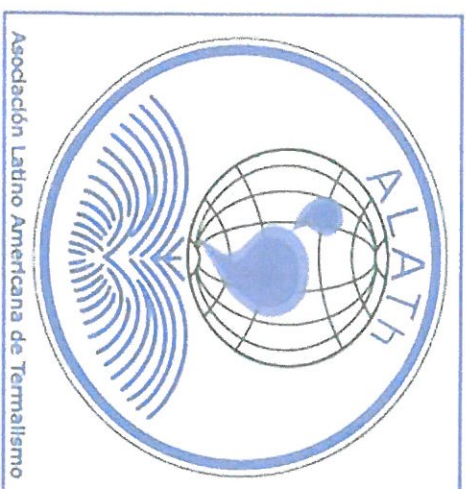


# Initiatives and Achievements of the ALATH (Thermalism Latin America Association) – 2014/2015

OMTh Meeting 23/10/2015

Levico Terme - Italy



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[alath2014@gmail.com](mailto:alath2014@gmail.com)

Facebook: **ALATH Asociación Latino Americana de Thermalismo**

Twitter: **Alath\_termal**

# ACTIONS 2015

- Net
- Social mídia
- Events
- Science
- Partners
- Divulgation together OMTth
- Acknowledgment

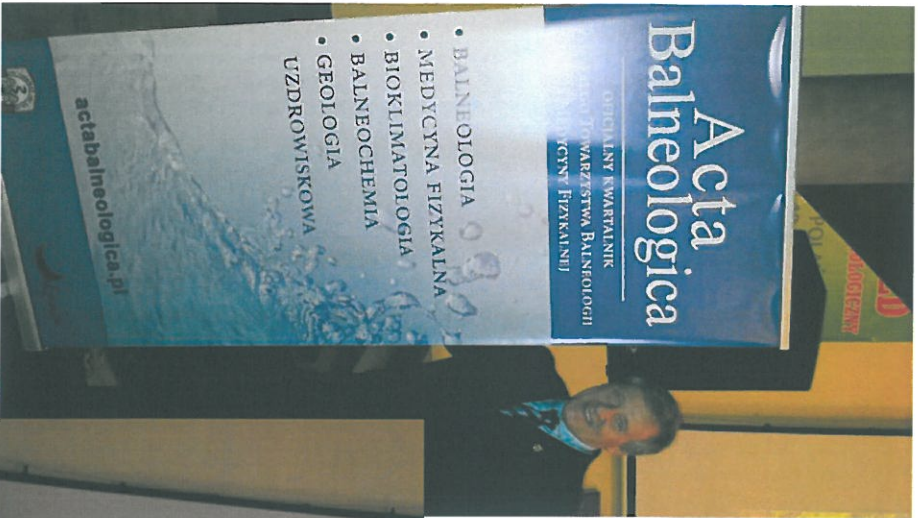
# Activities

- Network and Social Midia
- Estatute elaboration and proposed
- Thermal Meeting – Águas de Lindoia/BRA
- Science (Poland, Spain and Greece)
- Stand and Conference – TERMATALIA 2015
- Partners and proposed participants















# Blue ‘Thermae’ Cosmetic - Eau thermale CATARATAS & ASP Brazilian cases.

Lazzerini, A.A.

*Eau thermale CATARATAS Co, Itaipulândia, Brazil.*

Lazzerini, F.T.

*OLTA, Levico Terme, Italy.*

**Keywords:** waters, cosmaceutical, mineral, SPA, premium site network.

## Introduction

Water is the main ingredient of cosmetics, sustainable enterprises apply modern methods for water footprint and many cultural attitudes are beginning to influence the decisions of this industrial segment (UNESCO, 2015). In addition, several authors raise the importance of this substance for terms like blue gold or as biomolecule which funded the first European pharmacopoeia. The cosmetic industry has a close correlation with hygiene in baths. With the ancient baths and SPA activities was start the diversified waters and related products applications; evolving the excipients or no active pharmaceutical ingredient (API) common uses.

## Methodology

In the Brazilian market, the third largest in the world, with annual revenues of S 33 billion, were found two brands of thermal cosmetics, based on its medical SPA spring waters (MSSV), with expertise of nineteen and from Important SPA thermae city): Itaipulândia, PR (temperate) and Aguas de São Pedro, SP (sub-tropical climate); with eau thermale brands CATARATAS and ASP, respectively. Where sustainability and environmental health are inherent (essential requirements) of tourism (Figure 1).

