

Gharieni MAG

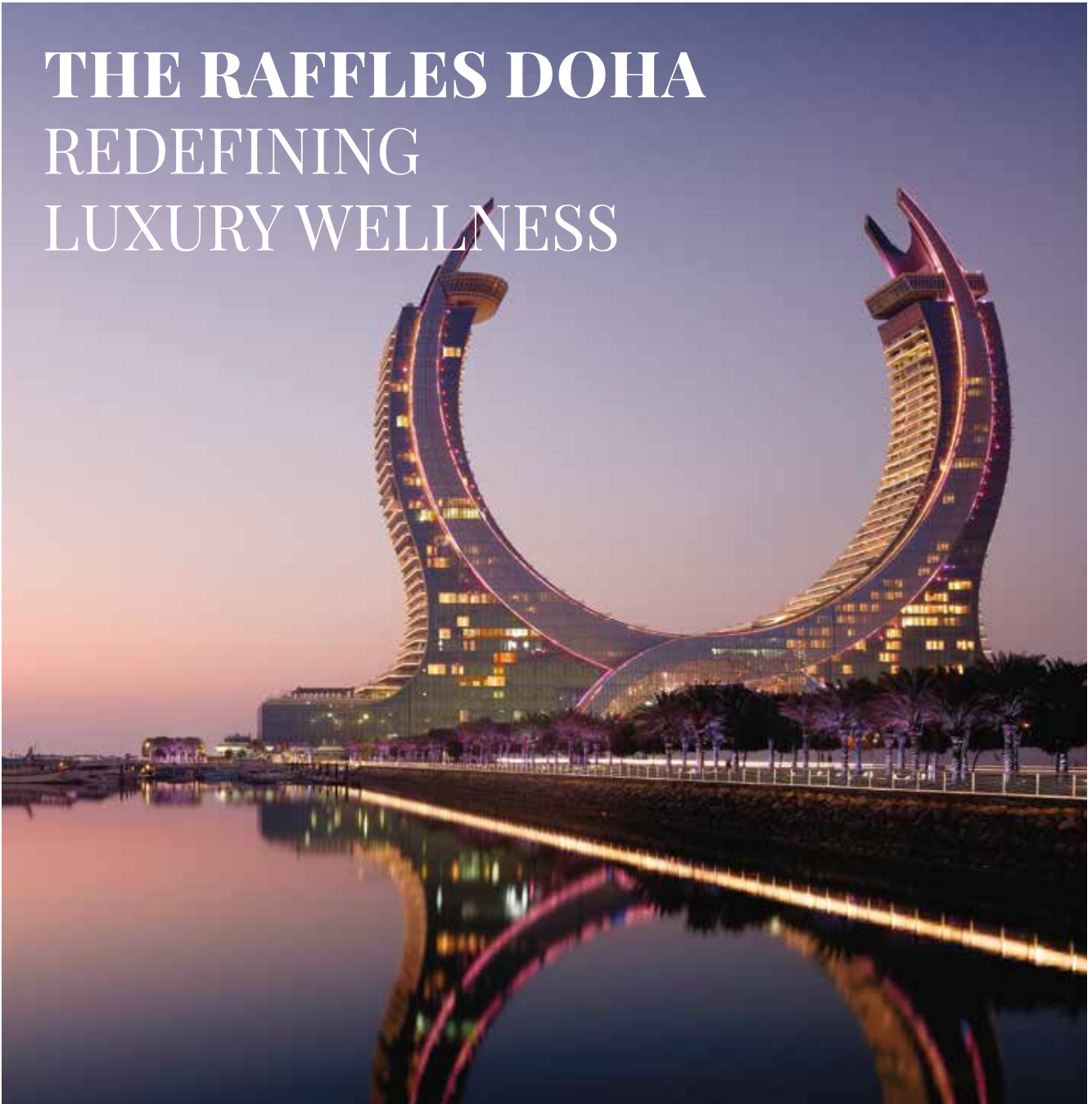
Edition 01/2025

METAWELL
THE BRAND STORY

BENTLON
A BOLD NEW IDENTITY IN THE
BEAUTY INDUSTRY

CLINIQUE LA PRAIRIE
INSIDE THE LONGEVITY HUB
DUBAI

THE RAFFLES DOHA REDEFINING LUXURY WELLNESS



GHARIENIGROUP



DESIGNED FOR EVERY BODY
EVERY EXPERIENCE

SPA FUSION FLOW

Multi-functional for manicures,
pedicures, massages and facials

Premium Comfort & Ergonomic Design

Heated foot-rest

Ultra-low access & ADA compliant



METAWELL

MIND-BODY WELLNESS TECHNOLOGIES



G-Vac



Zestós DryFloat



reLounge ZeroG



MLX iDome



Libra Edge

LONGEVITY. MENTAL WELLBEING. SLEEP. RECOVERY. AESTHETICS.

GHARIENIGROUP

EDITORIAL

A NEW CHAPTER, ROOTED IN VISION

As we reach the midpoint of 2025, I find myself reflecting not just on how far we've come—but also on where we're going. This edition marks not only the first of the year, but a fresh chapter in how we tell our story. With a revamped editorial style and design, this magazine reflects the evolution of Gharieni—modern, thoughtful, and ready for what's next.

Perhaps most noteworthy has been the growth of Metawell—our new brand dedicated to Mind/Body Wellness Technologies. Long before wellness became a conversation around longevity, recovery, and performance, we were already engineering solutions for it. Metawell is not a trend, but the culmination of nearly 15 years of research, development, and quiet disruption. Today, with the world awakening to the need for scientifically backed, touchless wellness experiences, the time has never been more right.

This past year has also seen us expand our presence in meaningful ways—from opening showrooms in California and Brussels to deepening our footprint in China, Mexico, and the Middle East. We're bringing Gharieni closer to more people, more places, and more possibilities than ever before—always with the same commitment to precision craftsmanship, advanced technology, and human-centered design.

You'll read about exceptional destinations—like Raffles Doha, Clinique La Prairie in Dubai, Thermen Resorts Netherlands, and the Dior Spa at The Lana—where our spa equipment transforms guest experiences from memorable to truly restorative. And you'll discover the bold new identity of our sister brand, Bentlon—an expressive, design-forward force redefining what beauty equipment can be for the next generation.

At the core of it all is the original Gharieni spirit: a belief that wellness equipment can elevate not just treatment spaces, but the lives within them. Thank you for being part of this story. However many chapters lie ahead, we remain committed to shaping the future of wellness—together.



WARM REGARDS,

Sammy Gharieni

SAMMY GHARIENI
FOUNDER & CEO, GHARIENI GROUP

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NEWS

NOW OPEN IN BRUSSELS



Experience Gharieni in the heart of Belgium—the new showroom and training space invites you to explore, test, and feel the difference of precision-crafted beds and Wellness Technologies. By appointment only.

Email: info@gharieni.be



And The Winner is... Gharieni RLX Satori



Now the best-selling technology in the Metawell portfolio, RLX Satori has captured global attention—and multiple innovation awards—for good reason. Its evidence-backed ability to reduce stress, regulate the nervous system, and build mental resilience has made it a standout across the wellness landscape. From luxury spas to medical and longevity clinics, and even corporate wellness programs, RLX Satori delivers a powerful, touchless experience that continues to redefine modern well-being.



ESPA European Spas Association
'Innovation Award' 2024



Beauty World Awards, Middle East
'Technology Innovation of the Year'
2024



Spa & Wellness MexiCaribe 'Most
Innovative Product' Award 2023



2023 Wellspa 360 Readers Choice
Awards 'Best Treatment Bed'



Alex Zotos and Sammy Gharieni celebrate at
the 70th Elly Lukas College Graduation event

Sammy Gharieni Honoured with Lifetime Achievement Award in Australia

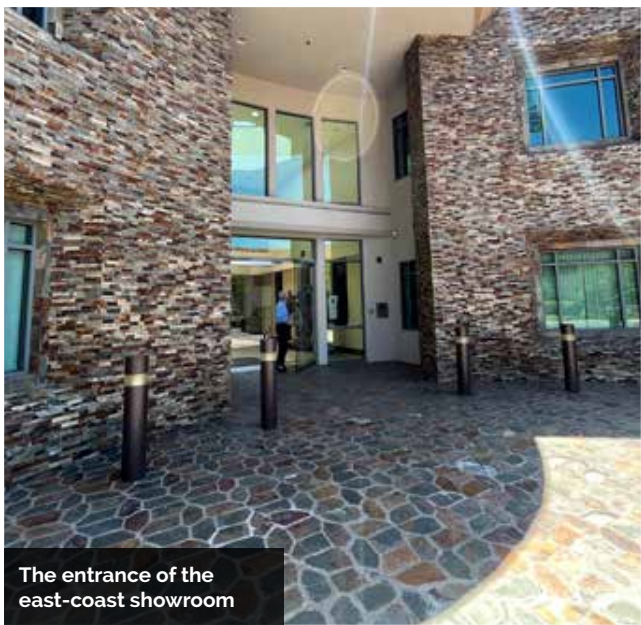
In a night brimming with celebration and inspiration, Gharieni Group Founder and CEO Sammy Gharieni was honoured with the prestigious Lifetime Achievement Award by Australia's most awarded beauty college, Elly Lukas Beauty Therapy College.

Presented alongside the other recipient Charles Davidson, founder of the globally renowned Peninsula Hot Springs, the award recognises Sammy's outstanding contributions to the global spa and wellness industry—spanning over three decades of innovation, design, and technological advancement. The ceremony, hosted at the iconic Crown Melbourne, marked the 70th anniversary of Elly Lukas and brought together industry legends, graduates, and future leaders in beauty, spa, and wellness.

