

# magazine

Edition 01/2020

## GHARIENI

## Asia

A closer look at the fastest-growing region for wellness travel

Gharieni  
flagship spas

New locations in Sweden and Prague

Sand & Sea

Gharieni teams up with Voya for some truly unique treatments

Innovation

Gharieni debuts new equipment targeting detox and slimming

# GHARIENI

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# 'A driving force'



**Sammy Gharieni**  
CEO, Gharieni Group

**A**s the founder and CEO of a company that bears my name, it's always an honor to be recognized in the industry. Last year (and again this year), Gharieni has been named as the Official Spa & Wellness Equipment Manufacturer for the prestigious Forbes Travel Guide (see p 46) – an accomplishment for all the hard work and talent of the entire team at Gharieni.

But this year, I'm also being honored with the Life of Beauty Award, given at this year's Beauty Düsseldorf. The award is meaningful in a whole different way, as it's an honor given to me personally, and recognizes me as a "driving force within the industry."

Those who know me know that I love this industry, and all the people in it. I try to show that appreciation for the industry with our annual party at ISPA each year (see p 45), our presence at events across the world, and our sponsorship of the Leader in Innovation Award at the annual Global Wellness Summit (see p 44).

I am also a firm believer in collaboration, and I know that some of our greatest innovations at Gharieni come from teaming up with experts in different fields. The latest example is our collaboration with Voya (see p 26), where we've married the healing properties of their organic seaweed-based skincare with our deeply restorative Quartz table, bringing the sand and sea together in a series of truly unique and special treatments.

So while I'm deeply honored to be recognized as a "driving force within the industry," I'm also aware that the spa industry has itself been a driving force that has helped shape both me personally and Gharieni as a company. I started Gharieni in 1992 as a small business specializing in medical treatment beds, and in 2005, made the leap into the spa industry with our first Gharieni spa treatment bed.

Over the past fifteen years, we've grown Gharieni's spa offerings with innovative concepts, an investment in research, and collaboration with others in the industry. Today, we're known as one of the world's leading manufacturers of high-quality treatment beds and devices for spas, and our products are sold in more than 100 countries and featured in the most prestigious spas around the world. I am so proud of the hard work and dedication of all of our staff for making all of this happen, and I am forever grateful for the privilege of working in a field that I'm passionate about, and in an industry I love.

*Sammy Gharieni*

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Barcelona

# INHIBIT



THE SKINCARE MASTERPLAN  
FOR NECK AND DÉCOLLETÉ

V-NECK |

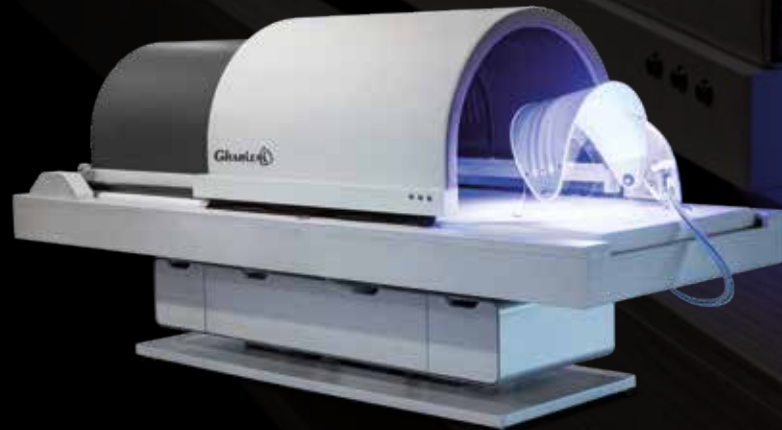
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# Gharieni MLX i<sup>3</sup>Dome

The Ultimate Detox Booster

Far Infrared (FIR)  
Plasma  
Light



The new MLX i<sup>3</sup>Dome from Gharieni is the latest generation of detox treatments, combining far infrared technology with plasma and light – which means three detox treatment methods in one. The concept works as a stand-alone therapy, where no therapist is needed after the client is positioned in the MLX i<sup>3</sup>Dome.

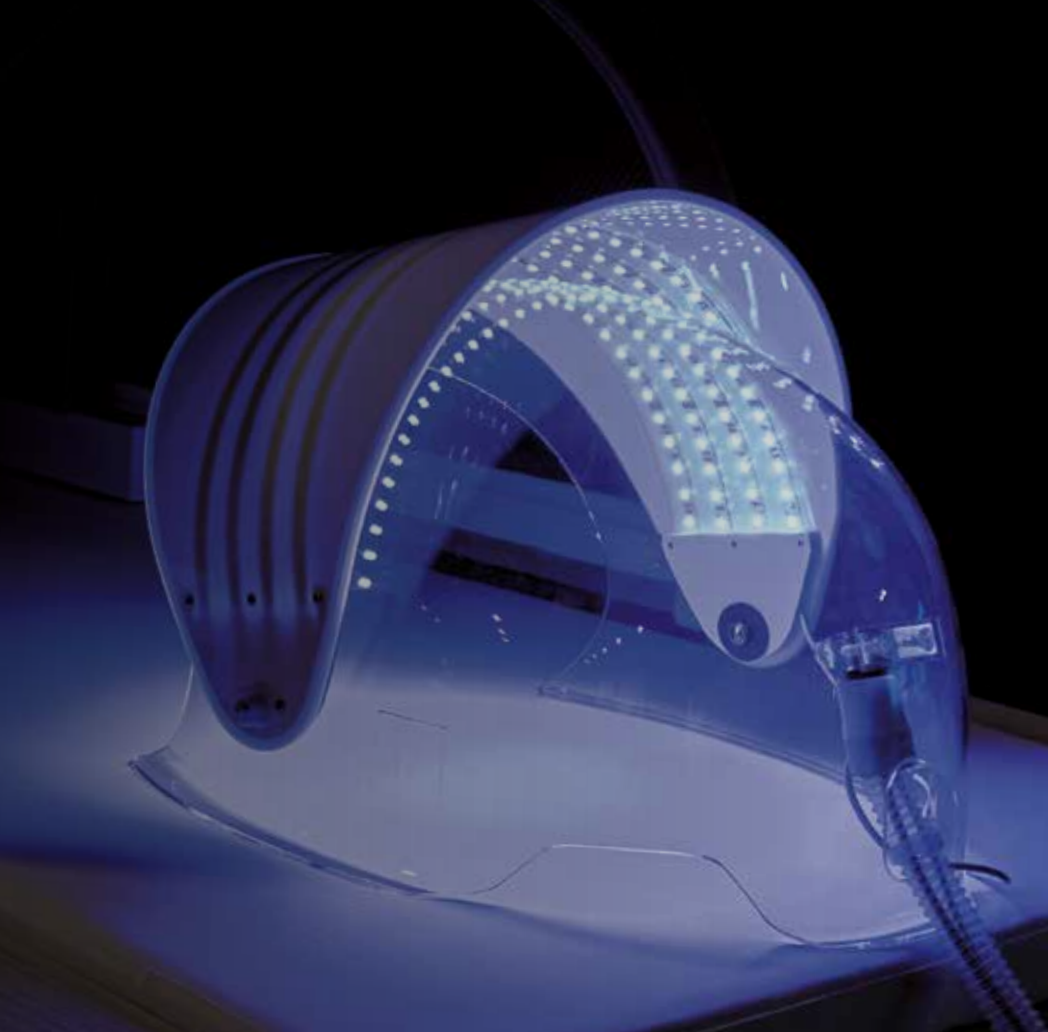
While the Gharieni FIR technology stimulates the metabolism and the body's perspiration system with long-wave far infrared rays through the MLX iDome,

the additional plasma and light-therapy device provides visible skin rejuvenation and detoxification for the head and face.

Far infrared rays are the invisible rays present in sunlight that are responsible for photosynthesis. Safe and beneficial, far infrared rays have been used for years to treat a variety of physical pain and illnesses, and to increase metabolism. Far infrared therapy can be used to increase energy; relieve inflammation, stiffness and soreness; stimulate metabolism; promote detoxification;

increase blood circulation; and enhance recovery after physical activity or sports.

The light therapy on the MLX i<sup>3</sup>Dome includes red, green and blue light therapy, all of which have been used successfully in medicine for decades. Red light therapy is used for wound healing, increasing collagen, skin repair and anti-aging treatments, reducing scar tissue, and increasing cellular reproduction. Green light therapy is antibacterial, relieves stress, strengthens the immune system, builds muscles and



bones, helps with detoxification, and can even be used as an aphrodisiac. Blue light therapy is used on eczema and psoriasis, and is antiseptic, antibacterial and anti-inflammatory. It is also used to treat excess sebum production, to soothe the nerves and to strengthen the immune system.

Plasma therapy is an innovative method for cosmetic and medical treatments. Clients are treated with the energy of oxygen in the form of applied electrically negatively charged

ions, which can help skin rejuvenation with the first use. It can also be used to treat problem skin, maintain skin health, increase vitality and promote positive support of metabolism. Plasma therapy is based on findings from quantum physics and is patented.

All three therapies support each other, and the results are multiplied when the therapies are given together, making the MLX i<sup>3</sup>Dome the ultimate detox booster.



Light therapy includes red, green and blue light, all of which have been used in medicine for years

# The all-new CELLISS

a revolution in slimming

The new Gharieni CELLISS brings a whole new approach to slimming treatments. Created in partnership with DMS Group, experts in the diagnostic imaging field, the CELLISS is an innovative body contouring device used to help fight cellulite and reduce weight.

