



TERME SVETI MARTIN



ESPA APPLICATION
September 2024

BASIC INFORMATION ABOUT THE APPLICANT

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1. EVALUATION CATEGORY

Which category does your event fit into? Click on the category and answer the questions that will open up below.

FC1: INNOVATIVE SPA DESTINATION

C2: INNOVATIVE MEDICAL SPA

C3: INNOVATIVE SPA HOTEL

C4: INNOVATIVE SPA CONCEPT

C5: INNOVATIVE HEALTH SPA PROGRAMME

C6: INNOVATIVE SPA PRODUCT

C7: INNOVATIVE SPA EDUCATION

C8: INNOVATIVE MEDICAL SPA SCIENTIFIC RESEARCH

2. SHORT APPLICATION SUMMARY

What is the main goal of the presented INNOVATION in your application?
(100–500 words)

The primary goal of the innovation introduced in our application is to advance a holistic approach to well-being that harmonizes the mind, body, and spirit.

At the heart of our philosophy is the belief that achieving and maintaining a healthy lifestyle necessitates a deep and integrated balance among these three core aspects of human experience. This belief underpins all that we offer, setting the foundation for a truly transformative experience. Our innovative approach is further exemplified through the development of our Healthness and alternative holistic programs. These programs are designed to provide a multifaceted approach to wellness, blending traditional practices with modern insights to foster a comprehensive sense of balance and rejuvenation. By integrating various techniques and therapies that emphasize this holistic perspective, our offer is tailored to address and enhance every aspect of our guests' well-being.

Additionally, our concept draws from a rich tapestry of authentic local elements, which are thoughtfully combined with the principles of anthroposophic philosophy, established by Dr. Rudolf Steiner. This philosophy emphasizes the interconnectedness of all aspects of life and promotes a harmonious integration of physical health, mental clarity, and spiritual fulfillment. The inclusion of these local and anthroposophic influences enriches our programs, ensuring that they are not only innovative but also deeply rooted in established and meaningful practices.

Central to our approach is the Healthness philosophy, which serves as a guiding principle for our entire spa experience. Healthness is more than just a concept; it is a holistic framework that encourages individuals to lead a high-quality life where health and pleasure are seamlessly intertwined. By emphasizing this balance, we aim to offer our clients a lifestyle that supports their overall well-being while also allowing them to experience joy and satisfaction.

In essence, the main goal of our innovation is to create a spa experience that transcends traditional wellness approaches by incorporating a holistic philosophy that truly understands and nurtures the intricate balance between mind, body, and spirit.

CATEGORY 5: INNOVATIVE HEALTH SPA PROGRAMME

Awarded to: MEDICAL SPA CENTERS | MEDICAL SPA FACILITIES
Entry fee: 300 €

Where the value of the Innovation lies: Medical Services, Spa Management, Concept, Unique Selling Proposition, Brand, Quality of facilities, Eco-friendly facilities, Evidence-Based Medical background, Architecture, Design, Eco-friendly.

Eligible to enter: Medical Spa Centers or Medical Spa Facilities (using local & natural resources e.g Thermal Spa, Thalasso Spa, Climate Spa, Kneipp Spa, Radon Spa, Therapeutic Mud Spa, other spas using natural resources e.g., clay and peat, chalk, peloids and healing gases) .

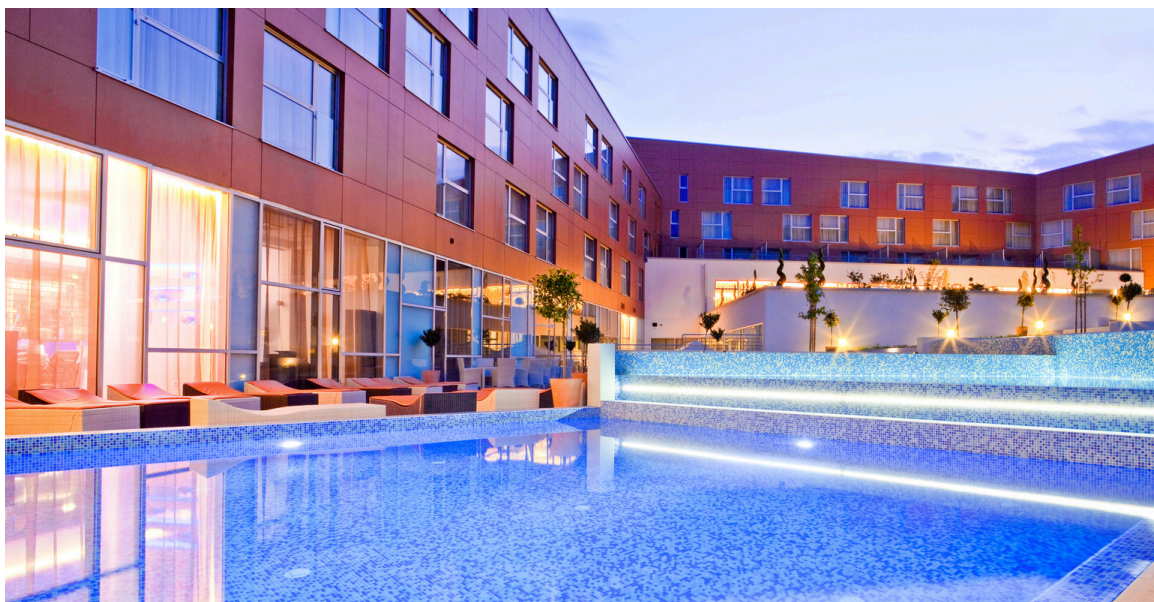
1. Short Description of your Medical Spa

(max 200 words)

Terme Sveti Martin, located in northern Croatia, is a distinctive destination that has evolved into The First Healthness resort in Europe. It offers a unique blend of relaxation and rejuvenation, set amidst pristine natural surroundings. The resort is dedicated to enhancing guests' well-being through high-quality, local, organic, and homemade cuisine, while fostering a healthy lifestyle.

Our goal is to transform guests' mindsets and habits, prompting continuous innovation in our wellness programs. By incorporating the anthroposophic principles of Dr. Rudolf Steiner—such as balance, movement, and sensory experiences—into our Healthness concept, we lay the foundation for holistic wellness. This approach helps restore harmony between the body, mind, and spirit.