The award was presented by Elly Lukas CEO Alex Zotos, whose vision and dedication continue to elevate the industry. This marks Sammy Gharieni's second lifetime accolade, following the 'A Life of Beauty' award presented at Beauty Düsseldorf in Germany. ■



New Showroom in Agoura Hills, California is Now Open!



The entrance of the east-coast showroom

Gharieni proudly announces the opening of its first East Coast showroom in Agoura Hills, CA USA.

Designed as a destination for discovery, the new space features a curated selection of Gharieni's most sought-after spa and treatment tables, alongside the full portfolio of Mind/Body Wellness Technologies. From immersive innovation to ergonomic design, the showroom offers a hands-on opportunity to experience the technologies shaping the future of wellness.

To schedule a visit, contact Mary Nevarez at support.usa@gharieni.com and discover how Gharieni can transform your wellness space. ■



Forbes Travel Guide Brand Official 2025

For the sixth year in a row, the Gharieni Group is the Official Spa & Wellness Technologies and Equipment Brand for Forbes Travel Guide, the global authority on luxury travel. Selected to represent the best products and services in the luxury hospitality industry, Gharieni embodies the core values and exacting quality standards demanded by FTG, the only independent, global rating system for luxury hotels, restaurants and spas. ■

Gharieni teams up with Kokoro to expand in Mexico

Marking a new chapter in the Mexi-Caribbean region, this collaboration brings Gharieni's premium spa beds and cutting-edge wellness technologies closer to some of the world's most renowned spa and wellness destinations.

Partnering with Kokoro—an industry leader in Mexico with over 35 years of expertise—this alliance aims to elevate the wellness experience across the region with a shared commitment to quality, innovation, and exceptional care.

■

Era of Renewal for Gharieni Group France

2025 marks a pivotal year for Gharieni Group in France. Under the guidance of Aurore Haddou, VP Corporate Business Development, the company has created a new strategic alliance that unites Spa Wellness Concept, Hydroconcept, and Éléance France.

Spa Wellness Concept

becomes Gharieni's exclusive distributor in France, anchoring the brand's refreshed market structure.

Hydroconcept

will integrate its advanced wellness technologies into spa projects nationwide.

Éléance Académies – Groupe Éléance France

will deliver hands-on training at the new Metawell Lab in Nice, launched in March.

Together, the partners will expand Gharieni's reach across luxury hospitality, wellness, and medical-spa sectors, providing tailor-made solutions and elevating service standards throughout the French market. ■



From (L) to (R) Franck Trecco (Hydroconcept), Sebastien Vacher (Hydroconcept), Aurore Haddou (Gharieni), Romain Dupont (Spa Wellness Concept) and Jean-Eric Knecht (Groupe Éléance France)

NEW PRODUCTS

Gharieni 601 Med Treatment Chair— Certified for Excellence

Meet the new gold standard in medical treatment chairs: the Gharieni 601 Med—now officially certified under EN ISO 60601 Class 1. Precision-engineered for today's forward-thinking clinics, hospitals, and aesthetic practices, this chair blends clinical-grade reliability with spa-like comfort.

With dual lifting columns enabling the Trendelenburg position and exceptional weight stability, it delivers seamless adaptability from treatment chair to flat bed. Fully electric adjustments, three headrest options, heated upholstery, and modular armrests make every patient experience smoother and more comfortable. Customizable in size, thickness, and upholstery finish, the 601 Med proves that form and function can co-exist beautifully—even in the most compact spaces. Whether you're delivering medical, dermatological, or aesthetic care, this space-saving powerhouse supports you every step of the way. ■



Versatile & medically-certified:
The 601 Med series Treatment Chair

MO1 Cruze—Unmatched Comfort & ADA compliant



The MO1 Cruze series has an ultra-low entry point at just 47cm (18.5 inches)

The MO1 Cruze is an ideal option for wellness spaces accommodating guests with compromised movement or disabilities, and is ADA compliant. Originally designed to meet the demands of cruise ships, the bed has an ultra-low entry point at just 47cm (18.5 inches), making getting on and off the bed a breeze. The elegant MO1 Cruze is meticulously crafted with swivelling armrests, offering both guests and therapists supreme comfort and functionality with the option for further customizations. The most popular optional features include the practical dual headrest, breast contouring, a Hot Cabi, an aromatherapy device, and many more options according to your needs. ■

SpaFusion Flow

One Bed, Every Treatment



Gharieni's SpaFusion Flow redefines versatility in the treatment room

Gharieni's SpaFusion Flow is redefining spa multitasking, and is the first model in the brand new SpaFusion series. This sleek, convertible spa bed seamlessly integrates a pedicure tub—making it the ultimate all-in-one solution for facials, massages, manicures, pedicures, and body treatments.

It's a space-saver with serious functionality: dual lifting columns offer ultra-low ADA-compliant access, while the ergonomic foot tub and pipeless massage system ensure maximum therapist efficiency and guest comfort.

From heated upholstery (yes, even in the footrest) to customizable upholstery and a removable insert that transforms the bed in seconds, SpaFusion Flow blends precision engineering with high-end design.

What's Next?

The SpaFusion series will soon welcome the launch of a regular treatment bed designed to complement the SpaFusion Flow, alongside an exciting third model that remains under wraps—stay tuned for more details! ■

Back on Track with reLounge Zero G



Introducing the reLounge ZeroG—the future of touchless back and neck pain relief. This all-in-one, FDA-cleared lounge combines E-Stimulation, Heat, TENS, and Massage to deliver instant results with zero effort.

The zero-gravity lounge is compact, lightweight, and versatile with a beautiful modern wood finish—perfect for medical, therapeutic and wellness settings, workplaces or even for home.

Zestós DryFloat

Weightless Wellness, No Water Required

Zestós DryFloat is not your average flotation therapy. It's a fully immersive, touchless experience designed to help guests disconnect from the chaos and reconnect with themselves—without ever getting wet.

Warm water cradles the body beneath a dry membrane, creating a zero-gravity sensation that instantly soothes joints and muscles. Add in gentle jet massage and vibroacoustic sound therapy—where music becomes a physical experience—and you've got a recipe for deep relaxation, recovery, and emotional reset.

Perfect for spas, wellness clinics, or fitness centers, Zestós is compact, hygienic, energy-efficient, and completely clothing-friendly. It's the only dry float system on the market to combine hydro massage, heat, and vibroacoustics—all in one sleek unit.

No prep, no water cleanup—just pure, weightless bliss.



NEW Y-SHAPED HEADREST

A subtle innovation with a big impact

With its ergonomic design, the smartly contoured Y-Shaped Headrest liberates the throat area, keeps both eyes free of pressure, and minimizes facial congestion, making it ideal for even the longest treatments.

Available in the full Gharieni color range, allowing seamless aesthetic integration with any treatment bed. For those selecting a new bed, clients now have the option to choose between the classic oval face cradle or the new Y-Shaped design. For existing Gharieni bed owners, a retrofit kit is also available—making it easy to upgrade current beds and instantly elevate the guest experience without replacing the entire unit. The new headrest is simple to install, ensuring a quick and simple integration into your current setup. ■





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INSIDE

THE METAWELL BRAND STORY

The Gharieni Group's history can be distilled into a single word: **innovation.**

For more than 30 years, 'Gharieni' has been synonymous with top-tier quality and innovation in spa and wellness environments. Metawell is the brand's natural next step—a dedicated identity for Gharieni's new digital-age product segment and its global leadership in touchless, Mind/Body Wellness Technologies. ►



Detox & Recover with MLX i³Dome



Brain training for the modern world with the RLX Satori Mental Fitness Lounger

Metawell's collection of technology-enabled beds, loungers, and equipment puts holistic wellbeing center-stage. Each product layers sound, vibration, light, water, gentle motion, and augmented therapies to elevate any environment.

Born from the need to help wellness seekers bio-harmonize—a step beyond bio-hacking—Metawell bridges cutting-edge science with wisdom from ancient healing traditions. It satisfies today's consumer appetite for health-centric experiences that delight, deliver results, and inspire repeat visits.

The Era of the Metawell Technology Hub

Metawell's expanding portfolio integrates seamlessly into medical and longevity clinics, fitness and social clubs, hybrid spas, cruise ships, residential settings, and more. Each Metawell Hub curates a property-specific mix of technologies—"stacked" or layered with traditional services—to create a unique USP, drive preventive health outcomes, and generate strong ROI.

By accelerating and amplifying results-driven wellness while complementing hands-on therapies, the Metawell Hub offers a turnkey, touchless solution that supports business profitability and delivers meaningful dividends for guest health and longevity. •



MLX Quartz - the ancient ritual of sandbathing, reinvented



METAWELL
MIND-BODY WELLNESS TECHNOLOGIES



BENTLON

**Design-forward. Dutch-crafted.
Unapologetically bold.**

In an industry where beige reigns and uniformity is the norm, Bentlon brings something entirely different: color, creativity, and character. Since joining the Gharieni Group in 2022, Bentlon has entered a new era that celebrates playful aesthetics, ergonomic precision, and expressive individuality. More than just equipment, Bentlon is a creative force designed for the next generation of beauty and wellness professionals.

A New Generation of Expression

Every Bentlon product is handcrafted in the Netherlands, backed by over four decades of expertise — but built for today's bold professionals.

This is a brand for those who want to make a statement. Young, forward-thinking, and unapologetically expressive, Bentlon buyers aren't just looking for functionality — they're looking for tools that bring personality into the room.

With its patented ergonomic features, smart customization options, and unmistakable style, Bentlon delivers comfort and quality without compromising visual identity.