This completely unique slimming machine is based on a new treatment method, Cellumassage, and uses the patented 'Total Slimming System' (TSS) technology. This is a non-invasive process that can simultaneously treat the thighs and hips, as well as buttocks or abdominals, all without the need for a therapist.

The system uses a combination of mechanical aspiration, which stretches the skin, and percussion, which compresses fat while stimulating the body's natural detoxification process. Results include a reduction in "orange-peel" appearance of the skin, improvement in skin radiance and firmness, and toning of thighs, abdominals and buttocks.

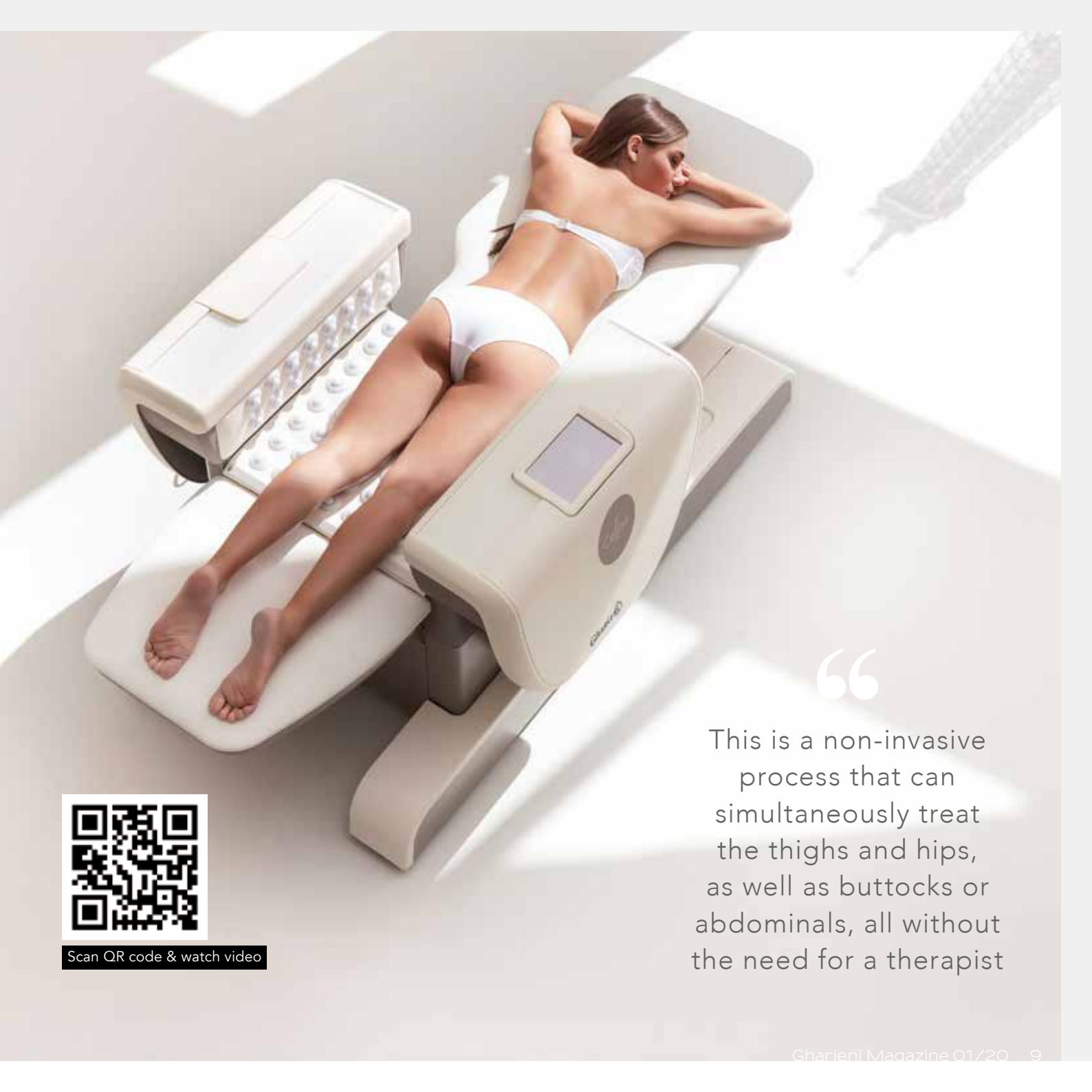
The treatment program has been developed by health, beauty and sports professionals, and uses an intuitive touch-screen interface to personalize the session for each client. Sessions generally last 30 minutes, and clients receive a series of between 1 and 10 customized sessions.



The Gharieni CELLISS helps fight cellulite and reduce weight







Scan QR code & watch video

“

This is a non-invasive process that can simultaneously treat the thighs and hips, as well as buttocks or abdominals, all without the need for a therapist



## Configure your spa table online!

Our online shop now has the option to visually configure upholstery, wood and metal colors. Get an impression of how your spa table will look in the color of your choice, and add in your favorite features.

<https://www.gharieni-shop.com/>



## New Gharieni catalogs 2020

New year, new catalogs. Follow the link and download the 19/20 Gharieni catalogs "Spa & Wellness" and "Medical, Feet & Care" and see our full portfolio of products.

<https://bit.ly/2T2xJu2>

# Gharieni

websites

10 languages

## International websites

As an international company, we are more than happy to offer our websites in 10 languages now. Visit our website and choose from German, English, French, Spanish, Dutch, Italian, Greek, Danish, Russian and Ukrainian.

[www.gharieni.com](http://www.gharieni.com)

## The Gharieni 601: a flexible, hybrid solution

The all-new Gharieni 601 combines the best features of a spa table and treatment bed in one. Its flexible and configurable features mean it can be used for hair care, manicures, massage, makeup, foot care and facials. Available in a choice of finishes and upholstery.

<https://www.gharieni.com/gharieni-601/>



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# Lutetia Clinics

Parisian aesthetic centers in France and Dubai



An interview with  
**Nathanaël Aknine, CEO**

## What can you tell us about Lutetia Clinics?

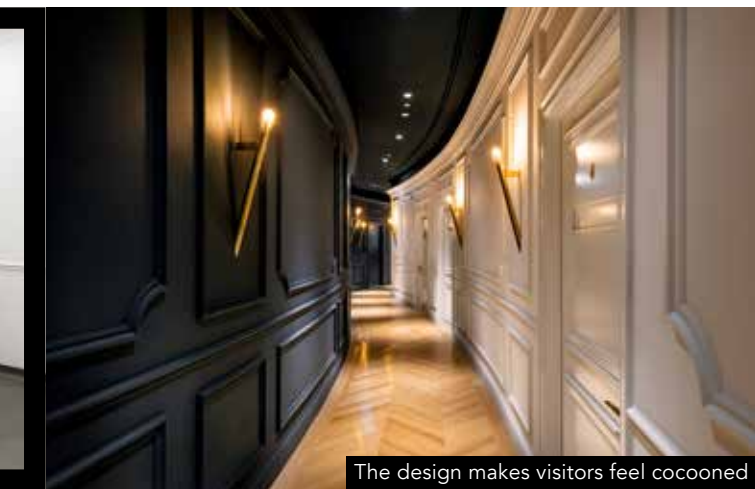
The Lutétia Clinic in Paris is set in an 1887 mansion near the famous Parc Monceau. It is the historical Maison Lutétia where the most famous Parisians and visitors have been coming for years. It's a home where you feel cocooned and the perfect place to spend an afternoon.

It's also the biggest hair transplant center in Europe; the clinic treats over 1,500 demanding patients every year, mostly those who are very particular about their image and those who have been deceived by a low-cost hair transplant. The clinic includes 12 treatment rooms as well as a cosy barber shop to prep the patients for a treatment or help them through the growth of their newly gained hair.

The Lutétia Clinic in Dubai officially opened in September 2018, and is certainly the most beautiful clinic in the Middle East. It is inspired by the Parisian Clinic, and walking through the corridors immediately transports you to the city of love. It has authentic Parisian flooring, mouldings and antiques directly imported from Paris. The clinic also features 14 treatment rooms, a hair salon and a barber shop to make sure patients can have a 360 beauty experience.



The soul of the historic mansion sets the tone



The design makes visitors feel cocooned



The Dubai location is inspired by the Parisian Clinic, and walking through the corridors immediately transports you to the city of love

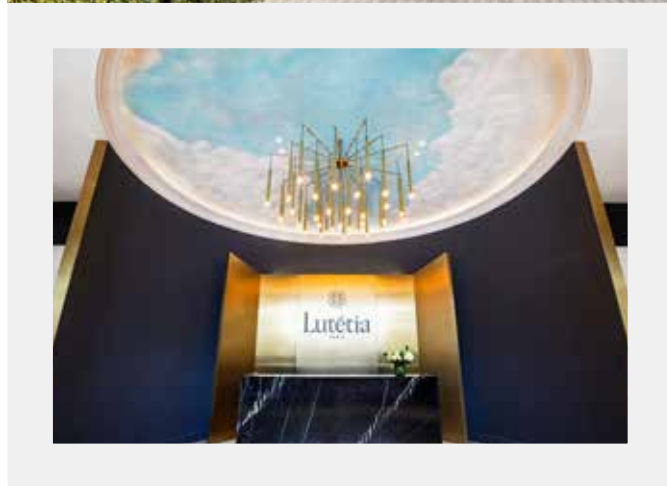
**Can you tell me a bit about the design of each clinic and how it adds to the atmosphere?**

It all starts in our Parisian Clinic, the soul of the historical mansion sets the tone. The mosaic flooring, marble walls and high ceiling are authentic. We then added a lot of technology when we uplifted the whole place two years ago. The colors are warm and reassuring. It is not your typical clinic and the feeling is quite unique.

