



Restorative · Curated · Elevated
Wellbeing experiences designed for modern renewal.
Tailored rituals, refined care, intentional living.

2026

WWW.THIAWELLNESS.COM

INTRODUCTION

THIA Wellness is a dynamic brand that offers premium spa and wellness services and products, with a sense of place. Providing an immersion and integration of customer 'wants' of premium bespoke spa and wellness services and 'needs' of recovery services. Coupled with its own label retail products. THIA provides a solid foundation to deliver and elevate these through a flexible mix-use deployment structure.

THIA is built upon industry best practices and provides solutions to the ever-growing and abundant need for self-care services.

- 1 Established track record operating in high-profile, regulated, high-volume locations
- 2 Expertise across concept creation, operations, staffing, SOPs, and compliance
- 3 Boutique-level service delivery with enterprise-grade output and discipline

A PROVEN WELLNESS OPERATOR IN PREMIUM, COMPLEX ENVIRONMENTS

FOUNDER



BARRY WHITE
FOUNDER & DIRECTOR

Barry White is a spa and wellness expert with over 30 years of global leadership experience in world-class luxury and lifestyle brands.

With a rich background at the helm of THIA Wellness and WHITE Consultancy, Barry's focus is on delivering innovative and bespoke solutions in the hospitality and luxury sectors. Our approach at THIA Wellness has been to revolutionize the spa and wellness experience through a variety of bespoke services, ranging from traditional to modern wellbeing therapies. Combined with a business focus for long-term sustainability.

As a leader in the industry, the mission has always been to create authentic and visionary projects and experiences that resonate with guests and stakeholders. By integrating luxury and wellness, we've set a new standard in the industry, fostering well-being and lifestyle enhancement.



FROM TRADITIONAL SPA TO MODERN WELLNESS PLATFORMS



THIA operates, and evolves modern wellness platforms that go beyond traditional spa models. We combine premium human-touch services with technology-enabled experiences to deliver high-impact outcomes in time-efficient, scalable formats.

Our approach is built for frequent use, high utilisation, and commercial performance, making wellness more accessible, measurable, and operationally efficient—while remaining fully complementary to existing spa and fitness facilities.

CAPABILITIES



- Premium Spa & Express Wellness Operations, High-quality spa and express wellness services, curated for luxury, consistency, and speed—without unnecessary ritual or complexity.
- High-Throughput, Time-Efficient Formats, Short-session, fast-turnover models designed for high footfall environments, optimising space, staffing, and yield.
- Recovery, Performance & Wellbeing-Led Experiences Results-driven experiences focused on recovery, stress regulation, and performance, aligned to the needs of modern travellers and resort guests.

WHY US

What sets THIA Wellness apart:

- Proven experience delivering services in complex, high-expectation environments
- Operational depth, not theoretical frameworks
- Brand-sensitive execution that integrates seamlessly into your guest journey
- Flexible models, from premium spa services to modern recovery and wellness formats
- Long-term partnership mindset, built on trust, transparency, and shared outcomes

Value Orientated

- We offer design, technical and operation consultancy as part of our partnership - not at additional cost.
- We provide SPA TX business intelligence - not at additional cost.

