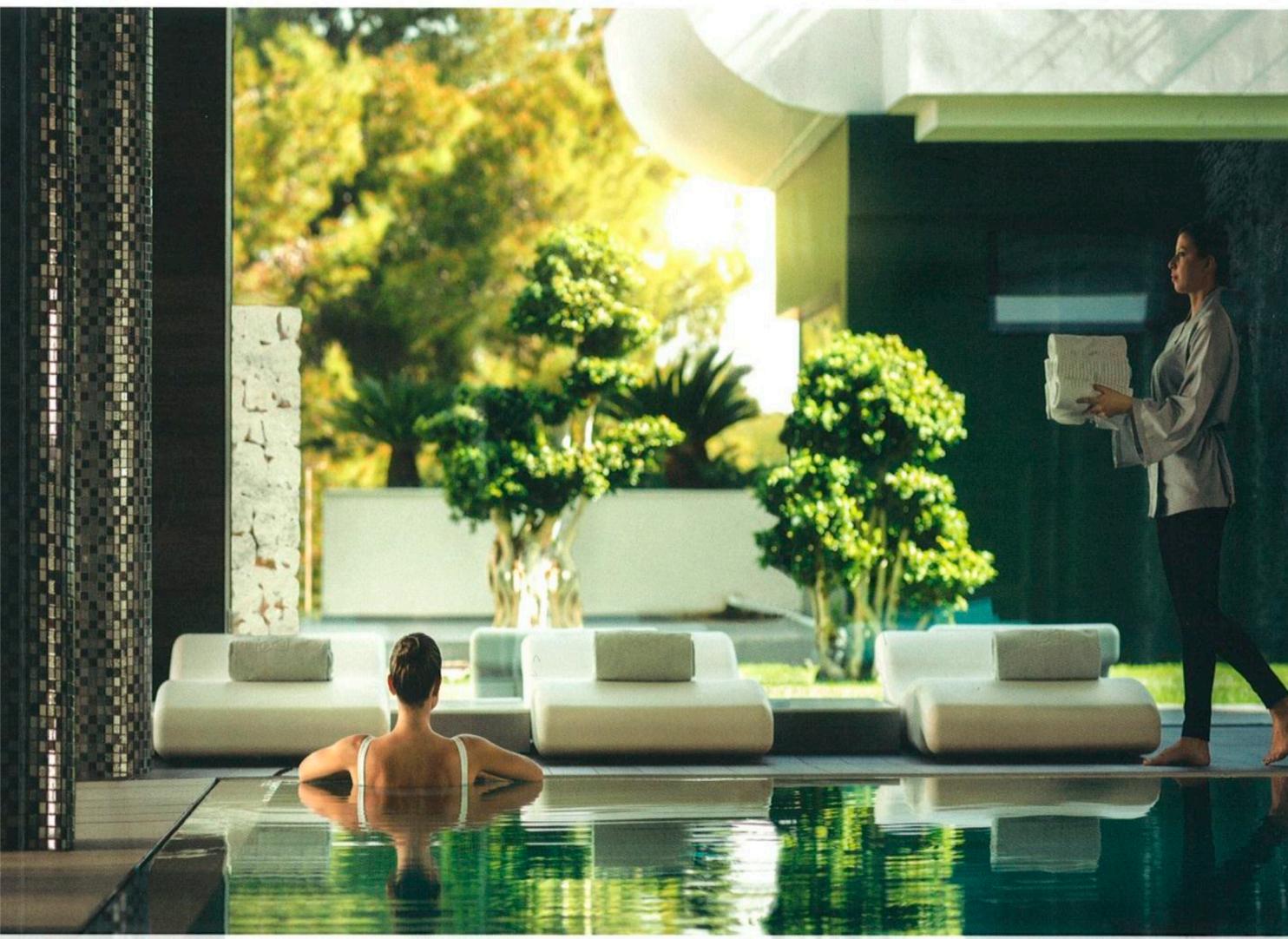


European Spa

THE NO.1 MAGAZINE FOR SPA AND WELLNESS



Issue 54 | October/November 2016 | www.europeanspamagazine.com



BRIGHT & BEAUTIFUL

Health is the new wealth at SHA Wellness Clinic, Spain

THERMAL EXPERTISE

Our guide to maximising your hydro-thermal spa space

FROM MOTHER EARTH

The birth of the Gaia spa brand at Boringdon Hall, UK

AUSTRIA'S EVOLUTION

A holistic history of the Global Wellness Summit's host nation

An atmospheric sunset from the pool deck at SHA Wellness Clinic, which offers panoramic views over the Mediterranean Sea and the Sierra Helada Natural Park





Clockwise from above: Health-conscious guests can welcome significant lifestyle changes at SHA Wellness; crystal chandeliers elevate the ambience in the medical and wellness centres; the clinic's chic entrance; an extensive facial menu includes six iS Clinical treatments; Alfredo and Alejandro Bataller

here today. He understood that he had found a treasure and this treasure had to be shared."