In Dubai, we had to work twice as hard to make the place stand out, as I didn't want it to look like a pale copy of a Parisian venue. I'm proud of the outcome and anyone that's walked through the doors of Maison Lutétia in Dubai is in awe with the place.

**Which Gharieni products do you have in your clinics?**

We use two different models of Gharieni beds: The MLW for our hair transplants and body treatments, and the SPL for all other aesthetics applications.



**What are some of the most popular treatments at your clinics?**

We are quite well known for our facials, botox and fillers, but people travel from all corners of the world for our hair expertise.

**Do you have any plans to expand with any further clinics in the future?**

We have gotten offers from different countries, and we may be opening a couple more clinics in 2021.

## Sammy Gharieni to receive ‘Life of Beauty’ award

Sammy Gharieni, Gharieni Group’s founder and CEO, will be awarded the “A Life of Beauty” Award at this year’s Beauty Düsseldorf on 18 Sept., 2020. The award honors figures with special merits in professional cosmetics who are considered driving forces within the industry.



**A** visionary who revolutionized the spa and wellness sector with his innovative treatment beds, Sammy first started his company in 1992 and has grown it to one of the world’s leading manufacturers of high-quality wellness beds, treatment beds and devices. The name “Gharieni” is synonymous with a brand that fulfils highest quality standards and is active around the globe with several subsidiaries on four continents.

### Passionate Visionary

Sammy Gharieni was born to a Tunisian father and Belgian mother in Tunis, and from a young age, showed his entrepreneurial spirit, attaching little Gharieni labels to the devices he built. In 1981, a scholarship took him to the University of Duisburg in Germany, where he completed his studies with an electrical engineering degree.

Sammy’s first career milestone followed in 1992 when he established the trading company “Electro-Medical Gharieni”, which engineered beds for medical treatment, dialysis and plastic surgery. In 2005, Sammy identified enormous potential in the spa and wellness sector, and made a trendsetting entry into new markets with quality-controlled, innovative high-tech wellness and treatment beds.



The principles of successful companies are innovation, investment in research and multi-disciplinary cooperation. A worldwide network is indispensable for this

### Professional Concept and Global Success

Gharieni Group has now become a global player and their products, which bear the “Made in Germany” quality seal, are sold in more than 100 countries around the globe. The portfolio not only includes wellness beds, cosmetic and podiatry beds, but also furniture, cosmetic and medical devices, and consumables for studios and practices. Wellness concepts that feature entire treatment routines, matching accessories and training on the equipment round out the range.

Active networking at national and international level ranks very highly. At a very early stage, the Gharieni team also saw the need to look beyond their own backyard when developing new products. The in-house creative department therefore continuously cooperates with specialists from a wide variety of fields and sectors of industry. “The principles of successful companies are innovation, investment in research and multi-disciplinary cooperation,” says Sammy Gharieni. “A worldwide network is indispensable for this.” Sammy Gharieni contributes his success to a simple formula: “I am driven by passion and I absolutely love what I do – and this decides on the avenue you opt for at the end of the day,” he says.

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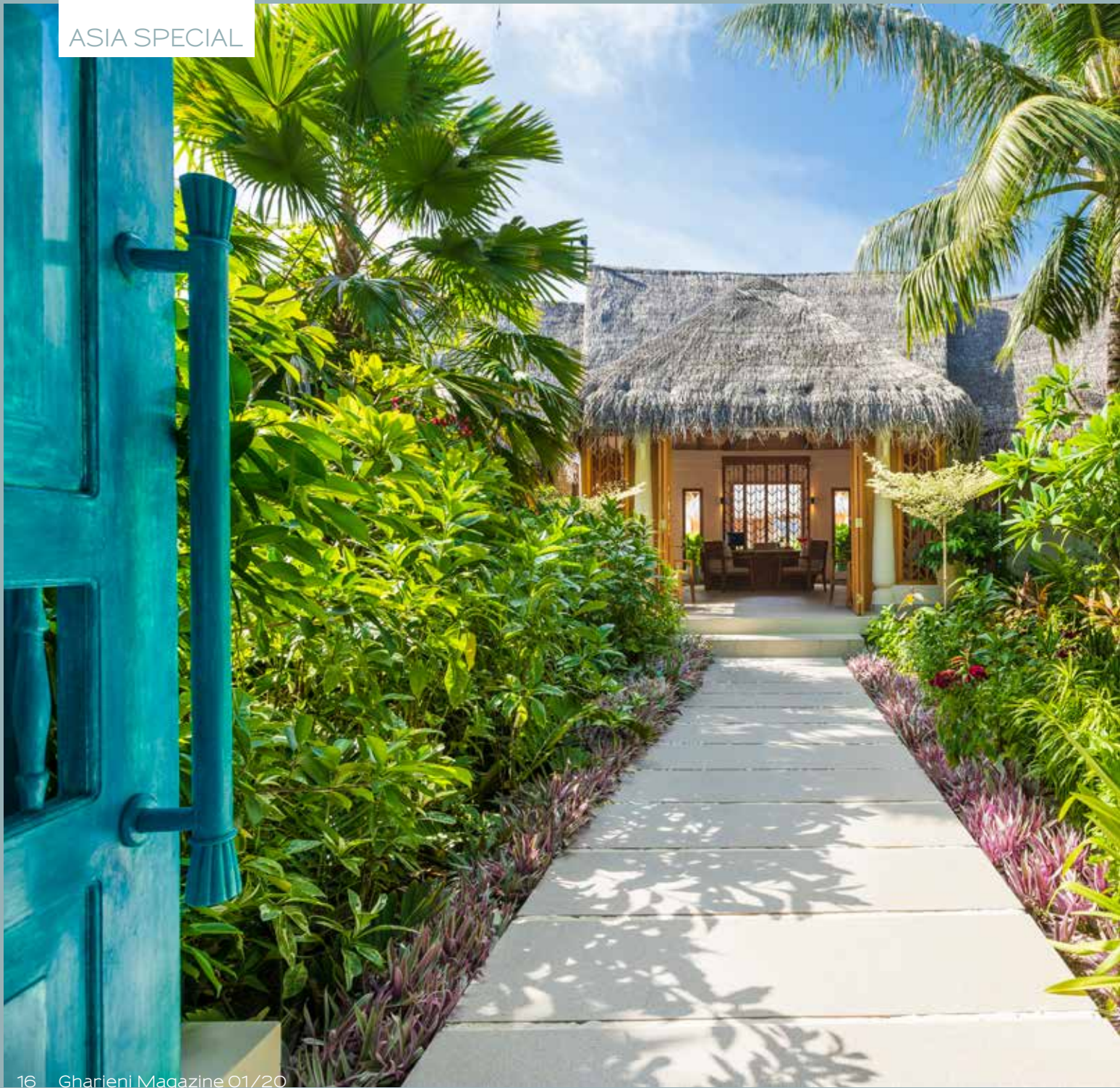
601

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2. MASSAGE
3. PEDICURE
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# ASIA

## the future of wellness

The Asia-Pacific region is the growth leader for wellness travel, with more spas than anywhere else in the world

At the Global Wellness Summit in Singapore in October 2019, delegates had a chance to hear about the myriad ways that Asia is influencing the international wellness industry. “If you look at modern wellness today, you are seeing it through the eyes of Asia,” said Catherine Feliciano-Chon, co-host of the Summit and founder of CatchOn, a brand and PR consultancy with offices in Hong Kong and Shanghai.

Feliciano-Chon highlighted some incredible statistics: the Chinese are the world’s biggest travel spenders, and by 2030, they will represent 30 per cent of the international travel market – the same year that China is projected to become the world’s number 1 travel destination.

But it’s not just China – the entire Asia-Pacific area is the global growth leader for the wellness markets that the Global Wellness Institute tracks. Asia’s wellness tourism market has reached \$136.7 billion, and wellness trips in Asia have been growing at a rate of 15.3 percent a year, with China and India ranking first and second for growth worldwide. Asia also has the largest number of spas in the world – 48,679 – with a spa industry worth \$26.5 billion, and the market is projected to double by 2022: from \$137 billion in 2017 to \$252 billion in 2022.

As wellness tourism in Asia explodes, we highlight some of the newest spas in the region to boast Gharieni equipment, and look at the innovative ways they’re standing out in a crowded marketplace.



