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EUPHORIA RETREAT

Holistic wellbeing in the spiritual heart of Greece

TRAINING FOR CANCER

How therapists can treat guests with confidence and sensitivity

LAKELAND LUXURY

Inside the stunningly scenic spa at Lodore Falls Hotel, UK

GREEN BEAUTY GUIDE

The best products and services for conscious consumers



The cancer challenge

Ahead of World Cancer Day on February 4, European Spa brings together a panel of respected experts to discuss progress within the spa and wellness industry to open doors to those who need treatments most

REPORT BY IAN PARKES

According to the World Health Organisation's International Agency for Research on Cancer, by 2040 there will be a 61.7% increase in the number of new cases of the disease worldwide, compared to 2018, rising to 27.5 million.

This growth can be in part connected to an older global population, as age is the main risk factor for cancer, especially in developed countries where life expectancy is higher.

With just over 4.2 million cases in 2018, Europe accounted for 23.4% of all cancer incidences, and among the 185 countries for which data is available, European countries occupy 19 of the top 25 nations for new cancer diagnoses.

In the UK alone, where incidence is ranked higher than in two-thirds of Europe and greater than 90% of the world overall, someone is diagnosed with cancer every two minutes. Macmillan Cancer Support estimates that by 2030 there will be four million people living with cancer in the UK.

Appreciably, these are alarming statistics, and that is why the spa and wellness industry is determined to ensure those either diagnosed with or recovering from cancer are provided with the appropriate level of care, advice and treatments when attending spas.

Becoming cancer aware

While there is growing awareness of the implications of cancer, an apparent lack of education for therapists remains a concern. Figures vary as to the percentage of UK spas, in particular, that continue to turn away those whose lives are affected by the illness. Some estimates suggest it is 70%, but whatever the actual number, it is simply too high.

Massage training to enable therapists to work with those touched by cancer remains relatively new in

the UK and other parts of Europe, in contrast to Canada and the US, where many of the existing 'oncology massage' standards were created.

Overall, it is felt there is a lack of understanding about what happens to the body while it is being massaged and how cancer treatments affect people in different ways. More information is, however, coming to light. Data collected by the Jennifer Young Training School states that 32% of clients affected by cancer are seeking help with appearance-related issues, such as dry, sore or sensitive skin, with 24% seeking relief from aches and pains.

Julie Bach, who runs registered charity Wellness for Cancer, emphasises the need for an appropriate syllabus that takes into consideration raising the ability of therapists who are not necessarily going to specialise in oncology massage but will still encounter clients in post-cancer treatment.

While there has been a rise in the number of skincare brands becoming cancer aware, Bach would also like clear guidelines when it comes to the products used on guests dealing with cancer, as she says there is currently no list of ingredients bearing clinical data to say they are 'cancer aware'.

There are, of course, many valuable initiatives currently in place. One such is run by Natura Bissé through the Ricardo Fisas Foundation. Its Oncology Aesthetics Program offers free customised treatments for those undergoing cancer treatment, as well as specialist courses in oncology aesthetics for therapists. Elsewhere, the Hair Loss Friendly Spa campaign, supported by Champneys, is working to ensure women with hair loss feel truly nurtured.

Here, *European Spa* asks a number of experts about their approach to the education and training of therapists, and the range of suitable products and treatments available.





Made for Life Foundation

This registered charity, founded in 2008 by Made For Life Organics' managing director Amanda Winwood, provides specialist training for spas and a dedicated support network for those diagnosed with, and recovering from cancer

Made For Life Organics has been carrying out treatments, educating and training using our skincare range since 2003. Profits go to the Made For Life Foundation, which supports those going through cancer by providing access to counselling, spa days and advice on nutrition.

For therapists, we provide a three-day course that is CMA-accredited, CIBTAC/BABTAC-endorsed and was developed with input from Macmillan along with specialists in their field – oncologists, breast cancer nurses, surgeons.

