



SHAPING THE **BUSINESS** OF WELLNESS

GLOBAL WELLNESS SUMMIT 2018



STARPOOL

w e l l n e s s c o n c e p t

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SCIENCE MEETS PERSONALIZATION A NEW WAY TO EXPERIENCE WELLNESS

JOIN US ON THE PATHWAY TOWARDS PERFECT
HEALTH FOUNDED ON ANCIENT TRADITIONS AND LEADING
RESEARCH

LET ME INTRODUCE MYSELF...

FRANCESCO RINALDINI
STARPOOL EXPORT MANAGER

I'M WELLNESS ADDICTED!

STARPOOL IS...



A COMPANY BASED IN ITALY. FOR 40 YEARS WE HAVE BEEN DESIGNING, SUPPLYING
AND CREATING HIGH-END SPA PROJECTS AND SPA EQUIPMENT ALL OVER THE
WORLD

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wellness concept




HEAT+ WATER + REST=SPA EXPERIENCE.
THE FORMULA OF OUR DNA.

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WE ARE ALL SPA LOVERS...

A man with a short haircut, wearing a white towel, is shown in a thoughtful pose with his hand on his chin. A white thought bubble is superimposed on the right side of the image, containing the text 'ARE WE REALLY ABLE TO ENJOY THE EXPERIENCE IN THE WET AREA OF THE SPA?'. The background is a soft-focus indoor setting with some decorative elements.

ARE WE REALLY ABLE TO ENJOY
THE EXPERIENCE
IN THE WET AREA OF THE SPA?

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wellness concept









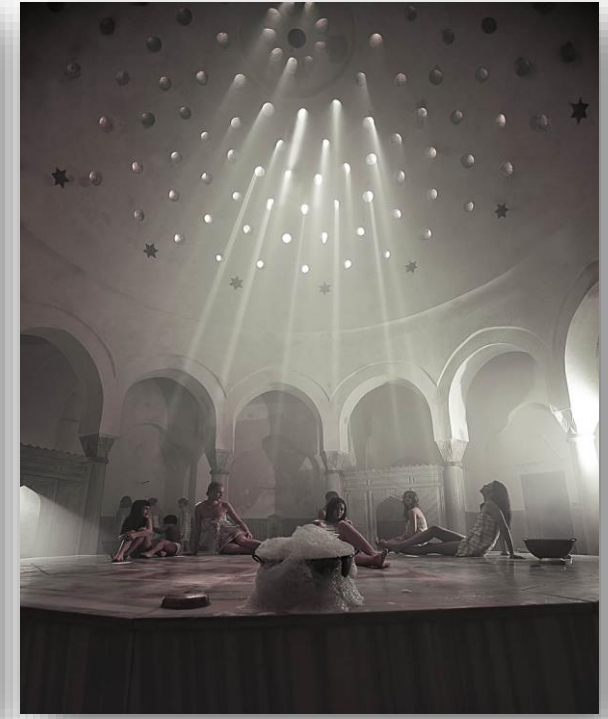
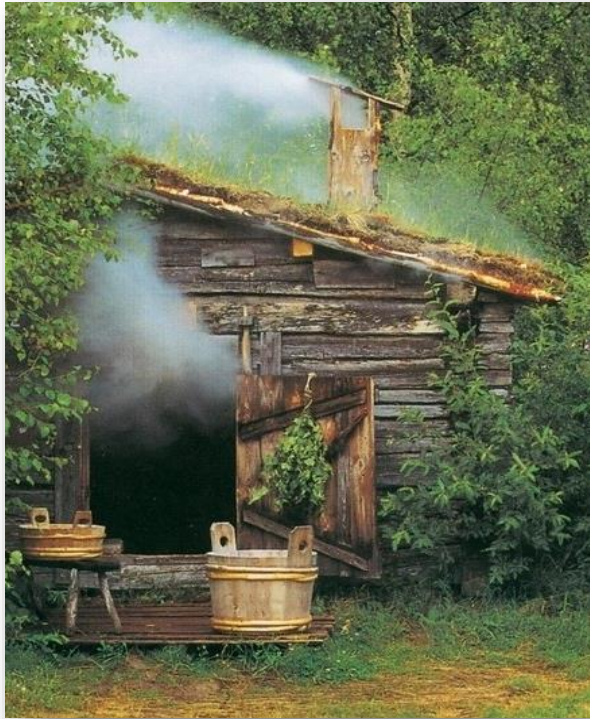


MAYBE NOT THAT MUCH?



FOUR GREAT TRADITIONS

HAVE INFLUENCED SPAS THE WORLD OVER,
AND HAVE GIVEN US THE PERFECT SEQUENCE OF
HEAT, COLD REACTION AND REST



FINNISH

FROM THE *SAVUSAUNA*
TO THE FINNISH SAUNA



RUSSIAN

FROM THE *RUSSIAN BANJA*
TO THE SOFT SAUNA



ROMAN

FROM THE ROMAN BATHS
TO THE MEDITERRANEAN BATH



ARABIC

FROM THE HAMMAM
TO THE STEAM BATH



THE IMPORTANCE OF COLD AFTER HEAT



THE IMPORTANCE OF REST AFTER COLD AND HEAT



AND WHAT'S THE BEST WAY TO DO IT?