Take the SoSoft Treatment Bed, for example — a standout model designed with extendable footrests, a tiltable headrest, and effortless arm support adjustments. It's a piece that performs seamlessly and looks like nothing else in the room. ►

Rebranding with Purpose: Be Different. Be Bentlon.

With a striking new look and bold tagline — “Be Different. Be Bentlon.” — the brand has redefined how design and treatment equipment coexist.

This transformation is more than skin deep. From graffiti-inspired trade fair booths to energizing new colorways, Bentlon's visual identity now reflects the creativity and individuality it champions in its users.

It's a brand that dares professionals to color outside the lines — and empowers them to do so, confidently.

Playful and bold, Bentlon represents a brand that's full of personality



Top Left: Bentlon's SoSoft Treatment Bed. Bottom Right: Every Bentlon product is handcrafted in the Netherlands.



Customization as a Canvast

Bentlon believes every space should reflect its creator. That's why nearly every piece in the collection is customizable — from upholstery shades and base finishes to logo applications and beyond.

This made-to-order flexibility allows professionals to express their unique brand identity down to the smallest detail, transforming equipment into a signature part of the guest experience.

A standout example? A custom collaboration with ADO Den Haag, the Dutch football club, which saw Bentlon chairs tailored in the club's colors and crest. It's creative, considered, and entirely personal — the Bentlon way.

Built Better: Sustainable by Design

Behind Bentlon's lively design lies a thoughtful commitment to sustainability. Production in Weert, the Netherlands, has been streamlined to reduce waste, increase efficiency, and prioritize locally sourced, high-quality materials.

This eco-conscious approach echoes a key Gharieni Group value: that aesthetics and sustainability can — and should — coexist. Bentlon proves that even the most playful designs can be rooted in purpose.

Vibrant. Functional. Unforgettable.

As the expressive sibling in the Gharieni Group family, Bentlon continues to evolve with its clients: beauty and wellness professionals who demand both performance and personality. From handcrafted treatment beds to customized seating, Bentlon helps elevate spaces — not just practically, but emotionally and visually.

Because in today's wellness world, how things feel matters just as much as how they function.

**Be bold. Be expressive. Be unforgettable.
Be Different. Be Bentlon. ■**

UP CLOSE

Finding the Soul of Wellness at the **Thermen Group** Netherlands

“A more stress-free life...we want it for you.” This is the mantra on which Hans and Ineke Dolman founded **Thermen Resorts** in the Netherlands — and it remains the driving force behind the company’s remarkable growth since it first opened its doors at Thermen Bus-sloo almost twenty years ago. We sat down with **Rodolf Weytingh**, General Manager of **Thermen Berendonck**, to better understand why Thermen Resorts’ properties have become favourites not only among Dutch guests, but also among visitors from Germany and Belgium. Here are the key takeaways from our conversation with Rodolf. ►



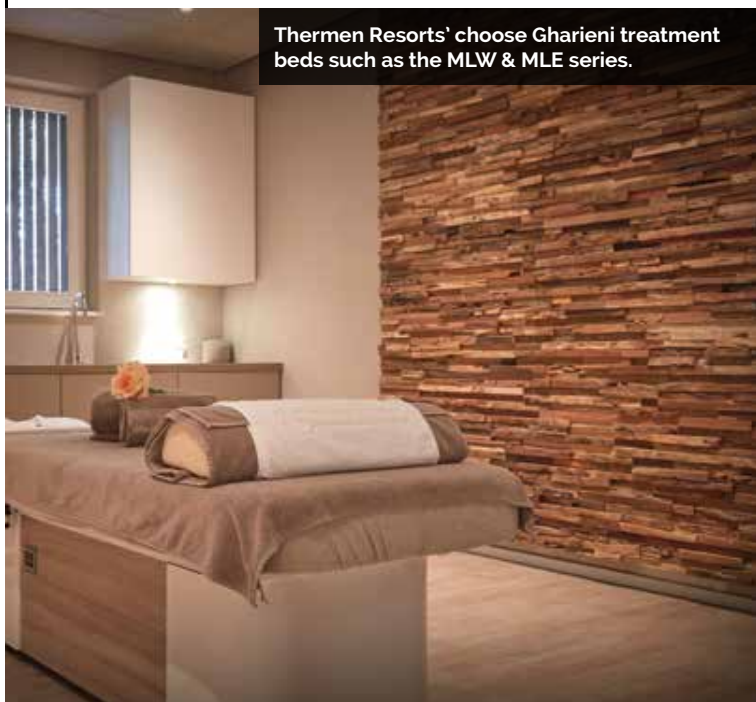
Rodolf Weytingh, GM of Thermen Berendonck



A Dream That Keeps Growing

"Dream big, live your dream." This original inspiration from the founders is still present in everything Thermen Resorts does. That shared vision is the heart and soul of what has grown into a unique family business. Today, the group encompasses six resorts, firmly rooted in its family origins, with Fabian Dolman as the CEO, continuing the vision that started it all.

That dream lives on in Thermen Soesterberg, set amidst beautiful nature; in Thermen Bussloo, where guests can experience wellness rituals from all over the world; and in Thermen Bad Nieuweschans, the oldest spa facility in the Netherlands, where visitors enjoy wellness treatments with a long tradition. At Thermen Berendonck, guests are transported into the atmosphere of an oriental fairytale; Thermen Maarssen offers serene peace in the midst of nature; and at Thermen Maastricht, pure wellness is found among rolling greenery.



Hot & Cold Experiences Become Serious Fun

The heat and cold experiences at Thermen Resorts go beyond the ordinary. Their unique concepts blend ancient traditions, modern technology, and a focus on holistic wellbeing. Guests enjoy a diverse range of experiences for body, mind, and spirit, including saunas, massage, infrared therapy, and cold exposure therapy in state-of-the-art facilities. This approach aims to deliver transformative wellness rooted in scientific research while promoting both physical and mental health.

Touch and Touchless Experiences – Gharieni as a Trusted Partner

Part of Thermen Resorts' mission is to continually innovate and create immersive, nature-inspired environments that combine traditional wellness rituals with cutting-edge technology. This is where Gharieni plays a vital role as a long-standing partner.

While Thermen Resorts' wellness centres have long featured premium Gharieni treatment beds such as the MLW and MLE series, the opening of Hotel Thermen Berendonck — one of Europe's most luxurious five-star wellness hotels, will introduce the RLX Satori Wellness loungers into its relaxation areas. This step reflects the group's strong interest in integrating Gharieni's mind/body technologies, which deliver amplified and accelerated mental wellness benefits — an ambition that Thermen Resorts has embraced from the very beginning. Thermen Resorts understands that technology is an increasingly important part of people's lives and sees tremendous value in including touchless innovations in their wellness offering.

Human-Centric and Future-Focused

At Thermen Resorts, the human experience is central — it's woven into the "family DNA." Embracing mind/body technologies is about future-oriented thinking while remaining true to the Dolmans' original dream: helping people live stress-free lives so they can truly thrive. Remembering these roots and staying true to them is always part of the guest experience. As Rodolf emphasised:

"Whichever resort you visit, peace, personal attention, and hospitality are central. That is the very soul of what we do at Thermen Resorts, and we will continue to work on this dream in the years to come, where we wish 'a stress-free life for everyone.'" ■



INTERVIEW

ROOTED IN PURPOSE: THE WELLNESS JOURNEY OF AMY MCDONALD

How did you get involved in the wellness industry?

It started 40 years ago, in Canada, when I launched my career as a licensed esthetician and massage therapist working in day spas. I moved on to manage a high-end special event company and worked on projects like the Toronto Film Festival, the G8 Summit, and His Highness the Dalai Lama's

visit to Canada. I learned a lot about managing expectations and overseeing high profile events and people.

The next decade I found myself in Mexico, living a much simpler life, and learned a great deal working for the eco-friendly, Baja Expeditions, an adventure kayaking retreat company which evolved into managing a small isolated resort in the Baja on the Sea of Cortez called Rancho Leonero. I learned



humility and the importance of mindful leadership in a very different culture, and at the time I did not know I was creating a wellness destination ahead of its time; with no phones or tv's, completely off grid, with a permaculture farm, horses, yoga, hiking, cultural day trips, and family style dining filled with celebration. I learned that lying under dark skies or veggies growing naturally could inspire a guest as much if not more than a massage.

The following decade I immigrated to the US and I had the honor of overseeing the spa and wellness programming, for Miraval - experiencing a much more sophisticated and intentional wellness resort than I had in Mexico where wellness was instilled at every touchpoint. I was reminded that less is more and a well-defined concept can be timeless, and lead to a world class business model.

After Miraval I was given carte blanche (from creativity to budget) for a new property in Taos. Together with an extraordinary group of hospitality experts we created a one-of-a-kind hotel that won awards but it crashed and was sold. It was the right business model in the wrong location, but no one had done the due diligence and feasibility analysis to know that. The owner lost millions. This inspired me to start my own company.

Under a Tree was born and I had no idea what I was doing but I knew that all my diverse experiences were important to the wellness and hospitality world. I hired an amazing group of women and started down the path that has led us to now 20 years later and hundreds of projects all over the world. Gratefulness is the word that comes to mind.

What consultancy services do you offer and what sets you apart from other consultants?

On paper our scope looks very similar to other spa and wellness consultants, and it can be confusing to understand how each of us are unique in our own way.

Our main difference is we work with independent owners, developers who are looking to create the next evolution of health and wellness businesses. They are discerning and yet bold wanting to be the first, pushing the wellness envelope. So, our clients make us different since we challenge each other and co create.

