

European Spa

THE NO.1 MAGAZINE

FOR SPA DEVELOPMENT



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THE OITAVOS
Portugal's stunning spa
hotel on the Lisbon coast

CLOSER TO NATURE
Take design inspiration to
create a special spa garden

SPADUNYA
A spectrum of wellness
from the colour specialists

LIME WOOD
Luxurious organics at Herb
House Spa in the New Forest



Colour your world

European Spa meets SpaDunya's CEO and Founder **Shahida Siddique**, producer of organic Alteaah Bio colour therapy cosmetic range and Spa Colour Experiences

[Interview by Sarah Camilleri]

Shahida Siddique is a woman on a mission. Her quest: to encourage more spa destinations worldwide to recognise the benefits of colour therapy and efficacious organic products. Passionate about wellness and a great advocate of the arts, she is also the driving force behind organic spa company, SpaDunya.

SpaDunya, which means 'Spa World', is a young, progressive company launched by Siddique in 2009 to create innovative colour therapy treatments for spas using its Alteaah Bio organic product range.

An established, 100 per cent organically certified and ethically produced brand, Alteaah Bio features 104 stock-keeping units (SKUs) of aromatherapy care cosmetics in its comprehensive range. Using 13 ready-to-use essential oil compositions, the range works with a spectrum of 14 key colours said to enhance the mood and wellbeing of the user. These products lie at the heart of an intriguing selection of SpaDunya treatments and Colour Experience

signature rituals, specially developed by Shahida and her team, which can be enjoyed at the company's flagship day spa in Dubai, the SpaDunya Club.

SpaDunya's headquarters is located in a 200-year-old provincial farmhouse in the heart of an organic vineyard in Bellegarde, in the south of France – a region renowned for growing medicinal plants for the perfume and pharmaceutical industry, and where Alteaah Bio began its life before Siddique bought the company. Pakistani-born Siddique, who is now based in Dubai, divides her time between her production, sales, marketing and management teams in France and her spa team at SpaDunya Club. She also finds time to travel extensively; promoting her growing company's international distribution network and supporting initiatives which promote education, health and women's empowerment in under-developed countries.

As a patron of the arts, Siddique is also passionate about bringing creativity to the spa menu and looking





“Colour Harmonising Massage is a dynamic experience which uses personalised aromatherapy blends and colour to transform your mood and relieve tired muscles”

Renato Pappalardo,
SpaDunya Consultant
and Director of Biopulse
Formation Massage

SPA STATISTICS

Spadunya Colour Experience
+971 4439 3669
www.spadunyaclub.com

CEO/Owner: Shahida Siddique
Director of Communications:
Karima Nanji and Claudine Halle
Director of Spa: Joyce Cheng
Investment: €1 million

Spa interior design: Light Space
Design, JI Design and SpaDunya
Spa area: 330sqm

Spa team: 10

Full capacity: 40 treatments a day
Treatment facilities: five treatment
rooms; relaxation room, changing room,
two consultation rooms; fitness studio.

Other facilities include: hydrotherapy
bath and Infrared sauna, mani-pedi
area, hair and beauty lounge

Product partners: Altearah Bio,
Karin Herzog, Skyndor, Eminence,
La Phyto, Fleur De Bach

Suppliers: Life Solution Trading, Nuage
massage tables, Nordia Sun Infrared
cabin, Trautwein Royal hydrotherapy
bath, Ghareini equipment

Signature treatments: Colour
Harmonising massage and Colour
Face Reflexology



I will feel different from when I wear green. Colour comes from light, and light is creation.”

What role do you see colour playing in the spas?

“We all know that water is the very essence of spa, *salus per aquam* [the latin phrase meaning health by water, which some believe is an acronym for spa], and we have learnt how to harness its healing properties. Yet the healthful qualities of light and colour are now being recognised. Light is already being used in the medical world; for example, light therapy for treating psoriasis, seasonal affective disorder and jaundice in babies. But the gentler vibration of colour also has a great place in spa treatments. We are going to see an evolution, a new era of using light and colour in spas.”

How do you use colour in spa treatments?