Our innovative Healthness program includes accommodation in specialized Healthness rooms, personalized counseling, and a Body Vitality Scan. Based on the scan results, we offer tailored services such as phytotherapy with local plants and herbs, cannabinoid therapy, sleep optimization, nutritional planning, stress reduction advice, and custom massages, among other wellness treatments. This comprehensive approach ensures that guests leave our resort healthier and more balanced.



2. Originality

Is it unique (local or with signature or other USP) and not adapted from other Medical Spas?

Our resort stands out uniquely in Europe due to its distinctive concept rooted in the holistic philosophy introduced by Dr. Rudolf Steiner, the pioneer of anthroposophy. This philosophy underscores the profound connection between mind and body as the cornerstone of health and happiness. Our Healthness program, therefore, is not merely another wellness offering but a groundbreaking approach in the realm of medical spas.

Our Healthness concept is crafted from our deep understanding and expertise in holistic health, setting it apart from conventional medical spas. While some of the equipment we use may be recognized globally, our unique contribution lies in how we interpret and apply the results. This involves detailed analysis and personalized counseling, coupled with a blend of therapies managed by our specialized Healthness manager. These therapies include high-frequency treatments, phytotherapy using local herbs, and a focus on local, organic gastronomy. We also offer exclusive alternative workshops that cannot be found elsewhere.

Integral to our program is the integration of traditional medical practices, such as blood tests and ultrasonography, which provide a rigorous validation of our health assessments and ensure that no deviations are present. This dual approach—combining traditional and holistic methods—enables us to offer both preventive and curative benefits.

The hallmark of our Healthness program is its personalized nature. We design bespoke wellness plans based on each guest's health history and individual preferences. This customization involves the use of our unique services and products, such as the Body Vitality Scan, which provides detailed insights into each guest's health status. Our thermal water, renowned for its beneficial properties, and our biodynamic garden, which supplies high-quality, organic produce, further enhance our offerings.

Our resort also features the CannaBio Holistic Center, which provides innovative yet effective treatments using cannabinoids. This, along with our specially designed Healthness rooms, an exclusive line of organic and natural cosmetics, and a range of alternative and innovative workshops, contributes to a comprehensive and distinctive wellness experience.

Our commitment to personalization ensures that every guest receives an experience tailored specifically to their needs and goals. We focus on transforming our guests' lifestyles by encouraging them to adopt healthier habits and improving both their physical and mental well-being.

Our aim is to offer a unique and transformative experience that is unparalleled in Europe. As an authentic Resort in Croatia, we pride ourselves on providing an array of unique services that, when combined, create programs that are unmatched by any other resort of this type on the continent.



Our Healthness programme

At our resort, we move beyond traditional wellness packages to offer personalized, custom programs that focus on holistic rehabilitation for the body, mind, and spirit. Each program is meticulously crafted using exclusive local products, reflecting our deep expertise and commitment to individualized care.

Our approach integrates a variety of unique services, including the Body Vitality Scan, frequency and cannabinoid therapies, phytotherapy, and alternative workshops. We also provide tailored nutritional plans that feature premium local organic products. Guests have the freedom to select and shape their program according to their personal health goals and needs, ensuring a distinctive and effective wellness experience.

Central to our philosophy is the influence of Dr. Rudolf Steiner, whose teachings on biodynamic agriculture, healthy eating, and holistic health guide our approach. By blending his principles with evidence-based medicine, naturopathy (such as phytotherapy), and modern frequency medicine, we aim to support each guest in transforming their lifestyle and adopting healthier habits.



Our commitment to innovation extends to our digital presence. Our website offers a unique Healthness experience from the moment guests begin their journey. We have designed it to stand out with soothing video content, providing a calming and informative online experience. Unlike typical websites overloaded with pop-ups and promotions, ours focuses on delivering clear, essential information about our services, enhancing the overall Healthness experience even before guests arrive.

Our Healthness program centers around a non-invasive, straightforward, and quick Body Vitality check-up. Once a guest schedules an appointment, we begin tailoring a personalized approach specifically for them. Throughout their stay, the Healthness manager oversees and adjusts their program to ensure optimal progress.

The initial phase of the program involves a personal consultation with our Healthness manager. During this meeting, which can take place over a cup of healthy tea, while exploring the pristine natural surroundings, or in a private room based on the guest's preference, the manager reviews the guest's medical history and current health conditions. This helps in crafting a unique plan that addresses their specific needs.

Following this, the guest undergoes the Body Vitality Scan—a quick, painless, and efficient assessment. This scan, conducted by our frequency therapy specialist, evaluates the overall health of the body, including the cardiovascular, vegetative, and central nervous systems. It provides a comprehensive overview of the body's vitality and potential health risks, utilizing the latest in frequency medicine technology.

The Body Vitality Scan is ideal for individuals facing significant mental or physical stress, those committed to health maintenance and disease prevention, recreational and professional athletes, individuals with chronic conditions or sleep issues, allergy sufferers, and those preparing for or recovering from surgery. It is an invaluable tool for monitoring and assessing health progress during the guest's stay, ensuring they receive the most effective and personalized care throughout their experience with us.

The Body Vitality Scan offers two distinct types of assessments: the BIOScan and the VITAScan Complex, each utilizing advanced, non-invasive technologies to analyze cellular functions and overall health.

The BIOScan integrates cutting-edge IT science, biophysics, electrical engineering, and quantum medicine. This scan uses electromagnetic waves naturally emitted by the body to assess cellular communication. Changes in this communication can indicate imbalances, stress, or defects. The BIOScan provides a comprehensive evaluation, including:

- Overall organism analysis.
- Acid-base balance.
- Bone mineralization and osteoporosis risk.
- Vitamin and mineral levels, as well as essential amino acids.
- Status of coenzymes, trace elements, and heavy metals.
- Lipid levels (cholesterol and triglycerides).
- Blood vessel elasticity.
- Respiratory system function (lung capacity and airway resistance).
- Urinary system health, uric acid levels.
- Reproductive system status.
- Immune system performance.
- Pesticide and electromagnetic radiation exposure.
- Nicotine, tobacco, and carbonated beverage consumption.
- Allergies, hormonal balance, thyroid function.
- Rheumatic conditions, body mass indeks.
- Fat and muscle distribution, adiposity, and metabolic health.
- Liver function, digestive system imbalances, pancreas health.

The VITAScan Complex also employs non-invasive techniques and electromagnetic waves, but with a broader scope. It offers detailed insights into:

- The condition and interaction of individual organs and organ systems.
- Blockages within the body.
- Overall organism evaluation, including existing or emerging diseases.
- Primary, secondary, and associative causes of health issues.
- Available energy for maintaining health.
- Allergic reactions and responses to external stressors.
- Body's regulatory capabilities and potential for therapy overload.
- Intracellular inflammation, cell regeneration, and control mechanisms.



