

asiaSpa

january/february 2007



living history in nanjing
japan: a tale of two cities
fantasy islands in the philippines
krabi kool

spa – style – senses

how to... be absolutely radiant
achieving the hollywood glow
WITH OLE HENRIKSEN
the vegan revolution



january/february 2007



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Singapore S\$6 (inc GST)
Malaysia M\$15 • Thailand B200
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Japan ¥700 • Korea W6,000
Taiwan NT\$200 • Australia AU\$8
New Zealand NZ\$8

TRENDS IN THE SPA INDUSTRY

The spa industry, while still described as an industry in its infancy by many, is growing faster than most can keep up with, and every year more trends develop, old ones fall by the wayside and the future looks brighter and brighter.

“the term trend means a general direction of movement in style,” said Susie Ellis of Spa Finder, who publish their trends predictions every year, when speaking at the Turning Point Spa Seminar earlier this year. “But it is much more than that. It is a synthesis of what consumers expect and need, and what we choose to bring. When the right factors are in place the industry throughout the world will share a common group thought, and the resulting action will see a trend. Trends can influence billions of dollars in revenue and help us plan for today and in the future.”

spa as lifestyle

Gone are the days when anyone can feign ignorance about spas, doubting their therapeutic value and denying knowing about their existence, as Andrew Gibson of Raison d’Etre says, “one third of all adults have had a spa treatment.” Especially in Asia, where health traditions mean that massages and other treatments are not necessarily new, and are for everyone irrespective of demographic, wealth and disposition. In places in Europe, however, going to a spa is still a luxury once-a-year experience for many. While Americans see spas in more of a fitness or medical light, but have also gone into overdrive with the concept of spa communities—people living in a community based around a central health and spa center.

indigenous treatments

As travellers get more and more educated they demand more from their holidays. No longer content to just lie back in a spa, they want to experience something from the country they are in, learn about the traditions and take some of that knowledge home. “Authenticity is the ultimate luxury,” says Andrew. “It is no longer enough to

make statements that fit in with the trends, spas have got to follow through.”

Susie points out that the world’s spa IQ is getting higher. “Consumers are interested in what is in the cream, what is in the water, what is organic... They want to be educated.” Therefore quality authentic traditional spa treatments using local ingredients are an essential part of any spa with an international clientele. This is in contrast with a spa that treats mostly local customers who often prefer the cachet of international skincare brands and treatments.

environmental spas

The destruction of the earth, our planet, is finally hitting the agenda of Asian and third world countries’ governments as well as those in the western world. Running parallel is a trend to take much more care in creating spas, from their construction and ecological footprint, right up to eco-friendly practices by therapists and a surge in natural and organic skincare brands. “Hang your towels up to save water” is just the very tip of the iceberg. The design of the buildings in exotic climes now concentrates on avoiding the necessity of electronic air conditioning and

setting up grey water systems, while eco-friendly detergents, cloths rather than paper tissues and products supporting organic, free trade and sustainable sources are becoming common. Once again, Susie says, “Organic and eco-friendly products are on our radar. Consumers are interested in organics and natural ingredients, taking care of their bodies, minds and our planet.”

anti aging

If you’ve missed all the ads for anti-aging skincare on the telly, high street, in magazines and in fact throughout every element of everyday life, then you must have been living on Mars. Allegedly fuelled by the aging baby boomers, that huge demographic who are taking their aging seriously, not showing your age, however young or old you are, is top of the agenda. Not only skincare brands, but also specific diets and lifestyle choices are involved. As Kirien Withers, spa guru and publisher of *Spa Australasia*, says, “The new 50 is 40, and the new 60 is 45.”

medical spas and tourism

Following on in America’s footsteps, Asia’s spas are increasingly going medical, and combining beauty and alternative with more clinical treatments. At the same time, international hospitals are sprouting like mushrooms throughout Asia, with medical tourism a significant part of their packages.

“Cultural Creatives are passionate about the environment, personal growth, nature and organic products and alternative health. Often women, this demographic is becoming more affluent and better educated. They research more than men, like to develop relationships with brands, are concerned about the quality and meaning of life, shy away from the mass market, and prefer an experience rather than things.”

