



SpaChina

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WELLNESS, BEAUTY, HEALTH AND LUXURY LIVING

中国健康市场趋势和变化 Trends and Changes in the Chinese Health and Wellness Market 猴岛英伦体验 History, Luxury, and Natural Beauty



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PLUS: LUXURY LIVING | SPA CUISINE | SPACHINA REVIEW | SPACHINA WELLNESS
SPA NEWS | HOTEL NEWS | LIFESTYLE



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2024年中国养生与水疗行业峰会计划于2024年9月24日、25日、26日(周二、周三、周四)于南京丽思卡尔顿酒店举办, 活动包括两大项目: 2024年中国养生与水疗人士峰会和2024年中国养生与水疗颁奖礼。

此届已经是第十七届由SpaChina杂志主办的中国养生与水疗行业峰会。届时, 中国酒店和康乐行业人士、SPA专业人士、SPA经营者、投资人、培训师及知名品牌产品、器材供应商等行业精英将齐聚一堂, 为期三天的活动将为他们提供独特而有效的交流和互动平台。每天6小时会议, 整个峰会配备中英文同声传译。

第十五届中国养生与水疗颁奖礼, 则旨在认可中国水疗行业的杰出领袖和行业先锋, 帮助确立行业标准, 表彰行业优秀企业与个人, 推动行业专业和进步。

活动详情简介:

- **活动场地:** 南京丽思卡尔顿酒店
- **清晨运动:** TBC
- **早餐:** 入住会议酒店之宾客享用峰会早餐, 其余客人可付费用餐
- **水疗峰会:** 平均每天6小时(演讲、小组讨论、演示、案例分享、专题研讨)
- **午餐:** 健康午餐, 共3天
- **茶歇:** 每天2次茶歇, 共3天
- **鸡尾酒会:** 3场
- **晚宴:** 1场中国养生与水疗颁奖礼盛大晚宴
- **自由活动的时间:** 与会者参观赞助商展台, 自由沟通交流
- **余兴节目:** 暂时保密, 以备惊喜

研讨会价格: RMB4,800, 含:

- 颁奖礼庆典晚宴
- 3场鸡尾酒会
- 3天会议午餐
- 每天2次茶歇
- 其他活动

The SpaChina Wellness Summit and the SpaChina Wellness & Spa Awards 2024 will be held from September 24 to 26 (Tuesday, Wednesday, Thursday), 2024 at The Ritz-Carlton, Nanjing. It will combine two major events: the SpaChina Wellness Summit and SpaChina Wellness & Spa Awards Ceremony.

This 17th annual SpaChina Wellness Summit will feature spa professionals, spa owners and investors, and spa product and equipment brands. The three-day event provides a unique and effective communication platform for top people relevant to or interested in China's wellness and spa industry. The 15th SpaChina Wellness & Spa Awards Ceremony will recognize the leaders and innovators in China's wellness and spa industry, and help to reward and promote industry quality standards.

The three-day event will involve around six hours of meetings per day and will leave plenty of time in the schedule each day for attendees to relax, take time off and enjoy the natural environment of the city.

Event Details

- **Venue:** The Ritz-Carlton, Nanjing
- **Activities:** TBC
- **Breakfast:** included in the special room rate for SpaChina summit attendees who stay at the summit destination hotel
- **Summit:** 6 hours average / day (speeches, panels, inspiration, demonstration, case study and workshops)
- **Lunch:** healthy lunch x 3 days
- **Tea break:** 2 tea breaks x 3 days
- **Cocktail party:** 3 cocktail parties
- **Gala dinner:** 1 gala dinner for SpaChina Wellness & Spa Awards
- **Free time:** for attendees to check out sponsors booth and network
- **Shows:** provided by SpaChina

Price: RMB4,800, includes:

- 1 Grand gala dinner
- 3 Cocktail parties
- Lunch on all 3 days
- Tea breaks twice per day
- Other planned activities



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研讨会价格: RMB4,800 含

- 颁奖礼庆典晚宴和鸡尾酒会
- 三天会议午餐
- 每天两次的茶歇/三天
- 其他活动

Price: RMB4,800, includes

- One gala dinner and three cocktail parties
- Lunch on 3 days
- Tea breaks twice per day for 3 days
- Other planned activities

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Account Number: 228767125883

Swift Code: HASEHKHH

Bank Address: 83 Des Voeux Road Central, Hong Kong

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会议10个工作日前提出，可无条件退款。10个工作日内提出，则会保留名额到明年，或给予50%退款

If you decide not to attend the Summit, you can get a full refund if you request it 10 working days or more before the Summit begins, and if you request it within 10 working days before the start of the Summit, your place can be reserved for next year or you can get a 50% refund.

*此表格复印有效，如有多人报名，可复印填写 Please make a copy of this form to make extra registrations.

此报名表也可于www.spachina.com网站下载。请填写完毕后传真至 +86 21 5385 8953 夏晓初或徐姗姗收

或邮件至: summer.xia@spachina.com, rita.xu@spachina.com

The Registration Form can be downloaded via www.spachina.com. Please fill in the form and fax to Summer Xia, or Rita Xu on +86 21 5385 8953 or Email to: summer.xia@spachina.com, rita.xu@spachina.com. Please call +86 21 53858951, ext. 823/805 to confirm that the form has been received.

注意: 请致电+86 21 53858951分机823/805, 确认传真或者邮件报名已经收到。

亲爱的SpaChina读者，您们好，

2024年度中国养生与水疗颁奖礼报名已经截止，接下来的三个月进入到评选阶段，衷心预祝所有的参选SPA发挥出最好的水平。

SpaChina峰会2024年也确定将在9月24-26日三天，于南京丽思卡尔顿酒店举行。订房信息已经发布，各位可以联系我们的专属客服小夏总获得订房表，或者发邮件给他到summer.xia@spachina.com，南京秋游的攻略大家可以做起来啦。峰会的三天日程表和讲师名单会在下一期的杂志里发布。

健康和养生文化在中国文化中根深蒂固，如果想要在中国取得成功，进口产品品牌必须了解自己试图进入的行业，并与中国客户们建立可信任的、深层次的联系。本期杂志整理了一些关于如何在中国营销品牌和打开市场的策略，以及来自于行业人士的内容分享。

祝阅读愉快



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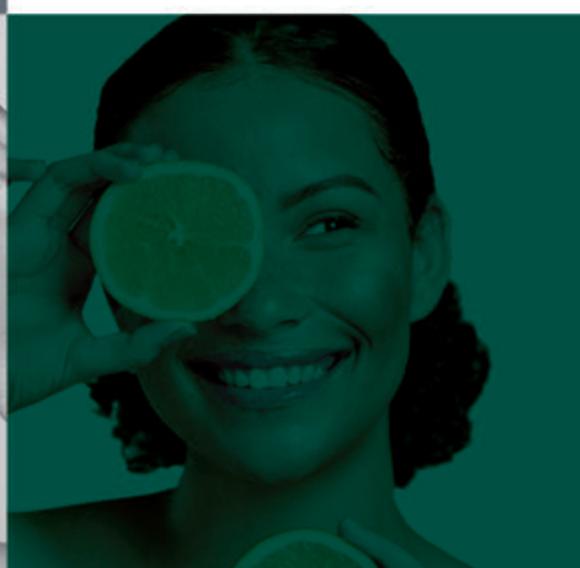
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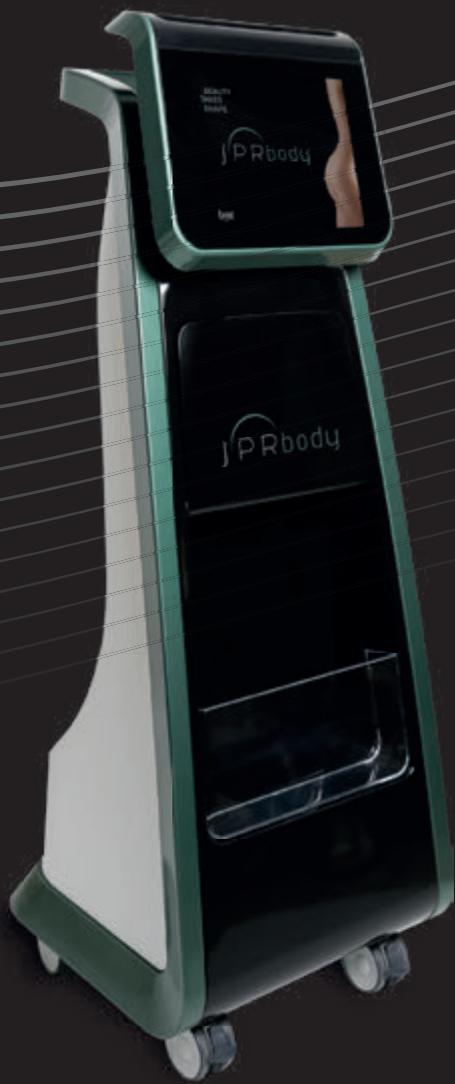
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— ITALY —



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TRIA 禪潺



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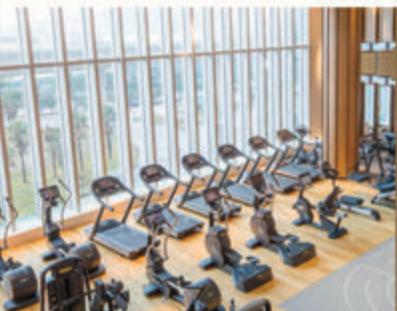
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BEAUTY



活力
VITALITY



养生
WELLNESS



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THE RITZ-CARLTON SPA
MACAU



个性化服务 打造独特难忘的水疗体验

连续9年获得《SpaChina》中国水疗奖项的「澳门丽思卡尔顿水疗中心」，
以中国及葡萄牙的传统建筑为元素，呈现澳门的独特风格。
设有10间单人房及3间双人室，让宾客在远离繁嚣的惬意空间享受
个人化水疗之旅，焕发心灵。



澳门丽思卡尔顿酒店3楼
「澳门银河™」综合度假城 望德圣母湾大马路 路氹城 澳门特别行政区



Palazzo Versace澳门水疗中心

亚洲首家范思哲豪华酒店大楼位于澳门上葡京综合度假村，将范思哲式的生活态度淋漓演绎。Palazzo Versace澳门水疗中心设计优雅绮丽，特别选用色彩绚丽的高尚家具，配以意大利著名的水磨石地板和人手铺设的精致马赛克，缔造出别具意式风尚的华丽天地。水疗中心崇尚全面修护的美容理念，活用地中海区的养生哲学，配合意大利高端护肤品牌FRAME Cosmetics的天然水疗产品。中心设有瑰丽的水疗套房以及融入意式元素的土耳其浴室，提供专业的按摩护理疗程。其他养生设施还包括室内外泳池、配备泰诺健健身器材的健身室。

The SPA at Palazzo Versace Macau

The first of its kind in Asia, the Palazzo Versace Macau presents the true Versace lifestyle. The SPA at Palazzo Versace Macau offers a holistic, integrated approach to wellness in a setting exquisitely decorated with splendid Versace-designed mosaics and marble. Drawing upon the philosophies of the Mediterranean diet and the cosmeceutical spa products of Italian brand FRAME Cosmetics, the treatments emphasise achieving a balance of inner wellbeing and external beauty at every phase of life. Pamper yourself with a revitalising massage or a special couple's treatment in one of the transcendent treatment suites or the Italian rendition of the classic Turkish hammam. For more active forms of relaxation, enjoy a swim in the hotel's indoor or outdoor pool, accompanied by elegant Italian glass and marble mosaic tiles, or work out with the Personal Training Studio's advanced cardiovascular Technogym® equipment.

大连四季酒店水疗中心

大连四季酒店于今年三月全新开业，占据东港商务区优越地理位置，毗邻绿树成荫的宽敞大道和活力四射的广场，近处海景旖旎，远处群山为幕。位于酒店38楼的水疗中心采用明亮的蓝色内饰、自然的设计元素和温暖的木色调，打造出宁静的休闲空间。在这里，专业水疗师为宾客提供精致呵护和有效疗养。水疗中心共设有6个护理房间，包括两个双人间和一个豪华水疗套房。先进的健身中心采用落地窗设计，视野开阔，而180度无边泳池则似与天际线融为一体，将城市美景一览无余。

The Spa at Four Seasons Hotel Dalian

The all-new Four Seasons Hotel Dalian stands as a beacon of style and sophistication in the Donggang harbour district in the city centre, surrounded by harbour views and panoramic vistas across an urban landscape of tree-lined streets and colourful squares to the mountains beyond. The Hotel's Spa, with its bright blue interiors, natural design elements and warm wood tones is a tranquil space on the 38th floor. Expert spa therapists provide both pampering and result-driven treatments in six rooms, including two double-sized rooms and a luxurious spa suite. The state-of-the-art fitness centre offers inspiring views through floor-to-ceiling windows, while the infinity-edge pool appears to spill down to the city and across the landscape below.



西安海棠JW万豪酒店 JW水疗中心

将古代长安之美与现代JW万豪品牌巧妙融合，西安海棠JW万豪酒店致力于为宾客打造集聚西安特色的旅行体验。位于酒店24楼的JW水疗中心®拥有6间理疗室，其中包含2间双人理疗室，每间均配备单独的湿蒸房及水力按摩池；宾客伴随本地专属百里香精油香气味道，在幽静典雅的环境中享受百里香果茶，疗愈身心、缓解压力。酒店独有的舒缓面部护理，汲取植物精粹浸入肤理之底，持以温润净玉游走方寸之肌，舒缓玉颜，唤醒身心，畅享疗愈之旅。特色疗程能量恢复身体按摩利用玫瑰玉石特有的神奇力量，帮助宾客释放紧张压力的同时赋予无尽能量。

SPA by JW, JW Marriott Hotel Xi'an

Blending the ancient beauty of Chang'an with the sophistication of the JW Marriott brand, JW Marriott Hotel Xi'an is dedicated to providing guests with a distinctive travel experience with the intriguing Xi'an history. Rejuvenate the body and mind in Spa located on the 24th Level to stay recharged and relaxed. The spa features six treatment rooms, including two couple's rooms, each equipped with its own steam room and Jacuzzi. Guests are invited to enjoy Thyme Fruit Tea in a serene and elegant environment, accompanied by the scent of local Thyme essential oils, to heal the body and mind and relieve stress. The signature facial massages the skin draws with natural essential oils and warm and pure jade, soothing the face and awakening the body and mind.



广州安璞

安璞坐落于广州CBD中轴线上的一座法式三层小洋楼内，坐拥广州塔景观，无论是护理间还是休息区，皆有小蛮腰陪伴。精巧的室内设计蕴含当代艺术和法式优雅，全天疗愈级精油扩香，让宾客获得身心灵放松。安璞与法国高端护理品牌宝黎研萃合作，严格执行量肤定制、分区管理理念，根据客人当下皮肤状态选择相应的精华原液和面霜，结合专利按摩手法，消除面部衰老痕迹，高效精致护肤。此外安璞为会员提供植萃芳疗精油DIY活动，以及专属健康咨询服务。

AMPLE Spa, Guangzhou

Located in a three-storey French-style building in central Guangzhou CBD, AMPLE boasts a close view of the Guangzhou Tower. The sophisticated interior design embraces contemporary art and French elegance, and is filled with scent of therapeutic essential oils, allowing guests to relax both body and soul. In cooperation with the French high-end skin care brand Biologique Recherche, AMPLE implements the concept of highly-personalized skin care and selects corresponding serums and creams according to the instant state of the guest's skin, complemented with the patented massage techniques, to eliminate the signs of aging on the face and provide precise skincare. In addition, AMPLE regularly provides members with essential oil DIY activities and exclusive health counseling services.

上海「左右」水疗中心

「左右」坐落于上海繁华街区长寿路上，历经三年时间筹备，于2024年4月开业揭幕，总面积550平方米。这是一家专注于舒缓身心的Spa品牌，致力于打造精细化的体验与服务，提升人群幸福感。左右倡导寻回人们原初的力量，从内而外，化繁为简，呈现出简练，轻松，恬静的空间氛围，并通过独创的精油产品与专业的疗愈团队，不断推动品质化服务。理疗室内采用原木风装潢，柔软静谧；新颖的水晶钵音疗有效放松身心，舒缓大脑紧张压力。疗程之余，可前往休息室品尝健康餐食与饮品，补充元气、宁静思绪。

Shanghai ZuoYou Massage and Spa

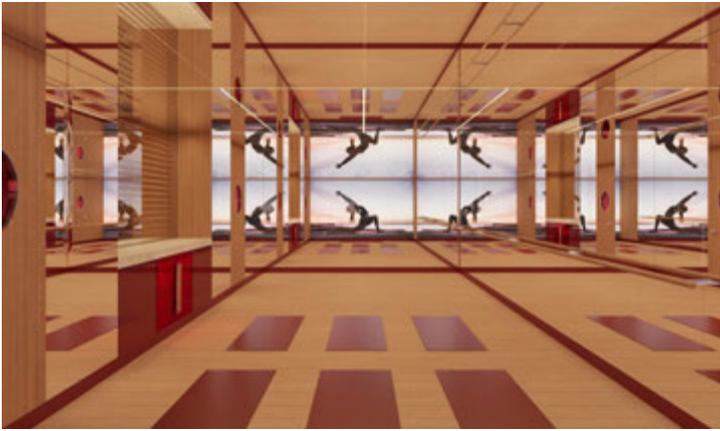
Located on Changshou Road, a bustling neighborhood in Shanghai, ZuoYou opened its doors in April 2024 after three years of preparation, with a total area of 550 square meters. ZuoYou is committed to creating refined experiences and services to enhance people's sense of well-being. ZuoYou advocates the recovery of people's original strength from the inside out. With its own essential oil products and professional healing team, ZuoYou keeps on promoting the quality of service. The interior of the treatment rooms is decorated in a natural log style to convey soft and quiet ambience. The innovative crystal bowl sound therapy effectively relaxes the body and mind and relieves the brain from tension and stress. After the treatments, you can enjoy healthy snacks and drinks in the lounge to further relax and rejuvenate.



珠海横琴悦椿酒店悦椿SPA Angsana Spa, Angsana Zhuhai Hengqin

在珠海全新的休闲金融区，珠海横琴悦椿酒店带宾客浸入绿叶繁茂的自然氛围和浓郁的岭南滨海文化之中。悦椿SPA位于酒店5楼，通过传统的按摩手法和纯天然成分帮助客人重拾深吸平衡。椿林作为悦椿Spa的一个创新项目，完美结合了欧洲水疗设施和亚洲养生精髓，创造一个宁静、舒适和安逸的环境，带来完整的水疗体验。十二种不同的水疗体验，如雨中漫步、各类蒸汽浴体验、土耳其浴、桑拿以及中草药桑拿、冰泉、活力池和不同的淋浴体验，每一种都旨在缓解身体不同部位的压力，打造活力健康体验。

Angsana Zhuhai Hengqin brings guests to discover the vibrant lifestyle, explore the journey of oriental wellness, experience the local chic culture and fun-filled bonding activities in the nature. Located on the 5th floor, the acclaimed Angsana Spa offers healing treatments designed to help you achieve a sense of inner peace and rejuvenation, using a blend of traditional healing techniques and natural ingredients like fruits, flowers and aromatherapy. A signature innovation by Angsana Spa, The Spring Forest is a complete hydrothermal experience combing the best of European spa and hydrothermal therapy with the essence of Asian wellness philosophy to create a haven of serenity, warmth and comfort. With twelve different hydrothermal therapy experiences, each designed to soothe and revitalise different parts of your body, Angsana presents a truly holistic and rejuvenating wellness experience.



伦敦Surrenne养生俱乐部

Maybourne酒店集团在伦敦骑士桥推出大型养生俱乐部Surrenne，位于全套酒店The Emory内。Surrenne占地近2,000平方米，将SPA、美容、康复和健身设施融为一体，横跨四层楼。一楼包括泳池、水疗咖啡厅、芳香桑拿浴室、蒸汽浴室和冰雪淋浴室。二楼建有健身房、多功能瑜伽和普拉提工作室、康复工作室。位于三楼的水疗中心设有7间理疗室、2间Hamman土耳其浴套房、1间双人理疗套房、1间指压按摩室，以及红外线桑拿房、配有高压氧舱和冷水浴的休闲区、零售区。经典项目包括90分钟的四手仪式以及用脚进行的日式指压按摩。四楼则专门开设健身先驱Tracy Anderson的课程，她的塑形方法深受名人追捧。

Surrenne Wellness Club, London

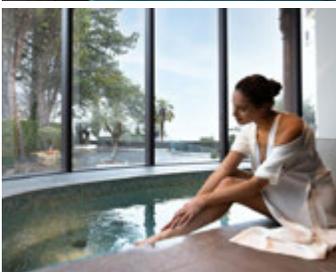
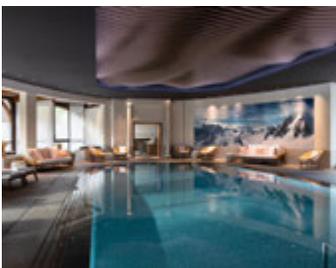
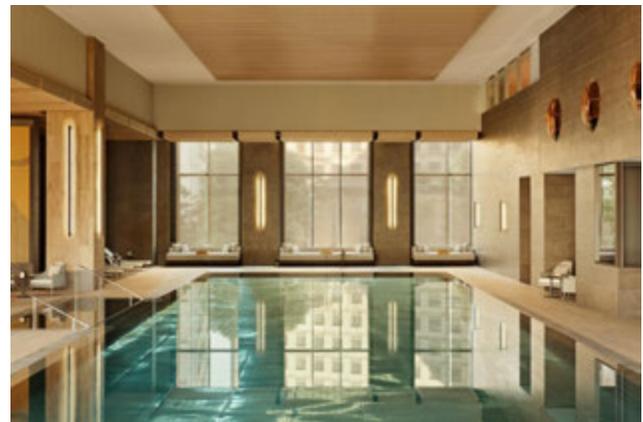
Maybourne Hotel Group has launched Surrenne, a large wellness club in London's Knightsbridge, located within the all-suite hotel The Emory. Spanning nearly 2,000 square meters, Surrenne integrates spa, beauty, rehabilitation and fitness facilities across four floors. The first floor includes a swimming pool, a spa café, an aroma sauna, a steam room and an ice shower. The second floor includes a gym, a multi-purpose yoga and Pilates studio, and a rehabilitation studio. On the third floor, the spa features seven treatment rooms, two Hamman bath suites, a couple's treatment suite, a shiatsu massage room, an infrared sauna, a relaxation area with hyperbaric chamber and cold plunge bath, and retail area. Signature treatments include the 90-minute Four Hands Ritual and a Japanese Shiatsu massage conducted by the feet. The fourth floor is dedicated to classes by fitness pioneer Tracy Anderson, whose sculpting methods are highly sought after by celebrities.

东京Janu水疗中心

安缇姐妹品牌Janu首次亮相东京，同期揭幕的还有其横跨四层楼水疗养生中心。这个融合多学科技艺，提倡社交养生的水疗中心占地4000平方米，共拥有9间理疗室。宽敞的水疗区域内有25米长的恒温泳池、日本传统社交休息泡池，以及两间特色水疗屋，水疗屋内有冷热泡池、banya俄罗斯浴、hammam土耳其浴。此外养生中心内还有一间配备高压氧治疗舱的康复工作室、咨询室、美发美甲沙龙。健身也是Janu养生理念的重要支柱，东京Janu拥有全市最大的健身房之一，提供动感单车、瑜伽、模拟高尔夫、拳击等课程，以及用于个人训练、恢复、放松的设施。

The Spa at Janu Tokyo

Aman's sister brand Janu makes its debut in Tokyo with the unveiling of its four-story spa and wellness center. The 4,000-square-meter, multidisciplinary, social wellness spa features nine treatment rooms. The spacious wet area includes a 25-meter heated pool, a traditional Japanese social lounge pool, and two specialty Spa Houses with hot and cold plunge pools, banyas and hammams. There is also a recovery studio with hyperbaric oxygen therapy chamber, as well as a consultation room, and a hair and nail salon. Fitness is also an important pillar of Janu's wellness philosophy, and Tokyo Janu boasts one of the city's largest gymnasiums, offering classes in aerobics, yoga, simulated golf, and boxing, as well as facilities for personal training, recovery, and relaxation.



法国Hôtel Royal酒店依云SPA

欧洲首家依云SPA在品牌依云的发源地——Evian-les-Bains的Hôtel Royal酒店揭幕。该SPA是在对酒店现有的养生设施进行了为期12个月的全面翻新后建成。依云SPA占地1,700平方米，秉承其同名品牌的理念，从大自然的水源之美中汲取灵感。SPA拥有6间单人理疗室和2间双人理疗室，透过巨大的落地窗，可眺望酒店的葱郁庭院。抵达SPA后，宾客会被进入一个拱形空间，在那里放映着追溯水循环的影片。水设施区域设有户外水疗路径、雪屋、泡池、桑拿、蒸汽室、室内泳池和水吧。SPA还采用了跟随太阳节奏的照明，并提供声音疗法、标志性芳香疗法等特色项目。

Evian Spa, Hôtel Royal France

Europe's first Evian Spa has been unveiled at the Hôtel Royal in Evian-les-Bains, the birthplace of the brand Evian. The spa follows a 12-month complete renovation of the hotel's existing wellness facilities. Spread over 1,700 square meters, the Evian Spa follows the philosophy of its namesake brand, which draws its inspiration from the beauty of nature's water sources. There are six single treatment rooms and two couple's treatment rooms, with huge floor-to-ceiling windows overlooking the hotel's lush grounds. Upon arrival at the spa, guests are welcomed into an arched space where a film tracing the water cycle is shown. The wet area features an outdoor spa circuit, a snow room, a plunge pool, a sauna, a steam room, an indoor pool and an aqua bar. The spa also features lighting that follows the rhythm of the sun and offers specialty programs such as sound therapy, signature aromatherapy and more.



第比利斯自由广场 Paragraph豪华精选酒店Espa

万豪集团旗下位于格鲁吉亚首都第比利斯自由广场的全新酒店内，横跨三层的Espa水疗中心现已揭幕。Espa俯瞰第比利斯天际线的壮丽全景，设计以有机线条和金属、玻璃和抛光石材等混合材料为特色，与自然纹理形成鲜明对比。主要设施包括室内活力池、室外无边际泳池、三间不同主题的桑拿房、草药蒸汽房、冰泉、两个体验淋浴间、以及5间单人理疗室和1间双人理疗套房，均设有户外露台。此外，还有健身房、瑜伽室、零售精品店、互动式Prama循环训练室、果汁吧。水疗菜单囊括Espa面部护理、身体护理、按摩以及从格鲁吉亚的传统和自然疗法中汲取灵感的特色仪式。



Espa at Paragraph Freedom Square, a Luxury Collection Hotel, Tbilisi

Marriott's new hotel on Freedom Square in Tbilisi, Georgia, has unveiled the three-story Espa, which overlooks a breathtaking panorama of the Tbilisi skyline and is designed with organic lines and a mix of metal, glass, and polished stone that contrasts with natural textures. Key amenities include an indoor vitality pool, an outdoor infinity pool, three different themed saunas, an herbal steam room, an ice fountain, two experience showers, as well as five single treatment rooms and one couple's treatment suite, all with outdoor terraces. There is also a gym, a yoga studio, a retail boutique, an interactive Prama circuit training room, and a juice bar. The spa menu includes Espa facials, body treatments, massages and signature rituals inspired by Georgia's traditional and natural healing practices.



纽约哈德逊河谷The Ranch养生度假村

奢华健康养生品牌The Ranch于4月18日在纽约Tuxedo公园附近的哈德逊谷揭幕了一处新的目的地，位于历史悠久的湖滨庄园内，为客人提供为期三天和四天的不同强度的健康计划，包括徒步旅行、健身课程、恢复性瑜伽、深层组织按摩和水疗项目、以植物为基础的饮食等。此外，客人还可以使用包括红外线桑拿浴室和Kneipp池在内的恢复性设施，或者增加结肠疗法、冷冻疗法和能量疗法等附加服务。度假村饮食菜单则由营养丰富的有机植物膳食组成，旨在帮助客人排毒和恢复活力。室外游泳池与庄园内的湖泊相映成趣，夏季可将水上活动纳入健身计划。

The Ranch at Hudson Valley, New York

Luxury health and wellness brand The Ranch unveiled a new destination in New York's Hudson Valley near Tuxedo Park on April 18, located in a historic lakefront estate, offering guests three- and four-day wellness programs of varying intensities, including hiking, fitness classes, restorative yoga, deep-tissue massages and spa treatments, plant-based diets and more. Additionally, guests have access to restorative amenities including an infrared sauna and Kneipp pool, or add-ons such as colonics, cryotherapy and energy therapy. The resort's dietary menu consists of nutrient-dense, organic, plant-based meals designed to help guests detoxify and rejuvenate. An outdoor pool mirrors the lake on the property, and water activities can be incorporated into the wellness program during the summer months.



波特兰丽思卡尔顿酒店Cloudbreak

在俄勒冈州波特兰市中心，最近开业的波特兰丽思卡尔顿酒店揭幕了灵感来自展开的玫瑰花瓣的全新水疗中心Cloudbreak。SPA坐落在酒店19层，亮点之一是一座由三面落地玻璃窗环绕的无边际泳池，饱览周遭群山的广阔景致。一面特色水墙上，水流从玫瑰铜架跌落到宁静的水池中。其他设施包括桑拿浴室、蒸汽浴室、漩涡池、雪浴、私人放松舱、男女共用放松休息室和水疗零售精品店。水疗菜单提供一系列Espa护理体验。Cloudbreak的Timeless Capsule专为时间有限的客人设计，客人可以沉浸在柔和的灯光、舒缓的音乐和清新的芬芳中，享受25分钟的反重力放松体验或是声音疗法。

Cloudbreak at Ritz-Carlton Portland

In the heart of downtown Portland, Oregon, the recently opened Ritz-Carlton Portland unveiled Cloudbreak, a new spa inspired by unfurling rose petals. Nestled on the hotel's 19th floor, one of the highlights of the spa is an infinity-edge swimming pool surrounded by floor-to-ceiling windows on three sides, offering expansive views of the surrounding mountains. Other amenities include a sauna, a steam room, a whirlpool, a snow shower, private relaxation pods, a co-ed relaxation lounge and a spa retail boutique. The spa menu offers a range of Espa treatments, and the Timeless Capsule, designed for guests with limited time, allows guests to immerse themselves in soft lighting, soothing music and refreshing fragrances for a 25-minute anti-gravity relaxation experience or sound therapy.



瑞铂希推出奢华焕颜精华油

创立于2010年的REPACELL®瑞铂希，源自德国，倡导细胞抗衰，从细胞源头找寻能量，激发肌肤自愈本能。最近推出的瑞铂希奢华焕颜精华油，也被称为鎏金精华油，采用第三代维A—HPR，平滑皱纹，提高肌肤的弹性、紧致度，同时搭配4重植物萃取精华油发挥协同作用，有效改善鱼尾纹，由内至外滋养弹嫩肌肤。这款产品不但可以单独使用，亦可与适量面霜/乳液进行调和，适合干燥的秋冬季节或肤质偏干人群，强化滋养淡纹的效果，和15ml白莲精华露进行水膜湿敷，可达到急用补水、锁水、滋润的效果。

REPACELL® Luxury Glowing Face Oil

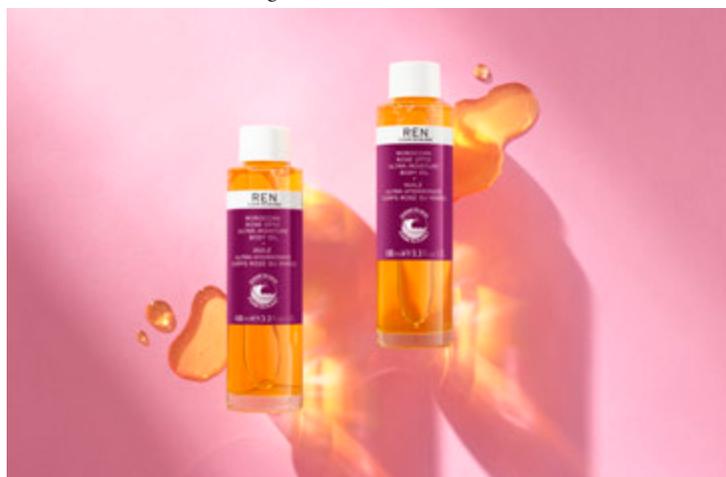
Founded in 2010, REPACELL®, originating from Germany, advocates cellular anti-aging, finding energy from the cellular source to stimulate the skin's self-healing instincts. The recently launched REPACELL® Luxury Glowing Face Oil utilizes the third-generation Vitamin A-HPR, which smoothes lines and improves the skin's elasticity and firmness, and is synergistic with four plant extracts to effectively improve crow's feet and nourish the skin from the inside out. This product can be used alone, or be blended with the appropriate amount of cream / lotion, especially for dry seasons of fall and winter or for people suffering dry skin texture, to strengthen the nourishing effect. Make a mask with 15ml of REPACELL® Softening Tonic Lotion for urgent hydrating and moisturizing.

REN摩洛哥奥图玫瑰系列

英国品牌REN 22年来一直坚持纯净护肤理念，并于2021年成为全球首个达成“零废弃”（Zero Waste）承诺的护肤品牌之一。REN推出的摩洛哥奥图玫瑰蔗糖磨砂膏以天然甘蔗糖、摩洛哥大马士革玫瑰油、甜扁桃油、橄榄油果油、红花籽油、玫瑰草油、香叶天竺葵花油为主要成份，在去角质同时深度滋养润泽肌肤。另一款明星产品摩洛哥玫瑰身体润肤油是一款既能在SPA中心身体护理中使用，又可作为日常居家身体呵护的润肤油。它以摩洛哥玫瑰精油滋养肌肤，添加埃及红花油、霍霍巴籽油、澳洲坚果籽油等多种植物油，富含神经酰胺和维生素E，深层锁水保湿，让肌肤始终保持柔润有弹性。

REN Moroccan Rose Otto Range

British brand REN has been adhering to the concept of pure skincare for 22 years, and became one of the world's first skincare brands to achieve a “Zero Waste” commitment in 2021. REN launched the REN Moroccan Rose Otto Sugar Body Polish enriched with natural cane sugar, Moroccan Damascus rose oil, sweet lentil oil, olive fruit oil, safflower seed oil, rose-hip oil, and geranium flower oil as the main ingredients, exfoliating and deeply nourishing and moisturizing the skin. Another star product, REN Moroccan Rose Otto Ultra-Moisture Body Oil can be both used in spa treatments and at home for daily skincare. It nourishes the skin with Moroccan rose essential oil, Egyptian safflower oil, jojoba seed oil, macadamia seed oil and other plant oils. Rich in ceramides and vitamin E, it deeply moisturizes the skin, leaving it soft and elastic.



Kate Somerville凯诗薇专妍紧致精华面市

Kate Somerville由皮肤健康专家凯特·萨默维尔Kate Somerville创立。她通过与顶级皮肤科医生和整形外科医生的合作，将护肤品与医学相结合，开创了辅助医疗领域的美学。这个来自美国的品牌如今已经拥有了丰富的产品线，涵盖了从清洁、去角质到抗衰老、保湿等多个方面，旨在解决各种皮肤问题。凯诗薇专妍紧致精华的灵感源自好莱坞院线Dermal Fillers，采用球晶技术包裹印度没药树脂提取物，与高分子透明质酸钠交联，增加脂肪细胞的大小，模拟真皮填充作用原理，为肌肤注入嘭弹紧致能量，快速减少皱纹面积。轻盈质地，让肌肤畅快呼吸无负担。

Kate Somerville KATECEUTICALS Firming Serum

Kate Somerville was founded by Kate Somerville, a skin health expert. She pioneered aesthetics in the paramedical field by combining skincare and medicine through collaborations with top dermatologists and plastic surgeons. The U.S.-based brand now has an extensive product line that covers everything from cleansing and exfoliating to anti-aging and moisturizing, designed to address a wide range of skin concerns. Inspired by the Hollywood treatment Dermal Fillers, Kate Somerville KATECEUTICALS Firming Serum uses spherical crystal technology to wrap Indian myrrh resin extract, cross-linking it with sodium hyaluronate to increase the size of fat cells, mimicking the principle of dermal filler action, injecting the skin with elasticity and firmness energy, and rapidly reducing the area of wrinkles. The light texture allows the skin to breathe without burden.



mui Board智能家居控制面板

mui Board智能家居控制面板可以让用户轻松地通过触摸和语音控制智能家居设备，如灯光、空调、音频设备以及安保系统等，同时集天气预报、日历提醒、随时随地书写便签等多种功能为一体。mui Board具有独特的设计，在关闭状态下看起来像一个极简主义的小木制窗台。mui Board使用了一种由木纤维制成的专利材料，这种材料具有优异的机械性能和光学透明性，可以让LED灯在其表面显示出清晰的图像和文字。然后，它通过内置的处理器和WiFi连接发送和接收数据，并根据用户的输入进行相应的操作。不久前，该品牌在CES 2024推出了第二代产品，支持Matter协议。

The mui Board Calm Touch Display Panel

The mui Board serves as the key feature of the mui Platform, a highly versatile platform that enables builders to provide homeowners with unique calm smart-home experiences. The mui Board turns itself on only when you need to access your important information. The board will otherwise remain off, visually blending into your surroundings as if it's a piece of furniture. You can use the mui Board to perform a variety of tasks, ranging from checking the local weather to reminding you about family events that you entered in your calendar via the mui mobile app. You can use the mui Board to remotely control a wide range of IoT devices and appliances, including lighting, A/C units and Wi-Fi speakers. You can also use the mui Board in place of IR remote controls for smart appliances when you connect mui sensors to the board.

Lei芳香照明镜

东京设计公司——SOL style推出的Lei Light Reflection是一款集便携式落地灯、镜子和芳香扩散器于一体的时尚产品，由Yasuyuki Nagato打造。阳极氧化铝涂层和精致椭圆形轮廓，简约的设计使其适用于任何空间，无论是客厅、卧室还是办公室。产品配备了冷色调和暖色调两种可调LED灯，利用反射光在椭圆形框架内，创造一个柔和和美丽的光线，从任何角度看都不会发出强烈的光束，为放松和提高工作效率营造更佳氛围。创新的香氛扩散技术，让使用者享受芳香疗法带来的放松效果，其底座的铝基质可以温和地扩散香氛。

Muse冥想头带式耳机

越来越多的消费者意识到冥想的益处，但许多人为如何能进入冥想状态而烦恼。Muse头戴式耳机就是为了解决这一痛点而设计。通过连接在头带上的七个传感器，Muse可以被动地监测大脑活动、心率、呼吸和身体运动。产品由一个应用程序提供支持，该应用程序提供了数百种冥想方式。冥想过程中，头带会根据大脑活动提供实时音频反馈，教导用户如何控制注意力。在中性状态下，当大脑既不分心也不深度专注时，用户会听到安静的雨声；如果思绪开始游离，雨声就会变大；但如果进入平静状态，就会听到舒缓的自然声。它甚至还能通过智能渐变技术的响应式故事，帮助你入睡并保持睡眠状态。

Muse Headset

More and more consumers are realizing the benefits of meditation, but many don't know how to get into a meditative state. The Muse headset is designed to address this pain point. Through seven sensors attached to the headband, Muse passively monitors brain activity, heart rate, breathing and body movement. The product is powered by an app that offers hundreds of meditation methods. During meditation, the headset provides real-time audio feedback based on brain activity, teaching the user how to control attention. In a neutral state, when the brain is neither distracted nor deeply focused, the user hears the quiet sound of rain; if their thoughts begin to wander, the rain becomes louder; but if the brain enters a state of calm, the user will hear the soothing sounds of nature. It even helps you fall asleep and stay asleep with responsive storytelling via smart fading technology.



Lei Light Reflection

Lei Light Reflection by Tokyo-based design firm SOL style is a stylish combination of a portable floor lamp, a mirror and an aroma diffuser created by Yasuyuki Nagato. With its anodized aluminum coating and refined oval silhouette, the product's minimalist design makes it suitable for any space, whether it's a living room, bedroom or office. Equipped with adjustable LED lights in both

cool and warm tones, the product utilizes reflected light within the oval frame to create a soft light that doesn't emit a strong beam from any angle, creating a better atmosphere for relaxation and productivity. Meanwhile, the innovative fragrance diffusion technology allows users to enjoy the relaxing effects of aromatherapy, with an aluminum base that gently diffuses the fragrance.

中国 健康市场 趋势和变化



列举中国健康市场的最新趋势，帮助海外和国内行业商家了解这些趋势，以提升品牌知名度和销售转化率
高菲 文

近

年来，中国人对健康的关注日益增长，“健康生活方式”这个概念，在疫情后一直是中国消费市场的稳定推动力。调查数据显示，中国73%的本土消费者愿意为对其心理和身体健康有益的产品定期买单。

中国是一个注重健康的国家吗？答案是非常注重。这涵盖了国民们日益增长的健康认知、对污染和食品安全的重视、及对获得全方位健康的诉求。

例如，SpaChina看到的数据中，仅中国的健康食品市场规模一项，就能看出其庞大

且增长迅速。2022年健康食品市场价值超过2989亿元人民币，并预计在未来五年内将以不低于10%的增速继续增长。这种增长凸显了国民的健康意识和一部分消费偏好。

中国的健身市场也在经历显著增长。2023年，其市场价值达到了550亿美元。这一发展得益于全国各地的健身俱乐部和健身房数量的快速增长，和疫情期间个人健身和健康意识的增强。

考虑到巨大的本地需求，健康和养生类别下的国际和国内品牌，理所当然地会想要获得更多的中国市场份额。除了符合严格的认证，有良好的品质以外，还会需要有敏锐的市场洞察力和有效的营销策略，得以



博得品牌和质量敏感的中国消费者们的青睐。这对于国际企业来说并非易于驾驭，除了要接受对产品和服务的严格监管外，还要适应不断迅速变化的趋势，随时调整策略和方向。很多情况下，只有具备了本地经验的管理和营销人员才能预测和应对。

现代中国如何看待健康和养生

谈及中国健康养生行业，无论国内还是国外，大多数人脑海中的第一反应依然是中医。这并不奇怪，毕竟这种强调阴阳平衡、能量和气的流动，以及人体与自然天人合一相互关联的传统疗法早已享誉海外，并且在中国有着广泛的群众基础，以针灸、草药、



太极为代表的中医健康养生法，可以说是永远有广大市场的传统自然疗法。

然而，现代中国人和中国市场已经对现代医疗有了更强的意识。全球养生经济的影响使中国人积极支持以体育锻炼、营养和对抗污染为重点的公共健康运动和倡议。这是为什么呢？因为这些活动特别强调了要预防涵盖了70%中国人常见的慢性病

种类。这是一个积极的趋势，很大程度上归因于世界卫生组织于2016年实施的“健康中国2030”倡议，及其后续在中国本地落实的各项健康政策。

中国健康和养生行业发展的一大部分，还取决于现代医疗技术的整合。随着电信技术的快速发展，更多的健身应用程序被广泛使用，全球普遍存在的人工智能诊断工具也日益普及。

中国是全球第二大健康养生市场，市值达到6830亿美元，在整个亚太地区居首。根据亚洲开发银行的研究，即使在疫情爆发之前，中国的健康和健身技术支出也已达到108亿美元。随着手机和互联网使用率的提高，大部分收入来自于这个领域充满活力的在线购物渠道，也就不足为奇了。

中国养生市场关键数据



全球第二大
养生市场



6830亿美元
市场价值



大部分
收益来自
线上渠道



108亿美元
健康与健身
技术带来的
收益

年轻消费者、重视心理健康

年轻消费者正在逐渐成为中国经济的主力军，而这在中国的健康养生市场中的体现比以往任何时候都更加明显。这一年龄群体更愿意花钱投资于身体和心理健康。

与中国年长那代消费者相比，年轻一代不接受慢节奏的养生。尽管他们仍然信奉传统中医，但千禧一代和Z世代更倾向于快速的健康选择，就是那种可以在繁忙的、快节奏的日程中轻松施行的，已达到更偏好诸如营养补充剂和健康食品等易于携带和服用的产品，而且要求其呈现方式和包装是时髦而有趣的。

对心理健康养护的需求明显增长。随着国家的进一步发展，大部分都是独生子女的中国年轻一代消费者们，在外面临着竞争激烈的就业市场，在内要顶住父母长辈对他们给予的厚望。日常工作生活平衡的缺失导致工作时间延长，长期使用手机电子产品造成

的睡眠质量不佳，以及外卖等不规则饮食带来的营养失衡，不仅影响身体健康，还影响到了他们的心理稳定性。

然而，中国人都认为睡眠极其重要，95%以上的中国人都高度重视自己的睡眠质量，理解睡眠对身体健康的影响是巨大的。但其中只有12%明白睡眠和休息对精神和心理健康也会有妨碍，不了解如果缺乏足够的休息，就会发生认知及情绪烦躁不安等多种问题。

好在，过去三年的疫情虽然艰难，但却在很大程度上改变了大多数中国人对心理健康重要性的看法。如今，中国本地市场对用各种健康手段来改善自身心理健康的这件事上，已经不再抵制，相当积极和乐于尝试。

这点可以从他们对消费健康食品和饮品的情中看出来，中国人现在也十分热衷于购买鼓励身体和心理活跃与健康的生活方式类产品。

积极接受家庭健身

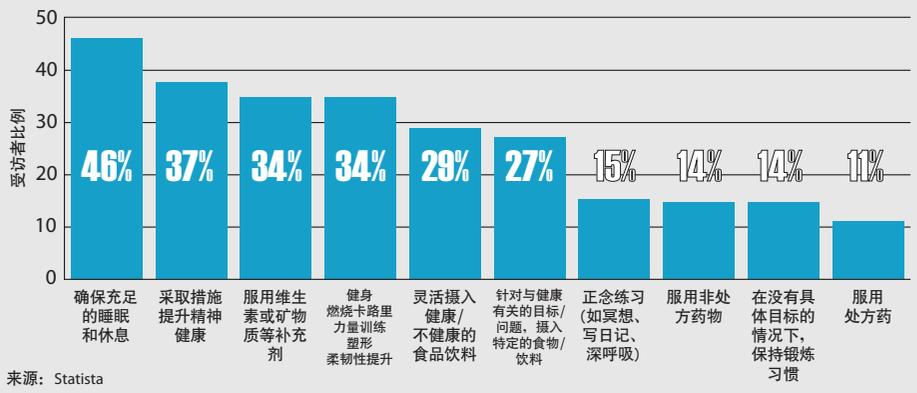
随着超过72%的中国人口通过智能手机在线，家庭健身应用程序的兴起已经成为不可避免的趋势。2022年度数据显示，这些应用程序的总下载量约为11.1亿次。

这一类产品在中国市场的细分，在2023年整年产生了8亿美元的收入，并预计能在2028年达到15亿美元左右。虽然这不是中国最大的健康市场，但数据显示出依旧约有1.09亿免费应用程序用户和6500万付费订阅读户，这个数字也是相当惊人的。

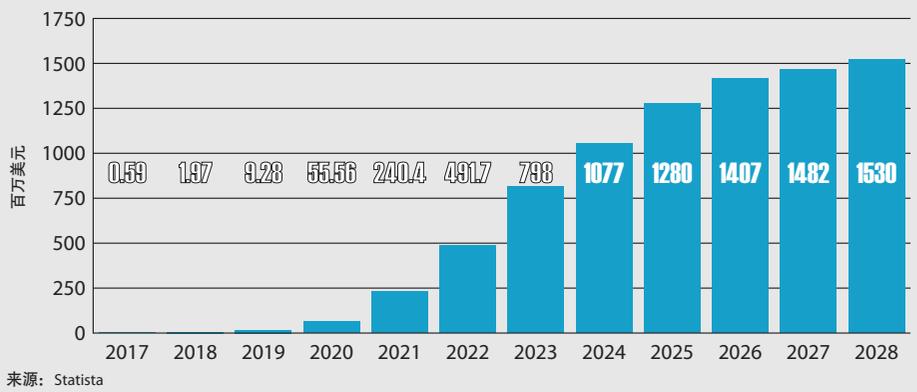
庞大的付费用户群意味着有足够多的消费者愿意购买与家庭健身相关的产品和服务，如健身器材、瑜伽垫、健身服装等，以及衍生到更多健康产品类别。



2021年中国成年人的健康和养生策略



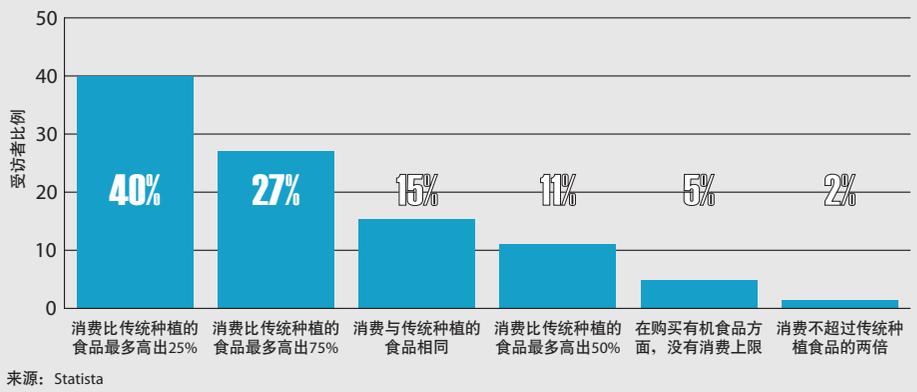
健身应用 - 收入



2013-2027年中国功能食品市场价值



2023年中国有机食品消费意愿





女性消费者主导健康和养生市场

女性消费者是中国健康和养生行业的主要推动力之一。这一消费群体通常来自一线城市，拥有高薪工作或稳定富足收入来源。根据阿里健康发布的《女性健康消费报告》，中国女性的健康消费在2021年时实现了20%的年增长。

而在女性的整个生命周期中，总会有不断变化的健康和医疗需求，从童年、青春期、成年期、更年期以及生活的后期阶段，

而女性本身也更为注意自己在每个阶段的不同身体变化和健康需求，因此女性消费者比男性更有可能在健康相关产品上花费。这种购买兴趣上的显著差距产生的原因，也因为中国女性都十分爱美，相比欧美同龄女星们来说，更渴望保持年轻和健康的外观，尤其是40-60岁的人群。

功能性食品和补充剂受欢迎

许多中国人相信，选择功能性食品、适当服用营养补充剂，再配合正确的饮食习惯是保证自己健康，预防慢性病的出色解决方案。事实上，这些消费群体对拥有健康、平衡饮食需求的渴望，已经使得中国功能性食品市场价值达到了2989亿元人民币。

根据Statista 2022年的数据显示，中国对功能性食品的巨大需求归功于本地日益增长的健康意识和不断增长的中产阶级的高可支配收入。

传统的健康食品，如枸杞和蜂蜜，是中国养生市场上最受欢迎的两种功能性健康食品。然而，受西方影响的食物，如谷物和益生菌等，也因其健康优势引起了中国人的极大兴趣。

对购买有机食品有强烈愿望

我们刚才说了，健康食品始终在中国传统的养生思想中占据重要地位。因此，当我们看到数据关于有机食品市场在过去一年销售额已经达到了5397.6亿元人民币的时候，就不难理解为什么可以有这么好的市场表现了。

中国对有机食品和饮料的需求范围广泛，包括谷物、豆类、水果、茶叶、肉类、加工品和海鲜等。来自Rakuten Insight的报告显示，40%的中国调查受访者表示愿意购买比常规种植的商品贵25%的有机食品。此外，约27%的人甚至考虑购买贵了75%的产品。而很多有机产品来自于海外进口，中国

市场对有机食品的积极的消费行为，为提供相同产品范围的国际公司带来了充分的商业机会。

对健康养生旅游的兴趣不断增长

中国游客中出现的新兴趋势之一是健康旅游。随着大多数全球目的地的旅行限制解除，中国游客现在对为了保持身心健康而前往国际旅行更感兴趣。

参加这些旅行的中国游客的目的，通常是为了获得在中国不可实施、或较少的先进医疗治疗和技术。一些中国消费者认为某些国外国家的医疗服务质量更高。能接受国外医疗服务也常常被视为身份象征。更多的中国游客则寻求放松、排毒和减压的健康体验，选择各种SPA养生度假村，并顺带着去购买他们最爱的服饰和产品品牌等。整个体验的过程中和体验后，20-40岁的群体最爱在中国社交媒体上分享健康养生旅游帖子，不介意让别人知道自己做了什么秘密的变美变好变健康的特殊疗程。

调研还显示出，40岁以上中国客人在健康旅游中会喜欢酒店所提供的短时间体验，包含了SPA项目和健康餐饮，希望把整个旅程控制在4-7天内，而不是像一些Z世代游客那样，会花7-14天在旅行上，会体验更多户外活动 and 运动项目。

中国养生市场的女性消费者



中国社交媒体上的养生旅游推文





Trends and Changes in the Chinese Health and Wellness Market

Highlighting the latest trends in the Chinese health and wellness market to help both domestic and overseas industry players understand these trends and enhance brand awareness and sales conversion rates. By Fifi Kao

In recent years, Chinese interest in health has been steadily growing, and the concept of a “healthy lifestyle” has been a stable driver of the Chinese consumer market since the pandemic. Survey data shows that 73% of Chinese consumers are willing to regularly spend money on products that benefit their mental and physical health.

