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# THE SUPER MODEL

A new era for the Spa & Beauty Industry

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## WELLNESS 2000 YEARS AGO

The public baths of ancient Rome were wellness havens where people came to meet, socialise, relax and enjoy their free time.

A lifestyle that entrusted the recovery of the psycho-physical balance and the regeneration of body and mind to water and the magnificent temples of well-being, summed up succinctly by the motto "**Salus Per Aquam**" (health through water), from which the acronym Spa derives.

Throughout history, spas and wellness have experienced moments of splendor as well as crises, depending on the period and on society.





## WELLNESS TODAY

Modern science has redefined the concept of **body and mind**, laying the foundations for a new approach to health and disease.

The term **health** means “the conservation over time of a broad balance between body and mind in relation to the external environment”.

Scientific research is moving from a sectorial vision of the human being to a global vision of the wide network of hormones, cytokines and neuropeptides that puts the mind and the body in close connection.



  
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# PNEI

Neuroscientists have discovered that all the cells in the body are in complex dialogue with each other, mediated by **neuropeptides** (molecules released by the nervous, endocrine and immune systems).

In this context, the term **body-mind** (psycho-soma) was coined to define a functional unit in which all psychological and physical aspects are considered to be part of a complex system.

**Psycho-Neuro-Endocrine-Immunology (PNEI)** is a scientific field of study that investigates the connections between the nervous, endocrine and immune systems.