LET ME INTRODUCE YOU TO:

spa_system®



WHAT IS **spa_system®**

A SCIENTIFICALLY CERTIFIED METHOD TO
ENHANCE THE BENEFITS OF WET-SPA
EXPERIENCE



WHERE DID WE BEGIN?

WE ASKED SPA USERS TO TELL US ABOUT THEIR:

- NEEDS
- DESIRES

FINAL RESULT?

58%

RELAXATION

**"I AM LOOKING FOR A WAY TO ESCAPE
A LIFE FULL OF STRESS AND TENSION."**

21%

PURIFICATION

**"I TAKE GREAT CARE OVER MY APPEARANCE AND
I WANT TO GET RID OF ALL TOXINS."**

11%

DYNAMISM

**"I WANT MY BODY TO FEEL ENERGIZED. I NEED MORE
VITALITY AND VIGOUR."**

4%

TONIFICATION

**"I WANT TO FEEL MORE TONED
AND STRONGER."**

6%

OTHER

A TEAM OF THERMAL AND SPORTS PHYSICIANS



CARRIED OUT A NUMBER OF TESTS ON SPA-USERS AND ATHLETES:

- BLOOD TEST: evaluation of triglycerides, cholesterol, heavy metals, uric acid values
- BLOOD PRESSURE
- HEART RATE VARIABILITY
- MONITORING OF ATHLETE'S MUSCLE RECOVERY AND OF HIS/HER PERFORMANCE DURING TRAINING



FORMULATED A
SCIENTIFIC METHOD*

*"Corsini A. et al., Effect of spa treatment on cardiac autonomic control at rest in healthy subjects, Sport Sci Health, 2015, DOI 10.1007/s11332-015-0221-5"

INNOVATION

FOUR DISTINCT DESIRES, FOUR DIFFERENT PATHS

spa_system®



THE FOUR PATHS



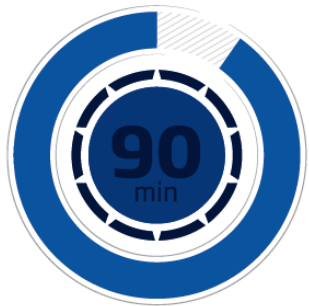
SP.A_SYSTEM METHOD FOLLOWS FOUR WELL-DEFINED PATHS, DIFFERING IN:

GOAL

EQUIPMENT

COLOR

RELAX



FOR RELIEVING STRESS

THE RELAX PATH HELPS RELAX CONTRACTED MUSCLES AND PROMOTES SLOW AND GRADUAL RELAXATION OF THE BODY.

TONIC



FOR REVITALIZING THE ORGANISM

THE TONIFICATION PATH PROMOTES INTELLECTUAL AND PHYSICAL TONING BY IMPROVING MUSCLES TONE AND INCREASING THE OXYGENATION OF THE BODY.

PURIFY



FOR RESTORING BALANCE

THE PURIFY PATH PROMOTES THE ELIMINATION OF BUILD-UPS OF METABOLIC WASTE AND EXCESSIVE FLUIDS THROUGH INCREASED PERSPIRATION.

EXCITE



FOR RESTORING VIGOUR

THE EXCITE PATH PROMOTES A SENSE OF RENEWED VITALITY BY BOOSTING THE METABOLISM AND STRENGTHENING THE HEARTBEAT.