Both scans provide valuable, in-depth insights, supporting comprehensive health assessments and personalized wellness strategies.

Following the Body Vitality Scan, the next phase of our Healthness program involves a personalized consultation with our Healthness manager, who brings a robust background in traditional medicine. During this session, the manager designs a tailored plan incorporating frequency therapies and lifestyle modifications based on the scan results and the guest's medical history.

Our frequency therapies are comprehensive and individualized, featuring a range of specialized treatments. These include:

- Custom frequency therapy tailored to each guest's specific needs.
- Detection and management of potentially harmful frequencies.
- High-precision therapies targeting particular organ systems.
- Multifrequency therapies offering over 300 therapeutic options.
- Interventions to address blockages, strengthen, and cleanse the body.
- Analysis of vaccine compatibility and prevention of side effects.

These frequency therapies are an integral part of the wellness plan, but they are complemented by additional treatments based on a thorough review of the scan results and medical documentation provided by the guest. This evaluation leads to the creation of personalized cannabinoid and phytotherapy treatments.

A significant addition to our offerings is the CannaBio Holistic Center. Here, we provide expert counseling on the use of cannabinoids for preventive and supportive therapy. The discovery of the endocannabinoid system has expanded treatment possibilities for chronic conditions. This system helps restore the body's natural balance, making cannabinoids effective for managing various issues such as pain, insomnia, burnout, mood swings, gastrointestinal problems, malignancies, and neurological disorders.

In collaboration with the Cannabinoid Clinic from Slovenia and the International Cannabinoid Institute ICANNA, we offer targeted cannabinoid therapies. These therapies can enhance conventional treatments or provide alternatives when other methods are insufficient. The CannaBio Holistic Center caters to individuals seeking preventive care, those with chronic or severe conditions like cancer, chronic pain, or neurological diseases, and those needing support for modern lifestyle challenges such as stress and insomnia.

Based on the scan results and medical history, each guest receives a personalized cannabinoid therapy plan, including specific dosing instructions, potential interactions with other medications, and lifestyle and dietary recommendations tailored to their needs. Cannabinoids are known to aid in detoxification, pain relief, immune system enhancement, and stress reduction.

At the CannaBio Holistic Center, guests can also experience exclusive massages created by our skilled therapists, utilizing homemade treatments with cold-pressed hemp oil and CBD tinctures to promote relaxation and well-being. In addition, our Ion Bar and healthy dining restaurant, Le Batat, offer a range of nutritious and delicious options. Guests can enjoy hemp protein smoothies and hemp tea packed with vitamins and antioxidants, as well as wholesome dishes enriched with hemp, providing essential nutrients and dietary fiber.



Drawing inspiration from nature, we recognize the profound benefits of plants and herbs in daily life. Medicinal herbs have long been used to address various health issues, and today's phytotherapy combines traditional wisdom with modern scientific advancements. It stands as a cornerstone for maintaining health and provides an effective means for preventing and managing milder ailments.

In our Healthness program, we leverage these insights through a personalized approach. After the Body Vitality Scan and an initial consultation with our Healthness manager, we recommend specific herbal tinctures tailored to each guest's unique needs. This customized phytotherapy plan aims to foster a healthier lifestyle and support overall well-being.

We proudly use products from Soria Natural, a leading European company in phytotherapy. Soria Natural integrates cutting-edge technology to produce high-quality herbal remedies and tinctures. With a diverse selection of over 30 tinctures, we ensure that each guest receives a precisely formulated combination suited to their individual health requirements. This approach not only enhances their therapeutic experience but also contributes to a more balanced and healthier life.



One of the pivotal aspects of a guest's stay at our resort is their dietary experience. We firmly believe that food choices significantly impact daily well-being, empowering individuals to take control of their health. To this end, we emphasize the role of healthy, diverse, and nourishing cuisine in promoting optimal health.

Following a detailed consultation and Body Vitality Scan, each guest receives a personalized nutrition plan crafted by our Healthness manager. This plan is designed to address specific health concerns identified through the scan and tailored to the offerings available at our resort. Our food is characterized by its local, healthy, and homemade nature.

More than 80% of the ingredients we use are sourced from nearby family farms, ensuring that we provide seasonal, fresh, and high-quality produce. Our commitment to health extends to our buffet, which features a range of house-made items such as yogurt, butter, jams, granola, chia pudding, and various baked goods. We also offer homemade sweets and snacks, including sweet potato and banana bread, pickled vegetables, and sweet potato chips. All desserts, cakes, and pastries are prepared on-site using organic ingredients and local honey instead of refined sugar. We cater to a variety of dietary preferences and restrictions, including vegan, vegetarian, and allergen-free options, reflecting our commitment to inclusivity and personalized care.

Our resort is distinguished as the world's first to feature a biodynamic garden. This garden supports our culinary endeavors by providing ingredients grown according to the holistic and ecological principles of biodynamic farming. Founded on the insights of Dr. Rudolf Steiner and developed with input from various experts in the 1920s, biodynamic gardening integrates spiritual and practical elements. It follows a sowing calendar aligned with celestial cycles, aiming to optimize plant growth and nutritional value.

Guests benefit from a meticulously designed eating plan that delivers essential nutrients while adhering to daily caloric goals. Based on Body Vitality Scan results and individual lifestyle preferences, our plans emphasize local and organic vegetables, fruits, whole grains, and lean proteins. We limit saturated and trans fats, sodium, and added sugars, and manage portion sizes to support overall health.

Eating well offers numerous advantages, including longer life expectancy, improved skin, teeth, and eye health, enhanced immunity, stronger bones and muscles, reduced risk of heart disease and diabetes, and better digestive function. Additionally, healthy eating can significantly lower stress levels and improve mood, contributing to a more balanced and fulfilling life.



Enhancing wellness through a tailored meal plan is just one aspect of the comprehensive advice provided by our Healthness manager to help manage everyday stress. Based on the Body Vitality Scan results, which also reflect stress levels, our Healthness manager offers personalized strategies to mitigate this common issue. A fundamental approach to stress reduction is calming the mind.

