

WELLBEING ENVIRONMENT INNOVATION



WE(i)

Talk

EDITION NO.6

WELLTECH

THE
ARTICLE

DISCOVER THE VAST
AND INNOVATIVE
WORLD OF WELLTECH

THE
INTERVIEWS

EXCLUSIVE INTERVIEWS
WITH SOMADOME AND
VIRTUSAN

THE CASE
STUDIES

INSIGHTS FROM
GHARIENI, FOREO AND
CARILLON MIAMI
WELLNESS RESORT

CONTENTS

pg.4

WE(i) TALK

Focus on WellTech

pg.6

THE QUIZ & ANSWERS

A collaborative piece generated by you & us

pg.11

THE ARTICLE

By Celine Vadam

Opinion & Research on WellTech

pg.20

THE PODCAST & VIDEOS

Featuring Sarah Attia, Somadome
Christopher Gabriel, Virtusan

pg.28

WALK THE TALK

Sammy Gharieni, Gharieni Group
Boris Raspudic, Foreo
Tammy Pahel, Carillon Miami Wellness Resort

pg.40

WHO WE(i) ARE



WE(i) TALK IN A NUTSHELL

BY WE(i) THINK

Welcome back to WE(i) Think's Magazine!

On this 6th edition, **WE(i) Think** is thrilled to dive into the world of **Welltech**: the indispensable intersection of Wellness and Technology that is revolutionizing how we pursue health and longevity.

If Wellness is the industry, and Wellbeing is the state, then **Welltech is the cutting-edge toolkit** that delivers hyper-personalized results.

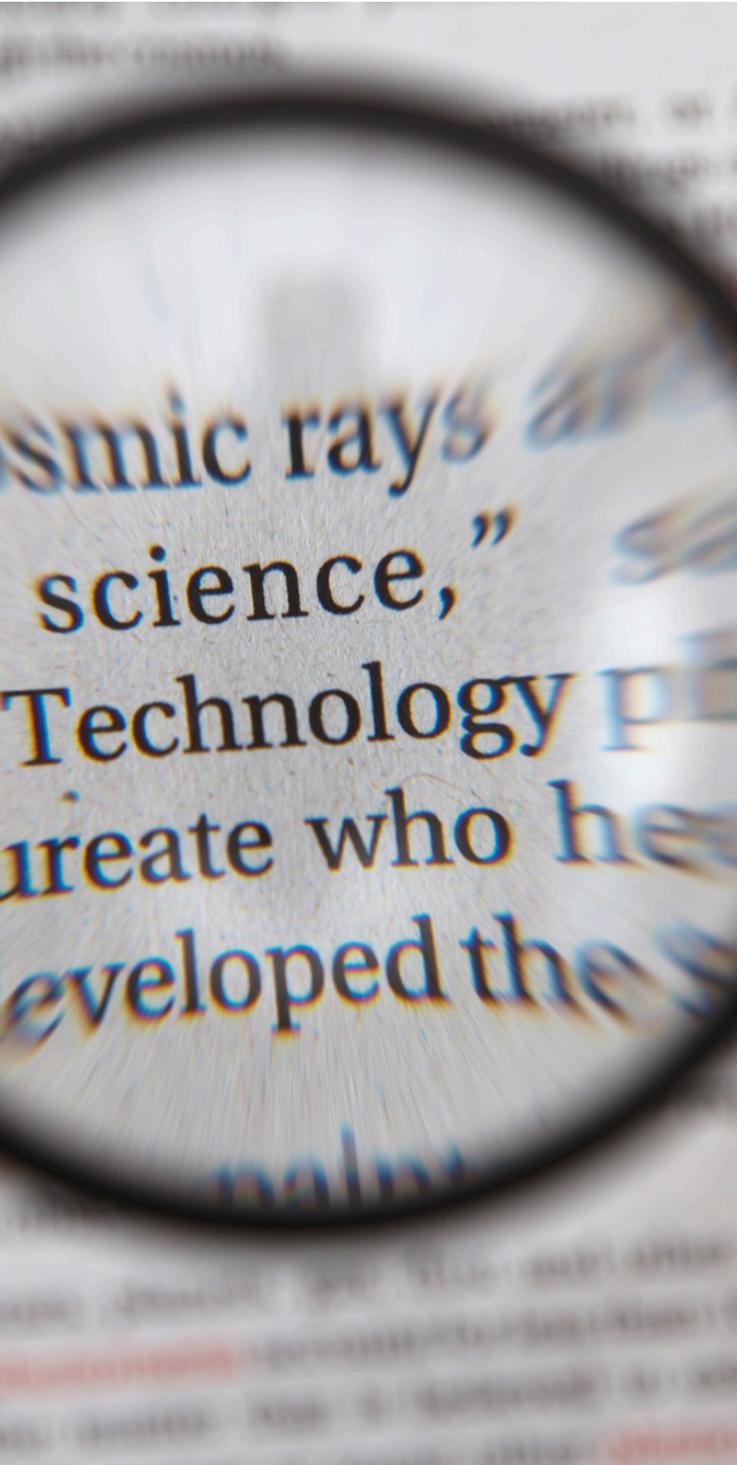
We live in a world defined by data and devices, yet the fundamental challenge remains: how do we translate the vast, complex science of living a healthy, long life into simple, actionable steps? How can we cut through the noise of trends versus scientific evidence to provide services that truly address the fact that we are all **bio-individual**?

Welltech provides the answer. It moves the wellness experience beyond passive pampering into the realm of **active, measurable, and highly personalized restoration**. For hotels and resorts, this is the key to unlocking the next level of guest experience, driving both **Personalization** and the core values of the 4Ps: People, Planet, Profit, and Purpose.

We are privileged to feature some of the most innovative and influential companies shaping this landscape.



FOCUS ON WELLTECH



This edition includes exclusive insights from industry leaders like **Foreo, Virtusan, and Somadome**, alongside leading hospitality players such as **Gharieni** and the **Carillon Miami Wellness Resort**. They share their approach to integrating non-invasive technologies – from biofeedback and smart sleep aids to advanced skincare and personalized health platforms - that foster better health outcomes for both guests and employees.

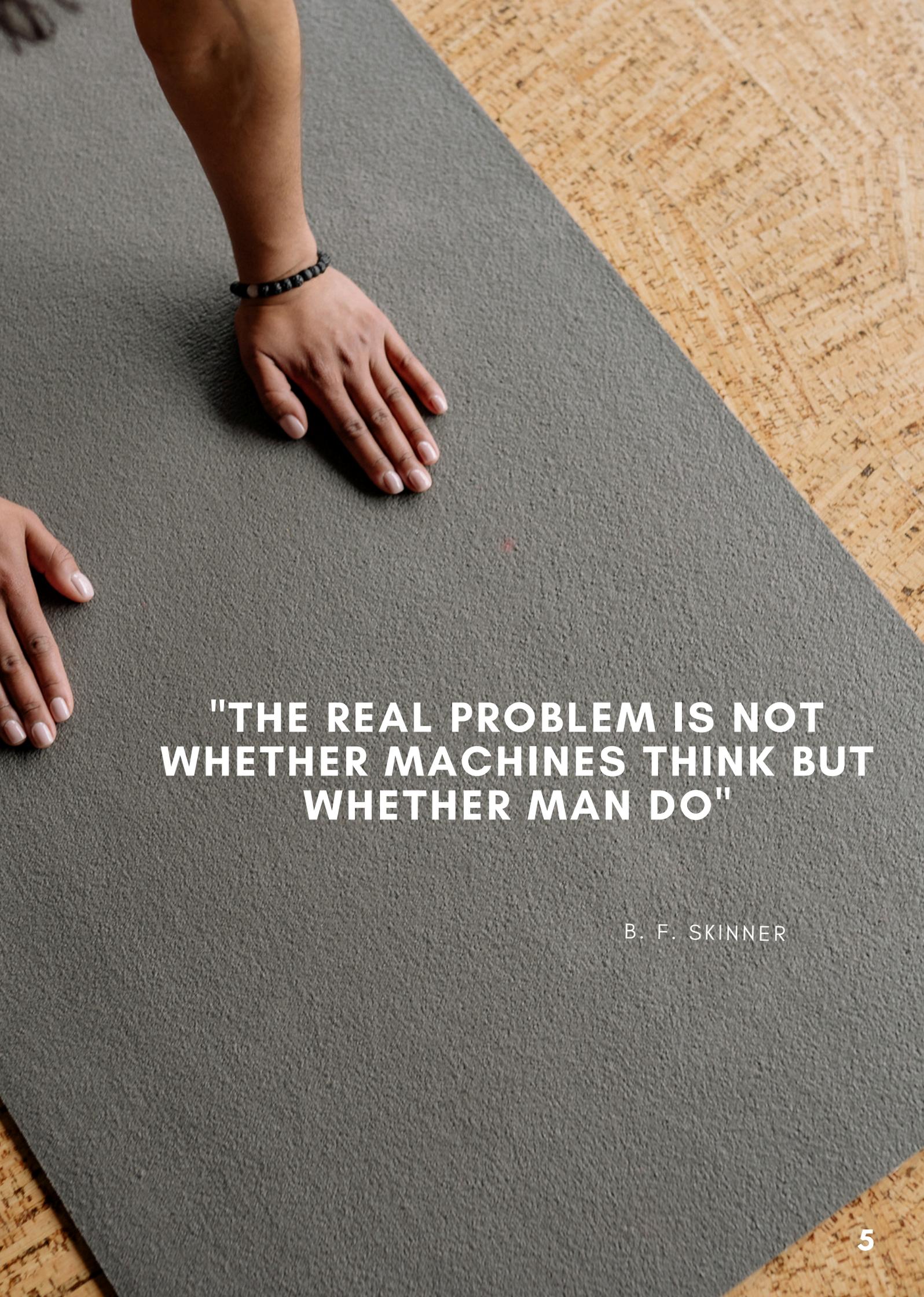
Welltech is no longer a future concept; it is the present foundation for operational efficiency and superior guest service.