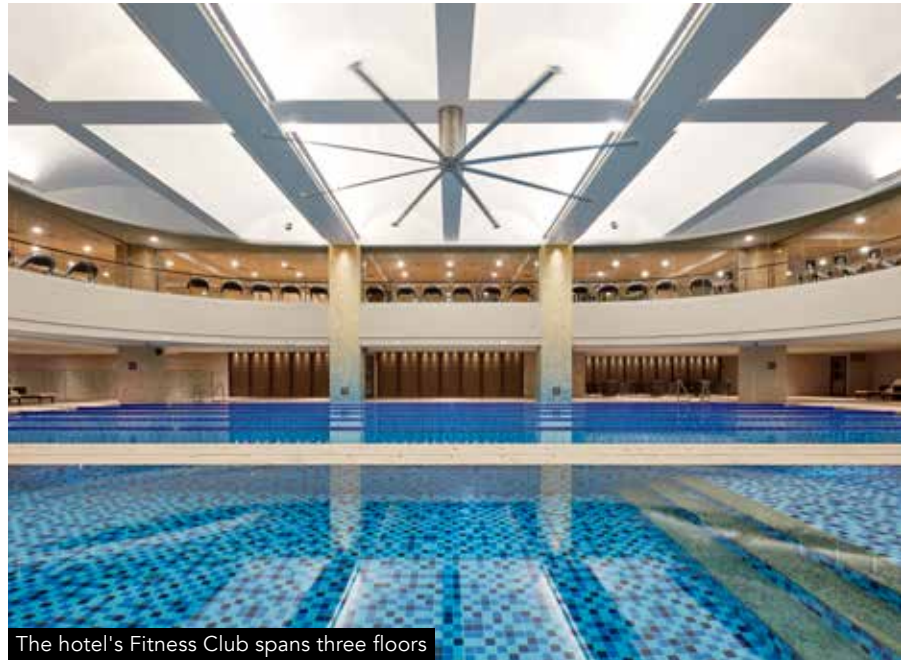
## JW MARRIOTT SEOUL

### Three-storey wellness club in the Gangnam district

The JW Marriott has recently re-opened following an extensive eight-month renovation, in what Mitzi Gaskins, Vice President & Global Brand Manager for JW Marriott, calls “an exciting milestone for the JW Marriott brand.”

JW Marriott Seoul, which made its initial debut in 2000, was Marriott International’s first luxury property in Korea and includes 379 of the city’s largest guestrooms.

Spanning three floors, JW Marriott Seoul’s new Fitness Club takes wellness to the next level with state-of-the-art professional exercise equipment, an 85-meter jogging track, indoor golf zone, squash court, basketball court, swimming pool, scuba diving pool, jacuzzi, cabanas and sauna. Special areas are designated for those guests who are interested in well-being practices including Ayurvedic remedies, meditation and healing. The spa features Gharieni’s Quartz bed as well as their MO1 treatment beds.



The hotel's Fitness Club spans three floors

## FOUR SEASONS JAKARTA



The spa features Gharieni's luxurious MLW F1 Soft treatment tables

### Southeast Asian healing in the central business district



The Four Seasons Jakarta in the city's Central Business District features a spa that takes its inspiration from Southeast Asian cultures with global influences. Facilities include eight treatment rooms, two couple's suites, a hammam, relaxation lounge, spa shop, a 24-hour fitness centre and an outdoor pool on the fifth-floor rooftop. The spa features Gharieni's luxurious MLW F1 Soft treatment tables.

Signature treatments include the Royal Body Boreh, which includes a traditional Balinese body mask of fresh herbs and warming spices; and the Luxury of Lulur, based on ancient Javanese beauty rituals. A special Soak & Sip pairs a choice of soothing baths with jamu, a traditional Indonesian herbal elixir made with local spices. The spa also includes an Express Menu geared towards busy business travellers, with 30-minute treatments followed by a light poolside lunch or a cocktail at the end of the workday.





## ZENSA SPA AT STUDIO CITY MACAU

Indulgent spa in one of Asia's leading  
entertainment resorts

Studio City Macau – a leading entertainment and leisure resort best known for its Hollywood-themed, cinematically inspired concept – also features a lavish Zensa Spa, which has been named the “Best in Macau”, “Best Spa Water Facility of the Year” and “Best New Spa & Wellness Property”. The renowned spa has just added four Gharieni MLE spa treatment tables.

Embracing the wellbeing concept, Zensa Spa has been recognized as an ideal destination for an indulgent, revitalizing spa retreat. Its contemporary and sophisticated interior design creates a relaxing atmosphere, and its experienced therapists will customize a spa journey using natural products and exceptional techniques for every visiting guest. Zensa Spa's renowned treatments are based on the principles of restoring balance and harmony to our mind and body.

Zensa Spa has a total of 13 treatment rooms, including seven Single Suites, two Couple Suites and four VIP Couple Suites. It offers an exquisite range of services from massages and facials to body treatments, complemented with the state-of-the-art spa facilities including vitality pools, saunas, steam, and snow rooms.



Zensa Spa has state-of-the-art facilities



## MANDARIN ORIENTAL KUALA LUMPUR

Unique treatments in a special  
Psammotherapy Suite



The hotel's spa includes a Psammotherapy Suite



*“We appreciate having a partner like Gharieni who shares this vision for bringing innovation and creativity into the spa experience”*

*Jeremy McCarthy, group director of spa and wellness, Mandarin Oriental*

At the Mandarin Oriental Kuala Lumpur in Malaysia, the Gharieni Quartz bed is the star of several signature treatments performed in the spa's exclusive Psammotherapy Suite.

The three-hour Psammo Gold Serenity is an immersive experience that employs mother earth's energies by using different elements. First the body is grounded on the natural quartz sand surface (Earth) and the mind is recalibrated with the sensory vibrations of Tibetan singing bowls (metal). Myofascial release massage techniques are performed on the heated quartz (fire), followed by a re-mineralizing body scrub (wood) and ending with a balancing Himalayan sea salt bath ritual (water).

The one-hour-and-20-minute Psammo Gold Remedy treatment is performed by a Thai massage specialist, and combines assisted stretching, deep tissue and

acupressure release techniques, all performed on the Gharieni Quartz bed. Additionally, selected treatments from the spa menu can be upgraded to the Psammotherapy Suite for an extra charge.

“A part of our innovation strategy is to always be trying new things in our spas that we have never done before,” says Jeremy McCarthy, group director of spa and wellness for Mandarin Oriental. “We appreciate having a partner like Gharieni who shares this vision for bringing innovation and creativity into the spa experience. We have now placed the Gharieni Quartz Bed into three locations: Kuala Lumpur, Doha and Beijing. The nice thing about this treatment is that it is not trying to reinvent an entirely new spa experience, but rather enhances the spa treatments that our guests already enjoy. The heated quartz crystals and the unique features of the bed amplifies the positive effects of our therapeutic treatments.”

## BULGARI HOTEL SHANGHAI

Luxury spa with advanced beauty treatments

**B**alancing nature, contemporary design and heritage architecture, the Bulgari Hotel Spa includes a 48-storey tower as well as the spectacularly restored Chamber of Commerce Shanghai Building, which dates from 1916. The resort's stunning spa enjoys a riverside location amid private parks and gardens, and raises the standard for luxury spas in China. The 2,000-square-meter spa is a harmonious retreat designed to balance body, mind and spirit, and features 10 Gharieni MO1 treatment beds and two Gharieni PediSpas.

The spa includes five single treatment rooms, a double treatment room, a foot massage room and a luxurious couples' spa suite with a Roman-inspired hot tub and private sauna. Also featured is a 25-meter signature Bulgari indoor heated swimming pool and vitality pool along with a salon, traditional Italian male barber, juice bar, gym and mind & body studio. Bulgari Signature Journeys have been inspired by the classic wellness traditions of the world, and include a Balancing Qi ritual that uses traditional Chinese medicine and incorporates traditional herbs, Tai Chi movements and acupuncture.



The hotel includes a restored historic building





The 2,000-square-metre spa is a space designed to balance body and mind



The spa has over-water treatment suites and has added Gharieni MO1 beds



## MILAIIDHOO ISLAND MALDIVES

### Holistic treatments and stunning over-water suites

Blissful relaxation awaits at the Milaidhoo Island Maldives' Serenity Spa. With an over-water yoga pavilion and four over-water treatment suites offering inspiring views of sky and ocean, the spa has recently added eight Gharieni MO1 treatment tables. Guests can explore holistic treatments incorporating the powers of botanicals combined with healing traditions from Africa using local herbs and plants.

Signature treatments include the TheraNaka East African Wood Massage, which mimics the rhythmic patterns of an African dance and uses light stretching techniques and wooden implements, and the TheraNaka Milaidhoo Tri-Scented Lime Infused Luxury Massage, created to celebrate a connection with nature and the circle of life. Guests can also create their own Spa Story by choosing from three different indulgences.



# SHANGHAI EDITION

## Sophisticated wellbeing in a heritage building

American hospitality visionary and pioneer Ian Schrager has brought his celebrated EDITION brand to Shanghai, which includes a six-treatment-room spa. The hotel includes a complete refurbishment of one of the city's finest buildings – the Art Deco former headquarters of Shanghai Power Company, first built in 1929 – as well as a new skyscraper that houses 145 guest rooms, creating a multi-dimensional old-to-new space. “This is a new kind of hotel in China that the city of Shanghai didn’t know it needed,” says Schrager.

Located on the sixth floor of the heritage building, The Spa at The Shanghai EDITION reflects a sophisticated approach to beauty, wellness and wellbeing with an inspired blend of luxury and comfort. The Spa



features a total of six treatment rooms and suites, manicure and pedicure services, sauna, an expansive relaxation area with fully equipped bar and a retail boutique. Showcasing the best wellness and beauty practices, The Spa delivers authentic Asian treatments inspired by western rituals featuring top-shelf products by Amala and Intraceuticals - designed exclusively for EDITION's well-travelled and elegant guests – as well as two Gharieni Pedispas.



