

magazine

Edition 01/2018

GHARIENI

New 2018
Products

HydroSpa Collection *Special*

The best spa destinations
with Gharieni water treatments

In Practice

Successful PR strategies
for your spa

Projects

New top clients
equipped by Gharieni





GHARIENI

PSAMMO CONCEPT



NEW FEATURES

- Triple scent generator
- New touch screen display
- Built-in LED illumination
- New quartz mixes available



TOUCH SCREEN DISPLAY

The MLX Quartz can be easily operated via a touch screen display, that controls the movement, the scent generator, heater and LED lighting.



The 3 scent chambers.
Easy to refill.



The scent jets.
Right at the head section.



editorial

Dipl.-Ing. Sammy Gharieni,
CEO Gharieni Group

Inspiring cooperations

Innovative ideas are often born as a result of networking and inspiring collaborations. This is the reason why we emphasize close contact with our clients. Alongside our high tech products, our excellent service, the interaction with our partners and the presence in numerous trade shows, spa congresses and exhibitions are the key for the long-time success of our company.

We are honoured to have been recognized and rewarded with the Reader's Choice Award for our HydroSpa Collection. It also shows that our innovative water treatments exceed and surpass current spa trends. This served as the inspiration to feature products of our HydroSpa

Collection in this edition of our magazine. Examples from all over the world show how the water theme can be interpreted differently and customized to local and individual tastes to create a singular and unique hydrotherapy experience.

We would be pleased to share our expertise with you and provide customized solutions to your specifications. We are always eager to help our clients find the perfect equipment to meet their needs that reflect their vision.

Yours,



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maximum
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news

MO1 Evo

The 1st spa table on the market with electrical and swiveling armrests

The MO1 Evo is the first spa table on the market that offers electrical adjustable armrests, which can also swivel sideways. The latest evolution of the table offers multiple high-end options like a sound system or the new breast contouring feature. The MO1 astounds with an extremely low access of under 50 cm (19.7 in). The storage space in the base is flexible and can be configured to accommodate hot/cool cabis either at the head and/or feet ends.

PediSpa Square – New facelift

The 5-in1 multifunctional Pedispa square has been redesigned. The facelift includes a narrower base and new designed armrests, that can be adjusted in width. Besides its new design the PediSpa Square can now be operated via a new control panel at the base or with a hand held control. Five distinct actuators allow multi use functions including, pedicures, manicures, hair services, facials and makeup application. Fully adjustable components include the seat, backrest incline, legrest height and length with programmable memory positions. The seat swivels right/left for easy client access. www.gharieni.com/pedispa-collection



New built-in control panel at the base for easy handling.

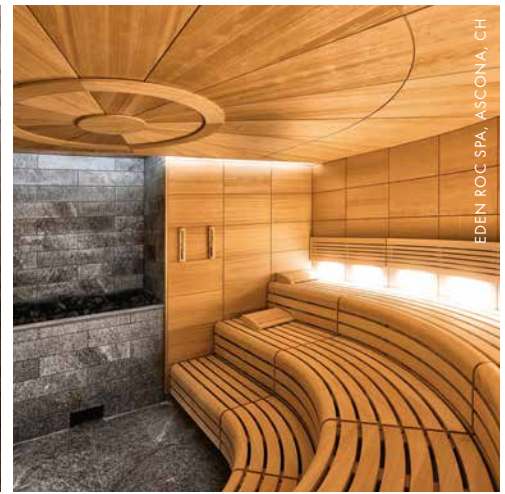


NEW



New english webshop online

E-commerce in English is now available online. After registration corporate customers can now able to place their orders and get pricing information online. In addition to high-quality treatment tables and furniture, we distribute a wide range of accessories for spa, wellness, cosmetics and pedicure and export to over 70 countries worldwide. www.gharieni-shop.com



A KLAFS SPA SPEAKS FOR ITSELF. BE THE TALK OF THE TOWN.

As a manufacturer of high-grade sauna and spa solutions worldwide, we are well aware of how one becomes the talking point: through quality. We process first-class materials with care and commitment and fulfil even the most exceptional wish. Allow yourself to be inspired and order our new References Catalogue 360°. Now free of charge on our website www.klafs.com

KLAFS
MY SAUNA AND SPA



Supersoft for
extra comfort

Lina Select Alu – Supersoft

The Lina Select Alu has the same features as Lina Select, but now includes extra thick supersoft upholstery for extra comfort. The elegantly designed treatment bed has numerous adjustment options. It fulfills all needs and specifications in terms of appearance, comfort and practicality with extendable and removable head and electronically or mechanically adjustable feet section.

International website – In French & Greek

Gharieni has expanded its online presence with French and Greek language websites, at the specific request of its international customers.
www.gharieni.fr | www.gharieni.gr

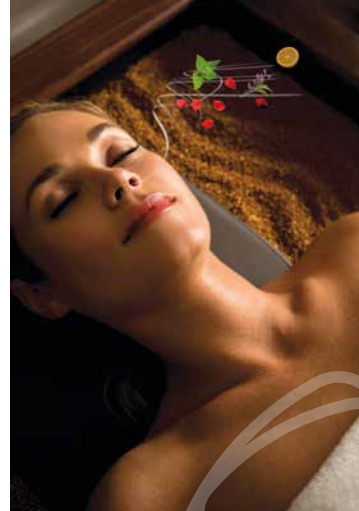


Optional foot bath
for pedicure treatments.



MLX Limber Podo – New member of the MLX Family

The MLX Limber Podo has two individual adjustable foot parts which make this multifunctional spa table ideal for pedicure treatments. The foot parts can be swiveled sideways so that the optional, flexible and pipeless foot bath unit has the necessary space. A height-adjustable footrest allows optimal ergonomic working for the therapists. The table offers a spacious storage compartment in the base. The optional supersoft upholstery provides the ultimate lying experience.