Most of our clients are committed to social and environmental impact, wanting to support an approach that supports regenerative development and they are will not wellness wash. Our greatest strength is ensuring that whatever business model we create, that it is financially profitable, benchmarking and performing beyond what traditional spas have ever

done. We have a process to ensure this, and we are comfortable telling our clients that their vision is not just about profit. We have gained tremendous confidence with the years of experience and feel that our greatest level of responsibility has been and continues to be honesty.

Our process aligns the concept, layout AND the financial return before design starts so that the client understands their opportunity and risks before hiring a design team. We see so often with projects that the design is done first without ensuring it is viable economically.

What, in your opinion, makes a truly great spa?

Less is more and we often try too hard. Often the solutions and answers are right in front of us in our staff and guests. The intention and purpose of the Founders and the deep care of the staff is often enough to bring heart regardless of the type of spa business.

Having social responsibility and positive impact is critical in the communities where these businesses operate and these initiatives should be baked into the brand's purpose and mission right from inception when possible.

What do you see as the role of technology within spas?

Every business has the opportunity to find the balance of high tech and high touch and there is no right answer. There are so many variables depending on size, location, culture, budget, etc...but embracing and integrating both is critical for developing sustainable health solutions for guests and margins. We cannot rely only on high touch anymore. Companies like Gharieni can support this along with wellness consultants.

Technology is allowing us to be more profitable, more inclusive and accessible.

What are you excited about in the industry right now?

I am excited to see more and more immersive experiences being created, especially in urban locations where direct access to nature is limited. I am excited about wellness driving so much profit and ROI within all sectors but especially the difference we can make to the health of the residents of wellness communities.

I am excited to see a higher level of responsibility to be more gender, age and racial inclusive, giving back to underserved communities.

I am excited to see art and entertainment becoming a strong foundation of wellness.

I want to see us support pre-teens at risk before they are teens. We have the tools to make a huge difference.

Where would you like to see the industry in the next ten years?

Democratization and this can only happen by being more accessible and inclusive. We are still primarily very exclusive and elitist. Technology is now advancing to the point where we can bring wellness into underprivileged communities, countries, etc. to make a difference.

I would like to see wellness be a part of our daily lives in schools and in our communities for all families. ■

SPOTLIGHT ON

The Touchless Wellness Association leads the way in all things Touchless

Founded by Erin Lee, the Touchless Wellness Association is an initiative aimed at enhancing and supporting the world of wellness. In an era where health and wellbeing have become paramount, the touchless wellness sector stands out as one of the fastest growing in the industry—one of the most relevant integrating the previous delivery of spa and wellness services with today's Digital economy and Mind/Body Wellness technologies.

With technology ever evolving, the association seeks to promote and support innovation while filling crucial gaps in the wellness industry, particularly staffing shortages and other operational challenges. By providing thought leadership and bringing together suppliers and service providers in the touchless wellness arena, the association aims to create a dynamic network and ecosystem to evolve the future of well-being.

The strategic vision of the association is focused on 4 key areas: thought leadership, building a supplier network ecosystem, education and outreach, and advisory. In promoting awareness, education, and know-how in this new area of Wellness, the association is committed to promoting the transition to this new hybrid space of cutting-edge technology integrated with service provider services.



The TWA Team: Erin Lee, Nigel Franklyn, Alina Hernandez

Serving on the TWA board is Alina Hernandez, award-winning industry thought Leader joined by award-winning Spa and Wellness expert, Nigel Franklyn. Together with Erin Lee, the three bring leadership, knowledge acumen, creativity and innovation to the organization. The Gharieni Group is a founding sponsor of the TWA.

Erin and Alina have also authored the seminal white paper on Touchless Wellness, "Embracing tomorrow, today: the power of touchless wellness," published in November 2023.

The association has gained extraordinary momentum since its founding with a robust following and membership. Its activities have quickly been embraced by the industry. Erin, Alina and Nigel are now appearing in conferences and industry events to inform and educate people about all things Touchless.

Current plans are moving ahead to launch education and training for industry professionals to support the growth in this area by filling a gap for both service providers and owner/operators. The association has generated further outreach by creating the Touchless Wellness Initiative of the Global Wellness Institute, co-chaired by Erin and Alina, with membership that include Gharieni Group's founder & CEO, Sammy Gharieni, Nigel Franklyn and other key individuals representing important sectors of the Touchless world. ■

The logo features a stylized circular emblem composed of several concentric, slightly offset teal and white arcs. Centered within this emblem is the text "TOUCHLESS" in a bold, dark blue, sans-serif font, with "WELLNESS ASSOCIATION" in a smaller, lighter blue, sans-serif font directly beneath it.

TOUCHLESS
WELLNESS ASSOCIATION

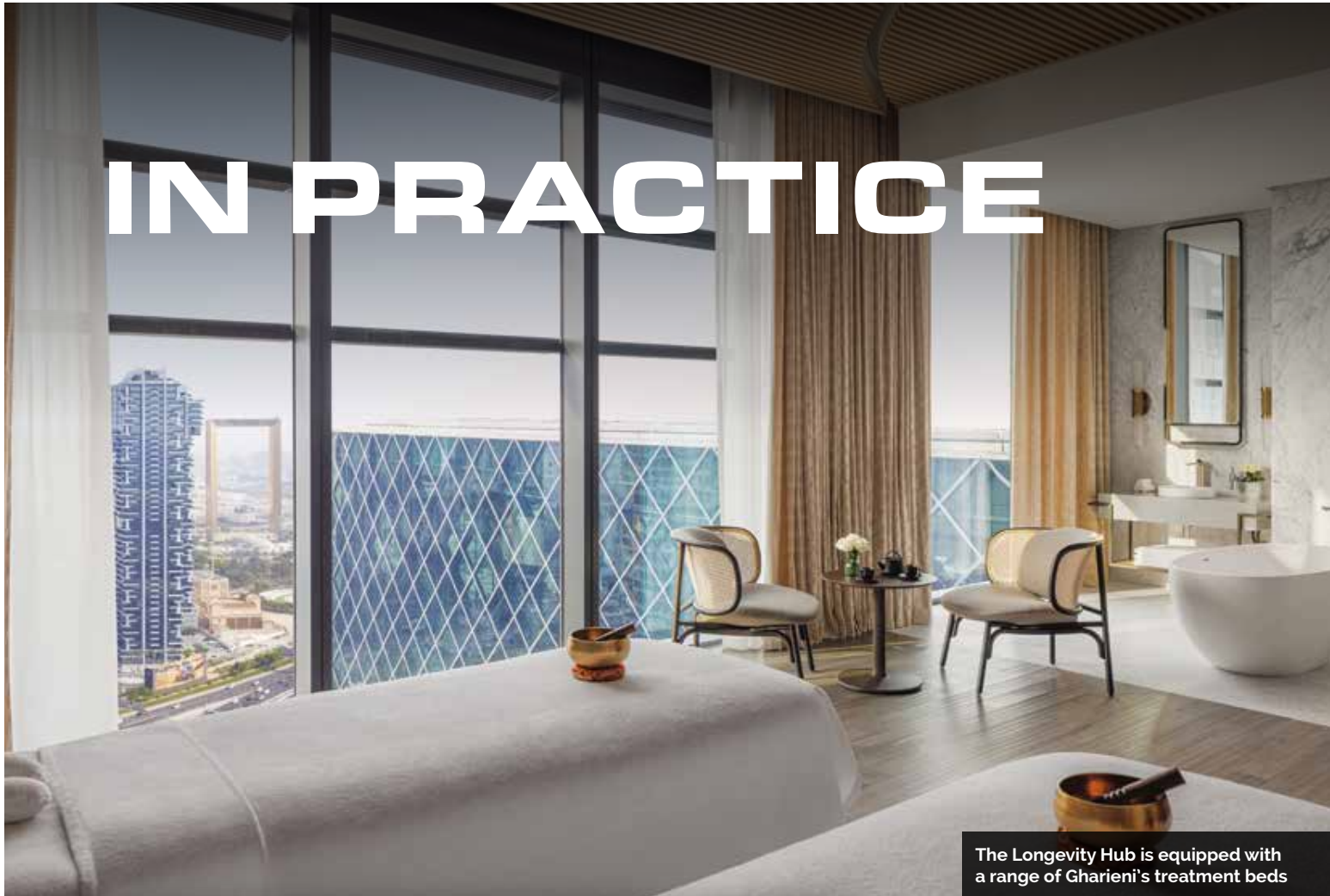
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IN PRACTICE



The Longevity Hub is equipped with a range of Gharieni's treatment beds

INSIDE THE LONGEVITY HUB: Q&A with Paulina Mercader of Clinique La Prairie Dubai

The first of its kind in Dubai, the Longevity Hub by Clinique La Prairie is dedicated to unlocking longevity and lasting vitality, with pioneering treatments that combine the latest in transformative health science, cutting-edge aesthetics, and tailored wellness solutions.

Set within the One&Only One Za'abeel in Dubai, the Longevity Hub by Clinique La Prairie delivers ultra-personalised wellness journeys through a distilled version of the Swiss brand's unrivalled science and services focusing on three interconnected pillars: Longevity, Wellbeing, and Aesthetics. The Longevity Hub includes 29 treatment rooms for wellbeing and clinical therapies, a Movement Studio boasting state-of-the-art gym facilities, a Longevity Bar, as well as the first Longevity Index lounge in the region. Guests can discover pioneering treatments that combine the latest in transformative health science, cutting-edge aesthetics, and tailored wellness

solutions for an all-encompassing experience. The exclusive three-story space features top-of-the line wellness technologies and equipment from Gharieni, including MLX i³Dome, MLX Quartz, and Welnamis, as well as Gharieni's MLW F1 series treatment beds. ►

The stunning urban vertical resort by One&Only One



We sat down with Paulina Mercader, General Manager of the Longevity Hub, to find out more about her role.