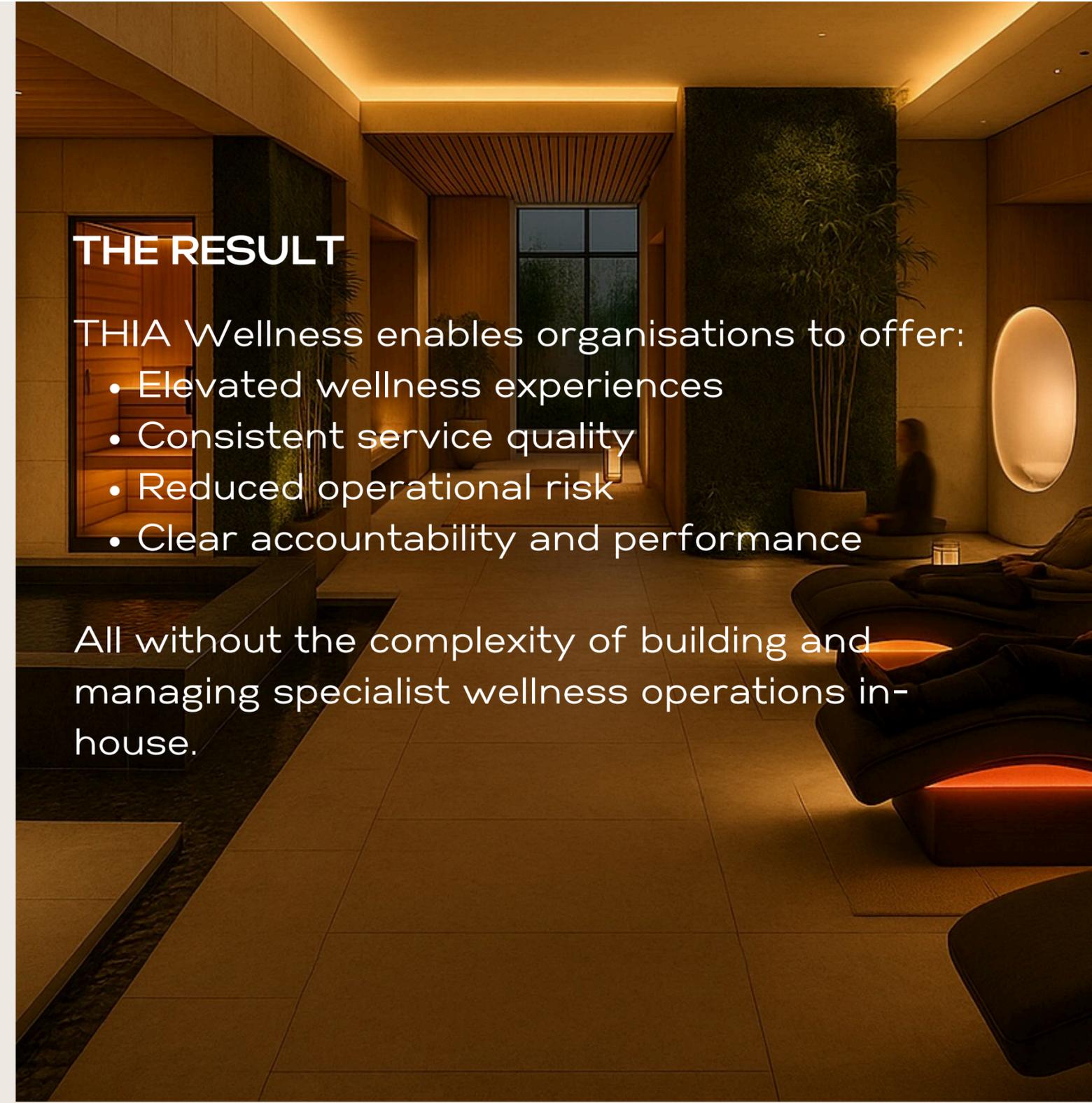
Our partners choose THIA Wellness because we make wellness work – operationally, experientially, and commercially.

THE RESULT

THIA Wellness enables organisations to offer:

- Elevated wellness experiences
- Consistent service quality
- Reduced operational risk
- Clear accountability and performance

All without the complexity of building and managing specialist wellness operations in-house.



Cathay Pacific - The Pier - First Class Lounge

- Appointed in 2023 as service provider and operator of the Retreat - The Pier First Class lounge.



OUR PARTNER

Conducting over 35,000 services per annum since July 2023. Projected to increase to **140,000** services per annum with the reopening of the new Wing First Lounge from April 2026.