"SHA is a one-stop concept offering the best from east and west," he enthuses. "We are targeting the most exclusive people from around the world. These people have everything in their lives, except one precious thing: time. They have dedicated what little time they do have to come to SHA, away from work, from family, from normal life, which means that we need to be very effective," he adds. "This fact is always in the forefront of our minds: it is a big responsibility."

A new landscape

The SHA flagship offers 28,000sqm of pristine facilities set out across five monolithic buildings, interconnected by bridges and pathways and punctuated by hanging gardens, pool decks and stylish outdoor relaxation terraces. Every outdoor space has been designed to maximise panoramic views of the Sierra Helada Natural Park and the sea beyond.

Dotted around the complex are 93 luxuriously appointed guest suites, ranging from 80-320sqm, all of which have large private terraces, while some of the larger suites also feature outdoor hydro spas and kitchenettes for private dining.

In 2015, SHA unveiled its redeveloped medical and wellness centres, both elegantly redesigned and expanded to better present their ever-growing menu of modalities and specialist services. Each centre, clad in gleaming white and black marble, has its own expert team and a full range of treatment rooms and consultation spaces, all managed from a single, central reception.

Another important hub for guests is SHA's Shamadi restaurant, where a fusion of fresh Mediterranean and



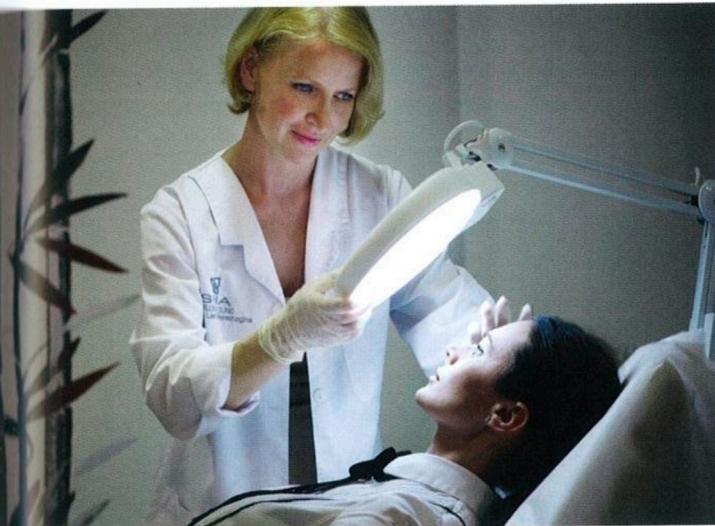
Japanese-inspired cuisine is served, along with prescribed tonics and teas. Healthy eating is a cornerstone of the SHA Method, with every guest following a personalised dietary programme recommended by the nutrition team, who convey their requirements to the Shamadi staff (see box on p40).

"All three Shamadi menus have been created and developed by us, drawing on our expertise in macrobiotics and Mediterranean cuisine. It really is a unique concept in nutrition," explains Alfredo. "Kushi, the strictest, is very therapeutic; then we have Bio-Light, which is therapeutic but more open and offering more quantity. Our third menu, known as SHA, is gastronomic and healthy."

The search for balance

The SHA Method's 360-degree approach includes a comprehensive mix of medical and wellness expertise. "Our guests come to us with a very clear idea of what they want. They will have completed a health questionnaire and chosen one of our ten different programmes," explains Alfredo.

Spas SHA Wellness Clinic, Spain



At any one time 130 residents will be looked after by the 300-strong team which includes 30 doctors and around 100 wellness therapists, depending on the season. "When they arrive, the first thing we do is ensure guests consult with our specialists on matters such as fitness, internal medicine, Chinese medicine, bio-energy and blood tests, if needed."

Each guest then runs through all of the recommendations with an agenda planner. "This ensures that their expectations are aligned with the agenda they will follow to get the best from their stay," confirms Alfredo.

