

# STACKED for impact

Lisa Starr tries the Ammortal Chamber to see whether layering 10 modalities into one experience really delivers more.



**W**ith the current focus on longevity and healthspan, the global spa and wellness market is being bombarded with equipment that promises rejuvenation.

Ammortal Chamber, available in more than 40 locations across the US – and with a European rollout planned later this year – claims to deliver 10 proven, non-invasive technologies in one go.

It's been designed to "deliver hours of restorative modalities in just one session", with the layered offering combining near-infrared and red light therapy, PEMF, molecular hydrogen inhalation, vibroacoustic sound, oxygen and ozone therapy, with voice-guided breathwork and meditation to deliver a greater effect than they would individually.

As it's been billed as "the ultimate mind-body experience", I was keen to see if it could make a difference in such a short amount of time – and if it's worth the US\$159,500 (€137,426, £121,234) price tag.

## THE CUSTOMER JOURNEY

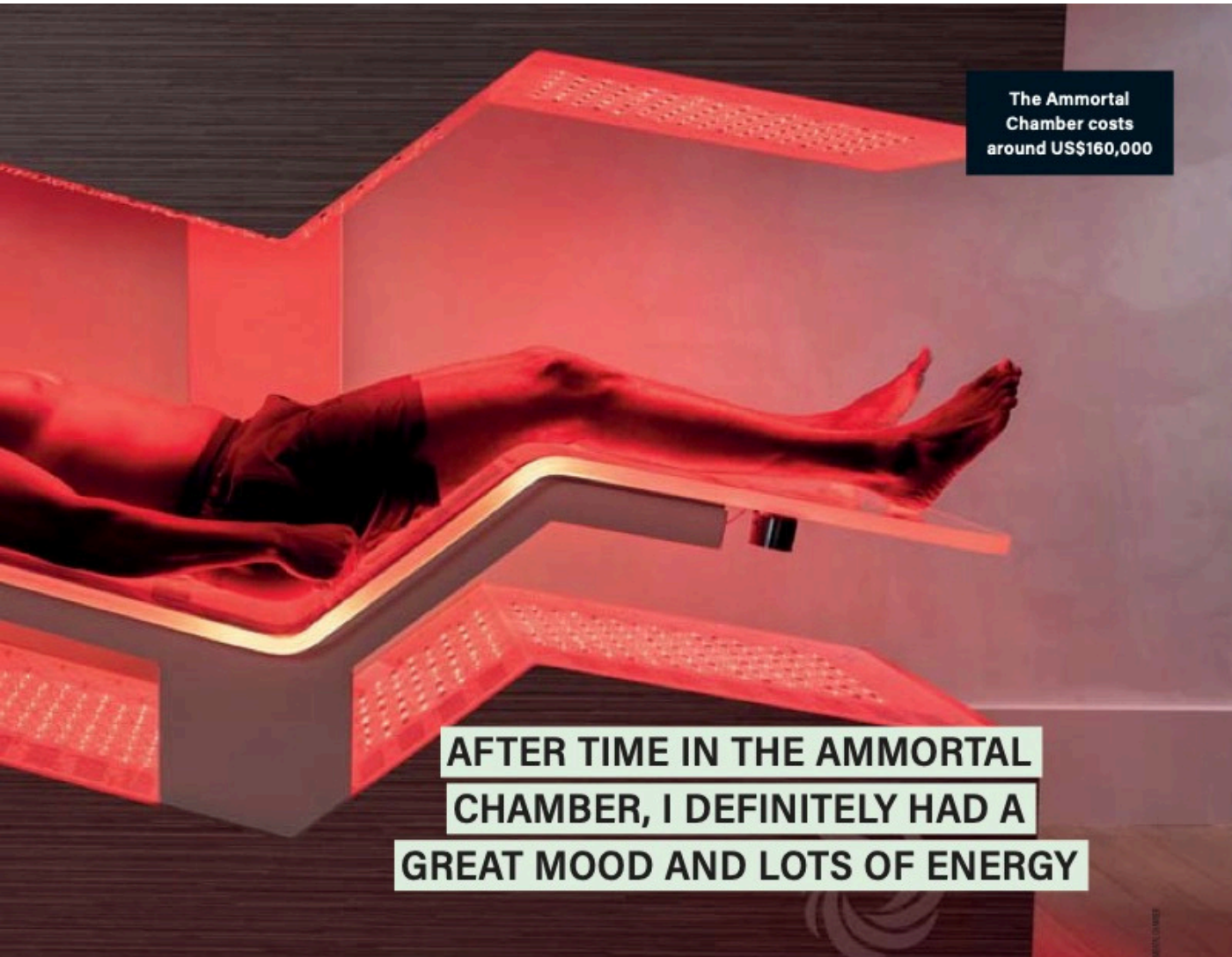
I experienced Ammortal Chamber at very different facilities in Pennsylvania: firstly, Modern Behaviour, a psychiatrist-owned health centre and then Revive Hive, a touchless wellness business.

A receptionist shows me how to operate the chamber, which is quite simple, with a touch screen for use before and during the treatment. There's a range of seven pre-programmed calming and awakening 'journeys' and a printout detailing what they entail to help me choose.