# SAND & SEA

The Gharieni Group & VOYA team up to create bespoke body treatments

In today's highly competitive spa space, it is increasingly challenging for spas to differentiate themselves and offer truly innovative treatment protocols that will heighten guest experience and leave a memorable impression. In order to address this and to offer bespoke and unique services, VOYA and the Gharieni Group have joined forces to develop three distinct treatment services that will broaden menu offerings and increase revenue.

The synergy of the heated quartz present in the Gharieni MLX Quartz table, combined with the beneficial properties of seaweed, aids in detoxification by improving the lymphatic exchanges and thereby helping to flush out toxins. Additionally, the heat from the Quartz helps to dilate the pores, allowing for better product absorption. It also offers anti-inflammatory and healing properties to further strengthen the skin's natural defences.

## TREATMENTS INCLUDE:



**Massage** – heated quartz warms the muscles as pressure-point, Balinese and Hawaiian techniques stretch and relax them



**Wrap & Facial** – a body wrap of warm Laminaria leaves increases the detoxification effects of the heated quartz followed by a facial, which starts with exfoliation and finishes with masks to hydrate and smooth the skin



**Massage, Wrap & Facial** – a combination of both to boost overall wellbeing and promote lymphatic drainage and body balance

*Combining the results-driven luxury products of VOYA along with the fantastic possibilities of the Gharieni MLX Quartz bed elevates results-driven treatments in spas to the next level. The synergies simultaneously create memorable moments and body transformation for guests*

Andreas Blum, head of treatment concepts at Gharieni





## Interview with Clair Davidson

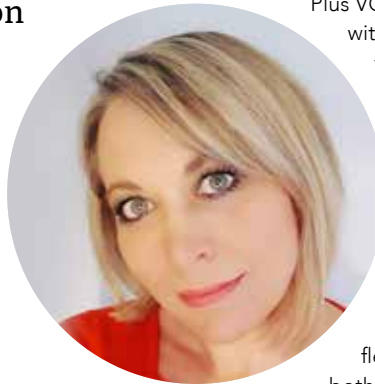
Head of Sales for VOYA

### How did this collaboration happen?

This has been something that VOYA & Gharieni have been discussing for a couple of years. We are two forward-thinking brands, trying to enhance wellness in the workplace and for the guest experience, and by collaborating we can offer amazing results-driven wellbeing treatments as a team. Creating specialized enhanced treatments that combine the power of Gharieni's Quartz beds with VOYA's genuinely organic, seaweed-based products and aromatherapy oils means we can provide the ultimate wellness experience for spas globally.

### Why will these two products work well together?

The MLX Quartz bed is a treatment within itself and works in synergy with our seaweed to give the guest optimum results from the treatments. Both the quartz and the seaweed have similar properties in that they aid detoxification and improve lymphatic flow, thereby promoting healing. The quartz has the ability to aid self-healing within the body and skin, while seaweed has a calming, soothing and strengthening effect. When combined, this creates a powerful boost to the skin and body. The Quartz bed also has specialized heating methods that allow the vitamins and minerals found in VOYA seaweed to be better absorbed.



Plus VOYA's connection to the sea works perfectly with the Gharieni Quartz bed, which offers the benefits of a day spent at the beach – combined together, these treatments offer a truly mindful journey. Combining the two experiences will also allow spas to enhance their menus and retail sales – and to maximise their profitability.

### How will this work for existing Gharieni or VOYA customers?

The programme we've put together ensures flexibility whether you are completely new to both products or just one. Gharieni customers who already have the Quartz bed can simply add in the VOYA products to their mix, and existing VOYA clients who want to add the Quartz bed can then offer these treatments to their guests as well. We can ensure the training suits all.

### When will these treatments be available?

The official launch was at Professional Beauty GCC Show in Dubai from February 16-17, and we have a few spas already signed up.

### Do you envision there will be more protocols in the future?

We certainly do. Once these have been launched and we have seen the development and success we will reach out to spas for other treatments that they would like to see incorporated.

IN PRACTICE



## FLAGSHIP SPAS

### The Lamp

Boutique Swedish hotel  
with a modern spa



The spa is equipped with Gharieni MLW F1 massage beds

The boutique Lamp Hotel in Norrköping, Sweden recently added a 1,200-square-metre design-focused spa with eight treatment rooms. Designed by Eric and Katarina van Brabandt, the spa features a modern classic design with details like high-quality stone walls.

Two of the spa's treatment rooms are doubles, and all eight rooms are equipped with Gharieni MLW F1 massage beds and Gharieni HST Trolleys. The spa also features a Gharieni MLX Quartz bed, a Gharieni Libra and a Gharieni MLW Amphibian SpaWave System.

"We chose Gharieni products because of their quality and comfort," says Magnus Malm, CEO of The Lamp. "Their well-known reputation is also a quality mark for our spa."

Other facilities at the spa include two pools, two saunas, an ice room, reception area with relaxation room, and fully equipped bar. The gym includes machines from Nautilus and Star Track, a spa suite with a steam bath for four people, and a balcony with an outdoor whirlpool. A private spa lounge with lockers, showers, wine, champagne and a beer cooler is also offered, as well



Treatments on Gharieni's Quartz bed are popular



as separate treatment rooms for manicures, pedicures and facial treatments.

Magnus Malm says since adding the spa almost two years ago, business at the hotel has almost doubled, with some of Gharieni's unique products helping drive guests to the spa. "Customers are particularly curious to try the Quartz bed and the Libra," he says. "And customers always like both products after they have tried them. Those who know the brand know Gharieni has top quality massage beds – and those who have never heard of Gharieni still leave our spa highly satisfied."





## FLAGSHIP SPAS

### AETHER Esthetic and Beauty Institute

One-stop for all things wellness in Prague



Signature spa rituals are themed after elements of water, fire, earth and air



Scan QR code & watch video

The Aether Institute, one of the newest Gharieni Flagship Spas, is an oasis of health, beauty and relaxation in the center of Prague. It offers a wide range of advanced services for both women and men, including exclusive laser treatments, anti-aging therapy, face harmonization, health enhancements, body sculpting and slimming programs, physiotherapy, and cosmetology and beauty services, including hair styling and coloring, nail services and makeup. Additionally, consultations with leading experts in dermatology, trichology, nutrition and esthetic medicine are also available.



Aksana Soucek-Lukanava

The spa and wellness centre is inspired by cutting-edge technologies, as well as traditions from Egypt and China, with signature massages and spa rituals themed after the elements of water, fire, earth and air. All of the treatment tables in the spa are from Gharieni, and Aether also features Gharieni's Libra and Quartz tables.

"Gharieni has unique products, and the concept of our Institute is to follow cutting-edge technologies in equipment," says Aksana Soucek-Lukanava, Founder of Aether Institute. "Aether,' from the ancient Greek, is a



Gharieni's Quartz table is popular with clients

fifth element that contains all four powers of nature: water, fire, earth and air," she explains. "The Gharieni products help symbolize these elements with water in the Libra table and earth with the Quartz table."

Aether offers the Tropical Rain treatment with Gharieni's Libra table, which begins with a melted sugar peeling followed by an application of with warm aromatic oil. Guests float comfortably on the Libra's water mattress, and then the table's Vichy water shower envelops them in a soft cascade of water while light music plays,

color therapy relaxes the mind, and aromatherapy aids in relaxation.

Gharieni's Quartz table is used in the Psammotherapy ritual, which combines soft massage with herbal poultices, singing bowls and inversion therapy, all on the signature warm sand table. The treatment is good for spinal health, and targets back pain by helping rehydrate discs, reducing nerve pressure, realigning the spine, relaxing tense muscles, easing stress and improving joint health. Aksana says Psammotherapy is the Institute's most

popular treatment.

"We have all different types of customers – sportsmen, businessmen, women – all of them love the hot sand therapy," she says. "All of the Gharieni beds are very comfortable, and the patients mention how they're very comfortable during their treatments." Aksana says that aside from investing in quality equipment, her success comes down to a great team

of people who are passionate about beauty and health care. "I have always wanted to create a place where you can find everything in the same spot," she says. "It has been my ambition to simplify the lives of busy people and offer a wide range of beauty and medical wellness treatments in one place – a place where you can expect an individual approach, superior care and comprehensive solutions."

*An interview with*  
SPA CONSULTANT  
**SONAL UBEROI**

Owner & Founding Director of Spa Balance

Sonal has extensive operations and management experience in the spa and wellness sectors, and worked on more than 40 spas across four continents

**Please tell us about yourself and how you got into the spa and wellness business?**

I set up Spa Balance in 2008 with the idea to offer turnkey wellness solutions for luxury and boutique hotels. I am based in Spain and work mainly in Europe and the Middle East. I have always had a passion for the wellness industry and I finally took the leap back in 2002 to leave the banking industry in London and work for the Reebok Sports Clubs in Madrid. What I most love about my job is that I believe there is incredible power at the intersection of tourism and wellbeing. People have travelled for millennia to heal and regenerate themselves. Hotels are a great place for people to reconnect with themselves and live transformational experiences.

**Where do you find your inspiration for spa concepts and design?**

Inspiration is something I believe one needs to feed and nurture on a daily basis. The beauty of our industry is that when it intersects with the hospitality sector, we have access to incredible destinations. I find my inspiration from each client's location, team, hotel – and particularly the local culture and people.