Among SHA's high level offering is a unique portfolio of anti-ageing and internal medicine, led by Dr. Vicente Mera. Specialisms include aesthetics and anti-ageing skin techniques; ozone therapy; cardiology; capillary care for hair health; spine and joint ozone therapy; dental aesthetics; hormone and gynaecology; and the latest genetic screening.

A pioneering new Cognitive Development Unit also opened in 2015, under the direction of Professor Bruno Ribeiro (see box, right).

Exercise, movement and mindfulness classes are included to add depth to most of SHA's programmes, and the fitness

Brain health: Our future starts today



With the number of over-60s set to grow globally from 800 million now to more than two billion by 2050*, we ask Professor Bruno Ribeiro, head of SHA Wellness's Cognitive Development Unit, how its pioneering brain health programmes could help prolong guests' wellness later in life.

What is the Cognitive Development Programme?

I joined the SHA team in 2013 to develop an effective method of improving cognitive development and combating neurodegenerative diseases. Before launching in 2015, we took time to investigate the very best technology and techniques available in the world.

How can brain health be improved?

Our Cognitive Unit uses techniques such as neurofeedback, where bioelectrical brain functioning is analysed in real time, coupled with meditation, which can change the way our brain works. We also created Brain Gym, to help develop our cognitive reserves. This is coupled with brain-healthy nutrition during each stay.

Who can this programme help?

The programme is designed for various needs; firstly, for guests who do not have any cognitive difficulty but want to improve their abilities and boost their cognition.

It is also designed for those who sense that something has changed in their memory or in their processing speed.

Finally, we also welcome guests who want to know how to prevent neurodegenerative diseases such as Alzheimers.

What effects can guests expect?

The programme begins with an exhaustive evaluation of the habits and capacities of each guest. Once we have this information, a personalised and specific programme is designed.

Patients perceive improvements immediately but we also help them carry out changes in their lives that allow them to maintain and improve their physical wellness, as well as their intellectual and emotional wellness.

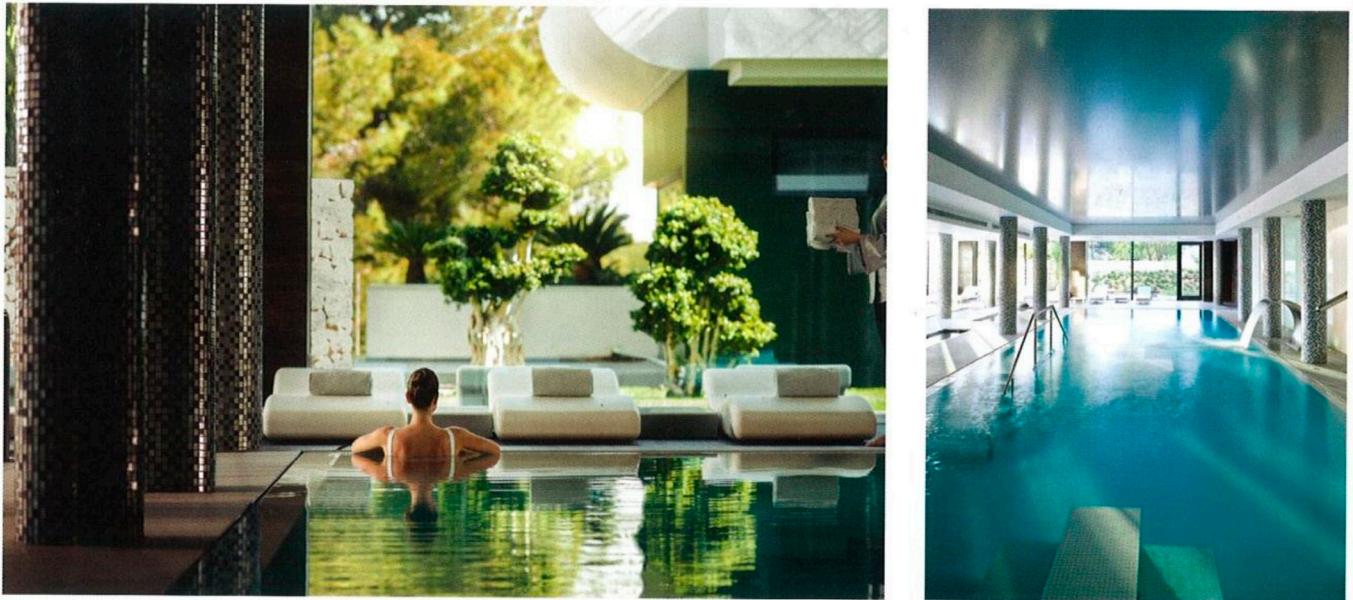
Patients see improvements in memory, attention and mental concentration, as well as being able to confront and control stress in a more effective way.

