



dermascope

February 2025

HOT TO GO: THE BENEFITS OF HOT STONE THERAPY



As with all trends that seem to regain popularity every 10 years, hot stone therapy is seeing a reemergence in beauty and skin care according to Kim Laudati, founder and CEO of IT Intelligent Treatment.

“Many day spa and massage clinics where I train and certify staff have seen an increase in hot stone massage treatments year over year. My own patients have been asking for referrals at an escalating rate,” she says.

balanced beauty

“The application of the hot stones warms and loosens the muscles, allowing a deeper tissue massage without excessive hand treatment from the therapist.”

HOT STONES & HOLISM

As wellness trends focus more on holistic and stress-relief services, hot stone therapy remains a popular and expanding offering in spas, according to Lisa Rease, spa director at Willowbrook Spa at Lake House on Canandaigua Lake, New York.

“Hot Stone Therapy is a massage technique that involves placing heated stones on specific points of the body, with the therapist also using them to massage. Hot stone therapy provides deep relaxation, relieves muscle tension, improves circulation, and reduces stress,” she says. “Hot stone therapy enhances physical relaxation and mental wellness by combining the warmth of the heated stones with massage techniques. The warmth of the stone penetrates the muscles for a more profound relaxation effect, allowing the muscles to relax without the more intense pressure that is used in other massages.”

Increased Demand

Rease reports that in 2024, Willowbrook Spa has seen an approximately 20% increase in demand for hot stone therapy compared to the previous year. “Based on current trends, we are projecting an additional increase of 30% for 2025 as we continue to enhance our offerings and guest experience,” she adds.

As with all trends that seem to regain popularity about every 10 years, hot stone therapy is seeing a reemergence in beauty and skin care according to Kim Laudati, founder and CEO of IT Intelligent Treatment.

“Many day spa and massage clinics where I train and certify staff have seen an increase in hot stone massage treatments year over year. My own patients have been asking for referrals at an escalating rate,” she says.

BENEFITS SNAPSHOT

Dr. Shahinaz Soliman, with California-based Shanitque Med Spa, says cli-

ents who select hot stone therapy “can relieve muscle tension, increase blood flow, decrease stress, and several other [physical] or psychological conditions. This therapy also provides clarity of mind and emotional stability by calming and pacifying the nervous system and anxiety.”

Oanh Ngo, spa manager at Heart of The Earth Spa at Four Seasons Resort The Nam Hai, Hoi An, Vietnam says, “Hot stone massages are a popular treatment for people who experience muscle spasms and tension, and chronic body pain. In the modern world, a hot stone massage is also beneficial for people who live a sedentary life or spend long hours on the computer.”

Ngo outlines holistic health benefits clients achieve with this massage treatment. “Our customers experience stimulated blood flow in the circulatory system through the heat and movement of the stones. The application of the hot stones warms and loosens the muscles, allowing a deeper tissue massage without excessive hand treatment from the therapist. It is also commonly recommended for people with [physical] sensitivity to reduce inflammation and act as a muscle relaxant,” Ngo says. “Additionally, placing the hot stones on the body or [using] them as tools to knead muscles – along the spine, on the stomach, on the chest, on the face, on the palms, and on the feet and toes – ultimately helps dilate the blood vessels, improve blood flow, and promote overall circulation.”

IN SKIN CARE

Hot stone therapy imparts skin benefits in addition to stated physical and mental advantages.

“Hot stone therapy complements facials and aromatherapy by enhancing their benefits. In facials, the heat allows for better absorption of products and promotes circulation for a radiant complexion,” Rease outlines. “With aromatherapy, the warmth helps essential oils penetrate deeper. This combination creates a more holistic and therapeutic beauty experience.”