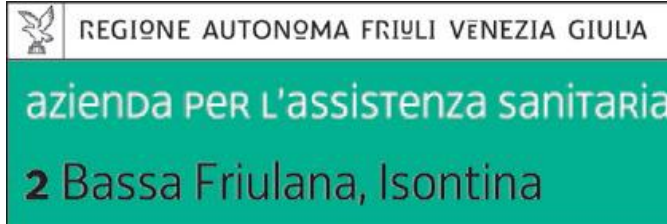




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STRATEGIE DI SUCCESSO DEL TERMALISMO SANITARIO IN EUROPA

Winning strategies of SPA's in Europe

Luigi Bertinato

**EUROPEAN ASSOCIATION OF PATIENTS
AND USERS OF THERMAL CENTRES**

Grado 24-03- 2017





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PREMESSE/BACKGROUND



REGIONE AUTONOMA FRIULI VENEZIA GIULIA

azienda per l'assistenza sanitaria

2 Bassa Friulana, Isontina



EAPTC

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- **Oggi in tutta Europa oltre 5 milioni di persone (in Italia oltre un milione) si rivolgono, con vari percorsi terapeutici e in diverse forme, al termalismo terapeutico raggiungendo concreti risultati nelle loro aspettative di salute (dati Istat 2014; dati Cneth, Francia, 2015).**
- **Tuttavia, molto raramente, questo grande numero di cittadini é stato coinvolto nel processo di valutazione, critico e responsabile, delle prestazioni erogate dalle terme.**

l'Associazione Europea dei Pazienti e dei Fruitori dei Centri Termali (EAPTC, www.eaptc.net).

OBIETTIVI

- **promuovere il coinvolgimento attivo degli utenti delle prestazioni termali**
- **favorire la conoscenza delle potenzialità della cura termale a pazienti con patologie trattabili con percorsi di medicina termale.**
- **verificare se e come un approccio centrato sulla persona del paziente/fruitori possa innescare processi di innovazione e di cambiamento della risorsa terapeutica**

***l'Associazione Europea dei Pazienti e dei Fruttori dei
Centri Termali (EAPTC, www.eaptc.net).***

- ***Qual'è il profilo psico-fisico-comportamentale del paziente/fruttore delle terme?***
- ***Quali possono essere i punti di contatto e di collaborazione tra i centri termali e le associazioni di tutela dei pazienti/utenti?***
- ***Quale può essere il contributo del termalismo terapeutico all'offerta pubblica di welfare ?***



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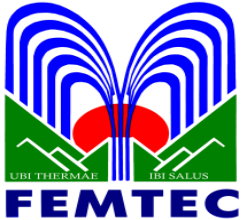
PRESENTATION AT THE EUROPEAN PARLIAMENT

**1 December 2015,
Brussels: meeting of the
MPs intergroup on
european patients' rights
and cross-border
healthcare**





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THE ORIGINAL IDEA

- the legal reference:
directive 2011/24/eu
- the organizational
background: FEMTEC

WHAT IS THE EXPERT PANEL?

The Expert Panel is a **multidisciplinary and independent** panel established by the European Commission (EC) in 2012.

The core element of the Expert Panel's mission is to provide the European Commission (and the Member States) with non-binding, scientific **advice** on matters related to **health system** modernisation, responsiveness, and sustainability. Responsible, informed investment in health is crucial to protect and to serve all European citizens.

The work of the Expert Panel focuses on, but is not limited to, primary care, hospital care, pharmaceuticals, research and development, disease prevention and health promotion, social protection, cross-border cooperation, health economics and ehealth.

The Expert Panel members are **experts** chosen for their depth of knowledge and leading roles in the health care sector. The Expert Panel can call on additional expertise from a database of experts and from the European and international health care community.



For more information on the work of the Expert Panel on Effective Ways of Investing in Health (EXPH):

http://ec.europa.eu/health/expert_panel/

Contact us:

SANTE-EXPERT-PANEL@ec.europa.eu

WHAT DOES THE EXPERT PANEL DO?

Since starting its activities on 11 July 2013, the Expert Panel has been working consistently on topical questions issued by the EC. The Expert Panel members and external experts devote considerable time and energy to deliver opinions which can support health and health care policy making in the EC and the Member States.



European Commission



Expert Panel on Effective Ways of Investing in Health

Independent advice on health care at the service of European citizens

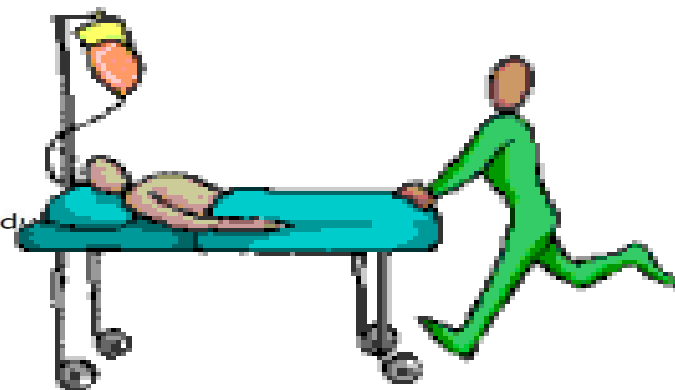




EXPERT PANEL ON EFFECTIVE WAYS OF INVESTING IN HEALTH (EXPH)

Cross-border Cooperation

The EXPH approved this opinion by written proced








THE FUTURE

- to become the reference network for patients and users of thermal centres in Europe
- to support the scientific validation of thermal treatments
- to act as an effective lobby to ensure citizens the right to health
- to promote health spa treatments as preventative medicine
- to enhance specific training programmes






Definition of Wellness Tourism:

Travel associated with the pursuit of maintaining or enhancing one's personal well-being

Unwell Travel

-  Unhealthy & over-eating
-  Travel stress
-  Excessive Drinking
-  Poor sleeping
-  Disruption of fitness routine

Wellness Travel

- Healthy living 
- Rejuvenation & relaxation 
- Meaning & connection 
- Authentic experiences 
- Disease prevention & management 

Primary Purpose Wellness Traveler:

Wellness is the sole purpose or motivating factor for their trip & destination choice.

