town of Kusatsu



Building from the ground up, we have complete freedom to shape our vision for Laval without constraint

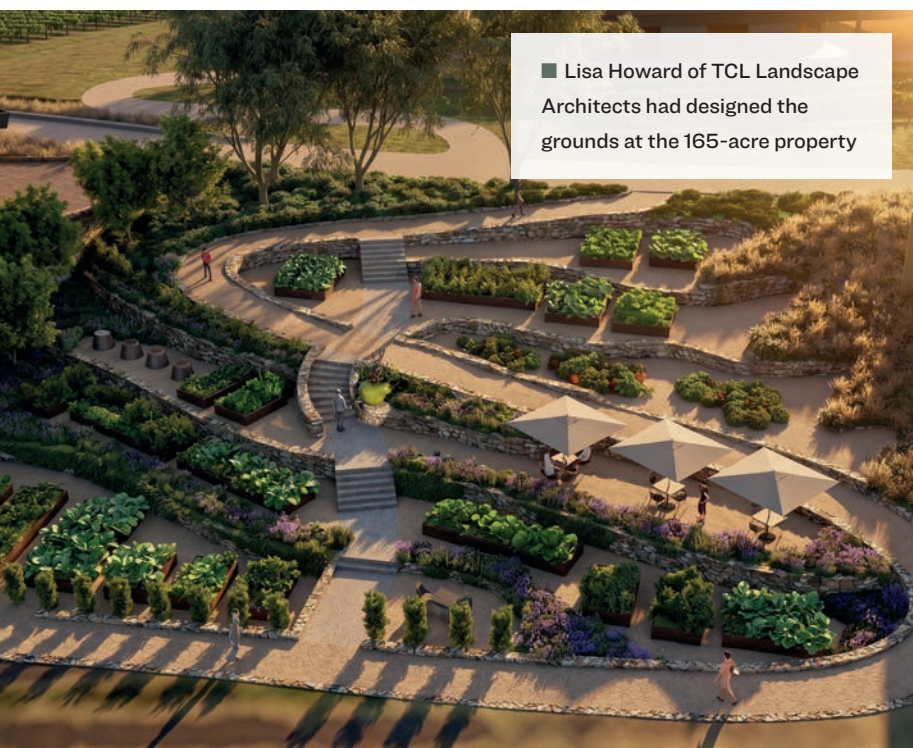
Dominic Lambrinos, MD, HVL Hotels



DOMINIQUE CHERRY PHOTOGRAPHY

Vineyard vacations

A new luxury destination resort will open in 2027 in the wine-making Lindeman Estate in Pokolbin, Australia