What led you to become involved in the wellness and spa industry, and what inspired you to lead this company?

I think it's in my DNA; my father is a doctor who specializes in sports medicine and regenerative medicine. I love being able to help people by adding value, and what better value than health? Working with Clinique La Prairie has been my dream since 2018; I read and heard a lot about them, and their history and methodology are something I have always respected and admired.

What makes the Longevity Hub different from other spa and wellness centers?

First and foremost, it's our people. We spent a lot of time finding the right people, and the expertise and passion of our practitioners goes beyond the conventional.

We also offer the Longevity Index, which is an assessment that shows your score in the five pillars related to longevity, and then selects the type of interventions guests should follow to live a long and healthy life. This is a proprietary software developed by Clinique La Prairie that no one else has. Nowadays you find many wellness centers with the same technologies and the same devices, but we also use algorithms based on combining one technology with another, along with our compound of interventions from our different pillars. Those algorithms are exclusive to us and based on knowledge from 93 years of operation.

How do you ensure that your spa treatments and services align with the latest trends and advancements in wellness?

Clinique La Prairie actively participates in congresses and exhibitions that showcase the latest technological advances. Moreover, we have a Science and Innovation Board of Directors based at our headquarters in Switzerland. They continuously explore and analyze ways to enhance the health and lifespan of our guests.

What would you say are the most important factors for building and maintaining long-term relationships with clients in the wellness and spa industry?

Trust, accountability, and delivering results are all crucial aspects.

How do you source and select the products, equipment, and treatments offered in your spa to ensure the highest level of quality and efficacy?

We use a collaborative approach. This includes input from the Board of Directors of the Hub and insights from our Innovation and Scientific Board in Montreux. Their expertise and guidance help us evaluate and choose products and treatments that meet rigorous standards for effectiveness and safety, ensuring that we provide our clients with the best possible spa experience.

How do you stay up to date with the latest wellness trends and incorporate them into your offerings while maintaining your spa's unique identity?

We stay current with the latest wellness developments by focusing on factual, scientific-based information rather than fleeting trends. Our approach ensures that we incorporate only proven methods and innovations into our offerings, maintaining the wellbeing distinctive identity grounded in reliable research and efficacy.

I strongly believe that in many fields, including health and wellness, the adoption of new practices or technologies must be balanced with experience and previous evidence.

What role does technology play in your spa operations, and how do you balance its use with the desire for an authentic and tranquil experience?

Technology plays a pivotal role in enhancing our operations by streamlining processes, improving efficiency, and personalizing guest experiences. We strive for a balance of 65% high-touch and 35% high-tech.

How do you measure and evaluate the effectiveness of your wellness programs and treatments?

Through comparison of analytics as well as looking at the Longevity Index score before and after our intervention.

What do you envision for the future of the wellness and spa industry, and how is your company positioned to adapt and thrive in that landscape?

Advanced wellness and healthcare integration. We emphasize preventive wellness programs that address early detection, lifestyle management, and holistic wellbeing. ■



The Hammam overlooks the city of Dubai

HIGHLIGHT



The art of
traveling well

DIOR LUXURY BEAUTY RETREAT AT DOHA AIRPORT

A singular experience awaits the seasoned traveler at Hamad International Airport, Doha. Welcome to the ultimate spa stopover experience at the exclusive Dior Spa beauty retreat.

The luxurious facilities features the interlude of the "Stopover in Doha" treatment consisting of an ultra-comprehensive facial and body protocol, delivered on the equally luxurious Gharieni MO1 Evo series treatment beds—ideal for recovering from a long trip, jet lag, or a period of intense activity.

If traveling as a couple, the "Constellation" double suite invites you to experience absolute bliss, during your massage, in an exceptional moment of sensoriality beneath a ceiling decorated with a starry sky. This suite also features a private hammam and jacuzzi, essential for harmonizing body and mind. ►

The Constellation double suite is equipped with Gharieni's MO1 Evo treatment beds



The Dior Luxury Beauty Retreat Doha also features Dior's first men's grooming space, nestled within a bespoke barbering service. This technical expertise is driven by the expertise and know-how of Dior barbers.

Signature rituals are performed on Gharieni's beautifully customized MLX Quartz beds, with Rosa and Gold Quartz sand



Unique know-how at Dior

To enhance the face and body damaged by air travel and soothe dehydrated skin, Dior's cutting-edge technologies combine manual expertise with high-performance well-being. For immediate benefits, between flights.

A jewel in the crown is the exceptional Quartz Ritual

A luxurious beauty retreat would be incomplete without Gharieni's MLX Quartz bed. And that is exactly what is on the menu at this one-of-a-kind Dior beauty oasis. The treatment has been created as a precious energy shift and emotional release. The body is sculpted on a sensory bed of quartz, achieving the perfect harmony between metabolic stimulation and detoxification. The art of traveling well has never felt or looked better. ■





SPECIAL

Cruising into Luxury: Dior Spa Meets the Seine Again



The plush couples suite, with Gharieni's MLR Select series spa beds

What sets this experience apart is how the spa seamlessly integrated movement and mindfulness—pilates, yoga, tai chi and barre sessions unfolded against a backdrop of Parisian splendor. Beneath this wellness canopy lie five elegant treatment cabins and a plush couple's suite. True to Cheval Blanc standards, all rooms are outfitted with Gharieni's MLR Select series treatment beds, ensuring luxurious comfort and precision throughout every ritual. ■

Last summer, Dior Spa Cheval Blanc returned to the Seine—this time draped in vibrant red soft furnishings that mark a bold departure from last year's serene blue palette. Boarding the floating spa felt like stepping into a modern reinvention of Paris's historic 19th century "bains de la Samaritaine." It was the perfect setting for the dual focus of this retreat: fitness and pampering in celebration of the Olympic spirit. ►





SPECIAL

REDEFINING LUXURY WELLNESS

Located in the stunning Katara Towers, the Raffles Doha is an opulent 132-key ultra-luxury property and Qatar's only all-suite hotel. A spa featuring next-level regeneration for the modern wellness connoisseur opened last year, featuring treatment rooms complete with Gharieni's Welnamis, PediSpa, and SPX series treatment beds. Designed as a rarefied sanctuary for the 21st

century seeker of holistic health, the spa uses a combination of ancient traditions and sophisticated technologies to effect true regeneration. The hotel also features five spa suites, each equipped with their own state-of-the-art treatment rooms featuring their own pool, hammam, sauna, steam room, a twin set of Gharieni's MLX Quartz and MLW Neo treatment beds. ►

Q&A with Tina Swer Deniz, Spa Director of Raffles Katara Towers, Doha

Spa Director,
Tina Swer Deniz



We sat down with Spa Director Tina Swer Deniz to find out more about this exciting new spa.

What led you to become involved in the wellness industry, and what inspired you to lead this particular company?

My passion for spa and wellness was inspired by my late grandmother, a doctor in the picturesque town of Shillong, Meghalaya, India. Growing up, I witnessed my grandmother's unwavering dedication to healing patients at the hospital. This experience ignited my interest in therapeutic practices and fuelled my desire to study healing therapies. My love for travel and exploration has also played a significant role in shaping my approach to wellness. I'm inspired to lead Raffles Doha, and I have a commitment to creating transformative wellness experiences that honour my grandmother's legacy of healing and compassion.

How would you describe the unique aspects of your spa, medical or wellness centre that set it apart from others in the industry?

We were the industry's first international spa suite concept, featuring five opulent spa suites designed for ultimate relaxation. Each suite includes private wet area facilities, a hammam, sauna, and steam room, as well as treatment spaces, a Gharieni quartz bed, an outdoor pool and a jacuzzi — offering guests a blissful escape into tranquillity. Additionally, guests can enjoy the fitness suites, which feature a gym, steam room, sauna, indoor plunge pool, treatment room and relaxation spaces. Our spa collaborates with exclusive brands including Dr. Burgener Switzerland, Subtle Energies, maroc-Moroc, Bastien Gonzalez and Gharieni Group.

What key elements do you believe contribute to creating a truly transformative and rejuvenating wellness experience for your clients?

With a holistic approach at the forefront, we recognise the importance of integrating body, mind and spirit. Understanding our guests' concerns, we tailor experiences to individual needs and preferences, enhancing overall effectiveness. The Raffles Doha team of skilled therapists and wellness practitioners is dedicated to creating a calm and serene environment, essential for relaxation and stress reduction. ►



The property features the industry's first spa suite concept

What would you say are the most important factors for building and maintaining long-term relationships with clients?

Building trust with guests is essential, ensuring they feel confident that their best interests are prioritised. Delivering on promises and consistently providing high-quality services are key components of this trust. Effective communication is crucial; this means listening attentively to guest's needs, responding promptly to inquiries, and keeping them informed about relevant updates and offerings. Consistency in service delivery, along with personalised interactions tailored to each guest's preferences, is vital for exceptional service. All of these are key to guest satisfaction and retention.

How do you select your products, equipment, and treatments, to ensure the highest level of quality and efficacy?