Secondary Purpose Wellness Traveler:

Seek to maintain wellness while taking any type of trip.

Media Contact: Beth McGroarty

beth@rbicom.com • [213.300.0107](tel:213.300.0107)

Global Spa Industry Now Valued at \$94 Billion; Thermal/Mineral Springs Market at \$50 Billion; Wellness Tourism Rises to \$494 Billion

Research unveiled at 2014 Global Spa & Wellness Summit reveals worldwide spa industry grew 58% since 2007, with 34K spas added; wellness tourism expanded 12.5% last year

New “Global Wellness Economy Monitor” includes first-ever benchmarking of under-analyzed thermal/mineral springs market

New York, NY – September 18, 2014 – At last week’s Global Spa & Wellness Summit (GSWS) in Marrakesh, Morocco, the organization’s independent, non-profit research partner, SRI International, released top findings from the most comprehensive data yet on the global wellness market. This included refreshed data on the spa and wellness tourism markets, and the first research to size and analyze the global thermal/mineral springs segment.

Key takeaways:

The spa industry grew 58% from 2007-2013: from \$60 billion to \$94 billion, with a 47% growth in spa locations, to reach 105,591 spas

The thermal/mineral springs industry is a \$50 billion market, spanning 26,847 properties

Wellness tourism expanded to \$494 billion in revenues, rising 12.5% from 2012-2013 -significantly outpacing SRI’s original growth forecast of 9%.

Global Tourism Industry

\$3.2 trillion



Europe leads in spa revenues.



Data from Global
Wellness Summit, 2014

Asia leads in the # of spas.

Top 10 Countries for Thermal/Mineral Springs



China (\$14.1b)

Japan (\$11.7b)

Germany (\$7.5b)

Russia (\$3.7b)

Italy (\$1.7b)

Austria (\$0.9b)

Turkey (\$0.9b)

Hungary (\$0.7b)

Czech Rep. (\$0.7b)

Spain (\$0.7b)

Bloomberg Global Health Index of 163 countries-2017

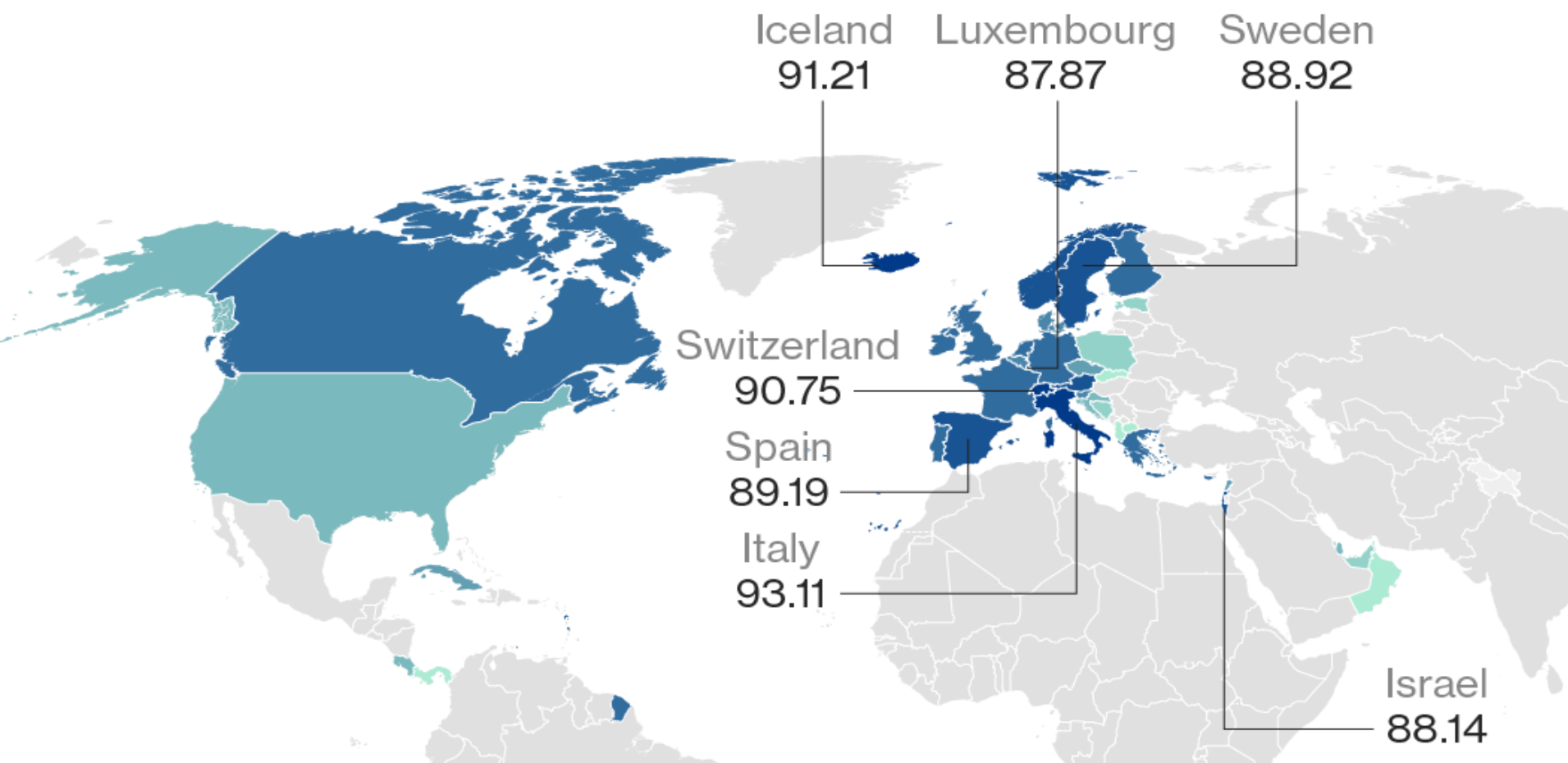
Italy has the World's Healthiest People

- Each country in the **index** was graded based on **variables** such as **life expectancy**, causes of death and health **risks** ranging from high **blood pressure** and tobacco use to **malnutrition** and the **availability** of clean water:
- ***A baby born in Italy can expect to live to be an octogenarian.***
- Italians are in way better shape than Americans, Canadians and Brits, who all suffer from higher blood pressure and cholesterol and poorer mental health.
- Then there is the diet, rich in vegetables and drizzled with extra virgin olive oil.
- **Those two factors are likely attributed to the classic Italian diet that's rich in vegetables, extra virgin olive oil, lean meats and fish (and so, so many carbs).**

Fifty Healthiest Countries

- Singapore and Cyprus are the only non-OECD countries to rank in top 20
- Israel is the highest ranked country in the Middle East, Chile in Latin America and...

