

# OPAL INSIDER

Essential information for all things Opal

BY SARA JONES



## Wellness with Purpose

A recent partnership with Kerstin Florian meant offering a cohesive spa menu and products across the Opal Spas, but it also brought something else to the massage table – purposeful, full body-mind rejuvenation.

What is bliss, really? A vague state of inner joy? A few stolen moments in your happy place? If you venture into an Opal Collection Spa and experience its new offerings, this definition might come into clearer focus. Bliss is spiritual fulfillment, yes, but it's also wellness in body and mind – down to the cellular level.

One way to tap into this peaceful frequency is through the Opal Collection Spa's new Signature Bliss Journey. First, you're led through a breathing exercise and energy-balancing ritual, putting your body in a restful state that's open for healing within minutes. Then, the head-to-toe treatment begins with a creamy exfoliating

mineral scrub made with wild lavender, basil, and eucalyptus. No need to get up from your table for a rinse; your therapist will use a special rinse technique right where you are, so you can continue to sink into deep relaxation.

Next, you're treated to a massage with warm lavender oil and a soothing stone application designed to relieve muscle tension. "We use warm rose porphyry stones handcrafted in Sweden, which have a beautiful, grounding energy," says Trina Jefferson, Opal's Vice President of Spa & Wellness. The bliss continues with a wrap, a hot oil scalp treatment and pressure point massage, and finally an invigorating foot massage to bookend the whole experience.

"Bliss" is truly the right word to describe it.

A new highlight on the Opal Collection Spa menu, the Signature Bliss Journey is part of the spa's new Kerstin Florian program. In the works for several years, Opal officially partnered with Kerstin Florian in 2021, and now offers a cohesive, specially curated spa collection with standardized menus and products at nine Opal spas. From the very beginning, Kerstin Florian, who started her namesake company in 1978, set out to create unique opportunities in health and beauty. Growing up in the Swedish countryside, she understood early on the importance of the bond that exists between body and soul, positive energy and health, earth and wellness, and an association with nature.

into each treatment — from the equipment we choose, to our product line, to the way our therapists practice," Jefferson says. "The minute you lie down, the therapy begins."

That could have something, if not a lot, to do with the treatment tables. Custom-designed for Opal Spas, these zero-gravity Oakworks Britta beds boast built-in systems for chromotherapy and vibroacoustic therapy. Sound gently permeates your cells, quickly taking your brainwave frequency from a beta — the state of alertness, focus, and reasoning — to a theta, a dream-like, meditative place of deep relaxation. Theta meditation is the optimal state for receiving a whole-body treatment designed to nourish and heal while chasing away stress and bottled-up tension.

"We have created body treatments that include the luxury and therapy of a body treatment without compromising massage time," Jefferson says. A perfect example of this is the Replish Journey. This nourishing, detoxifying experience, which Jefferson calls "the ultimate treatment," helps replenish one of the most essential and often deficient minerals in the body: magnesium.

"Our body can create antioxidants and vitamins, but it does not produce minerals, which are responsible for so many processes in the human body," Jefferson explains. "Magnesium alone is responsible for 300 enzymatic processes — sleep, brain chemistry, muscle function, energy levels, and so much more. Replenishing the body with minerals is crucial to overall health, and the No. 1 way to take them in is transdermal, through the skin."

During the Replenish Journey, dry brushing stimulates lymphatic flow, and a full-body massage melts away your knots with a blend of mineral creams and an organic ginger warming oil. Next comes a mineral-infused wrap and targeted acupressure rituals. (Love the treatment? You can take these ingredients home, and the spa staff will instruct you on the right way to draw a mineral bath.)