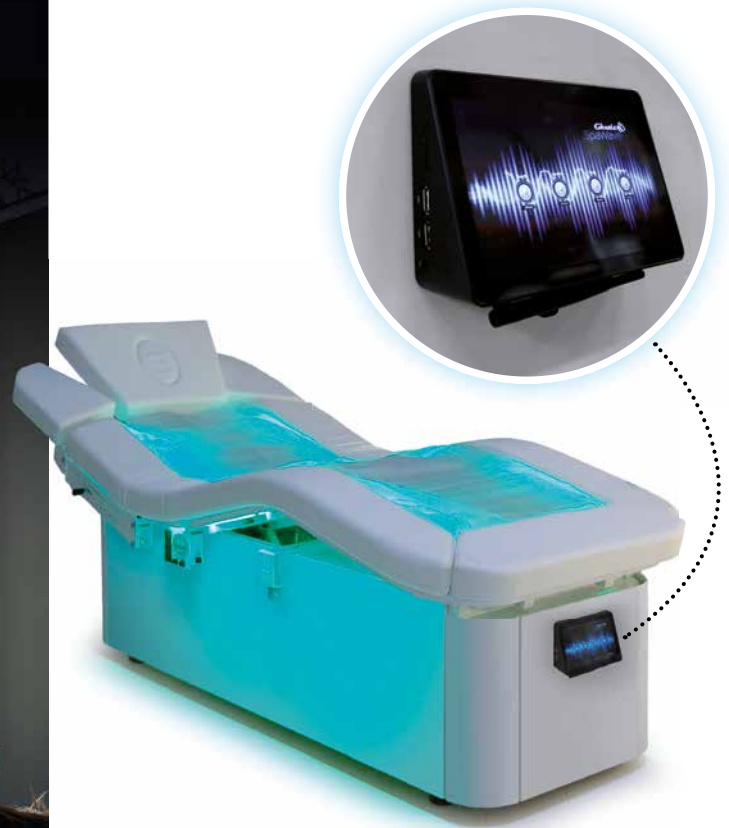
MLX Quartz New olfactive experience

The new triple scent generator of the MLX Quartz offers a wonderful experience of scents from essential oils. While guests are lying on warm quartz sand, soothing fragrances are providing comforting relaxation. The spa table has three integrated scent chambers, which are easy to use via the new touch screen display, that also controls the movement, heater and LED lighting.



Power Napping with Spa.Wave

Binaural Acoustic & Dynamic Stimulation



ENJOY THE SCIENCE OF SOUND

- Improvement of sleep quality and quantity
- Complete sound massage experience
- Reduction of anxiety, stress and mood fluctuation
- Return to the alpha state
- Scientifically proven

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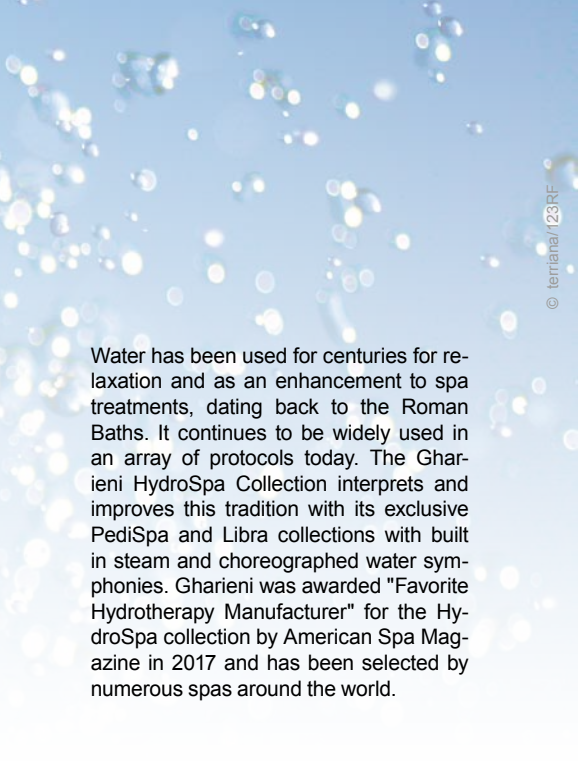
HYDROSPA COLLECTION SPECIAL

Esperanza Resort & Spa, Trakai Oasis in the National Park

Built in the style of a Swiss Chalet and nestled by a beautiful lake surrounded by pine woods, the eco-friendly boutique hotel is part of the Small Luxury hotels of the World. The hotel features one of the most exclusive Spa in the Baltics with more than 100 different spa treatments. On the Libra Horizontal shower, guest can experience various massages, wraps and scrubs performed on a heated table, – relaxing and revitalizing. The ability to choose from three different water jet settings in varying temperatures (balancing, energizing, or relaxing) and enjoy the ritual of special scents makes the treatment especially pleasant. Esperanza also offers treatments on Gharieni's Quartz, Amphibia and MLW F1.

Esperanza Resort & Spa, Trakai, Lithuania
www.idwesperanzaresort.com





© terriana/123RF

Water has been used for centuries for relaxation and as an enhancement to spa treatments, dating back to the Roman Baths. It continues to be widely used in an array of protocols today. The Gharieni HydroSpa Collection interprets and improves this tradition with its exclusive PediSpa and Libra collections with built in steam and choreographed water symphonies. Gharieni was awarded "Favorite Hydrotherapy Manufacturer" for the HydroSpa collection by American Spa Magazine in 2017 and has been selected by numerous spas around the world.



international



True relaxation

Hidden in a private corner of the thick green forest of Aukštadvaris National Park in Lithuania, Spa Esperanza offers exceptional peace and luxury

Pictures: photography © christos drazos



Unique wellness experience

The expansive, eight-level, state-of-the-art facility has been thoughtfully designed as a fully immersive rejuvenation and relaxation experience

SoJo Spa Club, Edgewater

Modern Korean
bathhouse with
Hudson river views

The SoJo Spa Club in Edgewater, New Jersey, located across the Hudson river from New York is a reimagined Korean bathhouse with specialty outdoor pools, therapeutic baths, saunas and an infinity pool with a view of the river and the NYC skyline. The full-service spa by ESPA features a complete array of spa treatments including facials, massages, and nail services. Manicures and pedicures can be experienced on the 5-in-1 multifunctional Gharieni Pedispa Square. Its fully adjustable components include the seat, backrest incline, legrest height and length with easily programmable memory positions. SoJo Club's treatments can also be experienced on MO1 Evo, MLE, MLW Square and WellMasage4D by Gharieni.

SoJo Spa Club, New Jersey, USA
www.sojospaclub.com



Pictures: © Tera Coats





Palazzo Versace, Dubai, UAE
www.palazzoversace.ae

Palazzo Versace, Dubai

Neoclassical masterpiece in the United Arab Emirates

The Palazzo Versace set in the heart of Dubai's Culture Village offers an astounding selection of treatments using high end luxury brands from across the world. The services include result driven facials, luxury holistic massages, softening and energizing body treatments, Moroccan hammam, and luxury manicures and pedicures. The spa

is equipped with Gharieni PediSpa, MO1, Amphibia and Spa.Wave. Palazzo Versace is a neoclassical masterpiece with subtle traces of Arabian architecture and design. Featuring a striking entrance, high ceilings, landscaped gardens, and a range of well-crafted Italian furnishings, the hotel is truly symbolic of the Versace lifestyle.

