



Health is Wealth

BY NAOMI CHADDERTON AND PETER SÖDERBERG

From longevity clinics and medispas to the latest innovative fitness equipment, a new high-tech era of healthcare is well and truly flourishing.

When we talk about dream machines, it's so often the latest supercars, yachts and private jets that spring to mind. And yes, while our sights may be firmly set on the latest 838 kW Bertone, we so often take for granted the most elite machine of them all—the human body. After all, our physical and mental wellbeing is the ultimate key to success and quality of life, and without it, everything else is just white noise.

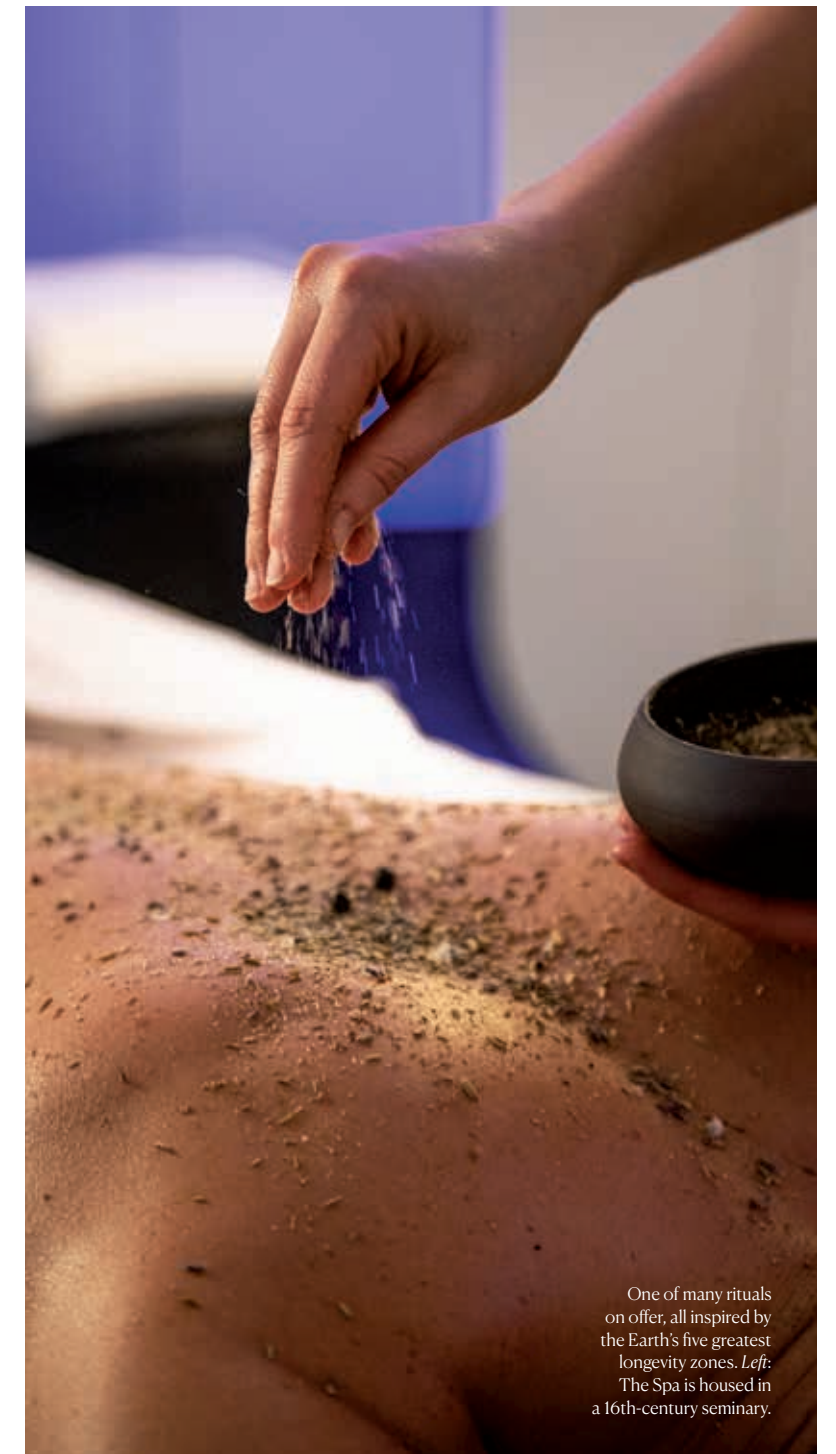
Spurred on by an ever-increasing life expectancy, which is effectively making 50 feel like the new 30, we're now seeing a new technologically driven longevity movement coming to the fore, with the quest for immortality bringing science and money together to help fight diseases before they take hold.

People are no longer content with merely living longer; they want to flourish during their golden years, so rather than visiting the doctor when they fall ill, they are turning to Europe's best longevity clinics like SHA Wellness and Clinique La Prairie for comprehensive diagnostic tests that go beyond simple weight and blood pressure measurements. Instead, guests get personalised nutrition plans, proven sleep solutions and red-light therapy sessions. And rather than simply pounding the treadmill, people are investing in the latest high-tech fitness equipment that is guaranteed to deliver results.