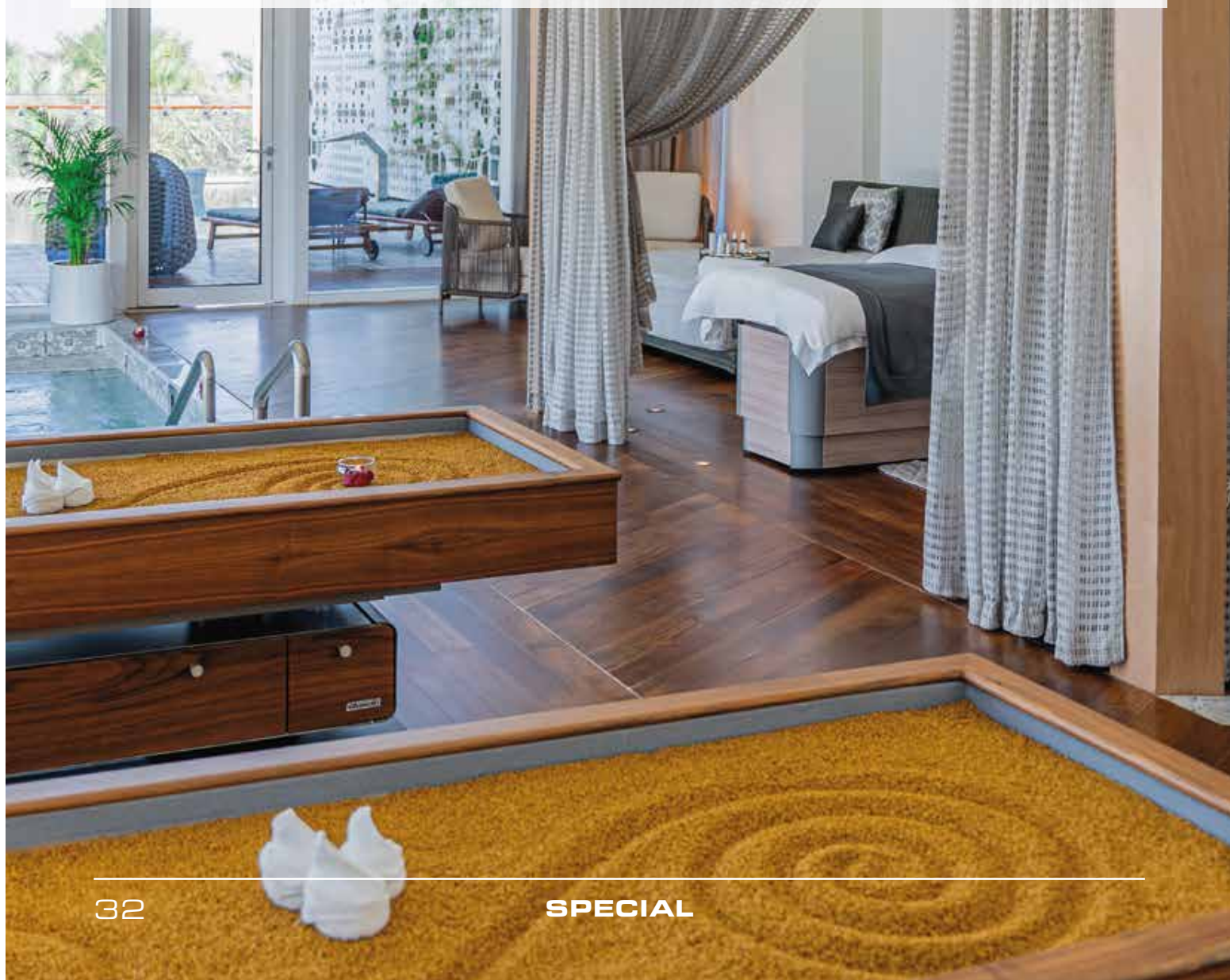
We start by gaining a deep understanding of the specific needs and preferences of our target clientele. We conduct surveys, gather feedback and analyse trends to pinpoint the most sought-after products and treatments. For product se-

lection, we evaluate ingredient lists and formulations, ensuring they feature high-quality, safe and effective ingredients supported by scientific research and proven benefits.

We test products and equipment by attending beauty fairs and workshops and always compare costs against the value offered. Additionally, we stay well-informed of industry trends, technological advancements, and emerging ingredients or treatments to ensure we remain at the forefront of the market.

How do you stay up to date with the latest wellness trends?

Embracing continuous learning and research by regularly engaging with industry publications, websites, and blogs that focus on wellness, health and beauty trends. I attend conferences, workshops and seminars relevant to the wellness and spa sectors to stay informed. I also actively seek guest feedback and conduct surveys, alongside comprehensive market analysis, to gain insights into consumer behaviour, demographic trends and the competitive landscape. ►

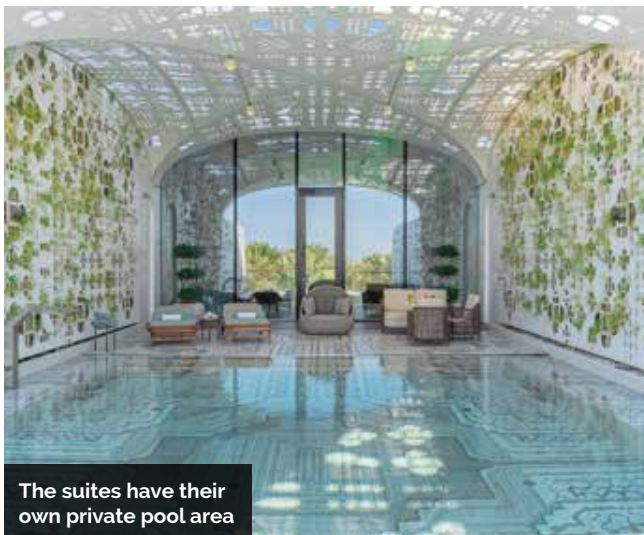




Bottom-left and above: Each treatment room suite is equipped twin sets MLX Quartz and MLW Neo treatment beds

What role does technology play in your operations, and how do you balance its use to deliver an authentic, elevated experience?

We use Book4Time for reservation scheduling, which makes booking services a breeze for our clients and helps us keep everything running smoothly. In our gym areas, guests can enjoy the flexibility of virtual fitness classes, ensuring they stay active no matter where they are. We also offer cutting-edge InBody BMI assessments and LPG Endermologie for exceptional face and body contouring. We work with Dr Burgener Switzerland Haute Couture skin-care collection is the pinnacle of personalisation. Their skin care features high-performance packed with powerful ingredients such as peptides and hyaluronic acid – and guests can choose to use them at home or indulge in our spa's truly transformative experience.



The suites have their own private pool area

Would you share with us a success story of a client's journey at your facility, highlighting the positive impact it had on their wellbeing?

One memorable success story involves a guest who attended our spa launch, seeking help for chronic muscle tension pain and depression, as well as a desire to improve her overall wellbeing. She had been struggling with persistent pain from a previous injury, which had significantly affected her quality of life. After prior unsuccessful attempts she came to us.

Our skilled therapists collaborated with Subtle Energies, renowned for their holistic treatments and products, to create a comprehensive treatment plan tailored to her needs. This plan included a blend of holistic therapies and mindfulness-based stress reduction techniques. The guest received consistent support and encouragement from our team, leading her to notice gradual improvements.

Over time, her pain levels decreased, and she regained strength and mobility. Beyond the physical benefits, she also experienced positive shifts in her mental and emotional wellbeing. The mindfulness practices not only helped her manage pain more effectively but also alleviated her stress and anxiety.

As she continued her journey at our spa, she became more engaged in her health and wellbeing. She learned to listen to her body, make healthier choices, and adopt positive lifestyle habits. By the end of her programme, she was largely pain-free and felt empowered and optimistic about her future.

Her success story exemplifies the transformative impact of personalised care and holistic approaches to health. It underscores our commitment to supporting each guest on their unique journey toward improved well-being, one step at a time. ■

PROJECTS WORLDWIDE

Elemis's first store features Gharieni technology



Signature treatments take place on
Gharieni's RLX Satori Wellness Loungers



The Elemis store
in Covent Garden

Luxury British skin wellness brand Elemis have opened their first ever UK stand-alone store in the heart of Covent Garden's Seven Dials neighborhood. The new store fully immerses customers in Elemis's world of skin wellness through interactive in-store features, including a product play table and sensorial scent experience, alongside exclusive new facial treatments.

Elemis's new store has been designed to bring their feel-good, sensorial skincare to life. Circular digital halo screens sitting above the product play table will bring the outside in by reflecting the British weather outside. A sensorial scent experience will enable customers to immerse themselves in the captivating Original, Rose and Green Fig aromatics of Elemis' bestselling Pro-Collagen Cleansing Balm. An LED kinetic wall surrounding the treatment area at the rear of the store will feature a bespoke organic pattern evoking the vibrational frequency of plants.

In honor of Elemis' spa heritage, they have developed four new treatments that are available exclusively in their store's new Skin Studio and offer a 360-degree skin and wellness experience, masterfully combining high-tech with high-touch. Treatments take place on Gharieni's RLX Satori Wellness Loungers, which use natural vibrational and binaural sound treatment to fully synchronize body and mind, and also use Gharieni's PLT device, which uses plasma and light therapy to increase skin's vitality and suppleness.

"As a beauty brand that's rooted in British heritage, Covent Garden feels like the perfect home for our first ever stand-alone store," says Susan Harvey, General Manager of Elemis. "We are delighted to bring our vision to life and create a multi-faceted space where even more people can experience our holistic approach to skin wellness and innovation." ■

Inside Grown Alchemist's New London Flagship

Tucked into the vibrant heart of Soho, Grown Alchemist's first-ever London flagship at 35 Beak Street is more than a store—it's a full-body immersion into the future of skincare. Spread over two carefully curated floors, this new destination brings together biotech-driven beauty, sensory design, and holistic wellness under one stylish roof.