Health index score



Bloomberg 2017 Healthiest Country Index

Rank	Country	Health grade	Health score	Health risk penalties	Rank	Country	Health grade	Health score	Health risk penalties
1	Italy	93.11	97.44	-4.33	26	Belgium	80.96	86.03	-5.07
2	Iceland	91.21	96.20	-4.99	27	Slovenia	80.81	86.65	-5.83
3	Switzerland	90.75	94.96	-4.21	28	Denmark	80.36	85.02	-4.66
4	Singapore	90.23	94.11	-3.88	29	Chile	77.18	82.53	-5.35
5	Australia	89.24	93.88	-4.64	30	Czech Rep.	75.76	81.82	-6.06
6	Spain	89.19	94.14	-4.95	31	Cuba	74.23	79.13	-4.90
7	Japan	89.15	93.69	-4.54	32	Lebanon	74.03	79.55	-5.51
8	Sweden	88.92	93.78	-4.85	33	Costa Rica	73.14	77.16	-4.01
9	Israel	88.14	92.47	-4.33	34	U.S.	73.05	78.25	-5.21
10	Luxembourg	87.87	92.90	-5.03	35	Croatia	72.88	78.16	-5.28
11	Norway	86.81	91.61	-4.81	36	Qatar	71.78	77.33	-5.55
12	Austria	86.34	90.78	-4.44	37	Brunei	70.21	75.14	-4.92
13	Netherlands	85.83	89.94	-4.11	38	Estonia	69.24	75.67	-6.43
14	France	85.59	90.93	-5.34	39	Poland	68.92	75.34	-6.42
15	Finland	84.80	89.58	-4.78	40	Bahrain	68.73	74.20	-5.46
16	Germany	84.78	89.40	-4.62	41	Maldives	67.90	71.82	-3.92
17	Canada	84.57	89.53	-4.96	42	Bosnia & H.	67.83	72.91	-5.08
18	Cyprus	84.52	89.17	-4.65	43	U.A.E.	67.30	73.56	-6.26
19	New Zealand	84.48	89.95	-5.47	44	Macedonia	65.64	69.96	-4.32
20	Greece	84.28	88.17	-3.89	45	Uruguay	65.40	70.86	-5.45
21	Portugal	82.97	88.24	-5.27	46	Slovakia	65.10	70.54	-5.44
22	Ireland	82.52	88.53	-6.01	47	Barbados	64.14	68.55	-4.41
23	U.K.	82.28	87.21	-4.94	48	Oman	62.89	67.79	-4.90
24	S. Korea	82.06	87.67	-5.61	49	Panama	62.39	67.13	-4.73
25	Malta	81.27	86.42	-5.15	50	Albania	62.01	66.72	-4.71



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LEZIONI APPRESE DAL DIBATTITO INTERNAZIONALE

LESSONS LEARNED FROM THE INTERNATIONAL DEBATE



REGIONE AUTONOMA FRIULI VENEZIA GIULIA

azienda per l'assistenza sanitaria

2 Bassa Friulana, Isontina



SUMMIT // TYROL 2016

TYROL, AUSTRIA // OCTOBER 17-19
EARLY REGISTRATION RATES AVAILABLE

REGISTER



8 Wellness Trends for 2017 – and Beyond

As identified at the
Global Wellness Summit



1. Sauna Reinvented

From theatrical Sauna Aufguss events to jaw-dropping amphitheater saunas...sweating will get more spectacular and social in years ahead



Helsinki's hip, high-design: new public sauna complex, Löyly, shows the new social directions. Image Source: Avanto Architects by kuvio.com

“2017 Wellness Trends”, from Global Wellness Summit.

2. Wellness Architecture

- Healthy-for-Humans Building...*Finally*



New “living” buildings that grow their own energy.

Image Source Left: Victoria Lockhart PowerPoint, Global Wellness Summit 2016

Right: The BIQ house in Hamburg, Germany, the world’s first project to showcase a bioreactive façade

(using embedded microalgae) to grow its own energy (Source: ARUP)

“2017 Wellness Trends”, from Global Wellness Summit.

3. Silence

- “2017 Wellness Trends”, from Global Wellness Summit.



The Knottnkino “Nature Cinema” - example of the silent nature over “noise” trend in South Tyrol, Italy



Schloss Mondsee (Austria) - example of the new quiet, contemplative “wellness monasteries.”

4. Art & Creativity Take Center Stage

- Yes, adult coloring books - but well beyond: from classical concerts to intensive painting classes at hotels, wellness retreats, spas and studios



(Schloss Elmau) organizing the deep creativity and programming at his famed German spa retreat, with 220 concerts/performances a year.

2017 Wellness Trends”, from
Global Wellness Summit.

5. Wellness Remakes Beauty

- Borders between beauty and wellness blur: the \$999 billion beauty sector gets a shake up thanks to seismic shifts in the way we aspire to and perceive true beauty.

Nutricosmetics, like Bottled Science's Skinade, a drinkable collagen, are part of the inside-out beauty trend helping to re-shape the beauty industry with wellness at its core.

