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various types of hot baths," said

Landers. "Those types of baths were

used in ancient times for therapies

and/or relaxation. We added herbal

steam rooms and herbal scrubs to

Dedicated meditation rooms

are also located inside the wellness

centre, and the large outdoor square

pool is designed after the ancient 5th

century monk bathing pools found

in Anuradhapura, Sri Lanka, which

was a also great centre for Buddhism.

include a herbal steam bath in the

large 'kiln' brick steam rooms, where

local herbs, roots and floral essences are added

to the steam; and herbal body scrubs, using

Treatments in the herbal spa will

widen the spectrum."

spa opportunities

26 OCTOBER - 8 NOVEMBER 2018 ISSUE 305

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Bensley creating 13th century village with spa

Architect Bill Bensley is working on a national cultural heritage site in Yên Tu Mountain – considered to be the cradle of Trúc Lâm Zen Buddhism in Vietnam – as part of the Vietnamese government's strategic development plan for the area.

Designed with attention to historical detail – Bensley has created the entire Yên Tu Village in 13th-century style and using 13th-century techniques where possible – the village will include a museum, hotel and hostels.

The 133-bedroom hotel will include a 2,240sq m (2,111sq ft) wellness

centre, set to open in February 2019, which will specialise in Zen meditation, herbal baths and remedies, yoga, meditation and wellness counselling. The wellness centre has also been designed by Bensley, who worked with spa consultants Dorian Landers and Florence Jaffre. It will include a swimming



The national cultural heritage site will be located in Yên Tu Mountain, a spiritual centre in Vietnam, and will include a hotel, museum and spa

pool, oversized steam rooms and saunas built inside four large brick kilns, and large windows to take in the natural setting around it.

"As Yên Tu does not have hot natural springs, our idea was to evolve the Japanese onsen concept to heating filtered water and simmering roots, herbs and flowers to make

'Extreme bathing' retreats launched

Dr Marc Cohen, professor at Australia's RMIT University and board member of the Global Wellness Summit, has launched a series of 'extreme' wellness retreats focusing on hot and cold water and breathing techniques.

The retreats – Extreme Bathing and Adventure Bathing – invite participants to explore the limits of hot and cold, breathing and breath retention, and exertion and relaxation at hot springs resorts, including Peninsula Hot Springs in Australia and Maruia Hot Springs in New Zealand.

The first retreat was held in September at Peninsula Hot Springs, and Cohen will bring the programming to Maruia Hot Springs – an off-the-grid eco-oasis in New Zealand's at which he is a co-owner – in November 2018. various types of herbs for therapies and skin exfoliation. Mineral pools use stones and gems from Yên Tu Mountain known for their mineral and magnetic properties. Details: http://lei.sr?a=R5V6C_S



RMIT University's Marc Cohen leads the retreats

"This retreat comes as the culmination of 30 years' experience studying, researching and teaching Western and Eastern medicine, herbal medicine, nutrition, yoga, meditation, breathwork, saunas, hot springs, martial arts, elite athletic performance, dance, the Wim Hof Method and attending festivals, conferences and retreats around the world," said Cohen. *Continued on back cover*

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APPOINTMENTS



CONTACT US

The Leisure Media Company Portmill House, Portmill Lane, Hitchin, Herts SG5 1DJ, UK Tel: +44 (0)1462 431385 Fax: +44 (0)1462 433909 e-mail: please use contacts' fullname@leisuremedia.com

Subscriptions

Denise Adams +44 (0)1462 471930

subs@leisuremedia.com

Editor in chief

Liz Terry +44 (0)1462 431385

Editor

Jane Kitchen +44 (0)1462 471929

Deputy editor, news and products

Lauren Heath-Jones +44 (0)1462 471927

Reporters

Tom Anstey +44 (0)1462 471916 Katie Barnes +44 (0)1462 471925 Luke Cloherty +44 (0)1462 471915 Andrew Manns +44 (0)1462 471915 Tom Walker +44 (0)1462 471934

Publisher

Astrid Ros +44 (0)1462 471911

Recruitment

Gurpreet Lidder +44 (0)1462 471914

Design

Ed Gallagher +44 (0)1905 20198

Web team

Michael Paramore +44 (0)1462 471926 Dean Fox +44 (0)1462 471900 Emma Harris +44 (0)1462 471921 Tim Nash +44 (0)1462 471917

Circulation manager

Michael Emmerson +44 (0)1462 471932

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Andean spa opens at Peru's Inkaterra

Peru's Inkaterra Hacienda Urubamba in the Sacred Valley of the Incas has opened a new spa with a rustic design that has been inspired by traditional Andean architecture.

