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AUTHENTIC WELLNESS

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APHRODITE'S ISLAND

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A MATERIAL WORLD

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GREAT EXPECTATIONS

Celebrating a first year of success for Spa at Ramside, UK

Personalised to perfection

Louise Riby, managing director of Elemental Herbology, discusses how the brand is working with spas to evolve and personalise its approach to skincare diagnosis

It has been an exciting first year at the helm of British skincare brand Elemental Herbology for managing director Louise Riby. As well as expanding its partnerships with leading spas and launching a new website, the company has developed a new guest consultation procedure that reinforces its elemental approach to skincare. We find out more about personalising the guest experience and harnessing the power of the five elements.

What kind of changes have you made since joining Elemental Herbology?

It has been a great adventure discovering the brand's DNA and developing what our founder Kristy Cimesa had started. We wanted to develop our 'Seasonal' approach and re-evaluate the main concerns and needs of spa guests, which change throughout the year.

We have developed a consultation, based on the concept of the five elements, that looks at lifestyle and diet to determine the individual's needs and find the right products for them.

We also noticed that our spas are very aware of seasonal changes in lifestyle, so we have created some unique options that allow them to use food and beverage offerings, or wet areas, to create a synchronous experience for the guest. The consultation process also strengthens the retail opportunity for the therapist.

I know how important it is for brands to deliver support to spas and it's been a key focus for me to get the right team together for this. We recently launched a new website and have plans to debut an interactive consultation process to advise on products and local stockists.

Tell us more about the five element theory.

This is based on the belief that everything in life must work in harmony in order to achieve perfect equilibrium. The five elements – wood, fire, earth, metal and water – are the building blocks from which all material substance in the phenomenal world is composed. The elements feed off each other, which can cause excesses or deficiencies that can be corrected with treatments, products, diet and small lifestyle



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Louise Riby, Elemental Herbology

changes. We have devised a consultation that enables the therapist to select treatments and products that will achieve perfect harmony.

How do the elements work in spas?

It's important to focus on each element separately and this can be achieved at different points throughout spa. A yoga, Pilates or meditation class links to the wood element; heat experiences such as saunas or steam rooms reflect fire; outdoor space reflects earth; minerals found in a thalassotherapy pool are great for the metal element; and water would be reflected by swimming pools or open air showers.

Different spas have different facilities so we work with them individually to bring the five elements to life.

How are you helping spas to personalise the experience for guests?

We are developing journeys that will include a personalised approach to all touchpoints in the spa, so the guest can enjoy a tailor-made experience. From the initial five-element consultation on arrival, to products being chosen to address specific needs – whether it's massage or a facial – to a homecare prescription created just for them. We want to make sure that guests leave the spa looking forward to their next visit.

What makes Elemental Herbology a good partner for an innovative spa?

Our ethos and approach is something that many can relate to and as a spa partner we will work under the umbrella of the individual property's needs and vision. We can be flexible in our approach to developing journeys that encompass the five elements through food and beverage offerings, wet areas and the treatment and retail spaces.

We feel that support is a huge factor in making our brand a success in spas – our team understands what each property needs to make it the best it can be.

What current projects are you particularly excited about?

We have recently opened at Bhuti in Richmond, UK. This is a new eco-wellbeing centre that encompasses everything we believe in.

We have also just started working with Headlam Hall in Darlington, UK and later in the year we will be opening at Ockenden Manor, a stunning Elizabethan manor house in the beautiful Tudor village of Cuckfield, West Sussex. We're looking forward to developing some bespoke treatments that reflect the spa and its surroundings.

In other areas, we are expanding our retail presence in Whole Foods Market in time for a Christmas launch. We feel this is such a great fit for us as it promotes healthy eating and a positive lifestyle which is at the core of our brand values. ●●●●●

www.elementalherbology.com

Q&A



Elemental Herbology's 'five element' approach to skincare consultation enables the correct treatments and products to be selected to help rebalance guests



Bhuti eco-wellbeing escape, Richmond, London, UK