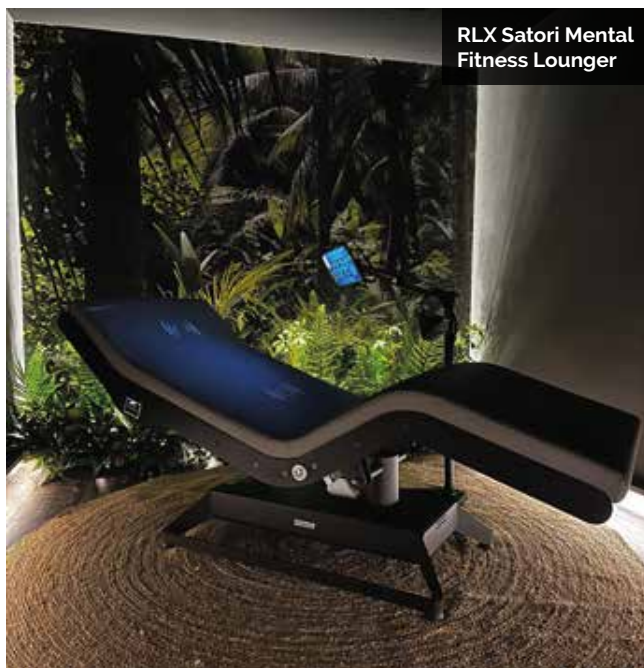
The space blends raw materials like concrete and aluminium with softer touches of clay and travertine, while a living plant installation and NASA-approved air-purifying greenery elevate both atmosphere and skin health. From the signature scent crafted just for the store to a curated EDM soundtrack, every detail is designed to awaken the senses.

Guests can explore express treatments upstairs before descending to a lower-level wellness hub featuring advanced facials, microcurrent tools, IV drips, and Gharieni's Welnamis treatment bed, with binaural vibroacoustic technology that help the brain relax and reset. Exclusive to the store is Grown Alchemist's in-house skin diagnostic system, developed with



Biological Beauty Lands in Soho

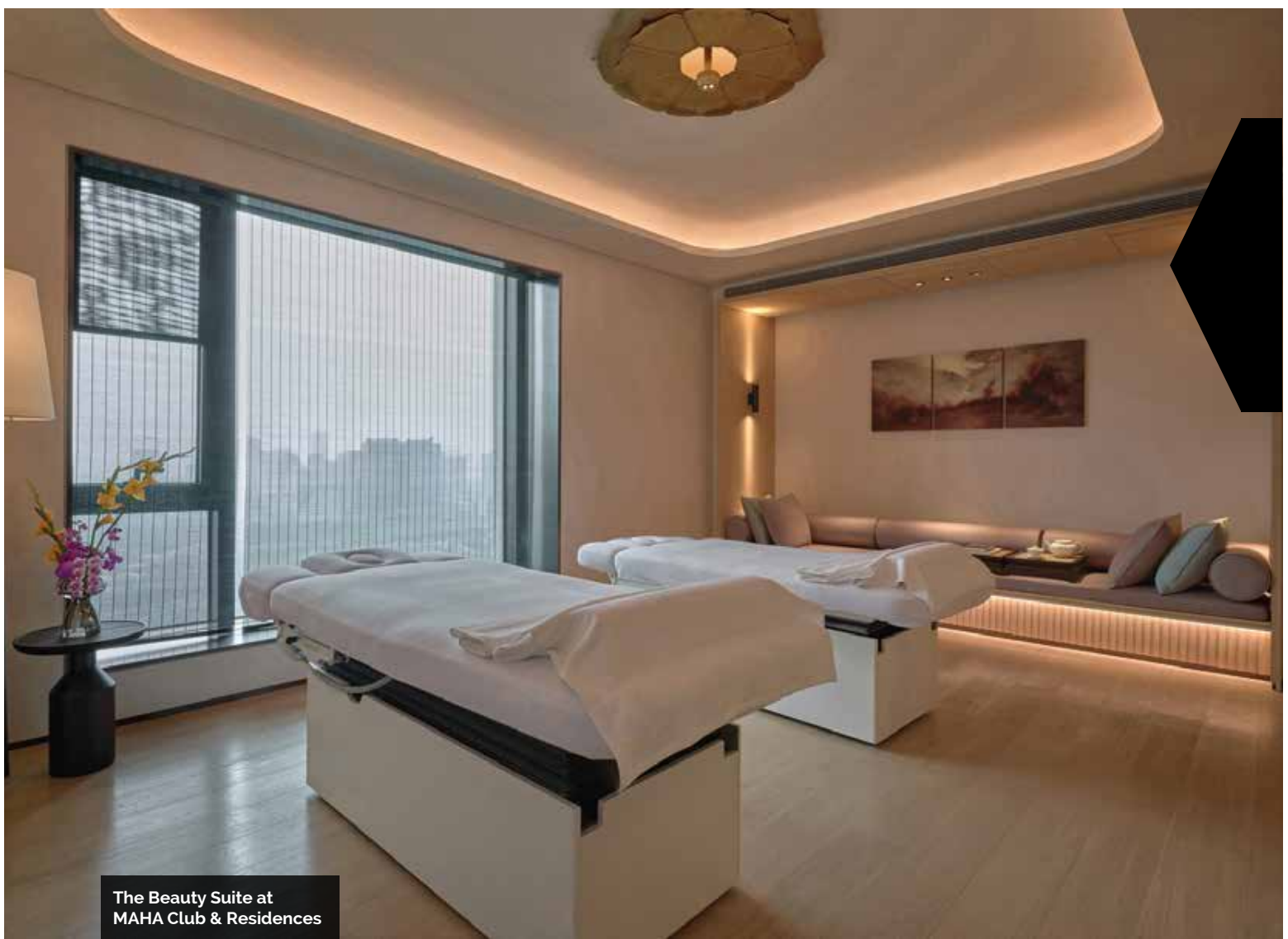
Revieve, offering personalised routines based on your skin's analysis, plus local UV and pollution data. With its mix of clinical-grade innovation and elevated self-care, Grown Alchemist's London home is a modern temple of transformation—where beauty, biology, and wellbeing meet. ■



RLX Satori Mental Fitness Lounger

ODYSSEY SPA KNEBWORTH, UK

The Odyssey Spa in Knebworth is a luxury wellness retreat offering award-winning spa experiences in a serene setting. It features 12 treatment rooms, a 25-meter pool, sauna, steam room, and a tranquil starlight relaxation lounge. As the only ELEMIS Spa in the area, it provides premium treatments including ELEMIS facials, BIOTEC HydraFacial, CACI therapies, GHARIENI'S RLX Satori Lounger & MLX i³Dome, and deep tissue or hot stone massages. Spa day packages include full access to the spa and health club, treatments, lunch, and Prosecco. Located on Old Knebworth Lane, it's ideal for relaxation and rejuvenation. ■



The Beauty Suite at
MAHA Club & Residences

Partner Spotlight: Beiyang Crea8tive (Shanghai) Co., Ltd.

Founded by industry veteran Lyn Huang, Beiyang Crea8tive is a premier spa consultancy and the exclusive agent for the Gharieni Group, in China. With over 20 years of expertise and 14 years rooted in the Chinese market, Beiyang offers high-end, one-stop spa solutions—from concept design to equipment, branding, and strategy. Through initiatives like the “Fengtai” plan, Beiyang is redefining spa excellence across China.

BEIYANG
CREA8TIVE



Beiyang Crea8tive
Founder, Lyn Huang

MAHA Club & Residences – Beijing, China

Co-created by legendary hotelier Adrian Zecha, MAHA Club & Residences is a tranquil retreat set within 400,000 square meters of lush forest in the heart of Beijing. This visionary destination blends understated luxury with intuitive living, earning accolades such as Best Club Spa of the Year 2023 and Best Wellness or Spa Design of the Year 2024. At the core is the MAHA Spa—an elegant, nature-inspired sanctuary featuring four wellness rooms and one beauty

suite, equipped with Gharieni's flagship MO1 Evo Series spa beds.

The minimalistic private wellness space includes infrared-heated loungers, a vitality massage pool, and a tech-powered health rest zone. Bespoke care plans—rooted in both Chinese and Western medical philosophies—are curated by expert practitioners to deliver deeply personalized wellness experiences.



Angela SPA, Jilin Province, China

With over 26 years of heritage and five upscale clubs serving 10,000 members, Angela SPA is a wellness landmark in northern China. Nestled in the culturally rich and seasonally vibrant province of Jilin, Angela offers a full spectrum of lifestyle beauty and wellness services tailored for the modern woman—from sound bowl healing and advanced facial care to fashion-forward hair and nail salons. As health consciousness continues to rise post-pandemic, Angela SPA has elevated its offerings by integrating Gharieni's Welnamis and MLX Quartz -both technology beds designed to enhance sleep, reduce stress and inflammation, and ease anxiety. This innovative addition bridges traditional spa rituals with modern wellness, offering guests a deeper, tech-enhanced path to restoration and balance.

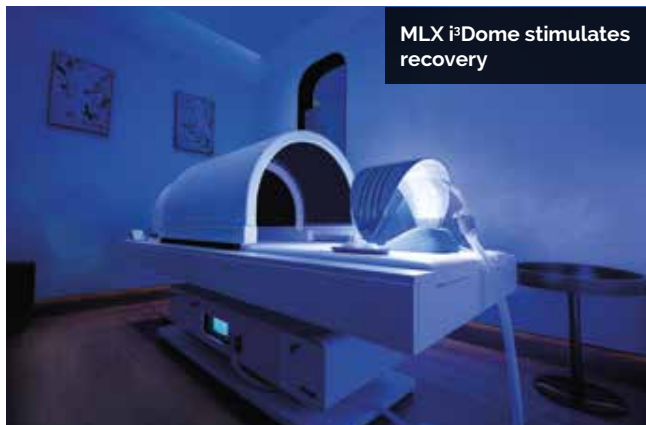
Clinique La Prairie Anji – A Sanctuary of Longevity in China

Tucked into the tranquil bamboo forests of Anji, Clinique La Prairie's first retreat in China offers a transformative journey rooted in the brand's legendary Swiss approach to longevity. Designed as a peaceful oasis from the demands of modern life, the wellbeing space blends cutting-edge science with ancient healing traditions to support physical renewal, mental clarity, and inner balance.

