



How Shining a Spotlight on Water Can Energize our Industry

Concurrent Breakout Session

Tuesday, May 19th 2009 11:15am – 12:15pm

La Salle Rutchi, Victoria-Jungfrau Grand Hotel & Spa, Interlaken, Switzerland

Moderator: Dr. Marc Cohen, Professor, RMIT University, Australia

Panelists:

Ian Lyons, Chairman, the Private Spa, Indonesia

Iain Trousdell, Co-Founder, Healing Water Institute, New Zealand

Contributors:

Marion Schneider, CEO, Toskanaworld GmbH, Germany

Henk Verschuur, Managing Director, Thermae Bath Spa, United Kingdom

Scribe: Aras Erekul (Cornell)

Dr. Marc Cohen (session moderator)

[Showed a short clip from the Healing Water Institute, <http://divinewaterfilm.net>, which emphasized the importance of water for the existence of mankind and the sustainability of our planet.]

When water is so essential and one of the fundamentals of our industry why is there not more focus on water? There is not enough focus in the industry on hydrotherapy and on water as having a healing effect. There is a lack of focus on the use of water in general. The industry is in an identity crisis.

All water recycles in nature it is just a matter of how long the cycle is. You can also create cycles in closed systems.

Discussion:

The use of technology with a primary focus on natural cleaning of swimming pools both indoor and outdoor.

In nature all water flows in streams. This is how the water is cleaned. If you can replicate this flow of water in your pool this will naturally clean the water and the need for chlorine in the water is lowered. This is also known as natural swimming pools, or bio cleaning, the better circulation that can be created the less use of chlorine is needed. However there are some political issues since there are currently regulations on how public pools should be chlorinated.



Constant monitoring of the quality of water could be a solution to this. This could be compared to the development of natural cosmetics.

Iain Trousdell

Natural cleaning of water in relation to drinking water. There is a new product on the market, a ceramic water cooler with special dimensions, makes the water flow around and naturally cleans the water. This technology could also be used for water bottles.

If we give water a frequency it will be “transformational” to the person.

Ian Lyons

There is a general lack of understanding of how energized water can affect people. [With a small spray bottle containing energized water from Bali, he demonstrated how this energized water can transform energy to a person by spraying it on a volunteer.] Water bottled in plastic consumes a lot of energy and is often worse than tap water. If you cross **the barcode on the bottled water before drinking it (Marc, can you please elaborate?)**, it will remove the bad energy. These are the rules of quantum physics.

With an understanding of water, small spas can create a wonderful ambience and healing energy in their spas.

Marion Schneider

Water initially used for medical purposes is now also being used for wellness purposes. In my spa we emphasize energizing the water with good frequencies by having the right PH balance, by playing music over and under water and creating the right lighting. The result is changed behavior of people when they are in the water. People hug each other more, they move more and children are less noisy. The place is increasingly popular both for individual spa-goers but also for workshops. The aim of the spa is to make people relax with new therapies.

Dr. Marc Cohen (session moderator)

Water is healing us and we are healing water. There will be a water crisis which will become larger than the oil crisis. As human kind we have to take care of the water. Water should be looked at as an endangered species.

This should be a session in the general session and not just a breakout session.

The industry does not have standards for using water. For example, how is the water cleaned, where is the water coming from, what happens to the waste water? All of this should be visible for the customer so they don't feel guilty about going to the spa. The importance of this has to be conveyed to the spa managers. This type of information can be used as a unique selling proposition for the industry.

Dr. Marc Cohen (session moderator)

All of the research on water should be made available for the industry, I will create a list.

Discussion:

The industry takes money from spa-goers who are visiting the spa for their own benefit, yet when the spa-goers swim in chlorinated water, they hurt themselves.

The issue of how to manage water in a better way should be addressed more seriously by the industry.



The Global Spa Summit is an international organization that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industry.