

THE SPA & WELLNESS AUTHORITY

# american spa

MARCH 2018

## THE PLAZA *meets* PARIS

GUERLAIN SPA AT THE PLAZA  
(NEW YORK CITY)

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# TRAVELOG

Discover the spas and destinations we've visited to bring you the latest happenings here and abroad.



## GREENOUGH, MT

Early last spring, I visited The Resort at Paws Up for its debut AdrenZen wellness weekend. To say I was excited would have been a major understatement, as a stay at the luxury Montana ranch had long been on my bucket list. Getting to be one of the first to experience the AdrenZen program, which combines adrenalin-pumping activities with more Zen-like pursuits, was just icing on the cake. I especially loved the rope course of the Sky Line Aerial Adventure Park and surviving the Grizzlyman Fitness Trail. Here I am with personal trainer Jen Widerstrom and some of our AdrenZen crew after tackling the course in the rain. After that, I was ready to visit **Spa Town** for a soothing massage. Another highlight was an outdoor yoga session at dusk taught by yogi Lauren Taus, complete with wine. It was an experience I won't soon forget. For more on the Adrenzen program and how spas are collaborating with various experts in their fields, turn to page 64.—**HEATHER MIKESELL**

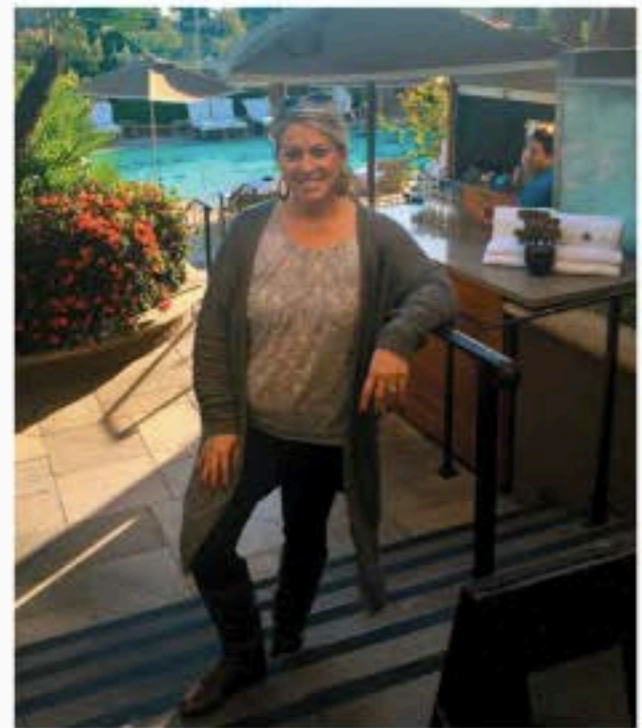


## LOS ANGELES

I recently spent a week in Los Angeles on a whirlwind tour visiting spas, brand partners, and friends; speaking at the inaugural Beauty X event; and attending Indie Beauty Expo. Following a long flight and many hours on the road, I was thrilled to make a relaxing stop at **The Spa at Four Seasons Hotel Los**

### Angeles at Beverly Hills.

While there, I got the chance to sample the divine Surrender Massage (\$210, 50 minutes, \$280, 80 minutes). Read more about it on page 26, but suffice it to say, I was thoroughly impressed and completely surrendered to the unique mix of stretching and multiple massage modalities. It was the perfect way to work out the kinks of my busy travel days!

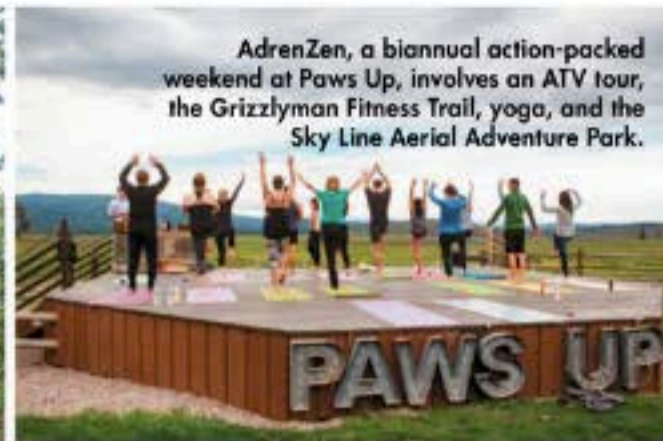


Also inspiring was my time at Indie Beauty Expo, where Kristina Panter and I spent a day of Trade Indie walking the aisles and getting to know some new brands, reconnecting with spa friends, and taking note of exciting beauty trends. I left with a notebook full of ideas and a suitcase full of cool new



products, which we will be sharing with you in coming months. In the meantime, be sure to visit us on Facebook and Instagram as well as on [www.americanspa.com](http://www.americanspa.com) to check out even more photos, videos, tours, and more from this fun-filled, informative, and action-packed week.

—**JULIE KELLER CALLAGHAN**



AdrenZen, a biannual action-packed weekend at Paws Up, involves an ATV tour, the Grizzlyman Fitness Trail, yoga, and the Sky Line Aerial Adventure Park.