Is China a health-conscious nation? The answer is a resounding yes. This encompasses the growing health awareness among citizens, emphasis on pollution and food safety, and the demand for holistic health.

For instance, data observed by SpaChina reveals the immense and rapid growth of China's health food market alone. In 2022, the

health food market was valued at over 298.9 billion RMB and is projected to continue growing at no less than 10% annually over the next five years. This growth underscores the nation's health consciousness and certain consumer preferences.

China's fitness market is also experiencing significant growth. By 2023, its market value reached US\$55 billion. This development is fueled by the rapid expansion of fitness clubs and gyms nationwide, alongside heightened individual fitness and health awareness during the pandemic.

Given the substantial local demand, both international and domestic brands in the health and wellness category naturally seek to capture more market share in China. Apart

from meeting stringent Chinese certifications and ensuring high quality, they also require keen market insights and effective marketing strategies to win over brand and quality-sensitive Chinese consumers. This is not an easy task for international companies, as it requires acceptance of strict product and service regulations and adaptation to rapidly changing trends, necessitating continuous strategy adjustments. Often, only management and marketing personnel with local experience can predict and respond effectively.

How does China view health and wellness?

In modern China, the perception of health and wellness incorporates a blend of traditional



Chinese medicine (TCM) and modern medical practices. While TCM, with its emphasis on balance, energy flow, and the connection between human beings and nature, remains prominent and widely practiced, there is also a growing awareness and support for modern medical approaches within the Chinese population and market.

The influence of the global health and wellness economy has encouraged Chinese people to actively engage in public health initiatives focusing on physical exercise, nutrition, and pollution reduction. This shift is driven by the desire to prevent the prevalence of chronic diseases affecting 70% of the Chinese population. This positive trend is largely attributed to initiatives like “Healthy China 2030” launched by the World Health Organization in 2016, and subsequent local health policies implemented in China.

Furthermore, a significant part of the development in China’s health and wellness industry is reliant on the integration of modern medical technologies. With the rapid advancement of telecommunications, fitness apps are widely used, and AI diagnostic tools are becoming increasingly accessible globally.

China boasts the world’s second-largest health and wellness market, valued at US\$683 billion, and leads the Asia-Pacific region in this sector. According to research from the Asian Development Bank, even prior to the pandemic, China’s expenditure on health and fitness technologies had reached US\$10.8 billion.

How big is the Chinese health and wellness market?

China is the second-largest health and wellness market in the world, with a value of \$683 bil-

lion. With the increased penetration of mobile phone and internet usage, it’s no surprise that the majority of the revenue generated from this vibrant sector comes from online shopping channels.

In the Asia-Pacific region, a significant amount of wellness spending mainly comes from the Chinese market. Based on ADB research, the expenditure for health and fitness technology reached \$10.8 billion even before

the pandemic happened.

With the exception of medical services, there’s no doubt that Chinese consumers will continue to consider fitness and health benefits in their future purchases. It’s a fact that local and international brands can leverage with the right marketing strategy.

Young consumers seek health-related products

Young consumers are increasingly becoming the driving force of the Chinese economy, and this is more evident in the health and wellness market than ever before. This age group is more willing to invest money in both physical and mental health.

Compared to older generations of Chinese consumers, the younger generation rejects slow-paced wellness practices. While they still value traditional Chinese medicine, millennials and Generation Z tend to prefer quick and convenient health choices that can easily fit into their busy, fast-paced schedules. They gravitate towards products like nutritional supplements and health foods that are portable, easy to consume, and presented in stylish and fun packaging.

There is a noticeable increase in demand for mental health care. As the country continues to develop, the younger generation, many of whom are only children, face intense competition in the job market and high expectations from their parents. The lack of work-life balance leads to longer working hours, poor sleep quality due to prolonged use of electronic devices, and irregular eating habits from ordering takeout, all of which not only impact physical health but also affect their psychological stability.



However, Chinese people universally recognize the importance of sleep, with over 95% placing high importance on their sleep quality and understanding the significant impact sleep has on overall health. Yet only 12% understand that lack of sleep and rest can also hinder mental and emotional health, leading to cognitive and emotional disturbances if adequate rest is lacking.

Fortunately, despite the challenges posed by the pandemic over the past three years, it has significantly changed the perceptions of most Chinese people regarding the importance of mental health. Today, the local Chinese market is no longer resistant to using various health methods to improve mental well-being; rather, they are quite proactive and willing to explore.

This can be seen in their enthusiasm for consuming health foods and beverages. Chinese consumers are now very interested in purchasing products that encourage an active and healthy lifestyle, both physically and mentally.

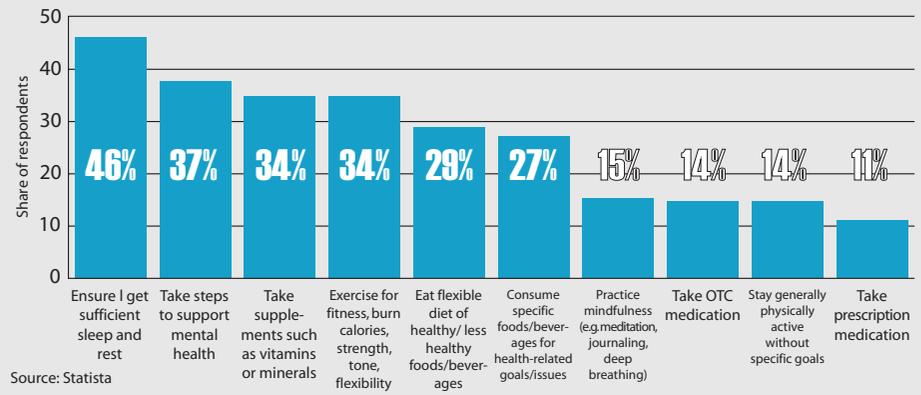
Demand for mental health care is on the rise

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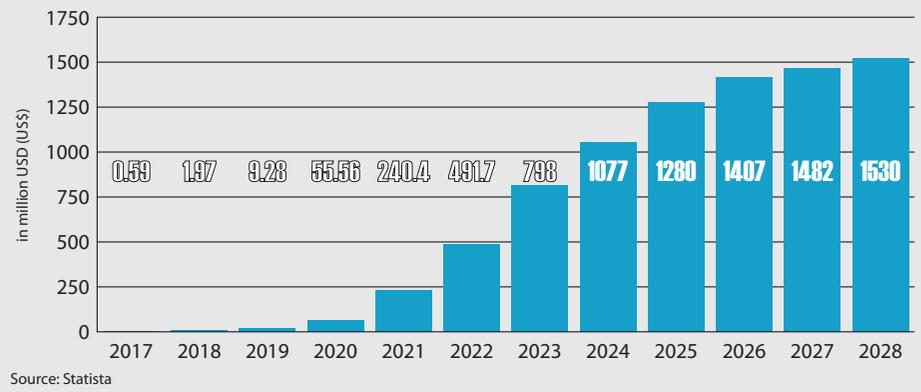
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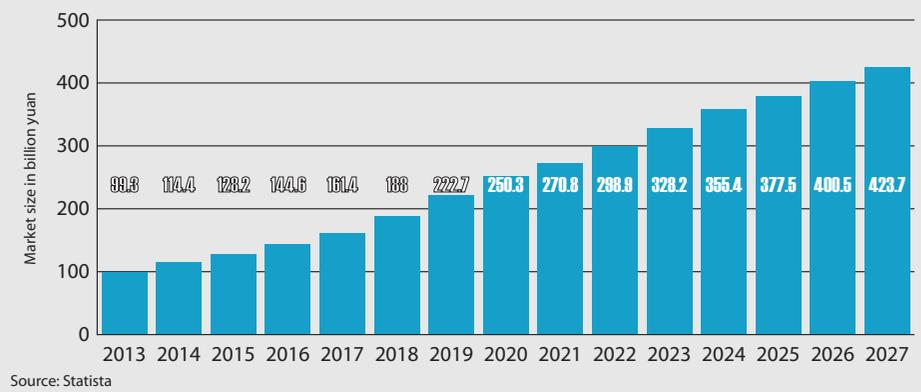
Health and wellness strategies among adults in China in 2021



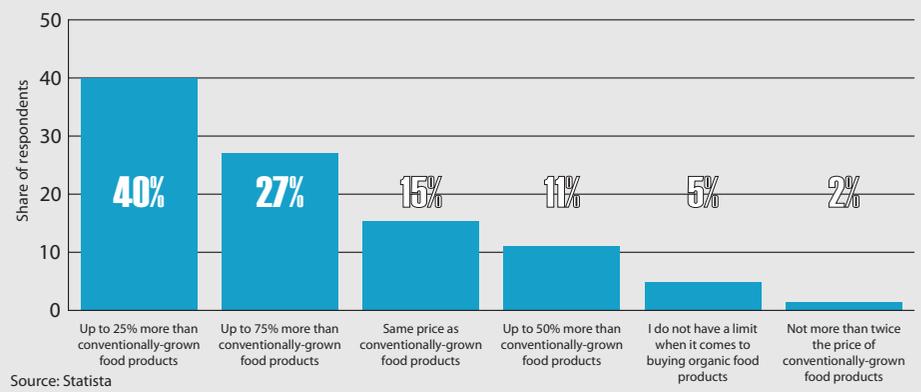
Fitness Applications – Revenue



Value of the functional food market in China 2013-2027



Willingness to spend on organic foods in China 2023





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Chinese consumers have embraced home fitness

With over 72% of China’s population accessing the internet via smartphones, the rise of home

fitness apps has become an inevitable trend. Data from 2022 shows that these apps were downloaded approximately 1.11 billion times.

This segment of products generated \$800 million in revenue in the entire year of 2023 in the Chinese market and is expected to reach around \$1.5 billion by 2028. Although not the largest health market in China, the data still shows significant numbers, with approximately 109 million free app users and 65 million paid subscribers, which is quite remarkable.

The large number of paid users signifies that there are enough consumers willing to purchase products and services related to home fitness, such as fitness equipment, yoga mats, workout clothing, and expanding into more health product categories.

Female consumers dominate the health and wellness market

Female consumers are one of the primary driving forces behind China’s health and wellness industry. This consumer group is typically from first-tier cities and has high-paying jobs or stable and affluent sources of income. According to the “Women’s Health Consumption Report” released by Alibaba Health, health-related spending by Chinese women achieved a 20% annual growth in 2021.

Female consumers of China's health and wellness market

- 

From high-tier urban cities
- 

high income
job or financial sources
- 

38%
more likely to buy healthcare products and services than men
- 

20%
Year-on-Year increase in revenue



Throughout a woman's lifecycle, there are constantly changing health and medical needs, from childhood, adolescence, adulthood, menopause, to later stages of life. Women pay more attention to their different bodily changes and health needs at each stage compared to men, making female consumers more likely to spend on health-related products. This significant difference in purchasing interest is also attributed to Chinese women's strong desire for beauty. Compared to Western counterparts, they are more eager to maintain a youthful and healthy appearance, especially among the 40-60 age group.

Rising popularity of functional foods and supplements

Many Chinese people believe that choosing functional foods and taking appropriate nutritional supplements, combined with healthy eating habits, is an excellent solution to maintain health and prevent chronic diseases. In fact, the desire of these consumer groups for a healthy, balanced diet has driven the value of China's functional food market to 298.9 billion RMB.

According to Statista's 2022 data, the significant demand for functional foods in China is attributed to the growing health consciousness locally and the increasing disposable income of the middle class.

Traditional health foods such as Chinese wolfberries and honey are the two most popular functional health foods in China's wellness market. However, Western-influenced foods such as cereals and probiotics have also



sparked great interest among Chinese consumers due to their health benefits.

Strong desire to purchase organic foods

As mentioned earlier, health foods have always held an important position in traditional Chinese wellness thinking. Therefore, it is not difficult to understand the strong market performance when we see data indicating that organic food sales reached 539.76 billion RMB in the past year.

China's demand for organic foods and beverages is extensive, including grains, legumes, fruits, tea, livestock, processed products, and seafood. A report from Rakuten Insight shows that 40% of Chinese respondents are willing to purchase organic foods that are 25% more

expensive than conventionally grown products. Additionally, around 27% are even willing to consider products that are 75% more expensive. Many organic products are imported from overseas, and the active consumption behavior of the Chinese market towards organic foods presents ample business opportunities for international companies offering similar product ranges.

The growing interest in health and wellness tourism

One of the emerging trends among Chinese tourists is health tourism. With travel restrictions lifting in most global destinations, Chinese tourists are now more interested in international travel for the purpose of maintaining both physical and mental health.

The purpose of these trips for Chinese tourists is often to access advanced medical treatments and technologies that are not available or less common in China. Some Chinese consumers perceive higher-quality medical services in certain foreign countries. Access to foreign medical services is also often seen as a status symbol. Many Chinese tourists seek relaxation, detoxification, and stress relief experiences, opting for various spa and wellness resorts while indulging in their favorite fashion and product brands. After experiencing these services, the 20-40 age group is most likely to share their health and wellness tourism experiences on Chinese social media, openly discussing the special treatments that have contributed to their beauty and health.

Research also shows that Chinese guests aged 40 and above prefer short-term experiences offered by hotels during health tourism, including spa treatments and healthy dining, aiming to keep the entire journey within 4-7 days rather than the 7-14 days spent by some Generation Z tourists, who prefer more outdoor activities and sports during their travels.





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从健康到幸福

疫情不仅加速了健康领域现有的趋势，还创造了新的趋势，或者极大改变了现有的趋势



众

所周知，过去的新冠疫情已经在我们个人和专业生活的各个领域造成了混乱和巨大变化，这些变化会不自觉地带来各种各样的压力，有些甚至不易察觉但事实上存在着，“焦虑”一词最近一年被提及了无数次。

于是，人们迅速而全面地从“**Wellness**”——我们就称其为“健康”，这一个体关注的概念，转变为“**Wellbeing**”——“健康的幸福感”，下文我们就简称为“幸福感”，这是一个更加全面的愿景，也是一个相当新的领域。虽然健康并不是一个全新的概念，

但转向幸福，就意味着整个社会和周围的人与单位，都会被要求参与其中，触及到社会各个层面的所有人和行业。例如，现在的消费者会希望从生活、到学习和工作环境、到相处的友人甚至是路人，所接触的每件事、每个人、每个细节都是令自己正面有益的，都是能带给自己幸福感受的，并期许自己可以在最快的几个月时间里产生令自己有觉察的良好的变化。

让我们看看**Wellness**与**Wellbeing**在字面意义上的具体区别。

Wellness：通常指的是身心健康良好的状态，往往是由于刻意努力或生活方式选择所导致的。它包括营养、运动、睡眠、压力

管理和心理健康等各个方面。它侧重于个体的健康和自我关爱。

Wellbeing：这个单词指的是一个更广泛的概念，不仅包括身体和心理健康，还包括社会、情感和经济等各方面能带来幸福感的因素。它涵盖了生活质量的整体状况以及在各个方面的满意度，包括人际关系、工作和社区参与等。这个词强调了对健康和幸福的整体性方法，考虑到的是在生活细节中的不同方面之间的相互关联。

疫情前的健康关注

健康问题已经成为社会关注的焦点，具体体现在多方位的个人健康实践的兴起，围



绕健康的立法内容的增长，推动消除精神健康问题的社会需求，以及健身、SPA和很多居家健康功能软件和健身健康类用品的蓬勃发展。

例如，练习瑜伽的美国人数量从2012年的2040万增加到2016年的3600万，而全球健康日首次于2012年提出，自那以后每年都有庆祝活动。更广泛地说，过去两年中，健康产业增长了12.8%，在2023年则占全球经济的5.3%以上。

新兴的健康产业还带来了更广泛的影响。它的发展似乎使得在其他领域的各类公司也开始更注重雇员作为个体的健康需求，我们的社会也从来没有像今天这样更要求企

业担负起雇员的健康责任。而个体个人，相比疫情前，也更知道自己需要什么，或如何才能让自己有更好的幸福感。

疫情如何改变了规则

目前阶段是疫情后的逐渐适应期，在现在的这个阶段，人们忍不住会对我们所学到的、我们认为至关重要的内容、以及其留下的后果进行大量的推测。但各种假设和推测的所有这些争论的核心，却很明确地指向了同一个普遍观点，即：父母、孩子、伴侣、职员、学生等所有度过疫情的人们的生涯的“健康”，或者更确切地说是“幸福”，对于每个国家和社会复苏是绝对至关重要的。

政府正在承担起为支持公民健康而实施方案的责任，但私营部门的所有方面也被期望为这些努力做出贡献。必须要有社会、企业、社区等全方位一起去全面关注人们的健康(包括身体、情感和精神健康)，创造出可以信赖的安全网，让公民们重新回到工作或其他任何社会领域，并发挥出其应有的作用。

也就是说必须多维度。这就是为什么现在已经从谈论“健康”转向谈论“幸福”，其中还包括精神和财务状况等。由此可见，健康需求已经真正成为利益攸关的问题，正在多领域地影响到所有行业和品牌，无论它们所属什么行业，提供何种服务或产品。

我们也看到了，我们的员工们不仅仅是雇员了，也是健康产业的多维度的核心消费者。这种新的、广泛的对多维度幸福感的关注，导致了他们对生活和对成长的期望迅速发生转变。

首先最感受到这一变化的是雇佣单位企业，被期望在影响所有利益相关者的健康问题上采取立场，允许更多元化状态的工作方式，思考更适应雇员个人个性的公司/员工

成长计划。于是，对于这个“幸福感”目标达成的社会性的推广，到底应该以什么样的方式来实施呢？这一观点也一直被不断讨论和刷新着，但在不知不觉间，我们已经看到了各种变化，社会、企业、社区、经营方等，开始逐渐传递包含身体、心理和情感健康的整体概念，在加强超越身体的、对“幸福感”目标的达成。

这些“超越身体”的健康领域可以关系到下列几个关键类别：

社交：与社区和工作生活中的其他人建立联系、归属感和支持感。

精神：在生活事件中找到意义，发现和展示个人目标和小梦想，过上反映出自己的价值观和信仰的生活。

环境：在愉快、令人小兴奋的环境中保持良好健康，这些环境从外部支持自己获得健康。

情感：有效应对疫情带来的压力，保持适当的工作与生活平衡，保持满意的人际关系，保持积极向上的态度。

此外，我们还看到，疫情不仅加速了健康领域现有的趋势，还创造了新的趋势，或者极大地改变了现有的趋势，无论是在范围、行动还是受众方面。

卫生安全。加强免疫系统和避免疾病的趋势现在就是全球关注的健康焦点。

健康成为企业责任的一部分。卫生和健康从每个人的个人责任，转变为企业、社会责任，在法律上也开始被要求承担责任。口罩、手套和其他防护措施几乎是一夜之间出现的，并还至少会持续一段时间。

社会性的焦虑和恐惧。疫情后的经济不振和失业率，产生了一种加剧的焦虑氛围，使人们对健康、财务等多个方面感到担忧。

生活方式变化。以健康为重点的生活方式并不是一个新概念，但是疫情已经让更多

的人群进入到这种新的模式或习惯，涵盖了饮食、人际关系以及如何有效和轻松利用时间等方面。这在一定程度上是由于长时间的封锁教会了人们以自己感觉舒适的日程表去运作自己的生活，另外也其实是现实出了对卫生安全、焦虑和恐惧氛围的反应。

双刃剑的数字化。当现实世界进入封锁状态时，社会转向了大范围的数字空间。这是对身体接触限制和传染扩散的恐惧的最重要的应对之一，但同时也造成了社交的疏离。

自我个性化。随着人们被迫保持社交距离并相互隔离，一些以前是社交活动的习惯和风俗变得更加个性化。

将幸福融入企业和品牌进行传播

除了中国以外，绝大多数全球消费者更信任私营小企业，胜过其他大机构和组织，也胜过政府机构。但这几年小众品牌在中国的人气也让中国在朝着这个方面发展。于是这为私营小企业和品牌提供了一个巨大的机会来获得更多的支持和信任，积极传达他们正在进行的基于当地社区最重要事项的倡议，采取更多增强幸福感的方法，来配合其业务的发展。

因此，市场营销的内容应该更针对“幸福感”的缔造。这应该是所有领域的重点，不仅仅是传统的营养、旅游、个人护理、美容和健身等健康业务。无论健康是否是您业务的重点还是全新的领域，品牌都需要鼓舞人心、以行动为支撑的故事，产生信心和幸福感。

让我们看一下在这个动荡时期在“幸福感”层面的一些关键领域。以SPA行业来看，当然肯定包括了食物、营养、旅行、个

人护理等，此外还包括了：

精神健康。通常被视为个人问题，但集体参与的精神健康提升活动也非常重要。疫情已经将我们的世界变成了焦虑、抑郁甚至创伤后应激障碍的温床。

生活和工作环境。作为与实体业务紧密相关的领域，我们深处的物理环境在不到一年的时间里迅速变化。远程工作的增加和确保安全的需要改变了企业的运作模式，产生了一些新的问题，例如到底是在“个性化”，还是在选择“逃避”？“新常态”会是什么样子等等，还不得知，其中许多只是突出了我们今天的世界与以往正常生活之间的差异，但没有真正解决问题。然而，寻找“逃避”的方式随着时间的推移而会变得越来越困难。

社交再社会化。这一重要过程是关于重新适应社会，回到社交层面，和不同的人一起生活和工作。许多人渴望社区，但在远距离情况下营造这种感觉并不容易，和上文里说到的个性化或逃避社交是极为矛盾的。

断开电子和数字连接。现在比以往任何时候都更迫切地需要找到断开电子和数字连接的方法，然而却是有这么多人在家工作，或者仅仅是在躺平刷手机。疫情后电子上瘾的人群明显增多了，最可怕是大量波及到了儿童和青少年层面。

但是，如果社会期望品牌为幸福做出贡献，并积极支持他们在这些方面的利益相关者，那么下一个自然的问题是，“如何做到？”以下是需要考虑的一些步骤。

第一步：确保有一个良好的理念与故事

各种消费者和利益相关者都对品牌的期望更高，因此花时间制定一个着重于幸福的激励

性叙述，一个好的品牌理念和故事，是至关重要的。

在这一点上，人性化和个人化是要掌握的要点，所有沟通都必须具有同理心和真实性，有机地融入方式将有助于将幸福感纳入到品牌形象中去。

第二步：与利益相关者建立联系

利益相关者之间一直要保持不断的对话，这并不是什么新闻，这些讨论联系和参与在当今的社会里变得越来越重要。这种参与不仅有助于建立品牌关系，还增加了我们对客户们自身幸福方面的重点和关切的理解。

一旦了解了对他们来讲最重要的点，就可以理智而有效地纳入实践，幸福感就可以成为品牌承诺。

第三步：为明确目的制作内容

内容是任何策略的重要组成部分，在极端时期，需要专门制作一些非常规的内容，并且要目的明确地关注到如何帮助到客户。在这个充满压力的疫情期间，人们自然会被能够提供舒适、稳定和安慰的事物所吸引，换句话说，他们会被那些增强他们幸福感的，有情感价值的事物所吸引。

这些量身定制的内容将有助于培养品牌忠诚度，产生影响力，并将品牌与幸福感这一重要概念联系起来。

第四步：扩大支持者群体并培养信任

信任至关重要，品牌大使在培养和客户之间的信任方面一直至关重要。疫情只加强了这一现实。我们要注意的，我们的品牌大使网络包括了所有的员工和客户们，让我们牢记在心，他们的表现展示了品牌的目标与方针，因此要首先让他们有“幸福感”。

毕竟，利益相关者应该感觉到您的品牌确实关心他们的幸福，无论您是明确还是隐晦地这样做。您的品牌想要表达什么，具体怎么表达，将在很大程度上帮助您与这些群体联系，但最终还是您的行动，会将利益相关者转变为品牌传播大使们。为了在今天的世界上有效地做到这一点，您的品牌必须积极表现和实践对幸福的关注。

在整个过程中，关键是确保客户们知道您的品牌对他们是否能获得幸福感有责任并承诺。于是乎，倾听他们的需求与采取行动同样重要。那些能够将幸福感置于其活动的中心位置，并将其视为不仅仅是另一个沟通渠道的品牌，将更有可能在今天这个不确定和充满挑战的市场环境中脱颖而出。

我们一直都说：真心待人，但行好事，莫问前程。这不仅适用于人与人，也适用于品牌和企业对客户。





From Wellness to Wellbeing The Health Revolution

The pandemic has done more than accelerate existing trends in wellness, it has also created new ones of changed what existed so drastically

It is no secret that COVID-19 has resulted in disruption and sweeping changes throughout all areas of our personal and professional lives, something that has naturally been very stressful. And in response to this sense of anxiety, there has been a swift and comprehensive shift from “wellness,” an individually focused concept, to “wellbeing,” a more holistic vision that touches all people and industries across societies.

This is fairly new territory. While wellness is not an entirely novel concept, the move to wellbeing has meant that all of society is now being asked to get involved. Consumers now expect everyone from employers and brands to schools and industries to participate in social

wellbeing, a drastic change from the reality even just a few short months ago.

Wellness: Wellness typically refers to the state of being in good physical and mental health, often as a result of deliberate effort or lifestyle choices. It encompasses various aspects such as nutrition, exercise, sleeping quality, stress management, and mental well-being. It focuses on individual well-being and self-care.

Wellbeing: Wellbeing is a broader concept that includes not only physical and mental health but also factors such as social, emotional, and economic well-being. It encompasses the overall quality of life and satisfaction in various aspects of life, including relationships, work, and community involvement. Wellbeing emphasizes a holistic approach to health and

happiness, considering the interconnectedness of different aspects of life.

In Chinese, it’s important to note that while “Wellness” directly translates to “health”, it is often used to convey the concept of wellness in a broader sense in Chinese. Similarly, “Wellbeing” so far can’t be satisfactorily translated in Chinese, but a close equivalent is the meaning of two words together, which is “Health and Happiness”, referring to the sense of happiness and satisfaction associated with wellbeing.

Wellness in the pre-covid world

Wellness has been a societal concern for some time, as can be seen in the rise of personal health practices, growing legislative movement

around health, push toward destigmatizing mental health issues and takeoff of the fitness, spa and selfhelp industries.

For example, the number of Americans practicing yoga rose from 20.4 million in 2012 to 36 million on 2016, and a number of cities and countries passed soda tax laws between 2011 and 2018. Global Wellness Day was first introduced in 2012, and it has been celebrated every year since. And more broadly, after growing by 12.8% over the past two years, the wellness industry now accounts for more than 5.3% of the global economy.

This new industry had more wide-reaching implications as well. Its foundation and growth seems to have “freed” companies working in other sectors from the obligation of placing stakeholder wellbeing at the center of their activity. Instead, these concerns were left to the wellness industry.

How covid changed the game

As the world comes to grips with the first global pandemic of this nature in recent history, there has been much speculation about what we have learned, what we consider essential and the aftermath it will leave. At the heart of all these arguments is the universal opinion that the wellness (and moreover, wellbeing) of students, parents, children, partners, workers, survivors, and careers is absolutely fundamental to recovery.

Without the capacity of societies – and businesses – to holistically focus on people’s wellbeing (including physical, emotional and spiritual health), creating safety nets to allow citizens to return to work (or any other social arena) and be productive would be almost impossible.

Governments are assuming responsibility for putting programs into place to support citizen wellbeing, but all aspects of the private sector are also being expected to contribute to these efforts. Wellbeing has become truly Multistakeholder, with employees, not just consumers, at the center of it. Multisectoral, affecting all sectors and brands regardless of the products or services they offer. And Multidimensional, which is why we have moved from talking about “wellness” to talking about “wellbeing,” which includes dimensions such as the mental and financial, among others.

This new, broad focus has caused people’s expectations to quickly shift. Now, corporations (whether in the health sector or not) are



expected to take a position on wellness matters that affect all their stakeholders, including both employees and consumers at the center of it.

But the view on what this “wellbeing” society should promote has also changed, moving from the simply physical (providing tissues in public spaces, allowing sick leave or encouraging proper eye care) to become a holistic concept that encompasses physical, mental and emotional wellbeing.

These “beyond-the-physical” areas of wellness can be broken down into several key categories:

Social: Developing a sense of connection, belonging and support with others in the community.

Spiritual: Finding meaning life events, demonstrate individual purpose and live life that reflects your values and beliefs (discovering a sense of purpose).

Environmental: Maintaining good health

by occupying pleasant, stimulating environments that support wellness from the outside in.

Emotional: Coping effectively with the pandemic’s stress, maintaining a proper work-life balance and holding satisfying relationships (as well as keeping a positive attitude).

But the pandemic has done more than accelerate existing trends in wellness. It has also created new ones or changed what existed so drastically, be it in terms of scope, action or audience, as to make it more useful to talk about these trends as being new. We must all be aware of these changes as we work to address wellness in our own local realities.

Sanitary security. While there was a pre-existing trend around strengthening your immune system and avoiding illness had always been important, it has never before been such a global concern.

Health as an aspect of corporate responsi-



bility. In this context, wellness and health very quickly moved from each individual's personal responsibility to something business were not only societally expected, but also legally mandated, to take on. Mask mandates, face shields, gloves and other protective measures appeared almost overnight, and are here to stay for at least the time being.

Anxiety and fear. Beyond the direct effects of the pandemic, it has also created an atmosphere of heightened anxieties for us all, leaving people worried about their wellbeing on a number of axes – health, financial, etc.

Lifestyle changes. Wellness-focused lifestyles are not a new concept, but the pandemic has changed who is adopting them. Many people have introduced new patterns or habits into their lives, including around what they eat, how they relate and how they spend their time, among other things. This is in part due to the long lockdown and the time it gave people

to experiment, and in part a response to the sanitary security and atmosphere of anxiety and fear.

Digitalization. When the physical world went into lockdown, society moved to the digital space. This was one of the most important responses to the restrictions on physical contact and fear of the contagion's spread.

Individuality. As people were forced to socially distance and isolate from one another, there was more individualization in certain habits and customs that were previously social affairs.

Bringing wellbeing into your brand and communicating it

The vast majority of global consumers trust the private sector more than they trust any other institution, including media, government and NGOs. This presents a tremendous opportunity for brands to go beyond storytelling and move into story doing—meaning actively communicating the initiatives they are undertaking based on what is most important to their local communities, taking a multistakeholder approach.

As such, now more than ever, every company in any industry needs an inspiring narrative that transcends its products and services. This should be a priority for all areas, not just the traditional wellness businesses of nutrition, tourism, personal care, beauty and fitness. Whether wellness is the focus of your business or entirely new ground, brands need inspiring, action backed stories capable of generating confidence.

First, however, we must look at some of the key areas of wellbeing most relevant to stakeholders during this turbulent time. While there are many aspects to this, including food, nutrition, travel, personal care and others, some are much more broadly applicable to brands, including:

Mental health. While this is often thought of as an individual issue, collective mental health is also extremely important – and the pandemic has turned our world into a breeding ground for disorders such as anxiety, depression and even post-traumatic stress.

Environment. Areas intrinsically linked to brick-and-mortar business, the physical environment available has changed rapidly in less than a year. The increase in distance work and the need to ensure safety has changed how

businesses look, leaving open questions such as what the “new normal” will be like in these places where people spend so much time. Even those places that have kept their doors open have seen major environmental changes, many of which only highlight the differences between our world today and what normal life used to be. Finding an “escape” has become increasingly difficult.

Resocialization. This important process is about reacclimating ourselves to living and working together after (or during, depending on location and outbreak pattern) this time of social distancing. Many people are craving community, and creating this sensation from afar is not easy.

Disconnect electronic and digital connections. Now more than ever, it is urgently necessary to find ways to disconnect electronic and digital connections. However, there are so many people working from home or simply lying down and scrolling through their phones. Since the pandemic, there has been a significant increase in people addicted to electronics, and what's most frightening is that it's affecting a large number of children and teenagers.

But if society is expecting brands to contribute to wellbeing and take an active role in supporting their stakeholders along these axes (and they are), the natural next question is, “How?” Some of these answers are clear – for example, the necessary physical safety precautions are well covered by governments around the world – but some are more difficult to grasp.





Some of the steps to consider are laid out below.

Step 1: Make sure you have a good narrative

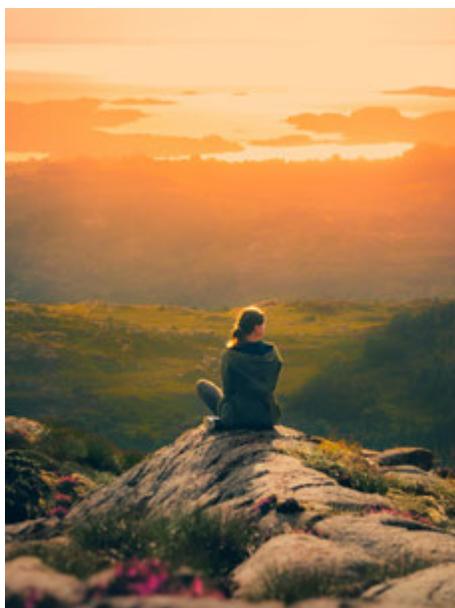
Now is the time to communicate beyond your typical products and services. Consumers and stakeholders of all kinds are expecting more from companies, making it important to dedicate time to develop an inspiring narrative with a strong focus on wellbeing.

In this, a human and personal approach is more important than ever. Society is demanding empathy and authenticity in all communications, and finding ways to organically incorporate and address some of the above issues will help you as you incorporate wellbeing into your brand image.

Step 2: Connect with your stakeholders

It is no news that there are constant conversations going on among your stakeholders, but it has become increasingly important to connect and engage with these discussions. This involvement will not only help build brand relationships, but also increase your understanding of their priorities and concerns in terms of their own wellbeing.

Once you know the areas most important to them, it will allow you to act intelligently to incorporate wellbeing into your brand promise.



Step 3: Build content for a clear purpose

While evergreen content is an important component of any strategy, our extreme times call for purpose-built content that focuses on how it can help your stakeholders. During this stressful pandemic, people are naturally drawn to what can provide comfort, stability and reassurance – in other words, to things that enhance their wellbeing.

Developing content that has been tailored to your stakeholders’ needs to accomplish this goal will help you cultivate brand loyalty and produce content that creates an impact, as

well as links your brand to the all-important concept of wellbeing.

Step 4: Grow your tribe and cultivate trust

Trust is paramount, and brand ambassadors have always been important to cultivating it among stakeholders. The pandemic has only enhanced this reality. Now, your network of ambassadors – including both employee and consumer stakeholders – is key to helping your brand incorporate the concept of wellbeing and weather this storm.

After all, it is important for stakeholders to feel as though your brand does, in fact, have their wellbeing in mind, whether you do so explicitly or implicitly. Your narrative (what you say) will go a long way toward reaching these groups, but it is your actions (what you do) that will ultimately convert stakeholders into ambassadors. To do this effectively in today’s world, your brand must show a focus on wellbeing.

Throughout the process, it is key to ensure your stakeholders know your brand is interested in and committed to their wellbeing. To properly communicate this, it is just as important to listen to their needs as it is to take action. The brands capable of placing wellbeing at the center of their activity, treating it as much more than just another launchpad for communications, will be better placed to shine in today’s uncertain and challenging environment.

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国外健康产品在中国线上营销

与其他国家不同，中国市场发展速度非常快，线上在其中扮演着重要角色。高菲 文

在中国的健康市场中进行业务开发和营销可能会很复杂，特别是如果外企不熟悉其监管环境的话。进行市场研究并观察当地成功案例很重要，通过深入的市场研究，品牌可以识别目标受众的购买行为和偏好，还可以利用它来确定中国养生市场的最新趋势，以领先于竞争对手。

健康和养生文化在中国文化中根深蒂固，国外品牌在启动中国业务之前必须做好功课，如果想要取得成功，外籍品牌必须了解自己试图进入的行业，并与其将为之服务的客户们建立可信任的、深层次的联系。

很多国外品牌对于在中国线下建立实体店是很有经验的，但并不熟悉中国的线上营销法则，本文整理了一些线上营销品牌和打开市场的策略。

搜索引擎树立品牌形象

前文数据中我们已经看得到，中国健康养生市场是一个庞大的行业。因此，了解竞争对手不仅有助于跟上趋势，还有助于制定盈利性的业务决策。

与其他国家不同，百度在中国是替代谷

歌的存在。在百度和其他搜索引擎上提高可见度。克服语言障碍是外国企业在当地搜索引擎上扩大其影响力时必须面对的一项挑战，为了提高在百度上的用户体验和网站索引，内容中使用的必须是简体中文。

因此，内容不应翻译成中文，而且应根据健康养身市场的文化背景、偏好和趋势，来进行本土化的调整，这包括使用适当而好记的名字，关键词、短语和引用等，以吸引对产品感兴趣的中国本地消费者。最明显而有效的案例，是给拗口的外语产品名称起一个形象而可爱，好记又好传播的名字。例如兰蔻的Advanced Genifique Sensitive小黑瓶安瓶精华，让中国用户记住的都是“小黑瓶”三个字。

如果在中国的网站使用中国域名和本地服务器托管，其在随机搜索结果中的排名机

中国电商平台淘宝、京东和拼多多上的养生产品





也会得到提升。通过执行这一步骤，网站在本地服务器上的加载速度也将会更快。

在当地在线市场开设店铺

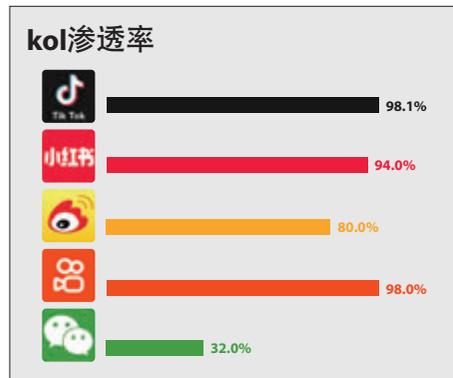
中国有几个主流电子商务平台，每个平台都有其独特的目标受众和优势。市场上最著名的包括天猫（特别是面向国际品牌的天猫国际）、京东、和主要用于宣传的小红书。

如果销售高端健康养生类产品，那么天猫、小红书和京东的用户群可能更适合品牌定位。在这些平台上列出相关产品的时候，品牌本土化至关重要。从品牌到实际营销策略，非本地品牌必须将一切与中国的细微差异、偏好进行调整，并且和平台所许可的监管要求相一致。中国对健康类产品有严格和具体的监管要求。必须记住一定要从头开始就严格遵守特定法律，包括认证和标签要求，这对于在电子商务平台上发布产品来说至关重要。

在中国社交媒体平台推广

为了提高在当地养生市场的可见度，新品牌可以有效利用小红书、微博、微信和抖音(TikTok)等中国社交媒体平台。每个平台都有各自的定位，都针对广大的中国市场里各种各样的独特的用户群体，提供不同的内容风格，适合各种营销需求。

例如，小红书和微博适合病毒营销，适合普及各种健康知识，分享各种体验结果，尤其是小红书，很有点替代中国搜索引擎的



味道。而微信和抖音等的短视频是传播有关健康产品和服务信息的平台。

品牌可以利用这些社交媒体渠道来加强其在中国市场的影响力，和中国消费者建立更深的关系，并提高品牌知名度。

合作当地KOL和博主

与本土重要意见领袖(KOL)和博主合作，是让中国消费者了解您的品牌并建立信任的有效方式。KOL和博主在中国社交媒体上拥有巨大的追随者群体，他们通常具有广泛的品牌影响力。通过与这些个人建立合作关系，品牌可以直接接触并吸引目标受众。

通过参与本地论坛与中国消费者互动

大约60%的中国网购者选择在购买产品或享受服务之前搜索评论和反馈。利用本地论坛上的用户生成内容来营销自己的品牌，是赢

得良好声誉的最佳策略。

外国营销人员可以通过使用官方账号加入与行业相关的话题和品牌讨论来增加他们在这些本地论坛上的可见度。在这些在线渠道上建立稳固的存在也有助于其品牌在百度上排名，因为这个搜索引擎以排名论坛内容而闻名。

定期关注和更新市场趋势

随着中国健康和养生市场规模的持续增长，这个行业的竞争也越来越激烈。前文我们也提到，作为想要进驻和长期在中国市场经营的外国企业，了解当地消费者的偏好和行为了，以及本土化战略是至关重要的，因此要对市场进行详尽的市场调查，以便了解本地竞争对手、目标受众和法规要求。

此外还要注意，中国不同于其他国家，市场的发展速度非常快，因此持续的市场调研和更新至关重要，这样才能跟上最新趋势。

市场调查可以帮助品牌确定在中国健康市场中实施的最佳实践，并确保其产品和服务与当地市场的需求保持一致。但之后还需要不间断地深入学习本地化知识，确定目标受众和购买行为，制定本土化的营销策略，以适应当地文化和偏好，提高品牌的可见度和认可度，与本地KOL和博主建立合作关系，但同时不要忘了符合中国的监管要求和标准，密切关注当地市场的变化和进展。

如果以上这些都做到了，那就真的可以在中国市场有所作为。



Best Online Strategies for Marketing Wellness Products in China

China, unlike many other countries, has a very fast-paced market development, and online plays a significant role. By Fifi Kao

Doing business development, branding and marketing in China's wellness market can be complex, especially if foreign enterprises are unfamiliar with its regulatory environment. Conducting market research and observing local success cases are crucial. Through in-depth market research, brands can identify the purchasing behavior and preferences of target audiences, as well as determine the latest trends in the Chinese wellness market to stay ahead of competitors.

Health and wellness culture is deeply rooted in Chinese culture. Foreign brands must do their homework before launching operations in China. To succeed, foreign brands must understand the industry they are trying to enter and establish trusted, deep connections with the customers they will serve.

Wellness products on Chinese e-commerce platforms Taobao, JD and Pinduoduo



Many foreign brands have experience in establishing physical stores offline in China, but they are not familiar with the rules of online marketing in China. This article summarizes some online marketing strategies for brands and opening up the market.

Position your brand image and improve visibility with chinese search engines

As seen in the previous data, the Chinese health and wellness market is vast. Therefore, understanding competitors is not only helpful for keeping up with trends but also for making profitable business decisions.

Unlike other countries, Baidu is the dominant search engine in China instead of Google. Increasing visibility on Baidu and other search engines is crucial. Overcoming language barriers is a challenge foreign companies must face when expanding their influence on local search engines. To improve user experience and website indexing on Baidu, content must be in simplified Chinese.

Thus, content should not only be translated



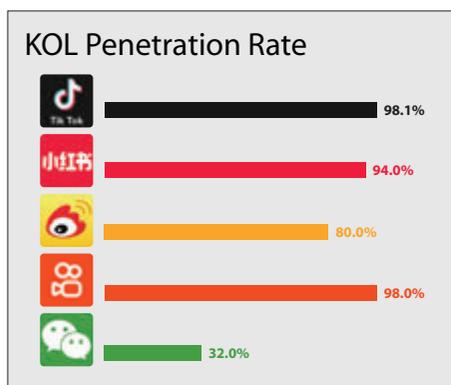
into Chinese but also adjusted for localization based on the cultural background, preferences, and trends of the health and wellness market. This includes using appropriate and memorable names, keywords, phrases, and references to attract local Chinese consumers interested in the product. A clear and effective example is giving foreign products with difficult names an imaginative, adorable, memorable, and easily spreadable name. For example, Lancôme’s “Advanced Genifique Sensitive” serum is remembered by Chinese users as the “Xiao Hei Ping” which means the Little Black Bottle became the name which is easy to remember.

Using Chinese domain names and hosting on local servers in China can also improve ranking opportunities in random search results. By taking this step, the website’s loading speed on local servers will also be faster.

Open a store on local online marketplaces

China has several mainstream e-commerce platforms, each with its unique target audience and advantages. The most well-known platforms include Tmall (especially Tmall International for international brands), JD.com, and Xiao Hong Shu (Little Red Book), mainly used for promotion.

If selling high-end health and wellness products, then the user base of Tmall, Xiaohongshu, and JD.com might be more suitable for brand positioning. Localization is crucial when listing products on these platforms. From branding to actual marketing strategies, non-local brands must adjust everything to fit the subtle differences and preferences of



China and comply with the regulatory requirements permitted by the platform. China has strict and specific regulatory requirements for health-related products. It is essential to strictly adhere to specific laws from the outset, including certification and labeling requirements, which are crucial for product listings on e-commerce platforms.

Promote products through Chinese social media platforms

To increase visibility in the local wellness market, new brands can effectively utilize Chinese social media platforms such as Xiao Hong Shu, Weibo, WeChat, and Douyin (the China version of TikTok). Each platform has its positioning, targeting various unique user groups in the vast Chinese market, providing different content styles suitable for various marketing needs.

For example, Xiao Hong Shu and Weibo are suitable for viral marketing, disseminating various health knowledge and sharing various experiential wellness results, especially Xiao Hong Shu, which has the potential of replacing Chinese search engine Baidu. Short videos on platforms like WeChat and Douyin/TikTok disseminate information about wellness products and services.