Our Cancer Touch Therapy training is covered by a worldwide insurance policy, ensuring any clients we work with – and spa owners/operators – can have absolute confidence. A minimum score of 80% on theory and practical is required to pass.

The training teaches therapists about treatments for cancer and the terminology that may be used by guests. They learn to be confident about the protocols and adaptations of three named treatments using our 100% organic skincare range, which we have researched with Plymouth University, UK.

We also train therapists in self-care techniques as this is fundamental. To date, over 500 therapists have been trained in Cancer Touch Therapy.

The third day of the course is the most profoundly moving and rewarding day as that is when we bring in people who are going through cancer to help us complete supervised training. It means every therapist will have had a 'hands-on' experience.

Organic in origin

Our treatments are incredibly versatile and inclusive as they can be incorporated in any menu and are wonderful for anyone suffering from stress or anxiety, as well as for those going through cancer.

Self-care is at the heart of what we do and all our skincare products are 100% organic, using ingredients including herbs, flowers and oils sourced mainly from within the UK, all hand-blended in our Cornwall laboratory.

All the products are rich in botanicals, omega oils and the necessary phenols to replenish the skin naturally. This makes them ideal for sensitive skin, from birth through the whole of life. We were the first company in the UK to receive 100% organic certification and our belief is that healthy humans need a healthy planet, so we actively promote sustainable practices in all we do.



Amanda Winwood
Founder

Starting out in hospitality and tourism, Amanda Winwood also trained as a therapist. In 2003, she began work on creating treatments that would be accepted by oncology experts, before setting up the Made For Life Foundation five years later.

PRODUCT RANGE

■ Two new treatments are due to be launched this year, along with a number of new products, as part of an ongoing development relationship with Plymouth University. This has been part of a knowledge transfer programme, in place since the beginning of 2018. It includes extensive clinical research being carried out to underpin the science behind the use of plants within the skincare range.

UK SPA CLIENTS INCLUDE:

Aqua Sana at Center Parcs
HandPicked Hotels
Fletcher's Cottage Spa at
Archerfield House, East
Lothian, Scotland
Nuffield Health
Spa at Cameron House,
Loch Lomond, Scotland

www.madeforlifeorganics.com

Left: Post-treatment relaxation for a Made for Life client who is recovering from glioma, which is a type of brain tumour





Wellness for Cancer

A globally recognised charity, Wellness for Cancer connects with individuals who have been touched by cancer, and trains therapists and teams at spa and wellness centres to provide personalised wellness services for those dealing with the illness



Julie Bach
Executive director

After starting her career in business, Julie Bach turned her attention to beauty and cancer in 2000 via her US skin clinic and spa in Vail, Colorado. Five years later, Bach, a thought leader within the Global Wellness Institute, set up Wellness for Cancer.

PRODUCT RANGE

- In 2017 Wellness for Cancer teamed up with French skincare brand Biologique Recherche to adapt facial and body treatments specifically to the needs of cancer patients as well as those who are in remission. It also partners with ESPA and [comfort zone].
- After initially starting out with treatments in the US and France, Biologique Recherche is currently expanding the programme across the 70 countries in which it operates, with the assistance of Wellness for Cancer.

SPA CLIENTS INCLUDE:

The Gleneagles Hotel, Auchterarder, Scotland
COMO Shambhala (global)
Slieve Donard, Newcastle, Northern Ireland
Six Senses (global)
Ambassade de la Beauté, Paris, France
Borgo Egnazia, Savellettri, Italy
www.wellnessforcancer.com

Clockwise from top: A Biologique Recherche-sponsored Wellness For Cancer retreat at Sofitel Quiberron, France; a personalised Wellness for Cancer treatment; Jennifer Young's Defiant Beauty range targets 'chemo skin'; Wellness for Cancer works with Ambassade de Beauté in Paris, France

A cancer advocate organisation founded in 2000, our charter is to help individuals adopt healthy lifestyles to enhance their quality of life, improve their wellbeing and reduce their risk of cancer recurrence. The spa and wellness industry is our charity's largest partner in this aim.