**What are some of the most exciting things that you see on the horizon for the spa industry?**

I think there has never been such a great time to be in the wellness industry as now. From 2010 to 2020, we saw wellness become a “nice-to-have” to a “must-have”. I will be publishing my Top 8 Hotel Wellness Business Trends 2020 in the next few weeks, but I think as we focus on a new decade of hotel wellness trends, we will see the “premiumisation” of human contact, the hyper-personalisation of services and a stronger emphasis on purpose-driven experiences take centre stage in 2020.

**Can you tell us about some of your most interesting recent projects?**

When I was working on the spa at Abadia Retuerta in Spain – which is set in a beautiful vineyard in the countryside – I was inspired by the master sommelier figure. A master sommelier needs to have detailed knowledge of terroir, of the qualities of different wines and of which foods and tastes work together. The figure of the master sommelier inspired us to create the figure of the spa sommelier, whose role is to design and craft authentic wellness







The Abadia Retuerta in Spain is set in a vineyard

experiences that pair together local flavours, hotel spaces and spa concepts. Spa Sommelier is a fusion wellness concept, and was developed in response to the evolving demands of the hotel and wellness markets. Today's hotel guests are increasingly wellness-savvy, expecting experiences that are personal, memorable and meaningful.

**You chose Gharieni beds for two of your most recent big projects. Can you tell us why?**

I chose Gharieni beds because quality was of utmost importance to me and my clients. Our spa guests spend their entire treatment on a treatment bed. It is important they are comfortable (including our therapists!) Gharieni has a fabulous range of beds – they're all great! It depends on the spa, the concept and the treatment menu offering.

**What are you working on at the moment?**

I am working on a fantastic stand-alone medical spa concept in Oman. We are currently working on the concept, so keep your eyes peeled for updates in the next couple of months. And yes, they will most likely have Gharieni beds too!

# PROJECTS WORLDWIDE

## Shanti Wellness Spa

Kotor Bay, Montenegro

An oasis for mind, spirit, soul and body

The Shanti Wellness Spa at the Huma Kotor Bay in Montenegro is an oasis for mind, spirit, soul and body. With more than ten exclusive massages, facials and body treatments, the spa includes Gharieni's MLR and MLK treatment beds.

The spa team works closely with each individual, and the professional team includes physiotherapists, medical help, nutritionists, a therapeutic team, yoga classes and personal trainers to offer individual care, rejuvenating treatments and support for deep self-transformation. Three seven-day retreat programs each focus on wellbeing, with natural therapies, customized fitness plans and a healthy diet consisting of vegetarian meals freshly prepared from the on-site organic garden.

Choices for seven-day retreat programs include an anti-stress program, which aims to balance the body, mind and spirit and supports a quest to de-stress, nourish the body, relax the mind and reconnect with yourself. A weight-loss program is designed to help people reduce their weight and achieve their goals by making changes to their daily habits and help participants build skills for successful lifestyle changes. The detox retreat program is an effective cleansing program designed to eliminate toxins, remove cellulite, increase vital energy and boost the immune system.



# Eden Rock St Barths

## Saint Barthélemy

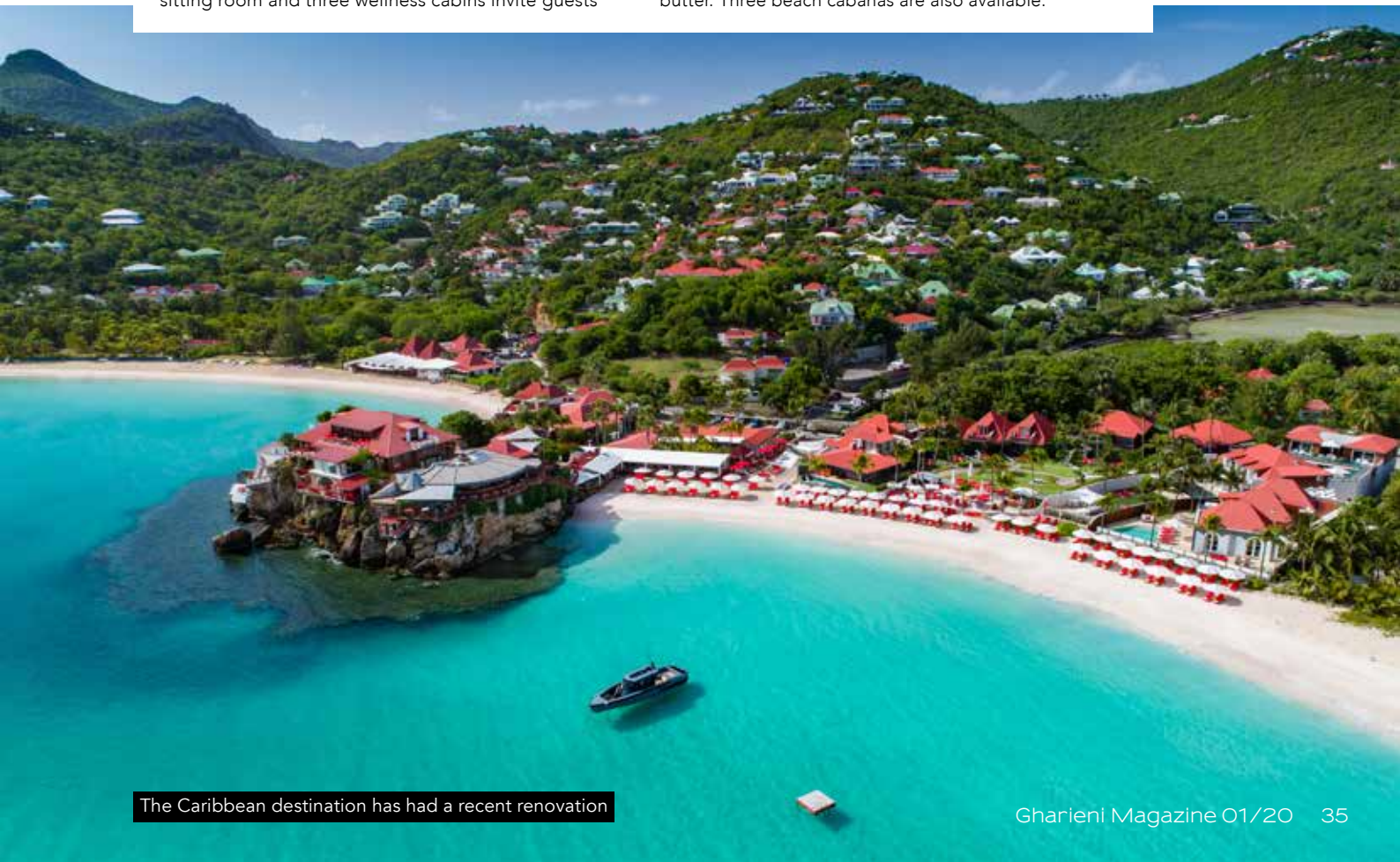
Iconic Caribbean resort gets revamp

The Eden Rock St Barths hotel in the Caribbean – part of the Oetker Collection – re-opened in November following an extensive two-year renovation, which included a new spa.

The brand-new Eden Spa has taken up residence inside the top of the Rock, where the legend began. The new yacht-on-land themed sitting room and three wellness cabins invite guests

to enjoy a Caribbean spa journey. Two Gharieni MLW Classic treatment tables, as well as three MLW F1 Wood tables, were chosen for the spa.

An extensive treatment menu uses natural and sun-drenched products from Ligne St Barth, all of which are created on the island using ingredients like frangipani flower, melon, sugar cane and mango butter. Three beach cabanas are also available.



## Intercontinental Bordeaux Le Grand Hôtel

Bordeaux, France

Rooftop views at this  
classic French spa

At the Intercontinental Bordeaux Le Grand Hôtel, a timeless 1,000-square-metre spa has been inspired by the ancient Roman baths. Decorated by Jaques Garcia and dedicated to wellbeing, the spa is situated on the top floors of the hotel and features panoramic views.

On the rooftop, panoramic views and a Jacuzzi help recreate an atmosphere of the Arcachon Bay, with a beach on the roof overlooking the opera house. The atmosphere is quiet and smooth around the swimming pool with countercurrent swim. The spa also features a hammam, sauna, and steam room.

The spa has recently added the Gharieni MLX Limber Podo, the newest member of the flexible Limber family, with a pipeless and moveable foot bath, soft upholstery, and large storage area in the base.