Join us as we explore the evolution of this fascinating field and uncover the immense benefits it brings to your properties, particularly in making wellness not just an amenity, but a personalized journey toward longevity.

Best,
Céline

Celine Vadam, WE(i) Think Founder & CEO



A high-angle photograph showing a person's hands resting on a grey, textured mat. The mat is placed on a light-colored cork floor. The person's left hand is wearing a black beaded bracelet. The lighting is soft, creating a slight shadow under the hands.

**"THE REAL PROBLEM IS NOT
WHETHER MACHINES THINK BUT
WHETHER MAN DO"**

B. F. SKINNER



THE QUIZ & ANSWERS

Wellness technology –or well-tech– refers to the growing category of digital tools, devices, and platforms designed to support physical, mental, and emotional well-being. This includes innovations like wearable fitness trackers, sleep and stress monitors, meditation apps, personalized nutrition programs, and regenerative health solutions. Welltech empowers individuals to take proactive control of their health by making wellness more personalized, data-driven, and accessible in daily life.

Wellness tech is oftentimes be mistaken as a replacement for human care, when it's actually a tool to deepen and personalize it. To discover what welltech is really about, let's kick things off with a quick quiz...

1. What exactly is WellTech?

An excuse to wear more gadgets

Technology designed to support physical, mental, emotional, and spiritual wellbeing

A Wi-Fi-enabled yoga mat that reminds you to breathe more and judge yourself less

A category of technology designed to support physical, mental, emotional, and spiritual wellbeing. It includes everything from meditation pods and sleep trackers to skincare tech, breath work apps, cold therapy chambers. The goal? To empower people to take control of their health and longevity using science, design, and personalization to enhance how we sleep, move, feel, and live.

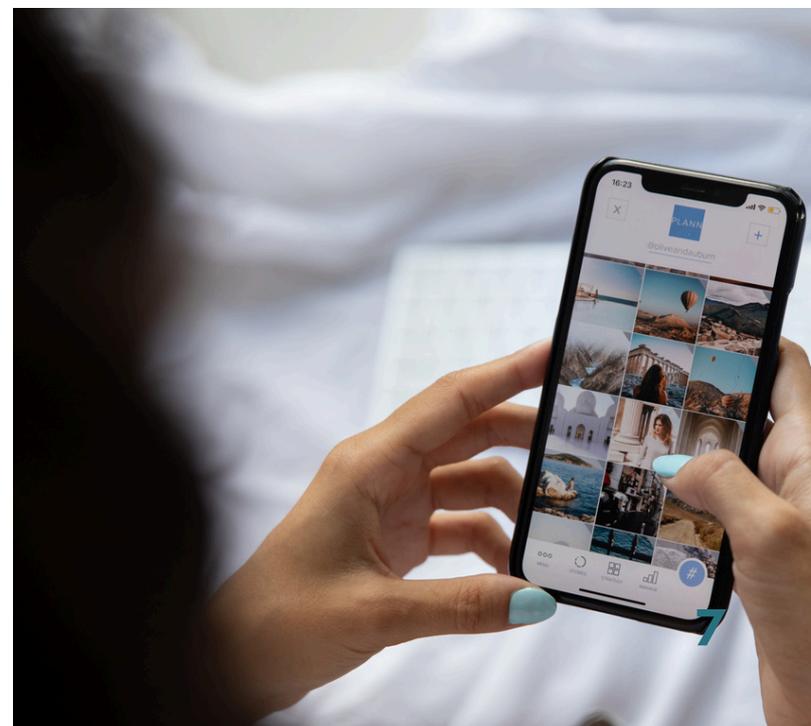
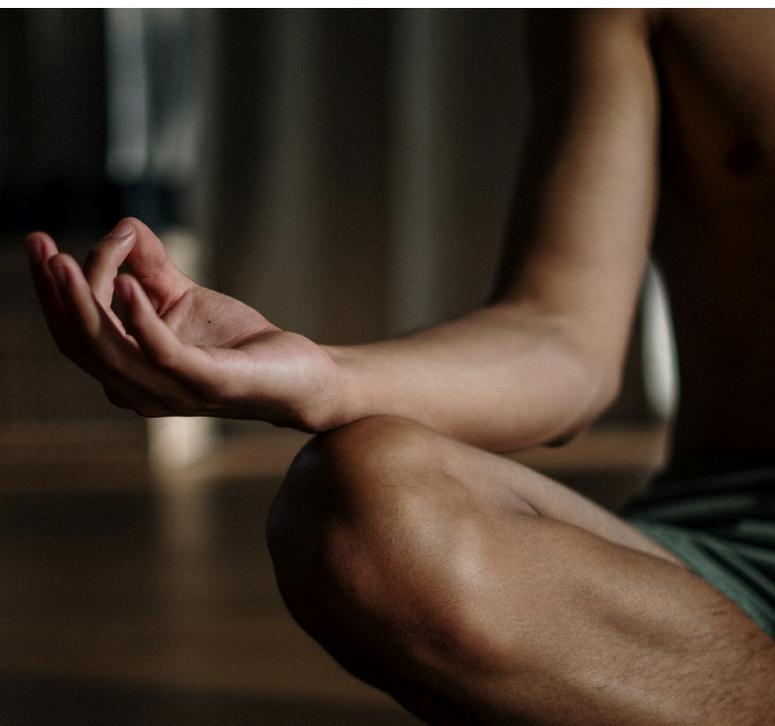
2. What is considered WellTech?

WellTech spans everything from high-end clinical tools to consumer-friendly gadgets, like smart mirrors, sleep pods, infrared saunas, or meditation apps. If it merges technology and wellness to enhance how we feel, perform, or care for ourselves, it belongs in the WellTech world.

Devices and digital tools that support sleep, stress, beauty, recovery, or overall wellbeing

A mirror that analyzes your skin and gives you a personalized skincare routine

Speaking affirmations to your houseplants



3. What's a key benefit of using wellness tech for stress management?

It works instantly

It can track patterns, encourage healthy habits, and improve self-awareness

It lets you avoid talking to anyone about your feelings

All of the above, but most importantly, wearable and touchless wellness technologies give real-time feedback that helps people understand how they're doing and what's helping—making long-term change feel more doable and less abstract. Learn more on page 19.

4. What areas of wellness can WellTech support?

WellTech supports a wide spectrum of wellness, from improving how we rest and recover to optimizing digestion, skin vitality, cognitive focus, and emotional balance. Whether you're looking to calm your nervous system or track your sleep, WellTech provides data-driven tools to help you feel better, inside and out.

Deciding what to wear based on your aura's vibe

Helping you win arguments by monitoring your opponent's cortisol levels

Sleep, stress, skin health, gut function, focus, nervous system regulation, and more