We are now a multi-disciplinary team consisting of cancer survivors, doctors, nurses, lymphedema specialists, fitness experts, wellness coaches, yoga and mindfulness teachers, volunteers in hospitals, and therapists specialising in cancer. We contribute to adapting the portrayal of cancer 'sufferers' by allowing for normality, flexibility and compassion.

Recognised as a beacon shedding light on cancer issues within the industry, Wellness for Cancer works in a partnership model with leading skincare and wellness brands in almost 40 countries, infusing our knowledge and experience into their DNA and embedding a Cancer Aware code. We provide global education, customised tools and programmes, access to our subject matter experts, and social outreach opportunities.

Breadth, depth, flexibility

As our training expands geographically, we recognise the gaps in foundational massage training and some therapists' reliance on learning a set protocol by adapting our training based on each class. We offer a personalised approach by emphasising critical-thinking skills when conducting a client consultation, developing a service plan and delivering that service with confidence.

We also provide a breadth and depth in content as our training emphasises mindfulness, meditation, yoga and integrative wellness practices. We offer specific Cancer Aware training in massage, skincare, manicures, yoga and exercise and movement.

Our training is also flexible. For example, in Costa Rica, 90% of the massage therapists we worked with were also physical therapists, so our training went deeper into the ability to personalise; in the US, with four out of 12 therapists also lymphedema specialists, we supplemented with a second trainer who is also a trained nurse and certified lymphedema massage specialist.

Looking ahead, Sue Harmsworth, MBE, as an advisor to the Wellness for Cancer Initiative, will host two round tables to ensure we agree upon proper standards and approaches that are transparent to the consumer. The first will be to develop shared curriculum standards with other cancer-focused training organisations and interested parties; the second, to develop skin and bodycare guidelines on becoming Cancer Aware.



Beauty Despite Cancer

With both a legal and medical background, Jennifer Young provides skincare products and treatments specifically designed for cancer patients, as well as education and skills programmes for therapists

Several years ago, I was approached by my local NHS cancer centre to create a specialist skincare range with them. At this point I was training to be a therapist and being taught not to touch cancer patients; being a biologist and a lawyer, I wanted to know why.

Asking that question was the beginning of my pioneering work with spas. I was outraged by the injustice – women don't stop being women when they are diagnosed with cancer. Yet the world of beauty had stopped being available to them. It had to change, so I used my academic education, 20 years' experience of working in health-related fields and my therapy qualifications, to change it.

The Jennifer Young Spa Welcome post-graduate diploma allows spas to provide an inclusive, luxurious and indulgent full menu to all. Our tutors have extensive experience of working hands-on with cancer patients in healthcare settings as well as in spas. When developing our Spa Welcome oncology qualification, one of my aims was to safeguard the legal position of the spas and their therapists.

Trained therapists, perfect products

The Jennifer Young Training School's accredited courses allow spas to offer a full treatment menu to those affected by cancer. Its two-day programme also provides therapists with the confidence they need to perform to the very best of their abilities.

It is vital spas are able to offer a seamless service; front-of-house and reservations teams need to be able to answer the difficult, technical questions often asked by those enquiring about oncology therapies. You don't want a booking to be lost because reservations don't know if you can massage someone with a PICC line fitted.

Accredited retail training is also included in our standard spa offering. It is a big undertaking for a spa to take on another skincare brand, but I believe it is crucial in order to provide an acceptable level of service. Our specialist skincare collections were created with the help of the NHS.

There are some natural ingredients that should never be used, not because they are unsuitable for sensitive skin but because they are thought to be beneficial to some cancers. Those affected by cancer want products that match their values, are effective against their treatment-related skin conditions, and which exclude ingredients that cause them, or their medical teams, concern.