Providing premium human touch express travel recovery services, in combination with leading products and innovative technology:

- Lapidem | Aeos | Moringa Project and THIA private label.
- Therabody | Aura Eye Mask

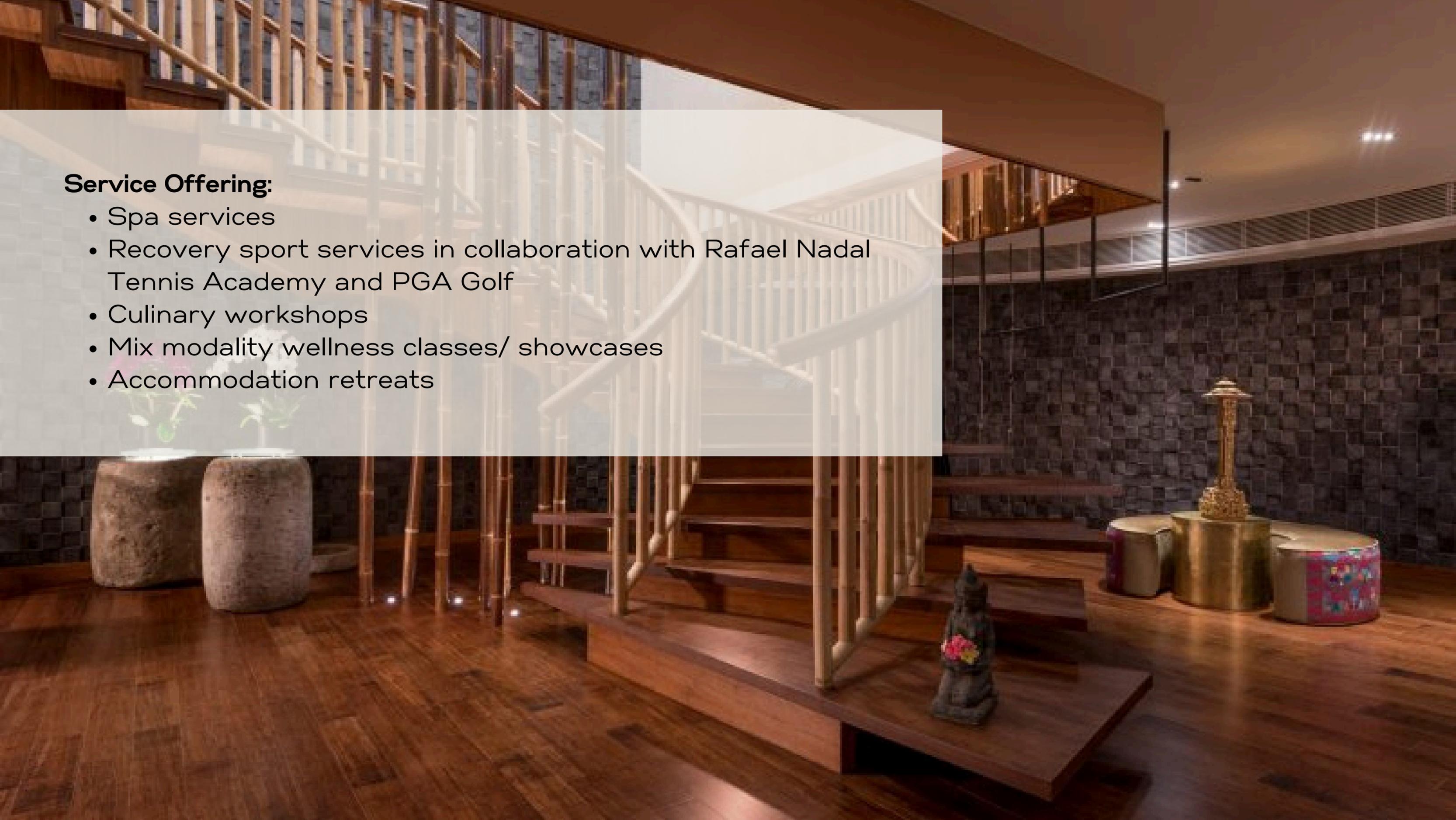




OUR PARTNER

The Hong Kong Golf and Tennis Academy

- Exclusive private members club.
- Operating spa and wellness facilities, since 2020.