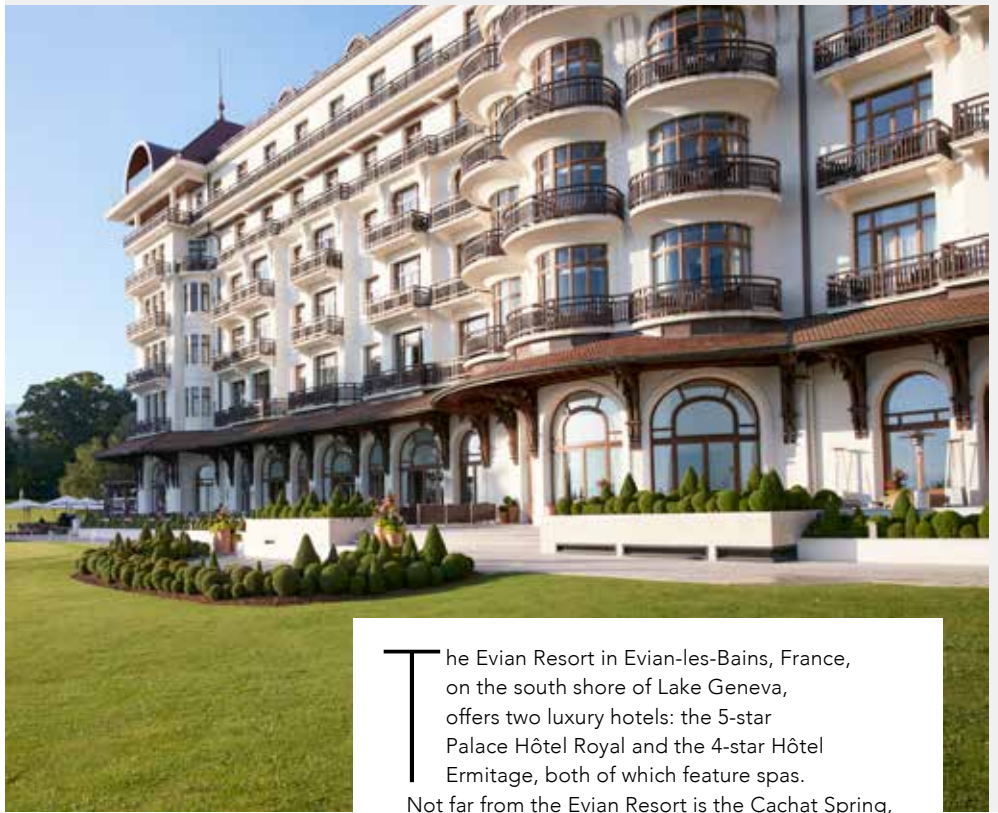
The hotel itself features nostalgic French decor and UNESCO World Heritage architecture, and features a restaurant with gourmet cuisine inspired by chef Gordon Ramsay.



# Hôtel Royal Evian Resort

Evian-les-Bains,  
France

A duo of French spas feature  
the famous mineral water



The Evian Resort in Evian-les-Bains, France, on the south shore of Lake Geneva, offers two luxury hotels: the 5-star Palace Hôtel Royal and the 4-star Hôtel Ermitage, both of which feature spas.

Not far from the Evian Resort is the Châtalet Spring, the source of evian natural mineral water, to which the town owes its fame. Since the 19th century, the water has been used for treatments at evian's thermal spa.

The Spa Evian Source at the Hôtel Royal Evian Resort in the French Alps is a 1,200-square-metre spa devoted to body and mind. The energy that flows through this spa is filled with a luxurious, tranquil atmosphere. The spa at the 4-star Hôtel Ermitage offers nine treatment rooms including a relaxation area with herbal teas, a gym, sauna, steam room and two heated pools (indoor pool with jacuzzi and natural daylight, and outdoor pool). Both spas have recently added new Gharieni MO1 treatment tables.

Nestled in 47 acres of private wooded grounds, the Evian Resort has breathtaking views of Lake Geneva and the French and Swiss Alps. The Hôtel Royal was originally built in 1900, and combines the charm of the French Belle Époque with the elegance of modern design, with 150 rooms and 32 exceptional suites.



The spas are set on the shore of Lake Geneva



*“The Gharieni Spa.Wave System allows us to offer a more scientifically developed solution”*

*Alistair Bramwell,  
Spa Operations Manager*

## Rockliffe Hall

County Durham, UK

50,000-square-foot spa in the countryside

The UK’s Rockliffe Hall invested a further £180,000 in its spa in 2019, which includes the addition of a Gharieni Spa.Wave System. The state-of-the-art Spa.Wave table uses acoustic and vibrational therapy to train the brain to relax in 30- or 60-minute therapy sessions. Similar to meditation, the Spa.Wave uses specific sounds to slow down mental activity, while vibrational frequencies act on the energy centers – or chakras – of the body. Developed by American scientists to treat PTSD, the Spa.Wave system can be combined with other treatments, be self-guided, not needing the presence of a therapist.

“The Spa.Wave System was chosen to enhance and diversify our offering as we look to provide additional emphasis on our members’ and guests’ mental wellbeing,” says Alistair Bramwell, Spa Operations Manager at Rockliffe Hall. “While there has traditionally been a focus on the physical benefits of spa and the general reduction of stress, the Spa.Wave system allows us to offer a more scientifically



The Gharieni Spa.Wave System has just been added

developed solution for those wishing to achieve a deep level of relaxation during their time with us.”

Originally opened in November 2009, Rockliffe Hall’s 50,000-square-foot, award-winning spa and wellness center offers luxurious treatments, a Spa Garden and a 20-meter indoor swimming pool. The spa also added a new igloo, infrared sauna and experience showers as part of the refurbishment, enhanced its Tropicarium sauna and foot spa, and installed a salt inhalation system.

# Sopwell House

Hertfordshire, UK

New £14 million spa outside of London

A new £14 million spa development in Hertfordshire, just outside London, features Gharieni's MLX Quartz bed, 13 Gharieni Evo Loungers, and a Gharieni MLR Wet. Cottonmill at Sopwell House is a three-storey, state-of-the-art private members' spa that brings together innovative treatments and experiences with contemporary design, diverse relaxation spaces, and a new spa garden.

Cottonmill features treatments on Gharieni's Quartz bed, which delivers thermal therapy by immersing the body in hot sand, easing tension and stimulating cells. The Cottonmill Sound & Sand treatment sees the bed gently vibrate while singing bowls are chimed, and the Elemis Quartz Poultrice Massage incorporates warm quartz poultices.

The spa features treatments on the MLX Quartz table





## Four Seasons Resort Nevis Charlestown, Nevis, West Indies

Gingerbread-trimmed treatment cottages in a tropical island spa

The 189-key Four Seasons Resort Nevis added six Gharieni MLE treatment beds to its tropical spa in 2019. The island resort is set on 350 acres that was once the site of a sugar and coconut plantation dating to the late 1790s, and a chic, fashionable stylised sense of the Caribbean spirit and soul is evident throughout.

Light-drenched spaces give off a sense of comfort and relaxation, and the spa features gingerbread-trimmed treatment cottages among tropical gardens in West Indian Colonial style. A 65-minute Nevisian Massage pays homage to local spices and herbs, blending them with exotic scents of the West Indies and long, flowing strokes that mimic the waves of the Caribbean Sea.





## Four Seasons Hotel Lanai at Koele, A Sensei Retreat

Hawaii, USA

First all-inclusive wellness vacations by Four Seasons

Four Seasons has opened its first all-inclusive wellness experience in partnership with Oracle co-founder Larry Ellison's wellness company, Sensei Retreats, on the Hawaiian island of Lanai.

The resort pairs guests with a Sensei Guide, who creates a customized itinerary using technology such as thermal body mapping and sleep analysis. The resort's spa is integral to the wellness experience, and includes ten private spa hale, which are designed as individual sanctuaries and include 20 oversized MO1 Evo treatment beds, along with indoor/outdoor showers, infrared saunas, Japanese ofuro bathtubs, private plunge pools and lounge areas.

The evidence-led approach to wellness focuses on three practices: movement, nourishment and rest, which are connected and enriched by one another. "Uniquely crafted itineraries are entirely fluid and adaptable, even as the journey is unfolding for our guests," says Hotel Manager Said Haykal. Guests can enjoy the luxury of limitless choices, including body treatments; personal training; group classes and lectures in yoga, meditation, fitness, nutrition, mindfulness, Hawaiian culture, art, meditation and cultural immersion, as well as enriching activities on land and sea, all while experiencing the beauty of the secluded island of Lanai.



The spa hale feature Gharieni's MO1 Evo beds

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## Park Hyatt Doha

Doha, Qatar

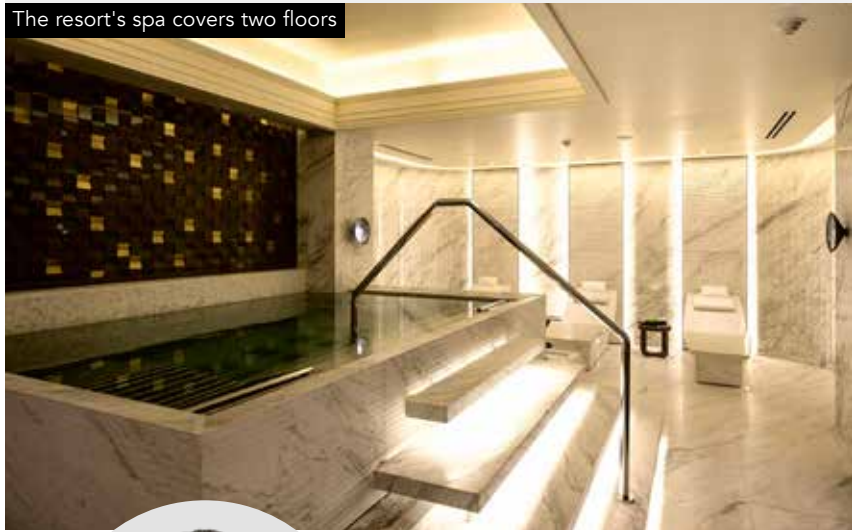
A luxurious two-storey spa in the heart of the capital

The newly opened Park Hyatt Doha occupies a prime location within the heart of Doha's new commercial and residential downtown district, Msheireb, and integrates the best elements of Doha's heritage with refined accommodations that create a luxurious oasis amid the capital city.