VIDEO

spa_system®



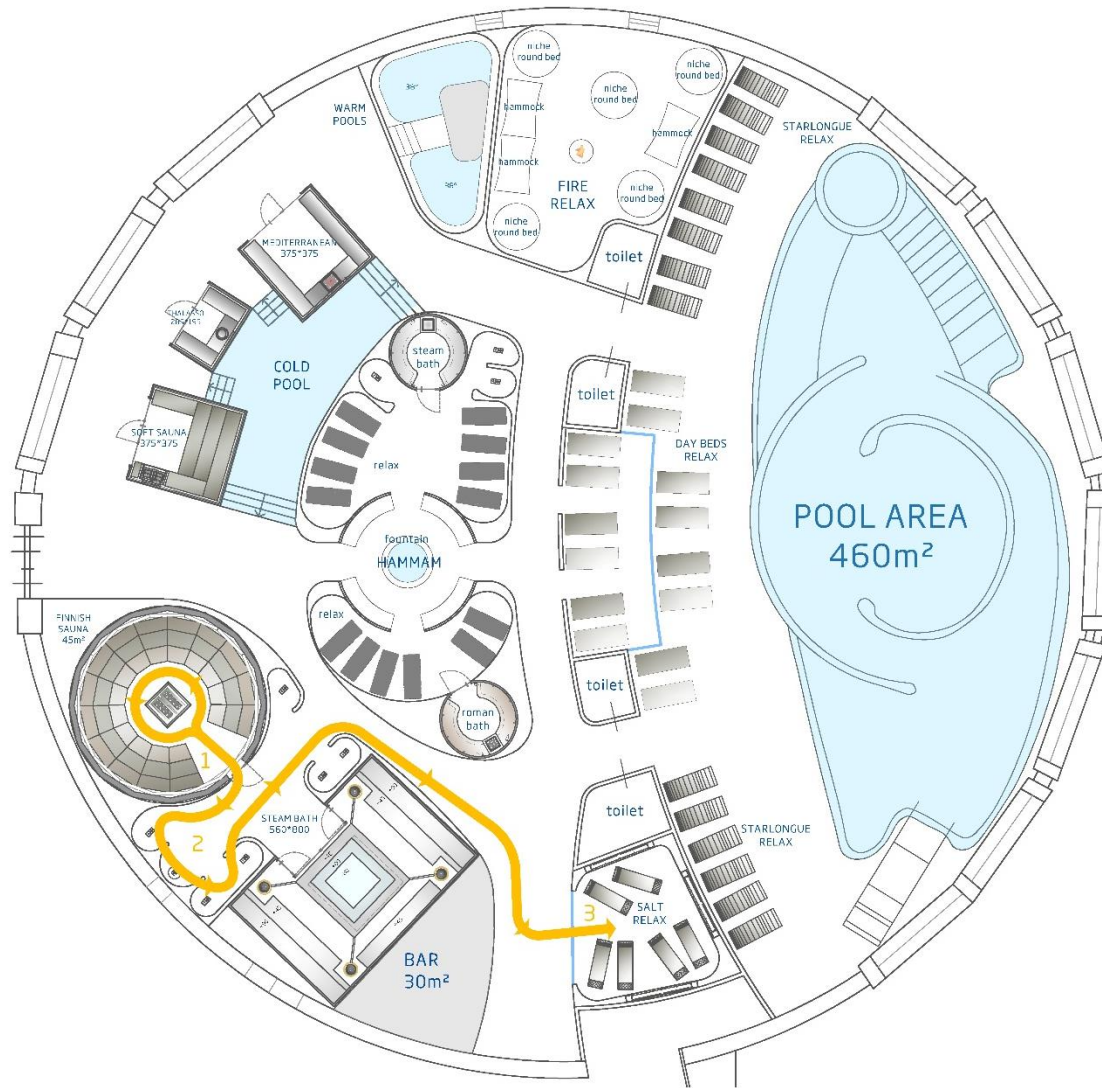
HOW TO FOLLOW THE PATHS?

EACH PATH LEADS THE CLIENT TO THE CORRECT SEQUENCE OF EQUIPMENT FOR THE RIGHT AMOUNT OF TIME REQUIRED IN EACH AREA.

THE SEQUENCE OF ICONS ON THE BRACELET CORRESPONDS TO THE LABELLING ON THE EQUIPMENT, PROVIDING THE CLIENT WITH A CLEAR, EASY-TO-FOLLOW PATH.