Image Source: Skinaid



PREVENTION, NOT REPAIR

Here are images of Fountain beauty supplements, with diverse active molecules easily absorbed in liquid



6. The Future is Mental Wellness

- The World Health Organisation (WHO) states that more than 25% of individuals develop one or more mental disorders during their life.
- Mental wellness will be the biggest future trend, period: from wellness destinations and spas bringing in neuroscientists and psychotherapists - to meditation becoming seriously mainstream, while evolving into new breeds – to part-mind, part-body workout brands – to apps that track your mental state

Gerry Bodeker, PhD (professor, Oxford and Columbia Universities)
arguing “It’s time for the wellness industry to stick a flag in the ground and say...we care about this mental wellness crisis...”

The Den in LA - one of the new, unintimidating “drop-in-and meditate” studios.



6. The Future is Mental Wellness- Part 2

*ESPA Life at Corinthia Hotel London has just brought in a **“Neuroscientist in Residence”** - Dr. Tara Swart from MIT - for an “integrative” approach to mental wellness. Image Source: ESPA Life at Corinthia Hotel*



7. Embracing the C-Word

- Wellness industry stops turning away cancer sufferers and, instead, provides comfort, solace and positive recovery paths.

*Julie Bach,
head of
Wellness for
Cancer,
educates
wellness
companies
on how to be
better equipped
to work
with cancer
patients*



*Wellness for
Cancer training
taking place at
Bedford Lodge
Hotel & Spa, UK.*



7. Embracing the C-Word-Part 2



Puyssentut, in south-west France, is a haven for people with or recovering from cancer, allowing them to enjoy simple pleasures while being fully cared for and supported.

7. Embracing the C-Word-Part 3

The Farm at San Benito in the Philippines offers a natural and holistic 6-night integrative cancer care program.



8. Beyond the Elite “Ghettos” of Wellness

- In a world where rising inequality and a sense of “unfairness” is leading to a global, populist backlash – a wellness industry that’s become narrowly associated with wealthy elites (...the \$300 yoga pants and treatments) must, and will, change

8. Beyond the Elite “Ghettos” of Wellness-Part 2

WORLD HAPPINESS REPORT

Edited by John Helliwell, Richard Layard and Jeffrey Sachs



- *The 2016 World Happiness Report shows that people's perceptions of "inequality of wellbeing" has grown in almost every country over the last few years*

8. Beyond the Elite “Ghettos” of Wellness-Part 3

in the future, the wellness tourism focus will shift beyond properties to destinations (whether a town, region or a country) where more authentic, complete “wellness” can be experienced



- *The Llanelli Wellness and Life Science Village under development in South Wales – where an ambitious new wellness community is being designed for the region/locals as well as tourists*



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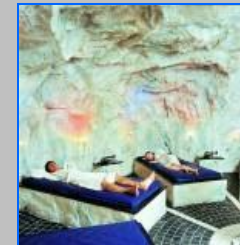
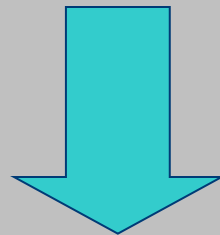
STRATEGIA N° 1

**SICUREZZA
PER IL PAZIENTE e PER
L'OSPITE**



*Il Certificato Internazionale di Qualità
EUROPESPA-med per le terme in Europa*

- Molti cittadini europei (e non) sono attirati da **> 3,000** centri termali sparsi per l'Europa;
- Il Regolamento e gli Standard in vigore (ad es. le infrastrutture, l'igiene e la sicurezza) variano negli SM;
- La necessità di comunicare gli esempi di best practice



- L'approvazione di **EUROPESPA** (European Spas Association ESPA)

<http://www.europespa.eu>



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STRATEGIA N° 2

**SPECIALIZZAZIONE
COMPETITIVA**



L'anziano alle Terme

IMPOSTAZIONE DEL PROGRAMMA PERSONALIZZATO PER L'ANZIANO:

- CURATIVO della/e patologia/e in atto con conseguente prevenzione di aggravamenti e invalidità secondaria
- CURATIVO e RIABILITATIVO INTEGRATO dell'apparato interessato
- CURATIVO e RIABILITATIVO INTEGRATO con RIATTIVAZIONE PSICO-FISICA del soggetto anziano
- Coinvolgimento anche in attività ludico-ricreative e partecipative che stimolano interessi diversi, lontano dal solito ambiente condizionante



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STRATEGIA N° 3

ATTIVITA' DI RICERCA
PARALLELA
ALL' EROGAZIONE
DI PRESTAZIONI TERMALI



**CENTRO DI RICERCHE IN BIOCLIMATOLOGIA MEDICA,
MEDICINA TERMALE, COMPLEMENTARE E SCIENZE DEL
BENESSERE**



**UNIVERSITÀ DEGLI STUDI DI MILANO
FACOLTÀ DI MEDICINA E CHIRURGIA**



I FANGHI CURATIVI

caratteristiche

Formula: $Me \cdot (Al_2Si_2O_5 \cdot (OH)_4)$

Sabbia, Argilla e Limo

Magnesio - Mg 10%, Alluminio - Al 15%, Silicio - Si 45%, Zolfo -S 2%, Potassio -K 3%, Calcio - Ca 22% , Ferro - Fe 3%.

Caratteristiche:

- la componente liquida costituita da un'acqua minerale con particolari caratteristiche di temperatura e composizione chimica;
- la componente minerale o tellurica, caratterizzata da una specifica composizione chimica e granulometria dell'argilla impiegata;
- le caratteristiche biologiche dell'ecosistema entro cui avviene il processo di
- maturazione;
- Il processo di maturazione.



STRATEGIA N° 4

PACCHETTI A OFFERTA
TURISTICO – TERMAL
DIFFERENZIATA CHE
PROMUOVANO IL TERRITORIO

SPA & GOURMET

WELCOME THERMAE ABANO MONTEGROTTO



- Aggregare un gruppo motivato di **Hotels specializzati nel soggiorno “Gourmet”**;
- Offrire a questa particolare tipologia di clienti una **base comune di servizi affidabili di qualità**;
- Diventare un **punto di riferimento** per chi desidera una **vacanza all’insegna del Benessere**: del fisico e dello “spirito”
Cultura: la tradizione dell’acqua termale e la tradizione della gastronomia locale.