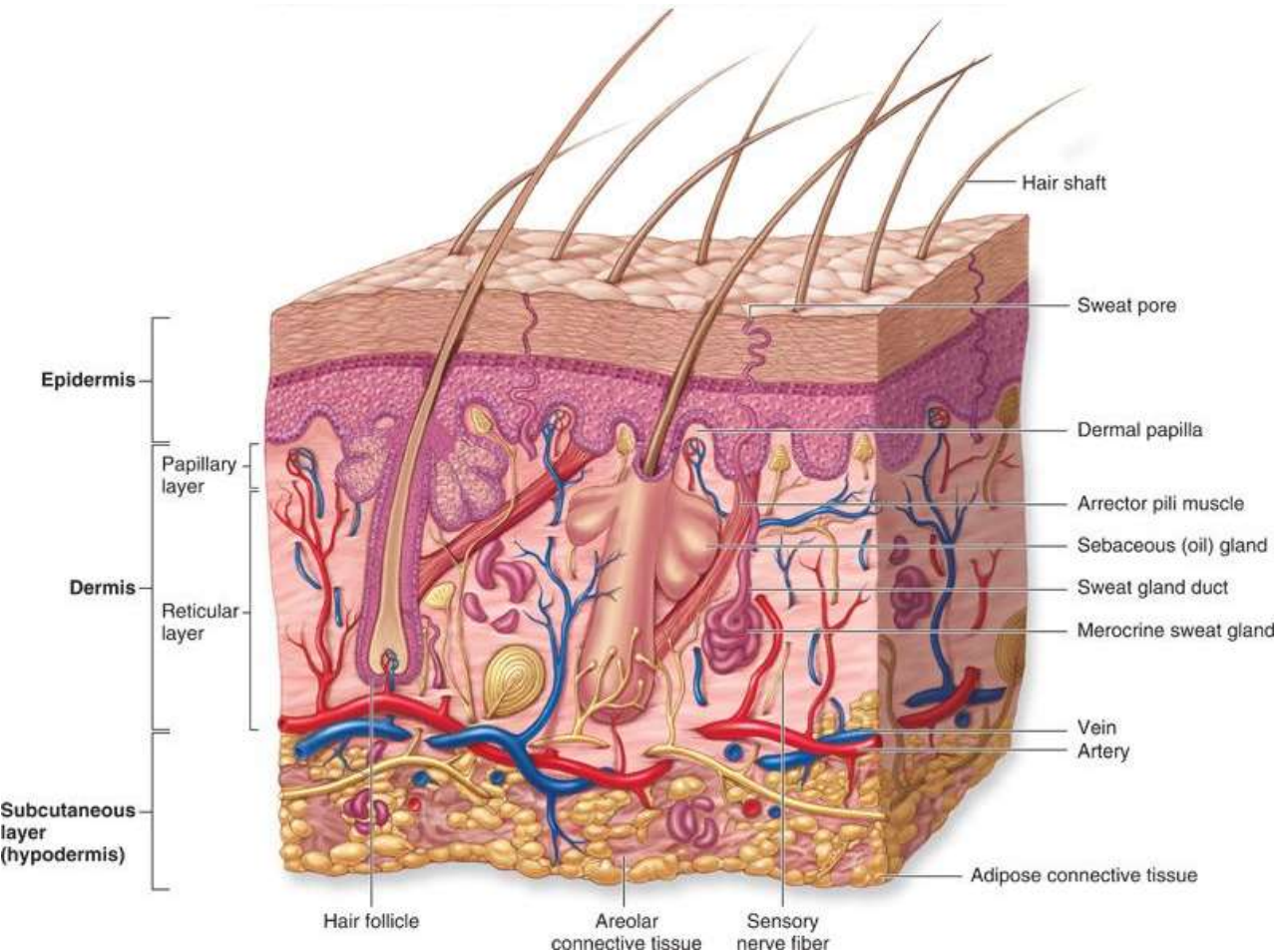


# NICE

Because the **skin** and the **nervous system** derive from the same **germ layer**, they maintain a close relationship for life.

It has recently been found that skin cells (keratinocytes, melanocytes, fibroblasts, Langerhans cells) exhibit a number of characteristics that are typical of nervous cells and which, if physically or chemically stimulated, can release **neurotransmitters**.

This scientific evidence has led to the conceptualisation of a new skin model, called the **neuro-immuno-cutaneous-endocrine (NICE) system**.





## SKIN AND BRAIN

The links between the skin and the nervous system are by nature anatomical and functional.

**The skin, nervous system and immune system** are closely connected and are involved in several of the body's regulatory functions.

Every action of the body has a corresponding mental reaction, and vice versa, and **sensory stimuli** play a key role in **emotional encoding**.

These scientific findings have paved the way for new approaches in the world of wellness and offer a wealth of opportunities, from customer hospitality to wellness treatments.







## THE FUTURE OF WELLNESS

The connections between the skin and the brain will be the focus of a new comprehensive wellness concept based on sensations, emotions and **infiltration between different sensory stimuli**.

The new rituals will be **multisensory**, to offer customers a deeper contact with body and spirit.

**Beauty, wellness and regeneration** shall be the cornerstones of an experience based on aromas, flavours and sounds to bring the individual closer to their surrounding environment, making them appreciate their own uniqueness.