MARK WUTTKE, THE WUTTKE GROUP

Think a medical check-up in Penang, an operation in Bangkok, dentistry in Phuket, with beachside recovery at a beautiful resort part and parcel of the service. It beats the hospital fees and misery of months-long queues and being house bound in Europe’s chilly climates, and moreover lifts the burden on over taxed national health organisations.

spa retreats

The health farms of yesteryear, when people booked in for a specific reason for months at a time, are coming back into fashion. Yoga retreats, detox and fasting retreats, silent meditation retreats and more, many with visiting experts to draw savvy spa-goers in, are setting up packages lasting from long weekends to week or even month-long health sabbaticals. As the importance of keeping a balance in life becomes more and more urgent, with expensive hospital visits increasingly caused by stress, people are clocking out of the rat race and into a spa medium and long-term, with their wellbeing the top priority, just to maintain their physical, mental and spiritual health. At the same time, the significance of alternative medicines as healing modalities cannot be underestimated, and long-term retreat stays have been known to cure diseases unreachable by conventional medicine.

men in spas

According to Intelligent Spas statistics, 48% of spa-goers are men these days. With spas,

especially in business hotels, but also in resorts and day spas, setting up separate areas and menus for the male of the species, they no longer hold such a scarily feminine image. Increasingly spas offer couples rooms and packages, so that women can drag their reluctant first-timer partners in with them, and often they become regular and enthusiastic clients as a result. Skincare brands are cashing in too, with products designed specifically for men’s skin, as well as for their bathroom shelves, in macho colours with sensible no-frills names.

personalised experience

“Luxury is becoming more luxurious,” says Susie. As larger numbers of the population with more spending power are flocking to the six and seven star hotels in the world, something has got to be done for the super-wealthy. Not slow to respond, most Asia-based luxury hotel and resort chains are selling new imaginative ways to keep the seriously wealthy loyal, and sophisticated personalised service is the new black. Over and beyond 24/7 butlers, private plunge pools and acres of space, comes what you want, how you want it, and precisely when you want it.

teen spas

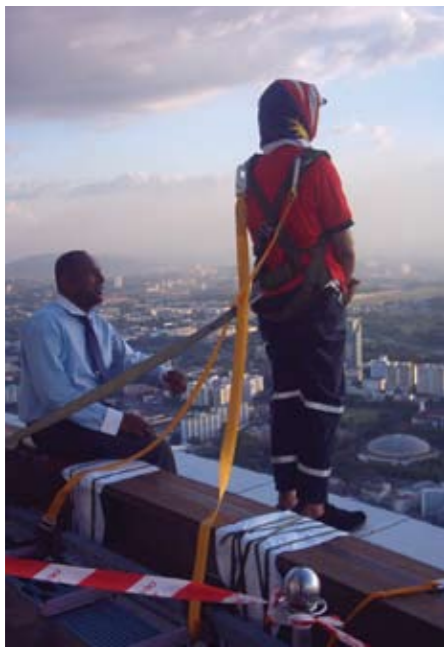
It sounds like a purely American phenomenon, and yes it originated there, but as Dee Deluca-Mattos of DePasquale Companies says, “today’s generation has grown up with Spa, unlike my generation who grew into this

trend. They were born with getting massages, drinking bottled water and having facials at a tender age.” Increasingly spas in Asia are adding teen treatments to their spa menus, and they are proving a hit, meaning that harassed mothers can bring their daughters to the spa with them, either for separate treatments and some peace and quiet, or some quality bonding time.

mobile spas for the cash-rich time-poor

One for the future, still, but Dee also believes that with women making up more and more of the workforce, and in higher positions too, spas will be forced to move out of their designer havens and into the workplace after them. As in the past, the spa industry is one where women are leading most of the trends, and so if they need a treatment but can’t leave the office, they’ll make it happen.

Thanks to the following for their valuable research and views
Susie Ellis
www.spafinder.com
Kirien Withers
www.spaguru.com.au
Andrew Gibson
www.raisondetrespas.com
Dee Deluca-Mattos
www.depasqualethespa.com
Intelligent Spas
www.intelligentspas.com
Mark Wuttke
www.wuttkegroup.com



THE power of your own mind

writer **Melinda Yon**, 360 Spa Solutions

open and less critical or disbelieving.

Hypnotherapy works through the power of suggestion to the subconscious mind. When we are deeply relaxed and in an altered state of relaxed consciousness (between wakefulness and sleep) our subconscious mind is more subdued and therefore the ideas from the hypnotherapist can be accepted at face value, rather than logical evaluation. Julian Leicester of Hypno Station in Kuala Lumpur says, "A trained and qualified hypno-therapist is merely the guide who facilitates the four step process of hypnotherapy – imagination, creativity, remembering and being responsive to suggestions".

There are a few different methods of hypnotherapy used in a typical 30-60 minute consultation, depending on the assessment of your condition by the hypnotherapist and the number of consultations required. These techniques include the hypnotherapist talking in gentle, soothing tones so you feel relaxed and secure, the power of visualisation techniques that stimulate your imagination, self hypnotization where you may be taught to induce a state of hypnotherapy to help yourself, and regression, to seek the source of a trauma memory.