Our Mindfulness programs are designed to promote mental tranquility and include yoga, breathing exercises, and meditation. Guests can enjoy guided forest walks and benefit from the resort's aromatherapy, which uses strategically placed aroma dispensers. We craft these aromatherapy blends according to seasonal changes, current stressors, and the overall well-being goals of our guests. These practices are also easily adaptable for guests to continue at home.

Our Mindfulness programs aim to foster awareness of the present moment, personal thoughts, emotions, and environment. By participating in these sessions, guests can achieve a profound sense of inner peace, mental clarity, and overall health. These programs help individuals embrace their mental, spiritual, and physical potential, facilitating a balanced and harmonious state of being.



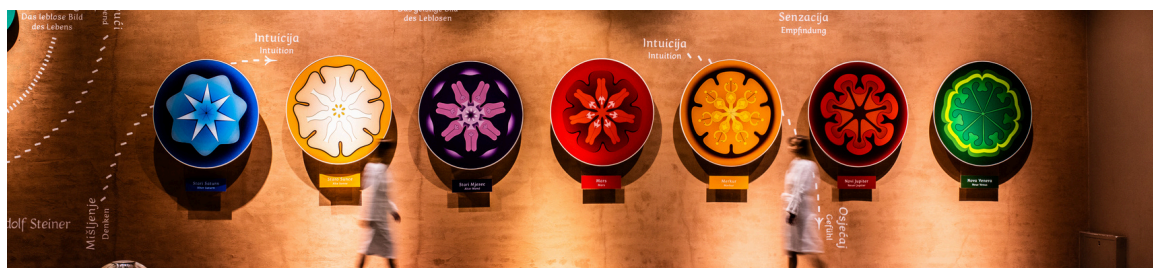
At the heart of our Healthness program is a premier relaxation feature: our ancient thermal water. This mineral-rich water, dating back over 43,000 years, plays a crucial role in stress relief and overall well-being. Our Healthness manager integrates this element as a cornerstone of our stress-reducing regimen, highlighting its profound benefits for both body and mind.

The thermal water, drawn from a depth of 800 meters and maintaining a temperature of 38°C at the source, boasts a unique chemical composition. It is enriched with essential minerals such as Lithium (Li), Strontium (Sr), Fluorine (F), Iodine (I), Sodium (Na), and Potassium (K). This distinctive blend makes the water exceptionally effective in treating various conditions. It is known for alleviating joint problems, rheumatism, and sciatica, and offers significant relief for skin diseases, infections, and inflammatory skin conditions. Additionally, it benefits the central nervous system, supports orthopedic and arthritic issues, stimulates the lymphatic system, and aids in addressing gynecological, metabolic, and psychosomatic disorders.



Historically, this water was used as a psychoactive medicine, underscoring its role in preventing depression and stress. Today, it continues to be a valuable therapeutic resource, contributing to improved bone density, reducing the risk of spine fractures, and serving as a bone protector against osteoporosis. It also helps with muscle spasms, cold extremities, poor memory, and maintains optimal pH levels in body fluids. The water supports cardiovascular health, detoxification, and reduces stroke risk. Athletes benefit from its preventative qualities against injuries and its ability to enhance energy storage.

Guests experience this exceptional water at our indoor pool complex, The Temple of Life. This facility is designed with organic architecture, reflecting the principles of anthroposophy, which emphasize harmony between nature and human design. The design features a flowing, flexible layout devoid of sharp edges, creating an environment that aligns with the natural world. Immersing oneself in the tranquil setting of The Temple of Life provides a soothing escape for a busy mind, reinforcing its integral role in our Healthness program.



Based on the Body Vitality Scan results, our Healthness manager devises a personalized Wellness relaxation plan as a key component of our Healthness program.

Our wellness philosophy emphasizes a holistic balance across physical, mental, spiritual, emotional, and social dimensions. At the resort, guests can indulge in exclusive massages using local oils and masks, explore our World of Saunas, or visit our Beauty Center, which features a range of natural cosmetic treatments.

A key feature of our wellness offerings is the use of organic, handcrafted products infused with thermal water. These include scrubs, massage bars, soaps, masks, and creams, all meticulously crafted on-site by our expert therapists. Additionally, our nudist sauna area provides a unique way to connect with nature, enhancing the Healthness experience and underscoring our dedication to holistic wellness.

We offer over 20 different massage types, incorporating local ingredients and traditions. Notably, our exclusive "house" massages, crafted based on the expertise of our wellness therapists and local customs, include:

- Saint Martin Massage: A distinctive massage designed to relax the entire body, boost energy, and alleviate stress through a blend of lymphatic drainage, classic techniques, and acupressure.
- Handmade Cocoa Butter Bar Massage: Featuring handmade bars made from cocoa butter and seasonal local ingredients, such as cocoa and almond in spring, cocoa and coconut in summer, cocoa and pumpkin in autumn, and cocoa and grapes in winter.
- Rhythmic Dr. Rudolf Steiner Massage: A massage rooted in rhythmic movements and the anthroposophical principles of Dr. Rudolf Steiner.
- Herbal Pindas Massage: This treatment combines oriental techniques with locally sourced herbs, flowers, and fruits. Pindas—small bags heated in aromatic oils—stimulate skin recovery, enhance circulation, and promote relaxation.



Our wellness center offers an extensive selection of beauty treatments utilizing natural cosmetics and organic, handcrafted products made on-site by our expert therapists. These include a variety of thermal water-based treatments designed to rejuvenate and restore. Our offer features:

- Handmade Natural Baths: Luxurious baths enriched with plant extracts, honey, milk, grapes, and beer.
- Detoxifying Body Mask: Crafted from healing green and purple clays, combined with natural essential oils to purify and revitalize the skin.
- Soothing Pannonian Sea Treatment: A comprehensive body treatment utilizing thermal water sourced from ancient Pannonian Sea depths for a deep, soothing effect.
- Relaxing Anti-Aging Wine Program: This full-body treatment includes gentle exfoliation and a handmade mask featuring purple clay and grape seed oil to rejuvenate and refresh.
- Unique Cocoa Butter Scrub: An exclusive scrub made with natural cocoa butter, pumpkin, and brown sugar for a nourishing and exfoliating experience.
- Anti-Cellulite Treatment: Combines a warming, handmade peeling with a tailored anti-cellulite massage to improve skin texture and firmness.
- Sweet Body Treatment: Includes an oat and honey scrub, a honey and kaolin mask, and a relaxing massage with body milk for a sweet, soothing experience.
- Grape-Based Treatment: Features peeling, a mask, and a massage using natural grape ingredients for a revitalizing body treatment.
- Special Wellness Detox: A comprehensive treatment including handmade products, a therapeutic massage, a healthy smoothie, and access to our full-body repair steam sauna.
- Natural Oils: We use a selection of high-quality oils during our treatments, including hemp, almond, sesame, coconut, grape seed, and sunflower oils.



