



# SpaChina

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健康度假 · 美容水疗 · 健身康复 · 环保可持续

WELLNESS, BEAUTY, HEALTH AND LUXURY LIVING

## 借力养生热潮 更新酒店服务

Leveraging Wellness to  
Sustain & Advance  
Hospitality in the Covid-era

全球奢华养生与  
**医疗SPA**  
Top Wellness and  
MEDICAL SPAS

Picture by SHA Wellness Clinic

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# 灵活并高效

访RÖS'S Estética S.L公司CEO Carlos Moliner先生

Carlos Moliner先生在1978年创建了RÖS'S公司，开始时是一个仅有40平方米的小工作坊，到1987年，公司业务仅限于西班牙市场。之后，公司一步步拓展，开始进行出口业务。2008年，公司搬到了现在的地址——巴塞罗那的Castelldefels。时至今日，公司和厂房总占地5500平方米，RÖS'S品牌已进入全球超过25个国家。SpaChina采访了Calos Moliner先生。

## 您观察到美容行业有哪些新趋势？

近几年，在西班牙的美容行业，一个明显的特点是，人们不再只是谈论美容，而是将健康看得同等重要。外在的美丽不是全部，大家越来越强调健康的生活方式：身体锻炼、健康的饮食习惯等。因此，为了顺应这一趋势，美容行业应该提供市场所需的疗程，不仅带来美容效果，同时也能提升健康。

## 养生行业又有哪些最新趋势？能否与我们分享一些新技术？

前面有提到，如今健康已经成为了人们的首要需求。我认为，透热疗法是最能满足当下消费者健康需求的一项技术，因为透



热疗法可以有效改善身体的免疫力从而抵御疾病。RÖS'S的Binary Premium就是一款利用透热疗法，达到美容与健康双提升功效的产品。另外，就美容需求来说，身体疗程（针对肥胖、肌肉松弛、脂肪团）依然是行业中最热门的，具有重塑、紧致、纤体功效的疗程需求最大。今年2月，RÖS'S在巴塞罗那CosmoBeauty国际美容展上亮相

的最新产品Roll Systemic就是这样一款被广泛认可的产品。

## 您们拥有哪些先进的物理疗法技术？提供哪些疗程来达到康复目的？

在物理疗法领域，我们有不少的建树，是第一家提供便携式高效透热疗法的公司。我们所研发的新一代专利透热疗法系统无需人工操作，体验者带上手环便可开始疗程。传统上，物理疗法分为两大类：一类是疼痛管理相关疗程，另一类是肌肉和骨骼再生以及康复疗程。在西班牙，我们看到了第三类物理疗法正在兴起，并得到市场广泛接受和认可，那就是盆底疗法。我们很自豪能够为市场带来了一台卓越的盆底康复治疗仪，荣获了西班牙科学与创新部门授予的“最具创新精神公司”荣誉，并在2022年巴塞罗那CosmoBeauty国际美容展上荣获了Vida Estetica颁发的“年度最佳疗程仪器”大奖。

## 您们也会为美容沙龙和养生中心提供产品，能否介绍一下这方面的业务？

无论是美容还是物理疗法领域，我们的理念一直都是：我们所提供的产品和疗程必须在中长期对皮肤、肌理、组织和整体健康产生

显著效果；并在短期内，即第一次疗程后，产生肉眼可见的功效。我们的目标是，让使用我们产品或技术的客户能快速地实现投资回报。为客户提供优质的产品和仪器，为客户实现终端消费者的高满意度，使得我们一直拥有很强的客户忠诚度。

**疫情期间，您的业务遇到了什么困难吗？**

和所有其它公司一样，疫情期间我们遭受了巨大的商业和财物冲击，业务和销售增长大受影响。在西班牙，刚开始的时候，没有人想到新冠疫情会持续这么长时间，但很不幸，事实就是如此。2020年3月，疫情隔离政策颁布，我们不得不关掉公司三个月之久。有些员工可以远程居家办公，但是生产工作人员没法远程工作，因此这段时间里，工厂生产完全瘫痪。其它相关领域与行业的停滞也对我们造成了限制。幸运的是，度过了两年艰难的时间，我们现在几乎恢复到了疫情前的水平。

这段时间里，让我感触最深的一点是，在困难的时候，大家是如何紧密联合在一起的。疫情期间，公司里所有的员工都表现出非常高的忠诚度和积极性，尽一切可能为公司做出支持和贡献，共度难关，为此我感到非常自豪与欣慰。

**您怎么看中国市场的潜力？您为中国的合作伙伴提供了什么样的服务与支持？市场反馈如何？**

中国拥有14亿人口，过去20多年来经济持续增长，毫无疑问，中国是全球最重要的市场之一。因此，对于我们来说，在中国的市场表现尤为关键，我也非常荣幸能够进入到这个市场。很庆幸的是，我们在中国找到了非常优秀的合作伙伴，使得RÖS'S在中国获得了很高的知名度。我由衷感谢中国团队所做出的专业努力，没有他们，就不可能有如今在中国的成绩。

我们为合作伙伴提供在市场、培训、科学信息、技术协助等方面的全面支持。简言之，我们会毫无保留的与经销商共享公司的专门技术和组织架构信息。因此，从这方面来说，我们不仅仅是一家产品生产公司，也是一家服务型公司。

**能否与我们分享一下您们未来五年的计划？**

未来五年的目标是巩固我们在国内市场的领导地位，并向主要的国际市场进行拓展，实现业务增长。我们将在今年后半年进入北美市场。我相信，为了实现上述目标，必须合理配置重要资源，优化研发战略。只有不断推出新颖、高效、优质的产品才能让品牌在未来获得持续发展。



# Flexibility with Effectivity

**Interview with Mr. Carlos Moliner, the CEO of RÖS'S Estética S.L.**

Mr. Carlos Moliner founded his company in 1978, starting from a small workshop of only 40 square meters, and until 1987 the activities of the company were limited exclusively to the Spanish market. From then on and little by little, a period of expansion began into export activities. In 2008, the company moved to its current facilities in Castelldefels in Barcelona. At present, RÖS'S premises have 5,500 square meters and RÖS'S company has a presence in more than 25 countries worldwide. Mr Carlos Moliner here shares his opinions with SpaChina.