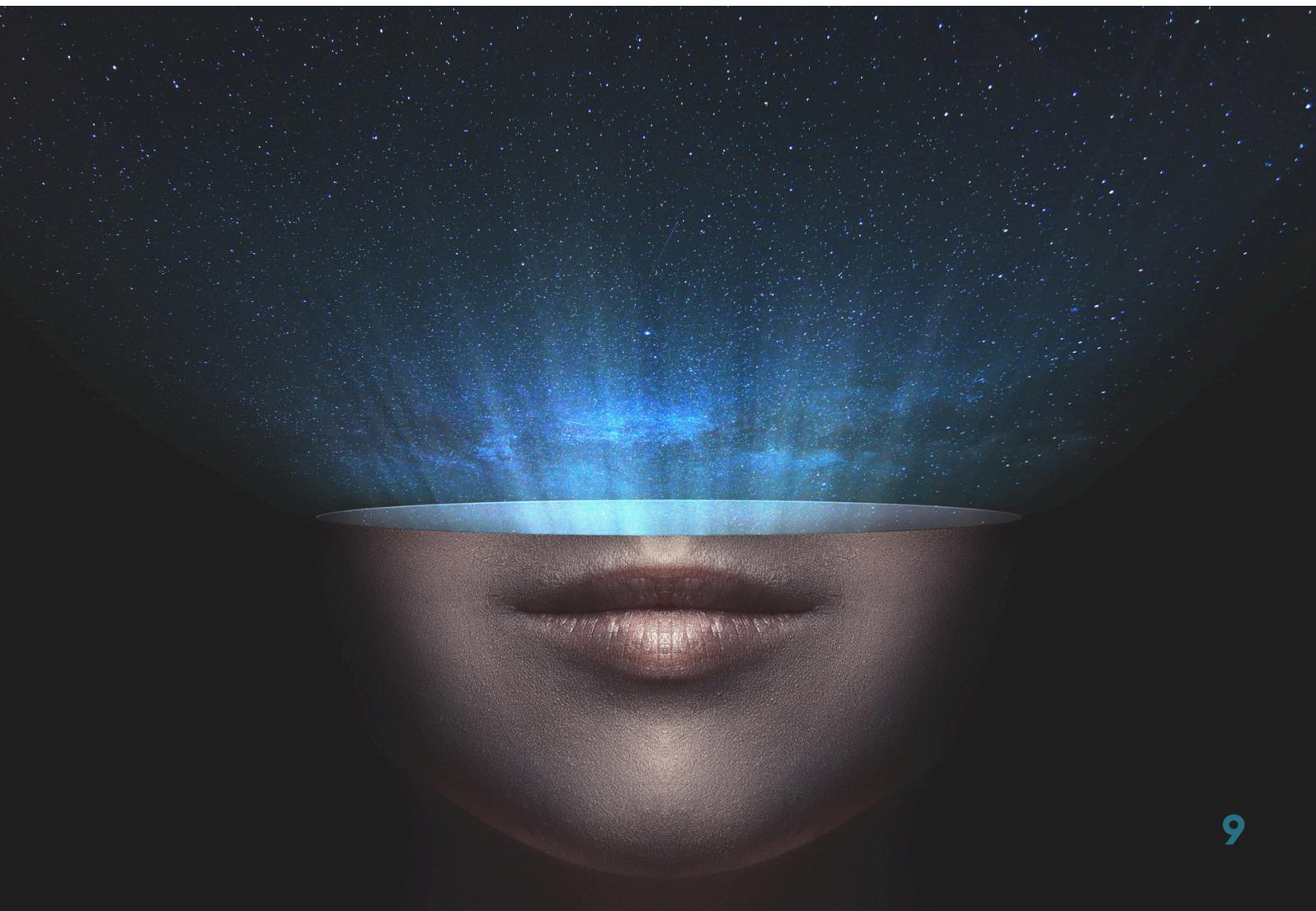
5. Can WellTech help you be more beautiful?

Yes—by improving sleep, skin health, stress levels, and overall vitality

Only if it compliments you and reminds you to hydrate

No, you need to work on your inner beauty to be reflected outside

Yes—by improving sleep, skin health, stress levels, and overall vitality. Wellness and beauty are no longer separate categories. When you sleep better, manage stress, nourish your skin barrier, and balance your internal systems, you look—and feel—more radiant. WellTech offers tools that make these results more measurable, personalized, and sustainable.



A close-up, artistic photograph of a woman's face. Her dark hair is voluminous and frames her face. Her eyes are closed, and her lips are painted a vibrant red. The lighting is soft and warm, highlighting the texture of her hair and skin.

**"TECHNOLOGY ALONE IS NOT
ENOUGH."**

STEVE JOBS

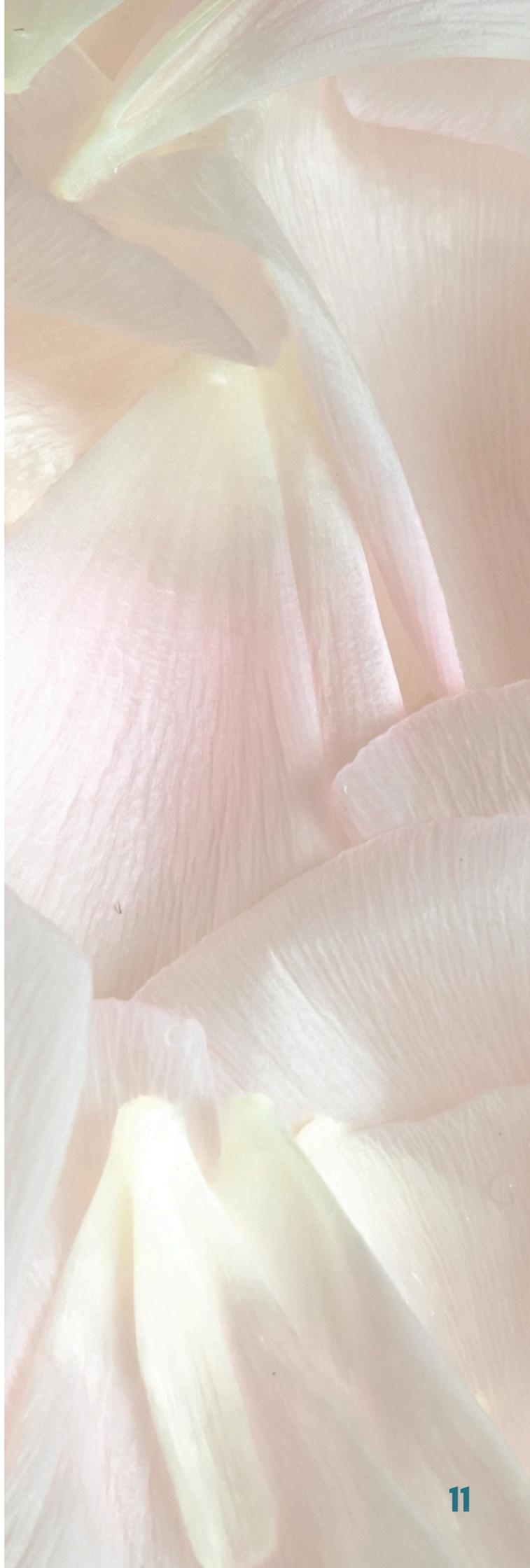
THE HYPER- PERSONALIZED GUEST: DECODING WELLTECH FOR A NEW ERA OF WELLNESS HOSPITALITY

BY CELINE VADAM

OPINION AND RESEARCH

Wellness, especially in Western culture, used to be a scheduled event, a series of disconnected moments—an annual check-up, a massage on holiday, a fitness class after work. It was a reactive pursuit, often a response to crisis or illness. Today, this paradigm has been shattered. Wellness has evolved into a continuous, proactive journey, transforming from a luxury to a fundamental necessity. Individuals can now track personal wellness metrics on their wrist, through their breath, and in their sleep. When seamlessly integrated with human expertise, well-being, vitality, and longevity are no longer abstract ideas. They are real-time, responsive experiences, calibrated to personal biology, behavior, and needs.

This is the rise of WellTech. It is a fast-growing ecosystem of tools, sensors, platforms, and personalized programs designed not just to treat illness but to understand, anticipate, and optimize health. This movement is powered by a fundamental shift: from passive data collection to active, prescriptive insights. As this technology accelerates, so does its complexity and influence, bringing with it a greater responsibility to use it wisely and ethically.



FROM MONITORING TO PRESCRIBING: THE BIO-INDIVIDUAL REVOLUTION

For much of modern history, health was reactive. We waited until something was wrong, then went to a clinic for answers. Medical tests were infrequent, and knowledge was limited. Now, health data has moved from the doctor's office into the rhythms of daily life. The first major wave of personalized wellness emerged through FitTech, with early tech like pedometers and heart rate monitors. This made health measurable, but not yet personalized.

The true revolution began with the shift from simple fitness tracking to comprehensive biometric monitoring. Tools like the Oura Ring and WHOOP didn't just count steps; they measured Heart Rate Variability (HRV), sleep quality, and stress recovery. This transition reshaped how we care for ourselves. It allows people to notice subtle patterns, to intervene early, and to design lifestyles rooted in precision rather than assumption.

This focus on data-driven personalization has given rise to new categories of WellTech, each with a specific purpose:

- **Longevity & Preventative Health:** This is the ultimate expression of proactive wellness. Technologies like continuous glucose monitors (CGMs) from companies like Levels and Nutrisense provide real-time feedback on how food, exercise, and stress impact metabolic health. At-home genetic and gut health tests from brands like Viome and InsideTracker provide a baseline for personalized nutrition and lifestyle recommendations.



- **Mental & Emotional Wellness:** Beyond simple meditation apps, this space is seeing incredible innovation. Neurofeedback devices like Muse and Hapbee use brainwave sensors to guide users into states of calm or focus. AI-driven platforms like Woebot and Moodpath offer on-demand cognitive behavioral therapy (CBT) and mood tracking, democratizing access to mental health support.
- **Beauty & Skin Wellness:** Technology is merging aesthetics with science. At-home devices like CurrentBody's LED light therapy masks and NuFACE's microcurrent facial devices bring professional treatments into the home, allowing for consistent, personalized skincare routines. The HiMirror uses smart technology to analyze skin and recommend specific products, turning the vanity into a high-tech wellness station.
- **Environmental & Sensory Wellness:** Our environments are no longer passive. Smart circadian lighting from companies like Philips Hue and soundscaping systems create a restorative atmosphere that aligns with our biological rhythms. Sensory immersion pods, such as the Somadome, offer tech-enhanced meditation, combining binaural beats with light and sound to induce deep relaxation and focus.

