

November / December 2019

THE SPA & WELLNESS AUTHORITY

american spa

NOVEMBER/DECEMBER 2019



wellness CONNECTION

THE WELL (NEW YORK CITY)

www.americanspa.com

American Spa
Circulation: 27,601

NOV/DEC *contents*

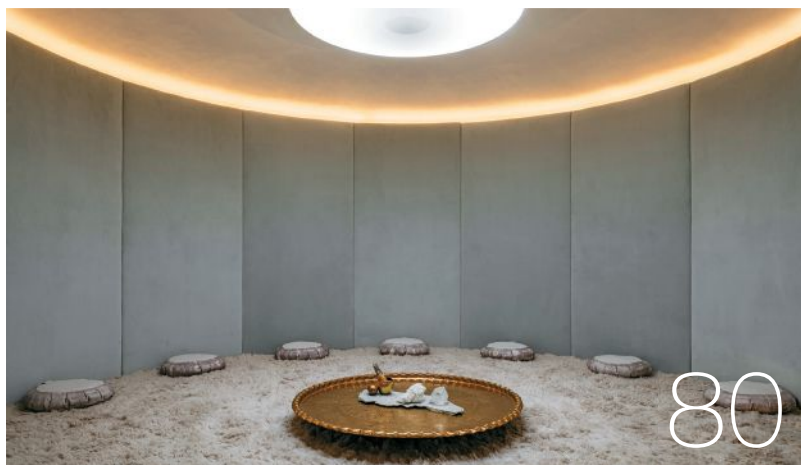
features

78 URBAN OASIS

Escape the hustle and bustle of New York City at The Well, a membership-based wellness club.

84 LONE STAR SENSATION

Experience a soothing sanctuary in Texas Hill Country at the newly renovated Mokara Spa at the Omni Barton Creek Resort & Spa.



on topic

22 SEEING IS BELIEVING

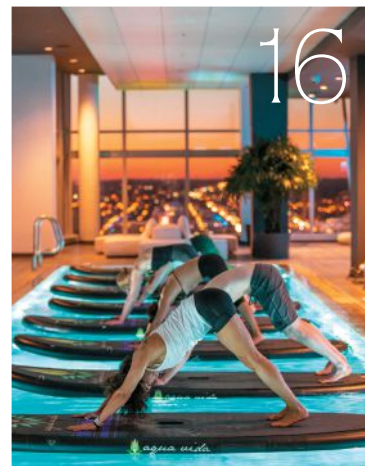
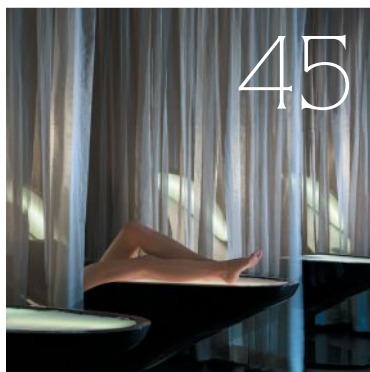
Learn how texture-changing products are creating a fun multi-sensory experience for spa-goers.

30 WATCH AND LEARN

Discover why video has become a social media darling and how to produce effective videos.

36 PASSION PROJECTS

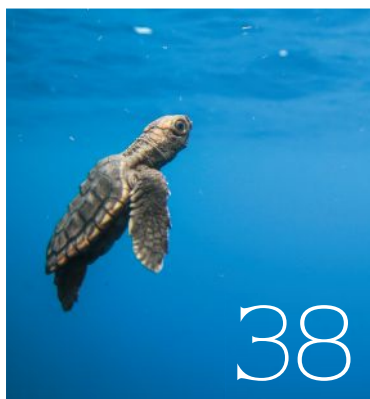
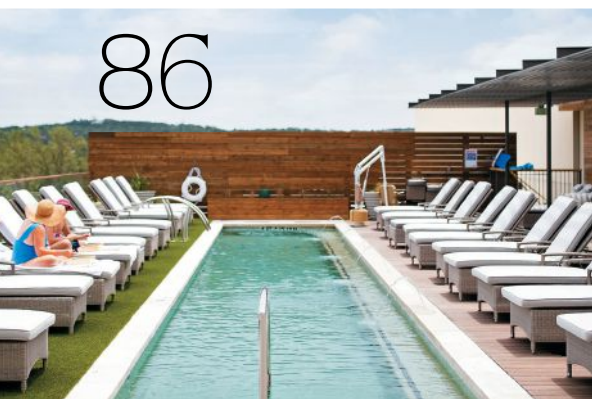
Find out how many companies are making a difference through charitable-giving efforts.



special section

41 2019 PROFESSIONAL'S CHOICE AWARDS

Meet the winners and finalists of our 15th annual Professional's Choice Awards.



departments

15 **RADAR**

91 **FRESH FINDS**

98 **NEWS**

in every issue

8 **FROM THE EDITORS**

12 **GET WIRED**

104 **FINAL THOUGHT**

ON THE COVER: A healing sanctuary in an urban setting, The Well is transforming the wellness experience with its integrative and customized model and its holistic approach.