THE CORRECT DESIGN OF YOUR SPA BASED ON THE SP.A_SYSTEM METHOD



PURIFY

- FINNISH SAUNA

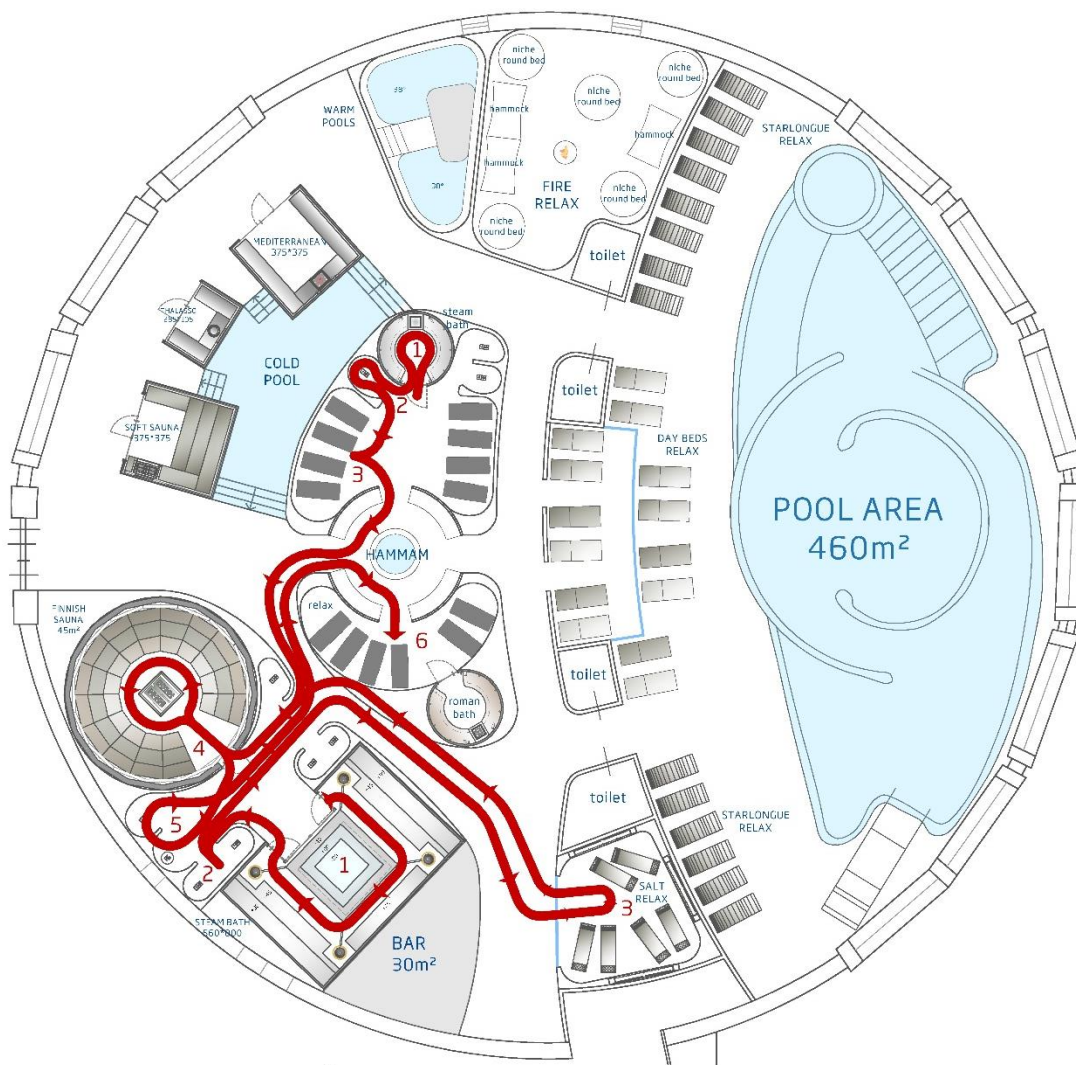
BALANCE RESTORING



The PURIFY path helps eliminate build-ups of metabolic impurities and excess liquid by increasing the perspiration rate.



GRANITA SCRUB E AROMATIC AQUA with aloe vera to eliminate blemishes caused by the build-up of excess fluids.