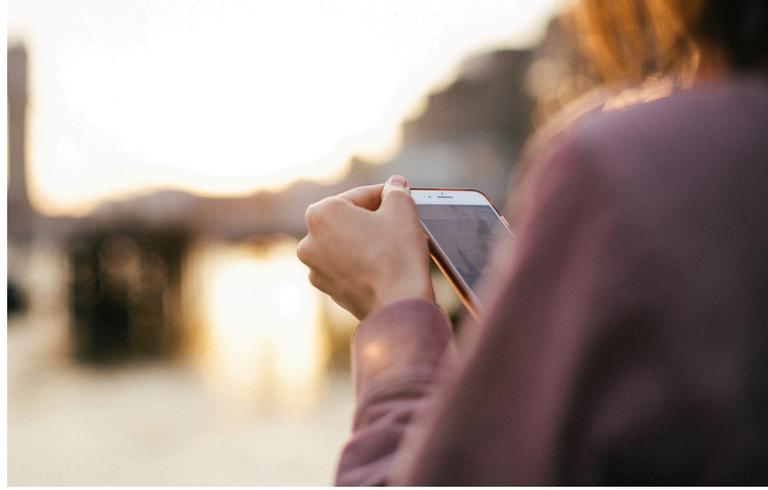
FEMTECH: A NEW ERA OF HEALTH INCLUSION

While the early WellTech space was often male-centric, ignoring sex-specific rhythms and hormonal fluctuations, this gap gave rise to a powerful new vertical: FemTech. This segment focuses on the unique biology, needs, and cycles of people assigned female at birth. It has not only created new products but has also helped destigmatize conversations around women's health.

Key FemTech examples include:

- **Hormonal Health Tracking:** Apps like Clue and Flo have moved beyond simple period tracking to provide detailed insights into how a woman's cycle impacts sleep, mood, energy, and exercise.
- **Fertility & Cycle Monitoring:** Devices like the Ava bracelet and the Mira fertility tracker use sensors to predict ovulation with high accuracy, making family planning more precise and accessible.
- **Menopause-Focused Tech:** Platforms like Stella and wearable devices like Embr Wave offer targeted solutions for managing menopause symptoms, providing a much-needed layer of support for this life stage.
- **Pelvic Floor Training:** Tools like the Elvie Trainer use biofeedback technology to guide users through exercises, strengthening the pelvic floor and addressing issues often overlooked by traditional wellness.

The convergence of FitTech and FemTech is a powerful testament to the personalization of wellness. For example, a woman's wearable device might sync with her cycle-tracking app to adjust her recommended training intensity and recovery needs based on her hormonal phase, demonstrating a truly holistic, bio-individual approach.



THE UNSEEN REALM: SPIRITUAL & ANCIENT MEDICINE TECH

For all its data and diagnostics, WellTech has historically focused on what can be measured—steps, sleep, heart rate, and metabolic markers. But what about the non-physical aspects of wellness? The emerging field of spiritual and energetic WellTech is bridging this gap, using technology to connect us to ancient wisdom and subtle forms of healing.

This new wave of innovation is fueled by a growing understanding that trauma and unprocessed emotion are not just mental concepts; they are held within the body's energy field. While WellTech can detect the stress and cortisol spikes, it often can't address the root cause of these energetic blockages. This is where the wisdom of ancient practices and new technologies converge.

Ayurveda and WellTech

Ayurveda, the 5,000-year-old system of medicine from India, is a powerful example of this synergy. Rooted in the concept of three doshas—Vata, Pitta, and Kapha—Ayurveda emphasizes personalized wellness based on an individual's unique mind-body constitution (Prakriti). Traditionally, this was determined through a subjective consultation and pulse diagnosis (Nadi Pariksha).

Now, WellTech is revolutionizing this ancient practice:

- **Dosha-Analysis Apps:** Apps like AyuRythm and Ayurveda Lifestyle Hub use AI and smartphone sensors to perform a modern-day Nadi Pariksha, analyzing your heart rate and pulse to determine your current doshic imbalance (Vikriti). They then provide personalized recommendations for diet, yoga, meditation, and lifestyle adjustments based on your unique profile.
- **Smart Wellness Devices:** There are now wearables and devices in development that aim to measure subtle energetic shifts, providing feedback on your body's energetic balance, or Prana.

The Energetic Revolution

Beyond Ayurveda, new technologies are bringing energetic healing practices into the mainstream. For centuries, practices like Reiki and sound healing were considered esoteric. Now, technology is providing a scientific framework and a physical medium for these modalities:

- **Binaural Beats and Sound Therapy:** Apps and platforms use specific sound frequencies (binaural beats) to guide brainwaves into states of deep relaxation, focus, or even REM sleep. This technology leverages the principle that different sound frequencies can influence our mental and emotional states.
- **Reiki Machines and Bio-Resonance:** While controversial to some, devices marketed as "Reiki machines" or "bio-resonance devices" are emerging. These machines often use pulsed electromagnetic fields (PEMF) or specific light frequencies, sometimes with the goal of creating a field that supports the body's natural energetic flow, akin to the work of a human practitioner. While the science on these is still developing, they point to a future where technologies could serve as conduits for energetic healing.

- **Astro Tech and Spiritual Guides:** This is perhaps the most personal layer of spiritual tech. Apps like Co-Star and The Pattern go beyond simple horoscopes, providing daily insights and prompts based on astrological data that can help users reflect on their purpose and life path. Others offer on-demand access to spiritual coaches, tarot readers, and energy healers, blurring the line between digital platforms and personal spiritual guidance.

THE HUMAN-TECH INTERSECTION IN HOSPITALITY

One of the most significant shifts is the transformation of hospitality spaces into platforms for preventative health. Hotels are no longer just places to relax; they are becoming sanctuaries where guests can learn about their biology, manage their stress, and receive support for long-term well-being.

This evolution is exciting, but it also raises a critical point: WellTech is a powerful tool, but it is not a replacement for human connection. Technology can provide data, but it can't offer empathy.

Example in action: The Human-Tech Synergy

A luxury hotel could equip its wellness suite with a Theragun for percussive therapy, Normatec compression boots for recovery, and a float pod for sensory deprivation. A guest's experience might start with a consultation where a trained wellness coach uses their wearable data to recommend a personalized recovery protocol. The tech provides the modality, but the human provides the guidance, context, and support.



This illustrates how wellness spaces must become a confluence of cutting-edge technology and compassionate human touch. This shift brings with it new responsibilities:

Data Interpretation: What happens if a guest receives a troubling biometric result? Who interprets it for them? Staff need to be trained not just as technicians but as facilitators, equipped to handle sensitive conversations and refer guests to professionals.

Emotional Intelligence: WellTech, particularly in areas like neurofeedback and emotional regulation, can lead to profound emotional releases. Staff must be trauma-informed and understand how to create a safe space for these experiences.

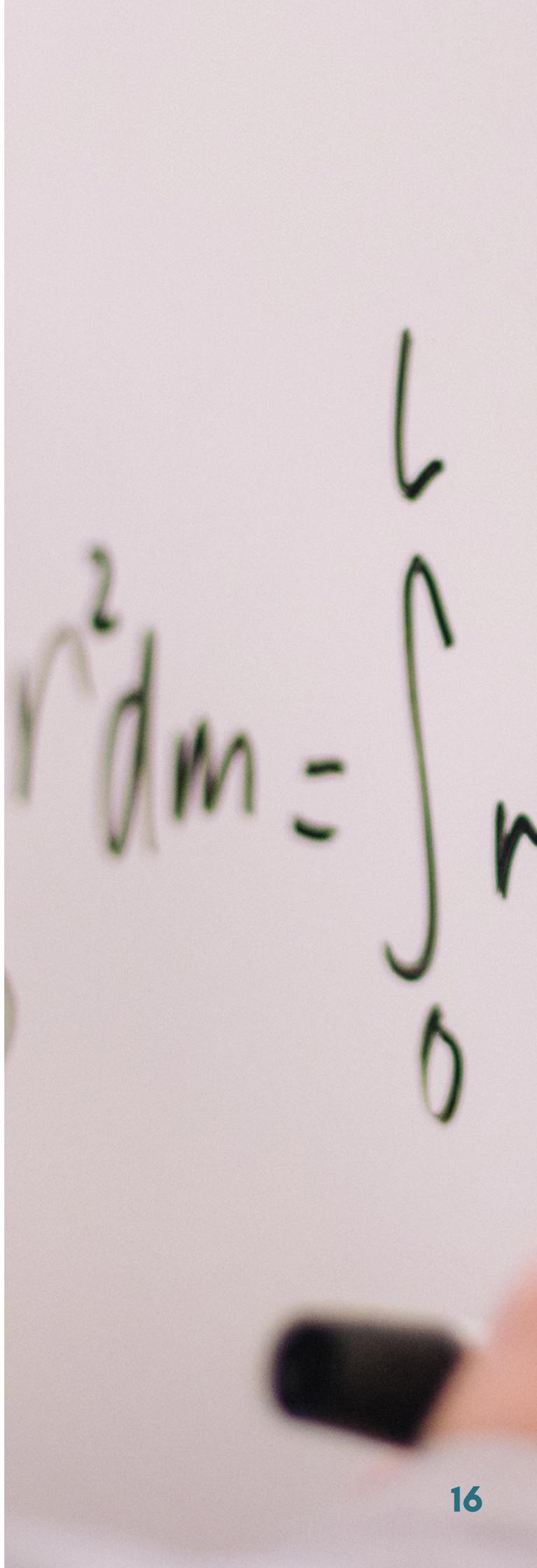
Ethical Curation: The proliferation of WellTech means not all products are created equal. Consultants are needed to curate the right technologies and design spaces that honor both innovation and integration, prioritizing proven science over fleeting trends.