The Mayu Spa – which translates to 'River' in Quechua – features views of the surroundings, and is located on a foothill between the resort's organic orchard and a peppertree forest.

Treatments are based on 100 per cent natural products derived from medicinal herbs, and the wellness centre includes a



The Mayu Spa features views of the surrounding mountains

plunge pool, four private therapy rooms and a dry sauna. It aims to be a spiritual and soothing escape for guests amid the Sacred Valley's evergreens and harvest fields.

Inkaterra Hacienda Urubamba is a contemporary hacienda-style hotel located between Cusco and Machu Picchu, which spans approximately 100 acres surrounded by imposing green mountains. All rooms in the Casa Hacienda feature views of the valley, immersing guests in open space, serenity and relaxing solitude. Architecture and interiors are inspired on the area's cultural history, with colonial furniture, authentic Inca masks and handcrafted woodwork.

An Earth to Table concept is operated with a 10-acre organic plantation, where guests may pick their own produce. Carbon-free crops such as quinoa, Urubamba giant corn, medicinal herbs and a variety of potatoes are farmed with traditional hand tools and oxen. *Details: http://lei.sr?a=n3N8h_S*

Westin opens first Maldives location

The Westin Maldives Miriandhoo resort has opened in the Republic of the Maldives.

The estimated US\$40m (€34.5m, £30.3m) Marriott International development, which features 70 ecofriendly villas and suites, is the first Westin to launch in the tropical island nation, which has long been favoured by Western holidaymakers.

Developed by Belluna Co Ltd, The Westin Maldives Miriandhoo Resort hopes to herald

the Westin brand's wellness positioning in the Maldives. The Heavenly Spa, state-of-the-art gym and the entire resort are dedicated to the Westin pillar of 'Stay Well', with fresh and healthy cuisine available.

The spa will include three single and two double treatment rooms as well as a relaxation room, and will use spa products from French skincare brand Themae, which draws its inspiration from the Japanese art and culture of



The wellness-focussed resort includes a Heavenly Spa

tea. The spa will reflect Westin's commitment to wellness, and allow guests to replenish the mind and body with a personal sensory experience.

Located on the UNESCO-recognised Baa Atoll island and designed by Italian architectural firm PEIA Associati, the hotel features marine-inspired decor. PEIA Associati described the property as "environmentally and socially sustainable".

Details: http://lei.sr?a=F2C3A_S

У Twitter: @spaopps

California spa features holistic approach

The Sanctuary Beach Resort has opened a new spa aimed at both locals and guests at the 19-acre California property. The Spa at Sanctuary offers a customised, holistic approach to wellness, and features a design palette of sand, grey and sea blue designed to stimulate relaxation.

The spa design, spearheaded by Farouki Farouki, echoes the natural scenery of the spa's locale on the California coast. Accessed through the resort's main Lodge, spa guests are greeted in the newly constructed spa lobby, which features a large front desk area

highlighted by natural, wooden accent beams, warm custom gold light fixtures and polished concrete flooring. The Spa at Sanctuary has three treatment rooms, and treatments centre around traditional massage and facials, as well as exclusive, custom treatments focusing on body care and total wellness.

Body care treatments include the Salt Wood Spa RX, a sea salt exfoliation that is designed to aid the body in releasing toxins



The spa design has been inspired by the coast

while unveiling a healthy glow. This treatment uses a custom, seasonally inspired, farm-totable salt blend created daily by chefs at Salt Wood Kitchen & Oysterette. Additional services include private yoga, guided meditation, active stretching, guided nature walks, and Stillness, an experience that uses multiple therapeutic modalities to recharge spiritual energy and disconnect from life's stress. *Details: http://lei.sr?a=z5V5x_S*

Equinox to launch retreats in 2019

Fitness operator Equinox will move further into the lifestyle space with the launch of bespoke luxury travel experiences, featuring domestic and international multi-day journeys next year.