Margaret Dabbs

LONDON

LEADERS IN LUXURY MANICURES, PEDICURES, LEG TREATMENTS
AND PRODUCTS FOR THE SPA INDUSTRY



FEET



HANDS



LEGS



TOOLS



Our secret is to fuse together the best of medical with the best of beauty to produce an exclusive range of effective, results driven yet luxurious products and treatments giving you gorgeous, healthy and more youthful hands and feet.

SPA PARTNERS





Four Seasons Hotel, Tunis, Tunisia
www.fourseasons.com/tunis

Pictures: © Richard WaitePhotography

Four Seasons Hotel, Tunis

Luxurious relaxation in a vibrant city

Inspired from Carthaginian Era, The Spa at Four Seasons Hotel Tunis is a striking beauty temple dedicated to relaxation and well-being offering a large selection of treatments with products by Guerlain and Maison d'Asa. Comprising of 10 treatment rooms and a Spa Suite, The Spa features a traditional hammam and is furnished with Gharieni's Pedispa, MLW Classic and MO1. The Four Seasons is the first true five-star luxury property in all of Tunisia and offers a bright and spacious atmosphere, capturing the light, airy feel of the Tunisian seaside. Set against the blue waters of the Mediterranean, the hotel welcomes its guests with a majestic Arabian style including rooftop domes, arches, courtyards and fountains.





Picture: © Lodge Kohler

Lodge Kohler, Green Bay Innovative water treatments

Kohler Waters Spa at Lodge Kohler is an elegant, classically styled sanctuary designed to treat mind, body and soul. In addition to many innovative spa services, guests can indulge in the coed sauna, steam room and cool plunge pool. The state-of-the-art Hydromassage Experience Pool is custom designed by Kohler's hydro experts and built exclusively for Lodge Kohler. To match the innovative water treatments the spa is equipped with three Gharieni MLR Wet tables and three PediSpa chairs. Warm and welcoming with sumptuous rooms Lodge Kohler offers easy comfort in Wisconsin and is a perfect destination to explore the Midwest. The fifth floor restaurant and panoramic bar specializes in the finest modern rotisserie cuisine.

Lodge Kohler, Green Bay, USA
www.lodgekohler.com



Picture: ©Don Riddle Images 2013

Four Seasons, Orlando Luxury for the entire family

The 1,200-square-metre spa of the Four Seasons Hotel at Walt Disney World Resort in Orlando is inspired by the natural palette and imagery of the Florida Everglades. The Spa offers advanced aesthetic services, beautiful body therapies and fitness programs. The Salon features Gharieni's PediSpa Curve, PediSpa Compact and Hair Swing for expert hair and nail care.

The luxury hotel within Walt Disney World Resort is Florida's only resort to receive the coveted AAA Five Diamond Award. Reflecting the Spanish Revival architecture of Florida's golden age, lakeside Four Seasons Orlando has 443 spacious guest rooms, including 68 suites.

Four Seasons Hotel, Orlando, USA
www.fourseasons.com/orlando

HYDROSPA COLLECTION

Favorite Hydrosipa Manufacturer

Libra Flat D



Libra Edge K



Libra Wet Table



highlight



The Hydrosipa Collection. Gharieni was awarded the "Favorite Hydrotherapy Manufacturer" by American Spa Magazine in 2017. We are extremely pleased about this award since it is chosen by the readers of the magazine, who are wellness leaders and decision-makers. The Award is validation and recognition for the quality and innovation of our products. Gharieni was also among the

finalists of the following categories:

- Favorite treatment table manufacturer
- Favorite company for manufacturer support
- Favorite nailcare furniture manufacturer

It's an honor to be recognized since our motivation and driving force at Gharieni is to bring wellness to the next level. Thank you to all those who voted for Gharieni.

MLR Wet



PediSpa Square



PediSpa Compact



PediSpa Curve



Cutting edge technology

The latest Libra table cements Gharieni's position as trendsetting company



LED lighting for
Chromotherapy.

LIBRA EDGE K

THE NEW HYDROSPA GENERATION



The Libra offers a lying surface with heatable water cushioning technology for a higher comfort.

Higher comfort with air cushioning

The new Libra Edge K takes treatments to a new dimension

The Libra Edge K is the latest development in Gharieni's HydroSpa Collection. The base of the Libra Edge K is made of the material Corian. The surface has specially formed edges to offer a controlled waterflow.

Cutting edge in design, this creates a new water experience for clients who are in a relaxed supine position on a heated treatment table that is fully adjustable in height and also offers a zero gravity position. It has a fully integrated heatable water mattress for extra comfort. Equipped with a Kohler shower arm, the Libra Edge K offers a variety of pre-programmed water settings through a touch screen interface.

The shower arm and the heated water mattress feature LED illumination and the built in music system is connectable via bluetooth. Relaxing steam treatments are possible with a removable steam capsule. In addition, a soap foam generator produces foam for hammwam treatments. The integrated state of the art technology provides a unique choreography of varying water temperatures and pressure which is programmable in an interactive control panel. There are pre-set water choreographies for balancing, stimulating or relaxing effects. Available in different colours.

Horizontal choreographic shower with Kohler® water technology.



in practice

"HOW TO MAKE YOUR SPA FAMOUS"

Interview with Spa &
Wellness PR specialists,
Kim Marshall and Darlene Fiske



Sammy Gharieni with Anna Moine, Kim Marshall and Darlene Fiske (from left to right)

What does it take to make your spa famous? Following the success of our client and partner, âme Spa & Wellness Collective at Turnberry Isle Miami and the significant media coverage received since its opening in 2017, we turned to the experts behind that campaign to ask how other resorts and spas could reap similar results.

Kim Marshall of The Marshall Plan (TMP) and her partner, Darlene Fiske gave us some insights into how they garnered more than 145 million media impressions for âme Spa in just eight months and also elevated the spa's

reputation among consumers and the wellness community by achieving status as the #3 Resort Spa in the US by USA Today and as the #2 Resort in Florida in the 2017 Condé Nast Traveler Readers' Choice Awards.

Why is Public Relations important for a new or reimagined spa or resort?

