



# Extreme Wellness

IN OUR PURSUIT OF A LONGER AND HEALTHIER LIFE, LONGEVITY SCIENCE IS GAINING MAINSTREAM ATTENTION. WE EXPLORE THE LATEST TRENDS IN THIS EMERGING SECTOR

words > LISA KJELLSSON

Much has been written about ultra-high-net-worth individuals obsessed with trying to prolong both their healthspan and lifespan by as many years as possible – not least because a cohort of Silicon Valley leaders such as Jeff Bezos and Peter Thiel are heavily invested in technology designed to slow our ageing. *Victor Magazine* 2022 covered the idea that through biohacking and a holistic approach to life, humans can potentially live healthily until the age of 120. The secret then? A combination of technology, diet, lifestyle, ‘hacking the code’ and wellness programmes.

The longevity market is still a trillion-dollar industry and is only expanding further. Bezos remains at the epicentre of the biohacking industry, but there are also new faces and names which have been added to the list. It is no secret – ultra-high-net-worth’s are keen to live longer, and live better. The concept of ‘hacking the code to life’ is not a new one but has gradually grown in momentum and speed.



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A wave of longevity centres has opened globally to appeal to the appetite to biohack one’s life; The Liv Lounge is a soon to be world-wide network of healthspan clinics with the first to be launched in Zurich. There is also The Longevity Suite in Italy

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Biotech startups are working on serious longevity interventions: unriddling the epigenome, reversing cellular senescence, DNA repair therapies



LONGEVITY MARKET

The techpreneur Bryan Johnson, while not in the same league, has made headlines in his quest to reverse his biological age from 45 to 18, spending millions of dollars on a dedicated team of doctors experimenting on his body. His may seem like a rather wacky project, and the research at the centre of it fairly irrelevant to the average person, but in actual fact it has already filtered down into the wellness world most of us like to inhabit, or at least dip our toe into.

“It is astounding how quickly longevity has become the new pillar and obsession in the health and wellness space,” says Susie Ellis, chair and CEO of the Global Wellness Institute. “The longevity clinic is the new business genre in wellness, and it’s fast dissolving the line between medicine and wellness, with more medical, high-tech, intensive – and expensive – offerings.”

She is referring to a wave of longevity centres opening globally, such as Liv Lounge, soon to be a world-wide network of healthspan clinics with the first being launched in Zurich, and The Longevity Suite clinics across Italy. Some tackle glaring gaps in healthcare, focusing on AI-powered preventative diagnostic testing – an example is Fountain Life, with sites across the US and more opening in India, Dubai and Canada,

among other places. In the UK, events such as the Longevity Accelerator retreat at the Four Seasons Hampshire in November 2023, which involved 3D body scans and Airnergy inhalation to boost the body’s ability to regenerate, are likely just a precursor of what’s to come.

Meanwhile, biotech startups are working at a mad pace on serious longevity interventions: unriddling the epigenome, reversing cellular senescence, DNA repair therapies, on hormone and immune interventions, and how the microbiome and chronic inflammation affect ageing. And then there are ‘young blood’ transfusions, comprehensive diagnostic testing – even full-body MRIs – medical-grade hyperbaric oxygen therapy, caloric restriction, cryonic freezing, peptides and exosomes, intermittent hypoxic training, and on and on. As Ellis observes, “It’s a Wild West marketplace that can be confusing to consumers.”

WELLNESS PROGRAMMES

But it’s about to become a lot more familiar, as longevity tech is fast making its way into mainstream resorts and hotels. For instance, the wellness resort group Six Senses is opening RoseBar, longevity clubs led by chief medical officer Dr Mark Hyman, a renowned functional medicine expert. At Six Senses Ibiza, your epigenetic data are

tested to create a personal plan and you can opt for regenerative ozone therapy, stem cell therapy, and all kinds of biohacking approaches. Similarly, Four Seasons Resort Maui has partnered with the longevity centre Next|Health, offering guests the ubiquitous IV therapy but also a \$10,000 two-to-four-hour treatment called therapeutic plasma exchange (TPE) that aims to restore the body’s plasma.

Ellis explains: “With the weight-loss drug and medical-wellness longevity explosion in 2023, a new paradigm is unfolding in wellness: one that is more medical, more high-tech, more male, more pharma, and more expensive.”

She calls it ‘hardcare’ as opposed to the more traditional ‘softcare’ revolving around healing, acceptance, mental wellness, and low-fi approaches to longevity, like following ‘Blue Zone’ principles such as natural movement to strong social ties.

Clearly our culture of relentless self-optimisation will only continue to gather momentum – and there’s no denying the appeal of extending your healthspan – but while the possibility of also living much longer excites some, it inevitably opens up a logistical and ethical can of worms.

As Ellis puts it: “Not to be too cynical, but who but the very wealthy can afford to live to 120?”



Wellness Spotlight

Technology continues to advance biohacking and the longevity market, but now, more than ever, consumers want to tap into wellness programmes and holistic-based initiatives. Why? Biohacking is extremely expensive and unattainable for most, and yet, some noteworthy wellness initiatives have come onto the market which combine science, wellness, diet and lifestyle changes, and champion a more holistic and naturalistic approach.

New programmes evolve regularly, yet there are a few firm favourite retreats which guests continue to return to.



↑ Broughton Sanctuary:  
REWILDING RETREAT

Located in picturesque Yorkshire, the retreat programmes offered at Broughton Sanctuary are noteworthy.

There is a strong emphasis on the human-nature connection, a wholesome and nourishing approach to wellbeing and holistic health and some excellent wellbeing activities on offer. The Broughton Hall Estate has been in the Tempest family since 1097, and the history and culture is embedded in the home and the grounds. It is a magnificent home, and is offset by the Avalon Wellness Retreat on site that is a fairly new offering which includes a pool suite, crystal light bed and Somadome meditation pod. This transformational retreat centre took inspiration from the Hoffman Process and Path of Love.

The food on site is nourishing and vegetarian. A few days at Broughton Sanctuary and you will feel reawakened in both body and soul. There is a reason why Ruby Wax described it as, “the coolest place I have ever been to”.

**Find out more about The Broughton Sanctuary: [broughtonsanctuary.co.uk](https://broughtonsanctuary.co.uk)**

↑ The Ranch Hudson Valley:  
AN AWARD-WINNING WELLNESS  
RETREAT

Malibu’s award-winning luxury fitness and wellness retreat has introduced a 3-day and 4-day health programme in a new standalone property in the Lower Hudson Valley, New York.

The Ranch is already a well-established programme, beloved in the US, and with ample celebrity clients.

Rise at 6am and enjoy a hike in the surrounding historic state park. The programme is strictly vegan, no coffee or tea, and no sweets. It can be tough, and the expectations are high,

but the reward is undoubtedly worth it. Afterwards, the body feels nourished and rejuvenated, the skin glows and all guests attest that they feel the benefits immediately.

It is an awakening, if not challenging experience, but an incredibly enlightening one too. Guests are sure to return.

**The Ranch Hudson Valley will be open year-round for leisure travel and corporate groups.**