The term hypnosis originated from the Greek word 'hypnos' for sleep and was adopted because most forms of mesmerism at that time involved the production of an apparently sleep-like condition. Contrary to what is commonly believed by many, hypnosis is not a 'sleep' state even though it may seem so. Julian Leicester adds, "The feeling of hypnosis is just like being in a trance or daydream. Unless one enters a deeper state of relaxation, he or she may not 'feel' any different than when relaxing in a chair with a good book. It is also entirely possible for someone to believe they were not hypnotized – and you can say 'No' in hypnosis".

Although hypnotherapy has been mistaken for mesmerism and hypnosis as entertainment

has previously caused some disrepute, today it is becoming a promising tool that can help society in coping with daily stress related issues and other conditions. Hypnosis has a track history, proven results and is a technique which actually self-empowers you, by using the power of your own mind to change.

benefits

Hypnosis can

- Assist with overcoming habits and fears
- Change negative behaviours, such as smoking, snoring, overeating, bedwetting, nail biting
- Rid fear and phobias, and curb procrastination
- Assist with pain management
- Relieve insomnia, anxiety and alleviate stress
- Deal with guilt, overcoming grief
- Improve self esteem
- Increase athletic performance

who

Hypnosis can assist

- Smokers
- People with weight issues
- People with fears and phobias
- People who want to increase personal development
- Elite athletes
- General wellbeing

where

Hypnostation, Kuala Lumpur, Malaysia
www.hypno-station.com
 ChivaSom, Hua Hin, Thailand
www.chivasom.com
 regional directory
www.infinityinst.com/hyp_directory.htm
 Melanie Bryan, Hong Kong
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I promise I'll stop drinking! I must quit smoking! I am going on a diet!

The New Year, a new beginning, works as a wonderful catalyst for motivating us to turn over new leaves and put the past behind us, with lists bad habits to break and good ones to adopt. But haven't we all found ourselves defiantly making resolutions on New Year's Eve, only to find they're over as fast as the fireworks....and to make matters worse, it seems to happen every year!

This year, give yourself a little extra help. The impressive 150 plus year history of hypnotherapy has gained a well-deserved reputation as a successful therapy for overcoming phobias, breaking bad habits, generally self-improving and gaining control over your life. However, as with overcoming any change or problem, the pre-requisite is that you must first choose to change, so it all starts with you and your own mind.

What we say and how we say it creates images in the subconscious mind, (which does not know the difference between fact and fantasy). This is where our habits, phobias and fears are stored. The purpose of hypnotherapy as a therapeutic technique, is to help you gain more control over your behaviour, emotions and physical wellbeing so during a consultation you'll find your attention is more focused, you're more responsive to suggestions and you're more



ASQUITHlondon

easy-to-wear spa fashion

“Most importantly, when I’m designing I think about what makes a woman feel good, while also being comfortable”

grandmother and mother all made their own clothes. I still wear many of my grandmother’s beautiful clothes; she was incredibly talented at sewing and designing her own clothes. My love of fashion and designing has definitely come from her. From the age of four I used to sit and read Vogue with her, and discuss the outfits on each page.”

Her grandmother, as well as her mother who had her own fashion line in the seventies, both concentrated on fabrics of excellent quality and in natural fibres. These elements filtered through the family and became key components of Alice’s lines, with her collection for 2007 even featuring a bamboo range, starting with the Bamboo Robe. “Natural fabrics that feel beautiful against the skin are my focus, and they have to make the wearer feel great whatever they’re doing. That is why the range works so well for men and women who visit spas and travel a great deal.”

For those of us who seem to spend half our lives on airplanes, the importance of comfortable clothes to wear while on a long haul, while still appearing smart requires some creative wardrobes. Asquith London has

some signature pieces that answer all our lifestyle questions such as the Tie Halter Neck Top, which can be worn with the Fluid Jersey Foldover Slouchies or a Wrap Cardigan. “The Kaftan is perfect for spa wear, to throw on over your bikini or for wearing in the evening with a great piece of jewellery, being flattering in cut and style. But functionality is key. And pieces like the Racer back Top look great with jeans or can be worn for the gym.”

www.asquithlondon.com



comfort and flattery are a supremely indulgent combination creating the ultimate in feeling good, and Asquith London has all of these in spades. A fashion line focusing on pieces you can wear to yoga, Pilates or the spa, slouching around the house and even out and about and accessorized for an evening in a hip bar, the UK based line is making headlines in spas across the world.