Brands can use these social media channels to strengthen their influence in the Chinese market, build deeper relationships with Chinese consumers, and increase brand awareness.

Collaborating with local KOLs and bloggers

Collaborating with local key opinion leaders (KOLs) and bloggers is an effective way to make Chinese consumers aware of your brand and build trust. KOLs and bloggers have huge follower bases on Chinese social media and often have extensive brand influence. By establishing partnerships with these

individuals, brands can directly reach and attract target audiences.

Engage with Chinese consumers through local forums

Around 60% of Chinese online shoppers opt to search for reviews and feedback before buying a product or availing of a service. Utilizing user-generated content on local forums is by far the best strategy to garner a positive reputation for your wellness brand.

Foreign marketers can increase their visibility on these local forums by joining industry-related topics and discussions about the brand using an official account.

Having a solid presence on these online channels can also help your brand rank on Baidu, as this search engine is known to rank forum content well.

Regularly monitoring and updating market trends

With the continuous growth of China’s health and wellness market, competition in this industry is becoming increasingly fierce. As mentioned earlier, for foreign companies wishing to enter and operate in the Chinese market in the long term, understanding the preferences and behavior of local consumers and implementing localization strategies is crucial. Therefore, thorough market research is necessary to understand local competitors, target audiences, and regulatory requirements.

It is also important to note that China has a very fast-paced market development, much faster than other countries. Therefore, continuous market research and updates are essential to keep up with the latest trends.

Market research can help brands identify the best practices to implement in the Chinese health market and ensure that their products and services align with local market demands. However, continuous learning of localization knowledge is also required afterward, identifying target audiences and purchasing behaviors, developing localized marketing strategies to adapt to local culture and preferences, increasing brand visibility and recognition, establishing partnerships with local KOLs and bloggers, while also complying with Chinese regulatory requirements and standards, and closely monitoring changes and developments in the local market.

If all of the above are done, then real progress can be made in the Chinese market.

英伦魅境



从无处不在的艺术熏陶到探索电影场景和先锋文化空间，从繁华都市里的猎奇体验到田园风光里的养生疗愈，来到英国，不仅是旅行，更是生活



Houses of Parliament, Big Ben and Westminster Bridge

英

国，更确切的说，是大不列颠及北爱尔兰联合王国，包括了英格兰、威尔士和苏格兰三部分构成的不列颠岛及爱尔兰北部的一部分地区。不列颠这个词来源于古凯尔特语，意思是“多彩”，魅力英伦，不负其名。

漫步在英国古老的街巷，可以感受到岁月的沉淀；而走进现代的摩天大楼，你又被它的活力和创新精神所打动。品尝正宗的英式下午茶，静享一份悠闲与惬意，踏入美术馆，徜徉在历史上最为著名的画作之前。从苏格兰的高地到英格兰的乡村，从威尔士的湖泊到北爱尔兰的海岸线，无论是追逐日出日落，还是徒步穿越山川湖海，英国的每一处都散发着独特的魅力。

伦敦的艺术之旅与猎奇体验

清晨的薄雾中，伦敦的街道逐渐苏醒，泰晤士河静静地流淌，诉说着古老的故事。当第一缕阳光洒在大本钟上，悠扬的钟声便成为了这座城市的晨曲。

乘坐伦敦眼升上半空，鸟瞰伦敦全景。伦敦塔、圣保罗大教堂、白金汉宫，历史悠久的建筑带你感受历史的厚重。穿插其间还有许多博物馆、艺术馆和剧院，让你领略到伦敦丰富的文化内涵。闲暇之余，到的皇家公园享受阳光，或参加泰晤士河上的小型皮划艇探险之旅，以全新的视角观赏伦敦。最后在城市最高建筑碎片大厦里品尝鸡尾酒，或选择一处屋顶酒吧，在迷人夜色中开怀畅饮。

泰晤士河南岸，与圣保罗大教堂隔岸相望，一个高耸入云的大烟囱吸引了不少人的目光。这里是伦敦最受欢迎的美术馆之一的泰特现代美术馆。美术馆原本是一座气势宏大的发电厂，后经改建成为充满艺术气息的现代化建筑。

美术馆免费入场，在这里，不仅能欣赏到世界名作，还能享用美食、参观表演、360度欣赏伦敦美景。

发电厂巨大的涡轮车间被改造成了既可



Interior of Tate Britain

举行小型聚会、摆放艺术品，又具有主要通道和集散地功能的大厅。主楼顶部的两层高玻璃盒子不仅为美术馆引入了充足的自然光线，还作为屋顶咖啡吧，为人们欣赏城市美景提供了一处惬意之所。而巨大烟囱的顶部，设计师加盖了一个由半透明的薄板制成的顶，名为“瑞士之光”，由于由瑞士政府出资，因此得名。夜幕降临，“瑞士之光”会发出晶莹剔透的光芒，使整座美术馆仿佛成为一座灯塔，伴着泰晤士河涨潮的河水，为伦敦的夜景增添了一道亮丽的风景。

泰特现代美术馆附近的艺术文化建筑群——伦敦南岸中心则是伦敦艺术氛围和生活气息最浓烈的地方。三座主要建筑：皇家节日音乐厅、伊丽莎白女王音乐厅和海沃德美术馆是标志性的艺术殿堂，吸引了众多音乐和艺术爱好者来此观看演出，参与各种展览、文化活动和节日庆典。

不过，南岸中心也是伦敦市民和游客休闲放松的好去处。你可以漫步在绿树成荫的公园中，欣赏泰晤士河的美景；也可以坐在河边的咖啡馆里，享受一杯香浓的咖啡，很有可能会邂逅一场读书会或诗歌分享工作坊；亦或是到南岸中心食品市场逛一逛，这个充满活力和创意的集市，售卖着各类手工艺品和美食，从汉堡、中东菜到亚洲菜，是午餐的好选择，尤其是独自旅行时。

市中心特拉法加广场的正北方向伫立着英国国家美术馆，最初仅有38幅画作，随着时间的推移，已扩展为以绘画收藏为主的国家级美术馆。

今年恰逢200周年庆典，英国国家美术馆为此精心策划了一系列活动，将从美术馆延伸到特拉法加广场、乃至全国各地，12场

展览将于2024年5月10日同一天在英国12个地区的12家博物馆和美术馆同时开幕。与此同时，一个艺术工作室将全年在英国巡回展出，将艺术学习活动带进社区。

在众多活动中，最受瞩目的当属梵高特展“诗人与恋人”（Van Gogh: Poets and Lovers），计划于2024年9月至2025年1月举行，届时将展出至少50件作品，包括《向日葵》、《疯人院的花园》和《卧室》在内的梵高世界著名作品。

庆典中还将呈现首次在意大利境外举办的锡耶纳早期艺术展。你将有机会欣赏到欧洲最早、最精美的绘画作品。亲临现场，见证艺术史的开端。如果你计划在今年去英国旅游的话，不要错过这场艺术盛典。

毗邻泰晤士河和莎士比亚环球剧场坐落着老字号伦敦博罗市场，可考据的历史追溯到1276年。独特的建筑风格和欧洲复古风情很是吸睛。从新鲜的蔬菜、水果、肉类到各种特色小吃，品质都不错，推荐榜单前几名包括Furness Food Hut的西班牙海鲜饭、Richard Haward's的生蚝、Scotchtails的英国特色苏格兰蛋、Khanom Krok的泰式椰子饼。博罗市场不仅是游客必去景点之一，也是当地居民进行选购的首选地。这里还会不定时举办很多有意思的活动，比如早餐讲堂、做煎饼比赛等等。

东伦敦的砖巷则是吃货们另一个不能错过的地点。“在砖巷吃一回咖喱”成了世界游客来伦敦的愿望之一。当然，除了咖喱，南亚风情的烤羊排、中东的卷饼、希腊的甜品都值得试一试。

砖巷不仅是美食聚集地，还被视为英国文化的经典符号。风格迥异的涂鸦点亮了原

本单调的街道，Vintage Market复古市场上满是20年代——80年代的各种物件，从衣服鞋帽首饰到旧唱片，令人眼花缭乱。原身是酿酒厂的厂房现在成为了各类展览与活动的地点，当你踏入其中，就有可能邂逅一场别开生面的时尚周。

The Culpeper，东伦敦一座建于1884年的维多利亚风格四层建筑，带你走进特色伦敦慢生活。它不是传统意义上的餐厅，而是一个新潮时尚的多功能社交场所。底层四面环窗的开放式酒吧，提供咖啡和酒饮，中午和晚上也有简餐，每天营业到凌晨两点。二层是传统英式餐厅，常规的前菜、主菜和甜点的三道式套餐每天更换，食物的搭配和用料都非常清新且考究。三层有五间客房，怀旧美学风格，很多当地人也会来这里度周末。最有特色的地方当属The Culpeper的顶楼，这里有一座花园和屋顶酒吧，楼下餐厅和屋顶酒吧里的食材不少都是直接来自于屋顶花园中，随季节变化口味，给味蕾带来惊喜。

泰晤士河畔的格林威治半岛上，坐落着为了庆祝千禧年而建造的The O2体育馆，馆内拥有世界顶级音乐厅、演艺场馆、餐厅、酒吧和商场等设施。

室内跳伞体验馆iFLY近期登陆The O2，每小时260公里的速度，仿佛置身于真实的跳伞环境中，在空中自由落体。当然，全程会有教练进行指导和陪伴。无论是经验丰富的冒险家，还是好奇的初学者，也无论你的年龄和能力如何，都能体验。

对于压力重重的现代人来说，漂浮体验成为了当下流行的减压疗法之一。Floatworks在伦敦开设了两间漂浮体验中心，分别位于伊斯灵顿地区的天使地铁站

和兰贝斯区的沃克斯豪尔地铁站附近。进入高密度泻盐的漂浮舱中，安静、温暖、舒适的氛围，身体在水中自在地漂浮起来，失重状态下，你会感觉到无比放松，无论是身体层面的肌肉紧张、疼痛，还是心理层面的焦虑、紧张，都会慢慢消除。整个过程会持续一个小时，漂浮结束后，可以到休息室中享用茶水和点心。

亲近自然 悠然生活

自然风光和田园景致是英格兰乡村的核心元素。拥有八百年历史的私人小岛“猴岛”坐落在伯克郡泰晤士河上的布雷村。2019年，杨忠礼酒店集团旗下的“猴岛庄园”开业，成为猴岛上唯一的奢华酒店，亦使小岛逐渐成为热门的休闲旅游度假地。在猴岛过夜，泰晤士河岸就是卧室的延伸。

踏上猴岛，一瞬间便会浸入自然乡野中，花园里几只公鸡在河边闲庭信步。岛上有好几棵数百年老的核桃树，一眼看去，树下全是正在忙碌的小松鼠，但一察觉到动静，就飞快躲起来。这里的老核桃树名声在外，如今英格兰家庭中流行的核桃橙子蛋糕，就起源于猴岛。

入住猴岛庄园，体验田园英式生活。躺卧于充满历史感装饰的房间内，静心宁息。沿着泰晤士河散步，感受自然之美。亦或在泳池畅游、花园里放松、享受英伦下午茶、在猴子酒吧品尝一下无酒精鸡尾酒，最后一定要去漂浮于河上的Floating SPA，体验一场水上养生旅程。

繁华的伦敦，也有着大片宁静的绿洲，一众各有特色的皇家公园就是人们日常放松身心的好去处。

数百年来，海德公园是女权运动者发表激烈演讲的地方，是滚石乐队在湖边摇摆的

地方，也是英国第一次Pride运动游行开始的地方。难怪又被称为“人民公园”。当然，这片位于城市中心的广阔绿地上还拥有全景湖畔小径、滨水咖啡馆和大量可供观赏的野生动物。

夏日到来，摄政公园里的玛丽皇后园里，12,000朵玫瑰的醉人芬芳弥漫在空气中，真真是诗人Sylvia Plath笔下的“仙境”。摄政公园的The Hub则是伦敦最大的户外运动区，从足球、橄榄球到板球和长曲棍球，你可以租用各种场地进行运动和比赛。公园还经常举办各种文化活动和音乐节。

泰晤士河南岸的布什公园曾是皇家狩猎场，如今以其丰富的野生动物和宁静的自然环境而闻名。公园漫步，你会看到鹿群在草地上悠闲地吃草，听到各种鸟类的吟唱，还有鸭子在水面嬉戏。公园里建设了许多休闲设施，如步行道、自行车道、野餐区和儿童游乐区等，十分适合家庭出游。

跟着Forage London and Beyond走进自然深处，学习植物知识。这是一家专业组织徒步采摘可食用植物的机构，设计各种路线，将参与者带到伦敦、多塞特郡和汉普郡大大小小的公园、森林和海滨，自然徒步，采摘各类草药、花卉、浆果。比如，你会学到辨认不同的植物物种，植物的食用和历史用途，如何辨识有毒和可食用的蘑菇，如何自己种蘑菇，如何制作草本药物，甚至是不同的烹饪方法和食物保存方法。

拥有着悠久历史和美丽自然风光的诺丁汉郡给人们提供了别出心裁的游览方式——乘船沿着宁静的运河漂流，惬意地穿过城市，聆听运河的历史介绍，沿途欣赏风景和野生动物，在水边古色古香的酒吧小憩。推荐“诺丁汉至比斯顿”运河行程，从特伦特河出发，途经Attenborough自然保护区，

然后前往市中心，最后回到特伦特河。你会经过沿岸古老的建筑、桥梁、公园和绿地。当游船抵达比斯顿码头时，不妨下船游览一番，在岸边怡人的风景中漫步，到咖啡馆品尝美味的下午茶。

英国特色水疗之旅

放慢脚步，关闭手机，在英国屡获殊荣的酒店和度假村享受一次奢华的水疗假期，重塑身心。这里有各种各样的护理项目和一流的设施。体验一场从头到脚的按摩，在桑拿室里放松休憩，或者干脆在泳池边看一本好书来消磨时光，然后再去久负盛名的温泉小镇逛一逛，了解英国温泉和水疗历史。

伦敦Café Royal酒店Akasha Spa

坐落于伦敦摄政街中心地带，将东方传统与西方技术相结合，18米长的环形泳池、桑拿房、蒸汽浴室和按摩池在城市中心打造了一片静谧绿洲，氛围灯光、舒缓的音乐和芬芳，令人沉浸其中。

除了宽敞的运动和疗程区域外，还可以体验冥想、瑜伽、Watsu水中按摩，以及量身定制的膳食菜单。土耳其浴室以卡拉拉大理石Carrara Marble装饰，在华美的环境中提供精心设计的身体磨砂和各类护理疗程。

通过与健康科技公司Therabody合作，Café Royal酒店在Akasha Spa带来一系列高科技设备体验。由SmartSense技术驱动的创新眼罩SmartGoggles可轻柔地降低心率并诱导深度放松；RecoveryAir JetBoots利用革命性的按压按摩促进血液循环；在一天观光或锻炼后，通过Theragun Pro促进肌肉恢复。

萨里郡Beaverbrook庄园The Coach House

古朴的花园环绕，俯瞰萨里的群山，Beaverbrook庄园位于伦敦西部萨里郡的历史名镇莱泽海德。The Coach House是庄园的养生殿堂。进入如万花筒般的空间，斑驳的光线穿过艺术家Brian Clarke设计的彩色玻璃窗，天花板上点缀着橡树叶、罂粟花和其他各种五颜六色的花朵。

在宁静的Meadow Hut预订一场别开生面的生物动力学按摩，前切尔西足球队按摩师兼瑜伽教练Lino Zinchi会为你带来融合了深层组织按摩、日式指压按摩、阿育吠陀疗法和穴位点压按摩的护理盛宴。疗程的最后，还可以享受一次声音浴，在声音疗法中慢慢舒缓肌肉、精神和情绪。最后去到美丽的花园中，在Lino的陪同下进行过一次美妙的心灵漫步。

牛津郡恩舍姆浴场Eynsham Baths

牛津郡恩舍姆公园内，占地60英亩的埃斯特



London Routemaster Red Double Decker Bus on Regents Street

尔庄园 (Estelle Manor) 拥有一座完全复刻古罗马风格的奢华浴场。雕花圆柱、古典装饰与高高的天花板和充足的自然光交相辉映。环绕式楼梯通向宽敞的更衣室，更衣室的一侧是宁静的私人理疗室，另一侧则是宽敞的沐浴大厅。

沐浴区设有冷水浴室、热水浴室和温水浴室，以及阿尔卑斯风格的干草桑拿和奥斯曼风格的土耳其浴室。疗程菜单则从印度和中国传统中汲取灵感，再现古老的疗愈仪式。简洁优雅的理疗室内，古老的咒文吟诵让你的中枢神经系统平静下来。招牌护理马尔马穴位疗法 (Marma Chikitsa) 融合了脉轮疗法、马尔马穴位疗法、轻柔的腹部按摩和颅骨疗法。水疗中心摒弃了品牌产品，养生专家 Eiesha Bharti Pasricha 花了三年时间配制药用植物，并以此为基础，手工调配出多种精油、香膏、药剂、精华素、磨砂膏和香皂等。

伯克郡 Cliveden House 酒店水疗中心

Cliveden House 气势恢宏的门廊前，穿着长靴的徒步者和穿着浴袍的水疗客分道扬镳，向截然不同的养生项目进发。水疗工作人员将带领你进入散发着马鞭草香味的更衣室，从更衣室的出口可通往室外温水泳池或是室内水设施区域。在这里，你可以在蒸汽房、红外线桑拿、室内泳池和按摩浴缸之间穿梭，在畅游或理疗的间隙躺在日光浴床上休息。知名皮肤专家和面部护理师 Teresa Tarmey 每周五会到店提供服务。

针对压力大出现睡眠问题的现代人，水疗中心最新推出了酣睡护理。被温热的水床包裹，大量的深层睡眠按摩油会被涂抹在四肢上，雾滴在皮肤上出现，空气中弥漫着精

油的芬芳，热石按摩缓解每一寸酸痛肌肉，周身变得如此轻盈。

普利茅斯 Boringdon Hall 酒店 Gaia Spa

掩身于16世纪的乡村庄园内，Gaia Spa 是一个远离尘嚣的世外桃源。体验奢华护理，无边泳池中放松身心，水晶盐蒸汽浴室中享受舒怡时光。SPA 疗程均采用 Gaia 自主研发的产品，将有效的天然成分和娴熟的理疗技艺相结合，满足现代人的不同健康需求。

经典项目 GAIA 水晶疗法，通过水晶来发现脉轮阻塞的部位，项目内容包括冥想、全身按摩和头皮护理按摩。还可以尝试覆盖全身、面部和头皮的 GAIA 泥敷护理 GAIA Mud Cocoon，体验海盐去角质、天然泥浆粘土面膜，以及含有滋养椰子油和乳木果油的身体霜。

疗愈胜地巴斯

巴斯是一座优雅的城市，充满了传统遗产、现代文化、绿色空间和点缀各处的惊喜。罗马时代起，美丽的巴斯就已成为休闲度假的目的地。如今，古老的罗马浴场和现代化的温泉水疗中心依然吸引着人们蜂拥而至。

巴斯市中心小巧玲珑，吃喝玩乐的地方比比皆是，还可以沉浸在巴斯令人叹为观止的博物馆和美术馆中，享受一年四季的各种节日、戏剧、音乐和体育活动。蜜糖色乔治王朝风格建筑仿佛从简·奥斯汀的小说中走出来的一样，你可以参观标志性的皇家新月广场和雄伟的马戏团。城外也有许多值得一游的地方，如美丽的萨默塞特乡村、巨石阵、城堡和野生动物园。

不过，巴斯最为有名的是流淌在这里的

天然温泉水。

在 Thermae Bath Spa 温泉水疗浴场，你可以像2000多年前的凯尔特人和罗马人一样，沐浴在巴斯温暖、富含矿物质的天然泉水中。同时还可以在养生套房、屋顶泳池一边进行健康体验，一边欣赏巴斯天际线的壮丽美景，然后前往 Springs 咖啡厅享用小吃和饮料。

距离 Thermae Bath Spa 温泉水疗浴场不远坐落着巴斯康斯博罗温泉酒店，酒店水疗中心 Spa Village 将巴斯的天然温水，与芳香疗法、热石按摩和水中身体疗法等一系列护理结合起来。护理完毕，还可以前往餐厅享受酒店的经典英式午餐或下午茶。Spa Village 还与匈牙利护肤品牌 Omorovicza 合作，将布达佩斯的温泉水引入巴斯的水域。你可以体验到 Omorovicza 别出心裁的各类温泉矿物疗法，如浆泥排毒、黄金按摩、矿物焕颜面部护理等。

要想在传统的水疗体验中另辟蹊径，推荐造访 The Soul Spa，享受独特的深层放松声音浴，沐浴在水晶碗的震荡中，感受深度沉浸式的身心放松。此外，针灸、灵气疗法、催眠疗法、能量疗法、塔罗牌占卜和通灵疗法等等，都可以在这里体验到。最近，The Soul Spa 推出了梦幻奥德赛之旅，通过 TRIPP VR 设备，进行20分钟的虚拟现实之旅。

巴斯还有拥有英国最古老的公共室外游泳池：克利夫兰游泳池，如今自然是被修缮一新，成为畅游好去处。古老的罗马浴场依然伫立在城市中心，你大可前去一探古罗马浴的历史。

哈罗盖特土耳其浴

英国北约克郡的迷人小镇哈罗盖特也拥有着丰富的温泉资源。小镇坐落在风景如画的山谷中，周围环绕着连绵起伏的丘陵和宁静的乡村风光。

市中心的土耳其浴场是英国仅存的七座维多利亚时期的浴场之一，历史悠久、功能齐全。

将日常压力抛在脑后，拿起浴巾，走进浴场开始体验。

清洁淋浴后，到蒸汽浴室进行蒸汽浴，蕴含尤加利精华的蒸汽一寸寸消除肌肉紧张，打开毛孔，排除毒素。接着，直接下到低温水池中，感受冷热体验带来的身体益处。并再次回到热体验室中，浴场里有一系列40至70摄氏度之间的验室可供选择。期间可以随时跳入水池中畅游一番。而后，进到低温浴室中享受清凉。

最后，还可以享受一场放松疗程。从身体按摩到传统的土耳其仪式、热泥裹敷，各种体验任你挑选。



THE UNITED KINGDOM

Enjoy Life and Be Healed



Aerial View of Illuminated London

From admiring the arts to exploring movie sets and pioneering cultural spaces, from curiosity-seeking experiences in bustling cities to healing retreats in idyllic landscapes, coming to the UK is not just about traveling, it's about living

The United Kingdom, or more specifically The United Kingdom of Great Britain and Northern Ireland, comprises the British Isles, which are made up of England, Wales, Scotland, and Northern Ireland. The word Britain is derived from an ancient Celtic word meaning “colorful”, and it lives up to its name indeed.

As you stroll through the ancient streets of UK towns and villages, you can feel the depth of the years, and when you walk into the modern skyscrapers, you will immediately be impressed by its vitality and innovative spirit. Savor an authentic English afternoon tea in a leisurely and cozy atmosphere, and step into an art gallery to linger in front of some of the most famous paintings in history. From the Highlands of Scotland to the countryside of England, from the lakes of Wales to the coastline of Northern Ireland, whether you're chasing sunrises and sunsets or hiking through mountains, lakes and oceans, there's something unique in every corner of the country.

Art tours and off-the-beat experiences in London

The streets of London gradually awaken in the early morning mist as the River Thames flows silently by. As the first rays of sunlight fall on Big Ben, the melodious chimes become the city's morning song.

Ride the London Eye up into the sky for a bird's eye view of London. The Tower of London, St. Paul's Cathedral, Buckingham Palace, and other historic buildings allow you to feel the weight of history. Interspersed there are many museums, art galleries and theaters, through which you can enjoy the rich cultural connotations of London. At leisure, soak up the sun in the Royal Parks or see London in a whole new light with Secret Adventures, a small kayak tour on the River Thames. Finish off with a cocktail in The Shard, the city's tallest building, or choose a rooftop bar for a nightcap.

On the south bank of the Thames, across the river from St. Paul's Cathedral, large, towering chimneys attracts a lot of attention. This is the

Tate Modern, one of London's most popular art galleries. Originally an imposing power station, it was converted into a modern building for art.

Admission is free. You can not only see the world's masterpieces, but also enjoy food, performances and 360-degree views of London.

The huge turbine hall of the power plant was transformed into a place serving as the main passageway and center for small gatherings and works of art. The two-story glass box on the top of the main building not only brings in plenty of natural light, but also serves as a rooftop café and a place to enjoy the cityscape. On top of the huge chimneys, the designers added a roof made of semi-transparent panels called “Swiss Light”, so named because it was financed by the Swiss government. As night falls, the “Swiss Light” emits a brilliant crystal light, making the entire museum seem like a lighthouse, accompanied by the rising tide of the River Thames, adding a bright view of London at night.

The Southbank Centre, a cluster of arts and cultural buildings near the Tate Modern, is

where London's arts scene and vibrancy are at their strongest. The three main buildings, the Royal Festival Hall, Queen Elizabeth Hall and the Hayward Gallery, are iconic halls of art, attracting music and art lovers to performances, exhibitions, cultural events and festivals.

However, the Southbank Center is also a great place for Londoners and tourists to relax and unwind. You can wander through the tree-lined parks and enjoy the views of the River Thames, sit in one of the riverside cafes and enjoy a cup of coffee, and most likely encounter a book reading or poetry-sharing workshop, or take a stroll through the Southbank Centre Food Markets, a vibrant and creative market that sells a wide range of crafts and food, from burgers to Middle Eastern and Asian dishes, making it a great choice for lunch, especially if you're traveling alone.

Directly north of Trafalgar Square in the city center stands the National Gallery of Great Britain, which began with just 38 paintings and has expanded over time to become a national gallery with a wide collection of mainly paintings.

To celebrate its 200th anniversary this year, the National Gallery has curated a series of events that will extend from the gallery to Trafalgar Square and across the country, with 12 exhibitions opening on May 10, 2024 in 12 museums and galleries in 12 regions of the UK. At the same time, an art workshop will tour the UK throughout the year, bringing art learning activities into the communities.

One of the most highly anticipated of these events is the special exhibition: Van Gogh: Poets and Lovers, scheduled to run from September 2024 to January 2025, which will feature at least 50 works, including world-famous Van Gogh works such as Sunflowers, Garden of the Asylum, and The Bedroom.

The festival will also present an exhibition of early Siena art, organized for the first time outside of Italy. You will have the opportunity to admire some of the earliest and finest paintings in Europe. Be there in person and witness the beginning of art history. Don't miss this art extravaganza if you're planning a trip to the UK this year.

Adjacent to the River Thames and Shakespeare's Globe Theatre sits the venerable London Borough Market, dating back to 1276. The unique architectural style and vintage European flair is a real eye-catcher. From fresh vegetables, fruits, meats to a variety of specialty snacks, the



quality is good. The recommended list of the top few includes Furness Food Hut's paella, Richard Haward's oysters, Scotchtails' Scotch eggs, and Khanom Krok's Thai Coconut Cake. Borough Market is not only one of the must-see attractions for tourists, but also the preferred place for local residents to do their shopping. It also hosts many interesting events from time to time, such as breakfast lectures, pancake making contests, and so on.

Brick Lane in East London is another must-see destination for foodies. "A curry on Brick Lane" has become the wish for tourists from all over the world. Of course, apart from curry, South Asian barbecue lamb chops, Middle Eastern rolls and Greek desserts are all worth trying.

Brick Lane is not only a culinary destination, it is also considered a classic symbol of British culture. The street is brightened up by graffiti in a variety of styles, and the Vintage Market is

filled with a wide range of items from the 1920's to the 1980's, from clothes, shoes, hats and jewelry to old records. The old Truman Brewery is now the venue for exhibitions and events, and when you step inside, you're likely to encounter a unique fashion week.

The Culpeper, a four-storey Victorian-style building in East London built in 1884, takes you into the slow life of characterful London. It is not a restaurant in the traditional sense, but a stylish multi-purpose social venue. The open bar on the ground floor, surrounded by windows on all sides, serves coffee and wine drinks, as well as light meals at noon and in the evening, and is open until 2 a.m. every day. On the second floor is a traditional English restaurant with a regular three-course set menu of starter, main course and dessert that changes daily, with fresh and thoughtful food combinations and ingredients. The third floor features five guest



rooms with a nostalgic aesthetic, and many locals also come here for the weekend. The most unique place is the top floor of The Culpeper, where there is a garden and a rooftop bar. Many of the ingredients in the downstairs restaurant and rooftop bar come directly from the rooftop garden, changing flavors with the seasons and surprising the taste buds.

On the Greenwich Peninsula sits The O2 Arena, built to celebrate the Millennium, with world-class concert halls, performing arts venues, restaurants, bars and shopping malls.

The indoor skydiving experience brand iFLY has recently landed at The O2. At 260 kilometers per hour, it's like being in a real skydiving environment, free-falling through the air. Of course, there will be instructors to guide and accompany you throughout the whole process. Whether you're a seasoned adventurer or a curious beginner, and no matter what your age or

ability, you'll be able to experience it.

Floatation has become one of the most popular stress-relieving therapies for the stressed-out modern people, and Floatworks has opened two floatation centers in London, located near Angel Station in Islington and Vauxhall Station in Lambeth. Entering a floating chamber with water of high density Epsom salt. In the quiet, warm and cozy atmosphere, your body is floating freely in the water weightlessly, you will feel incredibly relaxed. Both the muscle tension and pains in the physical level and the anxiety and worries in the psychological level will be slowly eliminated. The whole process will last for an hour, and after floating, you can enjoy tea and snacks in the lounge.

Close to nature and living at ease

Natural beauty and idyllic scenery are at the heart of the English countryside. The 800-year-old private island of Monkey Island, situated in the village of Bray on the River Thames in Berkshire, is becoming a popular destination for leisure travelers with the opening of YTL Hotels' Monkey Island Estate in 2019, the only luxury hotel on Monkey Island. When you spend a night on Monkey Island, the banks of the Thames are an extension of your bedroom.

When you step onto Monkey Island, you are instantly immersed in the natural countryside. A few roosters are lounging by the river in the garden. Little squirrels are busy under the old walnut trees. The walnut-orange cake, now popular in English homes, is originated from there.

Stay at Monkey Island Estate and enjoy idyllic English living. Recline in a room decorated with historical touches to meditate and rest. Take a walk along the River Thames and experience the beauty of nature. Or take a dip in the pool, relax in the gardens, enjoy a British afternoon tea, sip a non-alcoholic cocktail at the Monkey Bar, and finally be sure to visit the Floating Spa, floating on the river, for an aquatic wellness journey.

The bustling city of London is also home to a large oasis of tranquility, with a number of distinctive Royal Parks being a great place for people to relax and unwind on a daily basis.

For centuries, Hyde Park has been the site of fiery speeches by women's rights activists, where the Rolling Stones rocked out by the lake, and where Britain's first Pride movement began. It's no wonder it's also known as "The

People's Park". Of course, this vast green space in the heart of the city also boasts panoramic lakeside trails, waterfront cafes and plenty of wildlife to watch.

In summer, the Queen Mary's Garden in The Regent's Park fills the air with the intoxicating scent of 12,000 roses, a true 'Wonderland' as poet Sylvia Plath described. The Hub in the park is London's largest outdoor sports area, where you can hire pitches for everything from soccer and rugby to cricket and lacrosse. The park also regularly hosts a variety of cultural events and music festivals.

Once a royal hunting ground, Bushy Park on the south bank of the River Thames is now renowned for its abundant wildlife and tranquil natural surroundings. Take a stroll through the park and you'll see herds of deer grazing lazily in the meadows, hear a variety of birds chanting, and ducks frolicking in the water. The park has been constructed with many recreational facilities such as walking trails, bike paths, picnic areas and children's play areas, making it very suitable for family outings.

Go deep into nature and learn about plants with Forage London and Beyond. This is an organization that specializes in organizing walks to pick edible plants, designing a variety of routes that take participants on nature walks to pick all kinds of herbs, flowers, and berries in parks, forests, and waterfronts of all sizes in London, Dorset, and Hampshire. For example, you'll learn to identify different plant species, the historical uses of plants, how to recognize poisonous and edible mushrooms, how to grow your own mushrooms, how to make herbal remedies, and even different cooking methods and food preservation methods.

Nottinghamshire, with its rich history and natural beauty, now offers a unique way to explore the county - take a boat trip on one of its peaceful canals and enjoy a relaxing ride through the city, hearing about the history of the canals, enjoying the sights and wildlife along the way, and taking a break in one of the quaint pubs that line the water's edge. The recommended "Nottingham to Beeston" canal tour starts on the River Trent and passes through the Attenborough Nature Reserve before heading into the city center and back to the River Trent. You'll pass old buildings, bridges, parks and green spaces along the shore. When the boat arrives at Beeston Marina, get off the boat and take a stroll through the delightful scenery along



Natural History Museum in London

the shoreline and stop at a café for a delicious afternoon tea.

Signature spa breaks across the UK

Slow down, turn off your cell phone and rejuvenate your body and mind with a luxurious spa vacation at one of the UK's award-winning hotels and resorts. There is a wide range of treatments and superb facilities. Experience a head-to-toe massage, relax and unwind in the sauna, or simply while away the hours by the pool with a good book, before wandering through the prestigious spa towns and learning about the history of British spas.

Akasha Spa, Hotel Café Royal

Located on London's Regent Street, combining Eastern traditions with Western technology, the 18-meter circular pool, sauna, steam room and Jacuzzi create an oasis of tranquility in the heart of the city, with ambient lighting, soothing music and fragrances to embrace you in.

In addition to spacious exercise and treatment areas, also experience meditation, yoga, Watsu, and a customized meal menu. The hammam, decorated in Carrara Marble, offers elaborate body scrubs and a variety of treatments in a gorgeous setting.

In partnership with health technology company Therabody, Hotel Café Royal brings a range of high-tech experiences to Akasha Spa. SmartGoggles, an innovative eye mask powered

by SmartSense technology, gently reduces heart rate and induces deep relaxation; RecoveryAir JetBoots promote circulation with a revolutionary pressure massage; and Theragun Pro promotes muscle recovery after a day of sightseeing or exercise.

The Coach House, Beaverbrook, Surrey

Surrounded by quaint gardens and overlooking the hills of Surrey, Beaverbrook Manor is located in the historic town of Leatherhead, west of London. The Coach House is the manor's sanctuary of wellness. Entering the kaleidoscopic space, dappled light streams through stained-glass windows designed by artist Brian Clarke, and the ceiling is dotted with oak leaves, poppies, and an assortment of other colorful blooms.

Book a unique biodynamic massage at the tranquil Meadow Hut, where former therapist for Chelsea soccer team and yoga instructor Lino Zinchi will treat you to a unique treatment incorporating deep tissue massage, shiatsu, Ayurvedic therapy and acupressure point massage. Finish the treatment with a sound bath to slowly soothe the muscles, mind and emotions. Finally head out to the beautiful gardens and have a wonderful spiritual walk accompanied by Lino.

Eynsham Baths, Estelle Manor, Oxfordshire

The 60-acre Estelle Manor in Oxfordshire's Eynsham Park boasts a lavish bathhouse that

is an exact replica of an ancient Roman style. Carved columns and classical décor meet high ceilings and plenty of natural light. A winding staircase leads to a spacious dressing room, with tranquil treatment rooms on one side and a spacious bathing hall on the other.

The bathing area features frigidarium, caldarium, and tepidarium, as well as an Alpine-style hay sauna and an Ottoman-style hammam. The treatment menu, on the other hand, draws inspiration from Indian and Chinese traditions to recreate ancient healing rituals. Inside the elegant treatment rooms, ancient mantra chanting calms your central nervous system. The signature treatment, Marma Chikitsa, combines chakra therapy, marma points therapy, gentle abdominal massage and craniosacral therapy. The spa eschews branded products, and wellness expert Eiesha Bharti Pasricha has spent three years formulating medicinal plants from which she hand-blends a wide range of essential oils, balms, potions, serums, scrubs and soaps.

Cliveden Spa, Cliveden House, Berkshire

In front of Cliveden House's imposing porch, boot-clad hikers and robe-clad spa-goers go their separate ways toward distinctly different wellness programs. The spa staff will lead you into the verbena-scented locker room, from which exits lead to either the heated outdoor pool or the indoor water facility area. Here, you can shuttle between the steam room, infrared

sauna, indoor pool and Jacuzzi, and lounge on a tanning bed in between dips or treatments. Renowned skin specialist and facialist Teresa Tarmey is available every Friday.

The spa's latest addition is a snooze-inducing treatment designed for modern people who experience sleep problems due to stress. Wrapped in a warm water bed, a large amount of deep sleep massage oil will be applied to your limbs. Mist droplets appear on the skin and the air is filled with the fragrance of essential oils. Afterwards, a hot stone massage relieves every inch of sore muscles, and the body becomes so light.

Gaia Spa, Boringdon Hall Hotel, Plymouth

Tucked away in a 16th-century country manor house, Gaia Spa is a world away from the hustle and bustle of the city. Experience luxurious treatments, relax in the infinity pool and soothe in the crystal salt steam room. All treatments are using Gaia's own products, combining effective natural ingredients with skillful therapeutic techniques to meet the different health needs of modern people.

The signature GAIA Crystal Therapy, which uses crystals to discover areas of chakra blockage, includes meditation, a full body massage and a scalp treatment massage. Also try the GAIA Mud Cocoon targeting the entire body, face and scalp, which includes a sea salt exfoliation, a natural mud clay mask, and a body cream with nourishing coconut oil and shea butter.

Bath, the original wellbeing destination

Bath is an elegant city full of traditional heritage, modern culture, green spaces and surprises dotted everywhere. Since Roman times, beautiful Bath has been a destination for relaxing vacations. Today, ancient Roman baths and modern thermal spas still attract people in droves.

Bath's city center is small and compact, with places to eat and drink abounding, as well as the opportunity to immerse yourself in breathtaking museums and galleries, and enjoy a wide range of festivals, theatre, music and sporting events throughout the year. The honey-colored Georgian buildings look as if they've stepped out of a Jane Austen novel, and you can visit the iconic Royal Crescent and the majestic Circus. Outside the city there's plenty to see too, such as the beautiful Somerset countryside, Stonehenge, castles and wildlife parks.

However, Bath is most famous for its natural thermal waters.

At Thermae Bath Spa, you can bathe in Bath's warm, mineral-rich natural springs like the Celts and Romans did more than 2,000 years ago. There's also the opportunity to take in the breathtaking views of the Bath skyline while having a wellness experience in the Wellness Suite, Rooftop Pool, before heading to the Springs Café for snacks and drinks.

Not far from Thermae Bath Spa is the Gainsborough Bath Spa, where the Spa Village combines Bath's naturally warm waters with a range of treatments such as aromatherapy, hot stone

massages and aqua body therapies. After your treatment, head to the restaurant to enjoy one of the hotel's signature English lunches or afternoon teas. The Spa Village has also teamed up with Hungarian skincare brand Omorovicza to bring Budapest's thermal waters into Bath. You can experience Omorovicza's unique range of spa mineral treatments, such as Hungarian Mud Detox, Golden Massage with gold sugar scrub exfoliation, or a Bespoke Mineral Revitalising Facial.

For an alternative to the traditional spa experience, a visit to The Soul Spa is recommended. Try the deeply relaxing sound bath, and bathe in the vibrations of crystal bowls for an immersive mind and body relaxation. In addition, acupuncture, reiki, hypnotherapy, energy healing, tarot card readings and psychic healing are all available. Recently, The Soul Spa launched the Dream Odyssey Tour, a 20-minute virtual reality journey through the TRIPP VR device.

Bath is also home to Britain's oldest public outdoor swimming pool, the Cleveland Pools, now restored and ready for a refreshing dip. The ancient Roman Baths still stand in the heart of the city where you can explore its history.

Turkish Baths, Harrogate

The charming town of Harrogate in North Yorkshire, England is also blessed with natural hot springs. The town is set in a picturesque valley surrounded by rolling hills and tranquil countryside.

The historic and functional Turkish Baths in the city center is one of only seven remaining Victorian baths in the UK.

Leave your daily stresses behind, grab a towel and step into the bath to begin the experience.

After a cleansing shower, head to the steam room for a steam bath, where inch by inch, steam infused with eucalyptus extract removes muscle tension, opens pores and eliminates toxins. Next, cool off in the plunge pool to feel the physical benefits of the hot and cold experience. Then go back to the hot room again, with a range of rooms between 40 and 70 degrees Celsius to choose from. Feel free to jump into the pool for a refreshing swim. Afterwards, cool off in the Frigidarium.

Finally, enjoy a relaxing treatment. Take your pick from a variety of experiences, from body massages to traditional Turkish rituals and hot mud wraps.



猴岛英伦体验

感受历史、奢华和自然之美。猴岛庄园酒店经理Cedric Horgnies先生专访

距离伦敦市区约一小时车程，坐落在伯克郡布雷的泰晤士河畔，猴岛庄园是奢华和宁静的典范。乍一看，这似乎不太可能成为中国游客的目的地，但庄园丰富的历史、精致的建筑、宁静的环境，十分符合低调和崇尚自然的老钱审美，使其成为了寻求英伦独特和奢华度假体验的中国客人们心驰神往的目的地。

猴岛的故事可以追溯到几个世纪前，始于1197年在该地区定居的默顿修道院的僧侣。岛的名字，Monks Eyot，反映了它与僧侣和他们修建的鱼池的联系。多年来，岛屿发生了变化，成为一个受欢迎的河滨景点，曾经招待过众多著名客人，如爱德华七世、第一次世界大战诗人西格弗里德·萨松、H·G·威尔斯和丽贝卡·韦斯特。

猴岛庄园的建筑之美俘获了那些欣赏精

湛工艺和设计的中国游客的心。庄园隶属于马来西亚最具实力的杨忠礼集团，被称为YTL酒店集团。在该项目上，YTL与屡获殊荣的Champalimaud Design合作，精心传承和恢复了这些保护建筑，令其完美融入了布雷-昂-泰姆斯风景如画的古老村庄之中。

猴岛庄园的客人们可以参与展现了英伦乡村生活的活动。从为早餐选择鸡舍里的鸡蛋，到在地道的维多利亚茶屋中享受下午茶，或品尝将当地英国食材与国际风味相融合的美食，以及侍酒师精心挑选的红酒，庄园提供了一个与自然和谐共处的精致体验。

一级文物的Wedgewood套房享有庄园和泰晤士河的美丽景色。套房包括主卧室、独立休息区、更衣室和连接浴室，深受客人们的喜爱。此外，还有六栋精美的私人住宅，尤其适合家庭和同几对伙伴们一起的旅行。

其中，Long White House是一座10世纪的华丽建筑，设有四间大卧室、令人惊叹的完美厨房、一个宽敞的客厅和一个室内游泳池，这座住宅通过附近美丽的Iven Gate保留了其原始历史特色，并兼容了居家般的温暖和舒适感。

Bray中心区域的Lavender Cottage则是一座始建于18世纪初的白色双面住宅。可入住六人，一个宽敞而迷人的花园，最适合喜欢户外用餐和烧烤的客人们。

三卧室的Sundial Cottage则曾是雷鸟队电视节目的共同创作者Sylvia Anderson的私宅，舒适的起居室和充满特色的私人影院，设有Bang & Olufsen音响系统和电影图书馆。

建于1700年的Brav House展现了往昔时代的魅力。六间舒适的卧室，独特融合了20世纪70年代吸引力和21世纪的现代感。

Manor House则是一座10世纪的宏伟建



Aerial View, Monkey Island Estate

筑，Bang & Olufsen音响系统和精心选择的细节满满的装饰，充满历史感的豪华度假体验让人难忘。

住宅中最小的一栋，有着500年历史的Dormer Cottage，其木梁和带有燃木炉的开放式壁炉，是秋季和冬季的理想住所，充满了亲密和舒适感。

“猴岛庄园承诺提供地道的英式度假体验，将历史、奢华和自然之美融合，为中国游客打造一个难以忘怀的假期目的地。”猴岛庄园的酒店经理Cedric Horgnies先生在接受SpaChina采访时如此表示。

猴岛有丰富的历史背景，请跟我们介绍一下这里的历史和文化背景故事。

是的，猴岛拥有丰富而神秘的历史。其独特的名字起源备受争议，一些历史学家将其与教堂早期的所有权联系起来，1197年，附属



The Temple, Monkey Island Estate

于默顿修道院的修道士在附近定居，建造了靠近岛屿的鱼塘，取名为Monks Eyot岛。据说后来传着传着Monks成了Monkey一词，被认为是现在猴岛名字的根源所在，但这也不失趣味。

1723年，第三任马尔伯勒公爵购买了这片土地，以建立一处独一无二的垂钓胜地。他委托了帕拉第奥建筑师罗伯特·莫里斯设计两座建筑：一座两层的垂钓庙宇和一座八角形的垂钓亭，用于休息和娱乐。庙宇中底层的Monkey Room则于1738年完成，被法国专家安迪·德·克莱蒙绘制了以猴子为主题的法式风格壁画，而距离100码的庙宇内部则由牛津的托马斯·罗伯茨创作，以贝壳、美人鱼、海豚和尼普顿的高浮雕灰泥装饰。

在1980年代，岛屿因获得多项餐饮奖而易主，而被列为一级文物的建筑物则慢慢开始衰落。幸运的是，在YTL酒店集团接手后，这座岛屿已经重生为最新的豪华度假地。如果创始人乔治亚公爵今天还活着，他肯定会感到非常高兴。

您建议客人们住多少个晚上？如何来安排有特色的行程和周边体验？

我们建议客人至少入住两晚，这样的话，他们除了在猴岛庄园沿着泰晤士河漫步或垂钓以外，还会有机会探索并沉浸在布雷地区，感受当地美食和历史人文风貌。

由于靠近希思罗机场，我们吸引了各种国际客人。尤其是家庭，他们喜欢我们独特的私人住宅，这些别墅有的在夏季提供室外泳池，冬季提供室内游泳池，有的还有专属的花园或烧烤区域。客人们可以在岛上享受宁静，在花园里放松身心，或在Monkey Room享用我们的英伦下午茶。我们

出色的开放式厨房则提供英式小酒馆风格的美食，采用当地的优质食材，提升了食物的风格。菜单每三个月进行一次季节性更改。另外，对于美食的狂热者，则必须品尝一下布雷地区极富盛名的三星米其林餐厅The Fat Duck或Waterside Inn。

体验当地丰富的文化遗产最好的方式之一就是参观温莎城堡，一窥皇室的风采，或在离猴岛不远的马洛地区漫步葡萄园。如果您喜欢更传统的英国活动，不妨尝试在E.J. Churchill进行鸽子射击。

在夏季，英国必体验的活动之一是参加皇家阿斯科特赛马会或亨利赛艇比赛。游客们从世界各地汇聚在一起，享受这些独特的历史体育盛事，而猴岛酒店距离这些地方仅一步之遥。

请跟我们讲讲您们餐厅和非常有名的猴子酒吧好吗？

我们的Monkey Room猴子酒吧很有名，是以完好保留了以猴子为灵感的17世纪壁画而闻名，充满了有趣的历史风情，其中Whisky Snug是一个隐秘的空间，通过位于Monkey Room上方的秘密楼梯进入，这些古建筑在修复的时候困难重重，但结果很令人满意。

这里一直引领着无酒精鸡尾酒的潮流，提供由我们才华横溢的团队制作的出色鸡尾酒，包括无酒精杜松子酒，如Seedlip，以及来自Marlow和Thames Henley的本地英国起泡葡萄酒精选。我们还为客人定制鸡尾酒体验课程，客人们很喜欢，乐在其中。

我们自家的蜂箱出产的美味的猴岛庄园蜂蜜，则不仅仅用于我们的厨房，而且由我们的调酒师团队在调制鸡尾酒时使用。在春夏季，后厨团队则利用庄园的香草园和烟熏屋来制作我们自己的猴岛烟熏三文鱼。

猴岛庄园如何在客人的入住体验中提供SPA服务和健康选择？

我强烈推荐漂浮SPA(The Floating Spa)。客人可以在位于泰晤士河畔的一艘专门设计的驳船上享受The Floating Spa水疗中心的服务。这是首个利用来自Sun Haeckes和Moss等高级品牌的全天然产品的水上水疗中心，记得提前预约，房间数量不多，绝对值得体验行云流水的身体项目，也值得试试全方位放松的漂浮体验。

我们的招牌按摩是ISLES MOSS的漂浮按摩。温暖的灯光和天然香氛营造出放松感，独特的床垫和身体定位，使理疗师能从各个绝佳角度来准确按摩肌肉和肌腱，流畅、优雅、熟练，有节奏地增加强度。产品选用了山金车、姜和迷迭香等，有助于促进深度放松和缓解疼痛的天然精油，特别适合那些深层肌肉紧张、僵硬和难以放松的人。整个SPA体验就如同漂浮在一片温暖的云上，令人印象深刻。

我们的漂浮SPA使用的两种产品很天然也很别致、很有效。

其中ISUN主打焕活与抗衰老护肤，采用野生采摘的有机和天然成分，绿色手工制作，采用冷加工和活性植物配方的纯粹能量技术，愈合和统一身心，为皮肤带来深层抗衰老和焕活效果。

另一款是我非常喜欢的MOSS of the ISLES。我们相信我们的身体与土地和潮汐紧密相连。MOSS of the ISLES的创建旨在利用大自然最强大、滋养的元素，并创造

能够转化、愈合和焕发肌肤的强大配方。使用苔藓、泥炭、迷迭香、七叶树、白罂粟籽和金盏花等本地生产的独特成分，力求以最简单的成分配方，来提供最佳的效果。

除了SPA以外，在户外运动、散步则是最好的健康运动，这里的空气是如此的纯净，负氧离子含量极高，客人们完全可以漫步到附近的布雷湖或跑过河流，探索周边环境，包括温莎城堡。

我们还和户外探险专业团队合作，提供蜻蜓号游船，需要提前预约，每周五、周六出行，探索河流、品味香槟，上限12人。春夏季天气好的时候，还会提供更多有趣的户外运动和体验。

可持续性对于旅行者来说变得越来越重要，猴岛庄园在这方面是如何做的呢？

是的，可持续性对我们来说是一个非常重要的关注点。我们这里安装了一个热泵系统，利用河水来为我们的卧室供暖或制冷，从而在岛上完全不使用燃气。

我们的菜单经过精心设计，在保证有足够选择的基础上尽可能简化菜单，以保持食材新鲜，并最大限度减少浪费，旨在减少碳足迹。我们使用岛上生产的本地蜂蜜，将温莎和伊顿啤酒专门用于我们的炸鱼薯条，在春夏季节利用从酒店草本花园采摘，以及在英国本地采购的食材等。客人们对这些举措都十分赞赏和支持。

此外还有很多可持续性活动在持续不断

地进行着，例如今年我们正在为那些驾驶电动汽车的客人安装了6个电动汽车充电桩。

您们如何应对客人们不断变化的需求和期望？

最终，客人们造访我们是为了体验猴岛庄园丰富的历史传承。很少有酒店能够自豪地宣称自己位于一个拥有800年历史的岛屿上，而酒店本身已有300年的历史。

猴岛庄园在泰晤士河畔的独特位置，不仅仅是一家酒店，作为一个庄园，能提供更多空间和浑然天成的自然景观，是一个靠近希斯洛和伦敦的天堂般的度假目的地。我们的礼宾团队能够提供个性化的行程安排，例如在Bicester Village购物，确保在皇家赛马会上有座位，在蜻蜓号上安排英式下午茶，或者从Marlow乘直升机游览伦敦，在Ascot体验马车之旅。一切都是为了量身定制旅行体验，为我们的客人创造持久的回忆。

我们与温莎城堡合作提供导览服务，与Harrow & Hope合作酒庄游，与温莎和伊顿酿酒厂合作提供啤酒品鉴活动，以及与E.J. Churchill合作提供专业的斯科拉射击体验。此外，我们还能为温布尔登网球锦标赛决赛提供门票，这可是一票难求的哦。

为个人或团体量身定制独特的体验，是我们团队非常擅长提供的服务。这使得我们的客人，无论是周末来享受自然的情侣们、举家聚会和度假的家庭，或是选择在周中团建和会议的企业团体，都能够满意而归。





The Pavilion, Monkey Island Estate

History, Luxury, and Natural Beauty

Interview with Mr. Cedric Horgnies, the Hotel Manager of Monkey Island Estate, who shares the quintessential English experience to us

Located approximately an hour's drive from central London, nestled along the River Thames in Bray, Monkey Island Estate is the epitome of luxury and tranquility. At first glance, it may not seem like an obvious destination for Chinese tourists, but the estate's rich history, exquisite architecture, and serene environment align well with the understated and nature-appreciating aesthetics of discerning Chinese travelers, making it a dream destination for those seeking a unique and luxurious British vacation experience.