FEATURES

a closer look at some of the spas that are making news in the industry both here and abroad



78 URBAN OASIS
The Well (New York City)

84 LONE STAR SENSATION
Mokara Spa at Omni
Barton Creek Resort
& Spa (Austin, TX)

The Well provides busy urban dwellers with a healing sanctuary and a one-stop shop for all their wellness needs.

Catering to busy urban professionals, a new integrated wellness club in



URBAN
Oasis

BY HEATHER MIKESELL

New York City is poised to become a game changer in the wellness industry.



as the industry shifts its focus

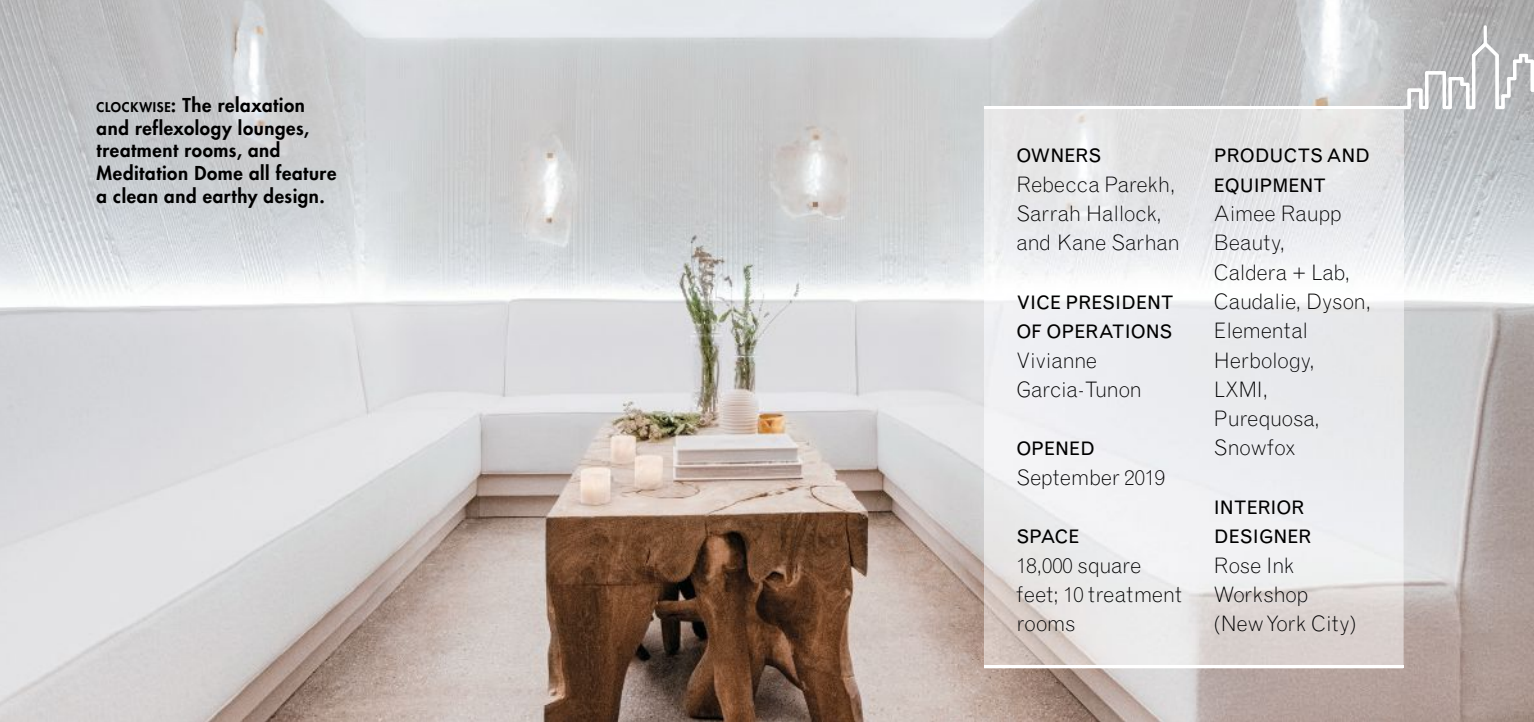
to a more integrative model, **The Well** (New York City) is poised to transform the wellness experience with its holistic approach. Set in the heart of the Flatiron District, the new wellness club is being branded as a “complete ecosystem for wellness.” It brings together various Western doctors and Eastern healers to create an integrated and customized experience to help members optimize their health and wellness. While membership isn’t cheap—general membership is \$375 a month, and the 32-and-under set benefit from a discounted monthly rate of \$210 (both are subjected to a \$500 initiation fee)—it does have its advantages, particularly for those who spend a healthy amount on fitness classes, spa treatments, and more. Membership includes access to practitioners trained in a variety of modalities, such as acupuncture or reiki; unlimited access to club amenities; monthly, personalized one-on-one sessions with a dedicated health coach; unlimited yoga, meditation, and movement classes; access to private training and personal trainers; a curated weekly program; and more.