The hotel of the future will be a place where guests can engage with their wellness on a deeper level. A guest might use a Hatch Restore smart alarm to wake up with simulated sunlight, use their HeartMath Inner Balance biofeedback sensor to practice stress regulation, and then participate in a hotel-led recovery session using Hyperbaric Oxygen Therapy (HBOT). But throughout this journey, a human guide is present, curating the experience and providing the support that technology cannot.

THE FUTURE OF WELLTECH: INTERCONNECTED & ETHICAL

The future of WellTech is all about interoperability. We're moving towards a world where a guest's wearable syncs with a hotel's system to automatically adjust their room temperature and lighting for optimal sleep. AI will become even more integrated, providing personalized wellness coaching and recommendations that are truly dynamic and responsive.

However, the final takeaway is that WellTech is not a trend—it's a fundamental shift in our relationship with health. It empowers us to move from passive wellness to active agency and from generic programs to intelligent customization. The inclusion of spiritual and ancient medicine technologies demonstrates that this personalization extends beyond the physical, touching on the energetic and emotional dimensions of our being. The goal is no longer just to live longer, but to live better, with more vitality and purpose. WellTech is the engine, but human presence is the guide. It is in this powerful and ethical partnership that we will truly unlock a future of wellness that is powerful, transformative, and truly luxurious.





HOW CAN WE(i) THINK HELP?

THE SCIENCE OF SOULFUL HOSPITALITY

At WE(i) Think, we believe that true wellness is a story—a narrative crafted with intention, expertise, and a deep understanding of human experience. We don't just offer consultancy; we act as your co-authors in creating a holistic journey for your guests and employees.

Our approach is a 360-degree philosophy rooted in a blend of extensive hospitality experience and specialized health and wellness credentials. We are certified specialists in holistic well-being, but our knowledge goes beyond certifications. We are relentless in our pursuit of insight, with every project becoming a living laboratory of continuous research, expert interactions, and innovative ideation.

This meticulous, detail-oriented process allows us to embed the principles of longevity and holistic well-being into the very DNA of your property. We never engage in "box-ticking" or simply copy-paste trends. Instead, we select and integrate every piece of equipment, every program, and every offering because there is sound science and clear coherence behind it. From the menu crafted with your chefs to the lighting system in the guest rooms and the training of your staff, every element is there for a reason. Our mission is to make the healthy choice the easiest and most appealing choice, ensuring a cohesive, property-wide vision of wellness.

Whether it's for an entire property or a specific department, our services can be tailored to fit your needs, with programs and retreats available in English, French, Italian, or Spanish. We believe in collaborating with every single team, fostering a collective, property-led vision where wellness is not a separate offering, but a core value.

To start telling your story of soulful hospitality and integrated longevity, please visit our website or email us at: www.wei-think.com or hello@wei-think.com



5 KEY TAKEAWAYS FROM THE WELLTECH REVOLUTION

1. Honoring Bio-Individuality: Wellness is no longer a one-size-fits-all model. WellTech provides the tools to measure and understand individual biology, bridging the gap between mass-market solutions and truly personalized health. It empowers people to make choices based on their unique data, not generic advice.

2. Strategic Curation is Key: The WellTech landscape can be overwhelming and expensive. The proliferation of devices, apps, and platforms requires a clear vision and defined objectives. Success in integrating WellTech—especially in hospitality—depends on strategically curating technologies that align with your brand and target audience, rather than simply adopting every new gadget.

3. Holistic, but Fragmented: WellTech has expanded to cover all facets of wellness, from fitness and sleep to mental, spiritual, and energetic health. This offers a truly holistic approach, yet the ecosystem remains fragmented. Most devices and apps do not yet communicate with one another seamlessly, creating a challenge that future innovation must solve for true interoperability.

4. The Human Touch is Requalified, Not Replaced: While technology provides powerful data and automated solutions, it cannot replace human empathy, intuition, and expertise. In a WellTech-enabled world, the role of professionals—coaches, practitioners, and hospitality staff—is elevated. They become interpreters, facilitators, and compassionate guides, turning raw data into meaningful, human-centric experiences.

5. Technology as a Guide, Not a Crutch: WellTech is a powerful tool to enhance self-awareness, but it should not replace the fundamental practice of listening to one's own body and intuition. The most effective use of this technology is not to blindly follow its metrics, but to use them as a guide, helping to validate and deepen the connection to your inner wisdom.



**"NEW TECHNOLOGY IS NOT
GOOD OR EVIL IN AND OF
ITSELF. IT IS ALL ABOUT HOW
PEOPLE CHOOSE TO USE IT"**

DAVID WONG

THE PODCAST & THE VIDEO

WITH

Sarah Attia



Prior to founding Somadome in 2012, Sarah Attia studied Rhetoric at UC Berkeley and went on to teach high school in Crenshaw while spending her summers as an international travel writer for Random House. After studying toward her Master's in International Affairs at The New School in New York City, she decided to become an attorney, and attended The University of the Pacific, McGeorge School of Law.

Her focus was criminal law, and she was appointed to Governor Schwarzenegger's Administration concerning indeterminately-sentenced inmates' parole status. She was asked to bridge to the current Brown Administration in the same capacity.

Personally, she has always been focused on holistic practices, having studied yoga for 25 years and becoming a certified instructor, receiving her Reiki II, and studying and practicing Ayurveda, as well as Vipassana meditation.



HOSTED BY WE(i) THINK'S
FOUNDER & CEO

Celine Vadlam

We were fortunate to connect with Sarah Attia, the Founder and CEO of Somadome - the world's first technology-enabled meditation pod designed to provide a full-spectrum experience for the body, mind and spirit. The conversation spanned across many subjects, from Sarah's revolutionary vision for Somadome to the future of WellTech.

What is the story of Somadome?

Sparked by a dream, the vision of the Somadome was born out of a genuine desire to provide a safe space to go within and access a world of tranquility. Inspired by the global community of wellness seekers, the highly specialized domes can be found in 100+ locations spanning 13 countries and 4 continents, with much more on the horizon.

Merging ancient healing remedies with modern technology, the dome is a personal meditation pod providing meaningful stress relief in exactly 20 minutes. Free-standing and fully immersive, the Somadome is fueled by LED color and light therapy, binaural beat meditation and magnetic therapy that create an environment for profound mental, spiritual, and physical benefits.

The current market placements include airlines, hotels, spas, high performance gyms, doctors offices, wellness clinics, schools, homes, some examples: Carillon in Miami, Four Seasons in Orlando, SenSpa in SF, MAMBA Sports Academy, Under Armour HQ, Adobe offices.

Listen to or watch the full interview through WE(i) Think's channels and wherever you get your podcasts.



What are the benefits of the Somadome in terms of wellness?

Multiple studies that have used Somadome to treat different health issues (ranging from high blood pressure to fatigue, and anxiety) have found clinical evidence of its benefits. Research has shown that 2-3 sessions a week over the course of four weeks dramatically reduces anxiety and depression in 87% of people studied - across diverse demographics. Additionally, 69% of professional athletes studied reported better performance and recovery, and students and professionals better focus and creativity. Virtually all users regardless of frequency report reduction in stress and a sense of calm after one session.

"EVERYTHING HAPPENS IN THE MIND. WE'RE SO CLUTTERED ALL THE TIME. WHAT IS THE TECHNOLOGY TO SHUT THAT OFF?"



Surveys conducted on Somadome's effects on concentration, mindfulness, and anxiety symptoms found that a single dome session reduced stress in 100% of the participants. Binaural beats meditations affect the brain in areas of mood, attention, and perception of sensory information. The binaural beat meditations use a specific type of auditory stimulation to help the conscious mind relax. Exposure of approximately 20 minutes can be effective at assisting the transition to states of reduced anxiety and increased attention.

Listen to or watch the full interview through WE(i) Think's channels and wherever you get your podcasts.



Where do you see complementarities between your device and treatments delivered by therapists?