EXCITE

- FINNISH SAUNA
- STEAM BATH

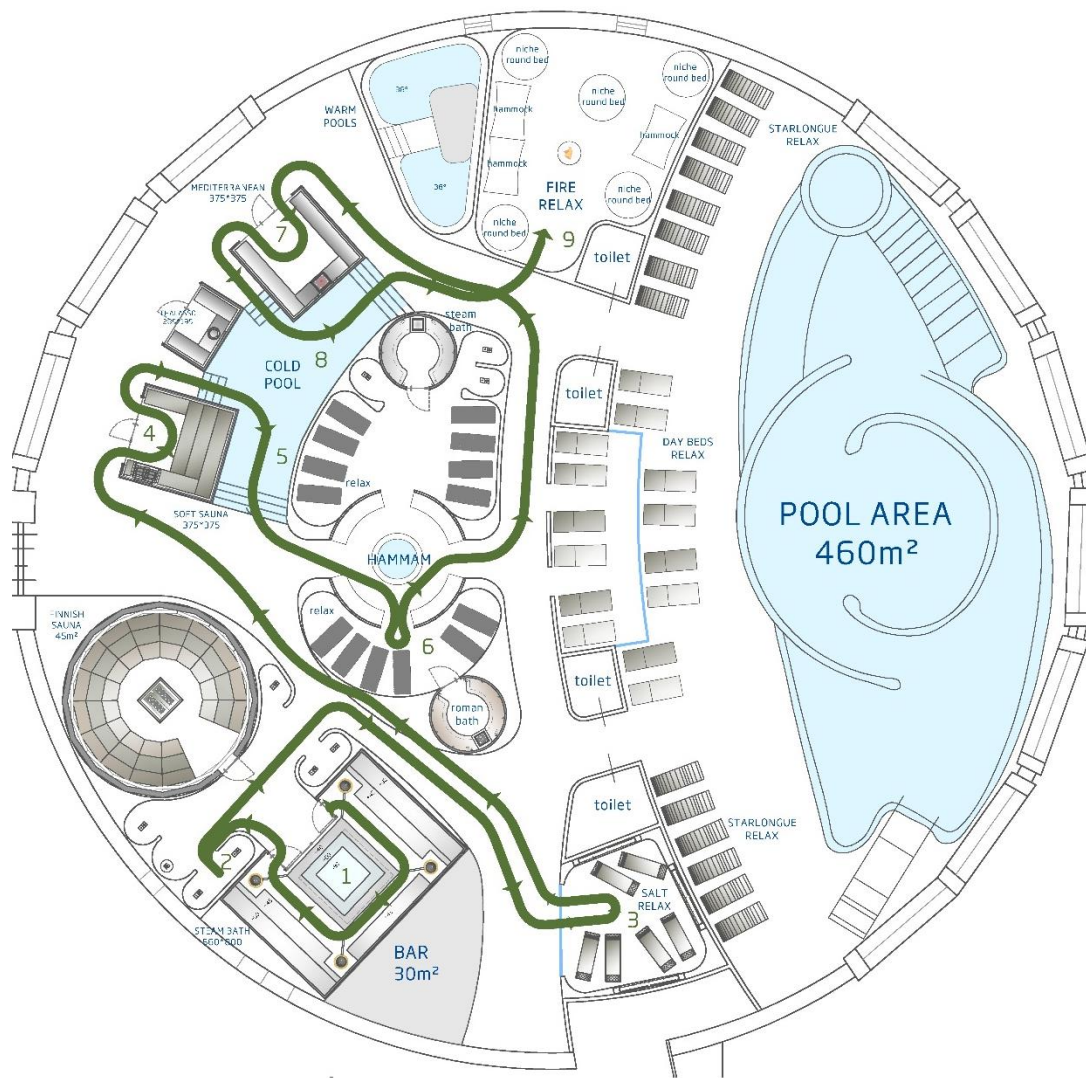
VIGOUR RESTORING



The EXCITE path helps renew the feeling of vitality by improving the metabolic mechanism, thus toning the heartbeat.



GRANITA SCRUB E AROMATIC AQUA
with ginseng extract to produce
energizing, remineralizing and aphrodisiac
effects thanks to its unique scent.