Amid the hype, an increasing number of major players are collaborating with top experts in longevity to create programs based on data, science and technology. Here's exactly where you should focus your attention.



Portrait Milano Longevity Spa



One of many rituals on offer, all inspired by the Earth's five greatest longevity zones. *Left:* The Spa is housed in a 16th-century seminary.

The world's first hotel to host The Longevity Suite's spa—Europe's leading biohacking and anti-ageing brand—Portrait Milano is a veritable pioneer in next-generation wellness.

A 700 m² hub home to treatment cabins, a pool with vaulted ceiling and jade-coloured glass mosaic flooring, a Turkish bath, sauna, relaxation area and state-of-the-art gym in partnership with Technogym, guests will find cold exposure, detoxification and

aesthetic awareness at the core of the offered therapies, which utilise the latest technologies to help keep minds and bodies in the best shape possible.

Pioneering biohacking science informs everything at the B+Architects-designed former 16th century seminary, which is open to hotel guests, membership holders and the general public by appointment. Treatments can be enjoyed alone or as part of a more curated programme, and we particularly recommend booking in

for the Mind & Body Biohacking option which, designed to positively “hack” the individual's biological system, is proven to reduce inflammation and ageing through Dry Float Therapy, an innovation that offers the benefits of reduced gravity to positively impact stress, muscle and joint pain, sleep, concentration and overall psychophysical recovery.

Rituals here are inspired by “Blue Zones”, the world's greatest longevity regions—including Okinawa in Japan, Sardinia in Italy,

Nicoya in Costa Rica, Ikaria in Greece, and Loma Linda in California—and are designed to recreate the routines of countries where people are happier and age better thanks to their lifestyle. Intended to help with rapid recovery from daily stress, offerings include the popular Jet Lag Blessing ritual, during which cold therapy, sensory deprivation, LED therapy, binaural sounds and inhalation aromatherapy combine with acupressure to stimulate melatonin production and restore circadian rhythms.

Then there's the Pura Vida ritual for detoxifying the body; the Aion ritual for oxygenation; the Aéras ritual to release tension; and the Iki Sabi ritual for regeneration. Built around Okinawa's longevity secret, Iki Sabi uses seaweed and a fermented rice water and silk powder blend on the face to help with luminosity and elasticity.

Adding to its roster of game-changing technologies, the spa boasts a cryosuite which exposes the body to temperatures ranging

from -85°C to -100°C for a period of three to five minutes to help increase circulatory response of blood and lymphatic flow while burning calories and reducing exercise recovery time; there's also IV therapy and multisensory LED therapy, the latter of which, when applied to the face and neck, reduces inflammation and promotes the production of collagen.

lungarnocollection.com/the-longevity-suite

Portrait Firenze, Florence

The hotel is adjacent to the ancient Ponte Vecchio bridge.
Right: Views over the Arno river.



When the Ferragamo family puts its name to something, you know it's going to impress. Commanding prime real estate on the north bank of the Arno, just a few steps east of the Ponte Vecchio, this intimate boutique hotel is both slick and stylish, offering guests a more modern take on traditional Florentine design. Despite its central location, Portrait Firenze, part of the exclusive Lungarno Collection, remains a haven of privacy thanks to its intimate grounds, discreet entrance and spacious all-suite accommodation, many of which have personal balconies with river views.

Popular with celebrities, supermodels and captains of industry, the hotel represents a coming together of Italy's top design firms, including celebrated Florentine architect and interior designer Michele Bönan, who was inspired by 1950s cinema when it came to the interiors. The result is 37 luxurious, contemporary designed rooms reminiscent of glamorous film sets, complete with high-quality materials, dark woods, retro furniture and light metals, as well as hand-crafted pieces from Ferragamo.

Elsewhere, archival photos showcasing Salvatore Ferragamo's stylish clients, such as Audrey Hepburn, Brigitte Bardot and Grace

Kelly, take pride of place alongside rows of fashion tomes, while service is also second to none; guests are given a choice of pillow, bed linen menus and a myriad of music styles to pick from for a personally curated background playlist in their suite. Fresh flowers are delivered daily.

What also makes Portrait Firenze stand out from the competition is its location, for which it gets a 10/10. Not only is it mere moments from the city's most famous sights, including the Uffizi Gallery, Palazzo Vecchio, Florence Cathedral (aka The Duomo) and the Bargello Museum, the Museo Ferragamo is a stone's throw away, as is Via Tornabuoni and its designer boutiques. It's also a leisurely stroll to Oltrano, often dubbed Florence's coolest neighbourhood, which is full of artisanal stores, chic eateries and bohemian, old-world streets.

While the hotel's all-day dining room Caffè dell'Oro is a fine place to refuel, its proximity to the city's best restaurants makes this bolthole ripe for culinary exploration following a day of sightseeing. Head to Michelin-starred Borgo San Jacopo, also part of the Lungarno Collection, for decadent tasting menus followed by a nightcap at La Terrazza rooftop bar at the Hotel Continentale, where you can enjoy carefully crafted cocktails alongside some of the best views of Florence in the city.

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