The story of Monkey Island dates back centuries, originating with the monks of the nearby Merton Abbey who settled in the area in 1197. The name "Monks Eyot" reflects its connection to the monks and the fishponds they constructed. Over the years, the island has transformed into a popular riverside retreat, hosting distin-

guished guests such as King Edward VII, World War I poet Siegfried Sassoon, the author H.G. Wells, and Rebecca West.

The architectural beauty of Monkey Island Estate captivates Chinese tourists who appreciate exquisite craftsmanship and design. The estate is under the ownership of the powerful YTL Hotels Group from Malaysia, known for its meticulous restoration and preservation of these protected buildings in collaboration with the award-winning Champalimaud Design, seamlessly integrating them into the picturesque village of Bray-on-Thames.

Guests at Monkey Island Estate can engage in activities that showcase English countryside living. From choosing eggs from the chicken coop for breakfast to enjoying afternoon tea in the authentic Victorian Tea House or savoring a blend of local British ingredients with inter-

national flavors paired with carefully selected wines, the estate offers a refined experience harmonizing with nature.

The Grade I-listed Wedgewood Suite provides stunning views of the estate and the Thames. Comprising a master bedroom, separate sitting area, dressing room, and en-suite bathroom, this suite is beloved by guests. Additionally, there are six exquisite private residences, particularly suitable for families and groups of friends traveling together.

Among them, the Long White House, a magnificent 10th-century building, features four large bedrooms, a breathtaking fully equipped kitchen, a spacious living room, and an indoor swimming pool. This residence has preserved its original historical features through the nearby beautiful Iven Gate while providing a homely warmth and comfort.



Lavender Cottage, situated in the central area of Bray, is an early 18th-century white double-fronted residence that accommodates six people. With a spacious and charming garden, it is perfect for guests who enjoy outdoor dining and barbecues.

Sundial Cottage, a three-bedroom residence, was once the private home of Sylvia Anderson, a co-creator of the Thunderbirds TV program. It features a comfortable living room and a distinctive private cinema with Bang & Olufsen sound systems and a film library.

Dating back to 1700, Brav House exudes the charm of bygone eras. With six cozy bedrooms, it uniquely blends the allure of the 1970s with the modern sensibilities of the 21st century.

Manor House, a grand 10th-century building, offers a luxurious vacation experience with Bang & Olufsen sound systems and meticulously chosen decor that exudes historical charm.

The smallest residence, Dormer Cottage, with 500 years of history, showcases wooden beams and an open fireplace with a wood-burning stove, making it an ideal retreat for the autumn and winter seasons, filled with intimacy and coziness.

“Monkey Island Estate promises a quintessential English experience, blending history, luxury, and natural beauty to create an unforgettable holiday destination for Chinese travelers,” said Mr. Cedric Horgnies, the Hotel

Manager of Monkey Island Estate. SpaChina interviewed him.

Monkey Island Estate has a rich historical background. Please tell our readers some stories about this unique resort.

Monkey Island boasts a captivating and mysterious history. The origin of its unique name is a subject of debate, with some historians linking it to the Church's early ownership. In 1197, monks from Merton Priory settled nearby, constructing fishponds close to the island known as Monks Eyot – a possible origin for its modern name.

Fast forward to 1723, and the 3rd Duke of Marlborough purchased the land to establish an unparalleled angling retreat. He enlisted Palladian architect Robert Morris to design two structures: a two-story Fishing Temple and an octagonal Fishing Pavilion for sleeping and entertaining. The ground-floor Monkey Room in the Pavilion, adorned with 17th-century monkey-themed frescoes by French specialist Andie de Clermont, and The Temple's interior, decorated with shells, mermaids, dolphins, and Neptune in high-relief plasterwork by Thomas Roberts of Oxford, showcase the architectural and artistic grandeur.

The Duke cherished his fishing haven for two decades until his passing in 1758, solidifying the island's distinctive name. Unsubstan-

tiated rumors later fueled the myth that the mentally unstable George III was banished here with a pet monkey.

In the 1980s, after receiving multiple dining awards, the island changed ownership, and the Grade 1 listed properties faced a decline. Fortunately, with YTL Hotels' expert renovation, the island has been reborn as a luxurious hotel. If the Georgian Duke were alive today, he would undoubtedly be delighted.

The Grade 1 listed Wedgewood Suite offers a timeless experience with stunning views of the estate and the River Thames. It includes a master bedroom with a separate seating area, dressing room, and en-suite bathroom.

The Monkey Room features awe-inspiring 17th-century frescoes inspired by monkeys, adding a historical touch to the Grade I listed room. Guests can relax and immerse themselves in the surrounding decades of history.

The Whisky Snug, a hidden gem accessible via a secret staircase above The Monkey Room, provides an intimate space for private events, offering a splendid conclusion to a grand evening on Monkey Island Estate.

Could you share some unique cultural activities or events that Monkey Island Estate recommends or offers to guests to provide a sense of the local heritage?

Monkey Island has a rich and mysterious his-

tory. Its unique name has been a subject of controversy, with some historians linking it to early church ownership. In 1197, monks affiliated with the Merton Monastery settled in the vicinity, constructing fishponds near the islands, naming it Monks Eyot. Over time, the name Monks is said to have transformed into Monkey, giving rise to the current name of Monkey Island, adding an interesting twist to its origin.

In 1723, the third Duke of Marlborough purchased the land to establish a unique fishing retreat. He commissioned the renowned Palladian architect Robert Morris to design two structures: a two-story fishing temple and an octagonal fishing pavilion for relaxation and entertainment. The Monkey Room on the lower level of the temple was completed in 1738, featuring French-style murals with monkeys painted by the French artist Andie de Clermont. The interior of the temple, located 100 yards away, was crafted by Oxford's Thomas Roberts, adorned with high-relief plaster decorations of shells, mermaids, dolphins, and Neptune.

During the 1980s, the island changed hands, receiving numerous culinary awards but seeing the listed heritage buildings slowly decline. Fortunately, under the ownership of the YTL Hotel Group, the island has been reborn as a luxurious resort. If the founding Duke of Marlborough were alive today, he would surely be delighted.

How many nights do you recommend guests stay? How can they plan unique itineraries and experiences in the surrounding area?

We recommend guests stay for at least two nights. This way, they not only have the opportunity to stroll along the Thames or fish at the Monkey Island estate but also explore and immerse themselves in the Bray area, experiencing local cuisine and the historical and cultural atmosphere.

Due to our proximity to Heathrow Airport, we attract a diverse international clientele, especially families who appreciate our unique private residences. Some of these villas offer

outdoor pools in the summer and indoor pools in winter, with exclusive gardens or barbecue areas. Guests can enjoy tranquility and relaxation in the gardens or savor British afternoon tea in the Monkey Room. Our excellent open kitchen serves British pub-style cuisine using high-quality local ingredients, elevating the style of comfort food. The menu undergoes seasonal changes every three months. Additionally, for food enthusiasts, a must-try is the renowned three-Michelin-starred restaurants in the Bray area, such as The Fat Duck or Waterside Inn.

One of the best ways to experience the rich cultural heritage of the area is to visit Windsor Castle, catching a glimpse of royal splendor, or take a stroll through the vineyards in the nearby Marlow region. If you prefer more traditional English activities, consider trying pigeon shooting at E.J. Churchill.

In the summer, one of the must-experience activities in the UK is attending the Royal Ascot horse racing event or the Henley Regatta. Visitors from around the world gather to enjoy these unique historical sporting events, and Monkey Island Hotel is just a stone's throw away from these venues.



The Monkey Room, Monkey Island Estate

Please tell us more about your well-known Monkey Room bar.

Our Monkey Room bar is famous for its well-preserved 17th-century murals inspired by monkeys, creating a charming and historically intriguing atmosphere. The Whisky Snug is a hidden space accessed through a secret staircase located above the Monkey Room. The restoration of these historic structures presented challenges, but the results are truly satisfying.

The Monkey Room has been at the forefront of the non-alcoholic cocktail trend, offering excellent cocktails crafted by our talented team. This includes premium non-alcoholic gins like Seedlip, as well as selected local British sparkling wines from Marlow and Thames Henley. We also provide personalized cocktail masterclasses, which guests thoroughly enjoy and immerse themselves in.

Our own beehives produce delicious honey, known as Monkey Island Estate Honey, not only used in our kitchen but also incorporated by our mixologist team in crafting cocktails. During the spring and summer seasons, our kitchen team utilizes our herb garden and smokehouse to produce our own Monkey



The Monkey Island Brasserie



The Monkey Island Brasserie

Island Smoked Salmon, adding a delightful touch to our offerings.

How does Monkey Island Estate provide spa services and health options within the guests' stay experience?

The Floating Spa is my strong recommendation. Guests can indulge in services at The Floating Spa, a specially designed barge located along the Thames. It's the first water-based spa center to use all-natural products from premium brands like Sun Haeckes and Moss. Remember to make a reservation in advance, as the rooms are limited. It's absolutely worth experiencing the seamless flow of body treatments and trying the immersive floating experience.

Our signature massage is the ISLES MOSS Floating Massage. Warm lighting and natural scents create a relaxing ambiance, and the unique mattress and body positioning allow therapists to massage muscles and tendons accurately from various optimal angles. The treatment is fluid, graceful, skillful, and rhythmically increases in intensity. The products incorporate natural essential oils like arnica, ginger, and rosemary, promoting deep relaxation and relieving pain, making it ideal for those with deep muscle tension and stubborn tightness. The entire spa experience feels like floating on a warm cloud, leaving a lasting impression.

Our Floating Spa uses two highly natural, unique, and effective product lines.

ISUN focuses on vitality and anti-aging skincare, using wild-harvested, organic, and

natural ingredients. Crafted with green hand production, the products utilize the Pure Energy technique with cold processing and active plant formulas to heal and harmonize the mind and body, bringing a deep anti-aging radiance to the skin.

Another product line that I personally love is MOSS of the ISLES. We believe in the close connection between our bodies and the land and tides. MOSS of the ISLES aims to harness the most potent, nourishing elements of nature and create powerful formulas that transform, heal, and rejuvenate the skin. Using unique locally sourced ingredients like moss, peat, rosemary, yarrow, poppy seeds, and marigold, the brand strives to provide optimal results with the simplest ingredient formulas.

In addition to the spa, outdoor activities and walking are excellent health options. The air here is pure, with high levels of negative ions. Guests can stroll to nearby Bray Lake or run along the river, exploring the surrounding environment, including Windsor Castle.

We also collaborate with an outdoor adventure team, offering Dragonfly boat trips. Advance reservations are required, and trips take place every Friday and Saturday, exploring the river and savoring champagne, with a maximum of 12 people. In good weather during the spring and summer, more fun outdoor activities and experiences are also available.

Sustainability is becoming increasingly important for travelers. How does Monkey Island Estate address this aspect?

Yes, sustainability is a crucial focus for us. We

have installed a heat pump system that utilizes river water to heat or cool our bedrooms, eliminating the need for gas on the island.

Our menu is carefully designed to simplify while ensuring an ample selection, keeping ingredients fresh and minimizing waste to reduce our carbon footprint. We use locally produced honey from the island, Windsor and Eton beer exclusively for our fish and chips, herbs from our garden in the spring and summer seasons, and source ingredients locally in the UK. Guests highly appreciate and support these initiatives.

Additionally, ongoing sustainability efforts include the installation of six electric vehicle charging points this year for guests driving electric cars.

How do you address the constantly changing needs and expectations of guests?

Ultimately, guests visit us to experience the rich historical heritage of Monkey Island Estate. Few hotels can proudly claim to be located on an island with an 800-year history, and the hotel itself has a history of 300 years.

The unique location of Monkey Island Estate along the Thames is more than just a hotel. As an estate, it offers more space and natural landscapes, serving as a heavenly getaway close to Heathrow and London. Our concierge team can arrange personalized itineraries, such as shopping at Bicester Village, ensuring seating at the Royal Ascot, arranging an English afternoon tea on the Dragonfly boat, or a helicopter tour of London from Marlow, and experiencing a carriage ride at Ascot. Everything is tailored to create lasting memories for our guests.

We collaborate with Windsor Castle for guided tours, Harrow & Hope for vineyard tours, Windsor and Eton Brewery for beer tasting events, and E.J. Churchill for professional clay pigeon shooting experiences. Additionally, we can provide tickets to the Wimbledon Tennis Championships, which are highly sought after.

Customizing unique experiences for individuals or groups is a service our team excels at. This ensures that our guests, whether couples enjoying a nature-filled weekend, families gathering for a vacation, or corporate groups choosing us for midweek team-building and conferences, leave satisfied.



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古典与现代交融

伦敦三一广场十号四季酒店，于百年建筑中体验雅致伦敦生活

俯瞰泰晤士河和伦敦塔的伦敦三一广场，最早是为英国港务局大楼而建，出自20世纪初Edwin Cooper爵士之手，外观古典的门廊和数根科林斯式圆柱点缀，气势恢宏，与附近的圣保罗教堂玻璃圆顶大厅交相辉映。在大不列颠王国还是海上霸主的年代，每天要接待超过1200名访客，代表伦敦当时在全球贸易统治地位。这里也是首届联合国成立大会，签署第一份联合国宪章的所在地，英国女王伊丽莎白二世曾多次下榻于此。几经更迭后，这座充满着辉煌历史和回忆的国家二级古迹，被华彬集团收购，成为四季酒店在伦敦的第二个“家”。

在四季进驻之前，这里的建筑就交由专业的修复人员对其进行了大规模的维护整修，维持了原有新古典主义建筑风格，并赋予各类石雕、雕像、大理石地板新的生命力。四季酒店更是邀请了不同风格的设计师们参与到更多细节的打磨：刻有1921字样的大门把手；前门廊柱上的泰晤士河神雕像；二楼拐角处陈列的1913年大楼设计图纸，以及由全木板镶嵌而成的英国舞厅，这些带着岁月印记的细节都被最大程度保留下来的同时，巧妙地注入现代室内设计元素，尽显复古与摩登。

100间客房和41处私人住宅拥有着浓郁的

历史韵味，房间的天花板仍然是百年前的风貌，顶部高耸、装饰华美。浅色系家具与大量纯白、时尚灰的装潢运用，低调的彰显着主人家的高贵品味。温馨的色泽，趣味的细节摆设、合理的布局，恰到好处地展示出了经典的英式典雅和舒适。

酒店丰富多样的餐饮体验同样让人眼界大开。古典韵味十足的Mei Ume餐厅，在现代艺术品、中式屏风、红梅与竹林帷幕间可大啖中日料理之精粹。

而在全法国唯一拿下米其林3星荣耀的女厨Anne-Sophie Pic，则首度进军英国，就在这里，伦敦三一广场四季酒店内，打造令宾客们趋之若鹜的La Dame de Pic London，选用当地时令食材，创意出饕餮珍味。餐厅自2020年以来，连续四年蝉联米其林二星荣誉。现代感十足，厚重的镜面柱子和窗户让自然光洒满整个房间，宽敞明亮。

圆形外观的The Rotunda Bar & Lounge位于大堂中心位置，集全日餐厅，下午茶、咖啡和酒吧功能于一身。设计师以中庭和下沉式设计区分各个不同的功能区域。古欧洲式的穹顶，弧形真皮高靠背沙发，与高低错落的圆茶几组合，木质的黑色吧台，金色台面，仿佛蕴含了黄金时代的时光痕迹，而记录着英国自然风光的白色浮雕墙面，为这个敞开式的空间增添了生活趣味。

建筑师、雕塑家Joseph Casipari设计的水疗中心，占地面积1,600平方米，打造了一个宁静的城市世外桃源。泳池、桑拿室、土耳其浴室、水和光影幻化出绝美的宁静和舒畅，五感俱全，瞬间疗愈。

以科学护肤而闻名的护肤品牌QMS Medicosmetics，则为水疗中心的客人们按不同季节呈现不同的SPA体验。如春日限定的护肤疗程：胶原蛋白塑形面部护理(Collagen Sculpt and Define Facial)，尖端科技精心设计，并遵循人体能在春季生发力、修复、自然愈合状态良好的原理，有效强化和恢复皮肤活力。护理结合筋膜松弛和塑形按摩，并使用胶原蛋白强化面膜，旨在增强面部关键部位的紧致度，配合的手臂去角质和滋养护理，则将焕然一新的功效延伸。

此外，另外三款知名度极高的专业线产品也不容错过：具有高效抗衰老作用的瑞士品牌Dr Burgener、爱尔兰有机护肤品牌VOYA、摩洛哥品牌marocMaroc，都会让宾客得到身心放松净化，拥抱靓丽健康的容颜与身形。

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History and Modernity

Four Seasons Hotel London at Ten Trinity Square, the London life with a historical Century-old Building

Overlooking the River Thames and the Tower of London, Ten Trinity Square was originally built for the Port of London Authority. As a masterpiece from Sir Edwin Cooper at the early 20th century, the building features classical porches and columns of Corinthian style, echoing the stunning dome of St. Paul's Cathedral not far away. During the golden age of Britain as the overlord of the sea, 10 Trinity Square received over 1200 visitors every day, representing London's dominant position in global trade. It is also the place where UN held its first convention and signed the first charter. British Queen Elizabeth II came to stay here several times. Now this Grade II listed building carrying such glorious history has been purchased by Reignwood Group and become the second home of Four Seasons Hotel in London.

Before the arrival of Four Seasons, a big-scale refurbishment had been carried out by professional personnel who gave new life to the stone carvings, statues and marble floors while maintaining the neo-classicism style of the construction. Furthermore, Four Seasons pooled elite designers with different specialties to subtly infuse modern elements in the interior for a harmonious delivery of both the old and new. Meanwhile, the entrance door handle where the number 1921 was engraved, the statue resembling the River Thames on the front

gate's porches, and the building's design paper back to the year 1912 placed at the corner of the second floor, as well as the grand ballroom fully born from planks have all been kept.

The hotel offers 100 guestrooms and 41 private residences. With high ceilings and gorgeous ornaments, the rooms convey the charm of the past. Light color furniture are matched with white and grey decorations, complemented by a sound layout and attention to details, delivering a low-keyed luxury and an elegant and comfortable atmosphere.

The various dining venues all have their uniqueness. Featuring Chinese style screens, red plum and bamboos, Mei Ume presents traditional Chinese and Japanese dishes with a modern approach.

Anne-Sophie Pic, the only female chef in France awarded Michelin 3 stars, made her debut in UK at Four Seasons Hotel London at Ten Trinity Square, presenting delicacies with seasonal local materials at La Dame de Pic London. The restaurant has been awarded two Michelin stars for four consecutive years since 2020. The 45 private dining rooms are bright and contemporary, with thick mirrored columns and large windows allowing natural light to flood the room.

Located at the center of the lobby, The Rotunda Bar & Lounge is an all-day restaurant as well as a café and a bar. With a patio and sunken design, the venue is divided into differ-

ent functional areas. Under the splendid dome, arc-shaped leather sofas are arranged with end tables high and low. Black wooden bar counters feature golden surface. A white relief sculptured wall presents the natural scenery of the UK.

Designed by architect and sculptor Joseph Casipari, the Spa focuses on the healing of water and light. The diverse light effects at the swimming pool area, sauna and Hammam room are not only visually beautiful, but also soothe the mood.

Recently, QMS Medicosmetics, a skincare brand known for its scientific approach to skincare, has partnered with the hotel to present exclusive experience for the spa guests. The results-oriented Collagen Sculpt and Define Facial, which utilizes cutting-edge technology while following the holistic principles of the body's natural healing process, has been carefully designed to strengthen and rejuvenate the skin. The treatment combines a fascial relaxation and contouring massage with a collagen-strengthening mask designed to enhance firmness in key areas of the face. An arm exfoliation and nourishing treatment extends the resurfacing benefits to the upper body.

The spa menu also sees an array of high-end skincare brands, including Swiss anti-aging pioneer Dr Burgener, Irish organic brand VOYA, and marocMaroc from Morocco. Heart and soul are purified and the beauty shines from inside out.



云端的绿洲

专访伦敦碎片大厦香格里拉大酒店总经理、香格里拉酒店巴黎和伦敦区域总经理Kurt Mancher先生



坐

落在标志性的碎片大厦34至52层之间，伦敦碎片大厦香格里拉大酒店是西欧最高的酒店，坐拥壮丽的全景视野，囊括了伦敦的天际线和标志性地标：塔桥、泰晤士河和圣保罗大教堂，每一间客房都有着无与伦比的绝美视野。

在这座建筑奇迹中，TING餐厅和休息室以其独特的当代欧洲美食融合亚洲风味而吸引着世界各地的客人，还有位于伦敦最高位置的精美下午茶。升至52层的GONG酒吧则是当前人气最旺最时髦的去处，轻松而奢华的氛围，有专业调酒师团队设计的招牌鸡尾酒和文化菜单。52层还设有前卫的康体设施：天空泳池、桑拿和健身房。

除了酒店的常规设施以外，丰富的定制也值得试一试，奢宠自己并大胆展示出喜好和欲望。无论是寻求浪漫度假的“爱在空气中”过夜套餐，还是配有香槟、鲜花、松露的爱情留言，或是以“云中庆典”套餐庆祝人生的重要时刻，能够保证的必须是独特而难忘的体验。家庭宾客的“云中家庭度假”非常适合中国游客们，确保大家在住宿中享受舒适和愉悦，特别为儿童提供了适合他们的娱乐休闲设施。

自2019年起在伦敦碎片大厦香格里拉大酒店担任总经理的Kurt Mancher先生，在奢华酒店行业拥有33年的经验，曾在四季酒店、半岛

酒店和太古酒店等酒店品牌担任高级管理职务，足迹遍布美国、加拿大、欧洲、中东和亚洲等市场。不久前，Kurt被晋升为香格里拉酒店巴黎和伦敦区域的运营总经理，以及香格里拉酒店在中东、欧洲、印度和美洲地区的创新&奢华客户体验负责人。SpaChina采访了Kurt Mancher先生，了解更多关于伦敦碎片大厦香格里拉大酒店的细节。

作为西欧最高的酒店，伦敦碎片大厦香格里拉大酒店在运营中如何优先考虑可持续性和环境责任？

我们极为致力于在运营中推动可持续性和环保责任，积极寻找各种提高能源效率的方法，并鼓励宾客在入住期间尽量减少对环境的影响。例如最近酒店引入了由英国香氛品牌Jo Loves推出的可重复使用的客房用品系列，这些由全球回收的旧塑料所制成的大瓶子可以令每年的一次性塑料消耗减少超过三吨。

此外，我们在能源消耗方面优先选择环保做法。酒店所使用的大部分电力和供暖都来自可再生能源，在日常运营中不断努力减少废物，增强回收措施。在餐饮方面，我们强调可持续用餐，“扎根于自然”菜单倡导本地生产、植物原材料为主的菜肴。这一举措鼓励宾客们在品味TING餐厅和休息室提供的亚洲风味美食时有意向做出更为环保绿色

的选择。我们致力于提供的，就是这种负责的、环保的款待体验。

酒店拥有令人印象深刻的景观和建筑设计，您们如何以这些特点来提升客户体验？

我可以骄傲地说，伦敦碎片大厦香格里拉大酒店将非凡景观和壮丽建筑转化为了独一无二的客户体验，提供了在云端中难以忘怀的逗留。一进入35层的大堂，宾客就会立即在令人惊叹的全景中沉醉于伦敦的迷人风光。

每间客房都精心设计了欣赏城市天际线的独特视角，配备有双筒望远镜，能在舒适的私人空间中近距离探索伦敦的标志性景点。特别值得一提的是带景观浴缸的客房，没什么能比得上沉浸在泡泡浴中，同时欣赏着令人陶醉的景观来得更美妙的体验了吧。由英国著名的Jo Malone CBE提供的Jo Loves客房用品，则为住宿增添了一层额外的精致和奢华。

对于想要在伦敦之巅俯瞰城市的宾客，碎片大厦68-72楼的绝景体验则绝对是令人叹为观止的。我们的礼宾服务能协助安排门票，以满足对参观这一标志性景点感兴趣的宾客。对于想品尝著名英伦下午茶的宾客，则有个包含了参观碎片大厦门票的独家套餐。我们致力于确保入住酒店的客人们拥有通往城市最具标志性景点之一的完美通道，陶醉于奢华和全景的和谐融合，留存于他们的记忆之中。



从建设阶段开始，您们就是一个拥有60多个国家人员参与的多元化团队，酒店是如何持续展开和推广其多元化和包容性的？

多样性和包容性是香格里拉核心价值观中不可或缺的部分。酒店自豪地欢迎来自不同文化和社区的团队成员，通过与当地残障慈善机构和支持弱势青年的学校合作，积极寻找人才。仅今年，就已经组织了超过15场招聘开放日，专门面向这些群体，致力于雇佣来自当地社区残障人士和经济困难地区的个体。

在最新的倡议中，伦敦碎片大厦香格里拉大酒店已经与伦敦桥附近的一个本地慈善机构合作，希望为无家可归的人提供培训和就业机会。加入酒店后，这些同事也都因其在酒店业的卓越表现而受到认可。

作为包容性的象征，酒店自豪地在前门处高悬Pride旗帜，标志着在拥抱LGBTQ+多样性方面迈出的重要一步。新团队成员接受全面的入职培训和持续的专业培训，为伦敦酒店行业内的包容性设定了一个标杆。自去年以来，我们与LGBTQ+招聘和社交平台myGwork合作，积极推动工作场所及更广泛

领域的多样性和包容性，把各层次和不同部门的所有职位空缺都在myGwork平台上进行广告宣传。

酒店还承诺全力支持酒店内所有层级的女性同事。例如，灵活的工作安排和确保升职和培训机会的平等政策，使得女性同事在高级职务中占有重要地位。在积极推动女性安全方面，去年为所有员工提供了来自当地警察的免费培训，重点关注工作场所内外的安全问题。伦敦碎片大厦香格里拉大酒店已经成为多元化的典范，营造了一个对各种形式歧视零容忍的包容性文化。

健康生活方式趋势日益重要，您们如何融入健康倡议和设施，以满足现代旅行者的需求？

为响应日益增长健康和生活方式趋势，我们已经接受变革，以满足宾客不断变化的偏好。例如最近更新的先进Sky Gym设施，能确保我们始终处于健康设施的前沿。

对于那些想要远离都市喧嚣的人，Wellness Escape云端宁静体验套餐很受欢迎，包括一小时的按摩疗程，使用天际泳池和桑

拿设施，并额外享受其他疗程75折的优惠。这为宾客提供了在我们的空中绿洲中放松和恢复活力的理想机会。

TING Restaurant & Lounge则通过“根植自然”菜单来支持这些健康倡议。这个精心定制的菜单包含平衡的素食菜肴，原材料来自本地供应商。对于注重健康的个体或遵循素食主义生活方式的人来说是完美的选择，能确保用餐体验符合他们的偏好。

除了提供伦敦最高的游泳池、健身房和桑拿之外，我们还认识到在客人房间内实现健康的重要性。我们对全面健康的承诺体现在各种周到的设施中。

我们的电视系统提供专门的睡眠瑜伽频道，让宾客在房间内舒适的环境中放松并拥抱宁静。对于那些渴望更沉浸式体验的人，瑜伽垫可应要求随时提供。我们专业的团队不遗余力地将睡眠视为宾客体验的最高需求，无论是额外的枕头、毛毯，还是睡眠音乐等，我们都努力确保宾客在酒店里享受到宁静舒泰的入住体验。

您能告诉我们一些促进客人身心健康和美丽的特别前卫的服务吗？

我们与当地专家合作，提供丰富的沉浸式健康体验。对于那些希望在短时间内进行令人振奋的全身锻炼的人，伦敦Surge的20分钟的个人训练课程就很适合，肌肉电刺激运动能够有效地作用于主要肌肉群，确保最大程度的锻炼和内啡肽的释放，让客人充满活力。

此外，我们对健康的承诺延伸到了与伦敦领先的美容业者Amar的合作。作为该领域的先驱，Amar在享有盛誉的哈里街设立了AMS Aesthetics诊所，另一家则位于我们酒店内。Amar注重客人的舒适感和身心状态，提供艺术性、个性化的服务，无论是皮肤焕活疗程，还是医美项目，可在酒店理疗室或客房内进行。Amar的客户群来自英国各地、美国、澳大利亚、非洲等地，具有全球吸引力并致力于确保每位宾客的体验和功效都是卓越的。



Oasis in the Sky

**Interview with
Mr Kurt Mancher,
Area General
Manager,
Operations -
Paris & London,
the General Manager,
Shangri-La The Shard,
London**

Perched atop levels 34 to 52 of the iconic Shard building, Shangri-La The Shard, London, holds the distinction of being Western Europe's highest hotel. This luxurious establishment offers guests breathtaking panoramic views of London's skyline and iconic landmarks, including Tower Bridge, the River Thames, and St. Paul's Cathedral, all visible from the comfort of their rooms.

Within this architectural marvel, TING Restaurant and Lounge beckons patrons with its unique blend of contemporary European cuisine infused with an Asian twist, complemented by London's highest afternoon tea. Ascending to level 52, GÖNG Bar provides a relaxed yet opulent ambiance, featuring a selection of signature cocktails and the Hues of Culture menu, crafted by the resident team of expert mixologists.

Shangri-La The Shard, London, boasts state-of-the-art amenities on level 52, inviting guests to unwind and rejuvenate in a Sky pool, sauna, and gym.

The hotel extends an invitation to guests

to immerse themselves in tailor-made experiences, catering to individual preferences and desires. Whether seeking a romantic retreat with the Love is in the Air overnight stay, complete with Champagne, flowers, and a personalized window message, or celebrating life's milestones with the curated Celebrations in the Clouds package, Shangri-La ensures each stay is unique and memorable. Families can also create lasting memories with the Family Getaway in the Clouds package.

Mr. Kurt Mancher, General Manager of Shangri-La The Shard since 2019, is an international hotelier with 33 years of expertise in the luxury hospitality industry, holding senior management roles for some of the world's leading hotel brands including Four Seasons, Peninsula Hotels and Swire Hotels, and leading high-performing teams in markets including the US, Canada, Europe, The Middle East and Asia. More recently, Kurt has expanded his remit within Shangri-La Group to become General Manager – Operations for its properties in London and Paris, and Innovation



The Shard London View



Sky Pool

& Luxury Customer Experience Lead for the Shangri-La Hotels and Resorts portfolio across the Middle East, Europe, India and Americas region. SpaChina has interviewed him.

How does Shangri-La The Shard, London prioritize sustainability and environmental responsibility in its operations?

Shangri-La The Shard, London, is dedicated to sustainability and environmental responsibility in its operations. The hotel actively seeks ways to enhance energy efficiency and encourages guests to minimize their environmental impact during their stay. In a recent initiative, the hotel introduced a new line of reusable in-room amenities by the British fragrance brand Jo Loves. These bottles, crafted from recycled plastics sourced from areas near waterways worldwide, will result in a reduction of over three tonnes of single-use plastic annually.

Furthermore, the hotel prioritizes eco-friendly practices in its energy consumption. The majority of the electricity and heating used within the premises are derived from



TING Restaurant

renewable sources. Ongoing efforts are made to reduce waste and enhance recycling measures in the hotel's day-to-day operations.

Emphasizing sustainable dining, the hotel's Rooted in Nature menus champion local produce and promote plant-based dishes. This initiative encourages guests to make environmentally conscious choices while savoring the Asian-inspired cuisine offered at TING Restaurant and Lounge. Shangri-La The Shard, London, strives to provide an eco-conscious hospitality experience.

The Shard boasts impressive views and architectural design. How does the hotel capitalize on these features to enhance the guest experience?

Shangri-La The Shard, London, transforms the extraordinary views and architectural splendor of The Shard into an unparalleled guest experience, delivering a truly unforgettable sojourn in the clouds. Upon entering the lobby on level 35, guests are immediately immersed in breathtaking panoramas unveiled through floor-to-ceiling windows, providing an unmatched introduction to the captivating vistas of London below.

Every meticulously designed room offers a unique perspective of the cityscape. Equipped with in-room binoculars, guests can intimately explore London's iconic attractions from the comfort of their private retreat.

This curated experience is now elevated further with the introduction of the renowned Jo Loves amenities by Jo Malone CBE, adding an extra layer of sophistication and luxury to our guests' stay. Shangri-La The Shard, London, invites guests to revel in the harmonious blend

of opulence and panoramic beauty, creating an enchanting atmosphere that lingers in memory.

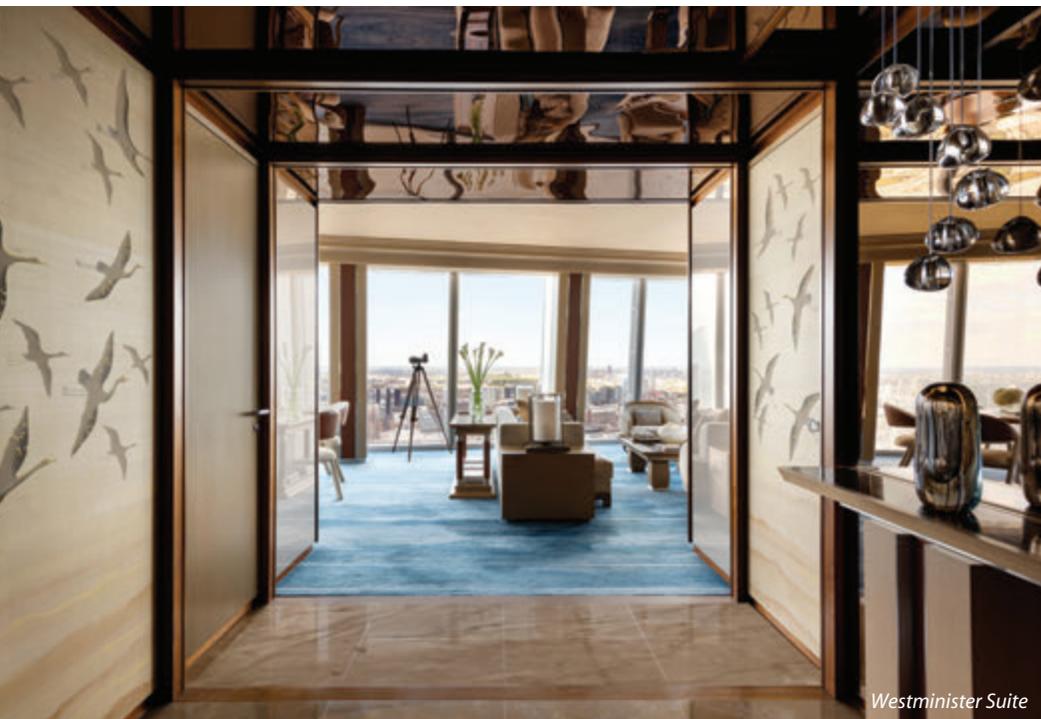
For guests seeking an elevated perspective of London from the pinnacle of The Shard, The View From The Shard on levels 68-72 provides a breathtaking experience. Although separate from Shangri-La The Shard, London, our concierge is pleased to assist in organizing tickets for guests interested in visiting this iconic attraction.

With a diverse team representing 60 nationalities during the construction phase, how does Shangri-La The Shard, London continue to promote diversity and inclusion within its workforce?

Diversity and inclusion stand as integral values in the core ethos of Shangri-La The Shard, London. The hotel takes pride in welcoming team members from diverse cultures and communities, actively sourcing talent through collaborations with local disabled charities and schools that support disadvantaged youth. This year alone, over 15 recruitment open days have been organized, specifically catering to these groups.

In a recent initiative, Shangri-La The Shard, London, has initiated outreach work in collaboration with a local London Bridge-based homeless charity, aspiring to provide training and employment opportunities to individuals experiencing homelessness. Upon joining the hotel, all colleagues are acknowledged for their excellence in hospitality, enjoying the privilege of an overnight stay with a guest.

As a symbol of inclusivity, the hotel proudly flies the Pride flag outside its front entrance, marking a significant step in embracing



Westminster Suite



Bathtub With A View

LGBTQ+ diversity. New team members receive comprehensive induction and ongoing mandatory training, setting a benchmark for inclusivity within the London hotel industry.

There is also a strong commitment to supporting female colleagues at all levels within the hotel. Initiatives such as flexible working arrangements and ensuring equal opportunities for promotion and training have resulted in a significant representation of female colleagues in senior roles. Shangri-La The Shard, London, stands as a beacon of diversity, fostering an inclusive culture with zero tolerance for discrimination in any form.

Wellness lifestyle trends have become increasingly important in the hospitality industry. How does Shangri-La The Shard, London incorporate wellness initiatives and facilities to cater to the needs of modern travelers?

In response to the growing popularity of health and lifestyle trends, Shangri-La The Shard, London has embraced change to cater to the evolving preferences of its guests. The state-of-the-art Sky Gym has recently undergone updates, ensuring it remains at the forefront of wellness facilities.

For those seeking a retreat from the urban hustle, the Wellness Escape package offers a serene experience in the clouds. This package includes a one-hour massage treatment, complete access to the Sky Pool and Sauna, and the added benefit of a 25% discount on any addi-



Premier Shard Suite

tional treatments. It provides an ideal opportunity for guests to unwind and rejuvenate amidst the tranquility of our elevated oasis.

TĪNG Restaurant & Lounge complements these wellness initiatives with the ‘Rooted in Nature’ menu. This thoughtfully curated menu features balanced, vegan dishes sourced from local suppliers. Shangri-La The Shard, London, is committed to offering a holistic and rejuvenating experience for guests who prioritize their health and well-being.

Beyond providing the highest swimming pool, gym, and sauna in London, we acknowledge the significance of wellness within the confines of our guests’ rooms. Our commitment to holistic well-being is evident in various thoughtful amenities.

Our TV systems feature dedicated sleep yoga sequences, allowing guests to unwind and embrace tranquility in the comfort of their rooms. For those desiring a more immersive experience, yoga mats are readily available upon request. Our attentive team spares no effort in ensuring that our guests enjoy a restful and rejuvenating stay with us.

Could you tell us about any specific leading edge programs or offerings available at Shangri-La The Shard, London aimed at promoting guests' physical beauty and mental well-being?

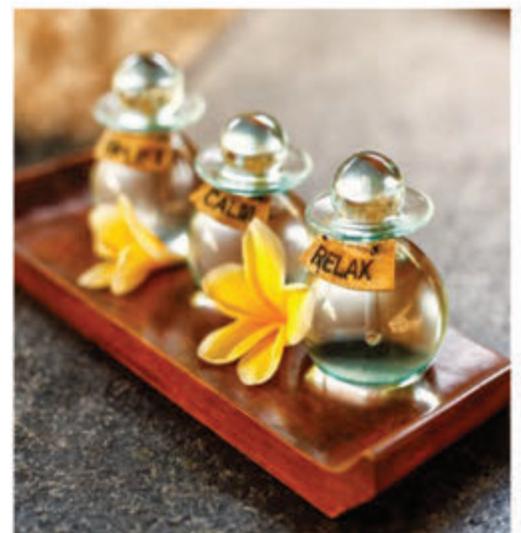
At Shangri-La The Shard, London, the physical and mental well-being of our guests takes precedence. In collaboration with local experts, we offer specialized treatment programs, providing a more immersive experience during their stay.

For those seeking an invigorating full-body workout in a time-efficient manner, our partnership with Surge London introduces guests to 20-minute sessions with personal trainers. Surge’s Electro Muscular Stimulation technology effectively targets major muscle groups, ensuring maximum conditioning and a release of endorphins, leaving you feeling energized and revitalized.

Furthermore, our commitment to well-being extends to in-room appointments with one of London’s leading aesthetic practitioners, Amar. As a trailblazer in the field, Amar established AMS Aesthetics, with a clinic at the prestigious Harley Street and another at Shangri-La London within the Shard. Whether seeking skin rejuvenation treatments, fillers, or injectables for a youthful and refreshed appearance, AMS Aesthetics provides facial aesthetics and treatments, available in our treatment rooms or the comfort of your hotel room. Amar is dedicated to ensuring each guest’s experience is exceptional.


The Oberoi
BEACH RESORT
BALI

Truly Bali. Experience authentic and warm Balinese hospitality in a traditional setting. Private therapy rooms housed in traditional pavilions, with views across tropical gardens and beautiful lily ponds flecked with shimmering goldfish keep you on intimate terms with nature. Enjoy personalized genuine experiences and let us take care of your every need. **Heart. Felt.**



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A Selection of Hotel Spas in UK

从历史悠久的温泉小镇，到典型的英格兰乡野，再回到伦敦市中心，体验一场别开生面的SPA假期，与自然、与他人、与自己重连。

From an historic spa town to the quintessential English countryside, and back to central London, enjoy a spa vacation that enables you to reconnect with nature, with others, and with yourself.



巴斯庚斯博罗温泉酒店Spa Village

以艺术家Thomas Gainsborough爵士的名字命名的巴斯庚斯博罗温泉酒店始建于19世纪，位于拥有两千多年历史的温泉疗养胜地，拥有两处具有乔治亚和维多利亚时代特色的18世纪二级保护建筑。一系列客房和套房均配备定制化家具，并巧妙地将时代需求与时尚现代化的设计融为一体。Dan Moon餐厅拥有独具特色的艺术作品和豪华的葡萄酒墙，在优雅休闲的环境中，选用新鲜时令食材为宾客供应各种精致美食。Canvas Room和Gainsborough酒吧则是放松和进行社交活动的理想场所。

Spa Village水疗中心沐浴在从上方的四层玻璃中庭射入的自然光线中，将巴斯的天然泉水与水中身体疗法、以及以个性化芳香疗法为中心的经典水疗护理完美结合。水设施区域包括两个不同温度的天然温泉池、传统桑拿和红外线桑拿、蒸汽房、冰室和休息区。疗程区域则设有11间理疗室，其中包括1间双人理疗室、1间配有私人天然温泉池的贵宾套房、2间专为亚洲理疗而设计的榻榻米室。此外，客人可以在24小时开放的健身房满足日常锻炼需求。

The Gainsborough Bath Spa

Originally built in the 1800s, The Gainsborough Bath Spa occupies two Grade II Listed buildings with distinguished Georgian and Victorian façades in the heart of a World Heritage Site. Named after the artist, Sir Thomas Gainsborough, the luxury hotel has the exclusive privilege of having access to the area's natural thermal, mineral-rich waters. Dan Moon Restaurant with its Georgian architecture, original artwork and impressive wine wall is open to hotel guests and non-residents. Enjoy exquisite cuisine inspired by fresh, seasonal ingredients in a sophisticated yet informal environment. The Canvas Room and The Gainsborough Bar offer the perfect places to relax and socialise in style.

Spa Village Bath integrates the treasured waters of Bath with private aquatic body therapies and classic spa treatments that focus on personalised aromatherapy. Guests begin their visit with a spa circuit that includes dipping in two natural thermal pools of varying temperatures, traditional and infrared saunas, a steam room, an ice alcove and elegant relaxation areas. The serene environment of the spa is bathed in natural light emanating from the four-storey glass atrium perched above the Bath House. Located over two levels, Spa Village Bath also features 11 treatment rooms which include a couple's room, a VIP Suite with private natural thermal waters, two tatami rooms designed especially for the award-winning Asian therapies. Guests can satisfy their daily workout needs in the 24-hour fitness room.

赫克菲尔德庄园

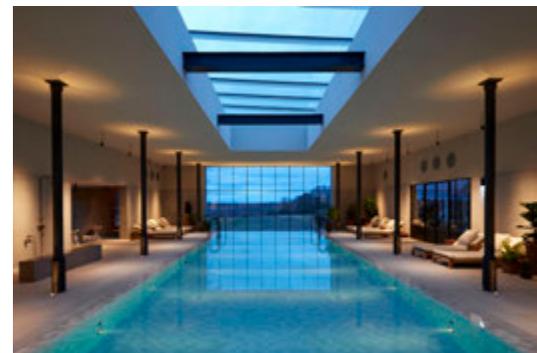
距离伦敦一小时车程，古老的石楠、林地、花园和草地经过几个世纪的雕琢，成就了赫克菲尔德庄园这一世外桃源。从定制的英式橡木家具到用乌兹河上采摘的芦苇手工编织的垫子，天然材料和精细的手工艺品点缀着每一间客房。每天，酒店都会从自家农场和花园中摘取优质食材，并在餐厅中进行烹饪和供应。

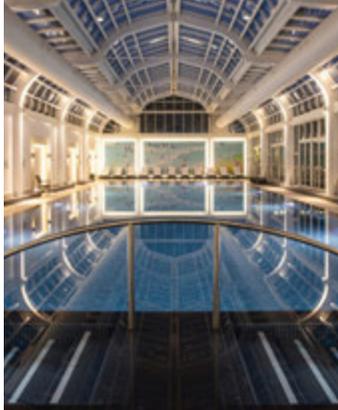
庄园的中心地带坐落着The Bothy by Wildsmith水疗中心。疗程的灵感来源于昼夜节律这一原理，由训练有素的健康从业者提供服务，并根据客人的身体和情绪调整疗法。理疗大师们精通各种治疗法，如自然疗法、营养疗法、颅骶疗法、筋膜松解术、运动按摩和针灸。此外，还可以尝试一系列户外养生活动，如投入天然湖泊、森林浴等。水疗中心的主要设施包括一个18米长、含天然矿物质的无边际泳池，提供冷热疗法的橡木露台，由Skye Gyngell呈现植物基营养菜谱的阳光房，供阅读和放松的休息室，以及种植着各类植物的庭院。

Heckfield Place

An hour from London, Heckfield Place is a country haven, sculpted over centuries by ancient heather, woodland, gardens and meadows. From bespoke English oak furniture to mats handwoven from rushes harvested on the River Ouse, each bedroom's comfort and character is written in the natural materials and meticulous craftsmanship found throughout. Each day sublime produce is drawn from the hotel's Home Farm and gardens to be simply prepared and served in the restaurants.