The offering, which will launch in April 2019 with a summit-chasing adventure in Morocco, comes as Equinox expands its global brand beyond luxury fitness clubs and into hospitality with the opening of Equinox Hotels in spring 2019. The new

experiences promise travel to undiscovered corners of the globe, all grounded with fitness and lifestyle programming that aligns with Equinox's holistic approach to high-performance living.

"Equinox is already recognised globally for transforming the lives of our members with immersive experiences within the four walls of our clubs, so our move into travel is a natural — and almost inevitable — extension of our unmatched lifestyle proposition," said Harvey Spevak, executive chair, managing partner,



The first retreat will be a summit-chasing advernture in Morocco

Equinox. "Equinox single-handedly invented the concept of fitness-as-lifestyle nearly 30 years ago, and now we are expanding our purview to include active, covetable experiences that empower our discerning members to connect with the world — and themselves."

The Equinox travel experiences are intended for travellers who want to explore destinations through the lens of transformational health and life maximisation, the company said. *Details: http://lei.sr?a=q7t7U_S* IF SUCCESS IS YOUR DESTINATION, WE KNOW THE WAY.

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experienceispa.com/letsgo



This year's Global Wellness Summit was hosted at Technogym's headquarters in Italy, and featured a dose of fitness, fashion, food – and fun

ow in its 12th year, this year's Global Wellness Summit was the largest gathering yet, with 600 delegates from 50 countries coming together to learn about wellness, and to be inspired by the Italian way of life.

At Technogym's headquarters, roundtables were hosted on exercise balls, everyone took the stairs, and breaks included time for a silent disco outside. Lunchtime table topics meant delegates were able to have smallgroup conversations on a variety of subjects, and this year's gala event, held at the Grand Rimini Hotel, included a fashion show inspired by the work of filmmaker Louis Schwartzberg. For more on the Summit, see our full report in *Spa Business* Q4 2018.



Above: Technogym's president Nerio Alessandri with GWS chair Susie Ellis. Below: lunchtime talks and a gala dinner fashion show provided time for networking









Lef t to right: Leisure Media CEO Liz Terry, GWS co-chair Tony de Leede; GWS chair Susie Ellis and GWS co-chair Mia Kyricos

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GLOBAL WELLNESS SUMMIT







Above: The GWS board and sponsors. Left: Alfredo Carvajal of Delos, Nerio Alessandri and Erica Alessandri of Technogym at the gala; below left: Pierre-Louis Delapalme and Rupert Schmid of Biologique Recherche celebrate their award for social impact. Below: Patricia Ladis and Mehmet Er at the silent disco





Keynotes Dan Buettner and Clodagh, GWI senior research fellow Katherine Johnston, and Irene Forte of Rocco Forte Hotels



The spa is located near the Champs-Elysees

Skincare brand Phytomer opens flagship city spa in historic Parisian building

rench skincare brand Phytomer has opened a flagship city spa in the heart of Paris. Phytomer Spa Etoile, which had its soft opening this month, occupies a prime corner location where Rue Washington meets the Champs-Elysees.

The historic building is the site of a former independent day spa and has undergone an extensive refurbishment. The 250sq m (2,691sq ft) spa is on two levels and offers eight treatment rooms, including one dedicated to nail treatments, and a hair salon.

There's also a whole-body cryotherapy chamber and a Japanese infrared sauna that will be integrated into some of Phytomer's skin and body treatment protocols.

"We felt this was the right step in our evolution," said Tristan Lagarde, director of sales and digital development for Phytomer. "It took us a while to find the right site, but eventually we found the perfect location, building and team to bring it all together."

Breton designer Dominique Tosiani was commissioned to create the Phytomer Spa Etoile interiors. "His task was to bring the raw, natural environment of Brittany and blend it with a more opulent look – a kind of contemporary coastal retreat meets classic Parisian salon," said Lagarde.