TONIC

- STEAM BATH
- MEDITERRANEAN BATH
- SOFT SAUNA

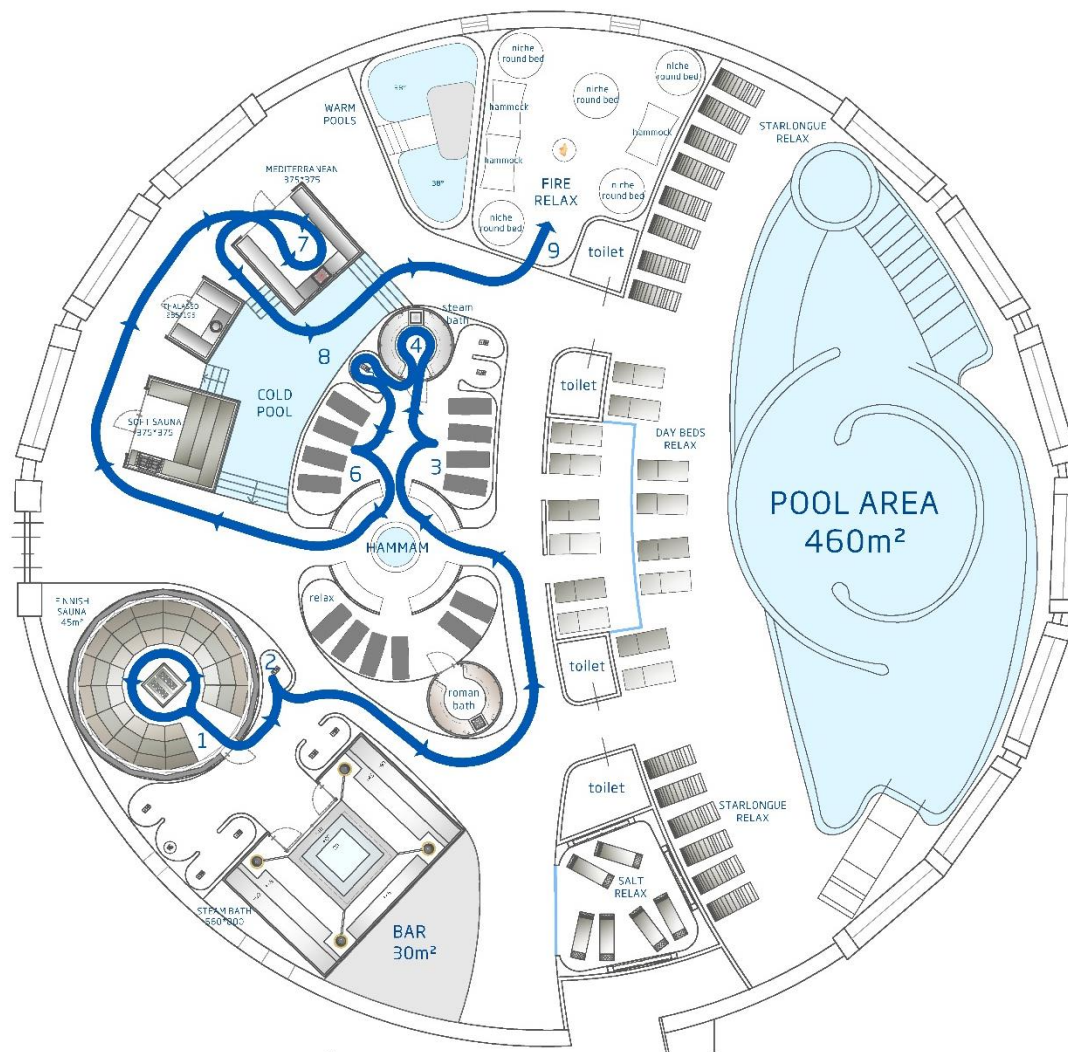
BODY REVITALISING



The TONIC path helps tone both body and mind by improving muscle tone and the oxygenation of the body.



GRANITA SCRUB E AROMATIC AQUA with extract of green tea. Smooths and tones the skin thanks to the astringent properties of the tea leaves.



RELAX

- FINNISH SAUNA
- STEAM BATH
- MEDITERRANEAN BATH

STRESS RELIEVING



The RELAX path helps relieve muscle tension and promotes slow and gradual physical relaxation.



GRANITA SCRUB E AROMATIC AQUA
extract of enteromorpha compressa, relaxing
the surface tissue and contracted muscles to
give a feeling of psychophysical relaxation.

THE BENEFITS OF SP.A_SYSTEM FOR THE OPERATOR

- WET AREA AS PROFIT CENTRE
- SALE OF PRODUCTS AND SERVICES
- CROSS-SELLING OPPORTUNITY
- ENHANCED QUALITY PERCEPTION



THE BENEFITS OF SP.A_SYSTEM FOR THE END-USER

- EASY AND INTUITIVE
- HOLISTIC EXPERIENCE OF WELL-BEING IN THE WET AREA
- HEALTHY AND SAFE USAGE



WHY DO PEOPLE WANT TO FIND RELAXATION?





TO REDUCE STRESS

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THE IMPACT OF STRESS ON THE BODY

THE MAIN EFFECTS OF STRESS ON HUMANS ARE:



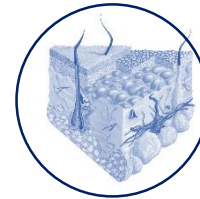
- DEPRESSION AND IRRITABILITY
- LACK OF ENERGY
- DISTURBANCES DUE TO ANXIETY
- PANIC ATTACKS



- INCREASED BLOOD PRESSURE
- WEAKENED ARTERIES
- INCREASED BLOOD GLUCOSE



- DIGESTIVE DIFFICULTIES
- INSUFFICIENT ABSORPTION OF NOURISHING SUBSTANCES
- SLOWER METABOLISM



- ALTERATION OF CUTANEOUS TISSUE
- LOSS OF SKIN TONE
- LOSS OF HYDRATION
- MORE DELICATE, THINNER SKIN



- REDUCED BONE DENSITY
- JOINT AND MUSCLE PAINS



- INCREASED CORTISOL (THE STRESS HORMONE)
- REDUCED DEFENCE AGAINST IMMUNITY
- HORMONAL ALTERATIONS

IS THERE ANYTHING TO COMPLEMENT THE SPA PATH?