HVL HOTELS

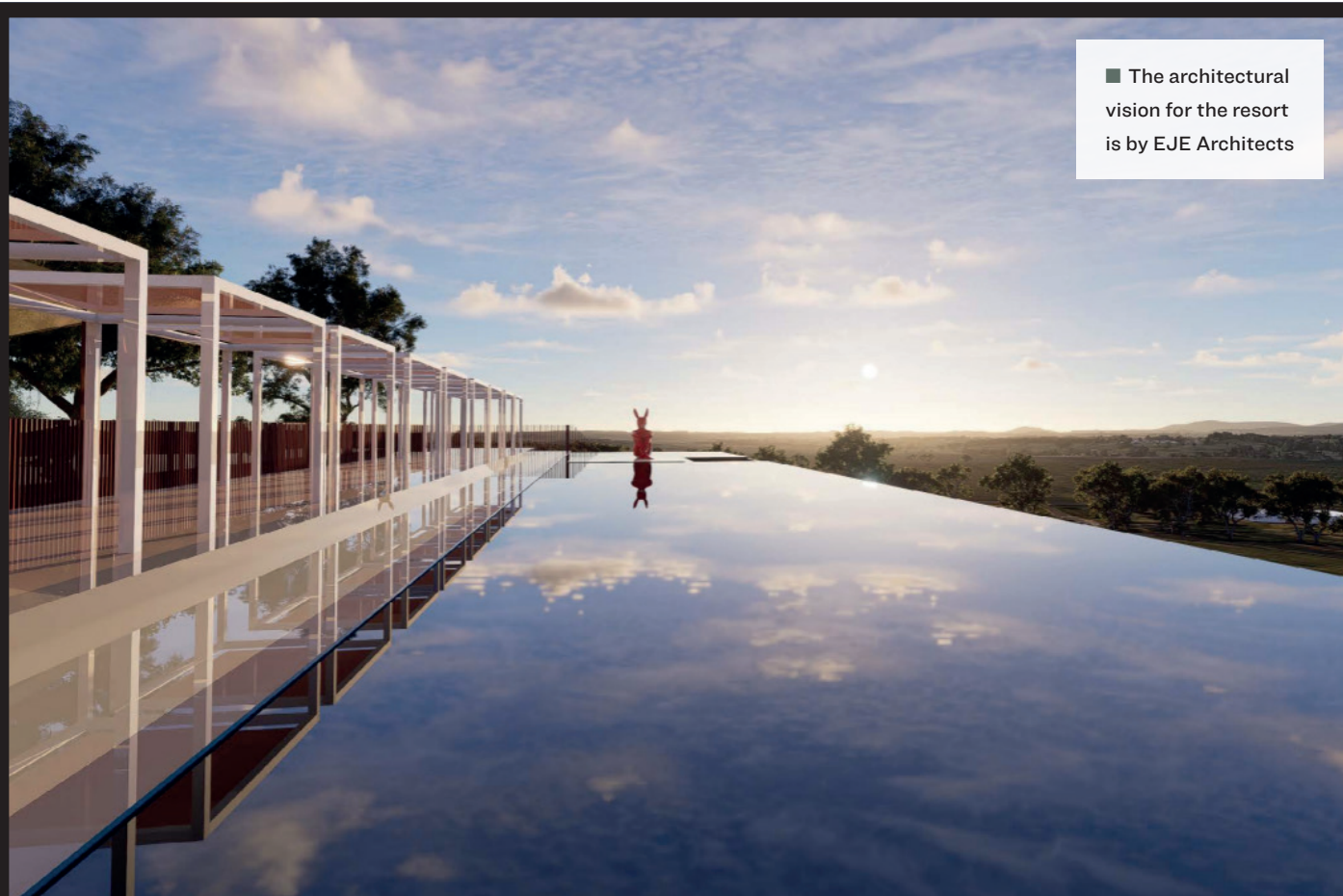
Pivate hotel owner and developer Hunter Valley Luxury Hotels (HVL Hotels) will open a new luxury resort and tourism destination called Laval Hunter Valley in the second half of 2027 in Pokolbin, Australia.

The 65-key property will be built on the 165-acre winemaking Lindeman Estate in the Hunter Valley. The project has attracted AUS\$130 million (US\$85 million, €74 million, £64 million) in investment from various undisclosed partners, in addition to HVL Hotels' managing director, Dominic Lambrinos.

The concept

The aim is to create "an international hotel, made in Australia" which offers global standards with a strong sense

■ The architectural vision for the resort is by EJE Architects



HVL HOTELS

There's incredible innovation within the spa, from recovery and regenerative therapies through to cutting-edge treatments

Nikki Lambrinos, spa designer

of place. Lambrinos said, "What we're creating is a unique experience where intentional contrasts unfold at every turn, designed so our guests can experience the joy of feeling something new."

HVL says the project is expected to generate approximately AUS\$49 million (US\$32 million, €28 million, £24 million) per annum in economic activity and create up to 479 jobs in construction and ongoing operations.

The architectural vision for the resort is by EJE Architects, with interiors by Some Studio.

Veraia Spa

The resort's Veraia Spa will be a two-level 1,000sq m longevity-led wellness centre with 15 treatment rooms. It has been designed by Nikki Lambrinos, Dominic Lambrinos' wife.

Nikki told *Spa Business*: "Veraia Spa has been created with the intention of offering something Australia hasn't really experienced before. It's a place where advanced longevity technology, clinical treatments and traditional spa rituals all sit together in one considered sanctuary.

"There's incredible innovation within the spa, from recovery and regenerative therapies through to cutting-edge treatments, but what makes it truly special is the setting. When guests step foot outside the spa, they are immediately greeted with the calming effects of the surrounding nature, gardens and vineyard landscape."