Tosiani used natural materials combined with pure lines, bright natural lighting and open spaces, as well as Baroque wallpaper, brass fittings and ornate ceiling moulds.

RKF Luxury Linens has supplied the spa linens, matched to Phytomer's brand colours, with treatment tables supplied by Lemi and eco-friendly uniforms from Fashionizer Spa. Details: http://lei.sr?a=3A2X7_S

TCM centre to be part of Olympics

Plans have been revealed to build a Traditional Chinese Medicine (TCM) centre for the Beijing 2022 Winter Olympics.

As well as providing TCM treatments and medical services during the Games, the centre will house an interactive experience and a training facility. Forming part of the facility mix at the Games, the centre will have a focus on spreading 'TCM culture' and highlight its perceived benefits.



Traditional Chinese Medicine (TCM) includes acupuncture and herbal medicine

According to local media, the plans are being driven by the Beijing Traditional Chinese Medicine Administration Bureau.

Han Zirong, secretary-general of the 2022 Winter Olympics Organizing Committee, said massages and dietary therapies, TCM has been widely used in China for more than 2,500 years. It is also used in many spas, particularly those specialising in complementary therapies. *Details: http://lei.sr?a=t2H8s_S*

the initiative follows on

from TCM services

having been "officially recognised" at the

Beijing 2008 Olympics. "The Olympic Games

is one of the most inter-

nationally influential

events," Han said, and

added that the centre's services would be

available to athletes.

"TCM's unique effi-

cacy in sports injury

rehabilitation has drawn

increasing worldwide

various forms of herbal

medicine, acupuncture,

Consisting of

attention."

Family lifestyle club opens in Notting Hill

A new wellness and lifestyle member's club with a unique twist has opened in London's Notting Hill. Designed specifically for families, Cloud Twelve features a spa, salon, holistic wellness centre and a plant-based eatery, as well as an interactive learn and play zone for children.

Cloud Twelve was founded by former investment banker and herbalist Jenya Emets, who wanted to bring a host of facilities together to create a holistic 'third space' where families could spend quality time together, improve their health and unwind.



The club is designed as a 'third space' for families, and includes a spa

It was designed by Melt Design Hub, a London-based design firm founded by Asif Iqbal and Jean-Paul Blissett. The company was tasked with creating relaxing environments that would effectively marry the different elements of the club, while creating seamless, holistic experiences centred around the guests.

Spread across three floors and 1,000sq m, the ground floor is dedicated to the children's zone, which features a woodland/naturethemed play area, a creche and art and music classrooms. The first floor plays host to the spa, which boasts four treatment rooms as well as a thermal suite, salon and brasserie. The spa's decor incorporates elements from South East Asian and Japanese culture, a nod to Emets travels, including a bespoke cherry blossom (Sakura) motif that is used throughout.

"This is the first time that five different environments, in particular a spa and a children's play zone, have been integrated together under one roof," said Iqbal. "We've been able to create one seamless holistic experience and have thrived from this challenge." *Details: http://lei.sr?a=M3j6W_S*



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CALENDAR

3-5 November 2018

Spa and Wellness International Congress Ritz-Carlton Moscow

Over 200 delegates will attend this annual event addressing managers and owners of spa and wellness facilities in Russia and Eastern Europe. www.1swic.ru

4-7 November 2018 Spatec Fall North America

Four Seasons Westlake Village, California An event that brings together spa operators from the US to meet with suppliers for one-on-one meetings. Throughout the event, attendees meet fellow spa owners and directors, as well as suppliers during meals and other planned networking activities. The aim is to foster communication and cross-sharing of ideas, best practices and future business relationships. www.spatecevents.com

7-9 November 2018 Hot Springs Connection - hot springs conference

Colorado Mountain College, US The event is specifically designed for hot springs owners, operators, general managers, facilities directors and marketing professionals. Discussion topics include new technology and water treatment management. www.hotspringsconnection.com