These treatments exemplify our commitment to using natural and organic ingredients to enhance well-being and promote holistic health.

The World of Saunas at Terme Sveti Martin is an exceptional wellness facility designed to offer a comprehensive relaxation experience. It features a range of modern amenities including dry and steam saunas, both outdoor and indoor swimming pools with underwater massages, whirlpools, an ice cave, and a cold plunge well. Guests can also enjoy a refreshment area offering healthy drinks and fresh fruit, complemented by the calming scents of natural essential oils.

Our saunas include:

- Finnish Sauna: A traditional dry sauna operating at 90-100°C.
- Steam Sauna: A humid sauna at 50°C for a soothing experience.
- Laconium Roman Sauna: A slightly dry sauna at 40°C.
- Bio Sauna: A semi-dry sauna at 60°C, enhanced with aromatherapy and chromotherapy.
- Ice Cave with Siberian Sky: A cold environment at 8-12°C.
- Kneipp Foot Baths: Featuring heated benches for added comfort.
- Ice Well: A refreshing cold plunge for invigorating relief.

The World of Saunas operates as a nudist zone, embracing the philosophy of bodily freedom and harmony with nature, which aligns with the core principles of the Healthness concept at Terme Sveti Martin. We provide handcrafted treatments for use during sauna sessions, including Saint Martin, Sweet Pumpkin, and Pannonian Sea scrubs.



Unique to our facility, we welcome families with children, recognizing the health benefits of sauna use for young guests with conditions such as asthma, bronchitis, and allergies. We offer specially designed family programs including:

- Children's Saint Martin Massages: Gentle massages with cocoa butter or orange bars.
- Beauty Treatments for Girls: Tailored beauty experiences.
- Surprise Bubble Baths: Fun and relaxing baths for children.
- Mommy & Me or Daddy & Me Programs: Include a children's massage, a relaxing adult massage, access to the World of Saunas, and two healthy smoothies or a VIP spa suite experience with a surprise bubble bath.

Our inclusive approach ensures that relaxation and wellness are accessible to guests of all ages, fostering a holistic and family-friendly environment.



Our Healthness programme proudly features two exceptional retreats: the Intermittent Fasting Healthness Retreat and the Namaste Detox Weekend. These tailored programs are designed to offer guests an unparalleled opportunity to enhance their health and well-being.

The Namaste Detox Weekend is ideal for individuals seeking respite from a demanding lifestyle. This retreat provides a rejuvenating break, focusing on detoxification and the establishment of healthier habits. It is perfect for those needing to unwind and realign their health goals amidst the stresses of modern life.

The Intermittent Fasting Healthness Retreat is crafted for guests needing a thorough detoxification of the body. This program emphasizes intermittent fasting—periods of reduced or no food intake—which promotes weight loss, body regeneration, and overall detoxification. This method helps guests shed excess weight and cleanse their system effectively.

Both retreats offer accommodations with serene views of lush nature and feature ionized water in guest rooms. This high-quality water, rich in negative ions, supports improved breathing, mood enhancement, energy levels, sleep quality, and blood pressure management. Guests enjoy specially prepared meals consisting of fresh, local ingredients, alongside yoga and mindfulness classes.

Participants receive comprehensive support from a Healthness manager, who provides personalized guidance throughout the retreat. They have access to unlimited water, soups, herbal teas, and natural juices, as well as meditation and detoxifying breathing exercises. The World of Saunas and Wellness Center offer further relaxation through various massages and sauna experiences. Guided nature walks and frequency therapies enhance the holistic approach.

A distinctive feature of these retreats, and our Healthness programme overall, is the promotion of a silent stay. We encourage guests to disconnect from electronic devices—such as TVs, phones, and computers—to fully immerse themselves in the present moment and experience profound mental, spiritual, and physical rejuvenation.

An essential component of our Healthness programme is the emphasis on high-quality sleep, which is crucial for overall well-being. Sleep impacts numerous aspects of health, including stress levels, immune function, appetite regulation, breathing, blood pressure, and cardiovascular health. Unfortunately, many individuals underestimate the consequences of inadequate sleep and its effects on daily life, which often go unnoticed. A restful night's sleep is vital for maintaining key physiological functions and offers crucial recovery from daily activities.

To address this, our Healthness programme includes a structured sleep schedule. By adhering to a consistent sleep routine, guests can achieve optimal rest, leading to improved well-being and enhanced productivity.

Our resort, nestled in pristine natural surroundings free from urban noise, provides an ideal environment for restful sleep. Guests can choose from a variety of accommodations, including our innovative Healthness rooms. These rooms feature laminate flooring instead of carpets and are equipped with air purifiers to cater to those with respiratory sensitivities or allergies. We are also planning to enhance these rooms with advanced technology to monitor sleep patterns and biorhythms, further personalizing and optimizing the guest experience. By integrating these elements, our Healthness programme ensures that guests not only experience restorative sleep but also benefit from a holistic approach to wellness that supports their entire lifestyle.



Additionally, our Healthness rooms include eco-friendly bottles of natural and organic cosmetics, contributing to a unique and health-conscious stay. Healthy skin is integral to overall body function, and we offer local bio cosmetics that align with the skin's biological rhythms, promoting better health.

At the heart of our Healthness programme is a commitment to providing guests with the purest and most effective natural products. We have partnered with KMT, a company renowned for its dedication to using indigenous Croatian plant species, natural materials, and strict ecological practices. This collaboration ensures that our guests benefit from top-quality, cruelty-free cosmetics. Our exclusive line, developed in cooperation with KMT, includes a variety of products such as shampoos, conditioners, body milk, soaps, anti-aging creams, hand and night creams, toothpaste, and a special range for children featuring bubble baths, soaps, and balms.

In addition to this, we proudly offer a range of homemade, branded natural cosmetics used in our Wellness Center treatments. This distinctive approach underscores the authenticity and uniqueness of our spa services, setting us apart from conventional practices in the industry.

A standout feature of our offer is the opportunity for guests to create custom-made cosmetics tailored to their individual skin types and Body Vitality Scan results. Our Healthness manager facilitates personalized workshops where guests can blend homegrown, local, and natural ingredients to craft their own skincare products. This hands-on experience not only educates guests about the benefits of natural cosmetics but also allows them to learn which ingredients are best suited for different skin types and how kitchen staples can be utilized for body care.