The spa will offer medical-grade treatments focused on recovery and regeneration, plus a thermal circuit. ●



HVL HOTELS

■ The 65-key resort will be built on the wine-making Lindeman Estate



ALL CREDITS: SPA LIFE

Community connection

Spa Life's two-day UK convention saw buyers and suppliers gather for meetings and an educational agenda

The Spa Life UK Convention 2026 brought together 300 senior spa and wellness delegates between 21 and 23 June at Whittlebury Park Hotel and Spa in Towcester, UK.

Event programme

The agenda featured face-to-face meetings, an expo and a wide variety of education sessions in the form of panels, keynotes and subject-specific presentations.

Around 40 per cent of delegates were spa operators, with representatives from seven spa venues attending the convention for the first time. Suppliers, consultants and speakers

made up the remaining 60 per cent of attendees and 10 new supplier brands joined the expo for the first time.

Key note speakers included Kat Thorne, founder of The Morning Game Changer; Jennifer Walsh, wellness advocate and founder of Beauty Bar; and Michelle Hammond, founder of TPOT Education. Topics covered changing habits to improve wellbeing, how spas can use neuroaesthetics to transform wellness experiences and how the market's longevity-focused evolution doesn't mean spas should abandon their core purpose of helping guests reconnect with themselves and others.

Spa Business' Helen Andrews facilitated two panels: one for operators

and one for suppliers. Highlights included Mike Coppin, group spa operations manager for Historic Sussex Hotels, sharing his optimism for hospitality recruitment and how simple strategies such as onboarding protocols can improve retention. Kerry Turpin, global head of spa for Corinthia Hotels, echoed Coppin, describing how leaders in the room could be building their networks by visiting colleges and reminding young spa therapists of their potential industry career prospects.

Tara Moore, associate director of spa operations for the Galgorm Collection spoke on the operational challenges of installing and maintaining extensive thermal facilities, highlighting the



■ A group of 300 attendees gathered to do business



variety of roles on offer beyond those in massage therapy – from thermal facility technicians to sauna masters.

Tom MacPherson Le Maire, founder of advisory company Atelier Vitae, joined Orla Kenny, partnerships and education manager for Seabody, in discussing the financial importance of storytelling when it comes to choosing brands to work with, helping staff buy into a concept and increasing guest satisfaction. Laura Meeson, director of spa for Journey, confirmed that storytelling affects revenue – offering data that shows how booking conversions increase when digital branding, photography and messaging are aligned.



Spa Life gives us the perfect opportunity to connect with new customers

Jon Balladon, sales director, Hartdean

Other talks focused on using thermal rituals as structured treatments; how lymphatic treatments should be delivered and advertised; an increase in consumer demand for sustainable and clinically credible skincare; how GLP-1

medications are changing client needs; and the toll of guests' mental health challenges on wellness professionals.

Alongside the professional development content, the conference organised informal networking meals and evenings, including its famous gala dinner – which, this year, was hosted by singer and entertainer Chrissy Bray.

New awards revealed

This was the first Spa Life UK event not to host the Good Spa Guide Awards, which will now be hosted in November at a new gathering, set up by the Good Spa Guide.

Andrew Hammond, director and founder of Spa Life, announced





■ Alongside the business meetings, informal networking meals and dinners were on the agenda



ALL CREDITS: SPA LIFE

the company would be launching its own awards ceremony next year, called the World of Wellness Awards. He said, "The awards will recognise the people, innovation and achievements that continue to shape the future of our industry."

Praise for the format

A range of suppliers and operators spoke to *Spa Business* about the event.

Alex Adolfs, international sales manager for Bellezi, said: "Spa Life is the perfect event for face-to-face networking in a relaxed atmosphere, among leading professionals in the industry."

Jon Balladon, sales director for Hartdean, said: "Spa Life gives us the perfect opportunity to connect with new customers, catch up with existing ones and showcase our



The World of Wellness Awards will recognise the people, innovation and achievements that continue to shape the future of our industry

Andrew Hammond, founder and director, Spa Life

latest product range in a relaxed and welcoming environment."

The Galgorm Collection's Tara Moore, said: "I went to Spa Life UK for the first time in a few years and it was great to be back. I met some lovely new brands,

caught up with industry friends, and had some interesting conversations along the way. It was a brilliant event with lots of great discussions, ideas and inspiration from across the industry."

