

HEALTHCARE

World Spa bolsters luxury wellness in New York

March 6, 2024



Opened in December 2023, the full-service, elevated experience caters to those wanting luxury self-care. Image credit: World Spa

By LUXURY DAILY NEWS SERVICE

Brooklyn-based wellness facility World Spa is bulking up its offerings in New York.

Guests of the adults-only luxury center will soon be able to enjoy intravenous (IV) treatment services, crafted with diverse needs in mind. Available March 18, the 50,000-square-foot, urban bathhouse's additions will focus on aesthetics, recovery and cognition improvement.

"At World Spa, we are dedicated to offering a diverse range of wellness experiences that cater to the individual needs of our guests and make our spa a one-stop premiere destination where guests can immerse themselves in treatments from across the globe," said Lenny Vays, managing director at [World Spa](#), in a statement.

"The introduction of the new range of premium quality vitamin IV therapies contributes to our Spa's holistic approach to well-being and commitment to innovative wellness solutions."

IV league

Opened in December 2023, the spa's full-service, elevated experience caters to those wanting luxury self-care.



Curated to reinvigorate guests, the destination's new menu complements existing options that authentically draw on global cultures. Image credit: World Spa

Soon, 11 different vitamin-infused IVs will help clients fight dehydration, boost energy and, among other things, cure the “lingering effects in the morning after a night out.”

These treatments include Energy Boost, Hydration Mix, Stomach Soother and NAD+ Boost.

Operated, and exclusively developed, by licensed entity Columbus Medical, the IVs are tailored to individuals with the help of an experienced “medical sommelier.” The professionals guide clients through the variety, providing education before application.

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World Spa positions itself as a “wellness sanctuary” in the bustling New York locale. At this oasis, urban residents can indulge in Finnish saunas, Turkish and Moroccan hammams, Eastern European banyas, Japanese onsens, Himalayan salt therapy cleanses, steam rooms, pools and more.

World Spa offers bespoke wellness

The targeted approach to health leans into a booming luxury category, with American affluent consumers spending \$200 billion on personal care annually ([see story](#)).

More information and admission prices can be found on [World Spa’s site](#).

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