Kim: The story comes first. No matter how fancy or new, if you don't take the time to craft a story that differentiates your business from all the others, it will not get the attention it deserves and in the end, not generate the revenues it

was meant to. If you want your spa to be in the news, don't forget the core word in news is new – and your spa is only new or re-launched once. You will have about a year to capitalize, and then it's considered "old news", which journalists are not interested in.

Darlene: I totally agree. So many editors are clamoring to hear what's NEW, NEW, NEW! Oftentimes, our job is to create news when there is none, so when you have something new to showcase, it's a major opportunity to get exposure in the media, especially in the first 18-24 months of opening. Print

publications have a three to six month lead time and since it takes repeated efforts to get the attention of the media, your outreach needs to start at least six months before your opening date.

What essential steps did you take to get Turnberry Isle Miami's âme Spa & Wellness Collective on the map?

Kim: The spa consultant for âme, Tammy Pahel, who had opened 14 previous spas, had an innovative spa concept that had been percolating in her mind for a number of years. It all crystallized during a day-long Strategic Visioning Session in August of 2016 that included the wellness experts that had agreed to be partners in The âme Collective and the marketing professionals who would craft the look and positioning of the new brand. Each participant had a voice and everyone's input was captured in graphics drawn on large wall posters. From that initial meeting, we created the "story" of âme and developed a road map of action steps to be implemented by the team in the following months. That gathering was the defining moment in the planning and development of the spa and its identity.

We also participated in the ongoing collateral design meetings to ensure that the reality matched the vision. In January 2017, TMP began inviting select media to the spa individually and in small groups. We then organized a press trip themed around one of the spa's new yoga retreats in March 2017 and later took advantage of the fact that the Global Wellness Summit was being held just 40 minutes away at The Breakers in October 2017. We were able to host pre and post Summit visits for spa & wellness journalists at the spa.

Darlène: First, we only take on projects that have a great story and a point of differentiation. Tammy Pahel created a brilliant narrative, gathering a "collective" of practitioners, vendors, product suppliers, health gurus, chefs, fitness influencers and of course, developing unforgettable and innovative services. The key was to get influential writers to experience the spa first hand. We organized a small press trip around the Art Basel event in Miami in December 2017 and garnered spa coverage around that theme. Due to our established relationships we were able to bring writers from publications including Vogue, InStyle, USA Today, Martha Stewart Weddings and many more. Being able to experience the spa first hand is an absolute necessity, especially in this age of low-trust. Journalists need to touch, feel, immerse themselves in the product and get to know the people behind the scenes – like Sammy Gharieni – the room lights up when he starts talking about the Spa's partnership with Gharieni Group and his passion is contagious. Another important step was participating in the Los Angeles and New York City ISPA Media Events in May and August. I recommend looking for reputable and established wellness, travel or lifestyle media events to participate in. What's key is an interactive setting

where the right media can come and "sample" what your spa has to offer in a multi dimensional way. At the media events, the âme display/booth had elegant signage that reflected the spa's on-trend branding campaign as well as a place where media could take a brief heart health test from the spa's functional medicine experts. The star attraction however was the presence of Gharieni's Spa Wave table. The media were lining up to sign up to try the experience that took them to Deep Sleep in 10 minutes!

How important was it to have Gharieni Group spa equipment as part of the Turnberry Isle story?

Kim: Turnberry's new spa had so many features to highlight – they partnered with Gharieni to create a living show room. Having Gharieni equipment here was truly the icing on the cake! Talk about high tech and high touch! And when it came time for pictures, the tables were absolute standouts. You can never forget when doing PR that today we live in a more "visual" society than ever before. What used to be considered a great PR "hit" in past years – a multi-page feature in a magazine with numerous photos with 80,000 to one million readers – has now shrunk to one or two great visuals and a long para-

"Being able to experience the spa first hand is an absolute necessity, especially in this age of low-trust."

"Having the largest collection of Gharieni equipment in one place (...) has proved to be an incredible PR hook."

graph in on online magazine with three to 18 million unique monthly visitors. So, great pictures become even more relevant and important. In fact, two of the three most used photos in articles about âme Spa & Wellness Collective in its opening year were Gharieni's Amethyst Quartz table and Spa Wave Table!

Darlene: Having the largest collection of Gharieni equipment in one place, for the consumer to experience in a "living showroom" has proved to be an incredible PR hook. Nowhere in the entire world can you experience all of these beds under one roof and no other spa can make that claim. We use this information in our pitches and outreach and media always want to know more about them. Even having one or two of these beds give spas something to talk about, as they are so unique and innovative and demonstrate how high tech can have a direct impact on one's health and well-being. One of my favorite stories on âme Spa & Wellness Collective is the one from InStyle that calls it the "Rolls Royce of spa equipment".

What challenges are typical in a Public Relations Campaign?

Kim: Now with fewer and fewer ad dollars going to print and with the internet being so fragmented, there are fewer journalists and those still left are doing the work of three people. It's becoming increasingly difficult to get their attention, and when you do, they need answers, pictures and info "yesterday". Timely response is essential and crucial. If your PR team does not have all the tools needed, then you must appoint someone to react to media requests within 24 hours so you don't miss a chance for coverage.

Also, spas and resorts need to understand that they need credible, well-versed spokespeople available for media interviews. Journalists typically prefer not to interview sales, marketing or PR people. They prefer to speak with the CEO or someone who actually oversees the operation.

Darlene: One of the biggest PR challenges today is companies thinking they can DIY press outreach with a press release using a distribution service. By trying to get the word out on their own, they inevitably miss out on opportunities for big time coverage, especially when opening a brand new spa. I've "rescued" several clients after their own failed attempts, or even when they hired a big firm for their launch and received dismal results. Hiring the right team from the start – a company with a deep knowledge of the wellness community and with an established network of journalists who cover this industry is vital to a successful and far-reaching campaign.

And another important reality: The better your photos, the better coverage you will reap. Budget for a professional

photo shoot done by a photographer with a great portfolio of pics that capture the "soul" of a story.

What do people need to know before hiring a PR firm?

Kim: Ask questions. Always find out their approach and method. Will they be your partners in creativity or just take what you give them and try to make it work? Are you one of many, many clients or will you be given special attention? Will you only meet the senior representatives during the initial meetings and will the bulk of the work be done by very junior staff? Do they know the decision makers at publications? Has anyone on their team ever been a journalist? Can they get your spa/resort/product in front of people who judge industry awards? Do they have the respect of their peers?