The Bothy by Wildsmith returns you to a simpler time at the heart of Heckfield's hidden landscape. Wildsmith treatments are inspired by the universal principle of circadian rhythm and are delivered by highly trained wellbeing practitioners that align therapies to the body and emotions. The master practitioners are skilled in a range of expertise across modalities, including Nature Therapy, Nutritional Therapy, Craniosacral Therapy, Myofascial Release, Sports Massage, and Acupuncture. Main facilities at The Bothy by Wildsmith includes an 18-metre, chlorine-free, ionised infinity pool with natural minerals, the oak terrace with hot and cold therapies, the Sun Room where Skye Gyngell creates a plant-based spa menu, the sitting room with a country view for reading and relaxation and the courtyard planted with notable plants used as ingredients for the radical botany of the Wildsmith range.





Four Seasons Hotel Hampshire

Set in a restored 18th-century manor with a tranquil backdrop of the English countryside, Four Seasons Hotel Hampshire's 500-acre grounds offer guests the perfect opportunity to get in touch with nature, enjoy wildlife and participate in outdoor activities. At Wild Carrot, enjoy British cuisine with locally sourced, sustainable ingredients, while Café Sante brings Southeast Asian flavors to the table with its new nutritious menu. La Terrazza features a traditional pizza oven and serves Italian cuisine. Using products and techniques from brands such as Dr. Barbara Sturm, 111SKIN and Ila, the spa's range of treatments focuses not only on beauty and wellness for the face and body, but also aims to bring about deeper spiritual healing. For example, the Inner Peace and Kundalini Chakra Healing help guests release tension and soothe the mind.

汉普郡四季酒店

汉普郡四季酒店坐落在一座经过修复的18世纪庄园内，宁静的英国乡村为背景，占地500英亩，为宾客提供了与大自然亲密接触、欣赏野生动物和参加户外活动的绝佳机会。在Wild Carrot餐厅，可以品尝到当地的可持续食材，尽享英式美食。Café Sante的全新营养菜单让带来东南亚风味。La Terrazza餐厅则设有传统的披萨烤炉，提供意大利美食。水疗中心的一系列疗程采用来自Dr. Barbara Sturm、111SKIN和Ila等品牌的产品与技艺，不仅注重面部和身体的美容与健康，还旨在带来更深层次的精神疗愈。例如，内在平和护理、Kundalini灵量脉轮疗法等都能帮助客人释放紧张情绪，舒缓心灵。



费尔蒙温莎公园酒店

费尔蒙温莎公园酒店毗邻历史悠久的温莎公园，周围环绕着40英亩的开阔绿地和宁静的湖泊。酒店提供251间客房和套房，其中许多房间和套房都可欣赏到迷人的公园景观。房间内装饰雅致，采用天然石材和柔和的质地，营造出优雅奢华的环境。从精致美食、下午茶、全天非正式餐饮到多个精彩的酒吧，酒店共有7间餐厅和酒吧，并可提供私人用餐服务。水疗中心提供18间护理室、4间康体室、传统的土耳其浴室、俯瞰庭院泳池的喜马拉雅岩室、室内和室外泳池，以及带桑拿室、蒸汽室、体验式淋浴室、温水浴室和日式足浴的水热体验区。

Fairmont Windsor Park

Located on the edge of historic Windsor Great Park, Fairmont Windsor Park is surrounded by 40 acres of open green space and a tranquil lake. The hotel offers 251 stunning bedrooms and suites, furnished to a combination of natural stone and soft textures, many of which offer commanding views of the beautifully landscaped gardens surrounding the hotel. MOREISH serves an extensive traditional breakfast with a moreish twist, and brunch on Sundays. The evening will offer a culinary experience which captures original and authentic flavours to create an exceptional fusion of European and Middle-Eastern food. The Fairmont Spa & Wellness consultation and wellness pathway are entirely personalised. The facilities, spanning 2,500m², offer a world class experience including Cryotherapy, indoor and outdoor pools, thermal suite, Japanese Ashiyu Foot Ritual Bath, Traditional Marble Hammam, Himalayan Salt Room and a wide range of rejuvenating treatments.

伦敦Shoreditch House

Shoreditch House位于伦敦东部肖尔迪奇区有着近百年历史的“茶楼”内，是一个潮流创意社区，提供住宿、餐饮、养生和各种社交活动。主要活动区域分布在五楼和六楼，设有健身房、俯瞰城市全景的屋顶游泳池、Cowshed水疗中心、三间餐厅以及会议活动空间。健身房内设有泰诺健的健身器材、自由举重区、用于日常课程的工作室，以及一间用于运动后恢复的红外线桑拿浴室。Cowshed SPA则提供一系列天然护理疗程，并由世界美容和健康领域的专家轮流驻店。主要设施包括4间理疗室、手足护理台、休息区、SPA零售店和果汁吧。Shoreditch House内还拥有着大量艺术品收藏。

Shoreditch House, London

Set in east London's historic Tea Building, Shoreditch House is home to a creative community, offering food and drinks, wellness and diverse social events. The main club areas are spread over the fifth and sixth floors of the Tea Building. Inside, there is a gym and a rooftop pool with panoramic views over the city, a Cowshed spa (open to both the public and members), three restaurants, a daily programme of events, and an extensive art collection. Open to everyone, the Cowshed spa offers a range of natural, therapeutic treatments, as well as a rotating calendar of residencies from expert practitioners across the world of beauty and wellbeing. Facilities include 4 private treatment rooms, manicure and pedicure chairs, relaxation areas, Cowshed shop and a bar.





Lake at Chiva-Som Hua Hin

多际代家庭健康和可持续发展

奇瓦颂养生度假村董事长Krip Rojanastien先生分享健康行业发展愿景

今

今年3月，我很高兴能够在疫情结束后，终于重回中国，和很多奇瓦颂Chiva-Som的老朋友新朋友们相聚。和大多数泰国人一样，我的基因也能追溯到中国这片土地，因为中国的先祖们坚韧不拔，使得亚洲诸多地区的文化都可以追溯到中国这个充满活力的国度，因此这次回来我很激动。

也许一些朋友已经对我们在泰国华欣的旗舰度假村奇瓦颂有所了解。明年，也就是2025年，我们将为这座引领生活方式转变的康养先锋庆祝30周年纪念。

自1995年来，奇瓦颂一直是变革健康实践的先锋，并受到全球赞誉。它致力于用创新和全面健康的方法来帮助宾客在康养体验中收获身心平衡。这样的精神在奇瓦颂创立于泰国华欣的旗舰度假村初期传承至今，也同样在位于卡塔尔的Zulal Wellness Resort by Chiva-Som祖拉尔健康度假村里得以体现。

坐落于卡塔尔北部海滨地带的祖拉尔健

康度假村，于两年前开业，由卡塔尔顶尖地产开发商Msheireb Properties倾力打造，为宾客提供基于阿拉伯和伊斯兰康养理念的独特服务和护理体验，并撷取当地传统食材致敬本土文化。目前已经成为了中东地区首个全方位的康养目的地。

祖拉尔健康度假村还提供专门的家庭健康体验项目，通过共同追求健康的旅程来滋养父母和孩子之间的纽带。Zulal在阿拉伯语中意为“纯天然水”，度假村提供两处养生度假秘境。成人宾客可在Zulal Serenity了解一系列养生以及开拓康养生活方式的护理体验。而在面向家庭宾客的Zulal Discovery，家庭成员们可尽享积极的健康体验，收获亲子间欢乐互动的灵感，这些互动体验有助于令他们了解到健康生活方式的更多实践。

让我们回到我想要分享的主题。在这30年里，我和奇瓦颂团队深深体会到，我们想要传播的Wellness健康理念，远不止是远离疾病那么简单，它是实现心灵全面健康的

过程。

因此，考虑到这一点，请允许我在此分享奇瓦颂所坚持的两项准则：多际代健康和可持续。

众所周知，中国在过去40多年里发生了巨大的改变。这些变化不仅带来了生活品质的提升，但在某种程度上也同样带来了健康困扰。

慢性非传染性疾病，即NCDs，现在占中国总死亡人数的88.5%，占全国疾病负担的84.9%（数据采自中国疾病预防控制中心，2023年）。非传染性疾病不是通过人与人之间的接触传播，而是由于不良的生活习惯——如吸烟、饮酒、饮食不健康、缺乏运动和休息——以及有毒环境所致。因此，心血管疾病、癌症、慢性呼吸道疾病和糖尿病成为了头号杀手（数据采自中国疾控中心，2023年）。

截至2023年12月，中国非传染性疾病的经济负担已超过了总健康支出的70%，

而2022年的总支出金额为8.5万亿人民币。其中有50%的负担落在65岁以上的人群身上(数据采自《公共健康前沿杂志》，2023年)。再加上与年龄相关的健康问题也与日俱增。与世界许多地方类似，中国也面临着人口老龄化危机，根据政府统计数据显示，截至2023年，中国60岁及以上的人口约为2.97亿人，占总人口的21%(数据采自路透社，2024年)。康养对于改善或预防这些令人堪忧的数字所带来的后果方面具有重要作用。

为了直面这些挑战，我们需要着眼于通过健康的生活方式选择来预防慢性疾病，以此推动健康。这不仅能减缓非传染性疾病的流行，还有助于提升更为健康的老龄人口。

我坚信家庭康养是个人、社会和地球健康福祉的关键。这不是一个宏伟的计划，而是一种始于家庭核心的亲密关系，是一种人与人之间的传递。获得身心平衡的孩子终将成长为身心平衡的成年人。而被赋能的孩子也会成为赋能的成年人。这也引出了我们的第二个关键准则：可持续。

在奇瓦颂，我们一直认为个人健康与地球健康密不可分。没有人能在有毒的环境中获得真正的健康。因此，我们致力于以负责任的方式来进行日常运营，减少浪费和碳足迹，并遵守联合国的17个可持续发展目标。我们为这些可持续项目感到骄傲和自豪，其中包括红树林保护和再生，以及社区外展活动，教育和支持社会中的弱势群体。

可持续是我们一切工作的核心，也适用于我们的康养哲学，旨在激发一种可持续生活方式，它不仅对您自己的长期健康有长久的影响，对大自然有着同样的影响。因此，对我们来说，康养意味着有助于家庭和社区的生活方式转变、有助于积极康复，也有助于更好的生活，而不仅仅是更长寿。

今天，我邀请大家都成为我们这场转变之旅的积极参与者。无论是寻求与个人健康更深层次的连结，还是对家庭健康的承诺，请记住，可持续健康的影响从你开始。



Watsu at Chiva-Som Hua Hin



Family Meditation at Zual Wellness Resort by Chiva-Som

Multi-Generational Family Wellness and Sustainability

Chairman of Chiva-Som International Health Resorts, Krip Rojanastien presents his vision for the wellness industry

In March of this year, I was thrilled to be able to finally return to China after the end of Covid-19 and meet up with many old and new friends of Chiva-Som. It is delightful to be back in the country where I, like most Thai people, have genetic roots. And it is a testament to the resilience of Chinese ancestors that so much of Asia can be traced back to this dynamic nation.

Some of you may know about our flagship property in Thailand, Chiva-Som Hua Hin. Next year, in 2025, we will celebrate 30 years as a pioneer in transformational wellness.

Since 1995, the award-winning Chiva-Som has pioneered transformative wellness practices to global acclaim. Its commitment to an innovative, holistic approach which expertly balances mind, body and spirit continues to this day with its flagship resort Chiva-Som Hua Hin in Thailand, and the latest addition to the Chiva-Som family, Zual Wellness Resort by Chiva-Som in Khasooma, Qatar.

Located in Khasooma, a private coastal location to the north of Qatar, Zual Wellness Resort by Chiva-Som is a unique wellbeing haven, brought to life two years ago by Qatar's premier master developers, Msheireb Proper-

ties. Qatar's largest wellness destination, and the Middle East's first full immersion wellbeing resort. Zual Wellness Resort is the world's first contemporary showcase of Traditional Arabic & Islamic Medicine (TAIM) and pays homage to the local culture with traditional local ingredients.

Zual Wellness Resort also offers a dedicated Family Wellness program, supporting bonding between parents and children via a shared journey to optimal wellness. 'Zual', which is an Arabic word meaning 'pure natural water,' offers two venues for health and wellbeing. Adults can access a wide range of therapeutic and lifestyle enhancement treatments based upon TAIM wellness principles in the Zual Serenity, and Zual Discovery enables families to enjoy positive wellness experiences together, inspiring young children and their parents with fun, interactive activities that encourage a healthy lifestyle for all family members.

Let's go back to the topic I want to share. In these 30 years, the Chiva-Som team and I have come to realize that Wellness is more than the absence of illness. It is the process of attaining optimal physical, mental and spiritual wellbeing.

With that in mind, please allow me to share



Kick Boxing at Chiva-Som Hua Hin



Ocean Premium Room at Chiva-Som Hua Hin

two of the principles that Chiva-Som is deeply committed to: multi-generational wellness and sustainability.

As we all know, China has undergone enormous transformation over the past 40 years. Included in this change is not only the way the Chinese people thrive, but also suffer.

Non-communicable diseases, known as NCDs, now account for 88.5% of total deaths and contribute to 84.9% of the disease burden in this country (China's Centre of Disease Control, 2023). NCDs are not passed from person to person, but are the results of poor lifestyle habits - such as smoking, drinking, eating badly, lack of exercise and rest - and toxic environment. Hence the leading causes of death in China are cardiovascular diseases, cancer, lung diseases and diabetes (China's CDC, 2023).

As of December 2023, the economic burden of NCDs in China was greater than 70% of the total health expenditure, which, in 2022, amounted to CNY 8.5 trillion. 50% of this burden falls on people over 65 years old (Frontiers of Public Health Journal, 2023). Added to this is the rise in age related health issues. Similar to many parts of the world, China is facing an ageing population crisis, with the government statistics showing that China's population, aged 60 and above, was at about 297 million in 2023, or 21% of the total (Reuters, 2024). Wellness has a place in improving or preventing the fall-out from these grim numbers.

To tackle these challenges head-on, we need to focus on preventing chronic diseases by promoting wellness through healthy lifestyle choices. This not only mitigates the prevalence of NCDs, but also contributes to the increase of a healthier ageing population.

I firmly believe that Family Wellness holds the key to personal, societal and planetary wellbeing. It's not a grandiose program, but an intimate human-to-human approach that starts in the heart of the home. Well balanced children grow into well balanced adults. Empowered children become empowered adults. Which brings us to our second key principle: sustainability.

At Chiva-Som we have always believed that individual wellness goes hand in hand with planetary wellness. None of us can be truly well in a toxic environment. Hence, we are committed to operating in a responsible way, minimizing waste and carbon footprint, and adhering to the United Nations' 17 Sustainable Development Goals (SDGs). We are proud of our sustainability projects, which include mangrove conservation and regeneration, and community outreach to educate and support some of the vulnerable groups in society.

Sustainability is at the core of everything we do, and also applies to our wellness philosophy, which aims to inspire a sustainable lifestyle that has a real impact on long-term health of not only you, but of Mother Nature herself. For this reason, to us, wellness means family and community support of lifestyle changes, active rehabilitation, and living well, not just longer.

Today I invite each one of you to become active participants in this journey of transformation with us. Whether you seek a deeper connection to individual wellness or the commitment to health on the part of your family, please remember that the impact of sustainable wellness begins with you.



Krip Rojanastien
奇瓦颂养生度假村的董事长兼首席执行官。他是继其父亲 Chiva-Som 创始人 Boonchu Rojanastien 先生之后的第二代领导者。1996

年，为了寻求改变和更健康的生活方式，Khun Krip 开始接受 Chiva-Som 康养理念的核心价值，按照奇瓦颂度假村的可持续健康实践来生活，追求思想、身体和精神的平衡。2007 年父亲去世后，便义无反顾地离开了职业生涯 22 年的银行，接管了度假村，全身心地投入到健康理念的企业与度假村运营中。

与父亲一样，Krip Rojanastien 先生同时也充当着健康和正念先锋的角色。他还看到了环境保护的价值，并致力于在能源和保护文化的各个方面实现业务运营的可持续性。2004 年，在 Royal patronage of HRH Princess Maha Sirindhorn 的赞助下，Preserve Hua Hin 集团成立。之后，该集团推动了泰国华欣地区诸多环境可持续发展项目。

Mr. Krip Rojanastien is the Chairman and CEO of Chiva-Som International Health Resorts, Thailand's pioneering and transformative wellness destination. He is the second generation to lead following on from his father, Chiva-Som founder, Mr. Boonchu Rojanastien. In 1996, seeking a change and a healthier lifestyle, Khun Krip began to embrace the core value of the wellness philosophy at Chiva-Som. He made the decision to live according to the sustainable health practices of the resort, with an emphasis on the balance of mind, body and spirit. When his father passed away in 2007, Krip took over the resort, leaving the banking sector where he had spent 22 years of his career without regrets, and threw himself wholly into the wellness doctrine of the business and the operation of the resort.

Like his father, Krip Rojanastien changes himself to fill the role of a health and mindfulness pioneer. He sees the value of environmental preservation and has always supported conservation work, as well as being committed to business operations for sustainability in all aspects of both energy and conservation cultural preservation. In 2004, the Preserve Hua Hin Group was formed under the Royal patronage of HRH Princess Maha Sirindhorn. The Group has driven many environmental sustainability projects in Hua Hin.



Kunming

Classic Tradition

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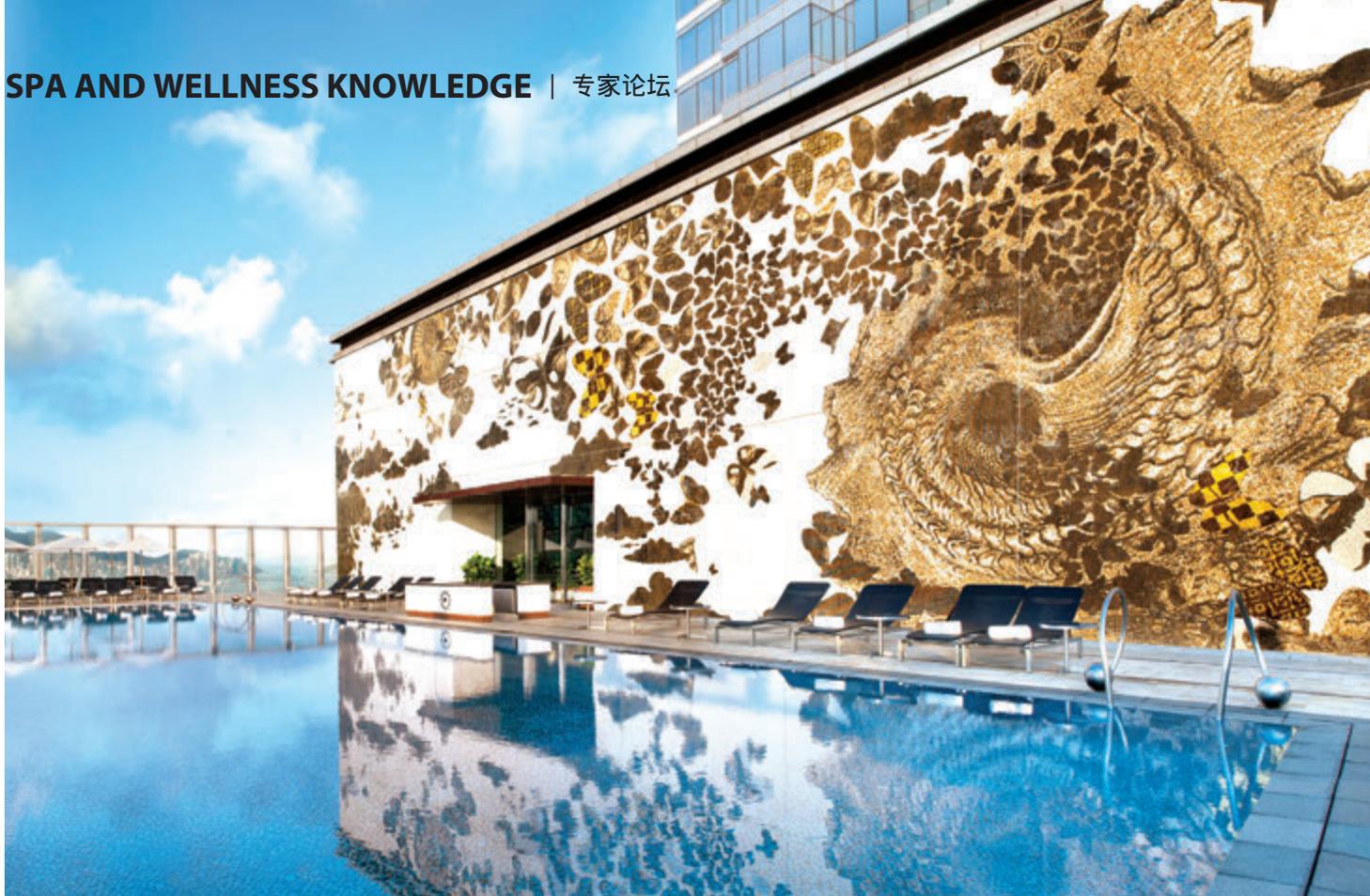
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以私人俱乐部模式经营酒店水疗中心

通过打造高效精准定制化服务以及社群归属感的私人俱乐部模式，培养客人价值导向忠诚，实现财务和品牌可持续双赢。王芸 文

许多酒店水疗中心，常常由于过度依赖酒店住客，受住房率的波动，缺乏长期稳健的财务表现。在开发本地客户时，又往往会因为激烈的市场竞争，数字时代客人获取信息的便利性以及水疗中心缺乏差异化的服务而被迫卷入价格战，难以保持客人的忠诚度，获得稳定客源。

在应对这些挑战时，香港W酒店Bliss水疗中心尝试了一种新的商业模式，通过采用以会员为中心的私人俱乐部模式来经营水疗中心，并且取得了不错的成绩。水疗中心目前拥有大约500名忠实会员，在过去几年一直是万豪集团大中华区以及香港地区财务表现最出色的水疗中心之一。即使疫情期间，没有任何酒店客人贡献的情况下（转为隔离酒店），仅完全依赖会员以及本地客人，Bliss水疗中心财务表现仍然坚挺，在市场上脱颖而出。同时由于隔离酒店而选择离开的水疗会员不到1%，展现了高度的客户忠诚。

在本文中，我想分享如何将私人俱乐部

模式引入酒店水疗中心，通过精准定制化服务和打造团体归属感，希望能够在大家遇到类似挑战时提供一些经验分享。

私人俱乐部以提供会员专属的独家使用设施以及卓越服务而闻名，不仅满足会员们的喜好和生活方式，同时创造舒适私密的社交空间。核心体验是个性化定制服务和打造社群归属感。

高效精准定制个性化服务

个性化是在水疗中心营造私人俱乐部氛围的关键。除了培训我们的员工在每次客人到访期间通过预期并满足客人的偏好，始终提供一致的出色服务之外，我们还使用以下技术和策略来简化流程，精准个性化。

高科技数字健康评估和定制。实施数字健康评估或咨询，分析客人数据，如睡眠质量、压力水平、DNA类型、健身习惯、营养习惯和整体健康状况等，以定制他们的水疗健康计划，并为客人提供绩效追踪和及时反馈。同时整合技术解决方案，如在线预订、

客户关系管理软件或其他数字平台及应用程序，捕捉客人活动偏好，频率以及消费行为模式等数据，自动化个性沟通，定期发送个性化推荐并有效管理更新客户档案。

潮流高定独家体验。通过为客人提供独家设施和福利来增强独特性。这可以包括定制芳疗产品（拥有客人名字的品牌面霜），在疗程期间独一无二音乐选择，个性化的浴袍或拖鞋，疗程前后的茶点饮食体验当前健康潮流（素食生酮选择等），以及喜马拉雅热岩排毒桑拿，日式远红外线能量仓等奢华综合设施。预期客人的偏好，并通过周到的细节给与惊喜。同时引进世界各地最新最潮流的健康美容产品以及科技，顶尖时尚达人的电音酷运动等项目，提供仅在香港W酒店Bliss水疗中心独家首发，引领市场的潮流体验。

个性化庆祝和里程碑。通过个性化的体验来认可和庆祝客人的里程碑、成就和特殊场合。例如，会员周年纪念日、参与健康计划在健康挑战中取得的成就，提供定制的奖励、激励或独家福利。为生日、纪念日



或职业生涯里程碑(如晋升、毕业或退休)提供定制的庆祝活动。让客人感受到特别和尊贵,促使他们更加情愿成为品牌的忠实拥趸和传播者。

创建社群归属感

在水疗中心建立社群可以增强客人的忠诚度,提高客人出席频次,并在会员之间培养团结感。这也为会员推荐、社交互动和共享健康目标提供了机会,增强了整体客户体验。

具有独家福利会员计划。制定针对不同客户群体和偏好的会员计划。提供不同级别的会员资格,享有不同程度的使用权和福利,如独家使用水疗设施、会员专享护理菜单,热门护理项目优先预订、水疗管家服务,会员专享活动以及会员专属空间。同时与各种奢华品牌合作为会员计划增加价值,为会员打造360度全面的健康体验以及精彩生活方式体验。

会员社交机会。会员专享社交聚会以及主题健康研讨会等,为水疗会员创造与志同

道合的人们建立社交网络和联系的机会。举办主题鸡尾酒会、压力情绪管理分享,美容大师课,健康时令烹饪课,或三月艺术鉴赏等生活方式交流机会,会员可以在此社交、交流想法,并建立有意义的关系,同时获得关于整体健康以及生活品味的实用信息以及专业建议。同时水疗会员很多也是见多识广、人脉广泛的人士,他们不仅可以通过这些活动为水疗中心带来同频的潜在优质客户,同时他们的见解和反馈也可以指导水疗中心未来商业决策,使其保持行业前沿。

健康挑战和团体活动。定期组织并鼓励会员参与健康挑战等团体活动。设计趣味十足且需要团队合作的健康挑战活动,创建会员友好的竞赛氛围、激发团队精神和动力,鼓励会员之间的相互支持,最后庆祝集体成就和里程碑,在其乐无穷中培养会员社群成就感。

数字社群平台。创建数字社群平台或在线门户,供会员互相联系、参与,并获取水疗中心独家内容和资源。包括会员论坛、健康提示、活动日历、特别促销和会员故事分

享等功能。鼓励会员在社区内分享他们的健康之旅、成功故事以及和健康相关的见解和分享。透过鼓励客人分享他们的美好体验,成为品牌的口碑传播者和推广者,水疗中心从而可以建立起良好的口碑和品牌声誉。

精英归属感。为水疗中心会员提供香港热门活动和表演的门票或者VIP通道。包括参加演唱会,音乐会、文化表演,艺术展览或盛大体育赛事的VIP门票和通道。安排交通、预留座位、后台参观或明星会面机会,为会员的这些体验增添独特性。比如今年三月的art basel VIP预先展览,国际7人榄球赛的VIP座位等,我们都为水疗会员获得了一定的名额,极大的提高了客人对我们的信任和归属感。

通过高效、精准的定制化服务和创建社群归属感的私人俱乐部模式,可以培养客人的价值导向忠诚度,引导他们更加注重整体体验而非价格促销。这种模式鼓励客人成为水疗中心的品牌大使和倡导者,不仅使水疗中心独具特色,还为长期的财务成功和在竞争激烈的水疗行业中的市场领导地位打下了可持续发展的基础。



王芸(Jane Yun Wang)

王芸女士在全球顶级豪华酒店品牌如丽思卡尔顿、文华东方、柏悦和安缦度假村等,拥有丰富的大型水疗养生项目和奢华私人俱乐部项目的开业管理和品牌运营经验。她敏锐的商业眼光、创新的手法和战略执行力塑造了她的领导风格。王芸女士目前担任香港W酒店水疗健康高级总监,并且是万豪国际大中华区水疗顾问委员会成员,为集团各种豪华酒店项目提供业务运营咨询服务以及开业支持。她还是国内外行业峰会和论坛上备受欢迎的演讲者和撰稿人。

Jane possesses extensive experience in pre-opening and managing large-scale Spa, Wellness, and Luxury Private Club projects for esteemed luxury hotel brands such as The Ritz-Carlton, Mandarin Oriental, Park Hyatt, and Aman Resorts. Her sharp business acumen, innovative approach, and strategic execution define her leadership style. Presently, as Senior Director of Spa and Wellness at W Hong Kong and a Spa advisory board member for Marriott International Great China, she offers business and operational consulting as well as pre-opening support for various luxury projects. She is also a popular speaker and author at domestic and international industry summits and forums.



Operate a Hotel Spa Like a Private Club

Prioritizing precise customized service and fostering a sense of community through a private club model are key elements of success. By Jane Yun Wang

Many hotel spas often grapple with unstable financial performance due to their heavy reliance on hotel guests and fluctuating occupancy rates. When targeting local clients, they frequently find themselves embroiled in price wars due to intense market competition, the ease with which guests can access information in the digital age, and the difficulty in differentiating their services from other spas. These factors make it challenging to maintain customer loyalty and secure a stable client base.

Facing these challenges, the Bliss Spa at W Hong Kong has experimented with a new business model centered around a membership-based private club approach to spa operations, achieving impressive results. The spa currently boasts around 500 loyal members and has been one of the top-performing spas in the Marriott

International Greater China region and Hong Kong market in recent years. Even during the pandemic, when hotel guests were absent due to quarantine conversions, Bliss Spa relied solely on members and local clients, maintaining strong financial performance and standing out in the market. Additionally, less than 1% of spa members chose to leave due to the quarantine measures, demonstrating high customer loyalty.

In this article, I would like to share how to integrate a private club model into hotel spa operations, providing some insights on personalized services and fostering a sense of community, with the hope of offering valuable experiences for those facing similar challenges.

Private clubs are known for offering exclusive facilities and excellent services tailored specifically for members, catering to their preferences and lifestyles while creating comfortable

and intimate social spaces. The core experience lies in personalized services and cultivating a sense of community belonging.

Personalization with efficiency and precision

Personalization is the key to creating a private club atmosphere in a spa. In addition to training our staff to anticipate and meet guest preferences during each visit, consistently providing excellent service, we also use the following technologies and strategies to streamline processes and personalize services accurately.

High-tech Digital Wellness Assessments And Customization. Conducting digital wellness assessments or consultations allows us to analyze guest data such as sleep quality, stress levels, DNA type, fitness habits, nutritional habits, and overall health status to customize



their wellness plans. We provide guests with performance tracking and timely feedback. Additionally, we integrate technological solutions like online booking, customer relationship management software, and other digital platforms to capture guest activity preferences, frequency, and spending behavior patterns. This automation enables personalized communication, regular customized recommendations, and efficient management and updates of customer profiles.

What's New And Next Couture Experience. Elevate exclusivity by offering couture amenities and prestigious guest experiences. This may include personalized aromatherapy products (luxury brand creams with guests' names), unique music styles and selections during treatments, personalized bathrobes or slippers, a pre- and post-treatment tea and food experience reflecting wellness or nutrition trends (such as vegetarian or ketogenic options). Additionally, introduce luxurious wellness facilities like himalayan salt stone detox saunas, Japanese far-infrared vital domes, sleeping pods, and more. Collaborate with state-of-the-art wellness products and technologies from around the world, along with exciting projects such as electronic music move, a group workout experience led by creative experts, exclusively launched at Bliss Spa W Hong Kong, setting new standards in trendy experiences.

Personalized The Celebrations And The Milestones. Recognize and celebrate guests' milestones, achievements, and special occasions with personalized experiences. Acknowledge milestones such as membership anniversaries, participation in wellness programs, or achievements in wellness challenges with

tailored rewards, incentives, or memorable gifts. Offer customized celebrations for birthdays, anniversaries, or life milestones such as promotions, graduations or retirements. Provide special touches to make guests feel special and valued, encouraging them to become loyal advocates of the brand.

Creating a Sense of Community and Belonging

Building a community around the spa strengthens guest loyalty, encourages repeat visits, and fosters camaraderie among members. It also provides opportunities for networking, social interactions, and shared wellness goals, enhancing the overall guest experience.

Curating Membership Programs With Exclusive Benefits. Develop membership plans tailored to different customer segments and preferences. Offer various levels of membership with different degrees of access and benefits, such as exclusive use of spa facilities, member-exclusive treatment menus, priority booking for popular treatments, spa concierge services, exclusive member events, and dedicated member spaces. Collaborate with luxury brands to add value to the membership program, creating a comprehensive 360-degree holistic wellness and exciting lifestyle experience for members.

Member Networking Opportunities. Organize member-exclusive events, workshops, and wellness retreats to create opportunities for spa members to network and connect with like-minded individuals. Host networking cocktails, wellness seminars, stress management program, beauty and cooking master classes, or lifestyle workshops where members

can socialize, exchange ideas, and forge meaningful relationships while receiving insightful tips about their overall well-being and lifestyle. At the same time, private club members, being well-informed and connected individuals, can act as brand ambassadors and advocates. Their insights and feedback can guide the spa's strategic decisions and keep it at the forefront of the industry.

Wellness Challenges And Group Activities. Organize and encourage group participation in wellness challenges and group fitness classes. Create friendly competitions, team-based challenges, or collaborative wellness programs that inspire camaraderie, motivation, and mutual support among members. Celebrate collective achievements and milestones to foster a sense of community accomplishment.

Digital Community Platforms. Create a digital community platform or online portal where spa members can connect, engage, and access exclusive content and resources. Include features such as member forums, wellness tips, event calendars, special promotions, and member profiles. Encourage members to share their wellness journeys, success stories, and wellness-related insights within the community. By encouraging guests to share their positive experiences, they help the spa build a strong reputation and brand image.

Elite Sense Of Belonging. Provide spa members with tickets or VIP access to popular events and performances in Hong Kong, such as concerts, music events, cultural performances, art exhibitions, or major sports events. Arrange transportation, reserve seats, backstage visits, or opportunities to meet celebrities, adding uniqueness to members' experiences. For example, we secured a quota of VIP tickets for events like Art Basel VIP Preview in March this year and the International Rugby Seven match, greatly enhancing guests' trust and sense of belonging to us.

By prioritizing efficient, precise customized services and creating a sense of community belonging through a private club model, we can cultivate guests' value-oriented loyalty, guiding them to prioritize overall experience over price promotions. This model encourages guests to become brand ambassadors and advocates for the spa, making it distinctive while laying a sustainable foundation for long-term financial success and market leadership in the competitive spa industry.



在瑞典拉普兰，北极巴斯酒店及水疗中心的一位客人准备跳入寒冷的吕勒河

对比浴冷热疗法

这是一种源自北欧，但也在亚洲部分国家可以找到的传统冷热交替疗法，有数百年的历史，在中国还不多见，但已经逐渐开始吸引到了我们的注意力。高菲 文

许多对健康有追求的旅行者们，都体验过在中国和日本的温泉，或土耳其浴室哈曼，享受过热气腾腾的热水浸泡所带来的温暖愉悦和全身毛孔展开放松的乐趣。但绝大多数人可能还没有进入过“对比浴”的世界——在高温热水泡浴、桑拿，和严寒北极熊式跳水或冷水浴之间进行切换的做法。

在拥有极致北方冬季气候的北欧，对比浴其实为普遍，比如众所周知的芬兰桑拿浴或俄罗斯桑拿banya。对于习惯听老人和中医们念叨喝热水吃热食的中国人来讲，这冰火两重天的体验听起来可能有点不舒服，但实际上有不少现代医学资料和研究都证明了让自己在可控的范围内，偶尔经受极端的温度变化，对身体和心理都有好处。

“它会给你一种冲击，但体验之后，会有一种无限舒畅的深度放松和幸福。”运动医学医生、斯坦福长寿中心联合主任迈

克尔·弗雷德里克森(Michael Fredericson)说。“尽管这种体验在身体里的运作机制尚不清楚，但这种情绪的改善可能与交感神经系统有关。”有一项分析发现，将自己浸泡在零下3到15摄氏度之间的水中，被认为是一种在高强度运动后促进肌肉恢复的高效工具，这是因为温水会扩张血管，而冷水会收缩血管，从而增加组织的血流量和氧化作用，加速疗愈。“从健康角度来看，这样做理由有很多。”弗雷德里克森说。

北欧的养生国粹

瑞典和芬兰等北欧国家特别热衷于对比浴。“自从人类在北欧这个寒冷的地方定居以来，桑拿和汗浴就已经存在了，”芬兰图尔库大学(University of Turku)文化遗产研究员劳拉·西斯梅里(Laura Seesmeri)说。

最初大约是在2000年前，当时的桑拿是用木头烧火加热的大坑，上面覆盖着动物

皮。后来，它们逐渐演变成了加热的小屋，到了20世纪中叶，电炉有时会取代炭火的余烬作为热源。

在芬兰，桑拿是日常生活中不可或缺的一部分，联合国教科文组织于2020年将其列入非物质文化遗产清单。这个拥有约550万人口的国家拥有约330万个私人 and 公共桑拿浴室。它们出现在这个民族的民间传说中：19世纪的芬兰诗歌《卡勒瓦拉》Kalevala描绘了沐浴在蒸汽中的北欧诸神；传说中的桑拿小精灵saunatonnttu则被认为守护桑拿并向使用者传授其正确使用方法。

“桑拿被认为是介于日常生活和神圣之间的时光。”西斯梅里说。许多芬兰人以桑拿浴室里加热至80-110摄氏度的高温开始他们的周末，直到爆汗忍无可忍，然后跳入冰冷的湖水中，洗个冷水澡，或者干脆在雪地里打滚。

在芬兰，桑拿爱好者经常使用被称为



养云安缇推出的Banya俄式浴疗



用天然橡树和桉树枝叶拍打身体

vihta的一束在水中软化的桦树枝来擦洗和按摩身体，有去除死皮和天然的植物精油带来的卫生功效。有些芬兰桑拿里也会用到天然精油，成为一种虔诚的仪式，精油被倒在热石上，使整个空间充满了芬芳的蒸汽。

游客可以在赫尔辛基的Löyly Sauna尝试这一仪式，那里的木头暖房位于一栋时尚光鲜的现代建筑内，体验者们可以边欣赏边轻松迈入到波罗的海寒冷的海水之中。在芬兰西南部，简约的Ispoinen海滩桑拿位于Pitkäsalmi海峡沿岸。

瑞典人也超级喜欢在嵌在湖泊中、位于厄勒桥海峡沿岸或与波罗的海相邻的冷水浴室kallbadhus先冬泳，然后享受汗蒸桑拿。这种持续了几百年的冬泳后桑拿的健康体验被诸多宏伟、历史悠久的沐浴宫殿所记载，例如建于1903年左右的Kallbadhuset Varberg，这是一座圆顶木制的古老建筑，以及现代化的Karlshamn's Kallbadhus，它看起来像一艘北欧现代的太空飞船漂浮在海面上。

在瑞典拉普兰的极北部，Arctic Bath酒店让人们可以在吕勒河中享受冰冷的跳水，这条河流在一年中的大部分时间需要通过厚冰层上挖一个大洞来提供冰水跳水体验，当然期间还可以享受室内桑拿浴室和室外按摩浴缸。较为著名的瑞典北极巴斯浴场度假村则位于瑞典拉普兰的荒野中，设有桑拿浴室、室外按摩浴缸和露天冷水池。

进行冷浴kallbad的熟手们通常会在冰水

和热桑拿中循环三次。“当你第一次下水时，你会感觉清除掉了身上的污垢”，遍地都是公共浴室的瑞典斯科讷县的政府发言人米娅·扬森Mia Jansson告诉我们。“第二次，在桑拿房里再泡上15分钟后，你就摆脱了忧虑，把自己放空。然后，当你第三次进去时，你的脑子就开始神游，开始创造出一些新的东西。”这感觉就是极致体验带来的超能发挥呀！

俄式Banya的极致体验

“我小时候被逼着和大人一起去Banya，但我当时觉得这是一种忍无可忍的体验，对小孩子来说是不友好的，我们被迫要像个真男人一样去忍受对于孩子来讲很难忍受的体验，”高大健壮的俄罗斯理疗师Eugene Nazarenko说，作为安缇集团的御用Banya疗法的全球理疗师和培训师(Specialist)，对于这种对比极端的冷热疗法有自己的看法：“每个人的体质都不同，对热度的忍耐程度也不同，鉴于这是一个源自极寒地区的疗法，在运用到其他气候的国家、SPA中心的时候，肯定需要根据当地的情况来调整。”他说。

然而，Eugene所说的调整，并非对疗程本身进行改动，而是对实施Banya理疗师的要求更高。理疗师必须在疗程开始之前，仔细解释流程，根据客人的身高体重以及交流时获得的信息，在疗程过程中密切注意客人

的反应和状态，在客人的承受能力达到极限的那一瞬间适可而止。

“在浸泡冷水的环节，大部分中国人都会较为退缩，因为他们的文化背景里从来没有主动跳入冷水的这种健康教育。然而事实上，当身体核心温度达到一定程度的时候，进入冷水会带来一种极致的放松和舒畅感，对原本身体有疼痛的部位能起到治疗和止痛的作用。”Eugene说。

好在现在很多健康SPA已经将其改良并根据每个客人的身体状况定制疗法的时间，对于没有过这种对比浴体验的中国和亚洲客人来说，第一次必须要有最好的感受，才能爱上这种有实际健康功效的极致疗法。

如今，在上海的养云安缇酒店就可以体验到最正宗的俄式浴疗Banya，糅合了俄罗斯传统洗浴理念和东方养生技术，在75°的高温桑拿中，经验丰富的理疗师以天然橡树和桉树枝叶制成的笞条轻拍身体，在客人的身体核心温度高达极限后，与酷爽的冰泉浴交替实施。排解毒素的同时，打开细微毛孔，深层清洁肌肤，增进血液循环，抚慰紧张肌肉，改善局部疼痛，更有助于增强免疫系统机能。疗程后还给予客人们足够的休息时间，并配以健康饮品和食物以增进体能。

亚洲沐浴文化中的韩国汗蒸幕

亚洲文化长期以来一直非常重视身体清洁和温热疗法，这令沐浴文化兴起，最著名的当

然是遍布亚洲各地的各种温泉，日本和中国都是温泉大国，韩国则以传统的汗蒸幕而闻名。

汗蒸幕起源于15世纪，当时是佛教僧侣在像特大窑炉一样的加热圆顶粘土房间里为居民们提供汗蒸服务，作为一种净化仪式，还会安置浸有水的垫子产生蒸汽，让人躺在上面熏蒸。

到了20世纪90年代，汗蒸房已经从人们保持身体清洁的地方转变为与朋友和家人聚会和社交的场所，是韩国全民热爱的养生疗法，衍生成了吃喝玩乐综合一体的休闲场所。现代汗蒸房包含多个热水、温水或冷水的小型浸泡池。有配有不同元素如木炭、紫水晶等的桑拿浴室，有的会设有冷水池或铺有冰块的房间，以进行冷却。

韩国各地有成千上万的汗蒸房。距离首尔仁川国际机场几分钟的Paradise City Cimer设有两层桑拿房，分别使用了盐、紫水晶、木炭，还配有冥想室，及可供客人们在航班起飞前或下飞机后使用的减压泳池。

最受外国游客欢迎的汗蒸幕体验点，则是首尔市中心的怀旧风格的Insadong Spa & Sauna和首尔龙山汗蒸房Dragon Hill Spa，后者这座高7层的汗蒸城是外国游客首选的汗蒸体验目的地。进门后会给一个手环钥匙，随身物品和衣物都存放在指定柜子中，换上统一的服装领取毛巾后就可以进入不同区域的各种汗蒸房自由体验。

釜山天堂酒店的水疗中心设有天然泉水

浴池和海景桑拿房。韩国釜山天堂酒店的客人可以在俯瞰海云台海滩的室外热水池中泡澡。该公司还在首尔郊外的仁川国际机场附近经营一家酒店和一家同名的汗蒸房。

还有五星级汗蒸房Spa Land，位于曾是世界上最大百货公司的韩国釜山新世界百货内。因为在建设百货商场时无意中发现了温泉，所以新世界最后利用温泉打造出出现代风格的高大上温泉体验中心。汗蒸房内设有冷热温泉水浴、冰室以及传统的湿热和干热桑拿，其中有名的主题桑拿房形状如同金字塔，配以盐疗，据说可以缓解关节炎症状。除此之外，餐饮、美容也配套完善，还可以在室内或室外泡汤。

专门搓澡的大妈孔武有力，体验后可能会有掉了一层皮的脱胎换骨的清爽，有些汗蒸房还会有洗发服务，非常放松。家庭和朋友们可以在这里待上几个小时，躺在被称为ondol的加热石地板上，在汗蒸后品尝和热疗绝配的小食：甜米露和烤鸡蛋。甜米露有点像酒酿水，冰凉的饮品很适合在热疗后食用，而烤鸡蛋则有三种：黑色炭烤鸡蛋，咖啡色烟熏鸡蛋以及原色的烤鸡蛋，用以补充蛋白质。

InsideAsia旅游公司的旅行社拉克兰·伍德兰(Lachlan Woodland)经常为自己去韩国旅行的客人预订汗蒸房。他说韩国人认为冷热交替的对比疗法是对健康有很多好处的。“他们相信它可以出汗排毒、增强皮肤免疫力、缓解身体的局部疼痛。”

北美也流行对比浴

最近，“对比浴”开始出现在北美的水疗中心，从阿拉斯加的阿拉斯加北欧度假村，到纽约五指湖地区的奥罗拉旅馆的水疗中心，这些美国水疗中心和酒店都常常会提供各种冷热对比浴疗法。

阿拉斯加格伍德阿拉斯加度假村(Alyeska Resort)这家滑雪和娱乐度假胜地地位于楚加奇山脉之中，拥有一座占地50,000平方英尺的北欧水疗中心，同时向过夜客人或日间游客开放，设有桑拿浴室、热水浴缸和冷水浸泡池等水疗设施。

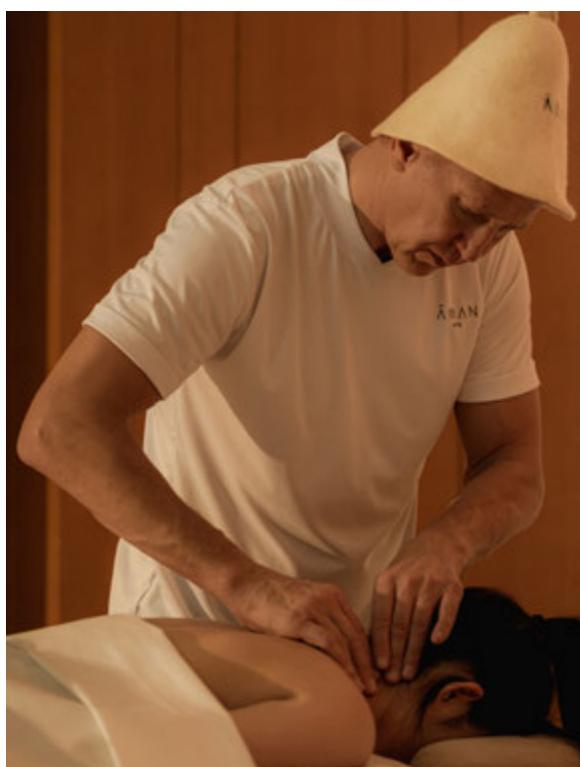
加利福尼亚州洛杉矶水晶水疗中心(Crystal Spa)这家Aveda概念水疗中心位于繁忙的韩国城中心，设有多个主题房间，配有韩国红泥、喜马拉雅盐、干桑拿浴室和冰衬凉爽室。选择传统的擦洗服务，然后在汗蒸房(jjimjilbang)中休息，汗蒸房是一家传统的韩式浴室，设有主题桑拿房、公共休息区和食物。

杜兰戈科罗拉多州的杜兰戈温泉度假区及水疗中心(Durango Hot Springs Resort & Spa)，位于圣胡安山脉的黄松下，该水疗中心的冷石火按摩据说可以通过热石舒缓肌肉和冷石收缩血管来缓解炎症和肿胀，设施配备有温水泳池和冷水池。

加拿大惠斯勒的Scandinave Spa则是个位于不列颠哥伦比亚省滑雪小镇的森林水疗中心，游客可以有舒适无比的“温泉之旅”。



北极浴场度假村位于瑞典拉普兰的荒野中，设有桑拿浴室、室外按摩浴缸和露天冷水池



Eugene Nazarenko, Global Therapist and Training Instructor at the Aman Group. The Banya Therapy at Amanyangyun.