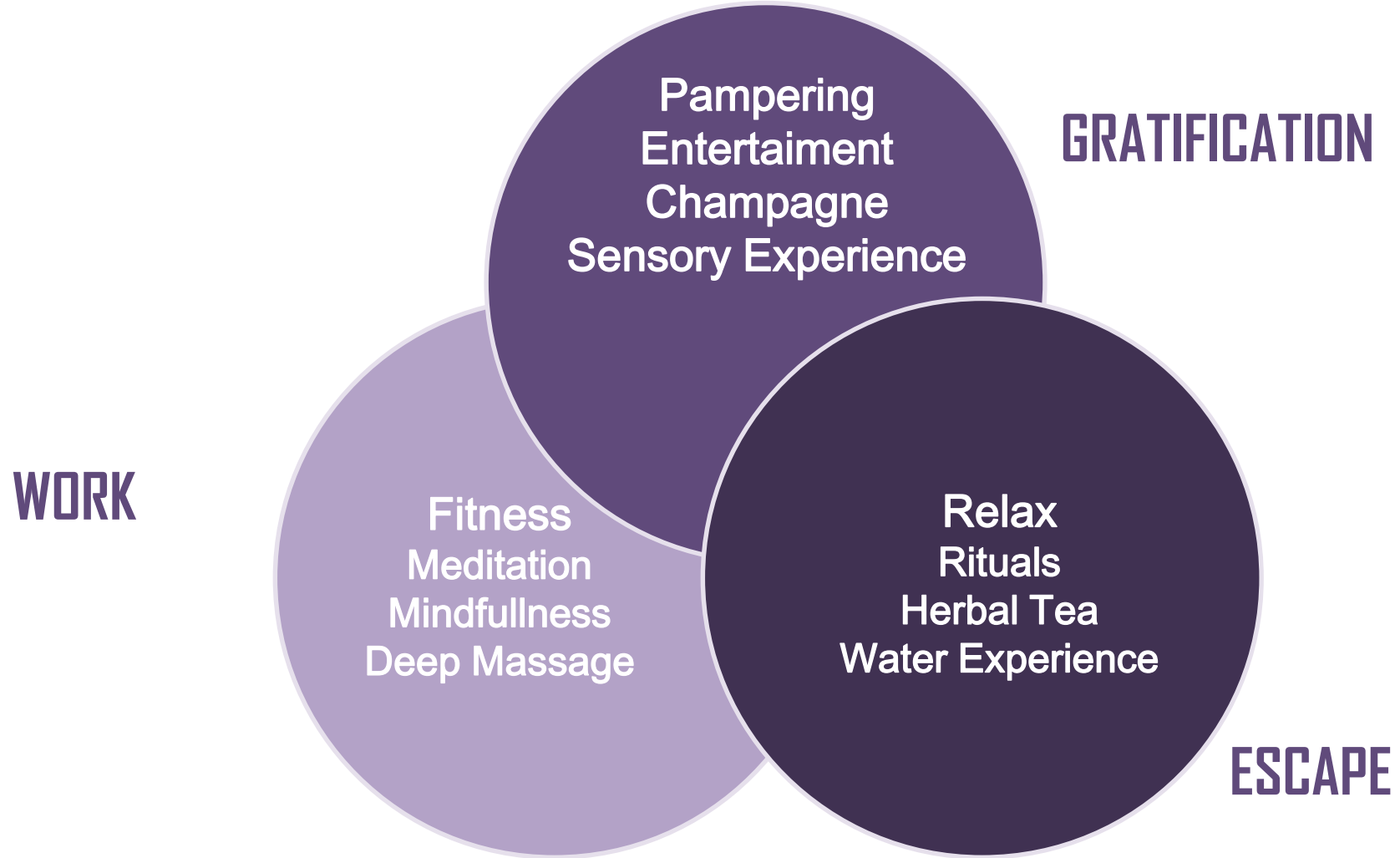
# IDENTIKIT OF THE NEW CONSUMERS

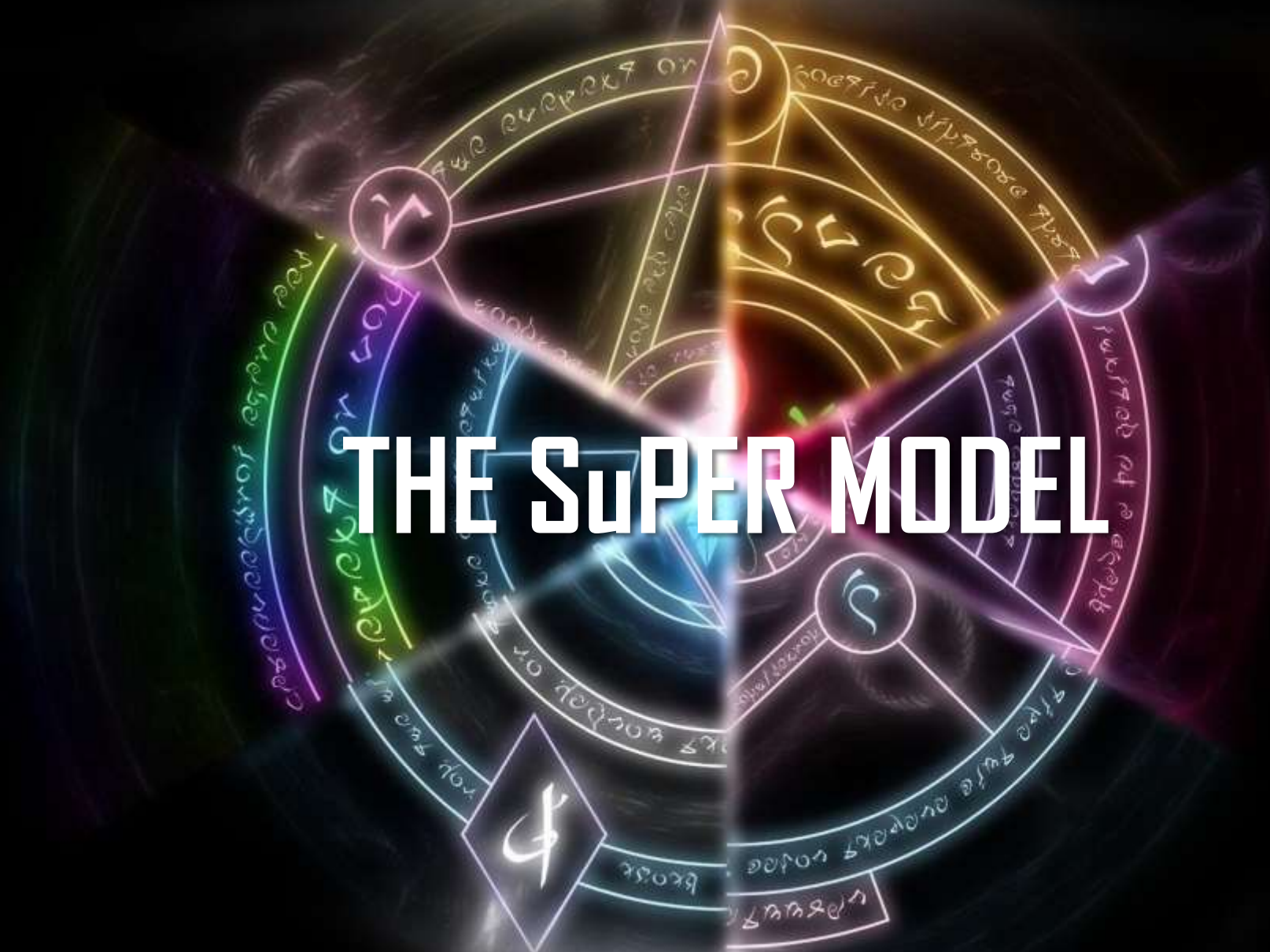
1. CAREFUL, INFORMED, SUSPICIOUS, BEWILDERED
2. OMNICHANNEL
3. VIRTUAL NATIVE - METAVERSE
4. CLIMATE CATALYST (ATTIVISTI CLIMATICI)
5. KM0
6. PSYCHEDELIC EXPLORER
7. WELLNESS PROTAGONIST
8. COMFORT-ADDICTED
9. CULTURED & GOURMAND
10. DIGITAL BOOMER (OVER 45)





# THE NEW WELLNESS CONSUMERS





# THE SUPER MODEL



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# THE SUPER MODEL



  
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## THE SuPER MODEL

The **SuPER** model is an **innovative customer-based approach** conceived to meet the emerging demands of customers, who are becoming increasingly sophisticated and looking for unique and extraordinary experiences.

The model was developed out of a desire to establish a **stronger bond between the guest and the professional**, anchoring emotions and transforming the time spent in the treatment room into an unforgettable experience.



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# THE SuPER MODEL

1. SURPRISE
2. PLAY
3. ENJOY
4. RELAX





# 1. SURPRISE: HOSPITALITY

The surprise is linked to **wow marketing**, a new trend that aims to amaze customers with intense, out-of-the-ordinary experiences.

What makes the SuPER model extraordinary is the **creativity** and ability of the professional to transform the hospitality and treatments into **unforgettable experiences**.







## WOW MARKETING

Wellness professionals often confuse **quality** with **excellence** when they are in fact two separate concepts. It is not enough to simply provide quality products and services in order to excel. Rather, customers must be thrilled and continually amazed by exceeding their expectations.

Advertising overload and social media have brought us to a saturation point. We have become deaf and blind to standard information and are looking for new messages to **amaze us and let our imagination run wild.**





## WELLNESS MARKETING

Wellness providers must put themselves in their customers' shoes, identify their mental states and try to understand what is normal for them and what is not. Once this boundary has been drawn, they will be able to make the right decisions and always **exceed the expectations** of their guests.

This is the best way to **excite** and be remembered.





# WOW WELLNESS MARKETING

Key wow marketing strategies to apply to spas and wellness centres:

- SENSORY JOURNEYS
- 'WELLNESSTAINMENT'
- THEMED EVENTS
- FOOD&DRINK
- REGIONAL MARKETING



  
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# WOW WELLNESS EXPERIENCES



  
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## 2. PLAY: INTERACTION

**Play** is associated with **childhood** and memories, and it takes us back to when we used to play and experience reality through the senses.

