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THE SPA & WELLNESS AUTHORITY

JANUARY/FEBRUARY 2023

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KESWICK HALL SPA
AT KESWICK HALL (VA)
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COVER PHOTOGRAPHY: KESWICK HALL

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Consider this a reminder to educate clients on the importance of an at-home skincare routine. Encourage them to shop your retail area for a look at what's new.



If your treatment room isn't as stunning as the room in this [#regram](#) from [@skincarew Jess](#), it might be time to go shopping for wall art.



This glass of sparkles and those perfect nails, a [#regram](#) from [@yana.potter](#), is the perfect way to cheers to a bright year ahead.



These stunning neutral tips and swirls by [@glossytipped](#) are a form of forest therapy we didn't even know we needed this winter season.

We've got the scoop on what's hot in the spa and wellness industry in our **2023 Trend Report**.

Go to www.americanspa.com to download this exciting report.

"Working as a massage therapist has allowed me the opportunity to understand spa operations and the effort it takes to create personalized and luxurious experiences for each guest. Understanding what treatment providers are able to offer, day in and day out, has influenced my management style and considerations."

—Molly Flora, spa director,
Keswick Hall Spa at Keswick Hall (VA)



Learn more about Flora on page 50.

Follow americanspa.com, facebook.com/americanspa, and [@americanspamag](#) on Instagram this season for lots of cool brand experiences, including a **Facebook Live** with **Repêchage** on the show floor at the **International Esthetics, Cosmetics & Spa Conference** in New York City this March!



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FEATURES

a closer look at some of the spas that are making news in the industry both here and abroad

46 **NATURAL SPLENDOR** Keswick Hall Spa at Keswick Hall (VA)



Keswick Hall Spa boasts a design aesthetic that allows for guests to relax and be comfortable inside the spa while also enjoying the natural beauty surrounding the spa.



natural splendor

A new spa in a historic resort offers a truly unforgettable experience, proving that Virginia is definitely for spa-lovers. **By Nicole Altavilla**

nestled in the heart of Virginia's Piedmont region at the foot of the Blue Ridge Mountains is the historic Keswick Hall (VA). Originally built in 1912, the resort is known for its distinctive classic design, outdoor pools and cabanas, a championship 18-hole golf course, several dining venues, and both indoor and outdoor meeting and event spaces. The resort underwent a complete renovation and expansion in 2021, revealing transformed guest rooms and suites, common spaces, an infinity pool, several red clay tennis courts, a signature restaurant led by world-renowned chef Jean-Georges Vongerichten, and in late 2022, the new **Keswick Hall Spa**.

The 14,000-square-foot spa features a thoughtful design that encourages guests to slow down and experience the healing powers of nature. The spa is nestled within a shady dell of native woodlands, which guests can admire through the floor-to-ceiling windows in the spa's relaxation room. "The neutral color palette, soft fabrics, and natural materials featured throughout the entire spa inspire mental relaxation and physical restoration," says Molly Flora, spa director of Keswick Hall Spa. Guests experience this slower approach to spa-ing from the moment they enter the spa until they feel ready to leave. In fact, guests



PHOTOGRAPHY: KESWICK HALL

The spa's natural surroundings are on full display to help guests relax and enjoy the healing powers of nature.

The treatment rooms feature a warm and thoughtful design with soft colors, unique artwork, and luxurious linens.



OWNERS: Molly and Robert Hardie

SPA DIRECTOR: Molly Flora

OPENED: September 2022

SPACE: 14,000 square feet
8 treatment rooms

PRODUCT LINES & EQUIPMENT:

Body Bliss, Book4Time, Cirepil, Comphy Co., Côte, Dazzle Dry, Farmaesthetics, Foreo, Gharieni, Haia, HydraFacial, Innersense Organic Beauty, Knesko, Monastery, NuFace, Oka-B, Red Flower, Satin Smooth, Tara Spa Therapy, The Organic Pharmacy, Therabody

ARCHITECT: Hart Howerton (San Francisco and New York City)

INTERIOR DESIGNER: Hart Howerton (San Francisco and New York City)

SPA CONSULTANT: Helen Brown, The H. Brown Group (Napa Valley, CA)

are encouraged to arrive early and then linger post-treatment. “The relaxation room features deep chaises with weighted blankets to support rest and introspection,” says Flora. “Advanced wellness tools to support mental, physical, and emotional wellbeing are available for guests to explore. Spa refreshments include healthy, nourishing bites prepared by the Keswick Hall culinary team together with fresh fruit, herb, and chlorophyll infusions to help support optimal hydration and replenish the body. After each treatment, our guests are offered a soothing cup of tea made with fresh honey from our Oakdale Farm.”

The spa’s eight spacious treatment rooms accommodate a range of couples’ experiences, massage services, body treatments, and facials. Each room includes fully customizable lighting, heating, and music for guests’ comfort. Additionally, soft colors and luxurious linens help to create a calming place for relaxation and wellbeing. The spa also boasts a residential-style salon, which offers nail services and can be used to host intimate gatherings.