13-14 Nov 2018 Spa Life UK

Hilton Birmingham Metropole, UK Spa Life is the largest spa-dedicated conference, meetings forum and networking event of its type in the UK. Taking place over two days, it brings together buyers and suppliers as well as senior spa managers, directors and owners to share industry insights & develop new business. The event includes a conference, trade show and oneto-one meetings. www.spa-life.co.uk

21-22 November 2018 European Health Prevention Day Wiesbaden, Germany

A two-day conference looking at markets and opportunities for health prevention, with a focus on natural remedies and thermal spas. Includes discussions on strategy, marketing, health tourism, therapies, and thalassotherapy, as well as social media. www.quhep.org



The one-day conference is for female leaders and women who aspire to leadership in wellness

12 March 2019 Women in Wellness Leadership Conference

New York, NY, US A conference organised by *American Spa* magazine focussing on female leaders and women who aspire to leadership in the wellness industry. This day-long conference will address some of the most pressing issues facing women leaders and leaders-to-be with keynote speakers and breakout sessions. A second West Coast event will be held later in the year. www.americanspawiw.com

29-31 January 2019 Spatex 2019

Ricoh Arena, Coventry, UK Spatex is the UK's largest international pool and spa exhibition, representing all sectors of the wet leisure industry. The event focuses on innovation and showcasing new products, and incorporates a broad range of technical seminars led by industry experts. www.spatex.co.uk

24-25 February 2019 World Spa & Wellness Convention ExCeL London

A leading networking event with a global following that attracts delegates from Europe, Asia, Middle East and America, this strategy-focussed convention allows executives to share experiences of operating successful spas.

professionalspawellness.com/site/ WorldSpaAndWellnesConvention

14-15 March 2019

Asia Pacific Spa & Wellness Coalition Roundtable

Kuala Lumpur, Malaysia

An invitation-only, two-day round table discussion among industry professionals in the Asia-Pacific region, the annual Round Table results in a White Paper designed to offer solutions for industry issues. www.apswc.org

6-7 May 2019 Healing Summit

Pine Cliffs Resort, Portugal

Organised by the Healing Hotels of the World, this two-day event brings together a wide range of attendees, from business owners to scientists, hoteliers and healers. This year, the conference moves from March to May, and from Berlin to Portugal's Algarve coast.

www.healingsummit.org

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Nerio Alessandri (left) receives his award

Alessandri, Clodagh, McCann lead Global Wellness Summit awards

he Global Wellness Summit (GWS) celebrated recipients of its 5th-annual Global Wellness Awards and the winners of its Shark Tank of Wellness student competition, all of which were announced at this year's Summit at Technogym Village in Cesena, Italy. More than 630 invitationonly delegates hailing from 50 countries attended this year's sold-out Summit, and the 2018 Global Wellness Award recipients, determined by the GWS Advisory Board, were announced on the final day of the Summit, as follows:

Leader in Innovation Nerio Alessandri, founder and president of Technogym for "his vision and courage to use the word wellness before the term became part of the daily lexicon."

Leader in Sustainability Clodagh, head of New York-based interior design firm Clodagh Design

Leading Woman in Wellness Sheila McCann, general manager of Lanserhof UK and prior GM of Chiva-Som.

Leader in Workplace Wellness Denise Bober, vice president of human resources at The Breakers Palm Beach

Leader in Social Impact Rupert Schmid and Pierre-Louis Delapalme, co-presidents of skincare brand Biologique Recherche, who have partnered with Wellness for Cancer to adapt facial and body treatments to meet the needs of cancer patients and those in remission.

Debra Simon Award for Leader in Furthering Mental Wellness John Stewart, one of the founding partners behind wellness resort Kamalaya Koh Samui. Details: http://lei.sr?a=j9Y3W_S

CIDESCO works with Indian therapists

Spa industry standards setter CIDESC has signed a Memorandum of Understanding (MoU) with India's Beauty & Wellness Sector Skill Council (B&WSSC). The MoU will enable Indian therapists to obtain CIDESCO's Certificate in Skincare, an internationally recognised qualification that will increase overseas employment opportunities.

Additionally, the

association will establish service delivery parameters across the sector, as well as bring about uniformity in training and facilitate a knowledge exchange between India and other countries.

