

THE SPA & WELLNESS AUTHORITY

# american spa

SUMMER 2020

## *hilltop* HEALING

LIFE IN BALANCE SPA  
AT MIRAVAL BERKSHIRES  
(LENOX, MA)

[www.americanspa.com](http://www.americanspa.com)

# SUMMER *contents*

## feature

### 48 **BALANCE IN THE BERKSHIRES**

Adventure and relaxation await at the new Life in Balance Spa at Miraval Berkshires.

## on topic

### 18 **SUNNY BUSINESS**

Discover the latest trends in sun care to help clients safely enjoy the sun and protect their skin year-round.

## medical spa

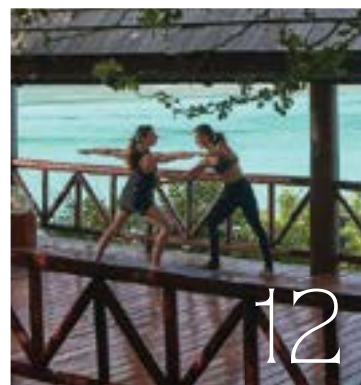
### 23 **IN THE KNOW**

Catch up on the latest news from the medical spa industry.

## special section

### 27 **GROWING STRONG**

Check out our special CBD section to see how this trending ingredient is impacting the industry.



## departments

- 11 **RADAR**
- 50 **FRESH FINDS**
- 52 **NEWS**

## in every issue

- 6 **FROM THE EDITORS**
- 8 **GET WIRED**
- 56 **FINAL THOUGHT**

**ON THE COVER:** The women's lounge at Life in Balance Spa at Miraval Berkshires is warm and inviting with a circular fireplace, beautiful views, and a glass ceiling that showcases the night sky.