Darlene: Kim and I have grown up in the spa industry – literally. I started in this business 20 years ago and have hired several PR firms when I worked onsite at Lake Austin Spa Resort and the biggest piece of advice I can give to someone looking to hire a firm is to find a partner that understands your product. PR can be done from anywhere – the location of the firm is insignificant. Ask for testimonials, have a deep understanding of who will be working on the day-to-day business of your account and mostly, ask for examples of what they have produced for their clients. Actions speak louder than words – and the proof is in the pudding!

Kim Marshall and Darlene Fiske are PR professionals with more than 20 years experience.
www.swellpublicrelations.com



GHARIENI

MLW TRANSFORM

Couch and treatment table combined



- Transforms any hotel suite into a treatment room
- The perfect solution for home spas
- Heatable and fully functional



Deskpanel for easy adjustment of the lying surface.



Tiltable head cradle for a comfortable head posture.



Practical drawer in the base for the headrest when not in use.



projects

Five Palm Jumeirah, Dubai An absolutely dare-to-be-different hotel

Five Palm Jumeirah has a prime location on the base of the trunk on the iconic Palm of Dubai. With theatrical and playful grand spaces showcasing a subtle and chic sense of sophistication, it radiates a unique spirit and glamour. The pioneering design and trailblazing architecture is inspired by ancient amphitheatres. Floor-to-ceiling windows allow atmospheric light to pour in, creating a sense of spaciousness and transparency. The spa welcomes

its guests with a modern, sleek design. On 1.675 sqm it features 14 all-white treatment rooms, including four open air cabanas, a hammam, spa pool and relaxation lounge, creating a peaceful ambience. The spa is equipped with ten MO1 and is the first hotel in the world with three MLX Quartz tables by Gharieni. Guests can explore the diverse range of fully curated holistic therapies, which feature exclusive collaborations with niche wellness brands.



Pictures: © PanoMedia Dubai

Five Palm Jumeirah, Dubai, UAE
www.fivehotelsandresorts.com

Glass house

A towering 15 metre by 15 metre glass cube allows a view of the pool, sea and beyond to unfold from the moment guests step through the doors

Four Seasons Resort Punta Mita A tropical paradise

At the Four Seasons Resort Punta Mita in Mexico guests can find white-sand beaches, clear seas and unspoiled nature. The hotel offers a tropical escape for everyone: from a child-endorsed Lazy River and Pacific snorkelling adventures, private yacht excursions and two Jack Nicklaus-designed golf courses. The treatments of Apuane Spa are performed in private outdoor cabanas by the sea, pool or gardens. The treatments draw from the traditional Indian culture of western Mexico and can be experienced on Gharieni's MLW Classic and MLR tables. The five-star luxury resort tucked into the lush landscape of the Riviera Nayarit has undergone a multi-million dollar renovation and is now providing an elevated oceanfront paradise tailored to a sophisticated leisure and business traveler.



Pictures: © Carlos Martín 2013



Spa Awards

The Shui Qi Spa won the Haute Grandeur Global Spa Awards in two categories in 2017

Atlantis Dubai Underwater energy

With a focus on underwater themes, Atlantis Dubai offers its guests a combination of inner wellbeing and aesthetic beauty with exclusive treatments and products from popular brands such as ESPA, Shiseido, Aromatherapy Associates, Bastien Gonzales and equipment by Gharieni (MO1, RLX and Evo Loungers). The spa's name Shui Qi translates as water energy and reflects its name-sake by offering Hatha yoga classes in the Lost Chambers Aquarium. The unique resort is located at the center of the crescent of the man-made Palm Island in Dubai and offers an unprecedented entertainment center, an impressive collection of luxury boutiques and shops and extensive meeting and convention facilities. Atlantis is the extraordinary eat, meet, sleep and conference venue in the Middle East with meeting facilities for up to 2.500 guests, 23 restaurants (one of them with view of the Ambassador Lagoon), Aquaventure waterpark, Dolphin Bay, Lagoon with 65.000 marine animals and a private beach.



Pictures: © Paul Thuytsbaert Photography

Atlantis, Dubai, UAE
www.atlantisthepalm.com

Hôtel William Gray, Montreal

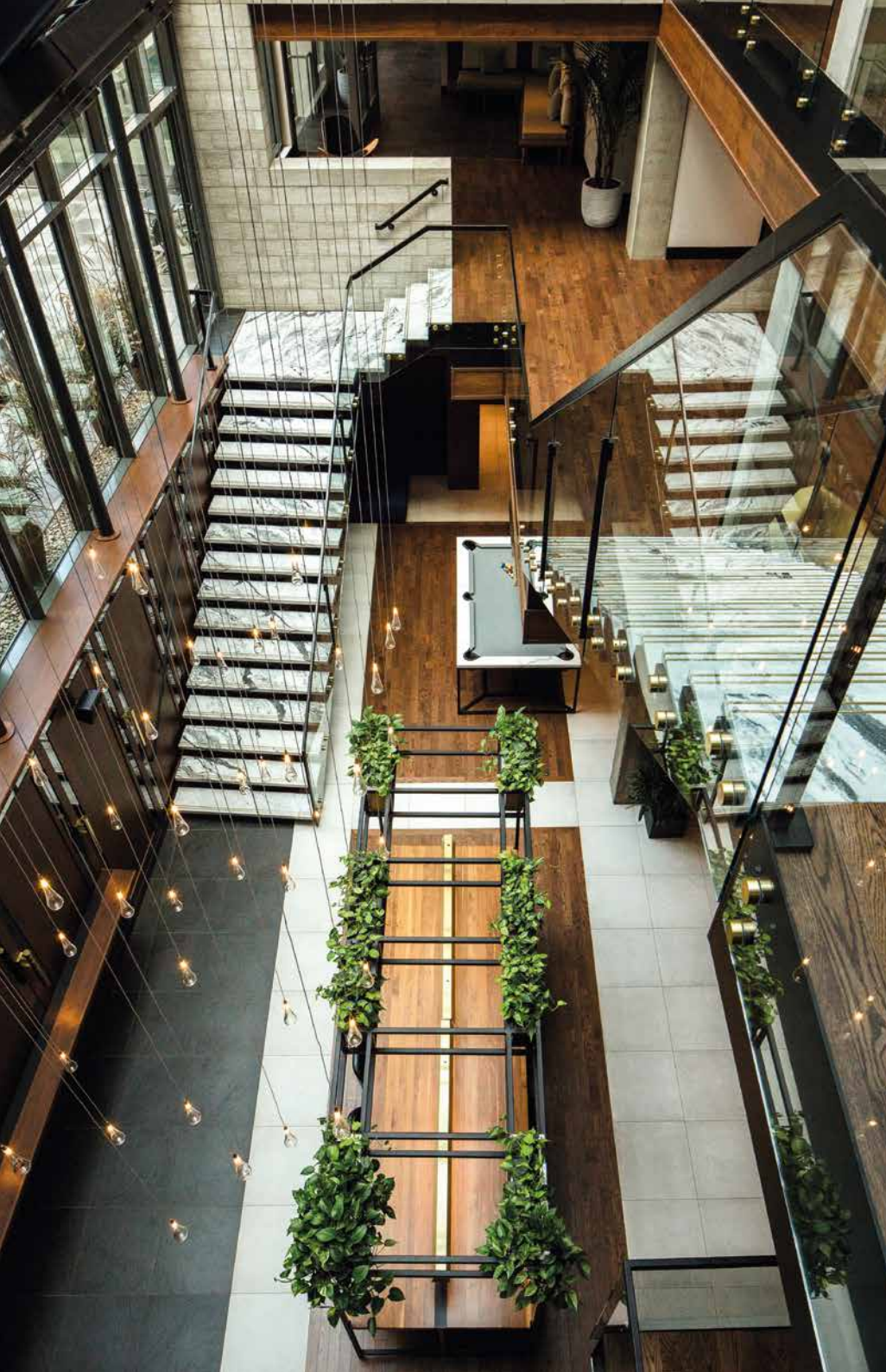
Modern design meets historic architecture