The club features a reflexology lounge; a mindful movement studio; a Meditation Dome; a private training gym; The Library, where life-enhancing programming takes place; The Annex, which is available for special events; Kitchen & Table, an organic restaurant; and a 10-treatment-room spa with co-ed steam and sauna. “Our challenge was to create a healing sanctuary and a social space for the urban dweller and within an urban setting,” says Vivianne Garcia-Tunon, vice president of operations. Appealing to busy professionals, the 18,000-square-foot club provides a one-stop shop for all their wellness needs. “The Well has been designed by Rose Ink Workshop with the goals of facilitating connection, inspiring imagination, expanding consciousness, and creating an oasis of positivity and comfort,” says Garcia-Tunon. “Each treatment room is named after a constellation and features crystal sconces that provide a relaxing glow when the lights are

continued on page 80



CLOCKWISE: The relaxation and reflexology lounges, treatment rooms, and Meditation Dome all feature a clean and earthy design.



OWNERS

Rebecca Parekh, Sarrah Hallock, and Kane Sarhan

VICE PRESIDENT OF OPERATIONS

Vivianne Garcia-Tunon

OPENED

September 2019

SPACE

18,000 square feet; 10 treatment rooms

PRODUCTS AND EQUIPMENT

Aimee Raupp Beauty, Caldera + Lab, Caudalie, Dyson, Elemental Herbology, LXMI, Purequosa, Snowfox

INTERIOR DESIGNER

Rose Ink Workshop (New York City)

continued from page 79

dimmed. Our treatment beds were custom-made for the club and feature nine inches of Strata memory foam and built-in infrared heaters for deep muscle relaxation.”

Focused on delivering transformational experiences, the club offers a range of healing services. Members can take advantage of traditional Chinese medicine, Ayurveda, functional medicine, mindful movement, sports medicine, health coaching, vibrational energy healing, bodywork, and more. “The treatment menu was born from our complete ecosystem for wellness,” says Garcia-Tunon. One of the club’s most buzzed about treatments is The Integration (starting at \$270, 90 minutes), which combines various techniques and healing modalities and can include up to three therapists working on a member at one time. According to

Garcia-Tunon, the menu was developed and guided by the club’s best-in-class health coaches and practitioners. For example, Frank Lipman, M.D., a pioneer of integrative and functional medicine, chief medical officer at The Well, and founder of **Eleven Eleven Wellness Center** (New York City), directs The Well’s functional medicine offerings. The club also partnered with Aimee Raupp, a licensed acupuncturist, herbologist, and founder of Aimee Raupp Beauty. Raupp, who serves as head of traditional Chinese medicine for The Well, produces handcrafted skincare that helps balance the hormones and rejuvenate the skin.

With 140 team members, 60 percent of which are full time, The Well is focused on empowering its members to take control over their health and wellbeing. In addition to the many wellness

continued on page 82





Members can enjoy unlimited classes in the Mindful Movement Studio and consult with a team member in one of the consultation rooms (below).

continued from page 80

offerings, the club also features a curated retail operation. According to Garcia-Tunon, a retail and product development team is constantly sourcing the best in clean beauty, wellness-enhancing supplements, fitness apparel, and more. The real draw, however, remains the wealth of knowledge available to members. “We have built an incredible team of talented practitioners whose expertise spans across healing modalities,” says Garcia-Tunon. “As we grow and expand our offerings here and at future club locations, one of our challenges will be continuing to find exceptionally talented practitioners who are passionate about working within an integrated model.” ●



SPA TALK *with* Vivianne Garcia-Tunon



Meet Vivianne Garcia-Tunon, vice president of operations at The Well and a 23-year veteran in the industry.

What was the path that led you into the spa industry?

I was studying nutrition and fitness in college but dreaming of a career in fashion design at the same

time. I have always been very torn between my love for science and art. I found the spa industry was the perfect combination of both. At 16, I started teaching nutrition and aerobics at a local spa. At 18, I landed my first leadership role at The Biltmore Hotel followed by years with Mandarin Oriental and ESPA.

What are the most challenging and rewarding

parts of working in the spa industry? The most rewarding part is the moment that a guest walks out of a treatment with that healthy glow on their face and tells me, “That was an incredible treatment.” I live for that! It sounds very cliché, but true happiness does come from making other people happy. The most challenging part is finding talent that has a genuine sense of hospitality, guest service, and technical knowledge to deliver life-changing treatments.

What has surprised you most about the wellness world? I am surprised by the amount of false data, well-washing, and misinformation that is connected to the industry. Sometimes when people are not feeling well or have a chronic condition, they are willing to believe anything. The tenured wellness leadership around the world needs to ask more questions, pursue science, and conduct vast research.

For our full interview, visit www.americanspa.com.