## Results

The product line eau thermale CATARATAS improves 19 years of expertise in thermal cosmetics, through the exclusive use of a MSSV from Guarani, the largest World potable aquifer. With rich hot water (2000 mg/l TDS) simultaneously sulfate, bicarbonate, lithium chloride and trace elements, manganese, zinc, bromine, boron and

molybdenum (international attention content). Creates a unique interaction with the concepts of nebulization (aerosol medicine and sprayology) inspired in the mists formed on the Iguaçu Falls National Park (World Natural Heritage). Currently producing 11 products, with thematic variations for uses and aromatic in pump and aerosol packaging (spray still), next to the existing water-resort-spa fun spa complex.



Figure 1. Brazilian SPA Thermae Cosmetics.

For ASP - Aguas de São Pedro, first thalasso-thermal country line, currently produces up 10 cosmetic products that are both offered as natural raw materials for the entire national market and pharmaceuticals are important to local tourism souvents and argument the regional nature of marketing. With alkaline sulphurous water, the mother water collected at tropical salt lakes having composition similar to the Dead Sea and its colorful clays for different bentonite.

## Conclusion

The thermae SPA cosmetic segment has the potential to produce premium quality derma-cosmetics and more watery sets, using hydrodiversity, hydrotherapy, thermal medicine knowledge, through natural therapeutic resources raw materials, always in synergy to wellness and health tourism sector, so sustainable.



CERTIFICACIÓ COMERCIAL D'AAI

El Comitè Científic i Organitzador del Congrés Internacional de Aigua Potable i Salut de 1992 i del I Simposi Internacional de Aigua Potable i Salut de 1994, celebrats els 9 i 10 d'Octubre de 1992 i del 29 al 30 de novembre de 2003, CERTIFICAN que:

E. T. LACORTA

ha presentat una Comunicació Oral amb el títol: "Superficialis - Concept and Current Practice" en el dia: 29/11/92

Oratori: 29 de novembre de 2003

Manon Elena Garcia  
Miquel Angel Garcia  
Vicenç Escrigual Vicens  
President del Congrés



CERTYFIKAT UCZESTNICZTWA w XXV Zjazdzie Polskiego Towarzystwa

Ministerstwo Zdrowia

Państwo: Polska  
Wzrost: 1,70 m  
Ciężar ciała: 65 kg  
Wzrost ciała: 1,70 m  
Ciężar ciała: 65 kg  
Wzrost ciała: 1,70 m  
Ciężar ciała: 65 kg

21 października o 12 godzinie odbyły się

zajęcia i wykład o 12 godzinie odbyły się

Prezencja Komisji Naukowej

Prof. dr hab. med. Wiesława Pająkowska

Prof. dr hab. med. Janusz Chojnowski

Patronat Komitetu Rehabilitacji Kultury Fizycznej i Integracji Społecznej PAN

# Acta Balneologica

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KWARTALNIK

LIPIEC-WRZEŚNIEN

• MEDYCYNĄ UZDROWISKOWĄ • MEDYCYNĄ FIZYKALNĄ • BIOKLIMATOLOGIA

• FIZJOLOGIA REZERWY ENERGETYCZNEJ • TERAPIA MEDYCYNĄ • FIZJOLOGIA I FIZYKA

**XXV (XXIX) ZJAZD POLSKIEGO TOWARZYSTWA BALNEOLOGII  
I MEDYCYNY FIZYKALNEJ**

**XXV (XXIX) CONGRESS OF THE POLISH ASSOCIATION  
OF BALNEOLOGY AND PHYSICAL MEDICINE**

Polanów (Poland)

10-13.09.2015



CLASIFICACJA POLSKIEGO  
TOWARZYSTWA BALNEOLOGICZNEGO  
I MEDYCYNY FIZYKALNEJ  
JOURNAL OF THE POLISH  
BALNEOLOGY AND PHYSICAL  
MEDICINE ASSOCIATION