RELAX THROUGH FLOATING

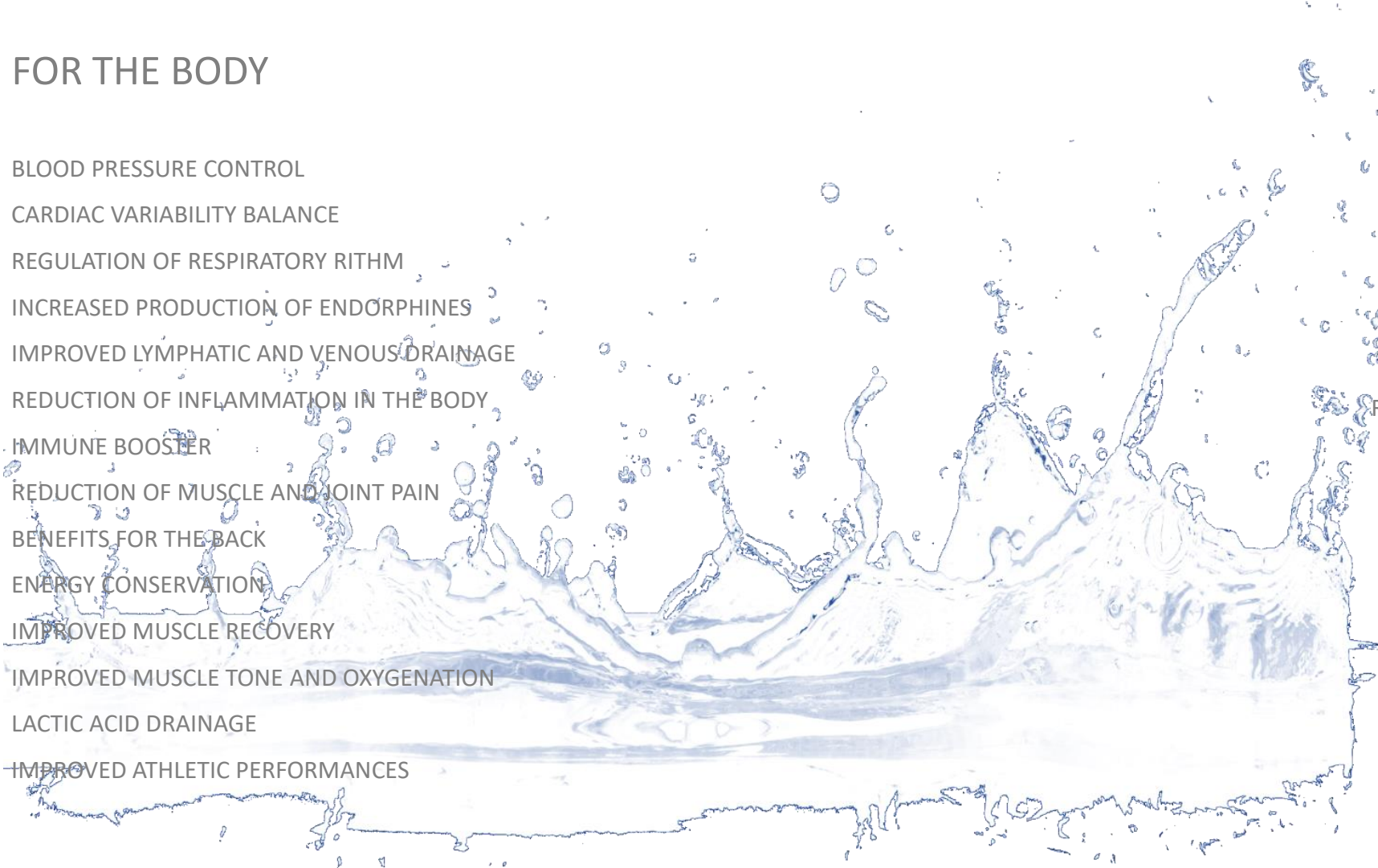


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BENEFITS OF FLOATING

FOR THE BODY



BLOOD PRESSURE CONTROL
CARDIAC VARIABILITY BALANCE
REGULATION OF RESPIRATORY RITHM
INCREASED PRODUCTION OF ENDORPHINES
IMPROVED LYMPHATIC AND VENOUS DRAINAGE
REDUCTION OF INFLAMMATION IN THE BODY
IMMUNE BOOSTER
REDUCTION OF MUSCLE AND JOINT PAIN
BENEFITS FOR THE BACK
ENERGY CONSERVATION
IMPROVED MUSCLE RECOVERY
IMPROVED MUSCLE TONE AND OXYGENATION
LACTIC ACID DRAINAGE
IMPROVED ATHLETIC PERFORMANCES

FOR THE MIND

IMPROVED SLEEP QUALITY
REDUCTION OF INSOMNIA AND SLEEP DISORDERS
JET-LAG RECOVERY
IMPROVED LEARNING ABILITIES
IMPROVED COGNITIVE ABILITIES
REDUCTION OF STRESS PSYCOLOGICAL SIDE-EFFECTS
Irritability
Mood swings, Chronic Depression
Hyperactivity, Hypotonicity
REDUCTION OF STRESS PHYSICAL SIDE-EFFECTS
Headaches
Abdominal pain
Tachycardia
Muscular tension
Gastrointestinal disorders
Chronic fatigue

IS WATER FLOATING
THE ONLY OPTION?



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THE DRY FLOATING EXPERIENCE



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ZEROBODY

DRY FLOATING EXPERIENCE

WHAT'S NEW?

DRY FLOATING PROVIDES ALL THE BENEFITS OF
THE TRADITIONAL WATER FLOATATION *

*

Scientific study conducted by Starpool in partnership with NEOCOGITA Research Center.



THE BENEFITS OF FLOATING WITH ZEROBODY

FOR THE OPERATOR

FITS INTO ANY INTERIOR DUE TO ITS
COMPACT SIZE

FAST INSTALLATION – ALL IT NEEDS IS A
POWER SUPPLY

LIMITED INVESTMENT WITH IMMENSE
POTENTIAL

MINIMUM MAINTENANCE REQUIRED

LOW OPERATING COSTS



FOR THE CLIENT

IMMEDIATE ACCESS

SAME BENEFITS OF
WATER FLOATATION

ACCESSIBLE TO:

AQUAPHOBICS

CLAUSTROPHOBICS

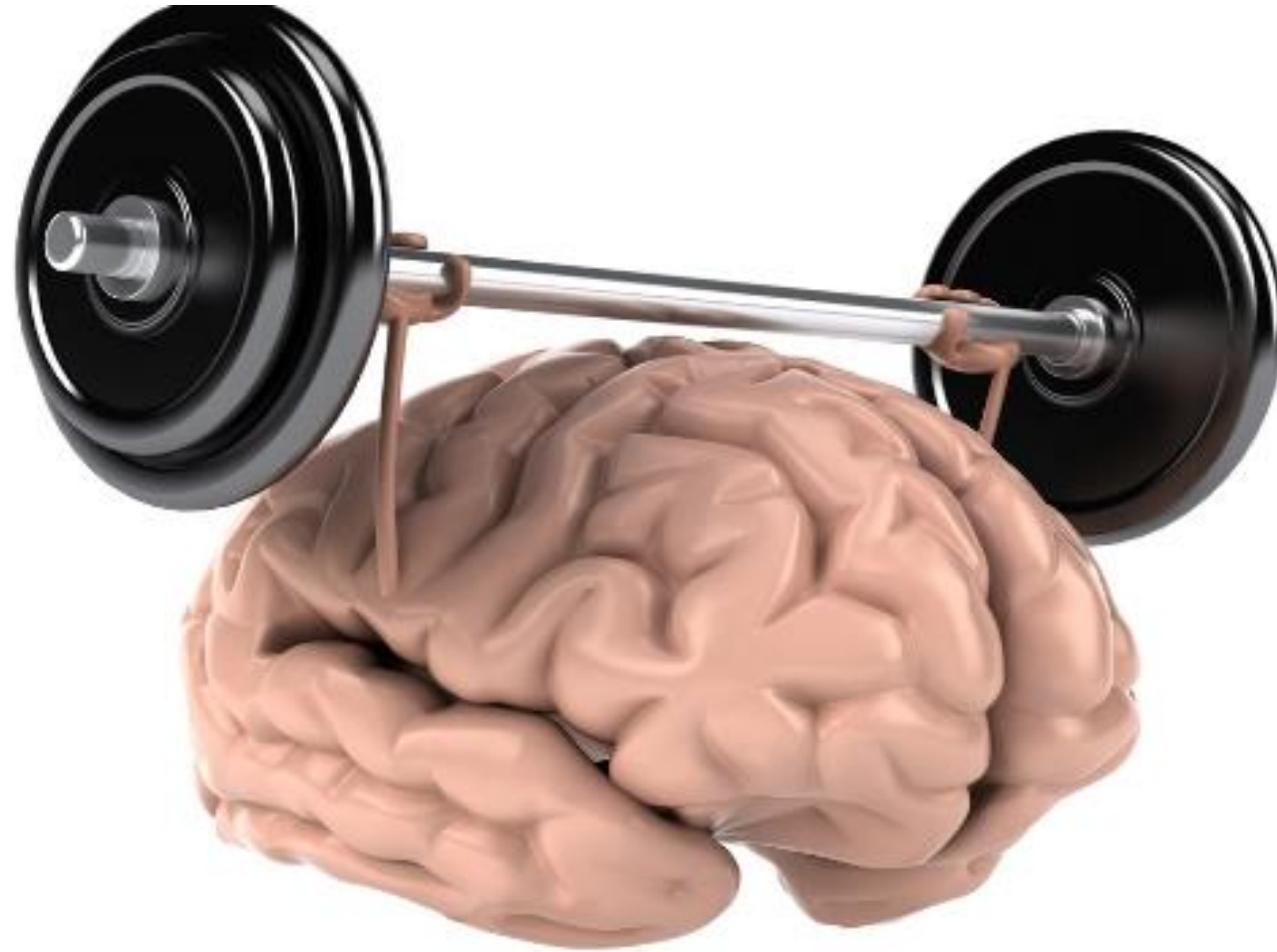
PEOPLE IN RUSH

INDIVIDUALS WITH SPECIAL NEEDS

(injuries, bendages,
skin inflammation, etc.)

WHAT'S THE NEXT STEP AFTER THE SPA PATH AND ZEROBODY?

MINDFULNESS



HOW TO MAKE IT USER-FRIENDLY?

NU RELAX

AN APPLICATION THAT COMBINES THE ANCIENT
TRADITIONS OF CONTEMPLATION AND THE LATEST
BREAKTHROUGHS IN NEUROSCIENCE





Relax

Lowering stress helps you sleep and reduces the effects of jet-lag.



Stability

Improve your concentration with a state of psycho-emotional balance.



Creativity

Increase your ability to create new connections between ideas and solutions.



Calm

You achieve a state of profound stillness and focus your attention better.



Brilliance

You feel more alert and able to perform tasks more efficiently.



Lucidity

This has positive effects on the emotions and your ability to react to change.

THE BENEFITS OF MINDFULNESS WITH NU RELAX

- REDUCES STRESS
- IMPROVES CEREBRAL PERFORMANCE
- IMPROVES REGULATION OF EMOTIONS
- ENHANCES SELF-CONTROL
- BOOSTS AWARENESS



VIDEO

ZEROBODY

nu
relax®

THANK YOU

