



GLOBAL WELLNESS  
SUMMIT // TYROL 2016

# Wellness for Cancer Initiative

Year 1 Collaboration and  
Creativity



MANTRA:

# Partners Facilitating Global Roll Out

ESPA

VOYA



# Delegates Getting Trained



MONDRIAN  
LONDON  
AT SEA  
CONTAINERS



THE RED DOOR  
Elizabeth Arden

# #WFC In Training Academies



## **Bellus Academy San Diego to Offer Wellness for Cancer Massage Therapy Training**

Bellus Academy is partnering with Wellness for Cancer, a 501c3 organization that trains and equips spa professionals to provide safe, nurturing massage therapy...

[BEAUTYLAUNCHPAD.COM](http://BEAUTYLAUNCHPAD.COM)

# Media Support And Coverage



Spa & Wellness  
mexico



spa opportunities

Business News focus

## Q&A

### Wellness for Cancer

Julie Bach, executive director of Wellness for Cancer, explains the importance of cancer-aware training to help spas provide care for those who have experienced the disease



"Our training teaches therapists that people are human beings, they are not defined by their disease."

Julie Bach, Wellness for Cancer

professionals have enrolled with a training provider who sufficiently trains therapists to deliver a safe service. They also want to ensure that professionals are not making treatment or product claims without proper evidence.

#### What does Wellness for Cancer training for spa staff entail?

Training is modular with knowledge-based testing at the end of each section. It starts with the basics of cancer – the physical and psychosocial side-effects of the disease and of medical treatments – and the role that mindfulness and meditation can play for therapists and guests.

After gaining a perspective on the role of spa, trainees learn frameworks with corresponding decision trees, protocols and 'how to' videos to help them personalise treatments to each client's presenting condition.

#### Why is your training important?

According to the World Health Organisation, Europe comprises only one eighth of the total world population, but has around one quarter of the global total of cancer cases. Meanwhile, Cancer Research UK asserts that one in every two people born after 1960 will be diagnosed with some form of cancer.

So the question is how can we better prepare to serve our clients and communities?

#### What's next for Wellness for Cancer?

In 2016, we will work with our flagship UK spas, Ramside Hall in County Durham and Calcut Manor in Gloucestershire, to bring together their unique experiences with guided mindfulness meditations, bespoke relaxation journeys and weekend retreats. These pilots will help pave the way for the industry in understanding what is possible. Cancer is not the elephant in the room; cancer can be alchemical for everyone if we embrace it as an opportunity for us to stretch and grow in to our pure potential in spa and wellness.

For additional information about Wellness for Cancer, contact Julie Bach +1 970 376 6220 or email julie@wellnessforcancer.com  
www.wellnessforcancer.com

With hands-on treatments and complementary therapies now an integral part of clinical treatment for many people diagnosed with cancer, the spa and wellness industry has a vital role to play in supporting guests who are sufferers or survivors of the disease.

Wellness for Cancer specialises in delivering online and hands-on cancer-aware training for spa professionals, as well as mindfulness-based stress transformation programmes for cancer survivors, health professionals and caregivers.

Alongside training programmes, Wellness for Cancer has also developed the first standardised set of training and business criteria, to enable loved ones, employers and end-clients to locate providers with confidence.

As a spa owner since 2001, executive director Julie Bach is keenly aware that perhaps the biggest challenge to treating clients who have experienced cancer is the widespread misconception that massage is somehow able to spread the disease – despite no clinical evidence to suggest or demonstrate this.

We asked about the organisation's work, including a recent digital training launch that includes cancer specialists from the Mayo Clinic, MD Anderson, and the University of Colorado.

#### What does Wellness for Cancer do?

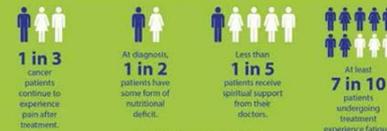
We're a US-based charity and a Global Wellness Institute Initiative. We've developed scalable, digital, cancer-focused training and hands-on workshops to teach therapists, front-of-house and marketing professionals how to modify the spa experience for guests healing from cancer.

Our comprehensive training looks at the client as a whole – what you can see, and what you can't see but need to know. If a client is undergoing treatment or is in recovery, a qualified therapist needs to have a solid foundation to create a personalised journey. Our training teaches that people are human beings, they are not defined by their disease, and choices like massage and mindfulness are clinically proven to help.

#### How many spas have undertaken Wellness for Cancer training in Europe?

Since September 2015, we have trained 26 spas in the UK and Europe, with the largest spa brand being Center Paces Agua Sana, which employs 400 therapists. Our core teams of trainers have localised content and will launch Spanish, French and German variations based on demand early in 2016.

Are there any legal implications to spas accepting and treating guests with cancer? To the best of our knowledge, there are no legal implications. Insurance companies want to ensure that



# Fundraising for #WFC Outreach

sanitas  
PROGRESSIVE SKINHEALTH

## Take Comfort

Sanitas is proud to support **Spa4thePink/Wellness for Cancer** by donating 10% of sales from the Progenerate Collection for Sensitive Skin during the month of September.



Receive 10% off when you order one of each product in the retail Progenerate Sensitive Collection. Meet this three piece minimum and receive 10% off all additional Sensitive Collection products. Offer is valid September 1 through September 30, 2016. Proceeds from each qualifying sale will go directly to Spa4thePink/Wellness for Cancer.

# #WFC Meditation - At Cancer Events



weightwatchers

# Mexico – Localized Approach

**WELLNESS  
FOR  
CANCER**

THE ULTIMATE CANCER TRAINING FOR SPAS

¡BIENVENIDOS!



# India - Community Outreach: Hospice



# 20 patients, 18 types of Cancer - Evidence Based Palliative Care for Well-Being





- Addressing the Care Giver
- 9 year old
- Gives Father his Daily Medicine

# Be Well Therapist Self-Care