In general, Jefferson explains, guests can choose an area of focus for their experience: pain and inflammation, detox and slimming, nourish and hydrate, or sleep and relax. Their selection informs the types of oils used in the treatment — ginger for pain, grapefruit

and black pepper for detox, lavender for relaxation, and neroli for nourishment. Treatments can also be customized with the addition of body enhancements, such as CBD oil for pain, a pressure point massage for the feet or scalp to target specific points related to stress and tension, percussion therapy, and even "jet boots" — compression boots that support the health of the lymphatic system.

"Spa is all about feelings," Jefferson says. "We're making sure all the senses are addressed the minute you step into an Opal Spa. Hear the natural sounds of water, smell the subtleness of aromatherapy, feel soft fine textures, taste fresh citrus spa water and healing teas. We want you to feel a connection to nature through design and therapies. Biophilic design is in our future — to connect our guests to nature and the energies and rhythms that calm and revive us. This is the start of many, many great things to create wellness in the properties."

Each guest's time on the table ends with a refreshing spritz of neroli water, an essential oil made from the blossoms of bitter orange trees. The uplifting citrus aroma brings them back to the present moment and to the next replenishing experience awaiting them at Opal Spas.

## WHERE TO FIND IT

Harborside Hotel, Spa & Marina  
Hutchinson Shores Resort & Spa  
Jupiter Beach Resort & Spa  
Opal Sands Resort  
Reefhouse Resort & Marina  
Samoset Resort  
Sunset Key Cottages  
The Resort at Longboat Key Club  
The Sagamore Resort  
Wentworth by the Sea  
West Street Hotel



From there, her vision of a health-conscious "spa lifestyle" was born.

Grounded in ancient European spa traditions, Kerstin Florian blends these principles with advanced technology and wholesome, all-natural-everything ingredients when creating her product line, tailored treatments and take-home kits. Her holistic approach to wellness is rooted in the belief that outer beauty reflects inner health, and is based on four tried-and-true cornerstones — proper nutrition, regular exercise, peace of mind, and taking care of your face and body. These four pillars guide the brand's every venture, and Opal Collection Spas are no exception.

"We want to create memories with the types of therapy we're doing and with all the signature touches we're implementing

# Branching Out

Opal Collection is creating two new properties in Florida with the modern traveler in mind.

BY KATIE BRIDGES

It's fair to say the pandemic changed a lot about how we approach our daily lives — and it certainly changed the way we approach travel.

For one, these years of working from home have proven to employers (and employees!) that remote work is possible — and maybe even more efficient. We now know that productive meetings can take place beyond the boardroom, and that good work can be accomplished on a laptop. And the emotional toll we collectively experienced during the pandemic? It's shifted our perspective on wellness. Once a luxury, the pursuit of well-being has become an essential part of our daily lives.

It's with these two new realities in mind that Opal Collection is dreaming up two new properties in Florida: an expansion of Opal Sands Resort in Clearwater, and a new boutique inn called Old Naples Hotel in Naples. While on the surface these two properties are quite different — the Opal Sands expansion is a grand, 248-room waterfront resort, while Old Naples Hotel is a more intimate, 109-room hotel woven into the urban fabric of Naples' Third Street District — Opal Collection designer Juan Cardozo notes that they're both a response to the modern traveler's needs.

"The modern travel has to have the ability to multi-task," Cardozo said. "They want to be connected, but they also want the ability to disconnect — and to reconnect."

And that's what these Opal Collection properties are striving to accomplish. Both are intentionally designed to help you stay connected when you need to — and to otherwise encourage you to let it all go.

## Multi-tasking Spaces at Opal Sands and Old Naples Hotel

Traditionally, guests had two options when booking a room at a hotel: a guest room, which functioned as a bedroom with an adjoining bath, or a suite, which offered a

separate living area. At these new properties, Cardozo explained, the lines are blurred: rooms will have flexible "zones" to meet your needs, whether you need a place to take a Zoom call, a space to share a meal with your family or a balcony on which to enjoy that first cup of coffee — or that last glass of wine.

