

Spa case studies

Beyond pampering

A spotlight on four unique spas

Spadunya Color Experience

Location: Dubai, UAE

Size: 320m² (32,316ft²)

On offer: Color-based treatments, light therapy, color consultation

Treatments: Massage, reflexology, scrubs, wraps

Brands used: Altearah Bio, La Phyto, Karin Herzog

Why it's different: Spadunya Color Experience is the first spa location based around French natural beauty brand Altearah Bio's chromo-therapy concept. This pilot spa focuses on the healing properties of color and currently offers three color-based protocols: infinite color emerald, energetic color vitality red and orange (the concept will eventually include 14 color therapies). There are also 12 traditional services on offer including scrubs and body wraps. Each visit begins with a consultation with a therapist to determine which color the guest is in need of in order to create an energetic mind-body balance. That color is then present in all aspects of the treatment, from the essential oils applied to the ambient music, linens and light therapy. The spa aims to expand its color treatments to include color meditation, color nutrition and color yoga.

Dubai-based distributor Holistic Beauty Essentials acquired the Altearah Bio brand four years ago and is aiming to develop the Spadunya Color Experience concept in international markets.