The resort's luxurious spa covers two floors, with one floor dedicated to women and another for men, and includes eight Gharieni MO1 Evo beds. Guests are greeted in a tranquil space, with thoughtfully curated mood-enhancing treatments, and a wet area features mood showers, a whirlpool, sauna, steam room and ice room. The spa also offers a post-treatment virtual reality headset with a carefully designed experience for guests to complete their wellness journey.

"We selected the Gharieni Mo1 Evo beds as Gharieni is the top-of-the-line massage bed," says Florana Nget, Spa Manager. "Their beds have full options, and during massages and facials, you have full control to make the bed go up and down, or to elevate the legs or back for the guest's comfort. They are also larger than other brands, which was important for us. Every guest who comes to the spa mentions how comfortable the beds are."

The resort's spa covers two floors



*“Every guest who comes to the spa mentions how comfortable the beds are,”*

*Florana Nget, Spa Manager*



## GLOBAL WELLNESS SUMMIT

### SINGAPORE

The annual Global Wellness Summit – one of the most important events in the spa and wellness industry – took place in October at the Grand Hyatt Singapore. Gharieni participated in the Summit for the 10th year in a row, and served as one of the Gold Sponsors. As a Gold Sponsor, Sammy Gharieni presented the award for Leader in Innovation in the wellness industry, which this year was given to Ronna Chao of Novetex Textiles in Hong Kong.

The Summit explored a wide range of topics relating to the wellness industry, from aging well to healthcare, physical activity, the emerging 50+ consumer, forest bathing, a growth in Japanese wellness consumers, shamanism, spirituality, and what's being called "The Asian Century" (for more on this, see our special section on Asia, pages 16-25).

Next year, the Global Wellness Summit will take place in Tel Aviv, and Gharieni will be there once again.



Sammy Gharieni presents the Leader in Innovation Award to Ronna Chao of Novetex Textiles



## SPATEC

### THE BREAKERS, PALM BEACH, FLORIDA

SpaTec North America 2019 was held at the newly revamped JW Marriott Turnberry in Aventura, Florida last spring. As part of the event, Gharieni treated many attendees to a myriad of treatments at the Ame Spa, including treatments on the MLX Quartz, the Spa.Wave, Libra and more.

As the exclusive purveyor of equipment, Ame Spa serves as an operational showroom for Gharieni and VIP guests are invited to experience the equipment in a real spa setting.



## SPA LIFE UK

STRATFORD-UPON-AVON,  
ENGLAND

Sammy Gharieni spoke at the annual Spa Life UK conference, which took place this year in Stratford-Upon-Avon, England. The topic of Sammy's speech was 'How to Create and Lead a Great Company Culture That Employees Want to Come Back to.'

The Spa Life UK Convention is a celebration of excellence and innovation in the spa and wellness industry, with a unique focus on education and self-development. Now in its 10th year, the two-day event is designed exclusively for senior spa and wellness professionals.



Gharieni joined forces with Natura Bisse and Anatomie to host a VIP reception at TAO opium. Nancy Feetham, Sammy Gharieni, Kate Boyer (l.t.r.)

## ISPA

LAS VEGAS, USA

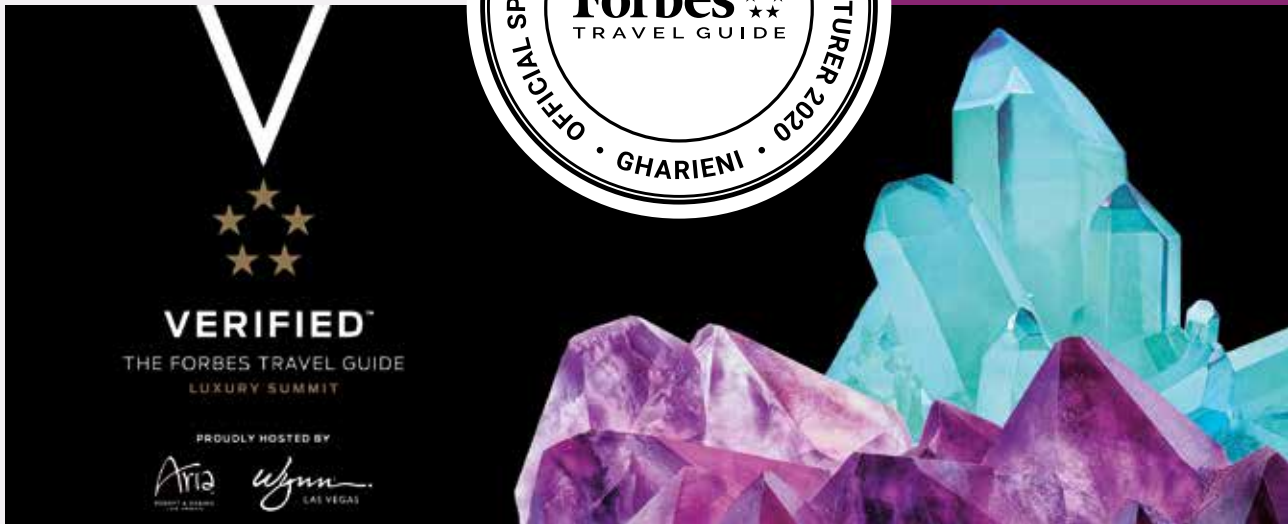
This year, the Gharieni Group traveled to Las Vegas to attend the International Spa Association conference held in September. The theme of the conference was 'Evolve,' and there were numerous educational professional sessions and inspiring general sessions.

Gharieni joined forces with Natura Bisse and Anatomie to host a VIP reception at TAO opium to celebrate 5 Star Forbes-rated properties and being selected as Brand Officials in their respective categories. Representatives and global teams from Four Seasons, Mandarin Oriental, The Ritz Carlton and many more joined the festivities.





Brand Official 2019 &amp; 2020



## Gharieni selected by Forbes Travel Guide for the second year in a row

In February, the Gharieni Group showcased technology at the “Verified – The Forbes Travel Guide Luxury Summit”, a yearly gathering to celebrate 5 and 4 Star award winners in the hospitality industry to recognize outstanding achievement by hotels, restaurants and spas. Festivities were held at the Aria resort in Las Vegas and featured a Brand

Official Pavillion where participants were able to discover and experience a wellness journey including the MLX Quartz and the Spa.Wave System. In addition, Sammy Gharieni participated in a symposium panel moderated by Dr. Sanjay Gupta to discuss the meaning of wellness and how it is being utilized in meaningful ways and sustainable practices.



Dr. Sanjay Gupta and Sammy Gharieni speaking at the Wellness panel at FTG

# Power Napping with Spa.Wave

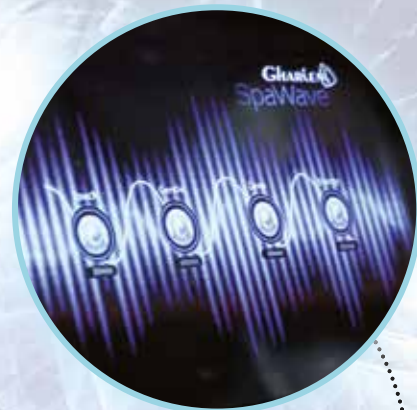
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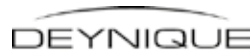
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[www.deynique.org](http://www.deynique.org)



[www.spaconnectors.com](http://www.spaconnectors.com)



[www.theproducthouse.biz](http://www.theproducthouse.biz)

## UPCOMING EVENTS

**09.-11.05.2020**

**Estetika**

Brussels, Belgium  
[www.estetika.be](http://www.estetika.be)

**16.-17.05.2020**

**Cosmetica Hannover**

Germany  
[www.cosmetica.de](http://www.cosmetica.de)

**31.05.-02.06.2020**

**Beautyworld Middle East**

Dubai, UAE  
[www.beautyworldme.com](http://www.beautyworldme.com)

**22.-23.08.2020**

**Cosmetica Frankfurt**

Germany  
[www.cosmetica.de](http://www.cosmetica.de)

**03.-07.09.2020**

**Cosmoprof**

Bologna, Italy  
[www.cosmoprof.com](http://www.cosmoprof.com)

**18.-20.09.2020**

**Beauty Düsseldorf**

Germany  
[www.beauty.de](http://www.beauty.de)

**19.-21.09.2020**

**Beauty Trade Special**

Utrecht, Netherlands  
[www.beautytradespecial.nl](http://www.beautytradespecial.nl)

**01.-04.10.2020**

**FIBO**

Cologne, Germany  
[www.fibo.com](http://www.fibo.com)

**11.-12.10.2020**

**Professional Beauty London**

UK  
[www.professionalbeauty.co.uk](http://www.professionalbeauty.co.uk)

**14.-16.10.2020**

**ISPA CONFERENCE & EXPO**

Fort Washington, USA  
[www.attendispa.com](http://www.attendispa.com)

**24.-25.10.2020**

**Beauty Forum Munich**

Germany  
[www.beauty-fairs.de](http://www.beauty-fairs.de)

**25.-26.10.2020**

**Beauty Forum Paris**

France  
[www.beauty-fairs.com](http://www.beauty-fairs.com)

**27.-30.10.2020**

**Interbad Stuttgart**

Germany  
[www.messe-stuttgart.de](http://www.messe-stuttgart.de)

**14.-15.11.2020**

**Cosmetica Berlin**

Germany  
[www.cosmetica.de](http://www.cosmetica.de)

**16.-19.11.2020**

**Medica Düsseldorf**



Germany  
[www.medica.de](http://www.medica.de)



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