At the Opal Sands expansion, those "zones" are all focused on the property's waterfront views — views that are shared by each of the new building's 248 rooms. If the existing Opal Sands building is a convex curve, bending away from the ocean, the expansion is concave, opening itself to the waterfront.

"Usually you have a hundred rooms and some of them face the pool, some of them face the water and some of them don't have a view," Cardozo said. "In this case, Opal Collection has been very successful in achieving a single experience for all rooms: the same amenities, the same exposures, the same views."

At the Old Naples Hotel, the undercurrent of the multi-tasking rooms is urban luxury — and convenience. "The property is strategically located — it's one block away from the beach but is also integrated into the experience of being in Naples' Third Street District," Cardozo said. "The main idea links the history of the area with the access to all the amenities Naples is known for."

## A Progressive Approach to Wellness

Creating new spa facilities at Opal Sands and Old Naples Hotel is giving Trina Jefferson, Opal Collection's vice president of spa and wellness, the opportunity to dream big — and to educate guests about what a spa can be, especially in this modern world.

To Jefferson, "spa" means far more than massages and exfoliating scrubs. "For starters, spa is actually an acronym for the Latin *salus per aquam*, meaning 'healing from water,'" she said, noting that the focus is on healing,

"For the body to truly heal itself, the central nervous system needs to be relaxed," she explained. "And we do that by engaging all five senses and immersing the body in natural smells, sounds, sights, tastes and textures."

That's where something called "biophilic design" comes in. "Biophilic design is design that brings nature inside," Jefferson said, "and that's the vision for the spa at the Opal Sands expansion. We want to bring in the therapeutic benefits from the natural world surrounding the destination. The sound and sight of water, the feel of oils and minerals, natural smells, nothing synthetic — all of that encourages a specific vibration and frequency that lowers your heart rate and opens the body to healing."

It's not just the physical wellness spaces that are being intentionally designed — it's the experiences as well. "We want to make the spa fully accessible to guests not only by appointment," Jefferson said. "We want to provide self-guided experiences that urge the body into the state of relaxation and

address all of the senses. That might look like contrast therapy — going from warm to cold — or laying on tables that have sound and vibration to put you in a state of meditation. We're also considering wellness 'circuits,' and an outdoor saltwater pool with underwater music."

Jefferson is also hoping to be able to expand the wellness experience at these new properties beyond the physical confines of the spa. "One thing we're considering is 'wellness rooms,' which would offer purified water and air, integrated light and sound therapies, nutritious snack options, etc. We're also considering 'wellness drops,' where we could 'drop' things that promote wellness to the room throughout a stay — positive affirmation cards, teas, adaptogen-filled elixirs, dark chocolate and the like."

It's a different way of thinking about hospitality, Cardozo and Jefferson agreed. But it's one that keeps pace with the modern traveler — and one that offers a glimpse of perfect Opal Collection vacations to come.

"The Old Naples Hotel is really woven into the experience of being in Naples," said Juan Cardozo. "It's the perfect place to land after exploring all the town has to offer."



## NEW & NOW

Can't wait until the Opal Sands expansion and Old Naples Inn are complete? Seek out one of these newly opened (or soon-to-open) Opal properties in the Sunshine State.

### The Lucie | Jensen Beach

This boutique inn on the stunning shores of Hutchinson Island is an ideal spot for a romantic getaway or a girls' trip. Explore the 17 beaches that call Hutchinson Island home, and then retreat to your seaside haven to enjoy unrivaled Atlantic views.

### The Atlantic Suites on the Avenue | Delray Beach

You and yours will feel completely at home in these spacious suites — think: fully equipped kitchenettes and marble bathrooms — that are located just a block from the beach and steps from Delray's iconic Atlantic Avenue.

### Coming soon: The Caprin Inn | Naples

New to the Opal Collection but not to the Paradise Coast, this superbly located inn — it's in strolling distance to the best of Naples — is currently undergoing room renovations as it joins the Opal family.