Mike Coppin of Historic Sussex Hotels added: "The event delivered the perfect blend of inspiration, innovation, and meaningful industry connections – offering an opportunity to gain fresh perspective and return inspired." ●

FUTURE EVENTS

Spa Life will host the following regional events this year:

■ **Spa Life Ireland**, 27-29 September, Farnham Estate in Cavan, Ireland

■ **Spa Life Scotland**, 1-3 November, Dalmahoy Country Club, near Edinburgh, Scotland



TEMPLESPA

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said this face cream leaves their skin feeling instantly smoother & hydrated*

90%

said the aroma of the face cream is soothing*

71%

said that the aroma of the face cream improves the quality of sleep*

*based on a panel size of 117



Science with Soul



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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



FASHIONIZER SPA UNIFORMS

■ The no-iron fabric reduces time spent on laundry and the clean silhouettes have been designed for a flattering fit

Fashionizer Spa Uniforms goes after a new market with affordable Grove Collection

Spa uniform specialist Fashionizer Spa has launched a new line of tunics and trousers called the Grove Collection.

The clothing has been created to serve both luxury and mid-market spas at a more accessible price point. The new range will sit alongside Fashionizer's sustainable lines.

Dorota Ziolkowska, sales and marketing director, Fashionizer Spa Uniforms, said: "We recognised that many spas share our belief that staff presentation matters enormously and love the style

and fit of our garments. But with the rise in energy and staffing costs, we have recognised that not every property has the budget for our sustainable garments.

"We're launching the Grove Collection, a new type of spa uniform that looks and feels genuinely different," she says. "It's a premium product at a price point that works for a wider range of operators."

The no-iron fabric reduces time spent on laundry and the clean silhouettes have been designed to provide a flattering, relaxed fit, according to the brand.

FASHIONIZER SPA UNIFORMS



■ Dorota Ziolkowska

The fabric blend comprises 61 per cent cotton, 34 per cent polyester and 5 per cent elastane.

Fashionizer Spa Uniforms' clients include Meraki Wellness Grand Cayman and Six Senses Spas.

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In the business of
building businesses

SUPPLIER NEWS

Yon-Ka develops Beard Oil to be used in delivering Barber Rituals

Yon-Ka has launched a Beard Oil, to strengthen and soften beard hair without leaving a greasy finish.

The product comprises 100 per cent natural-origin plant oils, including castor oil, sesame oil, Inca inchi oil, as well as antioxidant vitamin E. These ingredients

are said to promote a fuller, more even-looking beard while protecting the skin underneath.

The formula has a citrus aroma, with contrasting notes of patchouli.

Caitlin Kendall, senior US education manager, told *Spa Business*: "Men today are looking for more than basic grooming; they want high-performance skincare solutions adapted to their lifestyle."

"With the launch of our new Yon-Ka Beard Oil, we wanted to create a treatment that combines nourishment, beard strength, skin comfort and sensorial elegance in one simple gesture."

The Beard Oil joins Yon-Ka's men's range, which includes a



YON-KA

■ The Beard Oil features 100 per cent natural-origin plant oils

cleanser, scrub, under eye gel, Nutri-Cream, Age-Defense moisturiser, Lotion YK and a shaving cream.

The Beard Oil is used in Yon-Ka's Barber Ritual, which lasts 50 minutes.

MORE ON spa-kit.net

<http://lei.sr/x2A8v>



YON-KA

■ Caitlin Kendall

Gaia launches Affinity Face Experience

Gaia Skincare has developed the Gaia Affinity Face Experience, a 45-minute or 60-minute protocol that has been designed to be safe for those living with or recovering from cancer.

The Affinity Face Experience is also suitable for guests managing medical conditions and disabilities that may otherwise limit access to traditional spa treatments.

The therapy joins the Affinity Cancer Experience, a CIBTAC-certified and SATCC-approved protocol that launched in 2021.

The new facial experience has launched at the brand's flagship spa, Gaia Boringdon, outside Plymouth in the UK, with more partner spas to follow.



GAIA SKINCARE

■ Diane Nettleton, founder



GAIA SKINCARE

■ The Affinity Face Experience is a cancer-safe therapy

The new treatment begins with a grounding foot ritual and is followed by a personalised facial protocol. The experience has been created to help guests feel at ease, renewed and comforted.