The brains behind Asquith is Alice Asquith, a designer who lives in the heart of London, in the infamous Notting Hill area close to Portobello Market. “I often walk down on weekends to see what trends are there,” she says. “It is very inspirational with so many young designers doing what they want to do without the constraints of large fashion houses. I think London is amazing for fashion. Anything goes!”

You could say Alice started designing at the age of four – and certainly learnt many of her skills at her grandmother’s knee – literally. “I come from a family of dressmakers,” she remembers. “My great grandmother,

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PHOTOS COURTESY OF TURNING POINT

review

Spa Industry Seminar 2006 September 3 - 5 2006

Shangri-La at Mactan Island, Philippines
turning point re-established itself as one of Asia's leading spa industry events back in September 2006 with a phenomenal Spa Seminar held at Cebu's Shangri-La at Mactan Island in the Philippines.

Don Siegel, Managing Director of Turning Point was the first to praise the venue. "A lot of credit goes to the host venue," he said, speaking after the end of the event. "Aside from the warm and wonderful staff, the Shangri-La's Mactan Island management bent over backwards to help make the event a success."

He went on to praise the director of 360 Spa Solutions, Melinda Yon, who was experiencing her first ever Spa Industry Seminar as a speaker. "Melinda was terrific as an emcee, and she'll be a "fixture" at Turning Point seminars as long as she's keen to work with us."

The line-up included spa gurus from around the world. Adding some Irish-American glamour to the proceedings was Clodagh, the renowned spa designer, who took us through some of her previous projects. "I only have one gear, and that's forward!" she said before delivering many piercingly accurate observations in her down-to-earth manner including her view on splashing out on one fabulous piece in your spa. "Create a nostalgia for the location in your guests when they are away."

Suzie Ellis was another first timer, and she discussed present and future trends in the industry, citing specialist retreats, medical tourism, spa lifestyle communities and spa culture tourism to name just a few. Mark Wuttke was another first timer, who delivered a fact-packed speech on the wellness wallet share, while Mary-Elizabeth Gifford had her

audience spellbound as she dissected the spa journey with numerous references to world events and outside trends. Kirien Withers replaced our usual sex guru Carroll Dunham, and gave a highly entertaining and fascinating look at sexuality within (and without) the spa field.

Altogether the feedback on the seminar was outstanding, and so the industry is looking forward to the next Turning Point Spa Industry Seminar in Shanghai:

preview

Spa Industry Seminar 2007 April 27-29 2007

Shanghai's Pudong Shangri-La

coming up in April this year will be the Spa Industry Seminar 2007, which will be held in Shanghai. The Turning Point's fifth edition, it is the first time China has been the host country. "We are hoping that the general interest in China, combined with the more direct travel access to Shanghai will make it possible for more people (especially from Europe and North America) to experience what we are offering first hand," said Don Siegel.

And exactly what are they offering?

Topics covered at Spa Industry Seminar 2007 will be presented with a global perspective. They will range from spa branding challenges to the latest trends in spa architecture and interior design, from strategies for effective promotion and retailing to expanding the spa experience with mind/spirit menu options, even moving on to subjects such as eye-catching spa photography and a global overview of indigenous treatments and rituals, and much more.

The list of speakers at Spa Industry Seminar 2007 reads like a "Who's Who" in the spa industry. "New faces" at the Shanghai event include:

Ron Jean, Senior Project Manager, Inter-

design Spa Consulting Group (Canada), Bob Henry, Architect, Robert D. Henry Architects (USA), Bija Bennett, President, YogaAway (USA), Jamie Waring, Managing Director, Six Senses Resorts & Spas (Thailand), Carina Chatlani, President, Body Bistro (USA), Daniel Aubry, Photographer & Imager, Daniel Aubry Studio & Gallery (USA), Bernadette Lai, Director of Spa Development (China), Shangri-La Hotels & Resorts (HK).

Favourite faces that have kept audiences glued to their seats in previous years include Clodagh, CEO, Clodagh Inc (USA), Susie Ellis, President, Spa Finder Inc (USA), Prof. Marc Cohen, Head of Dept. of Complementary Medicine, RMIT University (Australia), Carroll Dunham, Director, Wild Earth (Nepal), Mark Wuttke, Principal, Wuttke Group (USA), Heather Stuart, Director of International Projects, Spa Consultants International (UK), Richard Dusseau, Principal, Spa Strategy Inc (USA), Guy Tulloh, Principal, DRP Architects (Australia), Ian Brewis, Director of Group Spa Development & Operations, Shangri-La Hotels & Resorts (HK) and Anna Bjurstam, Managing Director – Raison d'Etre (Sweden).