Hôtel William Gray opened in summer 2016 and has revolutionized Old Montreal with an exciting array of offerings for both local residents and international travelers. The hotel embodies artful design and a spirit of welcoming conviviality. Modern design and historic architecture are perfectly combined. The Living Room is at the epicentre of the action: with a library, full bar, pool table and vinyl collection, it's a gravitational point for the creative set.

The rooms have been designed with contemporary furnishings, thoughtful amenities and original local art. The spa provides guests with exclusive offerings, including the high-end Gharieni spa tables MLX Quartz, MLE, MLW Classic, RLX Light and SPL Soft. The spa also includes a luxurious hot/cold thermal circuit with a Himalayan salt room, finnish sauna, steam room, experiential showers, cold room, herbal sauna and a seasonal outdoor pool.



Pictures: © Alexi Hobbs



Hôtel William Gray, Montreal, Canada
www.hotelwilliamgray.com

Luxury spa

As an urban hideaway in Old Montreal, the Spa William Gray is located in the historic Hôtel William Gray

Four Seasons Hotel George V, Paris

Parisian luxury with stunning
views

An original 1928 Art Deco building is home of the luxury hotel George V. The hotel is decorated with Classical French furnishings (Louis XVI, Napoleon I), 17th-century Flemish tapestries and 18th-century Florentine chandeliers. The numerous terraces of the redecorated suites have stunning views of the City. George V is the first hotel in Europe to offer five Michelin stars across three restaurants. Situated on the 4th floor, the Pop Up Spa by Jeff Leatham welcomes its guests with four treatment rooms, a nail and hair salon and a fitness room. The contemporary space bathing in natural light is an intimate place for relaxing moments in the French capital.



Four Seasons Hotel George V, Paris, France
www.fourseasons.com/paris

The Westin Ka'anapali, Maui

Hotspot by the ocean

The Westin Ka'anapali Ocean Resort Villas is a AAA Four Diamond resort that offers endless possibilities for a relaxing Hawaiian vacation. Its unique blend of resort and villa-style living with Westin-inspired touches and comforts of home make the resort a natural choice. The treatment rooms of the Heavenly Spa embody a comfort that immediately puts the guest at ease. All of the 13 treatment rooms at the facility exude a sensual air with their local bamboo flooring and elegant mahogany cabinetry and offer treatments on the MLX Quartz table.



Pictures: © Ralph Esposito

The Westin Ka'anapali Ocean Resort Villas, Maui, Hawaii
www.starwoodhotels.com/westin





Picture: © Six Senses Hotels Resorts Spas

Six Senses Spa, Marbella, Spain
www.sixsenses.com/spas/marbella

Six Senses Spa, Marbella

Locally inspired with senses signature treatments

Located at Puente Romano in Spain, Six Senses Spa Marbella features local architecture and craftsmanship with its hand painted tiles, natural stone and wood accents. Guests can experience holistic treatments with the healing benefits of the surrounding environment in six interior treatment rooms and three canopied cabana rooms, all on Gharieni

MO1 tables. A wet area features hydrotherapy and cold plunge pools, experience showers, herbal steam room, sauna and hammam. There's a menu of Six Senses signature treatments and wellness therapies plus locally inspired options that combine herbs and sea salt, olive oil and rich minerals to offer truly Mediterranean experiences.

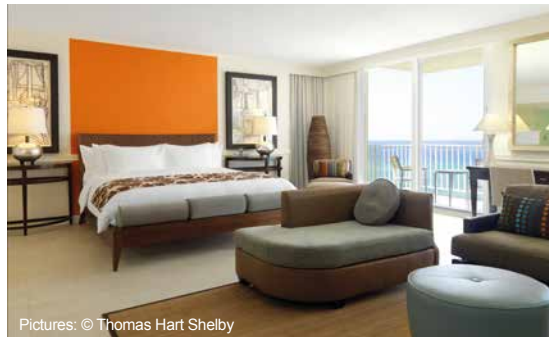
Hilton Rose Hall Resort & Spa, Montego Bay, Jamaica Colorful island charm

Nestled between the scenic mountains and turquoise Caribbean waters of Jamaica, the all-inclusive Hilton Rose Hall Resort & Spa inhabits an exclusive ocean-front location on the outskirts of Montego Bay. The contemporary accommodations, set on the legendary 18th-century Rose Hall tropical estate, evoke the colorful charm and hospitality of the island and all feature a private balcony or terrace. The resort offers an assortment of distinctive

amenities and endless recreation located onsite. Its philosophy is "be yourself" – so indulge in its alluring oasis, and leave the world behind. The Radiant Spa honors the proud legacy of Jamaican hospitality and island life with a fresh flair. All of the wellness treatments are custom-designed with indigenous elements from the surrounding land and sea (equipped with MLX Quartz).