Modern consumers are “big children” immersed in a network of virtual relationships leading to gradual isolation.

The best way to play with customers is to stimulate their **five senses**, inviting them to interact and transforming the treatments into **exciting sensory journeys**.





## REGRESSION

In psychology, the term **regression** refers to an automatic and involuntary return to an earlier stage of development, thinking or behaviour.

**Children** live in a carefree, relaxed world in which they are driven by instinct and act without prejudice. They discover the world using their senses (**experiential experimentalism**) and play represents one of the most effective forms of learning.

Many customers long to rediscover this mental state.





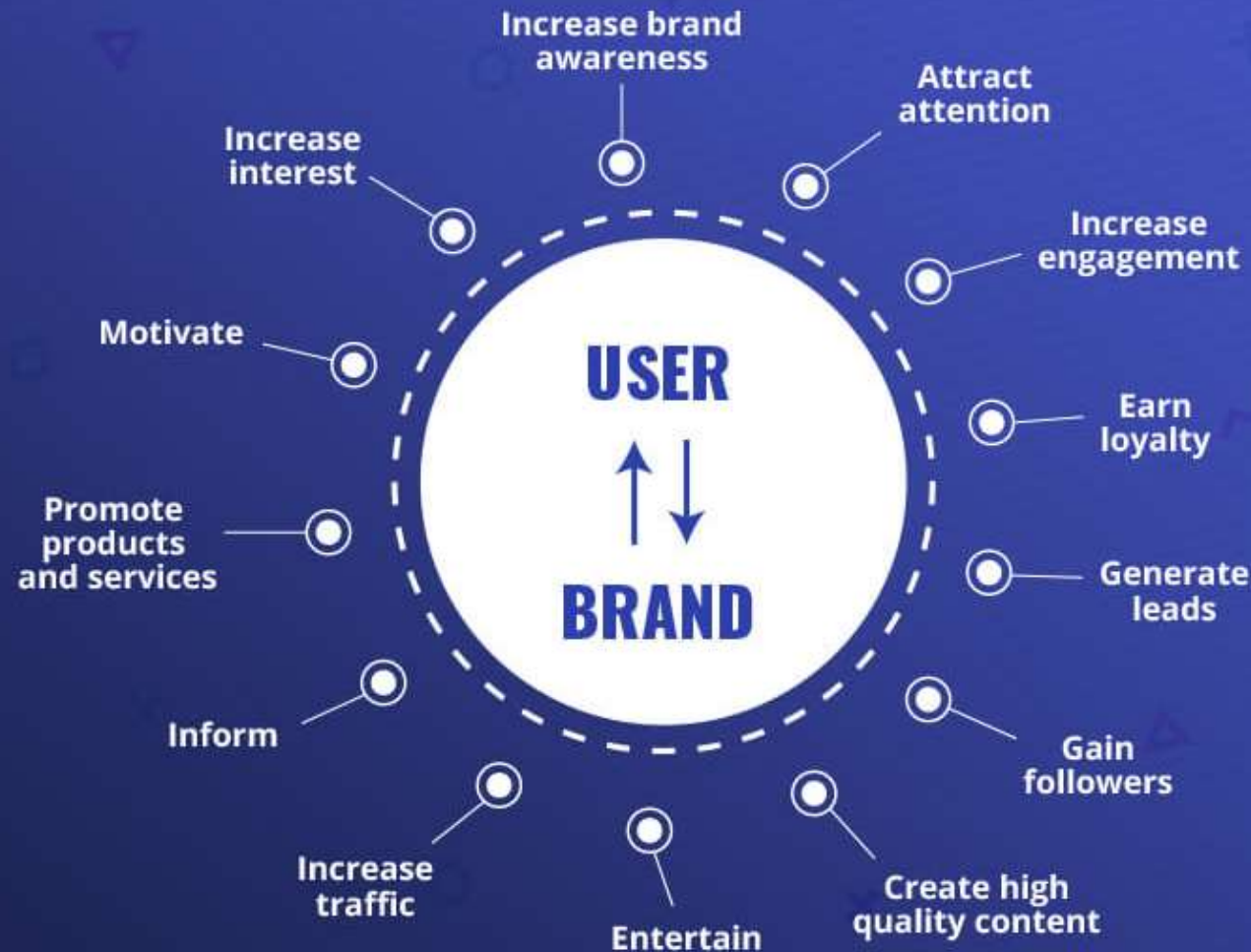


## GAMIFICATION

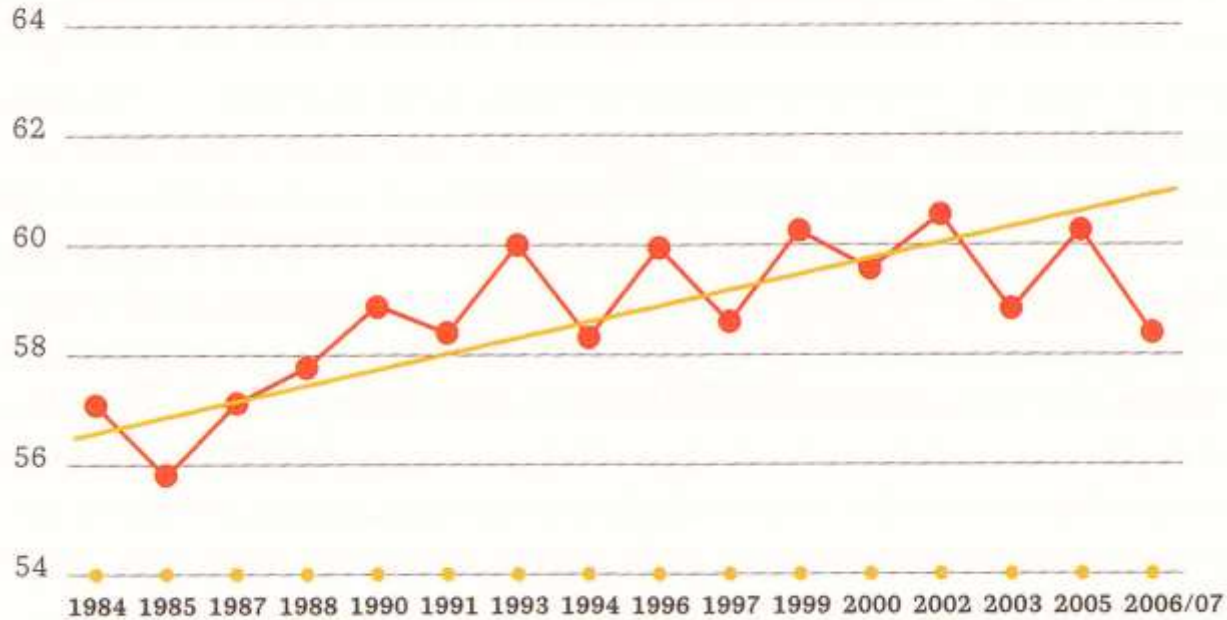
**Gamification** is a term used to describe the application of process and structures typical of the game in different fields, such as business, education, marketing, health and wellness...



# GAMIFICATION



## Il trend del polisensualismo



Fonte: T&T Monitor 35C

## SENSORY MARKETING

According to research, the service economy is becoming the **experience economy**.

The great demand for multisensory experiences is infiltrating the wellness sector.

Main objectives of a multisensory experience:

- to establish empathy with the customer
- to promote relaxation and psycho-physical balance
- to increase treatment efficacy



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# TASTING TREATMENTS



CHARDONNAY



CABERNET SAUVIGNON



RIESLING

Wellness is infiltrating all aspects of daily life and in the wellness industry, **collaborations with various other industries**, including the culinary and spa sectors, are currently on the increase.

Treatments are becoming engaging and interactive, with customers invited to interface with the therapists and to **taste the products**.