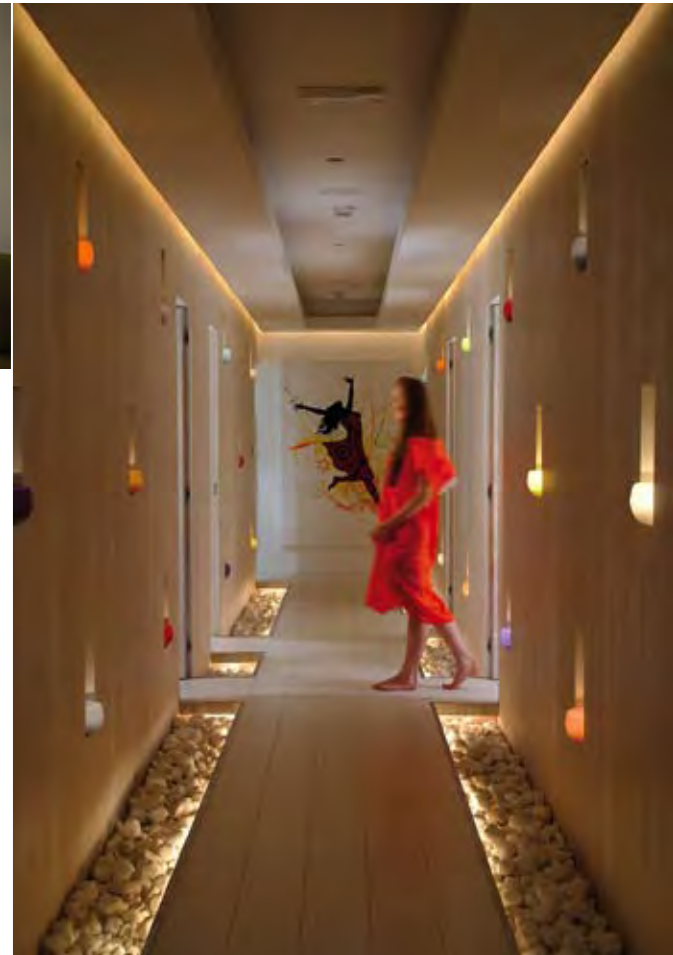
“I wanted to design my own colour treatments and therapies and this was my goal when I first met Renato Pappalardo, a talented massage consultant who works closely with me to develop our unique treatments.”

I coined the phrase Colour Harmonising Massage, which is the signature treatment for SpaDunya. This is a whole new genre of massage that creates the effect of a colour’s energy through products and techniques. For example, red is vitality so the oils and massage will create that result. We also offer Colour Back Massage, Colour Body Wraps and Colour Face Reflexology.”

Tell us about your community work and fundraising

“My upbringing in Pakistan was very privileged and so it’s important to me to help others less fortunate. A few years ago I collaborated with a group of like-minded friends in Dubai to create an umbrella organisation called Saharay, which means ‘support’. Through Saharay we organised large-scale fundraising to support smaller charities working on education, health, art and women’s empowerment in developing countries. I’m proud of this organisation, which continues today with younger people at the helm.

At SpaDunya, our packaging department is made up of a team of 15 people with disabilities employed through a French government scheme. They wouldn’t otherwise have employment. It takes longer, but it’s ok.”



You are also a great patron of art and dance...

“I love colour and creation. Over the years I have enjoyed supporting several talented young artists so they can explore their creativity. I also believe that art has a great role to play in the spa environment, as it helps to transport all of us into a different world. Art is about creation and giving.”

Is this why SpaDunya Club is full of artwork?

“Through art, you can really give your guests a new perspective; one they can engage with, contemplate over and use to appreciate other people’s viewpoints. I commissioned the art at SpaDunya; the paintings at the entrance, welcoming guests, use colour to represent the hierarchy of chakras through the body. We also have lovely paintings in our relaxation lounge by Lebanese artist George Bassil that are all about silence.”

You also offer dance therapies at SpaDunya. Why?

“Every cell in our bodies is vibrating at a certain frequency, and it is this movement that creates a state of harmony and wellness in the body. Movement and dance are excellent ways of creating this harmony, so we have created Colour Dance.”