All products used in these workshops are based on locally sourced, ecological, or biodynamic ingredients, ensuring a high-quality and completely natural impact on the body. Guests have the option to use their homemade creations in the Wellness Center, such as incorporating scrubs into a steam sauna session or entrusting them to our professional therapists for customized treatments.

This initiative reflects our commitment to offering something truly unique and authentic, enhancing the guest experience with natural, organically produced cosmetics and personalized wellness solutions.

At Terme Sveti Martin, we take pride in offering a variety of innovative and alternative workshops designed to enhance our guests' overall well-being and provide a unique, enriching experience. Our approach goes beyond conventional wellness offerings by integrating creativity, local community engagement, and environmental consciousness into each workshop. These alternative programs are crafted to address both mental and physical health, offering guests an opportunity to gain new insights and practices that can positively impact their lives.

One of the standout offerings is our "World of Crystals" workshop, where guests explore the therapeutic benefits of crystals. This workshop delves into how the geometric arrangement of crystals can produce harmonious vibrations that promote healing and balance. By placing these crystals in contact with the body, participants can purify their aura, release blockages, and address mental, emotional, and spiritual imbalances. This ancient practice, rooted in the proper alignment of crystal structures, is a fascinating way to tap into the subtle energies of the natural world for holistic healing.

Our Art Therapy workshop is designed to be inclusive and beneficial for all age groups. This session encourages participants to express their emotions through painting and drawing, which can enhance self-awareness, reduce stress, and improve self-esteem. Art therapy provides a creative outlet for exploring and understanding one's feelings, allowing individuals to discover their inner potential and address life's challenges constructively. This therapeutic approach not only fosters personal growth but also strengthens social skills and emotional resilience.

The "Vision Board to Happiness" workshop is another unique offering, focusing on visualizing and manifesting personal goals. Guests create collages of images that inspire and excite them, helping to make their dreams more tangible and achievable. This workshop is designed to influence mindset positively, encouraging a more optimistic and fulfilling approach to life. By visually representing their aspirations, participants can gain clarity and motivation to pursue a happier, healthier lifestyle.



Access Bars therapy offers a transformative approach to enhancing well-being by stimulating 32 points on the head. These points store thoughts, beliefs, and emotions, and gentle touch can help release what hinders a person's joy and ease. This therapy helps clear mental clutter and shifts behavior patterns, fostering a more present and liberated state of being. Suitable for individuals of all ages and backgrounds, Access Bars therapy supports various aspects of life, including sleep, health, relationships, and stress management. The session is conducted in a deeply relaxing manner, encouraging a gentle release of past limitations without revisiting old traumas.

The Peter Hess Sound Massage is a distinctive Western method that combines sound and vibration to induce deep relaxation. Therapeutic sound bowls are placed on the body and gently struck, producing vibrations that harmonize and regenerate each cell. The healing vibrations from these instruments foster a sense of peace and rejuvenation, allowing guests to release stress and achieve a harmonious state of mind. This form of sound therapy is beneficial for both physical and psychological health, relieving tension, promoting inner harmony, and enhancing overall well-being. The massage supports creativity, improves body awareness, and helps release negative patterns, making it a comprehensive tool for holistic health.

Energy Facelifting, a cutting-edge treatment is designed to rejuvenate the appearance and enhance well-being. This advanced therapy works by revitalizing cellular frequencies, which helps reduce the appearance of wrinkles and improves muscle tone. Beyond its physical effects, Energy Facelifting also addresses layers of self-doubt, promoting a sense of renewed confidence and vitality. As a result, guests can embrace a more vibrant and youthful self, enjoying not only visible improvements but also a profound boost in self-esteem and inner radiance. This holistic approach ensures a comprehensive enhancement of both appearance and self-perception.

At Terme Sveti Martin, we are committed to providing a holistic wellness experience that extends beyond traditional spa treatments. Our programs are designed to offer guests valuable knowledge and practices that they can integrate into their daily lives. From engaging workshops to personalized treatments, our goal is to inspire a mindful approach to health that aligns with both body and mind.

As "The First Healthness Resort in Europe," we prioritize not only the immediate health benefits of our offerings but also the long-term impact on our guests' lifestyles. Our mission is to transform guests' perspectives on wellness by providing them with tools and insights that encourage a responsible and balanced approach to self-care. Additionally, we offer comprehensive medical check-ups to ensure that guests leave with a thorough understanding of their health status and practical steps to improve their well-being.

In summary, Terme Sveti Martin is dedicated to pushing the boundaries of wellness by offering innovative and holistic experiences. Our diverse range of workshops and therapies, rooted in natural and creative practices, provide guests with unique opportunities for personal growth and healing. By blending traditional methods with contemporary approaches, we aim to support our guests in achieving a healthier, more fulfilling lifestyle.



If the Body Vitality Scan reveals health concerns requiring medical attention, our Healthness manager will refer guests to the Lumbalis Polyclinic, located conveniently within our resort. Lumbalis Polyclinic is a distinguished private health facility, renowned for its comprehensive approach and exceptional care. The polyclinic features a diverse team of specialists, providing a broad spectrum of medical services including orthopedics, cardiology, neurology, physical medicine, and rehabilitation.

Equipped with state-of-the-art technology, the clinic offers detailed examinations and diagnostic services. These include basic and extended health assessments, which encompass organ examinations, laboratory tests (blood and urine), abdominal ultrasounds, spirometry, and ECGs. Lumbalis also boasts a specialized center focused on the prevention, treatment, and rehabilitation of musculoskeletal disorders, offering therapies such as physical therapy, kinesiotherapy, spinal decompression, mobilization techniques, and shockwave therapy.

The clinic's services extend to detailed neurological evaluations and early detection tests for heart complications. Additionally, Lumbalis provides a range of educational and supportive services, including maternity and postpartum doulas, breastfeeding counselors, nutritionists, and childcare experts. Their holistic approach also features an aroma therapist.

Moreover, Lumbalis includes a center for non-pharmacological therapies, offering acupuncture and halo therapy. Halo therapy, conducted in a salt room, uses microparticles of crystalline salt to improve respiratory and skin health. By integrating these traditional and alternative treatments, Lumbalis Polyclinic ensures a holistic and comprehensive approach to guest care, combining modern medical practices with innovative therapies for optimal health outcomes.