Anna-Cari Gund, president of CIDESCO International, said: "This MoU will help in fast-tracking India's mission to produce world-class beauty professionals. We are delighted that CIDESCO is part of this mission. The CIDESCO International Board

(L-R): CIDESCO India president Maya Paranjapye, Gund and Luthra vice delivery and CIDESCO Section India are proud to be

working together with this superb team." Vandana Luthra, chair of B&WSCC, called

it a "first-of-its-kind initiative".

Established under the directive and with the support of the Indian Government, the Beauty & Wellness Sector Skill Council was set up to standardise the quality of education and to enhance the employability of Indian beauty professionals on a global scale. Details: http://lei.sr?a=R2t3C_S

Cabrera joins California's La Quinta

La Quinta Resort & Club, A Waldorf Astoria Resort in California, has appointed Christina Cabrera as director of spa and fitness. La Quinta Resort & Club offers a holistic wellness experience beginning at the 23,000sq ft Spa La Quinta and fitness centre.

Cabrera will oversee operations and programming at Spa La Quinta, including spa menu development, product selection and the creation of seasonal promotions. Cabrera will also manage the resort's extensive fitness programme, which

includes a wide variety of complimentary classes such as high-intensity spin, TRX, rejuvenating flow yoga and meditation.

"For over 90 years our desert oasis has inspired guests to relax, recharge and renew. We are delighted to welcome Christina Cabrera to our talented team to continue our legacy of best in class wellness and fitness programming," said Chris George, director of marketing for La Quinta Resort & Club. "With extensive hospitality industry experience, including six years in spa leadership at luxury properties in the desert, Cabrera is poised to bring new



Christina Cabrera is director of spa and fitness at La Quinta

innovation and leadership to our spa and fitness operations."

With nearly 15 years of luxury and boutique hospitality experience, Cabrera most recently worked for WTS International as spa director of The Westin Mission Hills Golf Resort & Spa in Rancho Mirage, California, where she developed a menu of unique and signature services that increased revenue by attracting both local and resort guests. While working for WTS International, Cabrera also assisted with the opening of two private spas. *Details: http://lei.sr?a=V8F3W_S*

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Throughout the collection, we offer a large range of luxurious treatments from facials to massage to full body treatments, and each treatment is carefully designed with complete relaxation of body and soul in mind. Our products used are from Elemis, Aromatherapy Associates, Caci, and Leighton Denny nail polishes and gels.

For this role as Spa Senior Therapist, you will be reporting to the Beauty Manager and working closely with the therapist teams carry out beauty treatments to a high standard for all our guests and spa members. Key focus is to be a key member of the team, acting as a role model for the therapist's teams and mentoring/ training therapists in treatments and the products we use.

Duties include:

- Carrying out a range of beauty treatments to an extremely high standard
- Supporting the Beauty & Assistant Beauty Manager
- Mentoring Therapists
- Training new starters & existing therapists in treatment procedures & products
- Achieving consistently high retail targets
- Building a regular client base
- Ensuring treatment rooms are of a consistent high standard
- Carrying out any other reasonable tasks requested by Management Team to aid the smooth running of the Spa

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- Qualified to NVQ Level 3 Beauty Therapy or equivalent
- Minimum of 3 years relevant industry experience and working in a Spa environment
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- Good team player
- Must have own transport
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We are looking for a talented and passionate Receptionist to join a fantastic team at London's finest Luxury Health Club.

The Lanesborough Club & Spa is an extension of the hotel's graceful splendour. Designed by London-based interior practice, 1508, it unfolds in a luxurious palette of glossy wood, scintillating marble and sumptuous silk wallpaper, flourished with gleaming gold fixtures and baroque touches. Sleek interiors reflect the hotel's resplendent décor, while seamlessly incorporating stateof-the-art facilities. The generous 18,000 sq ft space is home to an expansive gym, hydrotherapy pool, sauna and suite of thermal treatment rooms, exclusively available to members and hotel guests only. The Lanesborough Club & Spa has collaborated with London's resident experts on a comprehensive menu of fitness and wellbeing treatments including revered facialist Anastasia Achilleos, beauty brands ila and La Prairie and fitness experts Bodyism.