**What trends do you see for the beauty industry?**

In recent years, a clear trend stands out in Spain where we no longer talk only about beauty. The health factor has taken paramount importance. Today people not only give importance to their physical external appearance. A healthy lifestyle (physical exercise,

healthy eating habits, etc.) has become just as important. Logically, the beauty industry, following this trend, is providing the treatments that the market demands, treatments that, in addition to producing an aesthetic benefit, must be consistent with promoting well-being and health.

**What, then, are the latest trends for the wellness industry? Are there any advanced new technologies that you would point to?**

Continuing in the line already discussed of well-being and health being a priority objective, the technology that has best adapted to these principles is diathermy because it allows the body's defenses to be increased and therefore reinforces our immune capacity to fight diseases. Our Binary Premium is a very clear example of this synergy of aesthetic results and health enhancement. At a more aesthetic level, body treatments (such as obesity, flaccidity and cellulite) continue to be very important in our industry. Therefore, treatments focused on



remodeling, firming and toning, such as our latest Roll Systemic, which has been presented at the last CosmoBeauty fair in Barcelona last February, are widely well accepted.

***What advanced physiotherapy technology does RÖS'S offer which is used for recovery solutions? What kind of treatments do you provide to reach the goal?***

In the field of physiotherapy, our company has made a great contribution to this sector because we are the first company to achieve a diathermy of strong power that is also portable. At the same time, we have developed and patented a new diathermy application system through hands-free and systemic bracelets. Traditionally physiotherapy treatments are specialized in two groups: on the one hand, pain-related treatments; on the other hand, muscle and bone regeneration and recovery treatments. In Spain, we have witnessed a third treatment that each year is gaining social acceptance, recognition and importance: I am talking about pelvic floor treatments, which are increasingly in vogue. RÖS'S is very proud to be able to bring to the market a machine that helps improve the level of health and well-being of the person receiving the treatment. As a result, I am very proud to announce that RÖS'S has received the award of the Most Innovative Company (granted by the Spanish Ministry of Science and Innovation) and the Best Treatment Appliance of the Year (granted by Vida Estetica at COSMOBEAUTY Barcelona 2022).

***Aesthetic technology: The RÖS'S product range offers solutions for beauty salons and wellness centers. Please tell us more about this part of your business.***

When we are targeting any sector, be it aes-



thetics or physiotherapy, Ross's philosophy is that any treatment provided by our products must fulfil two objectives: in the medium term there has to be a noticeable improvement in the skin, texture, tissue and health, while in the short-run an immediate effect has to be visually noticeable from the very first session. Our goal is always to provide our customers with products/technology that make possible a fast return on investment. By providing profitable tools to our clients and a high level of satisfaction to their final customers, we are achieving strong customer loyalty at all levels.

***During the COVID period, have there been any difficulties for the business?***

Logically during the COVID period, like all companies, we have suffered a strong business and financial shock in both growth and sales. In Spain, at the beginning, nobody expected that this health issue was going to last that long. Unfortunately, we were wrong. Once the pandemic lockdown was declared (March 2020) we had to close the company for almost three months. Some of the staff were able to telework from home, but not the production workers, so the impact on manufacturing was bad since it was completely paralyzed. Logically, that the rest of the world has also been "dormant" for a while due to the pandemic, has also limited us. Luckily, after two difficult years, at current we are practically at a pre-pandemic level.

One of the things that has caught my attention the most is the ability that human beings have in times of difficulty to unite more than ever. I detected in all the employees of the company a maximum commitment and predisposition in being able to contribute in any possible way in these difficult moments. In this sense, I feel enormous pride in seeing the human quality of the people who make up the RÖS'S staff.

***What do you see as the potential of the China market? What kind of service and support do you provide to your Chinese distributor or partners, to work in the China market? What is the market feedback?***

Currently the Chinese market, due to the demographics – a population of 1.4 billion people – and economic factors – sustained growth rates over the last two decades and more – is beyond a shadow of a doubt one of the most important markets worldwide, if not the most. Logically for us, our market presence in China is vital, and it makes me extremely proud to be part of it. I feel truly fortunate to have found an exceptional companion who has made possible the high visibility of our brand in China. So, I must thank the great professionalism of our Chinese team. Without their excellent work, nothing of what has been achieved would have been possible.

We provide our partners with full support in marketing, training, protocols, scientific information, technical assistance, in short, our distributors know that our entire company structure and knowhow is at their disposal. In this sense, we do not consider ourselves only a company of manufactured products but as a service company.

***What are your future plans for the next 5 years?***

To consolidate our leadership in the national market and to expand our presence and growth in the main international markets. We are currently in very advanced negotiations to enter the North American market in the second half of this year. I strongly believe that to achieve these goals, it is necessary to prioritize our R&D policy by allocating significant resources. The development of new, efficient and consolidated products is the vehicle that will make possible this growth in the years to come.