

MODERN SALON

By **Anne Moratto** April 22, 2016 | 11:40 am EDT

Spa and Club Ideations Add Distribution Channels



The SolTec Lounge

With 50 combined years in spa and health, **Jeff and Michele Kohl of Spa & Club Ideations** know the ins and outs of wellness. The Kohls have signed on as global distributors for two brands - the SolTec Lounge and HOPSports. The products are positioned for spas and salons; resorts and hotels; country clubs; fitness and health clubs, as well as senior living communities and medical facilities.



Jeff and Michele Kohl of Spa & Club Ideations

“The desire for new ways to relieve stress and boost healthy lifestyles is not going away,” says Jeff Kohl. “The SolTec Lounge and videos from HOPSports can be used in spa relaxation areas,

hotel guest rooms, and even as member amenities in country clubs. The products greatly benefit consumers without additional staffing being needed from the facility.”

About the products:

The new [SolTec Lounge](#) is a simple way to promote stress relief - by simply resting in a chair. The SolTec Lounge was created by Dr. Dan Cohen, who is known for licensing and bringing to market the Breathe Right nasal strip. SolTec technology allows for a sound, magnetic and vibration therapy session. The technology includes specially designed music that is layered (multiple melodies play simultaneously). The music fades into the distance as the user develops a relaxed state. The relaxation benefits tend to emerge after the first or second session and deepen thereafter.

“As hospitality professionals, we know all too well the stress levels of guests and members. Three out of four doctor’s visits are for stress-related ailments; relieving that stress is now as simple as resting in the SolTec Lounge. We fully support the SolTec Lounge as a wonderful tool for relaxation, stress relief and meditation,” adds Michele Kohl.

HOPSports has more than 25 years of experience developing exercise and physical-activity video content specifically designed to work in small spaces. Schools & universities, hospitals, recreation centers, and treatment facilities in more than 70 countries have implemented HOPSports as an effective health and wellness program. “HOPSports provides a ready-to-implement solution to resonate with the entire customer base. We envision this product as an enhancement to the guest and member experience that can be done in the privacy of their room,” says Jeff Kohl.

The HOPSports platform is designed to customize content. Corporate messaging is directly incorporated within the physical-activity experience to increase effectiveness and viewership. “For example, hotel brands can promote services and property amenities during the workout, provide sight-seeing recommendations and showcase destinations within the hotel chain,” says Michele Kohl.

To learn more about the products, the Kohls may be reached via mkohl@spaclubideations.com and jkohl@spaclubideations.com or visit www.spaclubideations.com.

About Spa & Club Ideations, LLC - Led by hospitality veterans Jeff and Michele Kohl, Spa & Club Ideations is a full-service consulting agency in the health, spa and wellness industries. Clients include hotels & resorts, spas & salons, country & private clubs, fitness & health clubs, community organizations, private communities, medical facilities and companies producing products and services related to the core client model. More details on <http://www.spaclubideations.com>.