The role of the Receptionist is to assist the Head Receptionist with the operation of The Lanesborough Club & Spa facilities and in particular oversee the reception duties whilst maintaining maximum sales and excellence in service standards. The Receptionist shall show a thorough understanding of the product, including knowledge of Membership, while providing support to the Spa Manager.

The ideal candidate would be able to demonstrate the following attributes:

- Experience in a similar role within a luxury Club & Spa
- Excellent command of the English language and a second language would be preferred
- Experience in supervising a team
- Show drive for Excellent Customer Service leading by example
- Passionate about fitness and wellbeing
- Please note this role requires an element of manual handling

In return we offer fantastic industry leading rewards and benefits (Conditions apply):

- · Dental and Optical Benefits
- Season Ticket Loan
- Private Medical Insurance
- Meals on Duty
- · Enhanced Pension Scheme
- Tailored Uniforms
- Cycle Scheme (Loan to Purchase)
- Dry Cleaning (Non Uniformed Ambassadors)
- Childcare Vouchers
- Training & Development Plans
- Social Committee Activities
- Training Fund Assistance
- Awards & Recognition Programs

Apply now: http://lei.sr?a=T8z2B



SPA POSITIONS

Location: Surrey, UK Salary: Competitive & Benefits

Nestled in the heart of the Surrey Hills Beaverbrook is the quintessential British Country Estate.

Surrounded by vibrant garden and unspoilt countryside, this historical treasure has been transformed into a tranquil retreat.

Currently we're recruiting various positions within The Coach House Spa.

Spa Receptionist

Spa Cleaning Attendant – Accommodation Available

• Spa Therapists – Accommodation Available

The spa, inspired by the English countryside, offers a relaxing, warm and tranquil environment. With six treatment rooms, indoor & outdoor pool, a sauna and steam room it's a place to unwind and be pampered.

In addition to a competitive reward, we are committed to investing heavily in your development and helping you grow a long-term career with Beaverbrook.

Our employee benefits include:

- Free employee shuttle bus from our local train station
- Discounted Food and Beverage
- Earn up to £500 for recommend a friend scheme
- Childcare voucher schemeMonthly recognition
- Profiting recognition programme
 Cycle to work scheme
- 20% off with our sister
- Social events

For more information and to apply: http://lei.sr?a=C0I5a

ADDRESS BOOK

Marc Cohen launches extreme retreats

Continued from front cover

Cohen continued: "Over 16 years ago, I found myself at lying immersed in Maruia Springs natural geothermal water under a full moon, surrounded by snow and white-capped mountains and had an epiphany. I felt at one with my surroundings and realised hot springs were who I am, and that it is possible to transform the world through bathing."

Cohen met Charles Davidson, CEO of Peninsula

Hot Springs, soon after this experience, and the two have since written post-graduate wellness programmes, helped found the Global Thermal Think Tank, and most recently, launch the Bathe the World Foundation and World Bathing Day.

Cohen and Davidson purchased Maruia Hot Springs two years ago, along with other investors, and have transformed it from what Cohen calls a "quirky Japanese onsen" into an "awardwinning eco-retreat and wellness wonderland".



The retreats aim to help guests expand their ideas of relaxation

"I feel a unique bond with this land as if it has called me in, and now I will be using all my past learnings to create a unique and powerful retreat experience for a very select group of lucky guests," said Cohen.

The retreat aims to help guests expand their experiences of comfort relaxation and joy, and to explore the edge of their comfort zones, as well as to discover lifestyle tweaks to overcome pain, inflammation and procrastination. *Details: http://lei.sr?a=u5d5h_S*

Auberge adds Grace Hotels to portfolio

Auberge Resorts will manage Grace Hotels in Europe and the US after the company entered into a strategic partnership with Grace's owner, the Libra Group.

Auberge will add five Grace properties in Europe and the northeastern US into the Auberge Resorts Collection portfolio, as well as additional properties currently under development over the next two years. The existing Grace properties and those in the pipeline will be branded under the Auberge Resorts Collection

name and managed by the Auberge team.