Sports and physical activity are central to our commitment to promoting an active and healthy lifestyle at Terme Sveti Martin. Embracing the philosophy of "healthy body, healthy mind," we encourage our guests to engage in regular physical activity as a core component of our Healthness program.

Upon arrival, each guest's Body Vitality Scan results are carefully reviewed by our Healthness manager, who then crafts a personalized activity plan tailored to their fitness level and health goals. This bespoke plan is designed to be seamlessly integrated into the guest's stay and extended to their everyday life, including simple exercises that can be done outside the gym. For those who prefer more structured environments, our resort features a fully-equipped gym available to all guests.

The resort boasts a state-of-the-art Sports Hall located conveniently near the accommodation units. This air-conditioned facility is designed to cater to a wide range of sports and fitness needs. It includes dedicated spaces for fitness, Pilates, aerobics, and dance. The hall is outfitted with top-quality equipment, including dumbbells, benches, treadmills, ellipticals, ergometers, and Swedish ladders, all supported by modern audio and video technology, ensuring an optimal training environment.



For outdoor enthusiasts, the resort offers a picturesque path through the woods and vineyards, perfect for morning runs or walks in the fresh air. Additionally, Terme Sveti Martin is home to the first Bike Resort in continental Croatia, providing comprehensive cycling infrastructure. This includes secure storage, washing facilities, repair tools, and a wide range of services such as rental of standard and electric bicycles, a charging station, guided bike tours, and a GPS system with over 700 kilometers of marked routes.

The Healthness manager plays a crucial role throughout the guest's stay, offering continuous support and adjustments to the activity plan as needed, based on ongoing progress assessments. This personalized and supportive approach ensures that guests receive the most effective and enjoyable fitness experience during their time at our resort.



2. Impacts and benefits

Does the innovation make a fundamental change in the attractiveness of the Medical Spa?

Terme Sveti Martin has undergone a transformative journey, evolving from a traditional spa into a pioneering wellness destination that has fundamentally changed its attractiveness and appeal. The innovation of the Healthness philosophy, which blends holistic wellness, active living, and healthy gastronomy, has had a profound impact on both the resort's identity and its attractiveness to guests seeking a unique and health-focused experience.

The introduction of the Healthness concept at Terme Sveti Martin has significantly elevated the resort's profile. Traditionally, the resort functioned as a classic spa destination, offering standard treatments and services that could be found in many other locations. However, the shift towards a more comprehensive and holistic approach to wellness has distinguished Terme Sveti Martin from its competitors. This change was driven by a desire to offer more than just relaxation; it was about providing guests with the tools and knowledge to lead healthier, more balanced lives long after their stay.

One of the key benefits of this innovation is the diversification of the resort's guest demographics. Previously, visitors to Terme Sveti Martin were primarily seeking relaxation and leisure. Today, the resort attracts a broader range of guests, including those who are specifically looking for a retreat where they can engage in healthy living practices, receive personalized wellness guidance, and be inspired to make lasting lifestyle changes. This shift in guest profile has not only increased the resort's occupancy rates but has also enhanced its reputation as a leader in the wellness tourism sector.

The Healthness philosophy is integrated into every aspect of the resort, from the wellness treatments offered at the spa to the activities available in the surrounding nature. The resort's comprehensive approach includes the use of the Body Vitality Scan, which allows guests to receive personalized health assessments and tailored wellness plans. This innovative tool, combined with the guidance of the Healthness manager, ensures that each guest's experience is unique and catered to their specific needs. This level of personalization is a significant departure from the one-size-fits-all approach often seen in the spa industry.

Additionally, the resort's commitment to sustainability and the use of local, natural resources further enhances its appeal. The focus on healthy, locally-sourced food, eco-friendly practices, and the preservation of the natural environment resonates with guests who are increasingly conscious of their impact on the planet. This alignment with contemporary values around health and sustainability makes Terme Sveti Martin not just a place to relax, but a destination that offers a meaningful and responsible travel experience.

The impact of these innovations extends beyond just attracting more guests; it has also led to a significant increase in the resort's revenue. By offering a unique combination of wellness, relaxation, and active living, Terme Sveti Martin has carved out a distinct niche in the tourism market. This has allowed the resort to command higher rates and attract a clientele that values quality and exclusivity.

In conclusion, the innovations introduced at Terme Sveti Martin, particularly the Healthness philosophy, have fundamentally changed the resort's attractiveness. By offering a holistic and personalized wellness experience, the resort has not only enhanced its appeal but has also positioned itself as a leader in the growing wellness tourism industry. This transformation has had a positive impact on guest satisfaction, occupancy rates, and overall revenue, solidifying Terme Sveti Martin's reputation as a premier wellness destination.



2. Sustainability

How are renewable energies and green solutions applied in your Medical Spa? Provide a few examples.

Terme Sveti Martin has embraced a green transformation that not only enhances the guest experience but also significantly reduces the environmental impact of its operations. By incorporating renewable energies and green solutions, the resort has become a model for sustainable tourism. These initiatives are not just cosmetic; they represent a fundamental shift in how the resort operates, from energy consumption to waste management, contributing to its attractiveness as a forward-thinking medical spa.

One of the most visible aspects of Terme Sveti Martin's commitment to sustainability is its use of 100% natural cosmetics. This choice ensures that guests are treated with products free from harmful chemicals, aligning with the resort's broader environmental goals. Additionally, in 2023, the resort turned 30 liters of waste cooking oil into scented candles, demonstrating a creative approach to waste reduction. This initiative not only reduces the environmental burden but also provides guests with unique, eco-friendly souvenirs.

The resort's commitment to sustainability is further demonstrated by its collaboration with local producers. Local sourcing is another cornerstone of the resort's green strategy. By partnering with family farms and small businesses, Terme Sveti Martin ensures that its operations support the local economy while adhering to its green principles. An impressive 80% of the food served at Terme Sveti Martin comes from local production, adhering to a strict 0 km policy. This ensures that food is as fresh as possible, with produce going from the garden to the table within 24 hours. The resort's biodynamic garden, home to more than 25 plants, plays a crucial role in this effort, providing guests with organic, locally grown ingredients that are not only healthy but also environmentally sustainable.