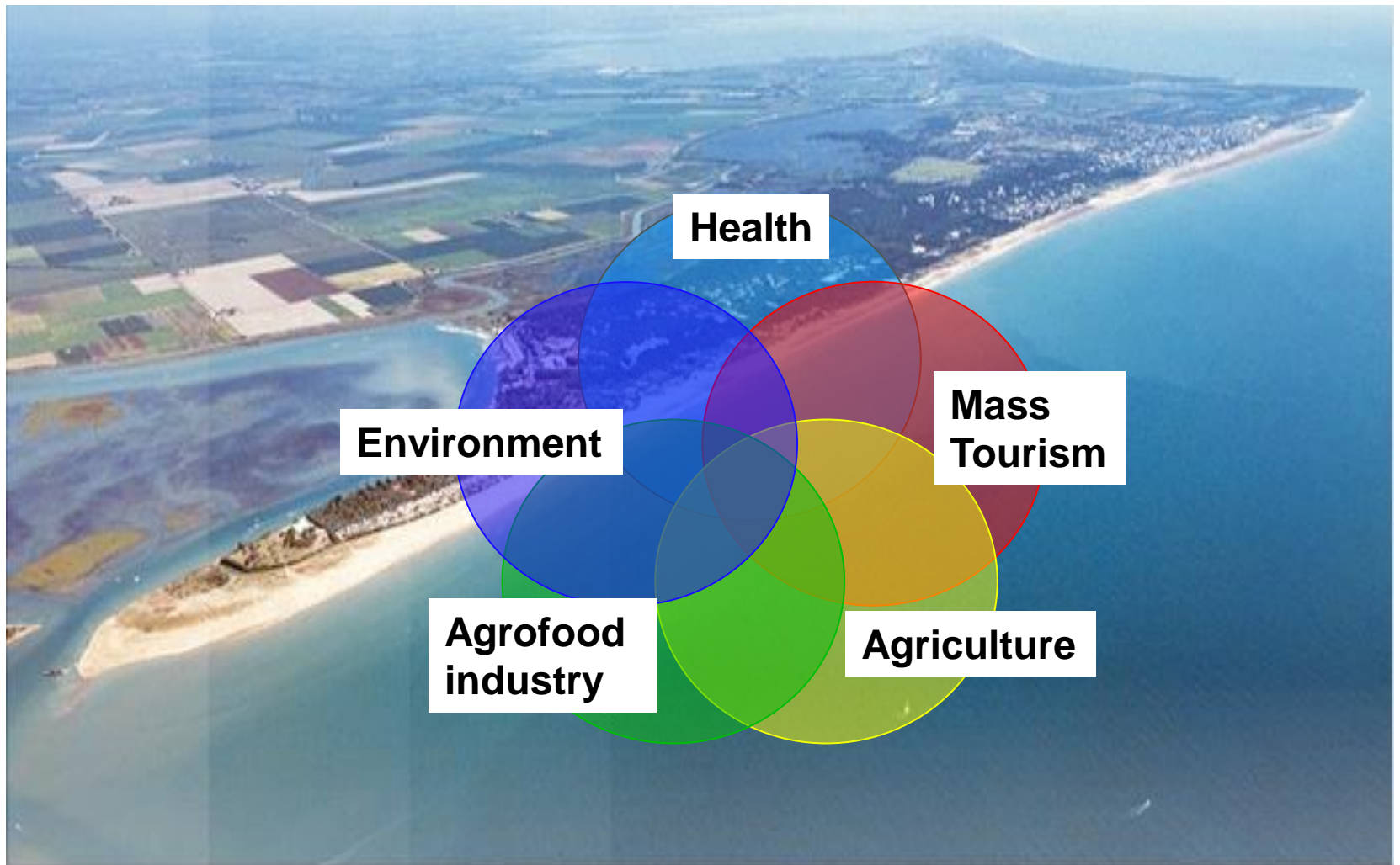


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STRATEGIA N° 5

TERME E TURISMO
SOSTENIBILE

Sistemic approach to Health ,Tourism, Spa & Environment





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STRATEGIA N° 6

LA COMUNICAZIONE TRA MARKETING E PROMOZIONE DELLA SALUTE

I consigli del medico al turista arriveranno sullo smartphone

L'Asl 12 presenta l'applicazione per computer, tablet e telefonini che consentirà ai visitatori stranieri di avere informazioni utili su farmacie e punti di soccorso ma anche di ricevere piccoli aiuti via mail

di Simone Bianchi

► VENEZIA

Nasce un nuovo servizio per i turisti che arrivano a Venezia, e

blemi in un clic.

Inserito nel sito www.healthvenice.it, il servizio "Health in touch" consente a chiunque lo

deranno entro un tempo massimo di 15 minuti, valutando per quanto possibile la patologia o l'infortunio, suggerendo rimedi

Rete, nel quale rientrano la cinquantina di defibrillatori sparsi per la città, i due punti di primo intervento di Piazza San Marco

Prima della cura



Sento le tristi colpe
che m'han così ridotto
mi sento tutto rotto
la forza non c'è più.

Dopo la cura



I fanghi di VITERBO
tenuti in grande onore
ridanno forze e ardore
letizia e sanità.