Contrasting Hot and Cold Hydrotherapy

This is a traditional therapy of alternating hot and cold baths originating from Northern Europe, but it is also found in some Asian countries, with a history spanning centuries. It is not widely seen in China yet, but has gradually caught our attention. By Fifi Kao

Many health-conscious travelers have experienced soaking in hot springs in China and Japan, or the steamy warmth of a Turkish bath Hamam, reveling in the cozy pleasure and relaxation that comes from immersing oneself in hot water, allowing pores to open up. However, most people may not have ventured into the world of “contrast baths” – the practice of switching between hot water baths, sauna sessions, and frigid polar bear-style plunges or cold-water baths. It is a form of hydrotherapy that involves alternating between hot and cold water or environments to stimulate circulation, promote relaxation, and other health benefits. Or could call it “hot and cold hydrotherapy.”

Contrast bathing is quite common in the Nordic countries, known famously as the Finnish sauna or the Russian banya. For Chinese accustomed to the advice of elders and traditional Chinese medicine promoting the consumption of warm foods and drinks, this experience

of extreme temperatures might sound uncomfortable. However, numerous modern medical studies and research have shown that subjecting oneself to controlled extreme temperature changes occasionally can benefit both the body and mind.

“It gives you a jolt, but afterwards, there’s a profound sense of deep relaxation and happiness,” says Dr. Michael Fredericson, a sports medicine physician and co-director of the Stanford Longevity Center. “Although the exact mechanisms of how this experience operates within the body are not clear, the improvement in mood may be related to the sympathetic nervous system.” An analysis found that immersing oneself in water between 3 to 15 degrees Celsius, considered an efficient tool for promoting muscle recovery after intense exercise, as warm water expands blood vessels while cold water constricts them, increasing tissue blood flow and oxidation, speeding up healing. “There are

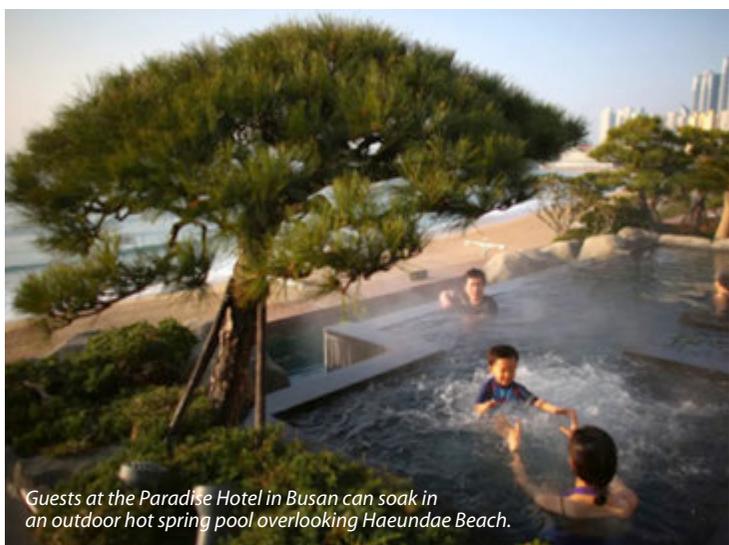
many reasons to do this from a health perspective,” says Fredericson.

Nordic wellness tradition

Nordic countries like Sweden and Finland have a special fondness for contrast bathing. “Saunas and sweat baths have existed since humans settled in this cold region of Northern Europe,” says Laura Seesmeri, a cultural heritage researcher at the University of Turku in Finland.

Originally, about 2,000 years ago, saunas were large pits heated with wood fires and covered with animal skins. Over time, they evolved into heated cabins, and by the mid-20th century, electric stoves sometimes replaced charcoal remnants as the heat source.

In Finland, saunas are an integral part of daily life, and in 2020, UNESCO included them on the list of intangible cultural customs. This country, with a population of about 5.5 million, has around 3.3 million private and pub-



Guests at the Paradise Hotel in Busan can soak in an outdoor hot spring pool overlooking Haeundae Beach.



Guests relax the body and mind on the heated floor of Spa Land, a five-star Jjimjilbang located inside Shinsegae Centum City in Busan.

lic saunas. They appear in the folklore of this nation: the 19th-century Finnish epic poem “Kalevala” depicts Nordic gods bathing in steam, and the mythical sauna elf, *saunatonnttu*, is believed to guard saunas and impart correct usage to users.

“Saunas are considered a time between everyday life and the sacred,” says Seesmeri. Many Finns kick off their weekends on Saturdays with sauna sessions heated to temperatures ranging from 80 to 110 degrees Celsius until they can’t bear it any longer, then they plunge into icy lake waters for a cold bath or simply roll in the snow.

In Finland, sauna enthusiasts often use *vihta*, a bundle of softened birch branches, to scrub and massage their bodies in water, offering hygiene benefits by removing dead skin and natural plant oils. Some Finnish saunas also incorporate essential oils, becoming a devout ritual where oils are poured onto hot stones, filling the entire space with fragrant steam.

Tourists can experience this ritual at Löyly Sauna in Helsinki, where the wooden sauna sits within a sleek, modern building, and participants can relaxingly step into the chilly waters of the Baltic Sea. In southwest Finland, the minimalist Ispoinen Beach Sauna is located along the Pitkäsalmi Strait.

Swedes also love winter bathing in cold-water baths, known as *kallbadhus*, nestled in lakes, along the coast of the Öresund Strait, or adjacent to the Baltic Sea, followed by sauna sessions. This centuries-old health experience of winter bathing followed by sauna has been documented in many magnificent, historically significant bath palaces, such as *Kallbadhuset Varberg*, built around 1903, a round-domed wooden structure, and the modern *Karlshamns Kallbadhus*, resembling a Nordic modern spaceship floating on the sea.

In the far north of Swedish Lapland, the

Arctic Bath hotel allows people to enjoy cold plunges in the Lule River, which requires cutting a large hole through thick ice most of the year to provide the ice water diving experience. During this time, guests can also enjoy indoor saunas and outdoor hot tubs. The well-known Arctic Baths resort is located in the wilderness of Swedish Lapland and features saunas, outdoor hot tubs, and outdoor cold plunge pools.

Experienced cold bathers usually cycle three times between ice water and hot saunas. “When you first go into the water, you feel like you’re washing away the dust,” Mia Jansson, a spokeswoman for the municipality of Skövde in Sweden, where public baths are ubiquitous, tells us. “The second time, after soaking in the sauna for 15 minutes, you rid yourself of worries and let yourself go. Then, when you go in for the third time, your mind starts to wander, and you start creating new things, I mean you are entering a deep relaxing form, both body and brain.” This feeling is the ultimate experience of peak performance!

The ultimate experience of Russian banya

“I was forced to go to the Banya with adults when I was a child, but at that time, I found it to be an unbearable experience, not child-friendly at all. We were compelled to endure experiences that were difficult for children, as if we had to toughen up like real men,” says Eugene Nazarenko, a tall and robust Russian physiotherapist who serves as a Global Therapist and Training Instructor for the Banya therapy at the Aman Group. He has his own perspective on this extreme contrast of hot and cold therapy: “Everyone’s constitution is different, and their tolerance for heat varies. Since this is a therapy originating from extremely cold regions, when applied to other climates and spa centers, adjustments cer-

tainly need to be made according to the local conditions,” he says.

However, the adjustments Eugene refers to do not involve altering the course of treatment itself but rather placing higher demands on the implementation of Banya therapists. Therapists must carefully explain the procedure before the treatment begins, closely monitor the reactions and condition of the clients throughout the treatment based on information obtained from their height, weight, and communication, and stop at the moment when the client’s tolerance reaches its limit.

“During the immersion in cold water, most Chinese people tend to hesitate because their cultural background has never actively promoted this kind of health education of jumping into cold water. Truth is in reality, when the core body temperature reaches a certain level, entering cold water brings about an extreme sense of relaxation and comfort, which can treat and relieve pain in previously painful areas of the body,” says Eugene.

Fortunately, many spas have now improved and customized the duration of therapy according to the physical condition of each client. For Chinese and Asian clients who have not experienced this contrasting bath therapy before, the first time must be a memorable one to fall in love with this extreme therapy that has such clear health benefits.

Today, at the Amanyangyun Hotel in Shanghai, guests can experience the most authentic Russian bath therapy, Banya, which combines traditional Russian bathing concepts with Oriental health techniques. In the 75-degree high-temperature sauna, experienced therapists lightly tap the body with birch and eucalyptus twigs, made from natural oak and eucalyptus leaves, then alternate with refreshing ice spring baths when the client’s core body temperature reaches its limit. This

not only detoxifies the body, opens up tiny pores, deeply cleanses the skin, improves blood circulation, soothes tense muscles, and alleviates localized pain but also helps enhance the immune system function. After the treatment, clients are given sufficient rest time, accompanied by healthy drinks and food to enhance physical strength.

Korean jjimjilbangs in Asian bathing culture

Asian culture has long placed great importance on bodily cleanliness and thermal therapy, giving rise to bathing culture, with the most famous being various hot springs scattered across Asia. Japan and China are both known as hot spring nations, while Korea is renowned for its traditional Jjimjilbangs.

Jjimjilbangs originated in the 15th century when Buddhist monks provided steam services to residents in heated dome-shaped clay rooms, akin to giant kilns, as a purification ritual. Steam was generated by placing water-soaked mats inside the room where people lay.

By the 1990s, Jjimjilbangs had evolved from places to typically gender-segregated and are popular destinations for Koreans to unwind, socialize, and practice health rituals as traditional Korean bathhouses or public bathhouses. They became a beloved wellness therapy for all Koreans, evolving into leisure facilities offering a combination of entertainment and relaxation.

In a modern Jjimjilbang, visitors can enjoy various sauna rooms with different temperatures and features, such as hot rooms, cold rooms, and specialty rooms infused with elements like charcoal, salt, or herbs. Additionally, there are communal areas where visitors can relax, nap, watch television, or enjoy snacks. Some also offer massage services, beauty treatments, and other spa amenities.

One of the distinctive features of Jjimjilbangs is the “jjimjil” experience, which involves soaking in hot tubs, taking steam baths, and undergoing scrubbing sessions to cleanse and exfoliate the skin. Visitors often wear the provided uniforms or traditional Korean clothing called “jimbe,” and they may spend hours or even overnight at the Jjimjilbang, making it a social and cultural experience as well as a wellness retreat.

There are thousands of Jjimjilbangs throughout Korea. Paradise City Cimer, just a few minutes from Incheon International Airport in Seoul, features two levels of saunas, each utilizing salt, amethyst, or charcoal. It also includes a meditation room and



Banya Treatment at Amanyangyun

a decompression pool for guests to use before or after flights.

The most popular Jjimjilbang experiences for foreign tourists are Insadong Spa & Sauna and Dragon Hill Spa in downtown Seoul. The latter, a seven-story Jjimjilbang city, is the preferred Jjimjilbang destination for foreign tourists. Upon entry, guests are given a wristband key, and their belongings are stored in designated lockers. After changing into uniform clothing and receiving towels, guests are free to experience various sauna rooms in different areas.

The spa center at the Paradise Hotel in Busan features natural spring water baths and ocean-view sauna rooms. Guests at the Paradise Hotel in Busan can soak in an outdoor hot spring pool overlooking Haeundae Beach. The company also operates a hotel and a Jjimjilbang of the same name near Incheon International Airport on the outskirts of Seoul.

Spa Land, a five-star Jjimjilbang, is located inside the former world's largest department store, Shinsegae Centum City in Busan, which accidentally discovered hot springs during its construction. Shinsegae ultimately transformed the hot springs into a modern-style spa experience center. Spa Land features hot, cold, and warm spring water baths, ice rooms, and traditional wet and dry saunas. One of the famous themed sauna rooms is shaped like a pyramid and features salt therapy, which is said to relieve arthritis symptoms. In addition to bathing, dining, and beauty services are also available, and guests can also enjoy indoor or outdoor hot springs.

The ajummas (middle-aged women) specialized in scrubbing are strong and vigorous, providing a refreshing experience akin to shedding a layer of skin. Some Jjimjilbangs also offer hair washing services, which are very

relaxing. Families and friends can spend several hours here, lying on heated stone floors called ondol and enjoying snacks that pair perfectly with thermal therapy: sweet rice drink and roasted eggs. The sweet rice drink is somewhat similar to rice wine, making it a refreshing beverage to enjoy after thermal therapy, while the roasted eggs come in three varieties: black charcoal-roasted eggs, coffee-colored smoked eggs, and original roasted eggs, all of which provide protein supplementation.

Lachlan Woodland, a travel agent at Inside-Asia Travel, often books Jjimjilbangs for clients traveling to Korea. He says Koreans believe that alternating hot and cold therapy has many health benefits. “They believe it can detoxify by sweating, strengthen skin immunity, and alleviate localized body pain.”

Contrast bathing gains popularity in North America

Recently, “contrast bathing” has begun to appear in spa centers across North America, from the Alyeska Resort in Alaska to the Aurora Inn’s spa center in the Finger Lakes region of New York. These American spa centers and hotels often offer various contrast bathing therapies.

Located amidst the Chugach Mountains, Alyeska Resort in Alaska offers a 50,000 square foot Nordic spa center, accessible to overnight guests or day visitors, featuring facilities such as saunas, hot tubs, and cold plunge pools.

Crystal Spa in Los Angeles, California, an Aveda concept spa center located in the bustling Koreatown district, features multiple themed rooms equipped with Korean red clay, Himalayan salt, dry sauna rooms, and ice-cooled chambers. Guests can opt for traditional scrub services and then relax in the jjimjilbang, a traditional Korean bathhouse featuring themed sauna rooms, communal relaxation areas, and food.

Durango Hot Springs Resort & Spa in Durango, Colorado, nestled beneath the San Juan Mountains, offers cold stone massages at its spa center, which are said to relieve inflammation and swelling by using hot stones to soothe muscles and cold stones to constrict blood vessels. The facilities include warm water pools and cold plunge pools.

Scandinave Spa in Whistler, Canada, is a forest spa center located in the ski town of British Columbia. Visitors can enjoy an incredibly cozy “journey through the hot springs.” These North American spa centers offer a variety of contrast bathing experiences, catering to the growing popularity of this wellness trend in the region.



甜甜入梦 SWAY之旅

Richard Williams分享在厘岛康莱德酒店Jiwa水疗中心体验的SWAY睡眠疗法

昏暗的房间内，如同被天使怀抱，坠入吊床中轻轻摇曳，缓缓遁入梦乡，轻触、滋养、深度放松……这正是巴厘岛康莱德酒店 Jiwa水疗中心的睡眠疗法SWAY，作为希尔顿集团自2023年起在旗下各酒店推出的全球养生计划之一。

我的SWAY之旅从Jiwa水疗中心热情友好的前台接待开始，在那里我享用了清凉提神的柠檬草冰茶。出于体验感考虑，工作人员询问我是否晕船或容易出现眩晕，此外，幽闭恐惧症患者最好不要体验这一项目。对于其他人来说，则会获得意想不到的惊喜。不过坦白说，我曾怀疑过自己是否能在下午2点半前入睡。

穿着宽松的SPA服，被理疗师Sulari和Arsare带到楼下的理疗室，她们向我简要介绍了项目中使用的吊床和整个体验过程。房间就像一个小洞穴，光线很暗，墙上挂着黑色的窗帘，后墙上有一个大大的月亮形状灯饰。我见到了常驻理疗师Ayu。在烛光和香薰的陪伴下，Ayu和我一同坐在垫子上，随后，她引导我进行了10分钟的冥想。首先通过呼吸法，让思绪平静下来，放慢心率，然后静默片刻，感受自己的“存在”。

十分钟的冥想是一个很好的减压机会，在此期间，你将放下所有吸引你注意力的东西，并将自己完全的交托。Ayu离开后，Sulari和Arsare回来将我扶到摇摆式空中吊床中。我个子不小，所以其实是有点紧张

的。但她们向我保证会很安全，我就这样跌落进吊床，舒舒服服地躺在里面。接着，她们将一条毯子盖在了我的身上，放上温暖的眼枕，以唤起身体的自然反应，平静神经系统，舒缓飘忽不定的思绪。接着为我戴上耳机，里面播放着希尔顿团队为我精心挑选的音乐，这些音乐具有净化灵气和消除负面能量的疗愈频率。

有人告诉我，有节奏的轻轻摇晃会带来甜美幸福的深度睡眠体验，而且这种体验会让人有一种躺在蓬松的云朵上或黑暗温暖的子宫中的安全感。我喜欢这种轻柔的摇摆，让我不禁想起了小时候被摇着入睡的情景。

感官剥夺是达到更为平静的 α 、 θ 、 δ



Aerial View, Conrad Bali

脑电波的绝佳方式；而音乐本身也有镇静心神的作用，我的意识于是开始模糊，嗅着周围的芳香，背部感到轻微的滚动压力。我几乎下意识地问自己，理疗师是如何做到这一点的，感觉就像一个按摩设备。然后我明白了，是因为她运用了精确的节奏，以及进行双侧按摩。我感到非常舒适，接着理疗师对我的头皮进行了轻柔的按压。

此时我已经突然间陷入深度放松和睡眠状态。快速眼动、梦境来袭然后离开，同时伴随着我十分丢脸的张嘴打鼾声，极有可能我还流口水了。很明显，这一睡眠疗法具有深远而积极的效果。

不知什么时候，我被Sulari和Arsare唤醒了。还没回过神来的我甚至听不清他们在说什么，当然还有一个原因是我还戴着耳机。她们轻轻地帮我把耳机、眼枕和毯子挪开，给了我片刻的适应时间。我感觉自己就像瑞普·凡·温克尔，从一个世纪的沉睡中醒来。她们搀扶着我下了吊床，我穿上拖鞋，在门口的椅子上又坐了一会儿，然后被带到



SWAY

休息室。

如果你问我的感觉如何，我想说，我几乎不记得自己的名字了。实在是太放松了，我确实需要一点时间来慢慢回到现实中来。工作人员为我递来了茶水和一款特别的坚果点心，据说是用巴厘岛当地村庄Karangasem的椰子树糖浆做成的，非常美味。

睡眠疗法不会是一个转瞬即逝的新潮流。这一从专业医学领域普及而来的重要课题，曾经在医学范畴内仅限于通过药物在改善睡眠，如今，在大众市场，兴起了各种不同形式的体验项目，不仅可以帮助治疗失眠和时差问题，还可以治疗高血压以及焦虑、抑郁等精神健康问题，不用吃药、体验感绝佳，这是件多么美妙的事情！

当时，我心想：“好吧，我已经睡了一个下午，今晚肯定睡不着了。”后来我发现自己大错特错了。当晚，我睡得像个婴儿一样放松，一觉睡到早上，感觉好极了。

如果你、你的朋友或家人有睡眠或压力方面的问题，我强烈建议你寻找一种整体替代疗法。您可能会对它的效果感到惊讶。

巴厘岛康莱德酒店的Jiwa水疗中心还提供一系列别出心裁的养生体验，仅举几例：

- 声音疗法
- 森林浴
- 场景烹饪课
- 嗅觉体验
- 满月庆典
- 艺术疗法

2024年3月6日，在我写完这篇文章后，我就读到了《纽约时报》对 Jiwa水疗中心的SWAY睡眠疗法的专题报道，写道：“酒店将睡眠提升到新高度。”我深以为然。



Jiwa Spa Reception



Richard Williams

拥有40多年的酒店业从业经验，曾在全球各地的五星级酒店、养生度假村和高级餐厅工作，包括澳大利亚大堡礁的Hayma度假村、伦敦肯辛顿的The Roof Gardens、泰国华欣的奇瓦颂健康度假村、曼谷和上海的半岛酒店等。Richard毕业于墨尔本The Southern自然疗法学院，并拥有美国康奈尔大学酒店业文凭，是洛杉矶The Chopra中心的认证冥想导师。目前常驻巴厘岛，定期在荷兰斯坦德大学巴厘岛校区讲授SPA开业项目、SPA概念开发和领导力大师班等课程，并常在各大水疗会议上发表演讲。

Richard is a New Zealander by nationality with over 40 years in the hospitality industry working around the globe in 5-star hotels, wellness resorts and fine dining restaurants, including Hayman Island Resort in the Great Barrier Reef, Australia, The Roof Gardens, Kensington, London, Chivasom International Health Resort, Hua Hin, Thailand, and Peninsula Hotels Bangkok & Shanghai. He is a graduate of The Southern School of Natural Therapies, Melbourne, The Craniosacral Academy, S.A. He holds hotel industry diplomas from Cornell University, U.S.A and is a qualified meditation instructor from The Chopra Center, La Jolla, CA. Richard is based in Bali, Indonesia and regularly lectures at Stenden University Netherlands, Bali campus on Spa Pre-Opening Projects, Spa Concept Development and Leadership Masterclasses.



Sunrise by the Pool

Lulled into Sweet Dreams

Richard Williams shares his experience at Jiwa Spa, Conrad Bali Hotel on SWAY, a sleep therapy

Hilton Group have since last year 2023 launched dynamic global wellness initiatives in their various properties. Part of this, at the Conrad Bali, at Jiwa Spa, is their Sleep Therapy, SWAY. In a darkened room, you will be lulled to sleep as if by angels cocooned and suspended in a hammock to induce deep relaxation and sleep, and installing a sense of nurturing, and light touch.

My SWAY journey began at the Jiwa Spa reception where I was warmly welcomed, offered a cooling oshoburi and refreshing lemongrass iced tea. I was asked whether I got seasick or have vertigo, for obvious reasons, and of course a claustrophobic would be best to avoid this treatment. For the rest of us, you are in for an unexpected and very pleasant surprise. In my case, full disclosure, I had my doubts about whether I could be subdued into sleep at 2.30pm in the afternoon.

In loose clothing (or you may be more com-

fortable in your bathrobe), I was invited downstairs to the treatment room by therapists Sulari and Arsare, where the hammock and process was briefly explained. The room was like a small cavern, black sheers hung from the wall, a very large moonlike light feature was on the rear wall and the room was dimly lit. I was introduced to Ayu, the resident healer, who would conduct the 10-minute meditation. Asked to join her on a cushion on the floor, with candlelight and incense. Ayu guides you through a meditation that begins with breathwork to calm the mind and slow the heart rate, along with some moments of silence to just 'be'.

The 10-minute meditation is a good chance to decompress and allow oneself time to forget about whatever it is that draws your attention, and to give yourself permission to surrender and relax into the program. Ayu departed and Sulari and Arsare returned to assist me to the swing-style aerial hammock. I'm not

a small man, I was a little nervous! But they both assured me I would be safe, and I kind of rolled into the hammock and got comfortable. Quickly and seamlessly, a weighted blanket is placed over me, a warmed eye pillow to evoke the body's natural reaction to calm the nervous system, and soothe the wandering mind is put in place. Headphones are positioned so that I may listen to the curated music developed by Hilton's in-house team, comprising of healing frequencies that purify the aura, and remove negative energies.

The experience of being gently rocked in a rhythmic swaying motion I'm told invites the sweet bliss of deep sleep, and that the session mimics the safety of how one might feel lying in a fluffy cloud or the dark warmth of the womb. For me, I loved that gentle sway, and I couldn't help but think of childhood, being rocked to sleep as a baby.

Sensory deprivation is a great vehicle for



Single Treatment Room, JIWA Spa



Couple Massage, JIWA Spa



Relaxation Center, JIWA Spa

reaching the much calmer alpha, theta, delta, brainwaves. The music has its own sedatory effect. I am already departing consciousness, inhaling the surrounding aromatherapeutic effects, I feel light rolling pressure to the back. Almost subconsciously I am asking myself, how is the therapist doing this...it feels like a massage device. Only because of its precise rhythm and bi-lateral movements. It's very comfortable, this segways to gentle pressure pointing to my scalp.

I would say by this point I am losing consciousness and suddenly engulfed in deep relaxation and sleep. REM / rapid eye movement, dreams are entering and departing, along with shameless open-mouthed snoring and possible drool! It is very very clear that this sleep therapy has a profound and posi-

tive effect!

At some point I find myself being awoken by both Sulari and Arsare. I could not even discern what they were saying, to be fair I still had the headphones on, which were gently removed, along with the eye pillow and the blanket. I was given a moment to acclimate, which I needed. I felt like Rip Van Winkle, awoken from a century of sleep! Assisted out of the hammock and into my slippers, I was allowed a chance to sit at the chair at the door a moment further, before being guided to a resting lounge.

How did I feel? I could hardly remember my name! Honestly I was so... so relaxed, I needed the resting time to process what just happened, and to return to reality. Tea was served to me and a nutty snack sweet-

ened I am told from the coconut palm syrup of Karangasem, a local Balinese village was offered...delicious!

Sleep therapy and treatments are more than just a passing trend. This is the democratization of something once only reserved by medical fields and handled, sadly, by pharmaceuticals. How wonderful that we can now experience these incredible modalities that not only assist with insomnia, and jetlag, but hypertension, and mental health issues such as anxiety, and sadness.

At bed time, I thought to myself, "well, I've slept in the afternoon, I will never get to sleep tonight." How wrong was I, I slept like a baby with ease and didn't awake until the morning, feeling great.

If you, your friends or family, have issues with sleep or stress, I would highly recommend you seek out a holistic alternative. You may be surprised at how effective they may turn out to be.

Jiwa Spa at The Conrad Bali, offers wellness programs such as the following, to name a few:

- Sound healing
- Forest bathing
- Scenographic cooking classes
- An Olfactory experience
- Full Moon Celebration
- Art Therapy

Jiwa Spa, SWAY, Sleep Therapy, was featured in the New York Times – 'Hotels Take Sleep to the Next Level,' March 6th 2024.



运动行之有效

我们都相信应该多运动。那么为什么保持锻炼习惯如此困难呢？高菲文

每年，数百万人发誓要更加积极地进行身体活动，但绝大多数这样的决心都以失败告终。在坚持新的运动计划一两周后，我们逐渐回复到旧习惯，然后对自己感到沮丧。

调研显示，70%的人表示他们希望过上更健康的生活，减肥并增加运动。在高收入国家，如英国和美国，大多数成年人没有达到健康专业人士所建议的每周至少150分钟的体育活动。即便每个人都知道锻炼是健康的，但是如何能真正做到呢？

显然，我们需要通过对“人为什么要运动”的理解，来找到一种新的对自己行之有效的健康方法。

我们可以试试通过超越我们生活的现代世界，先去看看我们的祖先以及其他文化中的人们是如何保持身体活动的。这种进化人类学的观点揭示了关于运动的十个谬误。拒绝这些谬误不会让你立即变成奥运运动员，但它们可能帮助你开创新篇章，而不让自己感到沮丧。

每当我们移动着做任何事情的时候，都在进行身体活动。相比之下，运动则是为了

健身而自愿进行的身体活动。你可能认为运动是正常的，但其实这是一种非常现代的行为。相反，在过去的数百万年里，人类之所以进行身体活动，只有两个原因：当有必要或是有回报时。必要的身体活动包括获取食物和做其他事情以生存。有回报的活动包括玩耍、跳舞或生存训练，以获得乐趣、培养狩猎技能、吸引异性注意。但在石器时代，没有人会为了延缓衰老而跑五英里，或是无目的为增肌而举重。

总想着偷懒

每当我们看到一条楼梯边上有一个自动扶梯的时候，我们脑海中的小声音就会说：“坐扶梯吧。”有这种想法的人们在机场和火车站占了绝大多数。这只是因为懒惰吗？其实这种本能是完全正常的，因为体力活动需要消耗卡路里，当食物有限时，花在身体活动上的每一个卡路里都是不能随便浪费的，必须只用在重要的关键用途：比如维持我们的身体、储存能量和繁殖。因为自然选择最终只关心我们有多少后代，因此我们的狩猎采集祖先们进化出了避免不必要的努力的脑回

路。

“锻炼”？除非它是有回报的，不然脑子根本就会去避免它，所以不要为那些依然存在的自然本能感到难过。相反，接受它们是正常的，本能难以克服，这是个存在于基因本能的好借口。

关于久坐

你可能听说过可怕的统计数据，说我们坐得太多，这会致命。我们其实也大可不必把像坐一样正常的行为妖魔化。每个文化中的人都坐得很多。即使远古的狩猎采集者，一天也要坐大约8-10个小时，与大多数现代人一样多。

但是，确实确实有更健康和不健康的坐姿。研究表明，每隔10或15分钟起身一次的人可以唤醒他们的新陈代谢，享受比整天都久坐的人更好的长期健康。因此，如果你整天在椅子上工作，请时不时地站起来、动起来，并尽量不要整天坐在椅子上。

原生态不代表强壮

另一个普遍的谬误是：生活在接近原生态的



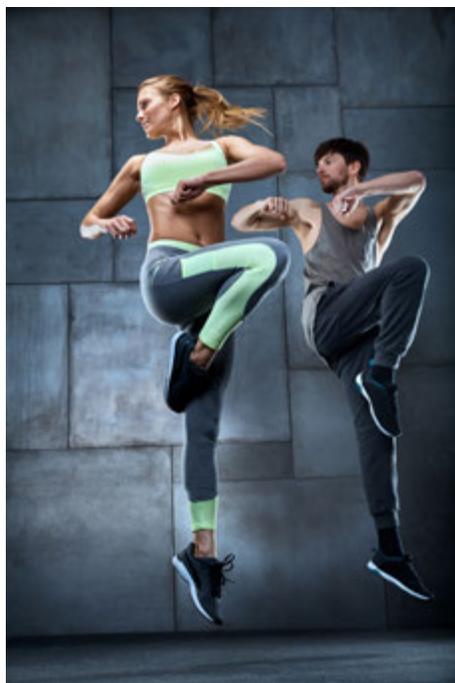
状态，未被文明污染的人，都会更健康，是天生运动员，强壮而有耐力，能够轻松跑马拉松。这肯定是不正确的。原始状态下的大多数狩猎采集者都是青壮年，是在他们本身最健康的年龄段，但他们只是适度强壮，而不是特别强壮，也不是特别快速。我们看到的非洲丛林中的矫健肌肉男部落，也只是他们中的一小撮人。他们的生活并不轻松，即便需要狩猎，也只平均每天花费约2小时进行中度到剧烈的身体活动，成为超级健身达人和超级强壮既不正常也不必要。

减肥不能只靠锻炼

现代人的几乎每一个减肥计划里都包括了锻炼。然而我们也会听到这种说法，就是我们不能通过锻炼减肥，因为很多锻炼燃烧的卡路里有限，但会提高代谢，让我们更容易感到饥饿，以至于有些锻炼后的人会吃得更多。事实是，减肥人群首先必须更注意自己的饮食，控制卡路里的摄入量 and 有效营养成分比例。通过饮食比通过锻炼能更快地减肥。之后如果配合中等强度的有氧锻炼，比如变速快走和挥汗有氧操等，效果就会更好。当然定期锻炼有助于防止节食后的体重反弹。

关于膝盖损伤

很多人害怕跑步，因为担心会毁了他们的膝盖。这些担忧并非毫无根据，因为膝盖确实是跑步者受伤最常见的地方。但膝盖和其他关节都不会像汽车的减震器那样因过度使用而磨损。相反，适度的跑步、步行和其他活动，会加强关节周围的肌肉和肌腱力量，



被证明有助于保持膝盖健康。许多高质量的研究表明，跑步者甚至更不容易患上膝关节炎。

避免膝盖疼痛的策略是学会正确跑步，不过度追求公里数和速度，并明智和正确地定期做一些力量训练。

老了不能太清闲

我们中国人都幻想退休后的清闲生活，觉得经过几十年的辛勤工作，应该尽可能地晚年轻松。事实上并非如此。让我们再看看祖先的原始人类的老年生活，事实上，古代在没有任何医疗状态下能活到60、70岁的老人家们，都是动静结合的高手，以便帮助以自己

年长者的丰富经验，更好地养育后代，帮助子女和孙子孙女。

事实上，随着年龄的增长，保持身体有适度的活动刺激，能支持人体在生存中所需的无数次的修复和维护。许多研究发现，随着年龄的增长，运动对健康和抗衰更有益。

运动因人而异

许多医疗和健康专业人员遵循世界卫生组织对成年人的运动建议是：每周至少150分钟中等强度或每周75分钟剧烈运动。事实上这肯定不是一个绝对的数值，因为运动的量取决于诸多因素，如目前的健康状况、年龄、受伤历史和工作种类等等。

但是，即使很少的锻炼也比不锻炼要好得多。每周仅一小时(每天八分钟)就可以带来可观的回报。常常调整和变化锻炼内容和种类，随着年龄的增长，进行定期的力量训练也是有益的。

把运动变成社交

现实情况是大多数人并不喜欢运动。为了促进锻炼，我们通常会给自己定个目标，然后跟着潮流时尚去给自己买一堆运动服饰和运动小器材。

但让我们记住，我们进化成为身体活跃的原因只有两个：那是必要的，或者是有益的。因此，我们得找到个两者兼具的方法：让运动变得既必要又对自己有益。在实现这一目标的众多方法中，我认为最好的是将锻炼变成社交活动。如果你可以呼朋唤友与朋友们一起定期运动，你会觉得自己有义务有责任出席，会玩得开心，而且会和朋友们互相激励。

在这个过程中，一定要找到适合自己的群体，切忌互相攀比和做不适合自己的运动。

运动确实有必要

几千年来，我们并没有进化为肌肉男女，但我们确实已经进化成为身体活跃的智慧生物，就像我们进化为饮水、呼吸空气和交友一样，缺乏身体活动是不好的，会使我们更容易受到许多疾病的威胁，无论是身体还是心理上的。

因此我们发明了运动，幸运的是，仅仅稍微有一些运动，就能减缓衰老速度，大幅降低患上各种疾病的机会，尤其是随着年龄的增长。而且，运动也可以很有趣，现在疫情过去了，但不知道你们是不是和我一样，有时候会想念疫情期间的自己关在家做有氧，和连线与伙伴们聊天，并一起线上做瑜伽的那段时光。

来吧，运动起来。



Just Do It

We all believe in the importance of regular exercise. So why is it so challenging to maintain a consistent exercise routine? By Fifi Kao

Every year, millions of people promise themselves to be more physically active, yet the vast majority of these resolutions end in failure. After sticking to a new exercise plan for a week or two, we often revert to old habits and so feel disappointed in ourselves.

Research shows that 70% of people want to live healthier lives, lose weight, and increase their physical activity. In high-income countries such as the UK and the US, most adults do not meet the recommended 150 minutes of moderate-intensity exercise per week despite knowing the benefits of exercise. So how can we truly make it a habit?

Clearly, we need a new approach that is effective for ourselves by understanding why we need to exercise.

Looking back at our ancestors and other cultures, we can learn how they maintained

physical activity. This evolutionary anthropological perspective reveals ten myths about exercise. Disregarding these myths won't make you an Olympic athlete overnight, but it might help you start a new chapter without feeling frustrated.

The nature of physical activity

Whenever we move, we engage in physical activity. Exercise, however, is voluntary physical activity for fitness. While you might consider exercise normal, it's actually a modern behavior. Over millions of years, humans engaged in physical activity only when necessary or rewarding. Necessary activities included obtaining food and performing survival tasks. Rewarding activities involved play, dance, or survival training, offering enjoyment, skill development, and attracting mates. In the Stone Age, no one would run five miles to

delay aging or lift weights to build muscle without a purpose.

The instinct to conserve energy

Whenever we see an escalator beside a staircase, our instinct says, "Take the escalator." Most people at airports and train stations have this thought. This isn't merely laziness; it's a normal instinct. Physical activity requires calories, and when food is scarce, every calorie counts. Thus, natural selection programmed our ancestors to avoid unnecessary effort.

Exercise is only undertaken when there is a reward, so don't feel bad about this natural instinct. It is normal and difficult to overcome because it is embedded in our genes.

The sedentary lifestyle

You might have heard alarming statistics about the dangers of sitting too much. While it's true



that prolonged sitting is linked to health risks, sitting itself isn't inherently harmful. Every culture involves significant sitting time. Even ancient hunter-gatherers sat for about 8-10 hours a day, similar to modern people.

However, there are healthier ways to handle sitting. Research indicates that standing up every 10-15 minutes can boost metabolism and improve long-term health. So, if you spend your day at a desk, make an effort to periodically stand up and move around.

The myth of pristine health

Another common misconception is that people living in primitive conditions are inherently healthier, stronger, and more enduring, capable of effortlessly running marathons. This is untrue. Most hunter-gatherers were moderately fit but not particularly strong or fast. The muscular tribesmen seen in documentaries represent a small fraction of their population. Their lives were not easy, and they spent only about two hours a day on moderate to vigorous physical activity for hunting.

Exercise and weight loss

Almost every modern weight loss plan includes exercise. However, it's often said that you can't lose weight through exercise alone because exercise burns limited calories and increases metabolism, making you hungrier. Thus, some people may eat more after exercising. To lose weight, one must primarily

focus on diet, controlling calorie intake, and nutrient balance. Dieting can lead to quicker weight loss than exercise. Combining moderate aerobic exercise, like brisk walking and sweating exercises with a proper diet yields better results. Regular exercise also helps prevent post-diet weight regain.

Concerns about knee injuries

Many people avoid running due to fears of knee damage. These concerns are not unfounded, as knees are the most common injury site for runners. However, unlike car shock absorbers, knees and other joints do not wear out from overuse. Moderate running, walking, and other activities strengthen the muscles and tendons around joints, helping maintain knee health. Numerous high-quality studies show that regular runners are less likely to develop knee osteoarthritis.

To avoid knee pain, learn to run correctly, avoid excessive mileage and speed, and regularly perform strength training.

Active aging

Many Chinese people envision a relaxed life after retirement, thinking that they deserve it after decades of hard work. But actually, our ancestors tended to remain active into old age, if they were lucky to live that long, and it was that active lifestyle which kept them healthy, even without modern medicine. They could then use their experience to help care for their

grandchildren.

Maintaining physical activity as we age supports numerous bodily repairs and maintenance required for survival. Many studies find that exercise becomes increasingly beneficial for health and anti-aging as we grow older.

Personalized exercise

Many health professionals recommend at least 150 minutes of moderate exercise or 75 minutes of vigorous exercise per week for adults. However, this is not a one-size-fits-all number. Exercise amounts depend on various factors like current health status, age, injury history, and occupation.

Even minimal exercise is far better than none. Just one hour per week (eight minutes a day) can yield significant benefits. Regularly varying exercise types and incorporating strength training as you age are also beneficial.

Making exercise social

The reality is that most people don't enjoy exercise. To promote it, we often set goals and buy trendy workout gear and gadgets.

Remember, we evolved to be active only when necessary or rewarding. Therefore, we must find a way to make exercise both necessary and rewarding. One of the best methods is to make exercise a social activity. If you can regularly exercise with family and friends, you'll feel obliged to attend, enjoy it, and motivate each other.

Find a group that suits you and avoid comparing yourself or doing inappropriate exercises.

And... exercise is necessary

Over these many thousands of years, we haven't all evolved into muscle-bound individuals, but we have evolved into active beings. As with drinking water, breathing air, and socializing, a lack of physical activity is detrimental to a healthy life, making us susceptible to various physical and mental diseases.

Thankfully, a little exercise can slow aging, significantly reduce disease risk, and also be enjoyable. Now that the pandemic is over, you might, like me, sometimes miss the days of doing aerobics at home and chatting with friends while doing online yoga, during the lockdown. Why not do it again?

Go! Just Do It!



饮酒也健康

饮酒并非一个完全不好的习惯，关键在于适度，并适合自己的健康需求。Tal Friedman博士文

关于酒精摄入量这个话题，已经有非常明确的科学定论——少饮为佳，甚至对某些人来说，滴酒不沾是最好的。但在许多职业领域和个人聚会中，饮酒往往是不可避免的，因此要滴酒不沾不太可能。不过好在，大多数人都能够做到适量饮酒，将其作为健康生活方式的一部分。

然而，需要注意的是，并不是所有人都适合“适量饮酒”。如果你还没有喝过酒，就最好不要尝试。如果你患有某些疾病，最好咨询专业医生，并采取预防措施。酒精对每个人的影响都不尽相同。

自我反思

首先，我认为最重要的是，你需要好好的自我检验一番，问自己几个关于自身习惯的问题。你过去是否有酗酒、吸烟或服用其他成瘾药物的问题？如果答案是肯定的，你就应该考虑戒酒。成瘾是一种疾病，需要接受专业治疗。现在，有一些治疗和药物对戒除成瘾很有效果。

定期戒酒

你或许听说过在欧洲十分流行的“一月大戒酒”（Dry January）、“十月不饮酒”（Sober October），在此期间，人们会整个月滴酒不沾。接受这些“挑战”是检验自己与酒精关系的好方法。研究表明，酗酒者在长时间戒酒后体重减轻、高血压和高血糖都有所改善。

我强烈建议经常饮酒的人定期戒酒，哪怕只是几个星期。当你发现自己的睡眠改善了，思维清晰了，与周围人的互动更好了，那么你就会意识到你的身体正在试图告诉你一些重要的事情。尽量延长戒酒时间，多想一想这样做的好处。

“走心”饮酒

近年来，“走心饮酒”的理念越来越流行，这是另一种看待饮酒、酒精以及我们与之关系的方式。走心地去做任何事情，都能让我们更好地与该活动和自身建立联系。首先，审视你喝酒的“时间”。我认为，在某些时候喝酒还是很合理的。

第一种是庆祝活动。可能是生日、周年纪念日，也可能是庆祝升职，或是与朋友家人一起纪念重要的时刻。

第二种是为了与朋友或伴侣增进感情。分享美好时光，增进彼此的连接。

最后一种是饮酒本身。有时候，当你喝到一种特别的威士忌或葡萄酒时，你会真正地去享受它。抿一口，不要大口喝，专注于体验，专注于酒的味道。放慢速度，细细品味。当酒杯空了的时候，问问自己在那一刻是否真的需要再来一杯。

少饮为佳

正如前文所说，在饮酒方面，越少越好。对于嗜酒如命的人来说，减少总摄入量，即使还是比一般人要多，也是能够从中获益的。

比如，如果你每天要喝五六杯酒，现在减到每天三杯，那么你很可能会发现自己的整体健康得到了极大的改善。

饮酒的健康益处？

你可能听过适量饮酒对健康有好处、红酒对身体有益、每天喝一两杯可以预防心脏病之类的说法。这些说法是有一定道理的，但当你想想酒精可能带来的负面影响，这些好处就不那么吸引人了。

2016年的一项研究发现，每天喝一杯酒精饮品的男性死于各种心血管疾病的风险降低了30%，女性则降低了40%。听起来很不错，但同一项研究发现，经常饮酒的人患大肠癌、乳腺癌以及与酒精有关的癌症（包括口腔癌和肝癌）的风险更高。

饮酒的关键在于适量，以及了解自己独特的健康需求和健康问题。你的健康目标是什么，酒精如何支持或阻碍这些目标的达成？

你能做的最好的事情就是思考自己的健康状况和健康目标，并学会调整自己的生活习惯，使酒精不会给你的健康带来影响。对有些人来说，可能是每晚限饮一杯；对其他人来说，可能是在周中戒酒，在周末适度地饮酒。

如果你适量饮酒，并且身体健康，那么饮酒的风险可能微乎其微。从科学角度看，虽然没有已知的绝对安全饮酒量，但似乎偶尔适量地饮酒所带来的生活质量提升可能高于其潜在的危害。

Drink, and Stay Healthy

The key to drinking alcohol is moderation and understanding your unique health needs and concerns.

By Dr. Tal Friedman, ND

The science is clear surrounding alcohol intake. Less is better, and for some of us, abstaining completely is best. But alcohol is often at the center of so many professional and personal gatherings, so you may not always want to abstain. The good news is that most people can make drinking in moderation part of a healthy lifestyle.

Keep in mind that this is for most people, but not for everyone. If you don't drink already, don't start, and if you have existing medical conditions, you should always take precautions and check in with your primary care doctor. Alcohol will affect everyone differently.

Honest self-reflection

Firstly, and I would argue most importantly, you need to look inwards and ask yourself a few questions about your habits. Have you had problems with alcohol, tobacco, or other addictive substances in the past? If the answer here is yes, you should consider abstaining from alcohol. Addiction is a disease and should be treated as such. Speak with your primary care doctor. There are treatments and medications that do work well for addiction.

Time off

Dry January and Sober October. Do these sound familiar? These are popular months where people abstain completely from alcohol for the entire month. These "challenges" are a great way to check in on yourself and your relationship with alcohol. Research has shown that heavy drinkers who stop drinking for extended periods of time can lose weight, improve their blood sugar control, and lower their blood pressure.

I strongly suggest regular breaks for anyone who drinks alcohol regularly. Even if it's just a few weeks. If you notice better sleep, clearer thinking, and better interactions with those around you, your body is trying to tell you something important. Take a longer break and do some self-reflection.

Mindful drinking

The idea of "mindful drinking" has grown in popularity in recent years and it's another great way to look at drinking, alcohol and our



relationship with it. Doing anything mindfully allows us to better connect with the activity as well as ourselves. A great way to start is to look at the "when" you are drinking. I would argue that there are times when it seems perfectly reasonable to have a drink.

The first is for a celebration. It could be a birthday, anniversary or perhaps a promotion. Commemorating joyous, important moments with friends and family.

The second is to bond with a friend or partner. Sharing a moment and connecting with one another.

Lastly is about the drink itself. There are times where there is a special whisky or wine and you are trying to really enjoy it. Take a sip, not a gulp, and focus on the experience, on the flavor of the drink. Slow down and savor the experience. When the glass is empty, ask yourself if you really need another in that moment.

Less is more (for your health)

As we said earlier, less is better when it comes to alcohol. People who are heavy drinkers will get the most out of reducing overall intake, even if it's still in the realm of heavy drinking. As an example, if you were drinking five or six drinks a day, and you can cut it in half, to three a day, you are likely going to notice a tremendous benefit in your overall health.

How about the health benefits?

You may have heard that moderate alcohol consumption has some health benefits. Maybe you heard about red wine being good for you, or that one or two drinks a day can be protective against heart disease or something similar. There is some truth to those claims, but the benefits are actually not quite impressive if you look at the potential negatives that come with alcohol.

As an example, there was a study done

in 2016 that found men who consumed one alcoholic drink per day had a 30 percent lower risk of death from all cardiovascular disease, and women had a 40 percent lower risk. Sounds great, but the same study found that people who drank alcohol regularly had a higher risk of colorectal cancer, breast cancer, and alcohol-related cancers, including mouth and liver cancer.

The key to drinking alcohol is moderation and understanding your unique health needs and concerns. What are your goals, and how does alcohol support or not support those goals?

The best thing you can do is to reflect on your health and health goals and learn how to adjust your habits so that alcohol does not get in the way. For some, it may be limiting alcohol to one drink per night. For others it may be abstaining during the week and drinking responsibly on the weekends.

If you drink in moderation and are otherwise healthy, the risks are likely minimal. Scientifically, while there is no known absolute safe level of drinking, it seems reasonable that the quality of life gained from an occasional, responsible drink might be greater than the potential harms.

Dr. Tal Friedman, ND

自然疗法医学研究生博士

Tal Friedman博士在加拿大多伦多约克大学完成了运动与健康科学专业的本科学习，获得了运动营养学专业的荣誉学位，并在毕业后应邀回校举办短期系列讲座。在成为一名运动学家后，Tal Friedman博士又在加拿大自然疗法医学院攻读了四年的自然疗法医学(ND)研究生博士学位。

Tal Friedman completed his undergraduate degree in Kinesiology and Health Science at York University, Toronto, Canada. He received a specialized honours with a special focus in sports nutrition and was invited back to do a short lecture series at the university after graduating. After working for as a certified Kinesiologist, he furthered his studies through a four-year post-graduate Doctorate of Naturopathic Medicine (ND) course at the Canadian College of Naturopathic Medicine.