Dinner entertainment on the first day of the seminar will feature an amazing kung fu performance by the famous monks from the Shanghai Shaolin Temple. Other event attractions will include: morning tai chi sessions conducted by martial arts expert David Schneider, and instructional classes for spa operators by yoga expert Bija Bennett.

Spa Industry Seminar 2007 promises to be one of the best spa-related events for learning and high-level networking ever held. For spa professionals with a serious interest in trends, opportunities and challenges, this is an event not to be missed.

www.turningpoint.com.sg

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PHOTOS COURTESY OF COSMOPROF

review

Cosmoprof Asia 2006
15-17 November 2006
Hong Kong Convention and Exhibition Centre

cosmoprof asia enjoyed another spectacular year's expo with thousands of exhibitors and visitors learning about the spa industry's new trends, treatments and tricks of the trade. In its 11th edition, it has once again successfully brought together the elements of cosmetics, beauty salons, products and equipment, packaging and private label and contract manufacturing.

While Asia had a strong presence, countries from as far afield as Argentina, Romania, Monaco, Greece, Israel and the UK and USA among others all took part, making the event a truly international one.

Thailand was the 'Focus Country of the Year', with a unique opportunity to showcase its growing role within the international

beauty business in its pavilion, which was 33% bigger than last year, and included 80 Thai companies.

Round tables taken by Jean-Yves Bourgeois and Thierry de Baschmakoff got to the bottom of packaging, while the second day saw the Creations and Design debate, and the third day discussed technique and creation.

"Les Nouvelles Esthétiques Hong Kong and Mainland China", the second ever, delved into the latest trends, treatments and techniques, such as bamboo and Lao massage.

Specialist classes by sponsors That's Pure White from Italy, Franché from USA and Bio-Song Beauty from China concentrated on the latest technologies in their respective fields.

One of the popular events was the OMC International Youth Championship 2006 hair competition, with hairdressers all under 23 styling for the championship.

Finally, the Natural Health Fair was, unsurprisingly, bigger and more impressive than ever, following the worldwide interest in natural and ecologically friendly products and treatments. New Zealand, Korea, Thailand and Indonesia all had increased the size of their country's pavilions in this sector with dietary supplements, health foods, herbal ingredients, alternative and Asian traditional medicine.

The next Cosmoprof Asia will take place in Hong Kong on 14-16 November 2007.

www.cosmoprof-asia.com

fast facts:

- 3 days
- 41,700 sqm of exhibition area
- 40,000 approx visitors
- 1,143 exhibitors
- 36 countries and regions taking part
- 15 national and group pavilions

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PHOTOS COURTESY OF SPORTS & FITNESS EXPO

review

**Sports & Fitness Expo
24-26th November 2006**

Suntec Singapore sports & fitness expo 2006 had a record-breaking event this November with 50,000 visitors flocking into Suntec in Singapore to learn all about the various aspects of sports and fitness. Director of Suntec Integrated Media Roel van Leeuwen was thrilled. "We have taken the simple idea of gathering all sports enthusiasts and industry stakeholders under one roof and turned it into a great event. This year's fantastic response and participation from both visitors, exhibitors and activity partners have exceeded our expectations. This is undoubtedly our most successful installment yet."

The expo included stalls selling sports and fitness equipment, such as Polar who achieved 20% more sales this year compared

with last, Beas Enterprise who were launching their new product C-1000 who also exceeded expectations and United Lifestyle whose Nautilus Treadclimber was introduced. But the emphasis of the expo is on far more than sales, as Adrian Mok of Polar Singapore said, "We are not only here to sell but also to provide knowledge and expertise. We are conducting fitness testing so visitors get so much more than they would in a shop."

Activities were a great hit with visitors, who watched competitions and in some cases could even try out sports such as fencing, diving, underwater hockey, inline skating, basketball, and mini indoor triathlon. "I love the concept of the expo as you can try out lots of different sports," says top triathlete Victoria Campbell.

Sports & Fitness Expo 2007 will take place from 23-25 November at Suntec Singapore.

www.sportsfitnessexpo.com.sg

preview

**Boat Asia
19-22 April 2007**

**Singapore
Boat Thai**

**27-29 April 2007
Bangkok, Thailand**

so much more than just about boats, the upcoming Boat Asia and Boat Thai are expos that will include the Waterfront Luxury Lifestyle Pavilion which will showcase high end waterfront properties and resorts as well as high end items such as watches, cars, fine dining and last but not at all least, spas. Official publication AsiaSpa and sister publication Luxury Property will be present.

www.boat-asia.com

www.boat-thai.com