Is there great demand for brain health programmes?

Advances in medical science are now allowing humans to have a longer life expectancy, but the way in which we age is something many of us do not take care of.

Awareness is changing and people are more interested in what can be done today to be well tomorrow, and this includes brain health. SHA is a pioneer in this arena, thanks to its philosophy of helping to find the best version of every human being.

* Source: UN Department of Economic and Social Affairs Population Division. World population ageing 2015. UN, New York; 2015: 1-14



Above left and right: All SHA programmes are complemented by full access to the benefits of the spa's sun-filled hydrotherapy circuit
Right: Rooftop yoga allows guests to experience wellness classes with the added benefit of the location's unique micro-climate

▷

room is equipped with the latest Technogym kit including Kinesis, as well as facilities for strength-resistance circuits and postural re-education. The spacious Pilates and yoga studios are also popular for Tai Chi, meditation and Pranayama breathing sessions.

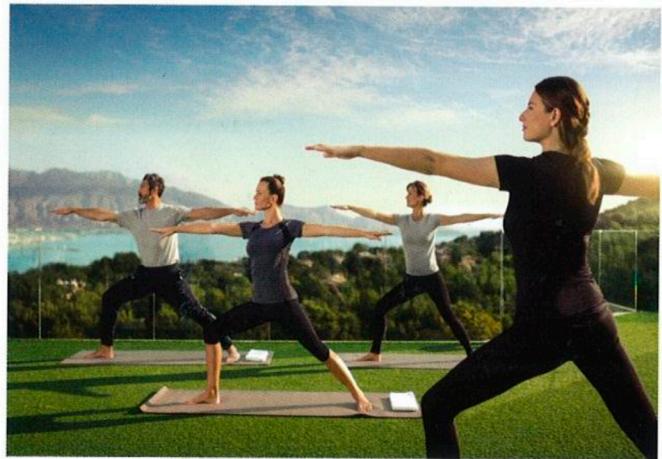
Water therapies also play a daily therapeutic role, with SHA's indoor hydrotherapy circuit offering a heated swimming pool, physio-hydro-massage, a tone-up pool with aqua massage, a pebble path, a tepidarium, a sauna, a caldarium, experience showers, a cold plunge pool and relaxation loungers with views over the Zen garden.

SHA guests are encouraged to learn new skills during their stay, including chi-kung, relaxation techniques, breathing and laughter therapy. A mantra of 'live longer and better' runs through the SHA Academy programme, which provides educational talks and cooking classes. Here, in purpose-built training kitchens, guests can master macrobiotic recipes and learn the therapeutic value of many new ingredients.

In support of this, the SHA Boutique retails an extensive range of wellness and beauty products including its own branded dietary supplements and teas, as well as other health-promoting food and books to encourage new, focused regimes for when guests return home.

Hi-tech with a human touch

A vital unit among 300 staff is the 46-strong therapist team led by wellness director Pedro Catarino, who is keen to emphasise the breadth and depth of knowledge on offer at SHA. "Our guests come here to make lifestyle changes and learn new habits," he states. "The defining difference is the number and variety of treatments we offer. The scope of clinical and holistic expertise makes SHA really special."



"We have a mixed nationality team, including Russian, Thai, Italian and Spanish members, who offer a great mix of skills and experience," adds Catarino.

"People come to us for a specific purpose and there needs to be space and expertise to match that," adds Alfredo Bataller. "You will not arrive at SHA and find that treatments are all booked or the experts you would like are not available."

"Our lists of treatments and services is the most extensive in the industry. Every year we look for new ideas and innovations that will match our concept and allow us to increase our expertise. We like to ensure that at least four new things are introduced successfully every year."

SHA offers a vast menu of self-healing natural therapies, including 15 types of specialist massage, reflexology, shiatsu, reiki, homeopathy, acupuncture, bioenergetics and TCM. Water therapies include Watsu, Aqua Relax and Ai Chi to deliver deep relaxation, joint mobilisation and rehabilitation, and a range of hydrotherapy treatments is also available.

▷