PHOTOGRAPHY: GETTY IMAGES

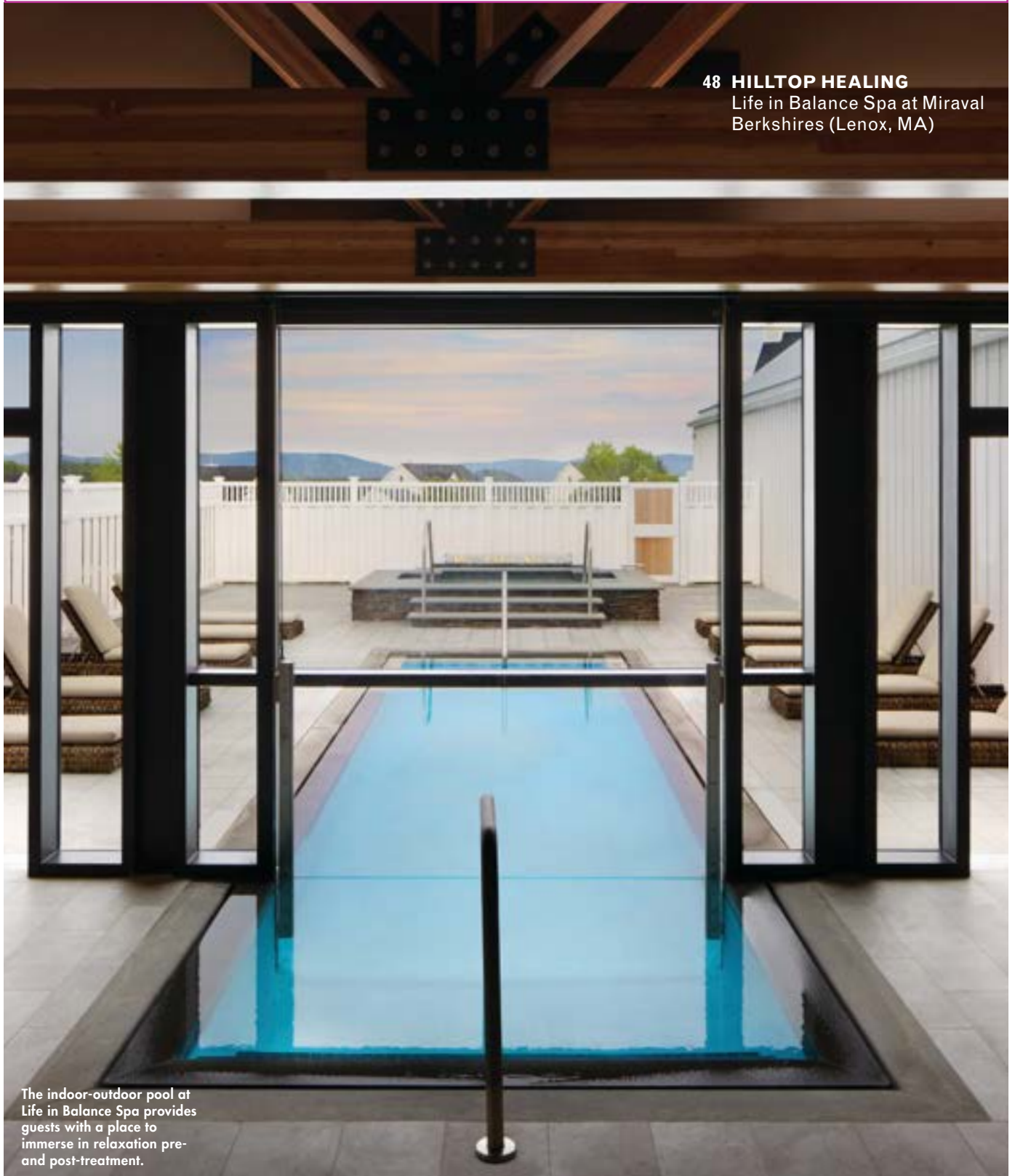


# FEATURES

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

## 48 HILLTOP HEALING

Life in Balance Spa at Miraval  
Berkshires (Lenox, MA)



The indoor-outdoor pool at Life in Balance Spa provides guests with a place to immerse in relaxation pre- and post-treatment.

When guests are not being pampered at the spa, they can enjoy one of the resort's three pools.



# balance

in the *Berkshires*

A new resort and spa helps guests understand that being present in the moment is the best gift of all. By Nicole Altavilla

PHOTOGRAPHY: JAMES BAIGRIE

Located atop 380 acres, the newly opened Miraval Berkshires (Lenox, MA) is the perfect hillside setting for guests to unwind, relax, and become more connected to their mind, body, and spirit. In fact, similar to the other properties in the Miraval portfolio, this location is digital device-free, which means that guests are asked to turn off all digital devices including cellphones, e-readers, tablets, smart watches, and laptops, in order to focus on living in the moment, being more aware of their surroundings, and enjoying the memorable adventures that await them during their stay.

Fortunately, there's no shortage of fun experiences available to guests at Miraval Berkshires. The resort boasts an 18-hole golf course; an apiary and gardens; an equine center; an outdoor challenge course; a Body Mindfulness Center complete with state-of-the-art fitness equipment; daily wellness classes, such as yoga and Pilates; a Life in Balance Culinary Kitchen with interactive cooking classes; outdoor wellbeing activities including hiking, climbing, tennis, and biking; and the 29,000-square-foot **Life in Balance Spa**, the largest Life in Balance Spa in Miraval's portfolio and the first for the brand located in a four-season locale.