The spa attracts guests from around the world, most of which are resort guests. “We are a newer spa, so we have limited availability for our local guests,” says Flora. “Currently, our marketing is word-of-mouth, as we want to ensure that we are able to fully accommodate our resort guests and membership.” The resort’s membership program includes access to its state-of-the-art fitness center and Full Cry golf course, one of the last 18-hole courses designed by architect Pete Dye.

Keswick Hall has a commitment to environmentally sustainable practices, and the Keswick Hall Spa was designed with these principles in mind, as well. “We partnered with mindfully crafted brands that are cruelty-free and offer biodynamic ingredients,” says Flora. “Environmentally sound practices were considered with each aspect of the menu and operations, such as using lightweight robes, which take less energy to maintain, and using refillable amenities to create less waste.”

The spa’s surrounding nature is seen throughout the spa in the form of unique and inspiring artwork, including floral bouquets by Virginia-based paper artist Daphne Lee and plants and flowers on display. “The spa was designed with the intention of highlighting the ever-changing outdoor scenery,” says Flora. “Fresh and dried herbs and flowers from our farm allow our team to provide truly localized offerings, such as poultices and culinary treats.” In fact, the spa’s signature scent is Dawn Meadow from Red Flower, which is a bright, floral blend of the grass, herbs, and flowers native to the grounds of Keswick Hall.

In alignment with Keswick Hall’s commitment to responsible environmental practices, the spa has created a wellness menu that highlights the power of botanical ingredients. Among the spa’s offerings are the Rose Diamond Radiance Facial (\$370, 90 minutes), which utilizes The Organic Pharmacy products to help fade imperfections and restore luminosity to the skin, and the Intuitive Lifting Facial (\$225, 60 minutes; \$335, 90 minutes), which is a deep-cleansing facial that helps to decongest, brighten, and hydrate the skin and includes acupressure massage, lymphatic drainage, and microcurrent to firm, lift, and energize the skin. The spa also partnered with Farmaesthetics to create multiple spa experiences, such as The Herbal Alchemy Ritual (\$215, 60 minutes; \$315, 90 minutes), which helps to nourish, strengthen, and repair all skin types; and the Luscious Lemon Pedicure (\$95), which includes a cleansing soak, a thorough exfoliation, and the application of restorative herbal balm to leave the legs and feet energized and refreshed. The resort also features a poultice garden onsite so that herbs grown on the property’s farm can be used for seasonally appropriate adaptogenic herbal compresses.

The spa can accommodate between 40 to 75 people each day, with a maximum capacity

SPA TALK *with* Molly Flora

Meet Molly Flora, spa director of Keswick Hall Spa at Keswick Hall.



What was the path that led you into the spa industry?

From an early age, I was intrigued by the natural world's ability to heal itself. As a zookeeper, I was fortunate to live in various parts of the world and learn from many people. When I moved back to the U.S. from Australia, it was an easy decision to follow my dream of becoming a licensed massage therapist.

If you could work in any other profession in the world, what would it be?

I have been fortunate to have an amazing career before entering the spa and hospitality industry. As a zookeeper, I developed a great appreciation for the natural world and its endless abilities. I

will always have a deep appreciation for my time working with animals and being able to read non-verbal cues and body positioning.

How do you like to spend your time away from work?

I immerse myself in nature by hiking, forest bathing, or kayaking. I enjoy cooking, listening to music, and watching sports.

What are your three greatest priorities in life? Three of my priorities involve personal growth. I endeavor to continue

my education in the field of wellness through continuing education and publications. I also have a strong desire and drive to push the boundaries of my comfort. A third priority is being aware of and educated on environmental issues and initiatives.

of 100 guests, and according to Flora, even at maximum capacity, the spa's intentional design creates multiple opportunities for serenity and relaxation. "Our men's and women's locker rooms include generous steam rooms and infrared saunas, as well as ample space to relax pre- or post-treatment," she says. "Our residential-style salon welcomes guests to enjoy a book or magazine while enjoying the view of the changing seasons through the large windows." Connecting guests to nature is an aspect of the spa that Flora looks to enhance in the future. "As we continue to grow, we look to offer expanded spa packages and wellness experiences," says Flora. "We hope to create immersive sensory experiences within the hardwood forest that borders the spa. Also, our local farm provides us with fresh honey, herbs, and flowers. This provides our team with exciting and limitless possibilities." ●



ABOVE: The spa features large windows allowing guests to take in the surrounding natural landscape while they move from room to room inside the spa. **BELOW:** Guests can purchase various skincare products and other items during their visit to the spa.



ABOVE: The front desk is a welcoming space, helping guests feel relaxed and comfortable from the moment they enter the spa until they leave.