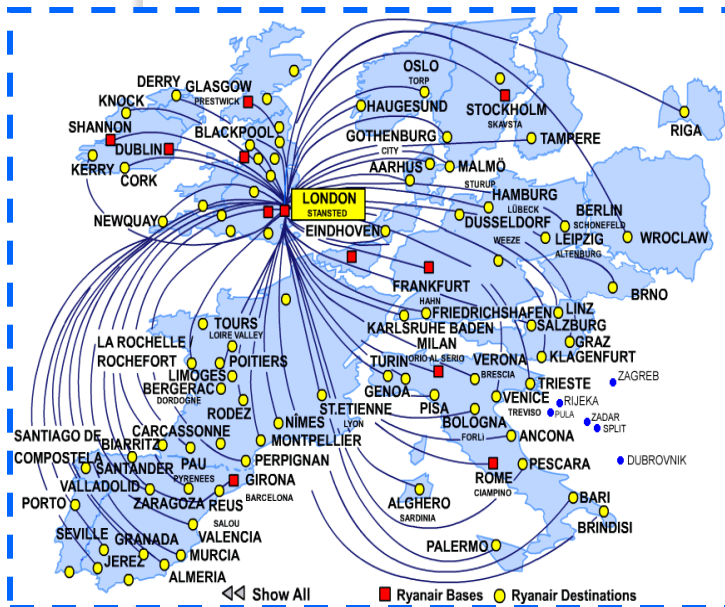
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STRATEGIA N° 7

**SAPER INTERCETTARE I
FLUSSI DI MOBILTA'
TURISTICO-SANITARIA
EUROPEA**

The “new” European Patients...



Courtesy: McKee/Zanon



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STRATEGIA N° 8

IL SUPPORTO
DELLE ISTITUZIONI



BAVARIA



Bavaria



Tirol

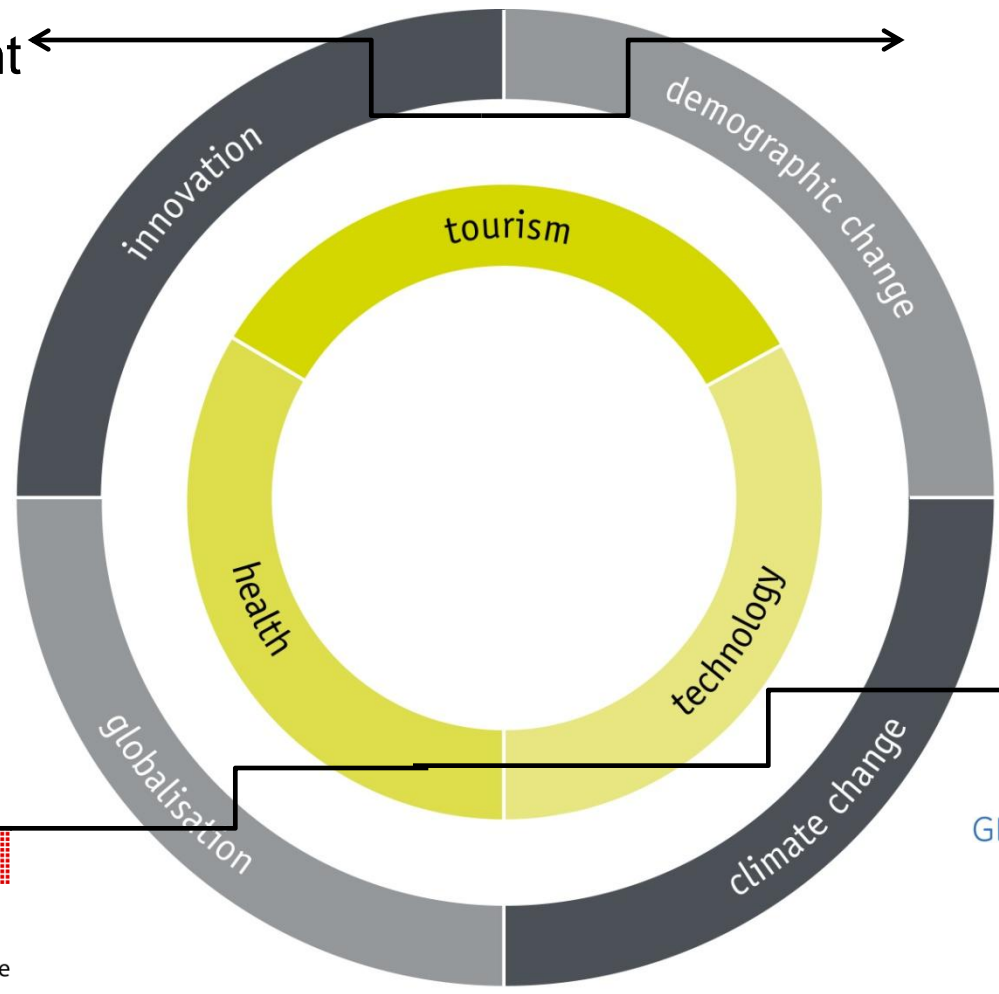
LOCATION AGENCY TIROL: HEALTH RELATED TOURISM IN TYROL

Technology and Health Combinations

43 Mio. overnight
stays



oncotyrol
Center for Personalized Cancer Medicine



GE Healthcare





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STRATEGIA N° 9

LA PROGETTAZIONE EUROPEA PER L'INTERNAZIONALIZZAZIONE DEGLI STABILIMENTI TERMALI

INTERREG IIIA/CARDS – PHARE



Thermalis

<http://www.thermalis.net>

- home
- the thermalis project
- seminars, conferences & meetings
- publications
- links
- news
- thermalis spas - le terme di thermalis

log in

you are here: [home](#)



The Thermalis Project

The **Thermalis Project** main aim is to enhance the thermal common heritage of the Adriatic Euro Region by different actions finalised to grow the integration and cohesion factors in the involved areas



Events

All about the **Seminars, Conferences and Meetings** organised by the Thermalis Partnership



Resources

Please access to our **Publications, Links and news**



Thermalis Spas

Feel free to access to the **Thermalis data base** and find all the information about

The Thermalis Project

The Thermalis Project is cofinanced by **INTERREG IIIA Adriatic Crossborder Operational Programme**.