Service Offering:

- Spa services
- Recovery sport services in collaboration with Rafael Nadal Tennis Academy and PGA Golf
- Culinary workshops
- Mix modality wellness classes/ showcases
- Accommodation retreats

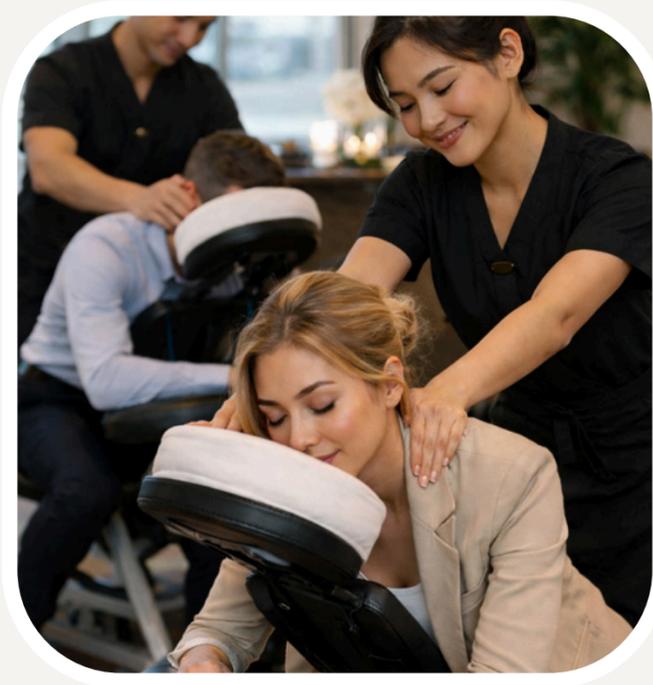
SIGNATURE EXPERIENCES EXAMPLES

As an established operator, we take pride in our ability to tailor services to meet the unique needs of our clients. Equally by collaborating with specialist wellness professionals, we ensure that we consistently deliver a broad range of exceptional services and unparalleled experiences.



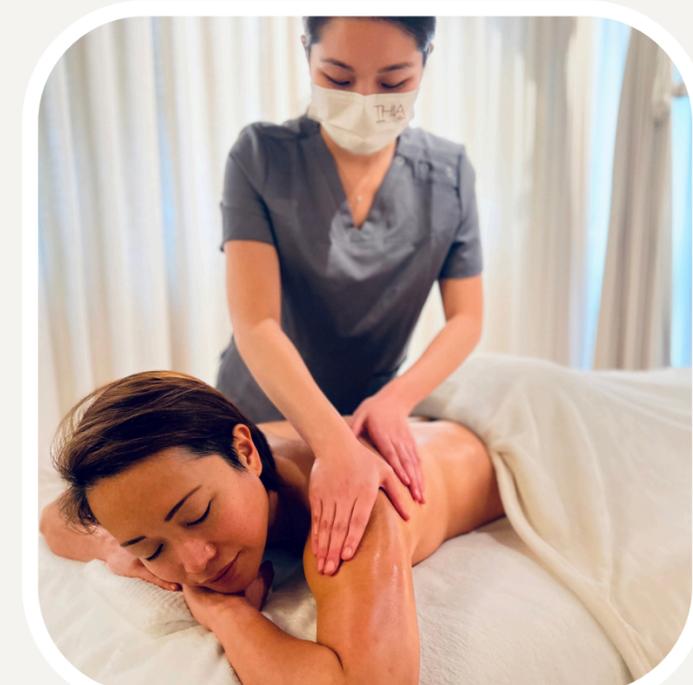
Sole Reset

Soothing & calming bespoke service to ease the stress & strain of the day in preparation for your voyage. The treatment starts by selecting and infusing the bath with one of THIA Signature Collection functional essential oil blends. Then soaking your feet to induce relaxation before the foot massage. Using THIA Signature Collection essential oil blends, and enhanced with the Aura Circle Eye Mask



Shoulderline Reset

A therapeutic acupuncture massage focusing on the neck and shoulders. For your comfort, this is a dry massage. This service is enhanced by Theragun Sense.



Curated Bodywork

Indulge in a uniquely personalized massage journey like no other. Begin by crafting your bespoke massage oil blend, selecting from a luxurious collection of 100% pure essential oils tailored to your preferences. Then, immerse yourself in a freestyle treatment designed to adapt to your every need, offering a truly customized experience that revitalizes both body and soul.

