



SOTOGRADE SPA & WELLNESS, A SPA BORN FROM THE  
LANDSCAPE OF CÁDIZ, WHERE OCEAN AND EARTH COME  
TOGETHER TO RESTORE PHYSICAL AND EMOTIONAL  
BALANCE



The five-star hotel introduces a new wellness concept deeply rooted in its surroundings, where the Atlantic Ocean, sea salt and native plants shape a 365-day experience focused on recovery, prevention and long-term wellbeing.

Sotogrande, 25<sup>th</sup> June 2026. – SO/ Sotogrande, the five-star hotel located in one of the most exclusive areas of the Cádiz coastline, presents the transformation of its Spa & Wellness Club into a new vision of wellbeing inspired by the principles of thalassotherapy and closely connected to the natural landscape of Cádiz. Conceived as a space for both physical and emotional restoration, the spa moves away from conventional luxury to embrace sustained balance, preventive care and a genuine connection with the surrounding environment.

**Wellness with a sense of place: when the landscape defines the experience**

With this new positioning, SO/ Sotogrande consolidates its status as the leading wellness destination in southern Spain, elevating the spa experience to a level where the natural environment becomes the true protagonist. The influence of the sea and the purity of salt inspire treatments and rituals that dialogue with the landscape, while the destination's unhurried rhythm invites guests to reconnect with what truly matters through a philosophy of **slow luxury**: serene sophistication without excess, deeply connected to nature.

As a defining element, the spa incorporates artisanal sea salt sourced from the **Bay of Cádiz**, bringing together tradition, territory and wellbeing. This salt, rich in minerals and Atlantic energy, is combined with local botanicals such as **everlasting flower** and **rockrose**, creating rituals that evoke the landscapes, aromas and natural rhythm of southern Spain.

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The new concept also represents a strategic evolution: from the traditional idea of a “Luxury Spa” to a space of **Restorative Expertise**. The focus shifts from luxury as indulgence to deep restoration, physical and emotional balance, and long-term wellbeing. The offering embraces a preventive approach supported by the proven benefits of sea salt and practices designed to optimise performance, support recovery and promote longevity. In this way, the Cádiz coastline becomes far more than a landscape: it becomes a source of balance and renewal.

This inspiration takes shape in a wellness programme structured around a carefully curated selection of treatments and experiences in which salt acts as the common thread. These include a hydrothermal circuit, hammam, sauna, and facial and body rituals designed to promote deep relaxation, skin renewal and physical and mental balance.

At SO/ Sotogrande, the Atlantic Ocean is understood as a living medicine. Cádiz sea salt, rich in minerals, activates the skin, exfoliates and restores vitality, turning every treatment into a sensory journey that begins in the ocean and reconnects with its primordial energy. Here, the sea sets the rhythm, and the land responds with care and grounding, shaping a wellness experience deeply rooted in its environment.

Resilient southern plants such as **everlasting flower** — a symbol of calm, regeneration and balance—and **rockrose flower**, known for its antioxidant and purifying properties, take centre stage in unique rituals created with local ingredients and guided by a **kilometre-zero philosophy**, where authenticity becomes the true luxury.

#### **A year-round wellness sanctuary**

At SO/ Sotogrande, wellness is understood as a continuous practice rather than a seasonal offering. With more than **3,500 m² of facilities** surrounded by Mediterranean gardens and open sea views, Sotogrande Spa & Wellness becomes a contemporary retreat where authenticity, Cádiz heritage and a refined form of luxury — quiet, conscious and essential — define an experience dedicated to holistic wellbeing throughout the year.

#### **The hydrothermal circuit: restore, activate, balance**

The hydrothermal circuit at Sotogrande Spa & Wellness has been designed as a therapeutic journey adaptable to different needs: calm and serenity, detox and renewal, or energy and vitality. Through temperature contrasts, hydromassage and contact with saline water, the circuit stimulates circulation, releases muscular tension, improves sleep quality and promotes both physical and mental balance.

This approach makes the circuit a key tool for year-round wellbeing, particularly beneficial for stress management, physical recovery and regulating the body’s natural rhythm across different seasons.

#### **Signature treatments**

Among the most distinctive experiences at Sotogrande Spa & Wellness is the **Salt Ritual**, a signature treatment unique in the world, created with kilometre-zero ingredients. The ritual combines a carefully designed sequence of steam bathing, exfoliation, body wrap and massage using locally sourced sea salt, tailored to the specific needs of the body.

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Combined with the therapists' manual techniques and the use of local botanicals, the Salt Ritual becomes a fully restorative experience available exclusively at the hotel's spa.

In line with its new territory-inspired wellness concept, the spa at SO/ Sotogrande also transforms the **pedicure** into a sensory ritual with a distinct identity. This new beauty ritual incorporates salts from the historic **Salt Flats of the Bay of Cádiz**, rich in minerals and trace elements. More than a cosmetic treatment, it is an experience designed to renew and revitalise the entire body starting from the feet. The exfoliation with sea salts purifies and stimulates circulation, followed by a sensory massage with essential oils that releases tension. The ritual concludes with complete nail care and polish application, in an environment designed for disconnection and mindful wellbeing.

The experience is further enhanced with **Floatation**, a restorative therapy also performed with Atlantic mineral salts. Its high salt concentration allows the body to float effortlessly, relieving muscular pressure and promoting a deep state of calm. This ritual helps reduce stress, improves sleep quality and enhances the skin's radiance thanks to its mineral richness, becoming a therapeutic and sophisticated pause within the spa's new holistic offering.

With a philosophy of **less excess and more conscious restoration**, SO/ Sotogrande transcends the traditional spa concept to become a true wellness club where wellbeing is not seasonal but a lifestyle focused on longevity, restoration and balance. It is a space where wellbeing is understood as an investment in quality of life—a contemporary sanctuary where luxury and science meet to restore, rebalance and enhance.

## About SO/

SO/ is a coveted collection of hotels, rooted in the world of fashion. Making its stylish debut on the global hotel scene in 2011, SO/ continues to command attention with its avant-garde design and creative approach to the world of luxury. SO/ is renowned for its signature fashion collaborations, having worked with some of the world's most celebrated designers, including Guillaume Henry, Christian Lacroix and Viktor&Rolf to create spaces, uniforms, amenities and experiences that feel sartorial and polished. SO/ Hotels and Resorts are a dynamic hub for the creative industry – from fashion and design collaborations to art and cultural events.

SO/ is located in some of the world's most vibrant and sociable destinations, including Berlin, Bangkok, St. Petersburg, Paris, Dubai, the Maldives and most recently Ras al Khaimah. SO/ is part of Ennismore, a creative hospitality company rooted in culture and community, with a global collective of entrepreneurial and founder-built brands with purpose at their heart. Ennismore is a joint venture with Accor, formed in 2021.

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