Jennifer Young
Founder

With a BSc (Hons) in biology and a post-graduate qualification in law, Jennifer Young is an experienced microbiologist, a qualified and practicing nutritional therapist, an associate member of the Royal Society of Medicine and an aromatherapist, beauty therapist and product formulator.

PRODUCT RANGE

- Defiant Beauty is a completely natural and organic range, developed by experts, cancer survivors, cancer patients and medical staff to treat 'chemo skin' – dry, sore, sensitive and itchy – and skin damaged by radiation treatment.
- The Wellbeing Beauty collection contains eight body, bath and home fragrance products created to solve problems often associated with diagnosis of, and treatment for, cancer.
- New spa treatments will be on offer at selected spas from spring/summer 2019.

SPA CLIENTS INCLUDE:

Soho House Spas (global)
Cowshed spas, UK
Rudding Park, Yorkshire, UK
Ragdale Hall, Leicestershire, UK
Hoar Cross Hall, Derbyshire, UK
Whatley Manor Hotel & Spa, Wiltshire, UK
Ringwood Hall Hotel & Spa, Derbyshire, UK
Bowood Hotel, Spa & Golf Resort, Wiltshire, UK

www.beautydespitecancer.co.uk



Christine Clinton Cancer Care

Touched by cancer in her personal life, as a licensed massage and skincare therapist Christine Clinton has devoted a considerable part of her career to creating safe and effective massage and spa therapies for those dealing with cancer



Christine Clinton
Founder

A licensed massage and skincare therapist, Christine Clinton is skilled in therapeutic massage, oncology massage, hot stone therapy, reflexology, lymphatic drainage, aromatherapy, reiki and energy medicine. She has been running a private practice in Philadelphia for over 20 years.

PRODUCT RANGE

- Clinton promotes Lindiskin, a collection developed by Lindy Snyder that has been clinically trialled for efficacy.
- She is also working with a number of other product houses and choosing ingredients known to be beneficial to repair the skin's barrier function, which is compromised during cancer treatments. These include: VOYA's organic seaweed line; Unzented; Saltability for Himalayan salt stone massage; and Eastern Vibration for sound therapy.

SPA CLIENTS INCLUDE:

Steiner Leisure Corporation, incl. The Onboard Spa, Global Shangri-La Hotels, US Woodloch Resort, Pennsylvania, US Lough Eske Castle, Ireland Parknasilla Resort, Ireland Castle Leslie, Ireland Castlemartyr Resort, Ireland Sandy Lane Resort, Barbados Jewel Grande, Jamaica

www.christineclintoncancercare.com

Clockwise from right: A client is treated for alopecia with *laminara digitata* organic seaweed from VOYA; tspot has partnered with Pennyhill Park Hotel & Spa (top) and Rockcliffe Hall (far right) in the UK

Many years ago, my husband was misdiagnosed with lung and liver cancer. It was during this time that I was profoundly touched by the cancer patients I met and vowed to dedicate myself to making a difference.

I now have 15 years' experience, and I believe my programme is different because of that. It was due to my learning that I was able to partner with oncologists to help with my father's recovery when he was diagnosed with stomach cancer. He has twice overcome the disease.

Having trained in Medical Massage for Cancer Patients at the world-renowned Memorial Sloan Kettering Cancer Center in New York, I feel prepared for all medical eventualities. In terms of personal development, my Clinical Training in Mind Body Medicine, at Harvard, and an inspirational meeting with the Dalai Lama while attending a 'Compassion and Wisdom in Your Practice' symposium, mean I bring empathy and positive energy to training and for all those who participate.

The experiential learning that takes place during training enables therapists to apply their new skills immediately, offering safe and effective spa services to guests in active treatment for, or with a history of, cancer.

During training we discuss the long and short-term side effects of cancer treatments, including surgery, chemotherapy, radiation and immunotherapy.