EQUIPMENT & TECHNOLOGY PARTNERS



Clockwise; Gharieni RLX Aurasens | Therabody | Aura | Multi-Cryo System | Therface

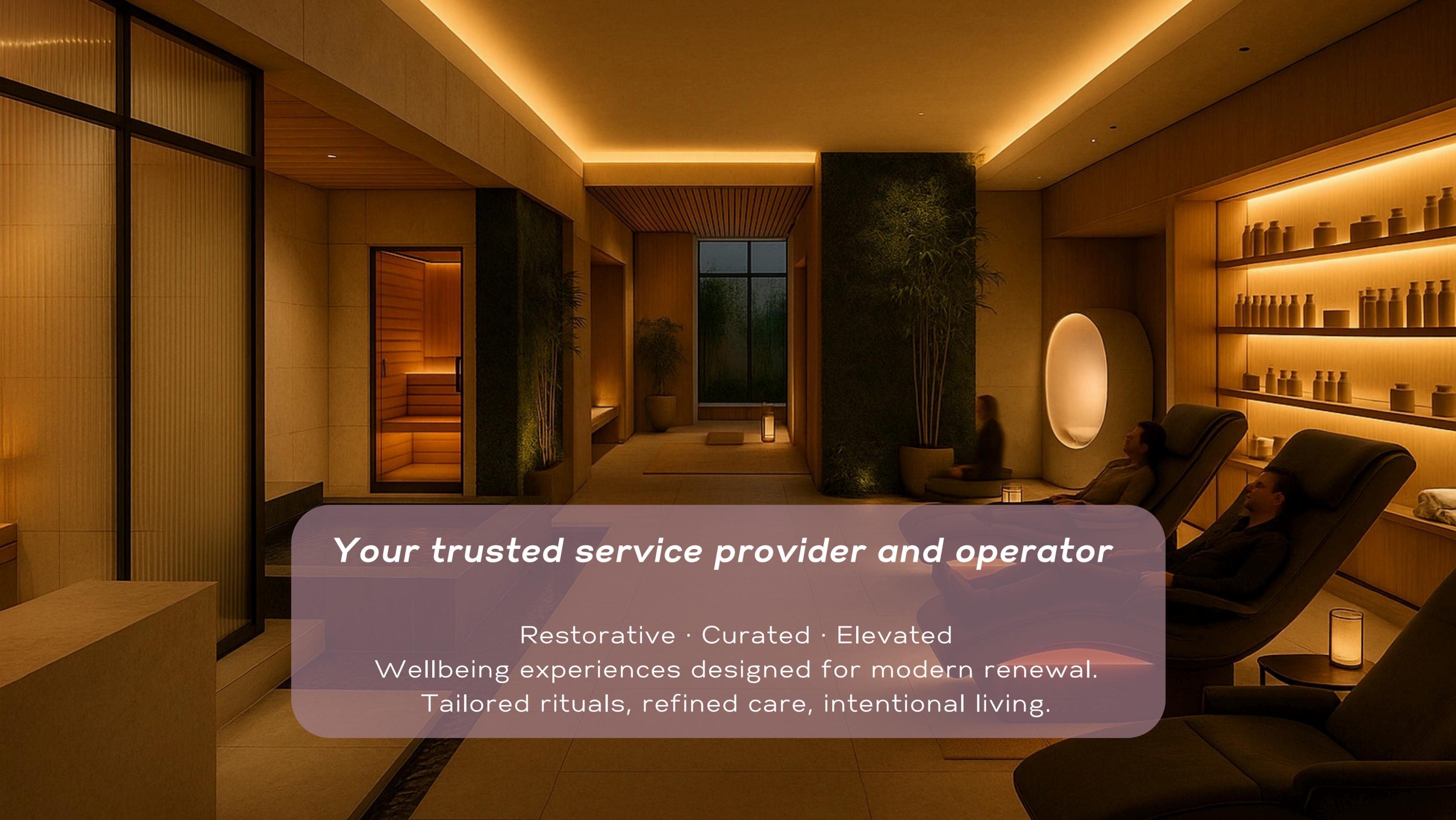


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Your trusted service provider and operator

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CONTACT

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