Our guided meditation tracks deliver a customizable experience and are ideal to compliment treatments delivered by therapists and conventional Western medicine. For instance, Programs of 20-minutes per day have been shown to reduce pain sensitivity and reception after only 5 days. Since there is so much reasonable expectation for overlap between meditation and binaural beats, we think Somadome is ideal for the person who believes they are too busy to fit meditation into their life, or does not feel they have a space in their home or workplace where meditation is possible.

What is the ROI in terms of spa operations?

By following our marketing guidelines, we see market-facing domes generate an average of \$750 - \$1,500 monthly, with just basic efforts from spa operators.



“THE BIGGEST TRANSITION WE’RE MAKING IN WELLNESS IS WE’RE COLLECTIVELY WAKING UP.”

Wellness is going in opposite directions: tech and medical on one side, and ancestral and spiritual on the other . How do you see this relationship going forward?

Somadome combines ancient healing practices with modern technology to promote stress relief, vitality, and alignment in a quick 20 minute session. Our mission is to make the world a more peaceful place by providing a sanctuary of wellness that replenishes the whole person.

Listen to or watch the interview through WE(i) Think's channels and wherever you get your podcasts. Interesting in knowing more and how WE(i) Think can help? Contact us at hello@wei-think.com



THE PODCAST & THE VIDEO

WITH

Christopher Gabriel



Christopher R. Gabriel is an Integrative Nutritionist & Certified Wellness Counsellor with over 15 years of experience stemming from a lifelong pursuit of knowledge, and research in healthcare.

Christopher has spent the last two decades researching practical scientifically verified approaches to treating disease and illness via integrative nutrition, and lifestyle approaches. Expanding his research and scientific exploration incorporating every aspect of the human condition developing an ontological study of well-being.

Christopher's work connects and coalesces human physiology with the intangible characteristics of the human experience.

Christopher now serves as the Chief Science Officer & Chief Operations Officer Hospitality of Virtusan AG where he hones the insights, research, and knowledge of the Virtusan Science Advisory Board into the platform itself.



HOSTED BY WE(i) THINK'S
FOUNDER & CEO

Celine Vadlam

We had a chance to sit down with Christopher Gabriel to talk about Virtusan, its mission and services, and its current expansion into the world of hospitality, following the recently announced partnership with the Maybourne Hotel Group.

Listen to or watch the interview through WE(i) Think's channels and wherever you get your podcasts.

Virtusan was founded by Dr. Li Wu with the mission to provide the most scientifically-validated approaches to mind and body health, making wellness and health widely accessible. The platform has been developed in collaboration with the world-renowned scientists and subject-matter experts and offers guided health practices to improve resilience, sleep, and well-being for personal use as well as the corporate setting.

However, the ambitious team behind Virtusan didn't stop at that. In a continuous effort to expand its services and offerings, the company recently partnered with the prestigious Maybourne Hotel Group in the UK to take the members' wellness experience to the next level.



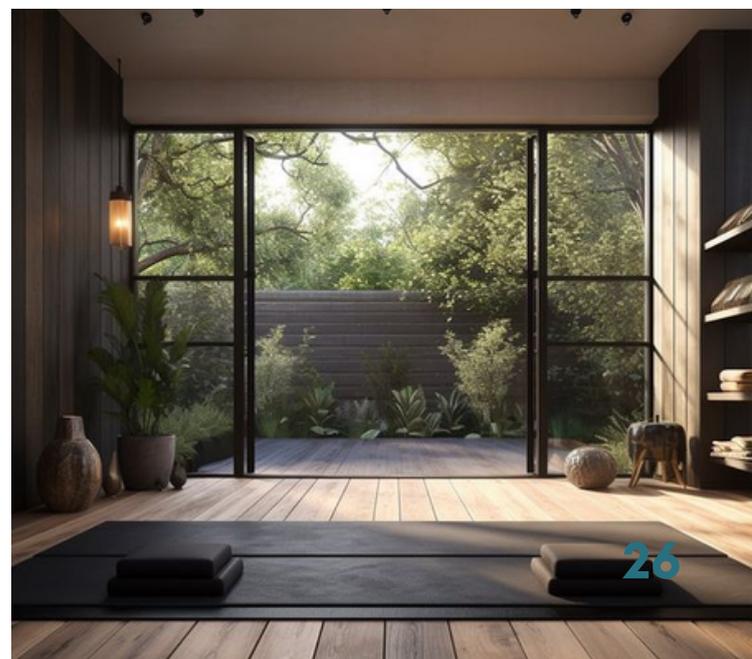


Harnessing their scientifically-backed approach to health, Virtusan aim to integrate their protocols in every area of a hotel operation and work with every level, back-end and front-end, to provide a carefully crafted multisensory wellness experience to the guests. The principles, practices and routines that are being implemented address three key pain points in modern society: sleep, stress and performance, with the broader umbrella-topic of longevity in mind. From the culinary experience, to the fitness centre, to spa offerings, to suite design, Virtusan are creating a carefully curated experience, which Christopher describes as “structured and elevated”.

The approach, however, is not restrictive. Quite the opposite, it is what Christopher calls “additive”. He further points out, “everything should feel as though what you are getting is more and more nourishing to your experience of life and your experience within the hotel”.

By focusing on the curated experience and addressing wellness as a whole, Virtusan are bridging the gap in the industry - taking away the overwhelm associated with having too many “menu options”, on the one hand, and the fatigue of too restrictive a programming, on the other.

"IT'S A 180 ON THE TRADITIONAL HOSPITALITY WELLNESS MODEL. IT'S A SYNERGISTIC APPROACH"



So how is the experience curated for each guest? Based on extensive research, Virtusan formulated an onboarding model that combines an educational component, an assessment of where someone is at on their health journey, and a goal-setting part. Christopher says: "We guide people through what they need at any stage of their life, at their own pace. We really meet people where they are".

And the best part? The length of the stay doesn't matter. Whether you are committing to a day or a week of an experience curated by Virtusan, you will be able to reap the benefits right away. The model designed by Virtusan, thus, takes into consideration and provides for every type of traveler and hotel guest. That is great news for business travelers for whom often, stress, sleep and performance tend to be priority needs. Furthermore, it's an approach that has sustainability at its core. Because the company positions itself as a guide to better health, the entire experience is created in such a way that the guests can seamlessly integrate it into their lives even after the hotel stay is over, one of the tools to assist with that being the Virtusan app.

With their unique and innovative model that serves both, the guests and the business, Virtusan have ambitious goals of expanding. "When you work with Virtusan, everyone we come into contact with becomes healthier", says Christopher.

Listen to or watch the interview through WE(i) Think's channels and wherever you get your podcasts.



WALK THE TALK

WELLTECH

Sammy Gharieni



Founder & CEO of Gharieni Group, Sammy Gharieni is known for his visionary industry leadership and his pioneering spirit. He has built an extraordinary Wellness brand based on a DNA of innovation. He began by revolutionizing the sector of treatment beds more than 30 years ago, when he founded the Gharieni Group, realizing there were important gaps in the market that could be turned into singular opportunities. Today, the Gharieni Group has a 120-country reach, and is the leading company and thought leader, in the area of spa, wellness, and medical treatment beds, furniture, accessories and Mind/Body Wellness Technologies.

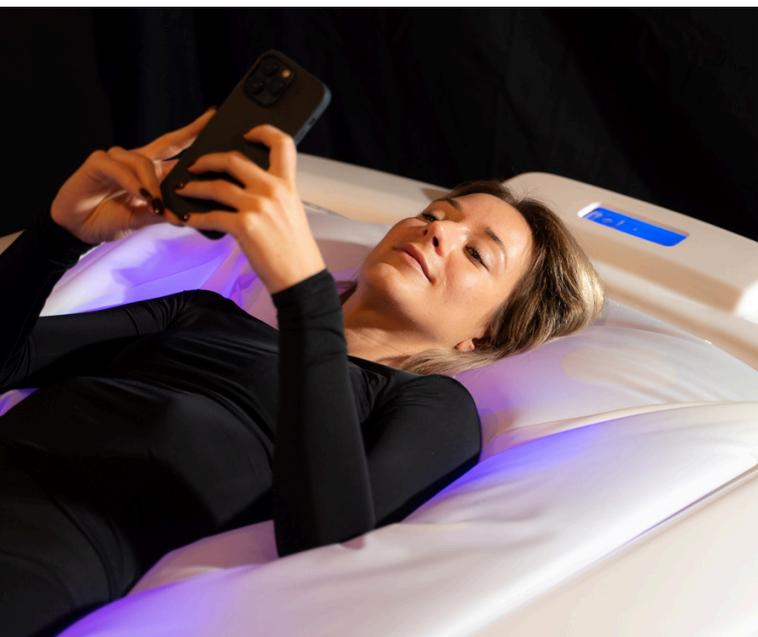
Sammy is the recipient of the coveted 'A Life of Beauty Award' from industry event, Beauty Düsseldorf. His unique perspective, having been raised between Belgium and Tunisia, together with an education in Germany as an engineer, fuels his passion for driving innovation. He continues to travel the globe to find inspiration and new ideas to create new business opportunities and improve existing processes. His customer-centric mindset is always looking to improve service, curate experiences, and refine processes that will deliver exceptional value and support his customers' businesses - while delighting the consumer with unique Wellness experiences.