喧嚣都市中的 心静轩

水上绿洲，精彩无限；写意水疗，舒缓身心。
在澳门悦榕庄体验宁静与奢华的完美结合



漫

步在繁华的路氹街头，沉醉于古色古香的葡式风情与美轮美奂的现代风格建筑群。一座高耸入云的黄、珀金色大楼映入眼帘，循迹前往，步行不久便可抵达。这里便是早获盛名的「澳门银河™」豪华综合度假城，恢宏华丽的宫殿式建筑，门前宽阔的广场上绿树成荫，远处天浪淘园不时传来欢声笑语，吸引人走进去一探究竟。

这座集住宿、餐饮、娱乐、购物于一体的综合度假城一站呈现无尽体验。八家奢华酒店，提供八种风格迥异的下榻体验；从中国大江南北传统名菜到世界各地的美饌佳肴，无须远行便可享受“舌尖之旅”；精彩纷呈的娱乐活动和演艺盛事更令人目不暇

接。而在这繁华之央，等待你的是一片隐世桃源——澳门悦榕庄。无论是葱郁的热带花园，还是疗愈身心的养生旅程，都将带你远离喧嚣，沉浸内心的宁静平和。

踏入澳门悦榕庄的酒店大堂，浓郁的泰式风情呼之欲出。以红色、棕色、金色和黑色为主色调，营造出温暖而醇厚、低调而奢华的氛围；绿植、木质屏风和镂空花纹为空间增添了自然温馨的感觉。

来到房间，精油香气丝丝入鼻，使人顿感放松，每天一款芳香精油激发每日好心情。眼前，贯穿客厅和卧室的泡池瞬间夺走注意力。这是每间套房的标配——悦心池，澳门唯一。足有4米长，浸泡其中，窗外路氹和珠海横琴的摄人景致、天浪淘园的

热带花园景观尽收眼底。环顾房内，从精致纹理的吊灯到红色墙面上的金色挂饰，从彩色泰丝抱枕到古朴别致的木桶浴缸，室内设计同样秉承泰式风格。除了245间套房外，还有10栋独立别墅坐落于天浪淘园中，均设有私人泳池及花园，静谧秘境恍若一座身心栖息地。

一夜好眠后，开启沉浸式度假体验。

都市里的热带绿洲·天浪淘园

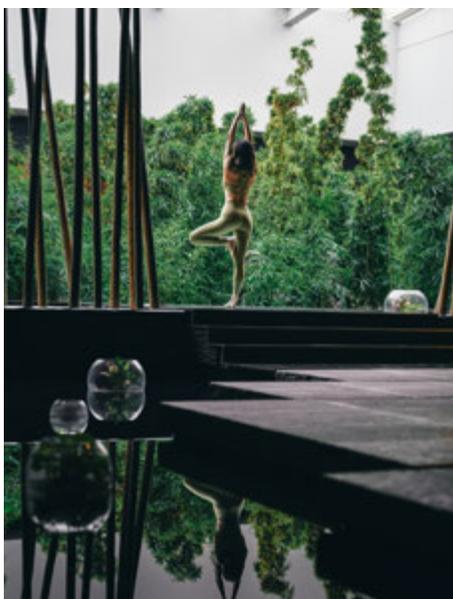
度假式空中水上绿洲，花木扶疏，绿意盎然，全长150米的白沙滩环绕着碧波池水，让人仿佛置身于海天一色的热带岛屿。

DJ现场打碟，即刻投入动感水上派对。全球最长的575米空中激流带你沉浸式随波



漂流，沿路穿越激流、喷泉、瀑布、棕榈湾，其中有一段透明玻璃栈道，是公认的网红打卡点。隐藏在山洞中的三条滑水天梯带来不同程度的刺激感，其中一条采用半透明设计，长达30米。全球最大的空中冲浪池，每天有数次人造浪环节，最高可翻起1.5米高的人造海浪，再现深水冲浪体验。这里还有专为儿童开设的水上游戏区，让小客人们在山谷、穹洞、雨林中尽情嬉戏。

沙滩上白沙细幼，设有沙滩躺椅、遮阳伞，玩累了来这里休憩，喝一杯饮品，沐浴在和煦的阳光中。还可以暂避喧闹，漫步热带花园蹊径，呼吸清新空气，若有兴致，与友人来一次野餐也实为不错的选择。乐园中设有多间池畔餐厅，提供各色美食。



幽居遁世的疗愈旅程·澳门悦榕Spa
「澳门银河」的休闲之旅，位于酒店2楼及31楼的澳门悦榕Spa必定列在计划之中，于曼妙境地体验写意水疗。身宁静，心致远，于此忘尘。

作为亚洲首个奢华东方Spa的开创者，悦榕Spa于1994年在泰国普吉岛创立。而澳门悦榕Spa自成立起，就将品牌世代传承的亚洲养生传统与不断创新的Spa技艺科学结合，满足现代客人的各类健康与美容需求。每位澳门悦榕Spa护疗师均须在泰国（普吉岛）水疗学院接受独立和专业的培训课程，至少达到350小时后方可为客人服务。

澳门悦榕Spa总面积有3,400平方米，共设21间水疗套房，以热带园林及翠竹为景，潺潺流水声在水池庭园、玻璃天幕之竹院间回荡，香薰馥郁芬芳弥漫于空气之中，优美之乐不绝于耳，静心宁神之际，Spa体验便

在感官沉浸的美好氛围中缓缓展开。

进入宽敞的Spa空间，天然的绿植墙与透光玻璃的辉映下，有种既奢华又淳朴的感受。柔和的灯光与双耳道音乐回放，搭配养生茶歇与疗程前安抚的足部磨砂，令人卸下负累，置身于安宁之中。作为澳门悦榕Spa最经典的疗程之一，“皇家悦榕”融合了东方与西方按摩技巧之精华，促进血液循环，缓解肌肉酸痛，让身、心、灵活力新生。疗程由具疗愈清新香气的香菱青瓜美体磨砂开始，改善肌肤渗透力，使其光滑透亮。继而进行脉轮按摩，活化体内的自我修复机制，促进身心脉轮能量。再以温热的、渗透过芝麻油的草药包按摩全身，感受热流在肌肉上游走，散发的芳香使情绪自然而然放松下来，草药精华渗透至肌肤底层，全身酸痛得以缓解。接着以悦榕玉石按摩脸部，镇静舒缓每一寸脸部肌肤，重拾面部光泽。最后以疗愈放松浴滋养全身。疗程额外配有三十分静心安茶点时间。

此外，四款独特的康裕疗程可针对性改善客人的身体和精神状况，提供全方位的健康体验：“清愈按摩”刺激循环系统，为身体排毒；“移动伸展”能有效缓解肢体和肌肉疼痛与紧张；“都市舒疗”旨在帮助久坐的现代都市人缓解肩颈背僵硬等问题；“助眠松弛”能放松身心，有效提升睡眠质量。90分钟的疗程融合了多种芳香精油、按压手法、药草热敷，理疗师温热的手与精湛娴熟的技艺，能为感官带来阔别已久的纯粹放松与愉悦。

静心品茗浅酌 午后无喧之境

慵懒的午后，最想觅得一处自在空间，独自品茶，或约上三两好友谈谈心。



位于澳门悦榕庄酒店大堂的悦榕吧是一个散发着闲适气氛的地方。端正典雅中尽显精巧的设计，处处皆是咖啡色调的设计与阔落舒适的桌椅，既能与朋友品尝美味的下午茶，又可在餐前饭后来一杯香槟鸡尾酒，是在路氹闹中取静、消磨时光的好去处。

在二楼的露天泳池旁，坐落着另一处午后休憩的好去处。悦涛廊延伸酒店舒适自在的风格，又增添了户外用餐的浪漫之感。挑选一款心怡的精致小吃、点一杯清新怡人的鸡尾酒或果汁，直接于泳池旁或日光浴露台区享用。

你还可以到度假城中的特色咖啡厅CHA BEI，即为“茶杯”，意思是每只茶杯里都装着一个独一无二的故事。这个餐厅概念的创作者吕嘉莹相信：“人与茶，其实都来自同一个根源，虽然经过不同的洗礼而展现出不同的文化、味道、颜色，但也同样美丽。”

在这个融合游历、餐饮、艺术和设计灵感的空间，结识新朋友、分享自己的想法和故事，也可独自品一杯佳茗、享受一份美食，度过宁静的时光。健康菜式以营养丰富的食材入馔，招牌菜包括CHA BEI沙拉、手工意大利面、牛油果刺身糙米饭及茶杯草莓戚风蛋糕等。享受美食的同时，欣赏从世界

各地搜罗而来的精美茶具，如果喜欢的话还可以买回家。

舌尖上的创意·尚坊

位于酒店31楼的尚坊，2024荣获米芝莲入选餐厅，可从高空俯瞰「澳门银河」和路氹的壮丽景观，邀食客体验艺术与美味的碰撞。行政主厨Jan Ruangnukulkit带领技艺卓越的泰国厨师团队，以现代手法创意演绎正宗泰式风味。Jan曾任职的米其林星级餐厅被选为“世界50最佳餐厅”。

Jan是一位天才的调味艺术家，独选陈年的鱼露，点缀出正宗泰式风味，巧用风味独特的香料，渲染出泰北山野的清幽。由Jan精心打造的品味菜单，不仅延续了泰菜讲究香料、食材、味道以及颜色调和的精髓，更将菜品的艺术和创意尽情发挥。虎虾冬阴功细致地融入泰国虎虾、香茅等食材，造就其酸辣鲜香的东南亚特色美食；秘制的泰南咖喱帝王蟹，微辣醇厚，鲜嫩香浓；源自母亲菜谱的杂菇炒泰国差翁菜，滋味独特，创意十足。

创新科技晶莹幻彩·水晶莲花光影秀

离开之前，去一趟「澳门银河」的水晶大堂，

留下璀璨记忆。创新科技匠心打造，位于大堂中央的“水晶莲花”镶嵌了380,000颗精确切割水晶，晶莹夺目，以澳门的区花为创作灵感，象征着纯洁完美及无限生机。

“水晶莲花”配置了146,000个可独立调控的光源，灯一亮，一场糅合尖端科技与奢华气派的闪光光影汇演亦随之展开。莲花天花悬挂的12盏水晶灯可360度旋转，与移动的花瓣互相呼应。天花向下延伸，与水晶亭连接起来，犹如一朵盛开的莲花，中央巨大的水晶球徐徐转动，极为壮观。耀眼幻变的晶闪光芒随着震撼澎湃的原创音乐舞动，交织出触动心弦的感官体验。

夜幕降临，亚洲最大型的激光表演“影舞银光”将在「澳门银河」的上空上演，五光十色的光影交错之中，配合富有节奏感的音乐，点亮华丽夜空。

无限体验，尽在银河。走出喧嚣，进入身心绿洲，在澳门悦榕庄焕然新生。

澳门悦榕庄 / Banyan Tree Macau

澳门路氹城「澳门银河」综合度假城

Galaxy Macau Integrated Resort, Cotai, Macau

Tel: +853 8883 6888

www.galaxyresorts.com.cn/hotels/banyan-tree/



A Sanctuary for the Senses

**A world of fun and excitement, and a sanctuary of tranquility and well-being.
You will have it all at Banyan Tree Macau**

Walk through the bustling streets of Cotai, where Portuguese architecture meets the modern bustling stores and arrive at Galaxy Macau™, the world-class luxury integrated resort.

Involving accommodation, dining, entertainment and shopping, Galaxy Macau offers unlimited experiences in one stop, with eight luxury hotels offering an unparalleled stay, a unique feast for the palate ranging from traditional Chinese local dishes to cuisines from different countries; and a dazzling array of entertainment and performing arts events. In the heart of it all, the lush tropical gardens and healing retreats will take you away from the hustle and bustle and bring you back to peace and tranquility. As one of the eight hotels on

site, Banyan Tree Macau presents the ultimate urban oasis experience.

Once you step into the hotel lobby of Banyan Tree Macau, you will be greeted by the rich Thai charm. Warm reds, browns, golds and blacks dominate the color palette, creating an understated yet luxurious atmosphere; green plants, wooden screens and wooden openwork patterns add a natural and warm feeling to the space.

Entering the room, the aroma of essential oils is quite relaxing. A pool by the window running through the living room and bedroom instantly steals the attention. This is a standard feature in every suite of Banyan Tree Macau – the 4-meter-long Private Relaxation Pool. Soaking inside, you will enjoy a breathtaking view of the city and the tropical gardens. From

the delicately textured chandeliers to the gold hangings on the red walls and from colorful Thai silk pillows to the antique wooden barrel bathtubs, the interior is also Thai-inspired. In addition to the 245 suites, there are also 10 luxurious villas located at the Grand Resort Deck, all with private pools and gardens.

After a sound night's sleep, be ready for an immersive vacation experience.

A tropical oasis in the city – Grand Resort Deck

A sky garden surrounded by lush greenery, and an aqua park with 150-meter-long white sand beaches, Grand Resort Deck brings you to a tropical island holiday.

At a sprawling 75,000 square meters, Grand



Resort Deck boasts the world's longest Skytop Aquatic Adventure River Ride at 575 meters. Career along on a scenic water adventure, or drift lazily as the current takes you. Otherwise, the green, purple, and orange water chutes hidden within the mountain cave, and the 9-meter high slide tower, will all send you soaring into boundless adrenaline filled fun. Also there is the world's largest Skytop Wave Pool covering 8,000 square meters, which can create waves up to 1.5 meters high. The little ones can splash their way around to their heart's content, amidst spray loops, a splash tower, the splash mountain, aqua dome, foaming geysers and more at the dedicated kids' zone.

For a little rest, stroll into the picturesque Skytop Garden, a harmonious sanctuary within Grand Resort Deck. Calm your body and soul in this tranquil escape from the world outside.

A sanctuary for the senses – Banyan Tree Spa Macau

After the excitement and fun at Grand Resort Deck, go to the Banyan Tree Spa Macau for total relaxation and rejuvenation in serene comfort.

Banyan Tree Spa first opened in 1994 in Phuket, Thailand as the first luxury Oriental spa in Asia and has brought its exotic blend of time-

honored Asian healing therapies and beauty to Macau. Since its opening, Banyan Tree Spa Macau has combined the brand's generations-old Asian wellness traditions with innovative spa techniques to cater to the various health and beauty needs of modern guests. Every Banyan Tree Spa Macau's therapist undergoes an independent and professional training program at the Spa Academy in Phuket, Thailand, with a minimum of 350 hours of training before they are allowed to serve guests.

Banyan Tree Spa Macau extends a total area of 3,400 square meters with 21 spa suites. Time stands still as you step into this sanctuary of the senses that is styled to inspire an ethereal escape into remote oasis. With bamboo as the key feature, accompanied by the scent from essential oil and the soothing effects of the music, you are on your way to a complete renewal.

Entering the spacious suite, the natural greenery wall and translucent glass create a luxurious yet simple feeling. Soft lighting and binaural music, complemented by tea breaks and soothing pre-treatment foot scrubs, make you feel completely unburdened and immersed in tranquility. One of Banyan Tree Spa Macau's signatures, the Royal Banyan is a fusion of Eastern and Western massage techniques that

improves blood circulation, relieves muscle aches and pains, and rejuvenates the body, mind and spirit. The treatment begins with a Coriander Cucumber Cleanser, which leaves the skin smooth and radiant. This is followed by a chakra massage to revitalize the body's self-healing mechanisms and boost chakra energy. A full-body massage with a warm herbal pouch dipped in sesame oil is then performed, letting you feel the heat flow through the muscles, the aroma relax tension, and the essence of the herbs penetrate into the skin to relieve aches and pains. Afterwards, you will enjoy a Jade Face Massage which calms and soothes every inch of the face, restoring radiance to the skin. The treatment concludes with a healing and relaxing bath that nourishes the entire body, complemented by a 30-minute tea break.

In addition, four 90-minute "Purposeful therapies" are specially designed to improve your wellbeing and physical condition through dedicated massage techniques, special massage oils, a private health assessment and one-to-one consultation with an experienced therapist, bringing pure relaxation and pleasure to the senses after a long time. Restorative Detox stimulates the circulatory system and detoxifies the body; Mobility Stretch effectively relieves



limb and muscle pain and tension; Urban Relief is designed to help sedentary modern city dwellers relieve shoulder, neck and back stiffness; and Sleep Essentials guides guests to relax and improve the quality of sleep. bring pure relaxation and pleasure to the senses after a long time.

Enjoy a peaceful and pleasant afternoon

Find a place to spend the afternoon at leisure.

Located in the lobby of the hotel, the relaxing and tranquil atmosphere of the Banyan Lounge is a haven for busy souls. The interior décor of the lounge echoes the main theme of the hotel: elegant and exquisite. You can also enjoy premium tea, cakes and Asian delights with your friends.

The poolside Cabana is also a perfect place to go. Extending the carefree and relaxed atmosphere of the resort, it offers a variety of exquisite treats and refreshing drinks. Here, whether it's under the sun or the starlit night sky, the atmosphere is exceptionally romantic. Enjoy relaxing moments on your own or shared with loved ones.

“Like people, all tea comes from the same plant – they are just infused and expressed differently through cultures, flavors, colors... but all are beautiful,” the founder of CHA BEI, Joanna Lui said.

Located on the first floor of Galaxy Macau, CHA BEI means “tea cup”. It's believed that inside every tea cup there is a unique story. CHA BEI is a space of travel, food, art and design inspiration for you to meet, relax, share

and infuse your own stories and ideas among great company, or to create your own quiet storm in a tea cup.

The menu features a wide range of healthy dishes prepared with nutritious ingredients. Signatures include Falafel Bowl served with a tantalizing kale tabouli, local heirloom tomatoes, creamy avocado from Australia and a lemony Tzatziki yogurt sauce; Tataki Salmon with Green Tea Broth, featuring Salmon fillet served on a bed of mixed grains and green tea broth made from kombu and bonito flakes; as well as Mille-Feuille, with silky smooth custard cream flavored with Madagascan vanilla layered between crispy sheets of buttery puff pastry and raspberry sorbet and fresh seasonal fruits giving the sweet indulgence a tangy twist.

Taste of Thailand – Saffron

Atop Galaxy Macau on the 31st floor of Banyan Tree Macau, against breathtaking views, a journey of art and flavor is about to begin. Headed by Jan Ruangnukulkit, an award-winning chef from Thailand whose impressive resumé includes a Michelin-starred establishment that has been named one of “The World's 50 Best Restaurants”, Saffron, the Michelin Selected Restaurant, brings together a team of highly skilled Thai chefs recruited from critically acclaimed restaurants.

Chef Jan is a gifted artisan who understands flavor nuances. Her tasting menu not only captures Thailand's culinary essence with her deft use of spices, ingredients, herbs and color schemes, but also showcases her artistic and creative side. The impressive range of modern Thai dishes include Aromatic Tom Yam Tiger



Prawn Soup, Southern Style Alaskan King Crab Curry and Wok-fried Assorted Mushrooms with Thai Acacia.

A dazzling masterpiece – Crystal Lobby Show

Before you leave, make a trip to Galaxy Macau's Crystal Lobby and leave yourself a sparkling memory.

In the center of this awe-inspiring space, where European opulence meets technological innovation, is the shimmering Crystal Lobby Show, constructed of 380,000 precision-cut fine crystals, assembled into an exquisite masterpiece of art and engineering. An immersive technicolor spectacle begins as the pavilion's 146,000 individually programmed points of light are activated. Above the pavilion is a kinetic ceiling, an artistic representation of the lotus, the flower of Macau and a symbol of perfection and possibilities. 12 luminous chandeliers rotate 360° while intricate engineering allows the ceiling to float downwards to meet the pavilion, under which a central crystal orb spins to spectacular effect. The petals on the ceiling morph and evolve as lights beam from the pavilion, all choreographed to original music and exuberant fountain effects to dazzle the senses with light, color, sound and performance – connecting with everyone on an emotional level.

As the sun goes down, a spectacular laser show is ready to light up the night at Galaxy Macau. Laserama is a nightly pageantry of light that employs state-of-the-art beams synchronized with music, impressing everyone in Cotai with dazzling excitement.



青春能量平衡

艾薇丹的青春能量平衡疗程以创新理念调理女性身心健康，是助力SPA业务增长的先锋之作

随着当今社会生活节奏的不断加快以及压力的日益增加，越来越多的女性开始寻求有效的身心平衡方法。在众多SPA疗程中，ADVITAM的青春能量平衡疗程凭借其独特的设计理念和卓越的效果，迅速在市场上崭露头角，成为广大女性青睐的新选择。ADVITAM一直致力于提供高品质的健康和美容护理服务，其产品和疗程因创新和效果显著而享誉业界。凭借专业的研发团队和严格的质量控制，ADVITAM不断为客户带来卓越的体验和满意的效果。

革新理念：女性身心平衡的全新路径

ADVITAM的青春能量平衡疗程，以其创新的设计理念和专业的护理手法，形成了显著的差异化优势。该疗程不仅致力于激活和调节女性身体各项机能，更强调通过温暖、关爱与支持的心灵体验，使女性重拾青春与自信。

首先，青春能量平衡疗程提供个性化的方案，针对不同需求设计了“宠爱女人”和“纤纤玉体”两大疗程。前者着重于增加腰腹循环，温暖子宫及全身，使虚寒体质逐渐恢复活力；后者则注重体内水分代谢的疏通，排除积累的老废物质，解决水肿问题，让身体曲线恢复灵动流转。

高品质成分：源自自然的温柔呵护

青春能量平衡疗程采用高品质的有机精油

和植物油，如大马士革玫瑰、香蜂草和依兰等，有助于平衡女性荷尔蒙，提升女性能量。此外，搭配橄榄油、向日葵籽油和小麦胚芽油等基础油，不仅具有极佳的滋润和修复功效，还能有效提升肌肤弹性和延缓老化。更为特别的是，青春能量平衡疗程设定了为期三周的疗程周期。每周根据客户的身體需求选择局部或全身按摩，确保效果的持久和明显。

服务创新：提升客户体验与满意度

对于SPA门店而言，引入青春能量平衡疗程不仅可以提升服务品质，还能带来诸多商业上的益处。首先，个性化的疗程设计和高品质的护理产品能够极大地满足客户的多样化需求，使她们在享受理疗过程中感受到被关注和关怀，从而提升整体满意度。杭州TEA SPA和上海宝格丽酒店SPA等多家知名门店的成功实践也证明了这一点。

增收利器：多次消费的诱人之选

青春能量平衡疗程的套餐设计，如“宠爱女人身体油”和“纤纤玉体身体油”套餐，吸引客户进行多次消费，成为门店收入的重要增长点。

品牌升级：打造高端服务的新标杆

ADVITAM使用高端有机精油和植物油，结合独特的理疗手法，不仅能够显著提升SPA

门店的品牌形象，还能吸引注重养生和高品质生活的客户群体。专业培训支持更确保了理疗师能够提供高质量的服务，使得每位客户都能享受到最佳的护理体验。

未来展望：引领SPA行业的创新潮流

青春能量平衡疗程的推出，为SPA行业注入了一股新鲜的活力。通过创新的理念、优质的产品和专业的技术，ADVITAM为女性带来了全新的身心平衡体验。引入这一疗程，SPA门店不仅能够提升自身的服务水平和品牌形象，还能通过优质的客户体验增加收入，实现长远的发展。

随着市场对健康与美的需求不断增加，青春能量平衡疗程必将引领一股新的潮流，成为女性保健和美容的首选。ADVITAM也将这一领域继续创新和发展，为更多女性带来青春绽放的美好体验。

艾薇丹 / ADVITAM

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Balancing Energy of Youth

AD VITAM Balancing Energy of Youth Treatment pampers a woman's body and mind, and boosts spa's revenue

With the ever-increasing pace of life and stress in today's society, more and more women are looking for effective ways to balance their body and mind. Among many spa treatments, AD VITAM's Balancing Energy of Youth Treatment has quickly emerged in the market as a popular new choice for women due to its unique concept and excellent results. AD VITAM has always been committed to providing high-quality health and beauty services, and its products and treatments are renowned in the industry for their innovativeness and effectiveness. With a professional research and development team and strict quality control, AD VITAM continues to bring superior experience and satisfactory results to its customers.

Innovative concept: a new path to balancing women's mind and body

AD VITAM's Balancing Energy of Youth Treatment set itself apart from others with its innovative concept and professional approach. The treatment is not only dedicated to activating and regulating women's body functions, but also emphasizes a warm, caring and supportive spiritual experience that restores women's youthfulness and self-confidence.

First of all, Balancing Energy of Youth Treatment offers two personalized programs – "Pampered Her" and "Tight & Firm" for different needs. The former focuses on increasing circulation in the waist and abdomen, warming the uterus and the whole body, and gradually revitalizing the body suffering from inner coldness; the latter focuses on improving the water metabolism in the body, eliminating the accumulated old waste, solving the problem of puffiness, and restoring the body's shape.

High-quality ingredients: gentle care from nature

Balancing Energy of Youth Treatment uses high-quality organic essential oils and plant



oils such as Damask Rose, Bee Balm and Ylang Ylang to help balance female hormones and boost female energy. In addition, the combination of carrier oils such as olive oil, sunflower seed oil and wheat germ oil not only provides excellent moisturizing and restorative properties, but also improves skin elasticity and slows down the aging process. What's even more special is that the Balancing Energy of Youth Treatment is set in a three-week treatment cycle. Each week, guests are given the option of a topical or full-body massage according to their physical needs, ensuring long-lasting and visible results.

Service innovation: enhancing customer experience and satisfaction

For spas, the introduction of Balancing Energy of Youth Treatment not only enhances service quality, but also brings a number of business benefits. First of all, personalized treatment design and high-quality products can greatly meet the diversified needs of customers, making them feel cared for while enjoying their treatments, and thus enhancing their overall satisfaction. This has been demonstrated by the success of our partners such

as TEA Spa Hangzhou and THE BVLGARI SPA, Bvlgari Hotel Shanghai.

Revenue-booster: a tempting choice for multiple consumption

The package design of the Balancing Energy of Youth Treatment, such as the "Pamper Her Massage Oil" and "Tight & Firm Massage Oil" packages, attracts customers to make multiple purchases and makes it an important growth point for spa revenue.

Brand upgrade: creating a new benchmark for high-end services

AD VITAM's use of high-end organic essential oils and botanical oils, combined with unique therapeutic techniques, not only significantly enhances the brand image of the spa, but also attracts a clientele focusing on wellness and quality of life. Professional training support ensures that the therapists are able to provide high-quality services so that each customer can enjoy the best treatment experience.

Future prospects: leading innovation in the spa industry

The launch of Balancing Energy of Youth Treatment has injected a fresh air of vitality into the spa industry. Through innovative concepts, high-quality products and professional technology, AD VITAM brings women a new experience for physical and mental balance. By introducing this treatment, SPAs will not only be able to enhance their service level and brand image, but also increase their revenue and realize long-term development through quality customer experience.

With the increasing demand for health and beauty, the Balancing Energy of Youth Treatment will lead a new trend and become the first choice for women's health and beauty care, and AD VITAM will continue to innovate and develop in this field, bringing the beautiful experience of youthful blossoming to more women.

迷人曲线，轻松拥有

JPRbody for Effortless Beauty

科技的魅力赋予身体护理新优雅。在创新科技的影响下，身体护理不再是简单的日常清洁，而是一门追求优雅的艺术。科学的力量，如同细水长流，为我们的肌肤注入源源不断的活力与光彩。

JPRbody是一款集创新科技和无创技术于一体的多功能身体理疗仪器。通过Diatermocontraction®专利技术，其独特的生物识别特征，能促进和激活皮肤，有效地增强肌肉力量和改善皮肤健康，确保治疗过程中的高度舒适感。

三种专利技术的模式，满足不同的需求

智能热感(thermosculpt)

专为身体调理而设，用于大面积皮肤按摩，如背部、腿部。通过温热按摩，可帮助加速局部的血液循环和淋巴排毒，促进身体能量的流动，从而达到全身放松和改善身体健康的效果。

四轮塑肌(biQuad+)

通过调节按摩强度，为操作不规则目标区域提高了灵活性。此模式允许同时使用两个不同配置的手柄，通过轻松的按摩，全方位促进皮肤对功效成分的吸收。

混动美型(hybrid)

同时使用thermosculpt和biQuad+，可提供一个全面、高效的全身护理解决方案，帮助客户达到理想的身材和外观。

无论是促进玻尿酸生成、刺激肌肉增长和力量，还是通过无创促渗为皮肤组织提供更多的养分，JPRbody的三种专利模式均可全面兼顾。JPRbody重新定义身体护理的个性化和专业化水平，推动身体护理领域的新消费趋势。

零运动、零痛楚、零负担，JPRbody让您轻松拥有迷人曲线和健康体魄!

上海布兰妮医疗科技有限公司
Shanghai Britney Medical Technology
Co., Ltd.

Mob: 151 0216 2303

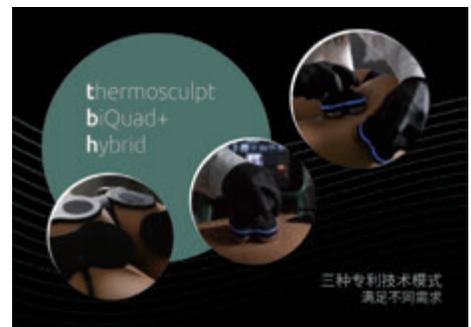
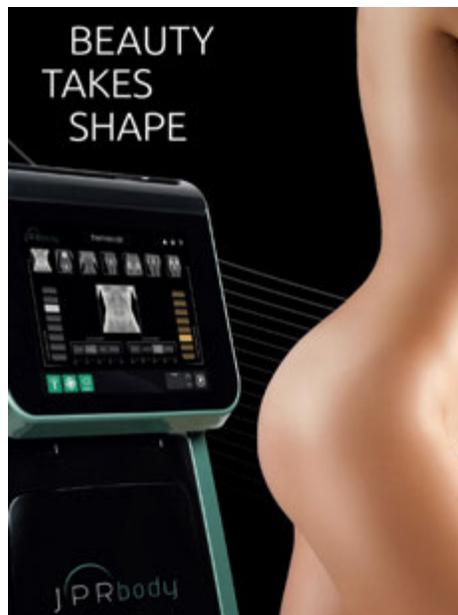
The glamour of technology gives body treatment a new elegance. Under the influence of innovative technology, body treatment is no longer simply a daily cleansing routine, but an art in pursuit of elegance. The power of science, enhances your body's natural beauty with every treatment.

JPRbody is an innovative and non-invasive device for body treatments which combines numerous integrated functions in one system. Through Diatermocontraction® patented technology, its unique biometric features promote the regeneration of a large number of elastic fibers and activate the skin, effectively building muscle strength and improving skin health, ensuring a high level of comfort during the treatment.

3 NEW TREATMENT MODES TO MEET DIFFERENT NEEDS

thermosculpt

Designed for body relaxing, this mode can be used at the same time for massaging large areas of the skin, such as the back and legs. Through Warm Physical Therapy, it helps to accelerate local blood circulation and lymphatic drainage, and stimulate the flow of energy through the body, thus achieving total body relaxation and improving physical health.



biQuad+

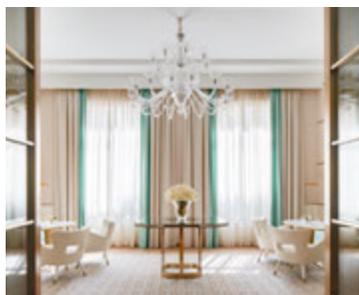
It can adjust the intensity of the massage through warm therapies, offering the versatility to treat irregular anatomical areas. This mode allows for the simultaneous use of two different configurations handles through relaxed and pleasant massage. It helps the skin cells to fully absorb the effective skincare ingredients.

hybrid

The simultaneous use of thermosculpt and biQuad+ provides a comprehensive and efficient total body care solution to help clients achieve their ideal body shape and appearance.

The three patented modes of JPRbody provide a comprehensive boost to hyaluronic acid production, stimulate muscle growth and strength, and provide more nutrients to the skin tissue through non-invasive penetration. JPRbody offers a unique opportunity to redefine personalization and specialization in body treatment, potentially leading a new trend in the market.

Unlock your better body with JPRbody: Effortless Beauty, Stunning Results!



香港逸兰铜锣湾酒店

香港个性化酒店及服务式公寓品牌——逸兰酒店及公寓管理有限公司旗下位于铜锣湾的旗舰奢华精品酒店完成大规模翻新，于2024年3月1日重新开业。酒店经重新装修后焕然一新，提供188间客房和公寓，其中包括六套特色顶层套房。细致的线条、形状、色彩，和天然物料，巧妙融合低调奢华的法式格调与匠心工艺，呈现出静谧且淡雅的氛围。所有客房均设有落地窗，以及间隔分明的工作、休闲和娱乐空间。一层的Salon Lanson让宾客尊享各种餐飧体验，提供半自助式早餐、午餐、晚餐和傍晚鸡尾酒时段。五层的健身房提供设备完善的锻炼器材和舒展身心的空间。



Lanson Place Causeway Bay, Hong Kong

Hong Kong personal hotel and serviced residence brand, Lanson Place Hospitality Management Limited, is re-opening its flagship Causeway Bay property on March 1, 2024, following a substantial refurbishment. A stylish, relaxing retreat designed to contrast with the energy and excitement of Causeway Bay, the new-look property offers an elegant and timeless residential feel across its 188 rooms and suites, including six penthouses. The interior design is refined with pure but detailed lines, shapes, colours, and the finest quality natural materials. All the rooms, residences and penthouses are designed to offer flexibility and convenience, with distinct spaces for work, relaxation and entertaining, along with thoughtful amenities and floor-to-ceiling windows. Salon Lanson houses the property's restaurant and bar on the first floor, offering a variety of dining experiences from a semi-buffet-style breakfast through to lunch, dinner and evening cocktails.

珠海横琴雅辰悦居酒店

珠海横琴雅辰悦居酒店位于信德口岸商务中心综合体，集度假住宿、休闲娱乐、餐饮购物体验为一体。酒店拥有230间客房，配备简约现代风的涂鸦设计，活泼艺术品点缀其中，5种不同房型涵盖商务出行、全家畅享、情侣旅游、自由探索等多种需求，饱览澳门及横琴景色。坐落酒店五层的思方汇，以环形全开放姿态，打造出风韵各异的功能分区，包含餐厅、咖啡吧及酒吧等，设计融合了东西方艺术的精髓，开辟全新健康的地中海美食之旅。此外，雅辰悦居的生活空间提供24小时开放的健身中心和自助洗衣服务，满足客人的日常所需。

Artyzen Habitat Hengqin Zhuhai

Adjacent to Hengqin Port and part of the Shun Tak Hengqin Port Commercial Centre, Artyzen Habitat Hengqin Zhuhai provides a convenient all-in-one experience for leisure, entertainment, dining, and shopping. The modern lifestyle hotel with graffiti-inspired interior decor, boasts 230 cosy guestrooms, each with a complimentary minibar. Whether you are in Zhuhai for business or leisure, as a family or a couple, one of the five comfortable room types – each with a breathtaking views of Macau or Hengqin – is sure to meet your needs. Tantalise your tastebuds with Mediterranean-inspired cuisine at Townsquare Café. Relax indoors or soak in the amazing views on the outdoor terrace. State-of-the-art audio-visual equipment and flexible designer meeting spaces are on site for workshops, year-end parties, and banquets.



三亚亚龙湾星华邑度假酒店

洲际酒店集团旗下位于三亚的首家滨海海华邑度假酒店喜迎开业。酒店依山傍海，开放式大堂令客人沉浸于“海天一色”的唯美景致。酒店旨在打造世外桃源及国潮亲子度假胜地，拥有222间新中式美学豪华客房和别墅，包括70间亲子主题房。所有房间拥有开放式景观阳台，尽享山、海、湖景观。酒店专属打造了3800平米的热带雨林主题亲子乐园。热带海洋主题的星辰亲子餐厅提供定制的儿童菜单；鲜艳全日餐厅将东西方饮食文化完美交融，设有多个开放式烹饪台；彩丰楼为宾客呈现中国古往今来的美食佳肴。酒店健身中心配备专业齐全的健身设施，唤醒身心活力。

HUALUXE Sanya Yalong Bay Resort

InterContinental Hotels Group (IHG) is pleased to announce the opening of its first beachfront HUALUXE resort in Sanya. The hotel's open lobby offers guests a beautiful view of the sea and the sky at one. With the vision to create a family paradise, the hotel features 222 deluxe rooms and villas with a new Chinese aesthetic, including 70 family-themed rooms. All rooms have open landscape balconies, enjoying mountain, sea and lake views. Furthermore, a 3,800 square meters tropical rainforest-themed parent-child fun zone is on site with various facilities and activities. The tropical ocean-themed Star Kitchen offers customized children's menus; the vibrant all-day dining restaurant Xianyan is a perfect blend of Eastern and Western culinary cultures with multiple open cooking stations; and the Caifenglou Chinese restaurant presents guests with culinary masterpieces from China's past and present. The hotel's Fitness Center is equipped with professional and complete facilities to awaken the body and mind.

芽庄阿南度假村推出蜜月别墅

The Anam Cam Ranh Launches Honeymoon Villas



俯瞰越南南金兰半岛的绵长海滩，占地12公顷的豪华度假村芽庄阿南酒店推出了两套专为蜜月旅行者设计的精致别墅。

“蜜月别墅”占地180平方米，坐落在400平方米郁郁葱葱的山坡上，毗邻度假村宁静的10间水疗室。从入口大门穿过巨大的无花果树，沿着石板小路拾级而上，感觉恍如隔世，被绿树环绕。每套别墅均配有私人泳池、按摩浴缸、蒸汽浴室和桑拿室，并提供每日下午茶。下午茶可在别墅的私密空间、古朴庭院内的高级餐厅、度假村的青翠花园或海滩上享用。

除了享受奢华的客房内设施，如特大号Sealy床垫、长毛绒300针爱尔兰棉床单、精选枕头菜单、迷你吧外，入住蜜月别墅的客人还享有行政酒廊的使用权，以及机场接送和洗衣服务。

入住蜜月别墅还可以轻松抵达阿南水疗中心，体验水疗疗程和一系列相关设施，包括感官花园、美容沙龙、反射疗法路径和瑜伽室。感官花园内设有水池喷泉，以及一个种满迷迭香、薄荷、柠檬草和芦荟的香草园。16米长的反射疗法路径蜿蜒穿过总面积达179平方米的葱郁花园，旨在帮助体验者降低血压、缓解压力并增强活力。瑜伽室在每天黎明时开放，由常驻瑜伽师Umesh提供私人瑜伽课程。

芽庄阿南酒店以及其姐妹酒店美奈阿南酒店都是广受欢迎的婚礼目的地。婚礼策划师将充分利用两度假村的浪漫设计、迷人的海滨位置和精致的餐饮，为新人们精心定制婚礼。

如需了解更多信息或进行预订，请访问 theanam.com，或发送电子邮件至 info.mn@theanam.com (美奈阿南酒店)、info.cr@theanam.com (芽庄阿南酒店)。



The Anam, a luxurious 12-hectare resort overlooking Long Beach on Vietnam's Cam Ranh peninsula, has unveiled two exquisite villas just for honeymooners, each replete with a private pool, jacuzzi, steam and sauna room and daily afternoon tea.

With a design inspired by Vietnam's Indochine era, the 180-square-metre 'Honeymoon Villas' are both set on 400 square metres of lush hillside land located adjacent to the grounds of the resort's tranquil 10-treatment room spa.

Upon ascending the stone pathway past enormous fig trees through the entrance gate of the private Honeymoon Villas, you immediately feel like a world away, surrounded by greenery.

The Honeymoon Villas come with complimentary daily afternoon tea, served either in the privacy of the villa, at The Colonial fine dining restaurant that features a quaint courtyard or at a scenic spot such as amid the resort's verdant gardens or on Long Beach.

In addition to in-room amenities such as a king-size Sealy mattress, plush 300-thread-count cotton Irish bed linen and a pillow menu, the villas afford club lounge access from 7am to 5pm at The Colonial. Rates for the villas include airport transfers, breakfast, the mini-bar with an espresso coffee machine and laundry.

The villas also afford easy access to The Anam Spa and its facilities including its sensory garden, beauty salon, reflexology path, and yoga studio. The sensory garden features water fountains in reflecting ponds, Instagram-worthy seating areas including swing chairs and a herb garden brimming with the likes of rosemary, mint, lemongrass and aloe vera. The 16-metre-long reflexology path, designed to lower blood pressure, stimulate reflex points, relieve stress and boost energy, winds its way through the lush garden totalling 179sqm. The yoga studio opens at the crack of dawn and offers private yoga with resident yogi Umesh.

The Anam Cam Ranh and sister property The Anam Mui Ne, which debuted in January 2023 on Mui Ne's beachfront, are also popular wedding destinations, with wedding planners at each resort orchestrating bespoke weddings that make the most of both resorts' romantic designs, stunning beachfront locations and exquisite dining offerings.

For further information or to make a booking, visit theanam.com, email The Anam Mui Ne on info.mn@theanam.com and The Anam Cam Ranh on info.cr@theanam.com or telephone The Anam Mui Ne on tel. +(84) 252 628 4868 and The Anam Cam Ranh on +(84) 258 398 9499

伦敦珀艺45酒店与Uliana Gout医生携手引领健康护理新风尚

多切斯特精选酒店集团旗下的伦敦珀艺45酒店与屡获殊荣的美容整形医生Uliana Gout携手合作，她是哈利街伦敦美容医学(LAM)诊所的创始人。LAM超个性化咨询深入探讨了多种关键因素，包括病史、家族史、遗传倾向、职业和生活习惯，通过这种独特的方法，为客户量身定制完全个性化的方案。

LAM Luxe Celebrity是多切斯特精选酒店集团独家推出的亮点项目，将增强补水、平滑和紧致完美组合。LAM Luxe Celebrity面部护理通过为肌肤注入独特的纯净保湿分子，帮助优化光滑度和细化毛孔。M模式射频可用于紧致和提升面部轮廓，随后使用Gout医生标志性的LAM Exosome注入技术，通过电穿孔将外泌体混合物输送至皮肤深层，促进保湿，使皮肤充盈。护理结束时，使用抗炎红光LED和保湿面膜，让肌肤焕发光泽。

终极360细胞激活面部护理结合了

外泌体和多核苷酸。与之搭配的还有LAM强效紧肤多极射频和表皮射频、抗氧化排毒面部护理、聚焦T区毛孔收缩面部护理、舒缓肌肤微电孔疗法、利用促进胶原蛋白生成的三色发光二极管，最后再加上创新的氧气喷射气泡。

The Luxe Regal项目精心打造9项强效疗程，结合面部、颈部和肩部的全套年轻化技术，以促进皮肤紧致、塑形、光泽、排毒、平滑肌肤和胶原蛋白诱导。该护理结合了创新的LAM Luxe 40亿外泌体注入疗法、多核苷酸飞溅疗法、紧肤多极射频和表皮射频疗法、抗氧化排毒面部护理、聚焦T区毛孔缩小面部护理、微电孔疗法和三色发光二极管疗法，以帮助促进胶原蛋白的合成。

伦敦多切斯特酒店和伦敦珀艺45酒店的独家护理疗程每次750英镑起。

如需查看完整的LAM Luxe菜单，请访问：<https://www.dorchestercollection.com/london/45-park-lane/wellness/>。



雅高在海南岛开启“88味体验”以美食之旅践行可持续餐饮



雅高近日在旗下海南地区酒店开启“88味可持续美食之旅”，旨在弘扬海南岛多元饮食文化的同时展示可持续餐饮的丰富味觉可能。

为了打造“88味可持续美食之旅”菜单，雅高从旗下海南酒店召集了一支由22位明星烹饪大师组成的团队。他们不仅创作出了跨越四季的创意美食菜单，也向公众展示了雅高领先业界的烹饪创意和最佳实践。

在厨艺总监丁靓的带领下，海口索菲特大酒店已于2024年1月19日推出了首个“22味”菜单，其中每一道精选菜肴都承载着精彩故事并体现了与当地文化的关联。素以低调的现代奢华体验而闻名，海口索菲特大酒店也因其精致而富有创意的经典美食而受到来访宾客和本地居民的高度评价。

四月，三亚海棠湾费尔蒙酒店开启了第二轮“22味”菜单。

在行政总厨陈勇的指导下，菜单从酒店所处的海棠湾一线海景中汲取灵感。通过结合当地食材的天然色调与创意摆盘，菜单将唤起椰树成荫的海岸魅力，带来海陆风情的精巧体验。

七月，行政总厨陈磊将带领海南清水湾莱佛士酒店团队接力第三轮“22味”菜单。通过精美的制作、采自花园绿洲和周边陵水县的本地食材以及来自清水湾海岸的新鲜海捕，莱佛士将呈现品牌傲人的美食传统和真实的舌尖体验，进而营造出情感层面的奢华感官。

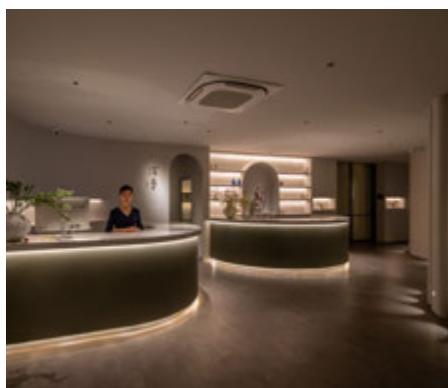
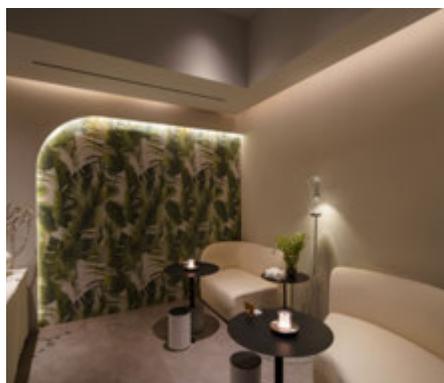
最后，本次“88味可持续美食之旅”将于十月在三亚理文索菲特度假酒店收官。在行政总厨陈德昶的指导下，最后一轮“22味”菜单将巧妙融合海南当地的优秀传统与索菲特标志性的生活艺术，为宾客打造新颖的创意菜肴和独特的美食体验。

浅草37度1与SWISS PERFECTION瑞珀斐共赴邂逅之旅

瑞士顶奢护肤水疗品牌瑞珀斐Swiss Perfection近日进驻创立于2018年的高奢美容SPA品牌“浅草37度1”，在上海新天地携手共赴肌肤至臻至美邂逅之旅。

作为世界顶级抗衰老诊疗美容中心Clinique La Prairie (CLP)使用的护肤品牌，瑞珀斐Swiss Perfection还进驻了丽思卡尔顿、四季、邬蒂玛、宝格丽、文华东方等全球知名超五星级酒店。其将植物细胞提取技术与护肤有机结合，珍贵的纯植物活细胞精华配合CLP尖端活细胞生物技术，在皮肤再生、皮肤活力、抗衰老方面提供一流解决方案，加上浅草37度1将“科学护肤方案”、“进阶家庭护理”和“专业美容SPA”三者融为一体，通过28天密集修护预防肌肤氧化初老，在释放身心的同时，为肌肤和心灵开启奢宠呵护，打开女性抗衰老时光之门。

“浅草37度1”品牌始终致力于产品和服务流程的标准化和高质量把控，为追求高品质生活的精致女性提供标准化与定制化互补、显著效果与舒适感受高度融合的会籍制美容SPA服务，成就女性健康美丽不老容颜。



阿雅娜度假园区阿雅娜农场全面翻新后推出“JAMU草本饮料工作坊”



屡获殊荣的度假胜地阿雅娜度假园区 (AYANA Estate) 位于巴厘岛金巴兰，其阿雅娜农场 (AYANA Farm) 于今年7月以全新面貌登场，为宾客提供一系列丰富多样的活动。阿雅娜农场现与Jamu BAR合作，每周举办两场“传统草香料工作坊”。每逢星期二和星期四，参加者将从农场内的130多种植物中亲手采摘所需材料，然后制作自己的Jamu草本饮料。

Jamu于1300年代兴起，深深植根于印尼文化之中，是深受推崇的传统养生饮料。700多年来，印尼群岛的人民一直饮用Jamu来改善消化、增强免疫力、减少炎症，以及提升整体健康与活力。

在工作坊上，宾客首先将会学习制作基本配方“jamu empon empon”，其中的强效原料包括：富含抗氧化物、促进血液循环、减少炎症和缓解消化不良的新鲜姜黄；同样富含抗氧化物、具有抗病毒和抗菌功效的新鲜

生姜；有助消化、抗炎并增强免疫力的新鲜沙姜；以及可去除体内有害毒素的新鲜香茅。然后，参加者将从七种配方中任选其一，里面的成分将根据每位宾客的独特需要进行调整。

参加者亦可在工作坊中使用天然成分制作传统印尼护肤品。传统草药磨砂膏“Boreh”由生姜、肉桂、丁香、肉豆蔻、姜黄和米粉制成，以洁净、驱寒和焕发活力的功效而闻名，能去除肌肤老化角质层，同时缓解肌肉紧张和关节不适。工作坊的另一传统护肤产品“Lulur”是一款含有药草和香料的草药身体磨砂膏。米粉因具有强大的抗氧化和亮肤功效，而成为许多Lulur配方的基本成分。檳榔叶和丁香具有抗菌和抗炎的特性，而石栗则可提升肌肤保水度并减少细纹和皱纹出现。

“传统草药香料工作坊”逢星期二、四下午3时30分至5时30分举行，每位收费800,000印尼盾++，适合13岁或以上人士参加。

SPACHINA MOVIE



我们一起摇太阳 / VIVA LA VIDA

影片《我们一起摇太阳》改编自真实故事，讲述了两个身患重病的年轻人如何相互扶持，共同面对生命困境。通过朴实无华的表达，展现着生命的坚韧和顽强。同时，还巧妙地串起了两个家庭，叙述了中国式家庭的责任与爱，让人更加珍惜亲情之爱。整部电影流淌着对生命的敬畏，真情诠释，带给人深刻的思考。韩延导演以其独特的叙事风格和精湛的技巧，成功将这个真实的故事搬上银幕。影片的叙事流畅，镜头与场景之间的衔接自然灵活，同时，导演也巧妙地运用了各种电影技巧，如手持镜头、跳跃式剪辑等，使影片呈现出纪录片风格的写实感，增强了观众的真实感和代入感。

Viva La Vida is a 2024 Chinese romantic comedy-drama co-written and directed by Han Yan. The film, which is the final chapter in Han Yan's "Life Trilogy", revolves around two people suffering from serious illnesses who meet and embark on a healing journey full of love and strength. It also skillfully strings together two families, showing the responsibility and love of a Chinese family and making people cherish even more the power of affection. The whole movie flows with reverence for life and interpretation of true love, giving the audience profound thoughts. Director Han Yan, with his unique narrative style and superb directing skills, has successfully brought this story to the big screen. The narrative of the movie is smooth, and the connection between shots and scenes is natural and flexible. At the same time, the director also skillfully utilizes various film techniques, such as hand-held camera and jump editing, which give the film a documentary-style realism and enhances the audience's sense of reality and immersion.