The Project strategic objectives are:

- To analyse the local and regional potential of thermal resources developing joint strategies for their use.
 - To optimize the economic use of thermal resources for therapeutic - health purposes through a careful analysis of the existing barriers and obstacles and to go beyond.
 - To identify thermal and hydro-geological areas of particular value defining the hydro-chemical characterization and the groups of belonging in relation to the exploitation.
 - To facilitate the attraction of investment in the thermal sector fully exploiting the potential creation of favourable conditions for the development of medium tourist enterprises at a local level.
- ... [Read more >>](#)



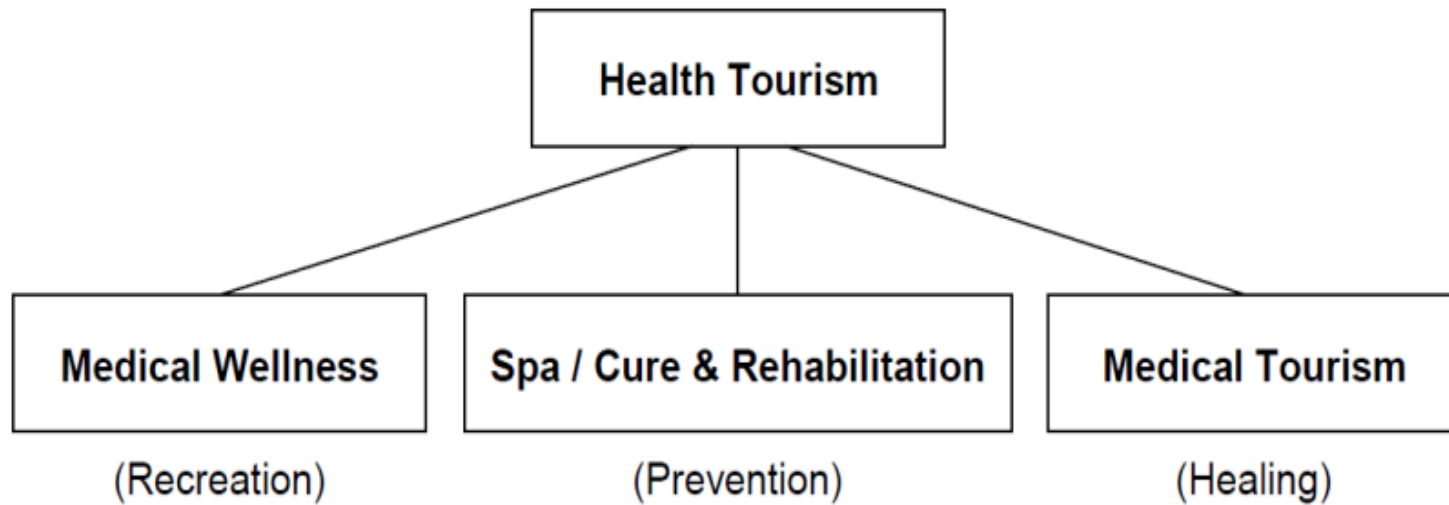


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STRATEGIA N° 10

LE TERME E IL
TURISMO SANITARIO



Patient Mobility & Health Tourism



Contract partners in Germany

- AOK Berlin-Brandenburg
- AOK Rheinland/Hamburg
- AOK Sachsen-Anhalt
- AOK Schleswig-Holstein
- AOK Westfalen-Lippe





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You are a Russian or CIS insurer

You are an International Assistance or Insurance company

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Paris

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New York



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UNA PROPOSTA IN CONCLUSIONE

A PROPOSAL IN CONCLUSION



REGIONE AUTONOMA FRIULI VENEZIA GIULIA

azienda per l'assistenza sanitaria

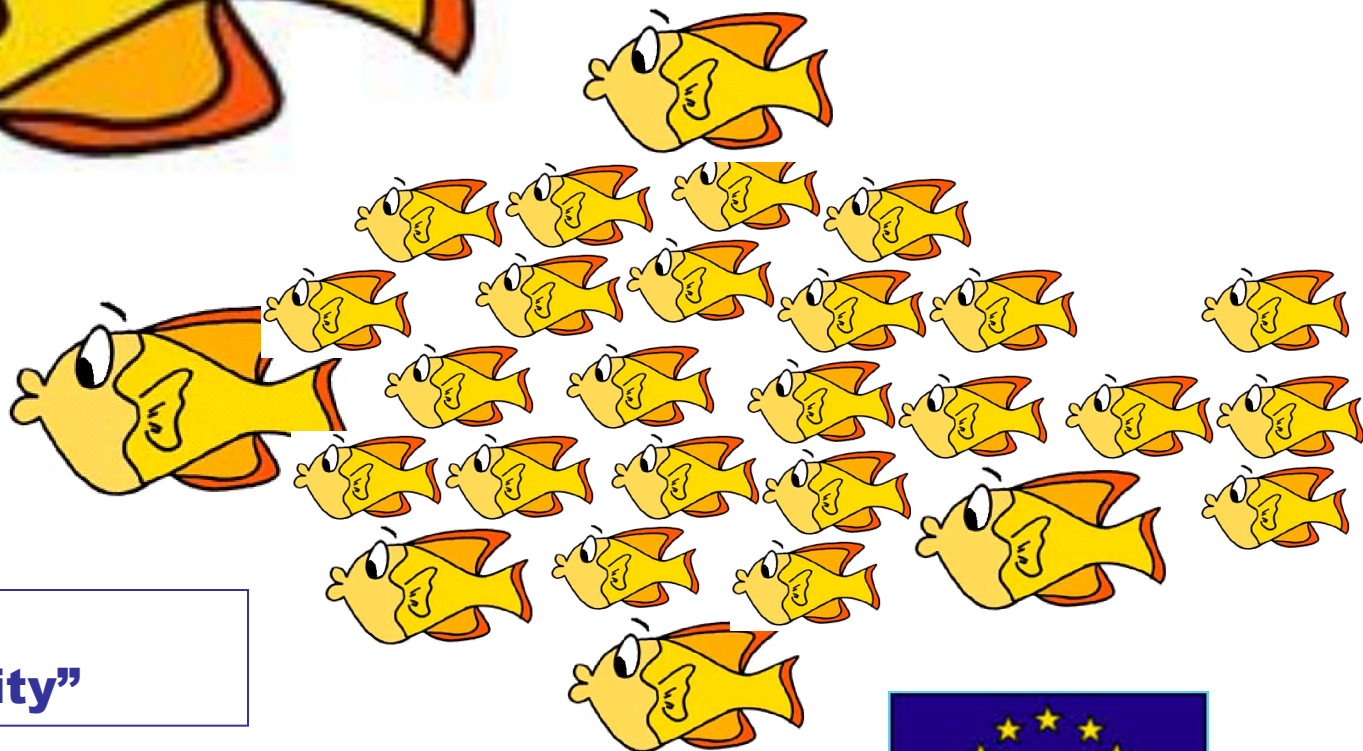
2 Bassa Friulana, Isontina



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Putting together
the pieces of the puzzle



**European Union
"United in Diversity"**

The Global SPA's Market





Cooperation between border areas as target



LEA TRANS-FRONTALIERI e TERME **COMMON CROSS-BORDER SPA TREATEMENTS**

Sviluppare assieme pacchetti di prestazioni che siano nei LEA in Italia, ma approvate per il rimborso in Austria, Germania, Repubblica Ceca e Slovenia.