A bespoke offering

One of our big differentiators, of which I'm proud, is the inclusion of guests who are living with cancer as participants in the practical, hands-on portion of our training. We invite anyone with cancer, or a history of it, to take part.

We address specific challenges of cancer treatment, such as EGFR rash, hand-foot syndrome, peripheral neuropathy, radiation-induced dermatitis, post-surgical complications of mastectomy, lumpectomy, sentinel node biopsy, reconstruction and lymphoedema.

In recognising the complications that arise from certain cancer treatments, we have developed a bespoke spa service to improve the quality of life of our guests.

Initially, we perform a very in-depth consultation and then develop a spa treatment based on each client's specific needs. For example, if a guest has lymphoedema, or has had a double mastectomy with reconstruction and cannot lie face down, we would tailor or modify the treatment accordingly.

Almost every treatment on the spa menu can be modified in some way to accommodate guests whose health is compromised.





tpot (The Power of Touch)

This cancer-focused training organisation was founded by Spa Business School owner and managing director Michelle Hammond in 2013 after she discovered over 97% of UK spas and salons were turning away, or would turn away, those with cancer

As an industry we can no longer justify discriminating against or excluding clients with cancer. tpot's expertise as a longstanding industry educator comes in helping qualified therapists feel more comfortable and confident in treating clients with cancer safely.

We've worked extensively over the years with medical specialists and oncology teams from some of our greatest hospitals and NHS trusts to ensure the advice we give, the training we deliver and the ongoing support we provide is correct, relevant and in line with mainstream medical recommendations in the UK.

We're committed to making wellness accessible to all and ensuring therapists have access to accredited and insurable educational short courses and learning up-to-date resources. We make sure they are encouraged to succeed in being and doing the best they can.

We elevate and empower therapists to know that the greatest gift for any spa or salon is in their hands, driven by their heads and hearts. We aim to take the fear out of treating someone who presents with cancer and simplify what is a challenging and complex disease, so our therapists can focus on delivering the many clinically trialled benefits of massage to those that need it most.

Focused training

Links with our blended-learning sister company, Spa Business School, mean we can utilise many of its online and digital resources to reduce costs, maximising the depth of our training to delivering the greatest impact without taking people out of practise for long periods.

As our training has a single treatment focus – teaching therapists how to adapt a traditional full-body massage – our energy is laser-focused on cancer and the massaging of clients who have experienced it.

Therapists who want to take their practise into a clinical setting, such as a hospice or hospital, are also able to benefit from a range of advanced training and practical opportunities we've made available with our incredible NHS partners and affiliates. Our belief is that learning should be continuous.

Over the years, we have recognised a lack of knowledge, understanding and confidence around treating people with a range of what are the most critical health conditions, including dementia, depression, heart conditions and diabetes, to name a few. As such, we are widening our online and practical workshops to ensure therapists can easily access health-related learning resources and feel comfortable and confident working with every unique individual who presents. ●●●●●



Michelle Hammond
Founder

With over 25 years of specialist expertise and experience within the worlds of spa, health and wellbeing, Michelle Hammond has worked a wide range of international spa resorts, hotels and salons. The owner of Spa Business School, she went on to found tpot in 2013.

PRODUCT RANGE

- A dedicated training specialist, tpot does not have its own range or promote a specific collection. It is due to commence new advanced massage training this year, starting with 'Reflexology for Clients with Cancer', which will be accredited in early summer.
- Building on the success of its business, booster boxes – a range of 'health in wellness' boxes for therapists – are to be developed. The first of these will focus on treating clients with cancer in spas and salons and will be available in spring 2019.

UK SPA CLIENTS INCLUDE:

Bannatyne Group
Rockcliffe Hall, Co. Durham
Pennyhill Park, Surrey
Senspa at Careys Manor, Hampshire
Galgorm, Co. Antrim, Ireland
London College of Beauty Therapy

www.tpot.org.uk