In the next 90 days, the Grace properties in Mykonos and Santorini, Greece, along with the Mayflower Inn & Spa in Washington, Connecticut, US.; White Barn Inn & Spa in Kennebunk, Maine, US; and the Vanderbilt Hotel in Newport, Rhode Island, US, will join Auberge Resorts Collection.

Over the next few years, the collection will scale even further with the addition of other properties that are under development in Athens, Kalamata, Kea and a second resort in Santorini,



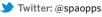
TheMayflower Inn & Spa in Connecticut, US, will become an Auberge property in the next 90 days

Greece; Marrakech, Morocco; Buenos Aires, Argentina; as well as St. Moritz, Switzerland.

As part of the agreement, the Libra Group will have a strategic interest in Auberge Resorts Collection, establishing a relationship between the two family-owned companies.

"Our strategic partnership with the Libra Group will expand our portfolio of acclaimed properties and build on Auberge Resorts Collection's reputation as a premier hospitality brand," said Dan Friedkin, chair, Auberge Resorts. *Details: http://lei.sr?a=2s2H2_S* Argentina Spa Association T: +54 11 4468 0879 W: www.asociacionspa.org Association of Malaysian Spas (AMSPA) T: +603 4253 3478 W: www.amspa.org.my Australasian Spa Association T: +61 4 3003 3174 W: www.spaandwellness.com.au Bali Spa and Wellness Association (BSWA) W: www.balispawellness-association.org Brazilian Spas Association T: +55 11 2307 5595 W: www.abcspas.com.br Bulgarian Union for Balneology and Spa Tourism (BUBSPA) T: +359 2 942 7130 W: www.bubspa.org China Spa Association T: +86 21 5385 8951 W: www.chinaspaassociation.com Association of Spas of the Czech Republic T: +420 606 063 145 W: www.jedemedolazni.cz The Day Spa Association (US) T: +1 877 851 8998 W: www.dayspaassociation.com **Estonian Spa Association** T: +372 510 9306 W: www.estonianspas.eu European Spas Association T: +32 2 282 0558 W: www.espa-ehv.com Federation of Holistic Therapists (FHT) T: +44 23 8062 4350 W: www.fht.org.uk French Spa Association (SPA-A) W: www.spa-a.com German Spas Association T: +49 30 24 63 692-0 W: www.deutscher-heilbaederverband.de Hungarian Baths Association T: +36 1 220 2282 W: www.furdoszovetseg.hu/en The Iceland Spa Association W: www.visitspas.eu/iceland The International Medical Spa Association T: +1 877 851 8998 W: www.dayspaassociation.com/imsa International Spa & Wellness Association (ISWA) T: +49 69 130 25 86 0 W: www.iswa.de International Spa Association (ISPA) T: +1 859 226 4326 W: www.experienceispa.com Japan Spa Association W: www.j-spa.jp Leading Spas of Canada T: +1 800 704 6393 W: www.leadingspasofcanada.com National Guild of Spa Experts Russia T: +7 495 226 4289 W: www.russiaspas.ru Portuguese Spas Association T: +351 217 940 574 W: www.termasdeportugal.pt **Romanian Spa Organization** T: +40 21 322 01 88 W: www.romanian-spas.ro Salt Therapy Association W: www.salttherapyassociation.org Samui Spa Association T: +66 7742 08712 W: www.samuispaassociation.com Serbian Spas and Resorts Association T: +381 36 611 110 W: www.serbianspas.org South African Spa Association T: +27 11 447 9959 W: www.saspaassociation.co.za Spanish National Spa Association T: +34 902 1176 22 W: www.balnearios.org Spa Association of India T: +91 995 889 5151 W: www.spaassociationofindia.in Spa Association Singapore T: +65 6223 1158 W: www.spaassociation.org.sg Spa & Wellness Africa Association W: www.spaassociationofafrica.com Spa & Wellness International Council (SWIC) T: +7 4957640203 W:www.1swic.ru Taiwan Spa Association W: www.tspa.tw Thai Spa Association T: +66 2168 7094 W: www.thaispaassociation.com

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