What was the original vision behind Gharieni, and how has that evolved in the context of longevity and personalized health?

When I founded Gharieni, the vision was clear: to push boundaries in what was possible in spa, medical and aesthetics equipment, and create tools that would elevate the guest experience. Over time, that vision has naturally evolved from creating “equipment” to shaping holistic experiences that support longevity and personalized health. Today, we see ourselves less as a product purveyor and more as a partner in lifestyle transformation—where wellness, science, and personalization converge.

How do you define longevity in the context of your work, and why is it an important focus for spa tech?

Longevity is not just about adding years to life—it’s about adding quality to those years. In our work, longevity means supporting preventive care, resilience, and balance, using technology as a bridge between evidence-based science and daily lifestyle. Spa tech plays a critical role because it supplies environments and provides tools for interventions that nudge sustainable habits, rather than just episodic treatments without context of why these treatments are being done.



How can your product be used to support long-term behavioral change and not just momentary health awareness?

Our products are designed to create repeatable, measurable experiences that gently guide the body and mind toward healthier states. By combining sensory stimulation, and personalized protocols, we move beyond “one-time relaxation.” We want our solutions to help people feel the difference over weeks and months—so wellness shifts from being an occasional luxury to an integrated part of life.

How do you see your products evolving to become even more integrated with longevity-focused lifestyles or regenerative health?

The future lies in hyper-personalization. We’re working toward solutions that adapt in real time to an individual’s physiological signals, allowing for protocols that grow with the person. We see our systems becoming a daily or weekly ritual, combined alongside exercise, nutrition, and regenerative practices. Imagine a future where our spa technologies are not only in wellness centers but also seamlessly integrated into people’s homes and medical facilities.

How do you collaborate with researchers, health institutions, or clinical trials?

Collaboration is essential. We partner with clinics, and research institutes to validate outcomes and refine our protocols. Clinical trials are a cornerstone—ensuring that what we promise is backed by science, not just anecdotal feedback. These continued channels of communications between research and innovation allows us to keep pushing into further product development that meet the wants and needs of the customer while contributing to new frontiers of preventive health or positive lifestyle behaviors.

How do you see your products integrated into classical hospitality context?

Hospitality is shifting from “rooms and restaurants” to “experiences and wellbeing.” Our products are a natural extension of that shift, transforming spas, suites, and relaxation areas into immersive health experiences. A hotel stay with Metawell Mind Body technology can now become a wellness journey, giving guests a tangible sense of renewal that lasts well beyond checkout.

What do you think is next for welltech—especially as we move toward more proactive, personalized health?

The next wave of welltech will be hyper-personalized, data-driven, and seamlessly connected across platforms. We’re moving toward a model where biometric data, lifestyle habits, and wellness technologies are integrated into one ecosystem. This will allow people to receive real-time recommendations and engage in preventive strategies and moving away from reactive that are the traditional “one-size-fits-all” Fixes.



Are there any limitations or ethical considerations you think welltech needs to address before reaching its full potential?

Data privacy is one of the biggest challenges—when we start integrating biometric and behavioral data, we must ensure this information is handled ethically and securely. Another limitation is accessibility: welltech should go beyond “privileged few.” Democratizing access, while maintaining quality and credibility, is critical for long-term trust in our industry.

How do you foster longevity and wellbeing internally among your own team? Any team rituals or insights?

We encourage daily rituals of movement, mindfulness, and recovery—and of course using our own technologies during work hours.

What’s one longevity practice you’ve personally adopted after using your products?

I have embraced micro-recovery rituals throughout my day. Using our binaural vibroacoustic technologies for short sessions has been transformative—it allows me to reset, refocus, and manage stress in real time. This has taught me that longevity is built not just in grand gestures but in small, consistent practices woven into daily life.





WALK THE TALK

WELLTECH

FOREO

BORIS RASPUDIC
General Manager UK & Ireland

Boris Raspudic joined the UK team in February 2019 as General Manager UK & Ireland with a clear vision of delivering growth and business development. Raspudic joined the company early on at the start of 2015, and worked his way up the ranks, holding positions such as EMEA Ecommerce director in Zagreb (where the brand's head office is based) to Deputy Commercial Director for EMEA before stepping into his most recent role in the London-based headquarters in 2019.

Raspudic oversees the entire UK and Irish market from operations to sales, marketing and PR. During his tenure at FOREO, Raspudic has been instrumental in delivering growth for the brand, so far he has delivered an impressive 100% year-on-year growth in sales in the UK market from 2019-2020.



What is FOREO's story?

Founded in 2013 with a rebellious spirit and thirst for more. We create visionary beauty and well-being solutions combining cutting-edge technology with award-winning, sleek Swedish design. FOREO is not your traditional beauty company. We belong to a category of our own.

The concept of Swedish Beauty Routine by FOREO is based on a minimal number of products, all working in harmony, bringing maximum results. LUNA™, FOREO's iconic facial cleanser, had an unexpected beginning - a well-intentioned anniversary gift from the founder, Filip Sedic, to his wife. The facial brush he purchased ended up causing more damage than good, leading Filip, a restless visionary, to invent his own facial brush. This pioneering approach ultimately sparked a beauty movement, revolutionizing skincare routines around the world.

What is your client's profile? Has it evolved since you launched?

When we first launched, our early adopters were beauty-forward consumers who were highly engaged in skincare and open to new technologies. Over the years, our client base has grown and diversified significantly. Today, among our customers we have from tech-savvy Gen Z users looking for efficiency and convenience, to wellness-conscious millennials and even professionals in the beauty and spa sector.

We've also seen a rise in male consumers investing in skincare, and we continue to gain traction among more mature audiences seeking long-term results with minimal intervention. The common thread? They're all looking for smarter, more effective ways to care for their skin.

Although we proudly have FAQ™ Swiss, a brand under the FOREO umbrella, specializes in anti-aging treatments. Tailored for those who are serious about skincare, have invested in clinical beauty treatments to address signs of aging, and expect the same level of quality and results in all their future treatments.

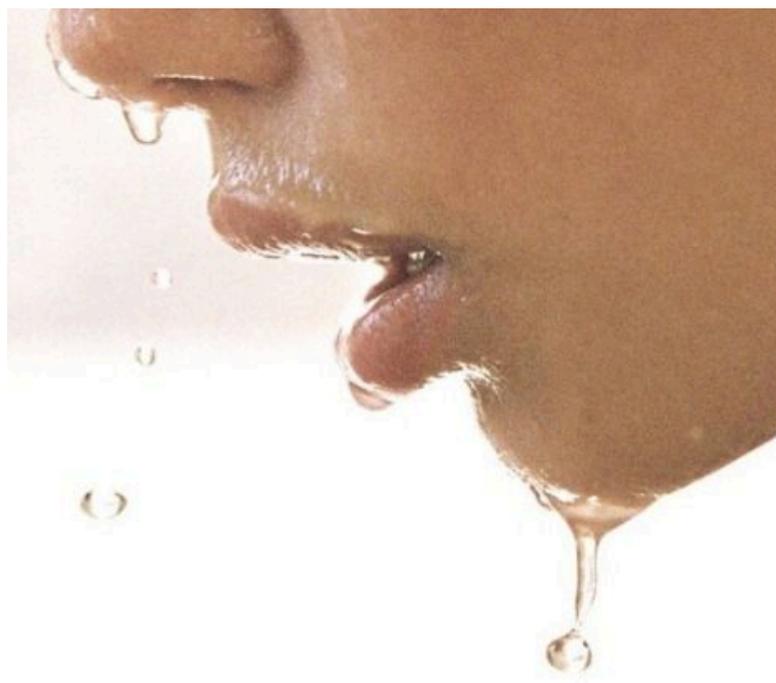


At the end, as our name comes from “FOR EveryOne” - Inspired by Queen’s legendary song “Heaven For Everyone”.

How did you decide to go from home skincare devices to high-technology products for spa therapists?

Our main market is non invasive at home beauty tech and skincare. At FOREO, we're all about empowering people to take control of their own beauty in the easiest way possible and that means that you choose when and how. We want to make professional-grade beauty treatments more accessible for personal use and deliver professional-level results without the cost and time commitment. In any case, the growing interest and demand from spas and clinics has been a natural and organic evolution. As our technology and our products earned trust among consumers, we saw a growing demand from professionals who wanted to bring that same innovation into their treatment rooms.

By bridging the gap between at-home routines and in-clinic care, we empower professionals to offer enhanced experiences while allowing clients to continue their skincare journey seamlessly at home. It’s about creating a full experience of self care.



**What are the benefits of your products?
Where do you see complementarities
between your devices and treatments
delivered by therapists?**



Our devices are designed to deliver maximum results with minimal effort. Benefits range from deep yet gentle cleansing, improved product absorption, increased circulation, and stimulation of collagen production – all while being non-invasive and user-friendly.