## fitness fun

Seeing an opportunity to introduce an active yet relaxing retreat at The Resort at Paws Up (Greenough, MT), social media relations and special events coordinator Alison Lewis came up with the idea of AdrenZen, an adrenaline meets Zen wellness weekend. “The duality of the concept of AdrenZen fits our 37,000-acre ranch perfectly with the incredible opportunities for relaxation and rejuvenation combined with adrenaline-inspired experiences, such as rappelling, ATVs, clay shooting, cattle drives, and more,” says Lewis. Wanting to team up with some fabulous partners for the resort’s first-ever wellness event, Lewis didn’t hesitate to think big. “When I first conceptualized the event, I tried to get Jillian Michaels,” she says. “When she wasn’t available, I went to my next choice, Jen Widerstrom, who I admired for her weight-loss journey, dedication to helping others, and passion for fitness and health.” Widerstrom, also a trainer on “The Biggest Loser,” and author of *Diet Right for Your Personality Type* (Penguin Random House, 2017), immediately said yes, as did yogi Lauren Taus. “The team at Paws Up found me through social media and a common friend in New York City,” says Taus. “After speaking with the brand manager, I understood the space and opportunity to create a meaningful experience in a new way. Paws Up is just beginning to explore wellness retreats, so it’s an exciting time to participate

with the team in shaping future experiences.” Lewis also partnered with healthy chef Kelly Lien and the juice brand Suja.

Fitness partnerships are often a winning combination for spas, as they give guests an opportunity to train with professional athletes. In December, **Mii Amo a Destination Spa** (Sedona, AZ) hosted a transformational yoga and meditation retreat with former NFL player Keith Mitchell. The Ignite Your Greatness retreat encouraged guests to commit to living their best lives. After a life-changing football injury that left him partially paralyzed, Mitchell discovered yoga and meditation as a form of recovery. The three-day retreat included an opening ritual and reception at the spa’s Crystal Grotto, special workshops learning physical and spiritual practices, and self-healing tools to combat life’s daily stresses.

Lindblad Expeditions-National Geographic teamed up with Exhale to launch a wellbeing partnership involving a series of three- and four-day voyages aboard the National Geographic Sea Bird. The Base Camp Baja voyages explored Espiritu Santo and Isla Partida, located in the Sea of Cortez. As part of the partnership, guests took part in healthy Exhale-branded activities and wellbeing programs, such as Core Fusion Barre, Bootcamp, Power Yoga, assisted stretching, and more, led by an Exhale fitness instructor, a spa therapist, or an Exhale-trained Lindblad Wellness specialist. ●



## bonding in bloom

Retreats aren't the only instances that benefit from collaborations. At **The Ritz-Carlton Spa, Los Angeles**, a partnership with celebrity florist Eric Buterbaugh was an opportunity to showcase the spa's creativity and commitment to offering a consistently refreshed menu. "We also wanted to highlight our dedication to offering programs that were truly 'only in LA' in nature," says former spa director Kory Keith. The result was the limited-time Smoke & Roses treatments, which drew on the signature Sultry Rose scent from Buterbaugh's fragrance line. According to Keith, the staff is always exploring trends and looking for ways to take them to the next level, such as when the spa introduced its Garden to Glamorous treatments, which incorporated fresh herbs and botanicals from the rooftop garden. In response to the farm-to-spa-table treatment, "Wanting to offer a fresh take on the idea and speak to the popularity of garden-inspired treatments, the spa partnered with Buterbaugh, who is based in LA and known for his celebrated arrangements. "I was able to visit his studio, learn a bit about floral selection and arrangement and a bit more about fragrance note combinations, and used this as a foundation to develop the Smoke & Roses treatments," says Keith. "In turn, Eric's team visited our spa and created original arrangements that complemented the treatments and spa setting." ●

## Lessons TO LEARN

Interested in partnering with a celeb or high-profile wellness guru? Our experts share their best advice.

"Do your research. Be sure you know exactly what you are really looking to gain from the individual or experience. If it's educated and aligned with your authentic self, go for it!"—*Lauren Taus, life coach and yoga instructor*

"Start the process as far in advance as possible, as their calendars book up quickly."—*Alison Lewis, social media manager and special events coordinator, The Resort at Paws Up*

"One thing we learned that was rather surprising, when considering fitness experts with huge social media followings, is that big social media numbers don't necessarily translate into bookings for a wellness retreat. It's easy to 'like' or 'follow' something or someone online, but it's an entirely different thing to book and attend a trip. I learned that the qualifier should be to use influencers who have proven track records of people who literally follow them to destinations or trips and special

events. And of course, fees should be negotiated, and it's smartest to base them on actual booking percentages."—*Tammy Patel, founder and principal, Spa Management Solutions*

"Personal connection is the one thing missing out of most events and experiences. We have found a way to create connection with a huge audience, being a part of a community that you want to grow is hard to come by. It's time to find it, and go for it."—*Jan Widerstrom, diet expert, personal trainer, and author*

"When looking to collaborate with another brand or celebrity, I think it is imperative to choose a partner whose core values closely align with your own brand philosophy. The partnership should also be mutually beneficial and both brands should enhance each other's offerings in order to help achieve their overall goals."—*Carl Pratt, vice president and general manager, Miraval Arizona Resort & Spa*

"Be clear on what the objectives are that you as an organization are hoping to achieve from this type of collaboration. You have to have realistic expectations when working in this model of what the results and deliverables will be. You may not get 100 additional room nights, but you will establish your spa or resort as a destination that takes wellness and health seriously. You have to take the long view. Also, ensure your PR and marketing teams are working in conjunction with the guru's team so that the event is getting as much exposure in as many channels as possible."—*Patrick Huey, group director of spa—Asia, MSPA International*

"Don't be scared to reach out. If you think it's a dream collaboration, and you're creating a brand that is heart centered and stands out, there's probably a high chance they want to work with you."—*Mel Wells, nutritionist, health and eating psychology coach, and author* ●