

Wellness starts with WESSCO

This is a special feature from *PAX International's* [March 2024 Amenities & Comfort](#) issue, on [page 10](#).



The Theragun Mini from Therabody, targeting muscle treatment, will be available in United Polaris lounges

The growing trend of passengers prioritizing holistic well-being throughout their journey has airlines incorporating rest and relaxation as more than just an added bonus. That is why the amenities and comfort product supplier [WESSCO International](#) describes wellness in the cabin and beyond as a foundation of the company's philosophy.



Petros Sakkis, Chief Marketing Officer, WESSCO International

“It taps into a universal value that resonates deeply with passengers worldwide,” Petros Sakkis, Chief Marketing Officer at WESSCO, tells *PAX International*. “Our mission is to equip our clients with innovative products and comprehensive programs that enhance passenger well-being. By doing so, we ensure that travellers not only feel their best but also associate their travel experience with positive and rejuvenating moments.”

In October, [United Airlines](#) and WESSCO announced a new partnership, introducing a major upgrade to the airline’s International Business Class experience. In collaboration with wellness tech company [Therabody](#) and [Saks Fifth Avenue](#), the partnership marks the largest upgrade to United Polaris since 2016.

A recent study conducted on United’s behalf by marketing consulting firm [Ketchum](#), finds that 83 percent of international travellers value sleep during flights and 61 percent consider it a key factor in selecting which airline to fly with.

With United Polaris’s commitment to offering its passengers the “best sleep in the sky,” the partnership was a natural fit. In collaboration with Therabody, WESSCO designed an end-to-end wellness journey that starts the moment passengers arrive at the airport, and extends to support them after. The experience includes a new onboard amenity kit with Therabody-branded wellness

products; wellness videos onboard from Therabody's team of experts; access to award-winning Therabody devices in United Polaris lounges; and an updated limited-edition day blanket from Saks Fifth Avenue.

"Together, we're setting new standards for wellness in the skies, proving that thoughtful collaborations can resonate deeply with today's travellers," says Sakkis.

Luxury lineup



The SmartGoggles, for relaxation and eye strain relief, will be available in United Polaris lounges

Together, WESSCO and Therabody launched an amenity kit featuring Theraface, a skincare line dedicated to promoting hydration and nourishment. Available in the cabin, the kit includes eye serum to reduce puffiness and enhance hydration, face spray that soothes and protects skin, a cleansing towelette with natural ingredients and hand cream for a silky smooth touch.

WESSCO has also equipped each passenger's kit with essentials such as a bamboo toothbrush, toothpaste, eye mask, ear plugs, socks and a pen. Committed to sustainability, the reusable belt-bag kits are made from recycled plastic.

The launch also extends to United's inflight entertainment screen with videos designed by Therabody's Theramind experts, a multi-sensory sound therapy experience. This extension offers passengers the chance to follow along with breathing exercises and engage in programs dedicated to fostering sleep and relaxation.

To get extra cozy inflight, the limited-edition Saks day blanket offers additional warmth as passengers get comfy on United's signature Polaris lie-flat seats. Each passenger receives two Saks pillows and a cool gel pillow to get comfortable.

Beyond the inflight experience, passengers will soon be able to relax in Therabody's Reset Suites. In these semi-private wellness sanctuaries, passengers can indulge in Therabody devices such as the Theragun Mini for targeted muscle treatment, SmartGoggles for relaxation and eye strain relief, and JetBoots for enhanced circulation and relaxation. Each room will also feature a Therabody Lounger, which immerses travellers in sound and vibration therapy.

Theraface skin and body products will be available in lounge restrooms and showers. Travellers can expect to see Therabody's Reset Suites rolled out first in New York/ Newark and San Francisco this year.

Vacation at home

Sakkis says WESSCO anticipated travellers' desire to bring Therabody's wellness technology into their homes. As a result, the partnership also includes purchasing options through a [co-branded landing page](#). Purchases allow travellers to earn MileagePlus miles, rewarding passengers for their enhanced post-flight wellness. MileagePlus members located in the U.S., U.K., Canada, Australia, New Zealand and select European locations can earn up to six MileagePlus miles per dollar spent on the products.

"This initiative not only enhances post-flight wellness, but also rewards passengers, creating a synergistic relationship between wellness and travel," says Sakkis. "We aim to enrich the passenger experience from start to finish, ensuring wellness is a continuous journey beyond the flight."

What's next for wellness?



The inflight product lineup for United Polaris includes a Therabody-branded reusable beltbag containing Theraface eye serum, face spray and a cleansing towelette, as well as a bamboo toothbrush, toothpaste, eye mask, ear plugs, socks and a pen

As airlines embrace the importance of equipping passengers with tools for self-care, relaxation and rejuvenation, WESSCO sees opportunities to offer luxurious bedding and sleepwear for restful sleep, as well as opportunities to promote health via immune-boosting shots and hydration sticks.

Sakkis says WESSCO predicts that in the future, integrated wellness enhancements that support physical and mental health will only become more important.

“This holistic embrace of wellness reflects a broader movement in society towards prioritizing health and well-being, making it a cornerstone of the modern travel experience,” he says.

At this year’s World Travel Catering and Onboard Services Expo ([WTCE](#)), WESSCO plans to unveil transformative wellness solutions. The company will also bring several Therabody technologies to the event.