SPACHINA BOOK REVIEW

一生的100次远足：世界终极风景路线

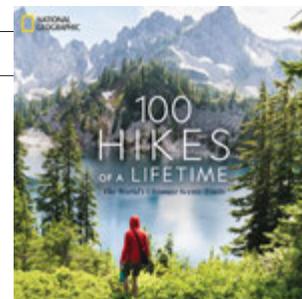
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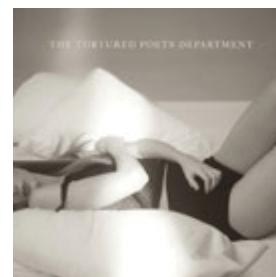


HIT ME HARD AND SOFT

BY BILLIE EILISH

这个女孩和她的哥哥几年前为流行乐带来了全新的感觉，如今她仍在继续，扩大着自身的影响力。这张最新专辑中所有歌曲都很出色，不过，最令人惊艳的是她创造的整体音效，令其独一无二。毫无疑问，Billie在流行乐市场上对众多音乐人都产生了巨大影响。她的嗓音，表达出的独特的孤独感，清晰精简的配乐，毫无压力的技巧……令人印象深刻。

This girl (and her brother) created a whole new feel for pop music a few years ago, and she's going at it, extending her impact. This is her latest album, and the songs are all strong, but the most amazing thing is the overall soundscapes she creates. They are unique, and that's saying something given the huge influence she has had on so many players in the pop market. Her voice, the clear and even skeletal instrumentation, the overall sense of "no pressure"... very impressive.



TORTURED POETS DEPARTMENT

BY TAYLOR SWIFT

Taylor比Billie成功得多，她也更主流，最近的演唱会火遍全球。但对我来说，她相对来说缺乏创造性，歌曲风格重复。但谁又能否认她的成功呢？她绝对是当下最名声大噪的存在。她主导的音乐排行榜是自20世纪60年代末的披头士以来从未有过的火热，但这不是基于品质或音乐影响力的比较，而是她具备了时代的代入感，与年轻一代粉丝互动成功的社交属性的体现。她的这张最新专辑大受欢迎，值得一听，以便了解当今流行音乐的状况。

Taylor is far more successful than Billie, but she's also more mainstream, less inventive and more repetitive in her song styles. But who can argue with success? She is at this point at a total social phenomenon and she dominates the music charts in a way not seen since... the Beatles in the late 1960s? It's not a comparison based on quality or musical impact, but just on pop sensation magnitude. This latest album of hers is a massive massive hit, and it's worth listening to understand where pop is these days.



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8 Yong An Dong Li, Jian Guo Men Wai Avenue, Beijing, China
北京市朝阳区建国门外大街永安里8号北京华彬费尔蒙酒店
T: +86 10 8507 3737
www.fairmont.cn/beijing

Waldorf Astoria Spa, Beijing
北京华尔道夫酒店水疗中心
5-15 Jinyu Hutong, Dongcheng, Beijing
北京市东城区金鱼胡同5-15
T: 010 8520 8989
www.waldorfasteria.com

MAHA Spa 缦合水疗
MAHA Club & Residences, 8 Xiao Yun Road, Chaoyang District, Beijing
北京市朝阳区霄云路8号, 缦合北京俱乐部及行政公寓
T: 010 52259877

LAINMONT SPA

LAINMONT莱曼精准抗衰SPA
8B, Block A, Jinyuan Business Center, Haidian District, Beijing
北京海淀金源商务中心A座8B
T: 13167383238

DONGTIAN SKINCARE (China World Branch)
东田美肤中心(国贸店)
3L208, North Zone, China World Center, No.1, Jianguomenwai Avenue, Chaoyang District, Beijing
北京市朝阳区建国门外大街1号院国贸商城北区3L208铺位
T: 010 6505 9163

Spa 水疗 · 天津
i spa 泰美好
The Westin Tianjin · Binjiang Road Branch
威斯汀·滨江道店
6F, The Westin Tianjin, 101 Nanjing Road, Heping, Tianjin
天津市和平区 南京路101号 君隆威斯汀酒店六层(近营口道口)
T: 022 2389 0189
www.ispa.cn

L'OCEAN SPA at Four Seasons Hotel Tianjin
天津四季酒店冻水疗
138 Chifeng Road, Heping District, Tianjin
天津市和平区赤峰道138号
T: 022 2716 6226
www.fourseasons.com

Rubis Spa 丽妍雅集
Riverview Place Branch
嘉里汇店
L2-2026A, Riverview Place, 238 Liuwei Road, Hedong, Tianjin
天津市河东区六纬路238号嘉里汇2层2026A单元
T: 022 2712 7823

SCENT TIME 天津斯年香素香气疗愈中心
Tianxi 24-2-801, Aocheng Commercial Plaza, Lingbin Road, Nankai, Tianjin
天津市南开区凌宾路奥城天玺24-2-801
T: 022 5890 0088

The Spa at The Ritz Carlton, Tianjin
天津丽思卡尔顿酒店
天津丽思卡尔顿水疗中心
167 Dagu Road North, Heping, Tianjin
天津和平区大沽北路167号
T: 022 5857 8888
www.ritzcarlton.com

Spa 水疗 · 广州&深圳
AWAY® Spa at W Guangzhou
广州W酒店AWAY®水疗中心
26 Xiancun Road, Zhujiang New Town, Tianhe District, Guangzhou, Guangdong, China
广东省广州市天河区珠江新城

洗村路26号
T: +86 20 6628 6628
www.starwoodhotels.com/whotels

Angsana Spa, The Garden Hotel Guangzhou
广州花园饭店 悦椿Spa
4/F, 368 East Huanshi Road, Guangzhou, Guangdong, China
广东省广州市环市东路368号4楼
T: +86 20 8333 8989
www.angsana.com

Athena Spa at Pullman Dongguan Forum
东莞旗峰山铂尔曼酒店云洞水疗
32 Dongcheng Road Central, Dongcheng District, Dongguan, Guangdong, 523129, China
广东省东莞市东城区东城中路32号
T: +86 769 2336 8888*6699
www.pullmanhotels.com.cn

AEVUM SPA AEVUM奥斯芬欧系贵族SPA
1) KK MALL Branch
KK MALL店
Shop L211, 2F, KK Mall, Luo Hu, Shenzhen
深圳市罗湖区深南东路5016号京基百纳KKMALL购物中心2F L211号商铺
T: 0755 2290 9188/2290 9133
2) KK ONE Branch
KK ONE店
Shop L304, 3F, KK ONE, KINGKEY TIMEMARK, Fu Tian, Shenzhen
深圳市福田区滨河大道9289号京基滨河时代KK ONE 3F L304号商铺
T: 0755 8863 5177/8863 5187
3) Wanxiangtiandi Branch
万象天地店
Shop SL312, 3F, Hua Run Mixc World, Nanshan, Shenzhens
深圳市南山区华润万象天地3F SL312号商铺
T: 0755 8668 7988
4) Yitianjari Branch
益田假日店
Shop L2-58, Yitian Holiday Plaza, Nanshan, Shenzhen
深圳市南山区益田假日广场 L2-58号
T: 0755 86951995
http://www.aevumspa.cn

Asaya Active, Rosewood Guangzhou
广州瑰丽酒店
Guangzhou Zhoudafu Financial Center, No.6, Zhujiangdong Road, Tianhe, Guangzhou
广州市天河区珠江东路6号广州周大福金融中心
T: 020 8852 8888

CHUAN SPA at The Langham, Shenzhen
深圳朗廷酒店「川」水疗中心
7888 Shennan Boulevard, Futian District, Shenzhen
深圳市福田区深南大道7888号(农轩路与香林路交叉口)

T: 0755 8828 9888
http://shenzhen.lanhamhotels.com

Chuan Spa at Langham Place, Guangzhou
广州南丰朗豪酒店 | 川 | 水疗
638 Xingang Road East, Haizhu District, Guangzhou, Guangdong, China
广东省广州市海珠区新港东路638号
T: +86 20 8916 3388*3538
www.guangzhou.lanhamplacehotels.com.cn

Devarana Spa at Dusit Devarana Hot Spring Hotel Conghua
广州从化都喜泰丽温泉度假酒店 泰丽水疗
352 Yuquan Avenue, Liangkou Town, Conghua, Guangzhou, Guangdong, China
广东省广州市从化良口镇御泉大道352号
T: +86 20 3798 8888*6630
www.dusit.com

FINEFULL SPA at Shenzhen Marriott Hotel Golden Bay
深圳佳兆业万豪酒店臻淼水疗
B1, 33 Zonglv Road, Dapeng New, Shenzhen
深圳市大鹏新区棕榈大道33号酒店B1层
T: 0755 2839 8888*8401

Heavenly Spa by Westin Shenzhen
深圳益田威斯汀酒店天梦水疗
4/F, The Westin Shenzhen Nanshan 9028-2 Shennan Road, Nanshan District, Shenzhen
深圳市南山区深南大道9028号-2深圳益田威斯汀酒店4楼威斯汀天梦水疗
T: 0755 8634 8860
www.westin.com/shenzhen

Hua SPA/花水疗
69 Floor, Four Seasons Hotel Guangzhou, 5 Zhujiang West Road, Pearl River New City, Tianhe District, Guangzhou
广州市天河区珠江新城珠江西路5号广州四季酒店69层
T: 020 8883 3000

Iridium Spa at The St. Regis Shenzhen
深圳瑞吉酒店臻瑞水疗
The St. Regis Shenzhen, 5016 Shennan Road East, Luohu, Shenzhen
深圳市罗湖区深南东路5016号
T: 0755 2223 9407
www.stregis.com

Let's Relax 泰放松
2/F, Hongfa Building, No.19, Tianhenaner Road, Guangzhou
广州天河南二路19号宏发大厦2层
T: 020 8362 9234

L.GRACE小颜日式整骨美肌沙

龙(广州)
2301 Building 3, 15 Xing'an Road, Tianhe, Guangzhou
广州市天河区兴安路15号保利中达广场天别墅3号楼2301
T: 156 2222 5092

O Spa at Grand Hyatt Guangzhou
广州富力君悦大酒店 [清]水疗中心
24/F Grand Hyatt Guangzhou, 12 Zhujiang West Road, Pearl River New City, Tianhe, Guangzhou, Guangdong, China
广东省广州市天河区珠江新城珠江西路12号广州富力君悦大酒店24层
T: +86 20 8396 1234 ext.3520
www.guangzhou.grand.hyatt.com

Royal Spa 熙SPA
No.221 Xingmin Road, Zhujiang New Town, Tianhe, Guangzhou
广州市天河区珠江新城兴民路221号
T: 020 3889 4742

Raffles Spa Shenzhen
深圳鹏莱佛士酒店水疗中心
No. 1, Shenzhen Bay, No. 3008, Zhongxin Road, Shenzhen
深圳市中心路3008号深圳湾1号
T: 0755 8121 9366

Siyanli 思妍丽
1) 万科店
2nd Floor, Bldg. Vanke Jinsejiayuan, No.2018, Lianhua Road, Futian District, Shenzhen
深圳市福田区莲花路2018号万科金色家园二期二樓
T: 0755 8319 3072
2) 太古城店 All City
L302 North All City Shopping Center, Nanshan, Shenzhen
深圳市南山区中心路工业八路宝能太古城花园购物中心北区L302
T: 0755 3688 0998
3) 上海宾馆 Shanghai Hotel
2/F Shanghai Hotel Shennanzhong Road, Futian, Shenzhen
深圳市福田区深南中路上海宾馆二樓
T: 0755 2390 7922
www.siyanli.net.cn

Spa at Futian Shangri-La, Shenzhen
深圳福田香格里拉大酒店水疗中心
Futian Shangri-La, Shenzhen, 4088 Yi Tian Road, Futian District, Shenzhen
深圳市福田区益田路4088号深圳福田香格里拉大酒店
T: 0755 8828 4088 Ext: 6668
www.shangri-la.com

Shui Xiang Spa at Grand Hyatt Shenzhen
深圳君悦酒店 水乡水疗中心

3/F Grand Hyatt Shenzhen, 1881 Baoan Nan Road, Luohu District, Shenzhen, Guangdong, China
广东省深圳市罗湖区宝安南路1881号深圳君悦酒店3楼
T: +86 755 8266 1234
www.shenzhen.grand.hyatt.com

The Spa at Park Hyatt Guangzhou
广州柏悦酒店—柏悦水疗中心
16 Huaxia Road, Zhujiang New Town, Tianhe District, Guangzhou
广州市天河区珠江新城华夏路16号
T: +86 20 3769 1234
guangzhou.park.hyatt.com

THE SPA at Park Hyatt Shenzhen
深圳柏悦水疗中心
5023 Yitian Road, Futian, Shenzhen
深圳市福田区益田路5023号
T: 0755 8829 1234

The Ritz-Carlton Spa, Shenzhen
深圳星河丽思卡尔顿酒店水疗中心
5/F, 116 Fuhua San Road, Futian District, Shenzhen
深圳市福田区福华三路116号深圳星河丽思卡尔顿酒店5楼
T: 0755 2222 2222
www.ritzcarlton.cn/shenzhen

The Ritz-Carlton Spa, Guangzhou
广州富力丽思卡尔顿酒店水疗中心
4/F, 3 Xing An Road, Pearl River New City, Tianhe District, Guangzhou
广州市天河区珠江新城兴安路3号4楼
T: 020 3813 6668
www.ritzcarlton.cn/guangzhou

VELEESPA
深圳薇妮健康服务有限公司
212-213, South Zone, No.1 Shenzhen Bay, Yuehai Street, Nanshan District, Shenzhen
深圳市南山区粤海街道深圳湾1号南区212-213
T: +86 0755 8611 1196

an'spa 安屿an'spa
2F, Building D, Chengyang Plaza, No. 5 Baogang Road, Luohu District, Shenzhen
深圳市罗湖区宝岗路5号汇成洋大厦D栋2楼
T: 18038158781

The Spa at Shangri-La Nanshan Shenzhen
深圳南山香格里拉酒店水疗中心
Block J, Phase 5, Shenwan Huiyun Center, Baishi 3rd Road, Nanshan District, Shenzhen
深圳市南山区白石三道深湾汇云中心五期J座
T: 0755 2933 8888

Angsana Spa, Angsana Zhuhai Henggin
珠海横琴悦禧酒店悦禧SPA
No 288 Chonglou Road, Guangdong Macao in Depth, Cooperation Zone in Henggin, Zhuhai
珠海横琴粤澳深度合作区重楼路288号
T: 0756 288 9889

Spa 水疗 · 海南

ATARAN SPA
1) ATARAN SPA at Hilton Haikou Meilan
海口鲁能希尔顿酒店 ATARAN SPA
2 Qionshan Avenue, Meilan, Haikou
海口市美兰区琼山大道2号
T: 0898 3639 8888
2) ATARAN SPA at Palace Resort Yalong Bay, Sanya
三亚亚龙湾迎宾馆 ATARAN SPA
2 Haitang North Road, Haitang Bay Resort, Sanya
三亚海棠湾旅游度假区海棠北路2号
T: 0898 8871 8888
3) ATARAN SPA at Huayu Resort & Spa Yalong Bay Sanya
三亚亚龙湾华宇度假酒店 ATARAN SPA
National Tourism Resort, Yalong Bay, Jiyang, Sanya
三亚吉阳区亚龙湾国家旅游度假区
T: 0898 8855 5888

Auriga Spa at Capella Sanya
三亚嘉佩乐度假酒店
Tufu Resort Area, Yingzhou Town, Lingshui County, Hainan
海南省三亚市陵水黎族自治县英州镇土福湾度假区
T: 0898 8309 9999

Atlantis Sanya AHAVA Spa
三亚·亚特兰蒂斯AHAVA水疗
No. 8, Haitangbei Road, Haitangwan Town, Haitang, Sanya
三亚海棠湾海棠湾镇海棠北路8号工地
T: 0898 8898 6666

Beauty Farm Xiaribaihuo Branch
美丽田园 夏日百货店
6 / F, Summer Department Store, 1 Haiyun Road, Sanya
三亚海韵路1号夏日百货6楼
T: 0898 8821 6637

Bamford Wellness Spa at 1 Hotel Haitang Bay, Sanya
三亚海棠湾阳光壹酒店Banford水疗
No.4, Haitangnan Road, Haitangwan, Sanya
海南省三亚市海棠湾海棠南路4号
T: 0898 88691888

Hilton Sanya Yalong Bay Resort & Spa

金茂三亚亚龙湾希尔顿大酒店水疗体验中心
Yalong Bay National Resort District, Sanya
三亚市亚龙湾国家旅游度假区
T: 0898 8858 8888
www.hilton.com/worldwideresorts

Huan Spa at Grand Hyatt Sanya Haitang Bay
三亚海棠湾君悦酒店焕水疗
68 Haitang North Road, Haitang Bay, Sanya
三亚海棠湾镇海棠北路68号
T: 0898 8881 1234
www.hyatt.com

Iridium Spa at The St. Regis Sanya Yalong Bay Resort
三亚亚龙湾瑞吉度假酒店 臻瑞水疗
The St. Regis Sanya Yalong Bay Resort, National Tourism Resort, Yalong Bay, Sanya, Hainan, China
海南省三亚市亚龙湾国家旅游度假区 三亚亚龙湾瑞吉度假酒店
T: +86 898 8855 5555 ext.3280
www.stregis.com/sanya

Raffles SPA at Raffles Hainan
海南雅居乐莱佛士酒店莱佛士水疗
Clearwater Bay Avenue, Yingzhou Town, Lingshui County, Hainan, China
海南省陵水县英州镇清水湾大道
T: +86 898 8338 9888
www.affles.com/hainan

Sense Spa at Rosewood Sanya
三亚保利瑰丽酒店水疗中心
1/F, Rosewood Sanya, No. 6 Haitang North Road, Sanya 572000, Hainan
海南省三亚市海棠区海棠北路6号三亚保利瑰丽酒店1楼
T: +86 898 8871 6666

SPA InterContinental 三亚半山半岛洲际度假酒店水疗会所
InterContinental Sanya Resort, No.1 Zhouji Lu, Sanya, Hainan
海南省三亚市洲际路1号 三亚半山半岛洲际度假酒店
T: 0898 8861 8888
www.intercontinental.com/sanya

Shine Spa for Sheraton Shenzhou Peninsula Resort
神州半岛喜来登度假酒店 炫逸水疗
Shenzhou Peninsula Resort, Wanning, Hainan, China
海南省万宁市神州半岛旅游度假区
T: +86 898 6253 8868
www.sheraton.com

The Spa at Le Méridien Shimei Bay Beach Resort & Spa
石海湾艾美度假酒店水疗中心
Shimei Bay, Wanning, Hainan, 571533, China

海南省万宁市石梅湾旅游度假区
T: +86 898 6252 8888*7262
www.starwoodhotels.com/lemeridien

The Spa at Mandarin Oriental, Sanya
三亚特华东方水疗
Mandarin Oriental, Sanya, 12 Yuhai Road, Jiyang, Sanya
三亚市吉阳区榆海路12号
T: 0898 8820 9999
www.mandarinoriental.com

Xing Hua Chun Yu Aesthetics of Life Spa
杏花春雨Sana生活美学
West Side of Bauhinia Department Store, Longhua, Haikou
海南省海口市龙华区紫荆百货西侧
T: 0898 6627 8888

Spa 水疗 · 江苏

DI SPA 朵迪 Spa健康管理中心
No.24, area a, canal park, Fuxiu Road, Liangxi, Wuxi
无锡梁溪区扶秀路运河公园A区24号
T: 0510 8241 3885

Dusit Wellness at Dusit Thani Wellness Resort Suzhou
苏州新区都喜天丽养生度假酒店 泰悦雅颂
88 Shushan Road, Tong'an Town, Suzhou National Hi-Tech District, Jiangsu
中国江苏省苏州市高新区通安镇树山路88号
T: 0512 6269 8888

M-SPA 沐心宸舍
1) 8F Hilton Suzhou, 275 East Suzhou Avenue, Suzhou Industrial Park, Jiangsu
江苏省苏州市吴中区工业园区苏州大道东275号苏州希尔顿酒店8楼水疗中心
T: 0512 6292 0068*6330
2) 1F Kempinski Hotel Suzhou, 1 Guobin Road, Suzhou Industrial Park, Jiangsu
江苏省苏州市工业园区国宾路1号苏州金鸡湖凯宾斯基大酒店1楼
T: 0512 6289 7888*6880

3) 6 F Suzhou High-Speed Rail Jinke Grand Hotel, 67 South Tiancheng Road, High-Speed Rail New Town, Suzhou
江苏省苏州市高铁新区南天成路67号苏州高铁金科大酒店6楼水疗中心
T: 0512 6937 8888*6690

naked Leaf at naked Water 裸心泊裸水疗
199 North Taihu Avenue, Suzhou
苏州北太湖大道199号
T: 400 9200 518

QUEENS MAKER

江南女王说
1) Xinyuehui Branch
星悦汇店
H208, 2nd Floor, Xingyuehui,
Suxiu Road, Suzhou
苏州苏绣路星悦汇商场2楼
H208
T: 0512 6818 9678
2) Suzhou Central Branch
苏州中心店
B1-46, 1st Floor, North
Suzhou Central, Suxiu Road,
Suzhou
苏州苏绣路苏州中心商场北
区-1楼B1-46
T: 0512 6262 5958
3) Xinguangtiandi Branch
新光天地店
5f0019, 5 / F, Xinguangtiandi,
456 East Suzhou Avenue,
Suzhou
苏州苏州大道东456号新光天
地5楼5F0019
T: 0512 6818 8978

Rubis Spa

丽妍雅集
1) JiuGuang Branch
久光店
L1-C-01, JiuGuang, 268
Wangdun Road, Suzhou
Industrial Park
苏州工业园区旺墩路268号久
光百货1C-01单元
T: 0512 6696 1130
2) MeiLuo Branch
美罗店
L6, East Area Matro, 245
Guanqian Street, Pingjiang,
Suzhou
苏州平江区观前街245号美罗
百货东6层
T: 0512 6916 5931

The SPA Four Seasons Hotel
Suzhou
苏州四季酒店水疗中心
88 Four Seasons Boulevard,
Suzhou
中国江苏省苏州市四季路88号
T: +86 512 6068 3688
https://www.fourseasons.com/
zh/suzhou

SANGHA Retreat by OCTAVE
Institute
音昱水中天
199 Yang Cheng Ring Road,
Suzhou Industrial Park
苏州市工业园区阳澄环路
199号
T: 0512 6788 1888

The Spa at Hyatt Regency
Wuxi
无锡苏宁凯悦酒店水疗中心
109 Renmin Middle Road,
Wuxi, Jiangsu, China
江苏省无锡市人民中路109号
T: +86 510 8989 1234*6083
wuxi.regency.hyatt.com

The SPA at Park Hyatt Suzhou
苏州柏悦温泉酒店
No.69 Xizhou Road, Suzhou
Industrial Park, Suzhou
苏州吴中区西洲路69号
T: 0512 8666 1234

The Ritz-Carlton Spa, Nanjing
南京丽思卡尔顿酒店水疗中心
18, Zhongshan Road, Nanjing
南京市中山路18号
T: 025 6978 8888

Talise Fitness & Spa at
Jumeirah Nanjing
南京卓美亚酒店泰丽丝水疗
No.2 Yecheng Road, Jianye,
Nanjing
南京市建邺区邮城路2号
T: 025 5878 0888

Willow Stream Spa at Fairmont
Nanjing
南京金奥费尔蒙酒店
蔚柳溪水疗
333 Jiangdong Road Central,
Jianye, Nanjing
南京市建邺区江东中路333号
T: 025 8672 8888
www.fairmont.cn

Hong SPA, AOHONG
RESORT (Jinling Jiangbin
Branch)
南京傲泓度假酒店(金陵江滨
店)泓SPA
No. 8, Wanjiangyuan,
Yangzijiang Avenue, Jianye
District, Nanjing
南京市建邺区扬子江大道万
景园8号
T: 025 6959 8888

& SPA (Fuyuan Road Branch)
南京水疗加(福园街店)
137-7 Fuyuan Road, Jianye
District, Nanjing, Jiangsu
江苏省南京市建邺区福园街
137-7号
T: 17384471752

Willow Stream Spa of Fairmont
Yangcheng Lake
阳澄湖费尔蒙酒店蔚柳溪水
疗中心
No.3668 Ma'anshan West
Road, Kunshan, Jiangsu
昆山市马鞍山西路3668号
T: 0512 5878 0888

ALAND SPA
ALAND安澜 SPA
Building 10, 1415 Cultural and
Commercial Street District,
Qingjiangpu District, Huai'an
City, Jiangsu
江苏省淮安市清江浦区1415文
化商业街区10号楼
T: 0517 83989877
15371403533

Dragonfly Therapeutic Retreat
悠庭
No. A05-21, L5, Building
5, Suzhou Center, SIP
苏州中心北区L5层21号
T: 0512 6583 7906

Banyan Tree Spa, Suzhou
Shishan
苏州狮山悦榕SPA
No.208 Fenhui Road, Suzhou
New District, Jiangsu
江苏省苏州市高新区汾湖路
208号
T: 0512 6606 0606

Spa 水疗 · 安徽

Banyan Tree Spa Huangshan
黄山悦榕庄悦榕Spa
No.1 Banyantree Road, Yi
County, Huangshan, Anhui
安徽省黄山市黟县宏村悦榕
路1号
T: 0559 2265 000
www.banyantreespa.com

The Langham Hefei
合肥柏景朗廷酒店
200 Huaining Road, Zhengwu,
Hefei
合肥市政务区怀宁路200号
T: 0551 6568 8888
www.langhamhotels.com

Zuliande
足莲得
4F POLY MALL, ZHengwu
District, Hefei, Anhui
安徽省合肥市政务区保利
MALL四层
T: 0551 6286 6799

Ori SPA (MixC Branch)
Ori SPA (万象城店)
4/F, MixC, No.111 Qianshan
Road, Hefei
合肥潜山路111号万象城4楼
T: 0551 6555 3035

Spa 水疗 · 云南

四季青禾 · SPA
Building 14-10, Jinwan
Junlin Yuan, Rain Forest,
Qingquan Road, Jinghong,
Xishuangbanna
云南省西双版纳州景洪市清泉
路雨林金湾俊林苑14-10栋
T: 189 8812 8765

Bolian Hot Spring and Spa,
Bolian Hotel, Kunming
昆明柏联酒店 柏联温泉SPA
Yangzonghai, Kunming
中国云南省昆明市阳宗海
T: 0871 6888 4999

Banyan Tree Spa Lijiang
丽江悦榕Spa
Yuerong Road, Shuhe Village,
Yulong, Lijiang, China
云南省丽江玉龙纳西族自治县
束河悦榕路
T: +86 888 533 1111
www.banyantreespa.com

Banyan Tree Spa Ringha
仁安悦榕Spa
Hong Po Village, Jian Tang
Town Shangri-la, Diqing,
Yunnan, China
云南省香格里拉建塘镇红坡村
T: +86 887 828 8822
www.banyantreespa.com

The Spa at Amandayan
大研安缦水疗
29 Shishan Road, Gucheng,
Lijiang, Yunnan
云南省丽江市古城区狮山
路29号
T: 0888 533 9999
www.aman.com

Tai Yi · SPA

泰一 · SPA 云南畅泰健康管理
咨询有限公司
2nd floor, Saina Block,
Qingcheng Phase II, China
Railway Shuiian, Qiancheng
Road, Kunming
昆明市前程路中铁水岸青城二
期塞纳街区2楼
T: 0871 6727 2968

Yi Spa at Intercontinental
Kunming
昆明洲际酒店怡Spa
5 Yijing Road, Dianchi
National Resort, Kunming,
Yunnan
云南省昆明市滇池国家旅游度
假区怡景路5号
T: 0871 6318 8888

Mintsthai
沁泰
1) Shuncheng Plaza Branch
昆明顺城购物中心店
Next to the IMAX theater at
Shuncheng Plaza, Kunming,
Yunnan
云南昆明顺城购物中心IMAX
影厅旁
T: 0871 6360 3550
2) Joy-City Branch
大悦城购物中心店
2F Zone C, Joy-City, Kunming,
Yunnan
云南昆明大悦城购物中心C
区2楼
T: 0871 6332 7338
3) Hello-World Branch
海乐世界购物中心店
F8 Zone B, Hello-World
Branch, Kunming, Yunnan
云南昆明海乐世界购物中心
B区8楼
T: 0871 6835 7368
4) Gongyuan 1903 Branch
公园1903店
2F, Jianzhijia, Gongyuan
1903, Kunming, Yunnan
云南昆明公园1903健之佳2楼
T: 0871 6810 4826
5) Anning Wanda Branch
安宁万达店
101, Building 8, Yuefeng
Street, Anning Wanda,
Kunming, Yunnan
云南昆明安宁万达月丰街区8
栋101号
T: 0871 6868 2962
6) Xishuangbanna Gaozhuang
Branch
西双版纳纳庄店
Building 19, Building 19,
Jingfa Zhai, Gouzhuang,
Xishuangbanna, Kunming,
Yunnan
云南昆明西双版纳纳庄景法
寨19栋
T: 0691 222 6938

0431 8962 8866
0431 8962 8877
www.yijingspaclub.com

Jing Spa at Purple
Jade Riverside Resort,
ChangBaiShan ChiBei
紫玉度假酒店长白山池北净
宇水疗
No.1 Binhe Road,
Changbaishan Chibei, Jilin
吉林省长白山池北区滨河路1号
T: 0433 593 8888
www.purplejaderesorts.com

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长春安吉拉SPA
1) Dongyue Masion Branch
东樾别馆
H2 Dongyue Mansion,
intersection of Shengtai Street
and Tiangong Road, Jingyue
District, Changchun
长春净月区生态大街与天工路
交汇伟峰东樾H2商业独栋
T: 0431 8194 3855
2) Yi Hu International Branch
壹湖国际店
H3-101, Yi Hu International
Phase 2, Nangan District,
Changchun
长春南关区壹湖国际2期
H3-101
T: 0431 8563 8288
3) Heyuan Club Branch
和园会所
2-106, Heyuan Club, Heyuan
Road, Gaoxin District,
Changchun
长春高新区荷园路和园門市
2-106
T: 0431 8296 8333
4) Zhonghai Branch
中海店
G10, Zhonghai Shuiian Xindu,
Jingkai District, Changchun
长春经开区中海水岸馨都
G10商铺
T: 0431 8587 4577
5) Baicui Yuan Branch
柏翠园店
Building 65, Nanhu Xincun
Steet, Chaoyang District,
Changchun
长春朝阳区南湖新村中街65栋
T: 0431 8060 3877

Spa 水疗 · 吉林

Hong Kong Yijing Toga &
Spa Club
香港逸静瑜珈水疗会馆
Unit1, 6th Building, No.1288
NanJunShuiYunTian HuXi
Road, ChangChun, JiLin
吉林省长春市湖西路1288号
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www.yijingspaclub.com

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intersection of Shengtai Street
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T: 0431 8563 8288
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2-106
T: 0431 8296 8333
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G10, Zhonghai Shuiian Xindu,
Jingkai District, Changchun
长春经开区中海水岸馨都
G10商铺
T: 0431 8587 4577
5) Baicui Yuan Branch
柏翠园店
Building 65, Nanhu Xincun
Steet, Chaoyang District,
Changchun
长春朝阳区南湖新村中街65栋
T: 0431 8060 3877

Carven City Spa
帝姿花境SPA
23-3 Wen'an Yuan, Wen'an
Road, Heping District,
Shenyang, Liaoning
辽宁省沈阳市和平区文安路文
安苑23-3
T: 024 2388 3599

Oasis Spa at Kempinski Hotel
Dalian
大连凯宾斯基酒店欧意希斯
水疗中心
6F, Kempinski Hotel Dalian 92
Jiefang Road, Zhongshan
大连市中山区解放路92号, 凯
宾斯基酒店6楼
T: 0411 8259 8888*8616 /8610
www.kempinski.com/dalian

Rubis Spa
丽妍雅集
Capita Land Branch
凯德和平店
L2-54-55, Capita Land, 691
Gaoerji Road, Shahekou,
Dalian
大连沙河口区高尔基路691号
凯德和平广场2层54-55单元
T: 0411 8434 5600

The Ritz-Carlton Spa, The
Ritz-Carlton, Harbin
哈尔滨富力丽思卡尔顿
水疗中心
Tower 1, 660 West Youyi
Road, Daoli District
Harbin, Heilongjiang
黑龙江省哈尔滨市道里区友谊
西路660号
T: 0451 8402 8888
https://www.ritzcarlton.com/
zh-cn/hotels/hrbrz-the-ritz-
carlton-harbin/overview/

Spa 水疗 · 黑龙江

Asaya Hong Kong (Rosewood
Hong Kong)
香港Asaya (香港瑰丽酒店)
Victoria Dockside, 18
Salisbury Road, Tsim Sha
Tsui, Kowloon, Hong Kong
香港九龙尖沙咀梳士巴利道
18号

Spa 水疗 · 辽宁

康贝思水疗中心 (大连城
堡店)
辽宁省大连市沙河河口
滨海西路600号大连一方城堡
豪华精选酒店3楼

T: +86 411 8250 0190
dalian.grand.hyatt.com

The Spa at Four Seasons
Dalian
大连四季酒店水疗中心
45 Zhuyu Street, Zhongshan
District, Dalian, Liaoning
中国辽宁省大连中山区珠玉
街45号
T: +86 411 3994 8888

Lea Spa
沈阳Lea Spa维景会所
Shenyang Lea Spa Weijing
Club
沈阳市和平区同泽北街35
号8层
8F, 35 Tongze North Street,
Heping District, Shenyang
Tel: 024 2341 1222

Fangbeauty
Fangbeauty高定美肤中心
Phase three, MixC, Heping
district, Shenyang
沈阳市和平区万象城三期
T: 18604056191

Carven City Spa
帝姿花境SPA
23-3 Wen'an Yuan, Wen'an
Road, Heping District,
Shenyang, Liaoning
辽宁省沈阳市和平区文安路文
安苑23-3
T: 024 2388 3599

Oasis Spa at Kempinski Hotel
Dalian
大连凯宾斯基酒店欧意希斯
水疗中心
6F, Kempinski Hotel Dalian 92
Jiefang Road, Zhongshan
大连市中山区解放路92号, 凯
宾斯基酒店6楼
T: 0411 8259 8888*8616 /8610
www.kempinski.com/dalian

Rubis Spa
丽妍雅集
Capita Land Branch
凯德和平店
L2-54-55, Capita Land, 691
Gaoerji Road, Shahekou,
Dalian
大连沙河口区高尔基路691号
凯德和平广场2层54-55单元
T: 0411 8434 5600

Spa 水疗 · 香港&澳门

Altira Spa
「澄」水疗
Altira Macau 15/F, Avenida de
Kwong Tung, Taipa, Macau
澳门凼仔广东大马路, 澳门新
濠锋15楼
T: 853 2886 8886
www.altiramacau.com/spa-
health/#/altira-spa

Asaya Hong Kong (Rosewood
Hong Kong)
香港Asaya (香港瑰丽酒店)
Victoria Dockside, 18
Salisbury Road, Tsim Sha
Tsui, Kowloon, Hong Kong
香港九龙尖沙咀梳士巴利道
18号

T: +852 3891 8888

Bliss Spa at W Hong Kong
香港W酒店 Bliss Spa
 1 Austin Road West, Kowloon Station, Kowloon, Hong Kong
 香港九龙柯士甸道西1号
 T: 852 3717 2222
 w-hongkong.com

SPA by MTM
 1) Shop A, G/F, 3 Yun Ping Road, Causeway Bay
 铜锣湾恩平道3号地下A店
 T: 852 2923 7888
 2) Shop 118, Citygate, Tung Chung, Lantau Island
 大屿山东涌东荟城118店
 T: 852 2923 6060
 www.spabymtm.com

The Spa at Encore (Wynn Macau)
澳门永利水疗中心
 Rua Cidade De Sintra, Nape, Macau
 澳门外港填海区仙德丽街
 T: 853 2888 9966

The Spa at Wynn Palace
永利皇宫酒店 水疗中心
 Avenida Da Nave Desportiva, Cotai, Macau
 澳门路氹体育馆大马路
 T: 853 8889 8889

Tria Spa at MGM Macau
澳门美高梅禅源水疗
 Avenida Dr. Sun Yat Sen, NAPE, Macau
 澳门外港新填海区孙逸仙大马路
 T: 853 8802 8888

Tria Spa at MGM Macau
澳门美高梅禅源水疗中心
 Avenida da Nave Desportiva, Cotai, Macau
 澳门路氹体育馆大马路
 T: 853 8806 8888

The Spa at Mandarin Oriental, Macau
澳门文华东方酒店水疗中心
 Avenida Dr Sun Yat Sen, NAPE, Macau
 澳门孙逸仙大马路945号
 T: 853 8805 8888
 www.mandarinoriental.com

The Ritz-Carlton Spa, Hong Kong
香港丽思卡尔顿水疗中心
 71/F International Commerce Centre, 1 Austin Road West, Kowloon
 九龙柯士甸道西1号
 环球贸易广场71楼
 T: 852 2263 2263
 www.ritzcarlton.com

Zensa Spa
「莲」水疗
 3/F Star Tower, Studio City Hotel, Macau
 澳门新濠影汇酒店巨星汇3楼
 T: +853 8865 1888
 www.studiocity-macau.com

AWAY Spa, W Macau - Studio

City
澳门新濠影汇W酒店
AWAY@水疗中心
 Level 3, W Macau - Studio City, Estrada do Istmo, Cotai, Macau
 澳门路氹连贯公路新濠影汇酒店3楼
 T: +853 8865 1188

The Spa at Epic Tower, Studio City Macau
澳门新濠影汇映星汇水疗中心
 Level 3, Epic Tower - Studio City, Estrada do Istmo, Cotai, Macau
 澳门路氹连贯公路新濠影汇映星汇3楼
 T: +853 8865 8888

The SPA at Palazzo Versace Macau
Palazzo Versace澳门水疗中心
 Level 3, Palazzo Versace Macau, Grand Lisboa Palace Resort, Rua do Tiro, Cotai, Macau
 澳门路氹射击路上葡京综合度假村范思哲豪华酒店大楼3楼
 T: +853 8881 8000

Spa 水疗 · 湖北

慕丽莎健康美容会所
 1) 香港路店
 湖北省武汉市汉口解放大道香港15号
 15 Hong Kong Street Jiefang Road HanKou, Wuhan, Hubei
 Tel: 027 8556 1855

2) 融科天城店
 湖北省武汉市球街融科天城一期T4大堂二楼
 2/F, T4 Raycom Skyline, Qiuchang Street, Wuhan, Hubei
 Tel: 027 8221 3770

3) 沌口店
 湖北省武汉市经济开发区宁康路59号湘隆时代商业中心9栋1-2号
 1-2 Building 9 Xianglong Times Business Center, 59 Ningkan Road, Eco. Tech. Dev. Zone, Wuhan, Hubei
 Tel: 027 8480 5457

4) 水果湖店
 湖北省武汉市武昌水果湖188-1号
 188-1 Shui Guo Hu Road, Wuchang, Wuhan, Hubei
 Tel: 027 8736 0531

5) 襄阳店
 湖北省襄阳市大庆西路永安广场
 Yongang Plaza, Da Qing Xi Road, Xiangyang, Hubei
 Tel: 0710 3459 155

Fairmont Wuhan
武汉泛海费尔蒙酒店
 249 Huaihai Road, Jiangnan, Wuhan
 武汉市江汉区淮海路249号
 T: 027 8369 8888
 www.fairmont.cn/wuhan/

M-SPA
沐心宸舍
 Hilton Wuhan Optics Valley, 9 Chunhe Road, Huashan Eco

New City, Wuhan, Hubei
 湖北省武汉市洪山区东湖新技术开发区花山生态新城春河路9号希尔顿酒店水疗中心
 T: 027 5933 8888*8252

Siyani
思妍丽
 1) 国际广场店
 406, Wuhan International Plaza Shopping Center Tower B 690 Jiefang Road, Wuhan
 武汉国际购物广场B座406
 Tel: 027 8551 7717

2) 徐东店
 4F, Xudong Shoppingmall No.18 Xudong Street Wuchang District, Wuhan
 徐东销品茂四楼南街4160
 Tel: 027 6889 8068

3) 同成店
 1F, Tongcheng Square No.538 Jianshe Avenue, Wuhan
 建设大道538号同成广场一楼
 Tel: 027 8556 4066
 www.siyani.net.cn

Spa 水疗 · 山西

Kempinski Spa at Kempinski Hotel Taiyuan
太原凯宾斯基饭店凯宾斯基水疗
 No. 115-1 Changfeng Street, Taiyuan, Shanxi, China
 中国山西省太原市长风街115-1号
 T: 0351 866 0131

Shui Spa, Taiyuan Wanda Vista Hotel
太原万达文华酒店水水水水
 3/F Wanda Vista, 169 Jiefang Road, Taiyuan, Shanxi, China
 山西省太原市杏花岭区解放路169号楼太原万达文华酒店3楼
 T: +86 351 777 6666*6760
 www.wandahotels.com

Spa 水疗 · 湖南

Cherry Natural Image Management
核奈儿形象管理中心
 493 Hengdong Avenue, Hengyang city, Hunan
 湖南省衡阳市衡东大道493号
 T: 0734 522 4996

Shui Spa at Wanda Vista Changsha
长沙万达文华酒店“水”水水
 308 Section 1 Xiangjiang Middle Road, Kaifu, Changsha, Hunan, China
 湖南省长沙市开福区湘江中路一段308号
 T: +86 731 8800 8888 ext.6306
 www.wandahotels.com

Shine Spa for Sheraton at Sheraton Changde Wuling Hotel
常德武陵天济喜来登酒店喜来登水疗
 249 Zaoguo Road, Wuling, Changde, Hunan, China
 湖南省常德市武陵区皂果路899号
 T: +86 736 788 8888
 www.sheraton.com

Siam SPA
暹罗泰式SPA
 458 South Desheng Road, Yueyanglou, Yueyang, Hunan
 湖南省岳阳市岳阳楼区金鹤汇龙府临街201号
 T: 8800900

The Spa at Sheraton Changsha Hotel
长沙运达喜来登酒店水疗中心
 Yunda International Plaza, 478 Fuzong Zhong Lu, Section 1, Changsha, Hunan
 湖南省长沙市芙蓉中路一段478号运达国际广场
 T: 0731 8488 8848
 www.starwoodhotels.com

Spa 水疗 · 河南

VENUS MAX
深白维德抗衰老中心
 1) Wanda Branch
 二七万达店
 Room 12a809-810, Erqi Wanda Center, Intersection of Daxue Road and Hanghai Road, Erqi, Zhengzhou
 郑州市二七区大学路与航海路交叉口二七万达中心12A809-810室
 T: 0317 8658 1160

2) Jinshui Zhenghongcheng Branch
 金水正弘城店
 Room 1111, Zhenghongcheng Residence, Huayuan Road and Dongfeng Road, Jinshui, Zhengzhou
 郑州市金水区花园路与东风路正弘城丽汀公寓1111室
 T: 0371 6531 8996

3) Lvdi Xinduhui Branch
 绿地新都荟店
 Room 1511, Block B, Building 2, Jinshui East Road and Dongfeng South Road, Jinshui, Zhengzhou
 郑州市金水区金水东路与东风南路2号楼B座1511室
 T: 0371 5593 3386

Spa 水疗 · 四川
CHI, The Spa, Shangri-La Hotel, Chengdu
成都香格里拉大酒店水水水
 9 Binjiang Dong Road, Chengdu
 四川省成都市锦江区滨江东路9号
 T: 028 8888 9999

Iridium Spa at The St. Regis Chengdu
成都瑞吉酒店瑞瑞水疗中心
 88 Taisheng Road South, Qingyang District, Chengdu, Sichuan
 中国四川省成都市青羊区太升南路88号
 T: 028 6287 6666
 www.stregis.com/chengdu

MI XUN SPA, The Temple House
成都博舍酒店谧寻水疗
 81 Bitieshi Street, Jinjiang, Chengdu

成都市锦江区笔帖式街81号
 T: 028 6636 9999
 www.thetemplehousehotel.com

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 No.2 Dong Ruan Road Qingcheng Mountain Town Dujiangyan, Chengdu, Sichuan
 四川省成都市都江堰市青城山镇东软大道2号
 T: 028 8712 6666

The Ritz-Carlton Spa, Chengdu
成都富力丽思卡尔顿酒店水疗中心
 269 Shuncheng Avenue, Qingyang, Chengdu, Sichuan
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 T: 028 8358 8888

Willow Stream Spa at Fairmont Chengdu
成都棕榈泉费尔蒙酒店蔚柳溪水疗中心
 269 Tianfu Middle Avenue, Hi-Tech Zone, Chengdu
 成都市高新区天府大道中段269号
 T: 028 8800 3333

Rissai Spa, Rissai Valley, a Ritz-Carlton Reserve
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 Zhangzha Town, Jiuzhaigou County, aba Tibetan Andqiang Autonomous Prefecture, Sichuan
 中国四川省阿坝藏族羌族自治州九寨沟漳扎镇
 T: 0837 8199 999

Spa 水疗 · 浙江

Banyan Tree Spa Hangzhou
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 2 Westbrook Resort, Zijiangang Road, Hangzhou, China
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 西溪天堂国际旅游综合体
 T: +86 571 8586 0000
 www.banyantreespa.com

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 28 Shashan Road, Dongqian Lake, Ningbo, China
 宁波市东钱湖旅游度假区沙山路28号
 T: 574 5666 8888
 www.chuanspa.com

Dragonfly Therapeutic Retreat
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 1) 西溪店
 No 141, Xixi Road, Xihu Westlake Westlake 141号
 T: 0571 8502 3288
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 L6-04 Raffles City, No.228 Xinye Road, Jiangnan
 江干区新业路228号来福士广场L6-04商铺
 T: 0571 8889 9191

Fuchun Spa at Fuchun Resort
富春山居度假村富春SPA
 No.339, Jiangbin East Road, Dongzhou Street, Fuyang, Hangzhou
 杭州市富阳区东洲街道江滨东大道339号
 T: 0571 6341 9500

Hangzhou TEA SPA
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 杭州TEA SPA (吉庆店)
 Building C, 214 North Meilin Road, West Lake, Hangzhou
 杭州市西湖区梅林北路上茅家埠214号C栋
 Tel: 19558191877

2) Hangzhou TEA SPA (Muli Branch)
 杭州TEA SPA (目里店)
 501-503, Building 8, OOEI, West Lake, Hangzhou
 杭州市西湖区天目里商业中心8号楼5楼501、502、503
 Tel: 1590671536

Kempinski The Spa, Hangzhou
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 66 Lishui Road, Gongshu, Hangzhou
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 杭州爱情故事新侨店
 1F, Hangzhou Xinqiao Hotel, 226 Jiefang Road, Shangcheng, Hangzhou
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 T: 0571 8888 6968

2) Love Story Hangzhou Tiyuchang Road Branch
 杭州爱情故事体育场路店
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3) Love Story Hangzhou Tianyuan Branch
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www.shangri-la.com

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Xiamen, Fujian, China
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海悦山庄二期1楼
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Fujian, China
福建省厦门市仙岳路4668号
T: +86 592 602 9999 ext.8779
www.langhamhotels.com

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T: 0591 8899 9988

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District Xiamen 361015 China
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T: 0592 7997 777

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Xi'an
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www.962297612@qq.com

The Ritz-Carlton, Xi'an
西安丽思卡尔顿酒店
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Xi'an
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www.ritzcarlton.com

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38号乙
T: +86 29 8835 5555
www.shangri-la.com

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Yanta District Xi'an
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www.marriott.com.cn

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Hotel/西安华清御汤酒店
Huaqing Palace No. 38
Huaqing Road, Lintong
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陕西省西安市临潼区华清
路38号
T: 029 8399 9888
http://huaq.coolbo.cc/Home/
Hotel/index

SPA by JW, JW Marriott Hotel
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西安海棠JW万豪酒店JW水
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Xi'an, Shaanxi
陕西西安凤城八路168号
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济南万达凯悦酒店
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187 Jingsi Road, Shizhong,
Jinan, Shandong, China
山东省济南市市中区经四路
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T: +86 531 8828 1234
www.jinan.regency.hyatt.com

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青岛威斯汀酒店威斯汀
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China
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8 North Long'ao Road, Jinan
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青岛市胶东国际机场
T: 136 7889 3140

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https://www.dytmgm.com/cn/
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北京中路160号
T: +86 951 516 5888
www.kempinski.com

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