MORE ON spa-kit.net <http://lei.sr/B3J9x>

Intentional Wellness Brands is on the acquisition trail

Earthlite LLC has announced the formation of a parent operating group, Intentional Wellness Brands (IWB), which comprises a portfolio of wellness companies.

Alongside Earthlite, the other brands IWB will encompass include luxury spa equipment company Living Earth Crafts, eco-conscious salon chair business Continuum Pedicure Spas and spa skincare company Tara Spa Therapy.

IWB will support and scale its collection of businesses, offering strategic leadership, operational resources and long-term investment. The company has also said it's in 'acquisition mode'.

Rod Derifield, CEO, Intentional Wellness Brands, said: "Our mission is to build a platform that empowers great wellness businesses to grow while preserving the authenticity and craftsmanship that made them successful in the first place. By investing with a long-term mindset



■ Rod Derifield



EARTHLITE

■ Earthlite is one of the companies in the IWB portfolio

and supporting our brands with strong leadership and resources, we aim to expand the impact our products and clients have on global wellbeing."

Leading spa figure Mia Kyricos, chief wellness officer of Kyricos and Associates, is an IWB board member.

MORE ON spa-kit.net <http://lei.sr/8m7q6>

Ishga becomes Team Scotland partner for Commonwealth Games

Organic Hebridean skincare brand Ishga, which harvests its seaweed on the Isle of Lewis in Scotland, has become an official partner for Team Scotland at the Commonwealth Games 2026.

Athletes will be offered an Ishga massage treatment using



■ Leon Trayling,
co-founder of Ishga

the brand's body oils during the games in Glasgow.

The brand's products will be available to the team in a dedicated Chill Out zone at the Scottish Event Campus (SECC).

The King's Baton Relay, which sees a message from King Charles III travel around Commonwealth countries in the run-up to the beginning of the games, will visit the Ishga shop in Stornoway.

Team Scotland athletes will take home Ishga's Muscle Recovery Oil and Anti-oxidant Marine Cream.

MORE ON spa-kit.net
<http://lei.sr/9Z9K5>



ISHGA

■ Athletes will be offered an Ishga massage treatment

PROMOTION

BC SoftWear expands its presence in the Middle East

Leading UK-based textiles supplier, BC SoftWear, is expanding globally and winning new business all over the world.

To keep up with demand and better serve its growing global customer base, the brand has launched a new company, BC SoftWear International LLC. It has also set up a third-party logistics warehouse for faster direct shipping to all its clients.

"We're pushing BC SoftWear's boundaries, expanding our business into Europe and beyond faster than ever before," says Barbara Cooke, CEO and founder of BC SoftWear. "We've recently appointed Alba Oliveras as our first dedicated staff member in the Middle East, to build new partnerships and support existing clients. We've also taken the opportunity to form a UAE subsidiary.

"With our new third-party logistics warehouse in Dubai, as well as our

■ The company has expanded into the Middle East

■ BC SoftWear has been manufacturing spa linens and towels for more than 20 years

FIND OUT MORE
spabusiness.com/BCSGold

existing warehouses in the UK, Turkey, the Netherlands and the Republic of Ireland, we're ensuring stock is always available for our international clients, so we can guarantee the same speedy delivery that UK customers praise us for."

Global growth

BC SoftWear's growing global customer base includes the soon-to-open W Herzliya in Israel; Mandarin Oriental The Landmark in Hong Kong; Luura Cliff, Paros in Greece; Galley Bay Resort and Hotel in Antigua and Eha Retreat in Estonia.

The brand is already working with stand-out new properties in the Middle East and the UAE, including Saudi Arabian resorts St Regis Red Sea and The Ritz-Carlton Amaala, Triple Bay, as well as Clinique La Prairie at One & Only One Za'abeel in Dubai.



■ Barbara Cooke, CEO and founder of BC SoftWear

"We've been manufacturing supreme quality towels, robes and spa linens for more than 20 years," adds Cooke. "As a family-run business, we've learned that what matters most is nurturing our client relationships and meeting all their product needs in a timely manner. Our goal is to work with the very best hotels and spas in the business, becoming the textiles supplier that brands turn to first." ●

Discover BC SoftWear's collection of luxury bathrobes and towels, available to personalise with embroidery for that unique finishing touch.
www.bcsoftwear.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