

Storied
LIFE & STYLE

Executive wellness Where CEOs go to train their brains

by *Lysanne Currie*



Main Image: Not hot off the runway for A/W 2025, but the latest in neurocognitive therapy. Because the new generation of spa treatments deliver far more than a relaxing massage. (SHA Wellness Spain)

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The new gen of spa-goer is interested less in aesthetics and more in longevity and maxing out potential. Lysanne Currie reports on the innovations in the medi-spa sector and the growing number of elite businesspeople turning the retreat into a recurring meeting.

Spirit levels rising in Greece

The growing rise of spirituality as part of a therapeutic program is taken one step further by new(ish) kid on the block, Greece's Euphoria Retreat. Founded in 2018 by former investment banker Marina Efraimoglou, who had had cancer in her twenties and came close to burnout in her forties.

Efraimoglou brings Eastern and Western medicines together and, alongside the innovative medical offering (including personalized IV infusions and "body charging" sessions that use NanoVi technology – originally designed for cancer treatment), guests undergo a mandatory emotional consultation.



The organic curves of the Sphere pool at Euphoria Retreat in Greece, which preaches a spiritual element to holistic health for emotional and physical transformation. (Euphoria Retreat)

“Longevity is a consumer issue,” says Efraimoglou. “We consume more food, more clothes and now we want to consume more years. We insist on asking our clients ‘What are you going to do with these extra 10, 20, 30 years? Will you be of service to yourself or society, are you mentally healthy, will you give something back? Emotional harmony is essential if you are going to live longer.”

The wellness sector shows no sign of slowing down – indeed predictions are that it will be worth \$8.47 trillion in 2027. And with a growing number of decision makers prioritizing wellness, longevity and now also, as Efraimoglou says, deep thinking about their personal potential, service and purpose, it will be interesting to observe how a healthier C-suite impacts broader business and society. Watch this space.



Euphoria Retreat's spiritual focus doesn't ignore the role of tech in wellness treatments. It's not the only wellness clinic to offer the Human Regenerator device, which uses CAP (cold atmospheric plasma) technology to treat pain and other health issues through cell rejuvenation. (Euphoria Retreat)

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Lysanne Currie is an editor, journalist, ghostwriter and content creator based in London. The founder of Meet The Leader and former group editor of *Director* magazine, Lysanne has years of experience crafting material for luxury titles like *Robb Report*, *Tempus*, *Influence* and *City AM*. Now a regular contributor to *Forbes* and *Forbes Global Properties*.