  
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*CENA TEMATICA CON OLI ESSENZIALI*

*Vellutata di asparagi e patate all'olio essenziale di limone  
Cous cous con verdure con olio essenziale allo zenzero*

*Petto di pollo con scorzette di agrumi e oli essenziali agli agrumi  
Cubetti di rapa e patate con olio essenziale di limone  
Verdure grigliate con selezione di oli essenziali*

*La dolcezza con...*

*Gelato al fiordilatte profumato alla menta  
Lingue di gatto al profumo di limone  
Spiedini di frutta mignon allo zenzero fresco*

*Per questo menù e' stata utilizzata la carta piantabile..bagna la carta e  
ponila in un vaso o in giardino su del terriccio dopo pochi giorni fiorirà...*



  
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### 3. ENJOY: HAPPINESS

**Happiness** is currently a hot topic of discussion, and in the scientific community this is no exception. Several studies have shown that experiences accrued have a **profound effect on the brain**. Happiness, worry, love and anxiety can cause tangible changes in neural networks, meaning that the brain undergoes changes depending on what the mind is focusing on.

**Smiling** and **good humor** are key elements when welcoming customers but they are often overlooked in the treatment room. That is why it is important to reinterpret and refocus the hospitality protocols and treatments offered.







## MOLECULES OF HAPPINESS

Our body is able to naturally produce substances with powerful analgesic and exciting activity: **endorphins**. These molecules, unlike drugs or medicines, have no harmful effects.

The increasing stress of modern life is triggering the onset of psychosomatic disorders that can lead to depression, a lack of enthusiasm and loss of the **will to live**.

The best way to combat **stress** is to encourage the body to produce endorphins.





# PSYCHOLOGY OF HAPPINESS

There is a branch of science called **gelotology** that studies the positive effects of humour and laughter. Research conducted by the New York Presbyterian Hospital found that **laughter therapy** speeds up disease recovery times and reduces the use of painkillers. A healthy laugh promotes the replacement of the remaining air in the lungs, improves blood oxygen saturation, strengthens the immune system, stimulates the production of endorphins and promotes blood circulation.

Furthermore, laughing **increases self-esteem**, **alleviates stress** and anxiety and predisposes to social interactions.