Creare percorsi riabilitativi/turistici per i pazienti/turisti che si muovono attraverso i nostri ex-Confini, mettendo in rete i centri termali oggi rappresentati a Grado.





9

3

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Grazie per la vostra Attenzione !
Vielen Dank für Ihre Aufmerksamkeit!
Hvala za vašo pozornost!
Děkuji vám za pozornost!

To continue the debate :
lbertainato@aulss9.veneto.it

Grado, 24-03-2017






Dice il saggio:

***Colui che non prevede
le cose lontane ... si
espone ad infelicità
ravvicinate
(Confucio)***

- Discuss the prevention, detection, and treatment of mental disorders
- Learn from successful interventions and projects
- Challenge the stigma surrounding mental disorders
- Explore innovative approaches to prevent and handle mental disorders in the workplace
- Promote cross-sectoral cooperation
- Explore ways to increase the visibility of mental disorders in the society
- Share best practices of successful initiatives
- Determine how to improve the accessibility of existing support services
- Build strong partnerships with relevant stakeholders in the public and private sector
-



PROPOSTA PER UNA CARTA DELLA
RIVIERA FRIULANA SULLE STRATEGIE
DI SUCCESSO DEL TERMALISMO
SANITARIO IN EUROPA

I. THE SCIENTIFIC COMMITTEE

- Dr. Luigi Bertinato**, Local Health Authority, Verona (Italy)
- **Dr. Federico Gelli**, MMG, Vice-President Health Commission, Chamber of Deputies, Italian Parliament
- **Pr. Pedro Cantista**, Chief of the Chair of Medical Hydrology, University of Porto, Portugal
- **Dr. Thierry Dubois**, President CNEth, France
- **Pr. Francisco Maraver Eyzaguirre**, Chair of Medical Hydrology, University UCM, Madrid, Spain
- **Dr. Carla Morer**, Rehabilitation, Medical Hydrology, University UCM, Madrid, Spain
- **Pr. Irena Ponikowska**, Chair of Medical Hydrology and Rehabilitation, Nicolaus Copernicus University, Torun, Poland
- **Pr. Christian Roques**, Scientific Coordinator Afreth, University of Toulouse, France
- **Pr. Olga Sordu**, University Ovidius, Constanta, Romania
- **Pr. Marco Vitale**, University of Parma, Italy/ Scientific Coordinator of FORST (Italian Foundation for Thermal Medicine)

Co-ordinator:

Pr. Umberto Solimene, President of FEMTEC (World Federation of Hydrotherapy and Climatotherapy), State University of Milan, Italy



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Natalia Tchaourskaia (Russia)

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Fausto Bonsignori (Italy)

Member:

Francesco Padrini (Italy)

- Nutricosmetici, come Skinade di bottiglia Scienza, collagene bevibile, sono parte dentro-fuori tendenza di bellezza contribuendo a rimodellare la bellezza settore con benessere al suo interno
- Qui ci sono le immagini di integratori Fontana di bellezza, con varie molecole attive facilmente assorbiti in liquidi



8. Beyond the Elite “Ghettos” of Wellness-Part 3

- **A new “Wellness Tourism 2.0”**, where “wellness” is not merely the province of elites behind the resort’s gated walls.
 - The
 - future is a shift from a property focus to
 - developing and promoting towns, regions,
 - and even nations, where more authentic,
 - comprehensive wellness is “packaged”: from
 - positive environmental policies to access to
 - sustainable, healthy food to broader social
 - justice – benefiting tourists and locals.
- **WELLNESS TOURISM 2.0:**
 - **“Holistically Well” Destinations (Not Just Properties)**

Terme Euganee: LE ACQUE TERMALI

caratteristiche chimico – fisiche

Temperatura dell'acqua		77°C
pH		7,1
Conducibilità elettrica a 18 °C		7042 μ Simens
Residuo fisso a 180 °C		5,050 g/L
Residuo fisso a 550 °C		4,340 g/L
Ione sodio	(Na ⁺)	1,239 g/L
Ione potassio	(K ⁺)	0,088 g/L
Ione calcio	(Ca ²⁺)	0,366 g/L
Ione magnesio	(Mg ²⁺)	0,080 g/L
Ione ammonio	(NH ₄ ⁺)	0,0027 g/L
Ferro	(Fe)	<0,05 p.p.m.
Ione nitrito	(NO ₂ ⁻)	Assente
Ione nitrato	(NO ₃ ⁻)	Assente
Ione solfato	(SO ₄ ²⁻)	0,980 g/L
Ione cloruro	(Cl ⁻)	2,176 g/L
Ione idrogenocarbonato	(HCO ₃ ⁻)	0,169 g/L
Ione bromuro	(Br ⁻)	13,6 mg/L
Ione ioduro	(I ⁻)	0,82 mg/L
Solfuro di idrogeno	(H ₂ S)	1,67 mg/L
Silice	(SiO ₂)	0,051 g/L
Alcalinità	(mL HCl 0.1 N/L)	27,7
Durezza totale		120 °F
Ossidabilità		7,40 mg/L
Sostanze organiche		0,3310 g/L
Delta crioscopico		-0,23 °C
Pressione osmotica		3,10 atm.