Energy efficiency is a major focus at Terme Sveti Martin. The resort has replaced traditional lighting with LED lights, resulting in energy savings of 70% in the parking lot and 30% in the hotel. This switch significantly reduces the resort's carbon footprint and operational costs. Water conservation is another critical area where the resort excels. By installing aerators in the rooms, Terme Sveti Martin has cut water consumption by 50%, a significant achievement in resource management. The resort has also installed sensors in hotel rooms to optimize energy use, ensuring that lights and heating or cooling systems are only active when needed. These energy-saving measures are part of the resort's broader strategy to minimize its carbon footprint and promote sustainable tourism.

Waste management practices at the resort are exemplary. A new composter and baler significantly improve waste management efficiency, turning organic waste into compost within 24 hours. The reduction of biowaste to nearly zero is achieved by turning 125 kg of waste into just 10 kg of compost. This compost is then used in the resort's gardens or returned to local farms, creating a closed-loop system that benefits both the resort and the local community. Paper waste has also been drastically reduced, with the cost of removal decreasing by 75% thanks to better waste management practices.

Single-use cosmetic packaging has been completely eliminated, resulting in a 45% cost reduction and the prevention of 300,000 discarded packaging items. This move not only cuts costs but also aligns with the resort's zero-waste philosophy. Additionally, the installation of automatic valves for the heating and cooling system has led to energy savings of 20%, further demonstrating the resort's commitment to reducing its environmental impact.

The resort has also invested in renewable energy sources and green transportation options. Heat pumps and air conditioning in swimming pools have resulted in gas savings of 30%, while the installation of a solar smart bench, electric bicycles for rent, and charging stations for electric cars and bicycles encourage guests to embrace eco-friendly transportation. These initiatives not only reduce the resort's carbon footprint but also promote sustainable practices among guests.

Terme Sveti Martin's commitment to green business practices is recognized through numerous certifications and awards. The resort is the first of its kind in Croatia to receive the prestigious EU Ecolabel, a mark of excellence in environmental protection. This certification, developed in collaboration with CROTEH (Centre for the Development of Sustainable Technologies), underscores the resort's dedication to reducing its environmental impact. The EU Ecolabel is awarded to products, services, and companies that meet high environmental standards, indicating that Terme Sveti Martin is committed to creating less waste and protecting the environment.

Achieving the EU Ecolabel was no small feat; it involved nearly all departments of the resort, from maintenance to food and beverage, and even reception staff. The two-year documentation process required meticulous attention to detail and the involvement of all 200 employees, each of whom contributed to the resort's green transformation. The label is a recognition of Terme Sveti Martin's efforts to innovate in the tourism industry, positioning the resort as a leader in sustainable hospitality.

The resort's green business strategy extends to educating both employees and guests about the importance of environmental preservation. Regular training sessions are held to ensure that everyone involved in the resort's operations understands the significance of sustainability. Guests are also encouraged to participate in green initiatives, such as reducing food waste and minimizing energy consumption. For example, QR codes are used for menus to cut down on paper waste, and guests are rewarded with a surprise gift if they opt out of daily linen and towel changes, which helps conserve water and reduce detergent use.

Terme Sveti Martin's green transformation is also evident in its energy management practices. The resort has installed five wastewater purifiers throughout the property, ensuring that all water used in the resort is treated and recycled. The elimination of hazardous chemicals, such as sulfuric acid, further reduces the resort's environmental impact. Additionally, devices that measure water quality and hardness optimize the use of detergents when washing bed linen, reducing both water and chemical consumption.

In addition to these green initiatives, Terme Sveti Martin has made significant investments in renewable energy. The installation of heat pumps and energy-efficient air conditioning systems in the resort's swimming pools has resulted in substantial gas savings. The resort's commitment to renewable energy is further demonstrated by its use of solar power, which powers the solar smart bench and provides energy for the charging stations for electric cars and bicycles. These investments not only reduce the resort's reliance on fossil fuels but also promote the use of renewable energy among guests.

The Green Key certificate further underscores Terme Sveti Martin's unwavering dedication to environmental responsibility and sustainable tourism. Awarded by the Foundation for Environmental Education (FEE), this prestigious recognition symbolizes the resort's compliance with some of the most stringent environmental standards in the industry. By earning the Green Key, Terme Sveti Martin not only demonstrates its commitment to preserving natural resources but also assures guests that their stay contributes positively to the environment. This certificate is a testament to the resort's continuous efforts in sustainability, maintained through rigorous documentation and regular audits, reinforcing its place as a leader in green hospitality. The addition of the Green Key to Terme Sveti Martin's impressive array of accolades is yet another affirmation of its successful and long-standing green business strategy, proudly upheld for over a decade.

Terme Sveti Martin's dedication to sustainability has earned it a host of certifications, including the ISO 50001:2011 certificate for energy management, the "ZelEn" label for using electricity from renewable sources, and the Sustainable Hotel Certificate by UPUHH. The resort is also certified in quality management (ISO 9001), environmental management (ISO 14001), information security management (ISO 27001), energy efficiency management system (ISO 50001), occupational health and safety (ISO 45001), social responsibility (ISO 26000) and food safety (ISO 22000). Additionally, the resort holds a Halal certificate, ensuring that its products and services meet the requirements of Islamic guests.

In conclusion, Terme Sveti Martin's application of renewable energies and green solutions has fundamentally transformed its operations and enhanced its attractiveness as a medical spa. Through a combination of innovative waste management practices, energy efficiency measures, and sustainable sourcing, the resort has positioned itself as a leader in the green hospitality industry. Its commitment to sustainability is recognized through numerous certifications and awards, and its efforts to educate both employees and guests about environmental preservation further reinforce its status as a model for sustainable tourism. Terme Sveti Martin's green transformation is not just a business strategy; it is a holistic approach that benefits the environment, the local community, and the guests who seek a truly sustainable and rejuvenating experience.

Terme Sveti Martin's commitment to sustainability and excellence extends beyond its green initiatives, as evidenced by the ongoing development of an ESG (Environmental, Social, and Governance) strategy. This strategic framework is designed to integrate environmental responsibility, social impact, and governance practices into every aspect of operations. Currently in progress and nearing completion, this ESG strategy will serve as a formal acknowledgment of the dedication to operating with the highest standards of sustainability, ethical practices, and community engagement. The ESG strategy aligns seamlessly with the mission to provide a health-centered, ecologically sustainable, and locally authentic guest experience. It reinforces the vision to lead Europe in health tourism by ensuring that the practices not only meet but exceed industry standards for environmental and social responsibility.



SUPPORTING MATERIALS

All the supporting materials that were not sent in the application form can be found on this link:

[Terme Sveti Martin_Innovative Medical Spa Application_2024](#)