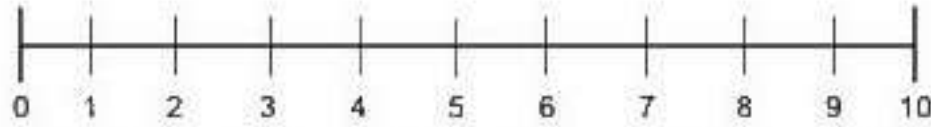


# THE CURVE OF HAPPINESS





# THE SCALE OF HAPPINESS



0

DEPRESSO



2

TRISTE



4

INSODDISFATTO



6

SODDISFATTO



8

GIOIOSO



10

ESUBERANTE



# CUSTOMER HAPPINESS



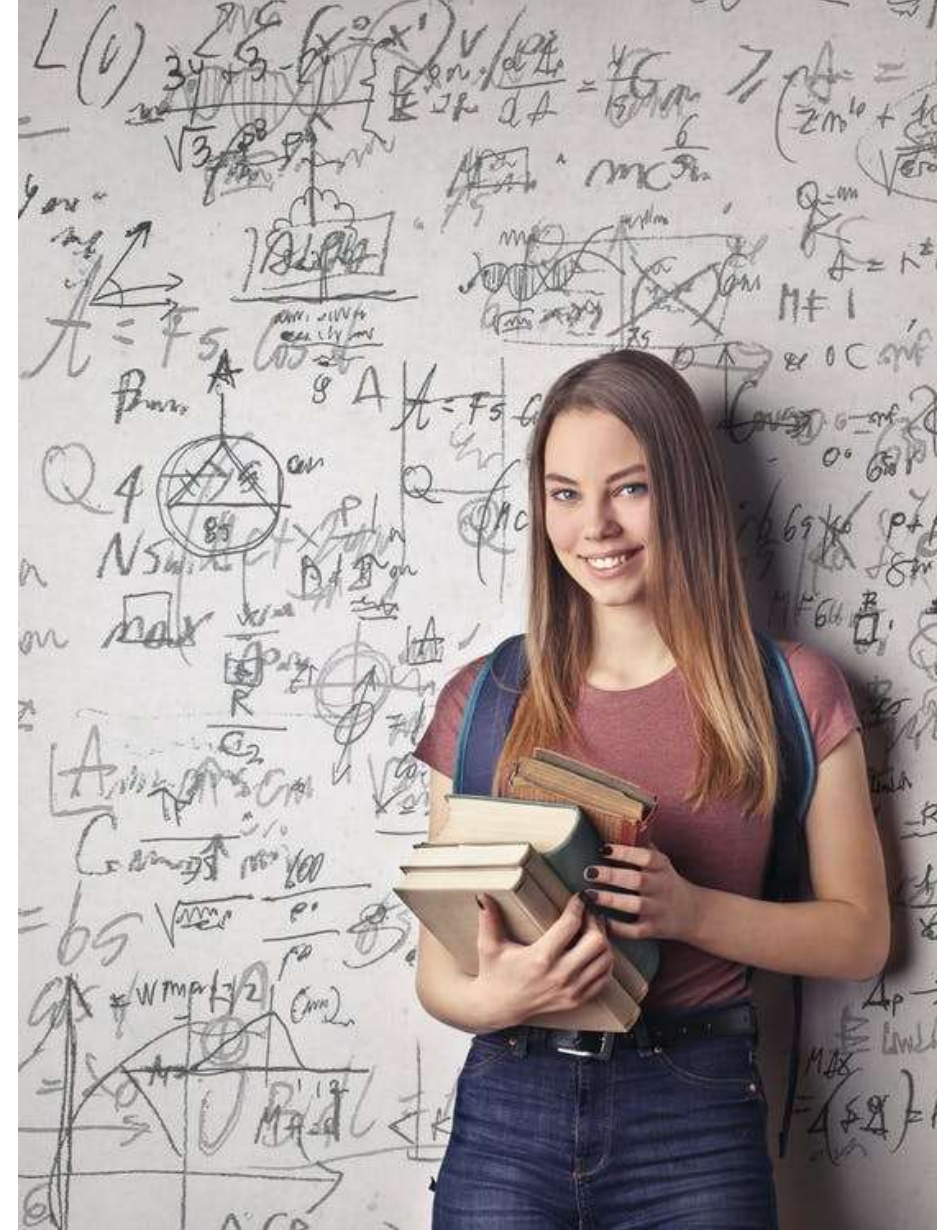
  
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# A NEW EQUATION

QUALITY : EXCELLENCE = SATISFACTION :  
HAPPINESS



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## 4. RELAX: FUN

From a place of enjoyment of well-being to a **place to live beyond the boundaries of the senses**. This is the evolution of today's Spa, an innovative vision that recovers the tradition of the ancient Roman Spa and combines it with the characteristics of modern society.

A concept of **wellbeing at 360°** which considers the Spa not only ideal places to rediscover the psycho-physical well-being, but multidisciplinary and multisensorial spaces in which to develop cultural activities, and to forge new **social relationships**.



  
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## TRADITIONAL RELAXATION

The term **relax** has been misunderstood by wellness operators for years.

**Wellness** is not just a psychological and physical state but also a value and a right that must be granted to anyone, regardless of race, sex and age.

Stress relief is not just about relaxation but also *lightness, joie de vivre, fun...*



  
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## LIVE IN THE MOMENT

Spas and wellness centres are unique, dynamic spaces in which to **slow down** and rediscover a deeper connection with oneself and with others.

Sensory experiences allow us to concentrate on the reality that surrounds us, appreciate the simple things, share our emotions and establish a greater sense of **empathy** for others.

The heat of the sauna, the coldness of the shower, the feeling of water on your skin, the sound of good music, the aromas, the flavours and the colours all represent **unique moments** that help us to live in the moment with greater awareness.



  
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# WELLNESSTAINMENT



  
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# EDUTAINMENT



The new frontiers of  
education



"If you have fun  
you learn more!"

# WELLNESSTAINMENT



The new frontiers of  
del wellness



"If you have fun  
you feel better!"





## HERE AND NOW: CARPE DIEM

The present moment is the only actual moment that exists... An instant before has already gone and an instant later has not yet arrived. **We are real only in the present.**

The rituals and treatments are useful tools to bring us back to the present dimension and help us live every moment as if it were **unique.**

The **SuPER** model lays the foundations for a **new wellness concept** based on the operators' ability to delight customers and offer them **deeper and more intense** treatments and experiences.



  
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“Excellence is the ability to do in an extraordinary way what others do in an ordinary way”

Andrea Bovero



  
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# THANK YOU

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