For professionals, our devices are the best allies. They help to increase the efficacy of treatments. For example, combining LUNA™ with a therapist's cleansing technique or using our LED devices such as our iconic and viral, FAQ™ 202 LED Face Mask, and microcurrent devices such as BEAR™ 2 or FAQ™ 400, during facials can boost outcomes and client satisfaction.

Where are your products seating within beauty, wellness and longevity?

Our philosophy at FOREO is simple - we want to create products that make people feel good. We believe that beauty is more than skin-deep. It's about feeling confident, empowered, and happy in your own skin. That's why we're passionate about creating products that not only improve the health and appearance of your skin, but also enhance your overall well-being. we're all about empowering people to take control of their own beauty because we believe that skincare is more than just a daily routine - it's a way of life.

How long does it take to see a return on investment on touchless devices?

Our devices are an investment but are built to last a lifetime so the return on investment is huge. They last but they also require minimal maintenance, which makes them highly cost-effective in the long-term.



How do you see WellTech in general impacting the wellness industry? Do you think that it can increase accessibility to a wider population?

Absolutely. WellTech is not just a trend - it's our new reality. By combining technology with wellness principles, we're creating smarter, more personalised, and more inclusive solutions. FOREO's mission has always been to democratise skincare and beauty tools that were once only accessible through professionals or expensive treatments.



Wellness is going in opposite directions: tech and medical on one side, and ancestral and spiritual on the other. Do you think the two can meet and can your products bridge the gap?

Of course they can meet - and they absolutely should. At FOREO, we believe skincare is about more than just appearances; it's about feeling confident, healthy, and empowered in your own skin. That's why we're passionate about building a community centered on self-care, self-love, and authentic self-expression.

Our products are designed to be effective, intuitive, and easy to use. We believe that true innovation doesn't reject ancient wisdom; it elevates it. By combining cutting-edge science with holistic rituals, FOREO creates experiences that not only transform your skin but also enhance your emotional and energetic well-being.





WALK THE TALK

WELLTECH

Carillon Miami Wellness Resort

TAMMY PAHEL
VP of Spa & Wellness Operations

Widely recognized as a visionary in wellness technology and integrative health, Tammy currently serves on several prominent industry boards, including ISPA, the Global Wellness Summit, and the Forbes Advisory Board, where she holds the exclusive Wellness Seat. She also serves as Chair of the Sustainability & Wellness Council for the Greater Miami Beach Hotel Association (GMBHA). Her contributions have been honored with ISPA's Innovation Award (2023) and Contributor Award (2024).

Since joining Carillon in 2018, Tammy has led the transformation of the resort into a 70,000-square-foot flagship destination for spa, fitness, wellness technology, and integrative health. Under her leadership, Carillon has formed strategic global partnerships, driven substantial revenue growth, and redefined the guest wellness experience.

Pahel is also the founder of Spa Management Solutions, Inc., a consulting and advisory firm. Recent consultancy projects include Henderson Resort & Spa (August 2017-May 2018), Deer Lake Lodge & Spa (April 2012-Nov 2013), and Cinzia Spa North Beach (September 2006-April 2012).

Additionally, Pahel is the President of Education for Southeast Spa Wellness Association, a Global Wellness Summit Ambassador, and a member of Florida Spa Association and International Spa Association. She was previously an ISPA Board Member (2000-2004), an ISPA Committee member (1997 - 1999, 2005 - 2011), and attended and participated in ISPA Media Events (1999-2011, 2017, 2018, 2019).

When did you start including Touchless wellness devices in your spa and why?

Carillon Miami debuted touchless wellness in 2020 as a solution to the challenges COVID-19 brought to traditional wellness services. We introduced these treatments to offer our clients new ways to elevate their health journey with limited outside touch.



What was the guests' reaction and how has it evolved until now? Is it attracting a new demographic of clients?

When we first launched our touchless wellness services, our 55+ guests were excited to hear about our new offerings and learn more about what exactly they entail. In 2021, our wellness circuits really ramped up and began to run two to two-and-a-half hours. Our touchless treatments brought in a new demographic of clients as the harsh effects of the pandemic set in, such as struggles with sleep, physical pain, and depression. People felt safe coming to Carillon Miami knowing they had the option to indulge in a touchless wellness treatment during the peak of the pandemic; however they continue to be popular as the needs of clients have shifted to be more focused on mental wellbeing.





Where do you see complementarities between touchless devices and treatments delivered by therapists?

Carillon Miami is designed as a one-stop shop for wellness because we know that human beings are complex creatures, and the mind and body can both need different treatments at the same time. For example, people combine the serenity and relation of salt baths to float stress away while still leaning on massages and facials to release tension in ways that only deep personalized attention can do. Some things cannot be replicated without the human touch, and that's okay; we adapt to ensure we are equipped to offer a balance of treatments to suit the needs of every guest.

How long does it take to see a return on investment on touchless devices?

Carillon Miami has fostered great long-lasting relationships with the partners we feature in our touchless wellness offerings. With that said, we see a return on investment on the majority of our equipment within 3-6 months.



How do you see WellTech in general impacting the wellness industry? Do you think that it can increase accessibility to a wider population?

We believe that WellTech will become more of a standard practice throughout the wellness industry as a means to keep up with the growing interest people have to begin wellness journeys and maintain their physical and mental health. We can see touchless wellness in particular rising in popularity, as it can cater to people with physical or mental deficits in a way like never before.

Wellness is going in opposite directions: tech and medical, on the one hand, and ancestral and spiritual, on the other. Do you think the two can meet?

Carillon Miami is proof that the two can meet. Ancestral and spiritual wellness has stood the test of time because of their effectiveness; however, we are consistently looking to tech to incorporate innovative treatments into our offerings to meet the ever-changing needs of our clients. The perfect marriage between the two can be seen in our full body cryotherapy; we utilize age-old science combined with cutting-edge equipment to make our -275° chamber one of the coldest in the country.



WHO ARE WE(i)?



We are experienced hospitality and tourism development experts, with 10+ years' of strategic and implementation services with the world's most prominent high-end brands.

We are also certified health coaches with passion and knowledge in holistic wellbeing.

Our experts are passionate about wellbeing and walking their talk professionally and in their personal life, bringing a rich skillset integrating corporate practices, operational guidelines, health, fitness, mindfulness, nutrition knowledge and spiritual mindset.

Our approach is profitability-conscious yet people, community and environment-oriented, in line with our mission to make clients, guests and employees thrive, grow and live a healthier and happier life.

From entrepreneurs to large corporations, we offer a range of tailored solutions to support you at every stage of your project, from conception to operations.

Visit our website to discover our projects' portfolio and panel of services, including our program dedicated to entrepreneurs, and email us to know more: hello@wei-think.com

MEET THE FOUNDER



Celine Vadam

Celine is the Founder and CEO of wellbeing concept consultancy WE(i) Think and an expert in hospitality, tourism, wellness/spa, F&B and residential development. A certified health coach, her wellness competences are paired with her interest in sustainability for a holistic approach to wellbeing including both people and planet. She founded Retrouv'l and co-founded the Hospitality of the Future Think Tank.

Living and breathing a healthy lifestyle, she is a real wellness geek, continuously learning and studying, embracing **the** wisdom from around the planet and sharing her expertise through coaching, public speaking, publishing articles, lecturing students and contributing to global initiatives. Feel free to contact us if you are interested.

Member of:



DISCOVER OUR BRANDS

WE(i) Think is dedicated to inspire and lead the way to improve the wellbeing of the people and the planet. Through our brands, we are raising both corporate and mainstream awareness.



Health and lifestyle coaching programs and retreats for individuals, with a 360 approach to wellbeing and longevity, connecting mind, body and soul.

<https://retrouvi.com>

Community of industry professionals brainstorming on how to bring the hospitality industry to the future with sustainability, wellness and innovation at its core.



<https://hospitalitythinktank.com>



A collaborative community of industry professionals bringing wellness experts and retreat venues together to create transformative experiences.

<https://nomadicwisdoms.com/>

THEY SAY ABOUT US



“Céline is a joy to work with. Smart, reliable, highly-knowledgeable and a well-connected professional who has expert knowledge in “true wellness” and how it interacts with hotel operations. Céline helped us identify the right strategy and approach to wellness based on global wellness trends and our specific project needs. Her practical advice was invaluable.”

VP, Private Equity firm.

Project: Holistic Wellness Concept For The Renovation Of A Luxury City Hotel

“Celine has a friendly yet professional approach with people, making them feel at ease while challenging them to see things with a new perspective. She is a multifaceted coach and strategic thinker with a sharp eye for details. A nice plus: she works regularly with 5-star hospitality players, which makes her a good fit for Belmond.

I’ll definitely consider her again for other wellness events and would be glad to keep her in the loop of our wellness strategy.”

Sofia Chiaro, Area Marketing Executive Italy, Spain & Portugal, Belmond.

Project: Wellness Retreat at the Grand Hotel Timeo, a Belmond Hotel, in Taormina, Sicily - Italy

Review our [Project’s Portfolio](#)

CONTACT US

 HELLO@WEI-THINK.COM

 WWW.WEI-THINK.COM