

Press release

Monaco, October, 14th, 2022



Dr Barbara Sturm & Rossano Ferretti

**For an autumn of beauty and wellness
Thermes Marins Monte-Carlo is collaborating
with the biggest names**

The new hair salon is by Rossano Ferretti

With one hundred and fifty years of expertise in health and wellbeing, Thermes Marins Monte-Carlo positions itself as part of a new art of self-care. Inventor of the “invisible cut” concept, Rossano Ferretti has redefined luxury hair care for the 21st century by focussing on artisanal quality, becoming one of the most desirable hair treatment brands in the world. Thermes Marins Monte-Carlo and Rossano Ferretti share the importance of personalised wellness in a spirit that is respectful of the environment, making use of natural methods while taking advantage of the latest scientific breakthroughs. It was therefore only natural for the two brands to come together, with the opening on 10 October of a brand new salon.

And to offer a wellness experience in constant renewal, at the end of October, the Thermes Marins will be hosting a new ephemeral spa by Dr Barbara Sturm.

Rossano Ferretti, a worldwide luxury group

It reflects the height of Italian craftsmanship with its haute couture style and luxury hair care spas. The cosmetic products are unrivalled for their high-performance, natural, vegan and cruelty-free formulas. They are tailored not only to different types of hair, but also to treatment at the core, allowing each person to rediscover the form and texture of their hair in its most beautiful expression.

"Il Metodo"

This is a revolutionary hair cutting technique, also known as the “invisible cut”, which focuses on the natural movement of the hair. A sophisticated vertical cut is created using scissors with horizontal teeth that are exclusive to the brand. They cut just 18% of the hair, where ordinary texturising scissors cut 50 to 60% of the hair. Similar to the personalised treatments at Thermes Marins Monte-Carlo, the invisible cut concentrates on the individual beauty of each person, adapting the cut to the type of hair, the facial structure or the personality, without damaging the cuticle, cortex or pigment of the hair.

... and the pop up spa is by Dr Barbara Sturm

With direct access to Hôtel Hermitage Monte-Carlo and Hôtel de Paris Monte-Carlo, Thermes Marins Monte-Carlo combines innovation and know-how with 6,600m² dedicated to wellness, beauty and preventive health. An exceptional location in the heart of Monaco facing the Mediterranean for a luxurious and healthy break. Thermes Marins Monte-Carlo is equipped with the latest perfected equipment, and relies on a team of experts: therapists, nutritionist, health and sports coaches... to define personalised treatments and protocols in relation to the goals and characteristics of each guest. After the success of collaborations with Paoma and MyBlend (Clarins Group), the pop-up spa by Dr Barbara Sturm invites guests to a new wellness experience from 25 October 2022 to 5 March 2023.

The Dr Barbara Sturm brand

A German cosmetic doctor, Dr Barbara Sturm first developed cutting-edge treatments for inflammatory diseases and in 2006, she developed her famed "MC1", a plasma-based customised cream. Dr. Barbara Sturm went on to launch the Molecular Cosmetics line, formulated for people who aspire to simple and highly effective skincare treatments that offer moisture, nutrition and regeneration. Resolutely rooted in sustainable development, these products are organic, cruelty-free and are committed to carbon compensation or certified RSPO.

Personalised products and treatments

The 7 skincare protocols were designed from products drawn from the latest scientific innovations, combined with powerful natural extracts that strengthen and improve the skin without being aggressive. The effectiveness of Dr Barbara Sturm treatments is based on three pillars: the client's age, need (type of skin, anti ageing, skin irritations), to which a type of product responds that determines the type of action (moisturising cream, serum, facial area).

Signature "Sturm Glowfacial" treatment

This treatment is a concentrate of the entire philosophy and expertise of Dr Barbara Sturm and it remains a key element of the scientific identity of the brand. The protocol gets off to a pleasant start with two-part cleansing, following by the extraction of skin irregularities. This is followed by a tailor-made series of serums and masks, and it ends with a lymphatic massage that drains toxins, kick starts the blood flow and sculpts volume.

The exclusive Dr Barbara Sturm treatment at Thermes Marins Monte-Carlo

Always highly scientific, this treatment begins with a deeply nourishing and soothing body massage using a combination of gentle strokes to encourage lymphatic draining, stimulate circulation and calm the body and mind. It is followed by a rejuvenating facial that cleanses, nourishes, helps balance and restores colour.

"Thermes Marins Monte-Carlo is contributing to the invention of a new form of lifestyle and we are pleased to host the brand new Rossano Ferretti hair salon and the Barbara Sturm pop-up spa. Rossano's talent, his heritage, his capacity to innovate and his commitment to natural and responsible beauty are values that we share with him. The Barbara Sturm treatments specially developed for Thermes Marins Monte Carlo offer an opportunity to discover the new art of self-care promoted by Thermes Marins Monte-Carlo"

The words of Louis Starck, Managing Director of Thermes Marins Monte-Carlo

Practical information

Salon Rossano Ferretti at Thermes Marins Monte-Carlo
Open every day from [10am to 7pm]

Dr Barbara Sturm at Thermes Marins Monte-Carlo
Tuesday 25 October 2022 to Sunday 5 March 2023

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About Rossano Ferretti

Rossano Ferretti is a global luxury group, reflecting the pinnacle of Italian craftsmanship with haute couture style luxury hair spas and innovative Italian Designer Haircare, Rossano Ferretti Parma. A global empire of just over 20 Rossano Ferretti HairSpas, located exclusively in some of the world's most iconic luxury destinations. Creator of the world famous 'Il Metodo', a revolutionary haircutting technique, also known as the Invisible Haircut, and exclusively available in RF Hair Spas.

About Dr Barbara Sturm

At Dr Barbara Sturm, our ethic represents the credibility of innovation without the use of toxic, dangerous or aggressive ingredients in our products. We use advanced scientific ingredients that are healthy, healing and safe, that nourish living skin instead of acting aggressively towards it. Dr Barbara Sturm products contain innovative and highly-concentrated active ingredients. Our philosophy of skin healing also means that we do not use substances or ingredients that are of no use to skin and that may even encourage inflammation, in particular perfumes and artificial colours, microplastics and aggressive preservatives.

About Monte-Carlo Société des Bains de Mer

Since 1863, Monte-Carlo Société des Bains de Mer has been offering a unique Art of Living, a one-of-a-kind resort with casinos, including the prestigious Casino de Monte-Carlo, four hotels (Hôtel de Paris Monte-Carlo, Hôtel Hermitage Monte-Carlo, Monte-Carlo Beach, Monte-Carlo Bay Hotel & Resort), the Thermes Marins Monte-Carlo spa, 30 restaurants including 4 that together have seven Michelin Guide stars. A hub of nightlife, the Group offers an incredible selection of events. The metamorphose of Hôtel de Paris Monte-Carlo, the creation of a district around Place du Casino, One Monte-Carlo (luxury accommodation, shops, restaurants and a conference centre), the new Place du Casino contribute to make Monte-Carlo the most exclusive experience in Europe.

Press contacts

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