Guests are immersed in a curated environment featuring an indoor and vitality pool, steam and sauna rooms, sensory showers, hydrotherapy, cryotherapy, a modern fitness center,



MLX i³Dome stimulates recovery



Clinique La Prairie's first retreat in China

and dedicated treatment suites. Within these serene spaces, a trio of advanced Metawell Mind/Body technologies enhances the experience: the gentle vibroacoustic rhythms of Welnamis calm the nervous system and support deep mental restoration; the detoxifying power of the MLX i³Dome stimulates recovery and regeneration; and the soothing warmth of the MLX Quartz bed offers a grounding energy therapy that connects ancient wisdom with modern luxury.

Dior Spa The Lana: A New Standard of Wellness in Dubai

High above Dubai's skyline, on the 29th floor of The Lana by Dorchester Collection, the Dior Spa delivers a one-of-a-kind wellness experience. Bathed in natural light with stunning views of the Burj Khalifa, this luxurious oasis is a harmonious blend of Parisian elegance and innovative treatments.

The spa offers five treatment rooms and a private couple's suite, each crafted for ultimate comfort and discretion. Guests can choose from exclusive Dior rituals like "Escale at The Lana"—a Japanese-inspired treatment performed on a futon—"Dior Stone Therapy"

with semi-precious stones, and "D-Sculpt," a targeted massage that tones and firms the body. The treatment rooms are equipped with Gharieni's top of the line MO1 Evo series treatment beds.

Modern technology meets holistic care with high-end treatments such as Icoone Therapy, Dior's LED Skin Light mask, Hydrafacial, and Dior Micro-Abrasion. Personalized day retreats, including private Pilates sessions and anti-inflammatory cuisine, offer a complete mind-body reset.

A Dior boutique allows visitors to take home a piece of the experience. Elegant, innovative, and serene, Dior Spa The Lana sets a new benchmark for luxury wellness in Dubai.

The private couples suite with stunning views of Dubai city



Gharieni's Welnamis provides recovery benefits for body and mind

SIRO One Za'abeel:

Dubai's Icon of Wellness and PerformanceLifestyle

SIRO One Za'abeel in Dubai sets a new benchmark for life-style and wellness travel. Located in the iconic One Za'abeel Tower, the hotel offers over 2,000 sqm dedicated to fitness, recovery, and design. Guests can experience cutting-edge treatments in the Recovery Lab, including cryotherapy, acupuncture, and myofascial cupping. A standout feature is the exclusive use of Gharieni wellness beds, combining Far-Infrared and Binaural Vibroacoustic technology for deep relaxation and recovery. The 24/7 Fitness Lab hosts over 50 weekly classes, from HIIT to yoga. With wellness-focused dining at venues like Aelia and La Dame de Pic, SIRO is a sanctuary for high-performance, health-conscious travelers.

An Elevated Escape at The Address Grand, Creek Harbour Dubai

Set against the serene backdrop of Dubai Creek Harbour, The Address Grand brings contemporary elegance to the waterfront, offering uninterrupted views of both the city skyline and the calm waters below. Splendid views and elegant charm define every detail of this 5-star escape.

At the heart of it lies 'The Spa at The Address Creek Harbour'—a sanctuary of calm with a wide array of exclusive elements and treatments designed to rejuvenate mind and body. From the stunning infinity pool and skyline views to the fitness centre, yoga studio, Couple's Suite with Jacuzzi, sauna and steam rooms, ice fountain, and experience shower—every space is crafted for elevated wellbeing.

The spa's treatment rooms are equipped with Gharieni's MLX Quartz—renowned for its deeply grounding benefits—and the versatile MO1 Max series treatment beds.



Set in Dubai's newest district

LA RÉSERVE RESORT, KNOKKE-HEIST

Belgium's chicest seaside address



La Réserve Resort is a five-star superior property

Knokke-Heist has long been the Côte d'Azur of Belgium—white-sand beaches, couture boutiques and a quietly confident clientele. Standing centre-stage on the sea-front boulevard, the newly re-imagined La Réserve Resort brings five-star glamour back to Belgium's most exclusive coastal town. A complete interior refresh has draped the entire property in soft neutrals and sculptural forms, framing cinematic views of the North Sea or the glass-still lake behind.

Step below the lobby's sweeping staircase and the bustle of Knokke dissolves into hushed marble and the faint scent of sea salt. An oasis of wellness and relaxation with a gym, a heated sunlight-drenched indoor pool, sauna, and hammam. Gharieni's MLR and Lina Series treatment beds deliver ergonomic perfection for therapists and an almost weightless comfort for guests. The MLX Quartz bed cocoons the body in heated alpha-quartz granules that mould to every contour, infusing treatments with dry-sand warmth inspired by ancient Psammotherapy traditions. Whether guests opt for a Black Rose facial using Sisley products, or the Signature La Réserve massage, every ritual turns skilled touch into a multi-sensory immersion. For Knokke's most discerning travellers, there is simply no more elegant way to unwind. ■



Gharieni's treatment beds are the centerpiece's of each treatment room



A MOMENT OF RESPITE IN MAYFAIR THE DORCHESTER SPA REVIEW

Tucked beneath the timeless grandeur of The Dorchester, located on Park Lane, the spa offers a classic escape brimming with art-deco elegance and a quiet, intimate atmosphere. This subterranean sanctuary is one of London's most revered—renowned for its tasteful design and commitment to personal wellness.

The spa's facilities include a fully equipped gym, steam room, experience shower, and a variety of treatment rooms. High-quality facial and massage treatments are offered from brands such as Ishga, Valmont, Carol Joy London, and Natura Bissé.

A notable highlight is the in of Gharieni's RLX Welnamis loungers. Located in the beautiful relaxation room, this meditative treatment brings physical vibrations together with a binaural soundtrack, bringing guests into a state of deep relaxation. Another offering includes Gharieni's MLX Quartz—inspired by millennial ancient healing traditions from Egypt, Morocco, and Japan. ■

A photograph of Sammy Gharieni, founder and CEO of Gharieni Group, speaking at a podium during the Global Wellness Summit 2024 in St. Andrews, Scotland. He is wearing a dark suit and gesturing with his hands while holding a small device. The background features a large screen displaying a blue-toned image of a mountain range. A flag is visible to the right of the speaker. The foreground shows the silhouettes of the audience members.

REVIEW

Global Citizenry: Business as the Great Equalizer, Sammy Gharieni at the Global Wellness Summit 2024

When Gharieni Group Founder and CEO, Sammy Gharieni took the stage on the occasion of the 2024 Global Wellness Summit, in St. Andrews Scotland – it was a defining moment of a reflection, of a life lived with curiosity, gusto, and the deep purpose to drive innovation. ►

Sammy delivered a 10-minute inspirational talk to the thought leadership global audience – a group of 500+ pioneers in the Wellness industry from around the world. He took us back to his Tunisian Belgian roots and elaborated that an early life experience of living between Tunisia and Belgium had set the course for his life to come. He reflected that this early experience of living between two cultures throughout his childhood had instilled in him an ability to quickly adapt to any setting and find the joy in "sense of place." In this process Sammy had learned to understand different thinking, different ways of doing things – and to find the innovation in places that he visited and inspired what was to become the genesis of the Gharieni Group 33 years ago.

In the telling of his story, Sammy took us down a memory lane as if he was in conversation with a friend.

Defining it in three big mantras for his life:

DNA preps but experience shapes a life – referring to the impact that being in different cultures has had - and continues to have on his thinking. It has led to living his work as a passion.

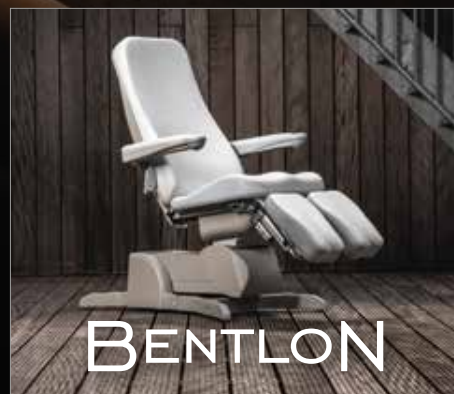
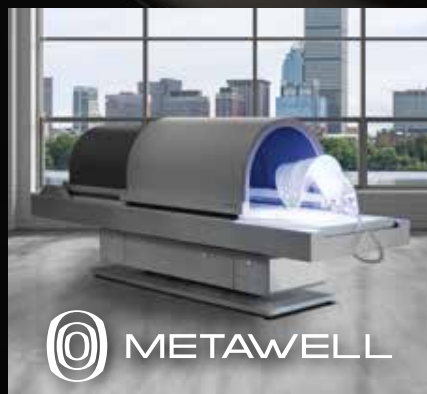
People Places and Pulse – was a way to transmit to the audience that there is pleasure in the moment and finding purpose in where and with whom you share in those moments, and how that has inspired and continues to guide his innovative spirit that he brings to everything at Gharieni.

The Never-ending horizon – helped the audience see through his eyes as an intrepid traveler – always looking to his next destination. Towards the closing of his speech, he paused to say – "and this includes my sons, Manu and Elias – they are the future and 100 years from now. I hope they will be remembering Gharieni and how this thinking has shaped me – and the generations to come.

That was a 60-year story distilled into 10 minutes of global citizenry. For a founder ahead of his time, and always aware of the power of NOW.

The man behind the company's story,
Sammy Gharieni

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