Hilton Rose Hall Resort & Spa, Montego Bay, Jamaica
www.rosehallresort.com



Pictures: © Thomas Hart Shelby

Caribbean Feeling

Hilton Rose Hall Resort & Spa offers the largest resort beach in Jamaica, the view from the rooms: amazing



SPA CONNECTORS



who we are

Spa Connectors was founded by Kathryn Moore, a visionary leader with 15 years of industry expertise globally, focusing on all facets of spa business.

Since officially launching in 2016, Spa Connectors continues to expand globally, currently with large-scale consultancy, management and recruitment projects throughout the Middle East, Asia, Europe and Indian Ocean.

our mission

We truly believe that spas will only succeed when they're staffed by passionate, ambitious young people who are driven to be great.

We help them unlock an ambition for a career they didn't even realise was ahead of them.

With training centres already established in Indonesia, Saudi Arabia and Thailand, Spa Connectors is rolling out new training centres in India, the Maldives, Myanmar, Vietnam, Cambodia and Africa throughout 2018.

what we offer

Spa Connectors offers comprehensive business, recruitment, and training solutions for 5-star spas and wellness centers globally.

The Spa Connectors team understands today's industry challenges and the solutions required to overcome them.

We develop and manage world class spas around the globe, creating unique concepts and implementing revenue generating systems to ensure our projects succeed from the start.

Global Training, Recruitment & Business Solutions.



spaconnectors



www.spaconnectors.com



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"Set priorities in your life."

Mia Kyrios, president and founder of an advisory firm, gives insights in her ability to stay calm and clear in times of challenge

Emotional intelligence is a key predictor of resilience in the midst of stress, productive interpersonal relationships, true happiness, and overall well-being. Even the most positive and optimistic people will inevitably experience personal and professional setbacks and

challenges. It is how quickly we rebound from these setbacks and how much baggage we carry forward that makes all the difference. Our resilience is equally linked with our ability to access our clarity of mind and calm at times of challenge and uncertain-

ty. Our featured Spa personality this month, Mia Kyrios, kindly selected the topic of the month.

What tools do you use for positive affirmations and to nourish positive thinking?

Mia Kyrios: I'm a big fan of journaling and do so most mornings before I start my day or turn on the news or look at my phone. I find that there's a great power and freedom in simply writing down all the thoughts that go buzzing in one's head, being sure to end with what I'm most grateful for, even if I'm feeling less than positive that day. This act has become a ritual to me – the only time when I'm truly alone with my thoughts – and it really helps to clean and prepare the mind for a great, new day.

Do you take "time outs" to renew and prioritize work/life balance (apart from spa)?

Mia Kyrios: YES. I try and take part in some activity each work day after journaling – usually a walk, hike, bike ride or yoga class – to get the blood flow-

Fun Fact About You

"I grew up hunting, fishing and gardening on the coast of Maine. I therefore have great respect for nature and where food comes from, and tend to be really resourceful when it comes to growing, gathering or even harvesting it."

interview

ing and the body working. On particularly stressful days, I will take a "time out" for ten minutes of Headspace (the meditation app) which I have on my phone, and I really try not to check email before breakfast or after dinner. As for work/life balance, I consciously try to prioritize the important things in life (ex: personal relationships) over the urgent ones (ex: work obligations). And I absolutely believe in taking vacation, celebrating birthdays and holidays to their fullest potential!

What is your favorite spa treatment?

Mia Kyricos: It's a tie (who can pick just one?!). I love a deep tissue massage that includes extra attention for my feet (my favorite part of any massage experience) and there's nothing like a good Watsu treatment (I think I was a fish in a former life).

Mia Kyricos, president and founder of Kyricos & Associates LLC, an exclusive advisory firm providing strategic guidance to wellness, hospitality, tourism and lifestyle companies with a specialty in brand strategy. With over 25 years of experience, Mia has helped to develop, operate, and market wellness-related brands and facilities across 100+ countries. Your references are: Spafinder Wellness, Inc., Canyon Ranch Health Resorts, Exhale, EXOS and Starwood Hotels & Resorts. She created spa brands for Westin, Sheraton, Le Meridien, St Regis, W and Luxury Collection hotel brands. She is a Global Wellness Summit Board Member, an Advisory Board Member for the University of California Irvine, and the Brand Architect of the Global Wellness Institute.



© Mallory Parkington

Leader in Innovation Global Wellness Award

SPONSORED BY



GLOBAL WELLNESS SUMMIT

/// Palm Beach 2017

The 2017 Summit took place from October 9-11 at The Breakers in Palm Beach, Florida under the theme of "Living a Well Life". Gharieni was a Gold Sponsor and Sammy handed the Award for the Leader in Innovation to Steve Nygren, Co-founder of the wellness community Serenbe in Atlanta. Sammy had the opportunity to invite some of the participants to the Turnberry Isle Miami to test the equipment live in the operational showroom. The Gharieni Group partnered with the Âme spa at Turnberry to showcase its innovative and unique equipment including spa tables, beds, technology and accessories in an operational setting.

review

PB LONDON / WORLD SPA & WELLNESS AWARDS

/// London 2018

Gharieni was sponsor of the world spa & wellness convention that coincided with the Professional Beauty trade show in London from February 25-26.

The trade event enabled professionals from across the industry to discover the latest innovations and discover emerging trends.

Visitors could experience quartz treatments at the Gharieni stand (lower picture). The winners of the 2018 World Spa & Wellness Awards were announced in a glamorous ceremony presented by the managing director Mark Moloney (upper picture). As one of the sponsors, Sammy Gharieni was present to hand the awards for the Hotel Spa of the Year in North & South America to Nizuc Spa by Espa at the Nizuc Resort & Spa, Mexico.





BEAUTY DUSSELDORF

/// Düsseldorf 2018

From March 29-31, beauty professionals discovered innovative beauty products and equipment at the leading international trade fair Beauty in Düsseldorf. During the three days, around 55,000 trade visitors from 77 countries came to the four halls at the Düsseldorf Exhibition Center to find out more about the range of 1,500 exhibitors and brands. The Gharieni Group showcased its "Spa.Wave System" and was pleased with the overwhelming response. Visitors were particularly impressed by the high-quality and stylish ambiance as well as the comprehensive range of services and technology, a perfect complement to Gharieni.