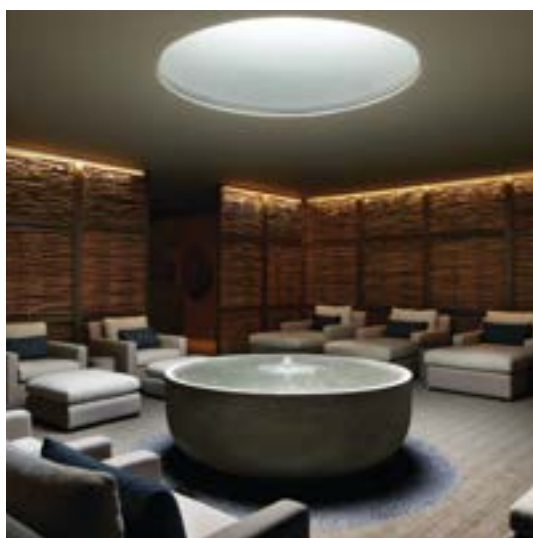
Each guest's experience is curated by nurturing specialists, and infused with the culture and character of the Berkshires. "The Life in Balance Spa at Miraval Berkshires is the largest spa in the region and contains a stunning indoor-outdoor pool, beautiful relaxation areas, dedicated treatment rooms for Miraval's signature spa services, and a Clodagh design that encourages introspection and well-being," says Christine Mariconti, director of spa and wellbeing for Miraval Berkshires. The spa, which opened in July, also features a Path to Wellness, which is a meditational walk through a greenhouse-like portal that is designed to promote mindfulness and transition guests into a more serene state of being, according to Mariconti. Inside the spa, a courtyard made of natural elements—wind, water, fire, metal, and earth—encourages a sense of harmony with nature. The 28 treatment rooms embody the peacefulness and tranquility of the resort's natural surroundings, including a color palette of warm deep hues that are both calming and restful.

According to Mariconti, Miraval guests typically arrive with an underlying curiosity about wellness and a sincere interest in taking time out for themselves. For the Miraval Berkshires property, Mariconti anticipates that most of its guests will come from the East Coast, particularly the metropolitan areas of New York City and Boston. Miraval plans to attract both local and out-of-town guests by launching a multichannel marketing campaign promoting the grand opening of the property. It will also run traditional print and digital advertising campaigns, and offer exclusive grand opening promotions and special day spa experience rates to past Miraval guests. In addition, day spa experience packages and Life in Balance Spa treatments and amenities are available to individuals not staying on the property.





CLOCKWISE: The spa boasts a soothing sauna tub, a relaxation lounge, and interesting design elements such as a large metal mandala in the entry area.



**OWNER**  
Hyatt

**SPA DIRECTOR**  
Christine Mariconti

**OPENED**  
July 15, 2020

**CLIENT BASE**  
80% female  
20% male

**SPACE**  
29,000 square feet;  
28 treatment rooms

**PRODUCTS & EQUIPMENT**  
Deborah Lippmann, EmerginC, Laurel, Naturopathica, Oribe, ResortSuite, Technogym, Urbana

**ARCHITECT**  
EDM (Pittsfield, MA)

**INTERIOR DESIGNER**  
Clodagh (New York, NY)

The spa's menu of services features a wide range of therapeutic, relaxing, and wellness treatments, including the Miraval Relaxation Massage (\$175, 60 minutes; \$275, 90 minutes) and Deep Mountain Massage (\$195, 60 minutes; \$290, 90 minutes), as well as a variety of signature treatments, such as Naga (starting at \$235, 50 minutes), a Thai-inspired massage that incorporates yoga silks to deepen the stretches, and Vasudhara (\$285, 50 minutes), another Thai-inspired massage that is performed in the water with blindfolds and underwater music to promote introspection. In addition to its extensive menu of spa services, Miraval is also renowned for its spa cuisine menu offerings. "We believe in the power of conscious cooking," says Mariconti. "Through our rotating seasonal menus, and interactive cooking classes, we encourage our guests to be mindful about what they put into their bodies and choose a variety of real, nutrient-dense foods that not only please the palate but nourish the mind, body, and soul."

Similar to the other Miraval locations, Miraval Berkshires takes pride in developing new and innovative offerings for its guests. According to Mariconti, teams of skilled and dedicated individuals with diverse backgrounds and experiences collaborate to ensure that guests are always provided with a safe space and ample opportunities to achieve personal growth and balance during their stay. The hope is that each guest will leave the resort with fond memories and the necessary tools to continue these mindful and wellbeing practices at home. ●

## SPA TALK *with* Christine Mariconti



Meet spa director Christine Mariconti, who has 18 years of experience in the spa and hospitality industry.

**Where do you think the industry is heading?** I am confident that this industry will always remain true to the simple power of touch

and connection, which has never been more evident and important than it is right now.

**What positions have you worked in that you feel have been most influential to your career?** Fitness introduced me to the workings of the

human body and massage gave me the gift of connection and healing.

**How would you sum up your personal philosophy?** Be true to who you are and lead with your heart.