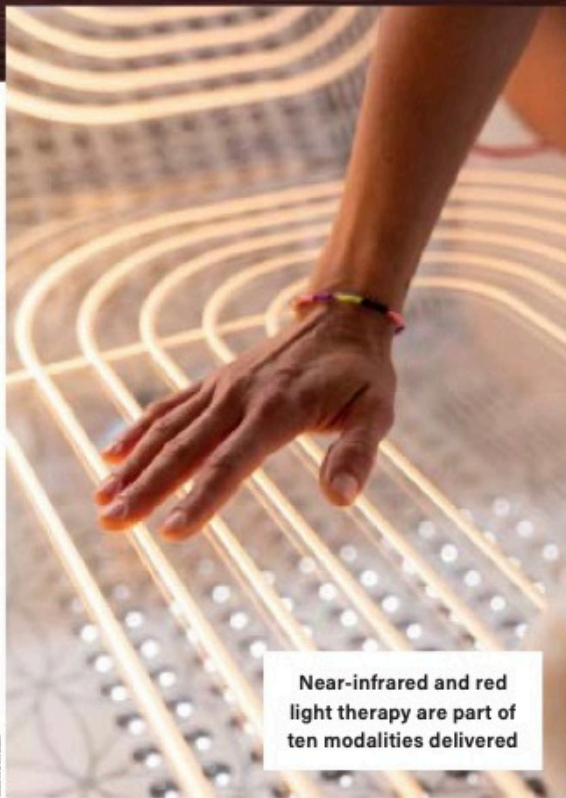


The Ammortal Chamber has been designed to accelerate recovery for elite athletes

The Ammortal Chamber costs around US\$160,000



**AFTER TIME IN THE AMMORTAL CHAMBER, I DEFINITELY HAD A GREAT MOOD AND LOTS OF ENERGY**



Near-infrared and red light therapy are part of ten modalities delivered

Ammortal recommends wearing underwear or a swimsuit so skin is exposed to the LED lights and there's a nasal cannula to deliver the molecular hydrogen.


Users can pick from two male or female voices to guide the experience, which can last 15-, 20- or 25-minutes.

At 6 ft (180cm) long, Ammortal would take up a treatment room. From the side, the NASA-inspired design looks like a lightning bolt, but its neutral colouring and silvery finish make it less intimidating

#### **TIME FOR LIFT-OFF**

After making sure everything's clear, I'm left to de-robe, put on the cannula and press start. The session begins with a detailed explanation of what will happen – a nice touch, which gave me a moment to acclimatise. Bright lights come on below and above me (I'm grateful goggles are provided) and the top section slowly lowers while embedded speakers surround me with sound.

I find it's fairly comfortable and not claustrophobic, although I did have some awkwardness trying to position my elbows. ▶



A nasal cannula dispenses molecular hydrogen

## STACKING ALL OF THESE TECHNOLOGIES TOGETHER COULD CONFUSE CONSUMERS

► I kept waiting for the surfaces to warm, but they never did (although they weren't cold either).

I've chosen the 25-minute Expand journey, which promises a combination of calming and awakening effects and is described as using "ancient and futuristic elements to rejuvenate the spirit".

Some of the journeys include spoken meditation, but this one didn't. I did, however, enjoy the music and the very gentle vibrations made me feel as though I was floating.

It's definitely a relaxing experience and in both cases, I just got dressed and headed to reception when the lights went off and the top raised itself.

### PRICING AND INTEGRATION

At the moment, pricing for Ammortal sessions vary widely based on location and business type. At Revive Hive, a 50-minute Ammortal session costs US\$90 (€77, £67), while Fairmont Austin charges US\$200 (€172, £150) for the same time and at Modern Behavioral it goes up to US\$250 (€212, £184).

Revive Hive, which offered a range of other touchless modalities, such as lymphatic drainage boots, a sauna, a cold plunge and an LED pod, sold Ammortal as a standalone treatment rather than in a package.

At Modern Behavioral, Ammortal is available on its own as well, as with Ketamine therapy, on the basis that the combination promotes deeper emotional processing, enhances neuroplasticity, and accelerates recovery and post-session grounding.

In comparison, Fairmont Austin, which just bought a chamber has a wealth of ideas to leverage the equipment. Spa director Alison Kirsten shares more details overleaf (page 106).

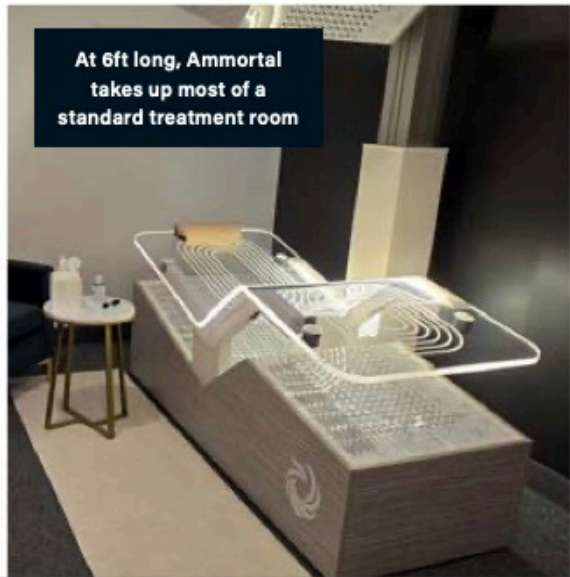
### MEASURING UP

I enjoyed both of my relaxing Ammortal experiences. Walking out, I can't say I immediately felt different. However, later in the day, back at my desk, I definitely had a great mood and lots of energy.

Stacking all of these technologies together has the potential to confuse consumers, but there's so much detail to share about each modality, there's an argument for outlining overall goals, rather than getting too technical.

I can see the Ammortal Chamber being better suited to regular use than one-off treatments, while it could also be a useful lure when it comes to selling memberships or series' of programmes.

Ultimately, it's exciting to see such new developments in wellness, as consumers widen their search for interventions to help them keep healthier for longer. ►



At 6ft long, Ammortal takes up most of a standard treatment room