PB DUBAI

/// Dubai 2018

From February 5-6, Sammy Gharieni was at Madinat Jumeirah in Dubai to represent the Gharieni Group at the Professional Beauty GCC. Since the fair also focused on business advice, the CEO of the Gharieni Group was pleased to offer a workshop on the subject "How to boost your revenue per guest". With more than 25 years of experience in the spa and wellness industry, Sammy was willing to share important insights that the participants of the session can use for their daily businesses: to enhance revenue, allowing to dedicate more time to each client and deliver a higher level of quality. The participants had the great opportunity to learn new things, dis-



cover the latest trends and discuss different points of view. Inspired by the topic presented by Sammy, it was an opportunity to delve into further detail as a group and learn from all present. The workshop offered solutions to common challenges and it fostered teamwork and collaboration which

can then be implemented in their own businesses. The Gharieni Group also exhibited its cutting edge technology and attendees could familiarize themselves with the latest innovative equipment offerings exclusively developed by Gharieni.



HEALING SUMMIT

/// Berlin 2018

As the Healing Summit 2018 entered its fifth year at the stunning Hotel de Rome in Berlin last March, there was something special in the air: a renewed feeling of unity shared by the speakers, the organizers and the participants of the very special conference.

The theme for this year's summit was "Revealing the Secret of Healing" and the attendees (named "delegates" by the founders of the summit) were very eager to learn more about the process of healing. Gharieni was proud to support the Healing Summit as a sponsor

again this year. First, the speakers delved into the medical and scientific aspects of healing. It became very clear that healing is a much deeper expression of wellness and wellbeing. Healing is a deep, transformational process that involves many elements. Participants heard from neuroscientist Dr. Marjorie Woollacott, professor at the University of Oregon, USA, who presented empirical evidence about how the body responds to deep meditation. Her keynote speech was fascinating as she presented scientific proof

about physical change that can take place.

Creating Connection

A holistic physician from New York spoke about how he recognized the tremendous need as a physician, to connect with his patients in a more profound way. Dr. Ken Redcross, who is often seen on television programs in the United States, was very thoughtful as he spoke about the importance of creating a connection with others,



specifically with his patients. He said in his talk, that while most doctors ask a patient, "How are you feeling?", he has made it a practice to ask instead, "How's your soul today?"

Quest for healing and luxury

Stacey Fischer, an award winning travel and lifestyle consultant shared her extensive knowledge about what her wealthy clients are seeking. They are very interested in healing travel, but they also want the accommodations to be luxurious. As money is no object, they quest for a unique travel experience.

Steve Griffith, director and founder of Sukhavati Ayurvedic Retreat and Spa in Bali motivated the audience with his tales of his early days as a yoga instructor, barely making ends meet. Today, he oversees dozens of employees and trains executives in corporate programs that he structures.

Julia Zhang, Deputy General Manager of The Grand Bay Hotel in Beijing, spoke about the burgeoning Chinese hospitality market oriented toward healing modalities, and the opportunities to create more hotels.

In the midst of a program of highly inspirational and educational speakers, the group participated in gentle yoga sessions in the ballroom, provided by Patricia Thielemann, and meditations led by Velleda Dobrowolny. An energizing and yet calming way to proceed through the packed two days.

It's important to note that the food that was offered, was absolutely fabulous and provided proper nutrition. The mainly vegan creations were inventive and healthful.

Extremely valuable

Throughout the conference, the founders of the Healing Summit and Healing Hotels of the World, Anne Biging and Dr. Elisabeth Ixmeier providing unique insights about their impetus and dedication to producing an annual Healing Summit.

At the end of the first evening, members of Healing Hotels of the World, had the opportunity to present their hotels to media professionals, travel agents and consultants at the "marketplace". The two-day conference was very well attended and considered extremely valuable.

Satisfied participants

The participants enjoyed the two-day conference which they found extremely valuable with highly inspirational and educational speakers.

Gharieni Group makes two senior appointments:
Ally Chong and Thorsten Lipfert have joined the group
in business development roles.



Ally Chong

*Operations Manager
Asia Pacific
a.chong@
gharieni.com*

Ally Chong is the new Operations Manager for Asia Pacific at the Gharieni Group. Based in Hong Kong, Chong has more than 14 years experience in hotel operations and spa development, and worked for the corporate teams at Dream Cruises and Mandarin Oriental Hotel Group. Ally started working for Gharieni in December 2017 and manages operations for the Asia Pacific market. "With Ally we have an experienced spa professional to cover a strategic territory with tremendous potential", said Sammy Gharieni, founder of the group.

Thorsten Lipfert is now International Business Development Manager for the Gharieni Group. Lipfert began his career as a spa director in Portugal, and worked for six years at the Kempinski Marbella before taking over as ESPA spa director at the Fairmont Baku Azerbaijan. "I'm very excited to take over this new role", said Lipfert. "With my expertise in hotel and spa operations, I'm looking forward to supporting Gharieni clients and helping them achieve the most success with their products".

Thorsten Lipfert

*International
Business Development
Manager
t.lipfert@
gharieni.com*



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www.deynique.org



www.spaconnectors.com



www.goldeneye.de

upcoming trade shows

07.06.2018

FORUM HOTel & SPA

Paris/France

10. Rendez-vous for leaders in the high-end hotel and spa industry
Four Seasons Hotel George V
www.forumhotspa.com

23.-24.06.2018

COSMETICA

Frankfurt/Germany

Trade fair for cosmetics
Messe Frankfurt
www.cosmetica.de

15.-16.09.2018

COSMETICA

Hannover/Germany

Trade fair for cosmetics
Messe Hannover
www.cosmetica.de

16.-18.09.2018

THE HOTEL SHOW DUBAI

Dubai/UAE

Hotel Conference & Expo
Dubai World Trade Centre
www.thehotelshow.com

24.-26.09.2018

ISPA

Phoenix/USA

Spa Conference & Expo
Phoenix Convention Center
www.attendispa.com

05.-06.10.2018

FUSS

Kassel/Germany

Trade Fair and Congress for Podiatrists and Chiropodists
Kongress Palais, Stadthalle Kassel
www.fuss2018.de

06.-08.10.2018

Estetika

Brussels/Belgium

www.estetika.be

23.-26.10.2018

Interbad

Stuttgart/Germany

Messe Stuttgart
www.messe-stuttgart.de/interbad

27.-28.10.2018

BEAUTY FORUM

Munich/Germany

Cosmetics Fair
Messe München
www.beauty-fairs.de/muenchen

11.-15.11.2018

EQUIPHOTEL TRADE SHOW

Paris/France

www.equiphotel.com

12.-15.11.2018

MEDICA

Dusseldorf/Germany

World Forum for Medicine
Messe Dusseldorf
www.medica.de

17.-18.11.2018

COSMETICA

Berlin/Germany

Cosmetics Trade Fair
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