# NATURAL SPA SPECIALITIES: Brazilian Public Health Resort Villages Appraisal.

Lazzerini, F.T. *QUALITY, Linking Terme, Body and LIFE5, Theory, Brazil.*

**Keywords:** Natural therapeutic remedies resources, SPA sites, naturopathy, thermalism, biologically active component.

### Background

The nature plays a vital role in human physiology and well-being, with evident benefits when these preserved contacts (wild, rural or urban), as well as postulated since Hippocrates fundamentals "air, waters and places" (400 BC), similar "medicaria vis naturae" approaches, "biophilia" hypothesis (Wilson, 1984) or the salutogenic theory (Antonovsky, 1987). The medical geography or geology need to see its like a positive nature way process (Salins, 2004; Finckelman, 2006; Gomes & Silva, 2006). This could be a key factor in the global healthcare, leisure and economy, being natural products a core elements or agents to the health resort therapy structure complementary/alternative medicine (CAM), health natural tourism (SPA, thermalism hot springs) facilities.

### Aims

The main intention is to show a healthy natural diversity and prospective factors even in traditional medical health resort of SPA stations and well-being aspects: healthy environments, health natural resources products and healing naturopathy practices (Vang et al., 2011). The principal criteria adopted are the core elements and agents to the health resort medicine structure: wellness, leisure, aesthetic pharmaceutical, nutritional, cosmetic and therapeutic (Guttenbrunner et al., 2010).

### Methodology

For six Brazilian locations, historically recognized as public health resort villages, was through the use of assessment similar mining methods to investigate or appraisal geological potential for "thermae" (Solimene, 2014) targets, based on research about their biologically active components (BA/C) and local natural attractiveness to disease prevention, heal or cure. Some segments: therapeutic landscapes, bioclimatic physiology (microclimates), healing environmental factors (sea air, weather, fog, radioactivity, negative ions forest, mountain) and rare raw materials (springs, waters gases, minerals, salts, sand, mud, clay, plankton, algae, oil, crystals vegetables) (Lazzerini, 2013 - <http://base.kriposhione.unesp.br/handle/unesp/102927>).

### Results

After 5 years of surveys in each particular case, the results can thus be summarized (Figure 1) = 1 Águas de Lindóia SP: oxygen radon springs at famous SPA waters tourism route; 2 Águas de São Pedro SP: fossil hydrogen diversity at basaltic oceana tour with a health resort "Grand Hotel"; 3 Cidades de Cipó BA: radioactive manganese light discharge hot springs at historic dry tropical station near to the famous; 4 Guarapani ES: monazite sand beach thalasso-impical at unique Brazilian radium-dimatic station; 5 Itaipubândia PR: Guarani aquifer accompanied by the Iguaçu Cataratas falls and water (World heritage park); 6 Peritiba SP: black mud coast SPA at Jurua natural conservation area acknowledged park.

### Conclusion

Diversified kinds of natural therapeutic remedies and salutogenic wellness factors could be prospected, found, appraised and developed through their BA/C research focus. This supportive natural endowment results can be associated to the regional sustainable development and original site community vocation activities.



Figure 1. Brazilian Thermal SPA Villages

**AMITUR, 14º SALÃO SÃO PAULO DE TURISMO. 15º CONGRESSO do  
TURISMO PAULISTA – CERTIFICADO DE.... 24, 25 e 26 de JUNHO de  
2015, SÃO PAULO/SP.**

**Evento, VI THERMAL MEETING OMTth /ALATh – Latin America. Mini-Curso:  
Introdução ao Termalismo Social/Crenoterapia. Semana da Água - World  
Water Day - UNESCO 2015. DATA: 21 e 22 de Março de 2015 - LOCAL:  
Estância Hidromineral de Águas de Lindóia/SP. Panorama Hotel & SPA.  
2- XXV CONGRESS OF THE POLISH ASSOCIATION OF BALNEOLOGY AND  
PHYSICAL MEDICINE, POLAŃCZYK 10-13 SEPTEMBER 2015**

# Proposed actions

- Traductions and adaptations to us for scientific papers reviews (impact factors)
- Courses interdisciplinarity
- Certifications
- Premiums
- Thermalism educational divulgation
- Partnership with correlated institutions
- Congress and events regional and international organizations



# NEXT STEPS

- Formal protocols
- Financial budget
- Statute definition
- Partners and members possible
- Mainly objectives
- Long range targets
- OMT<sub>H</sub>-SITH support

# QUESTIONS

- How was importance have it
- Who can participate
- Should the statute formalization and elaborated Project help us to get economic support

Cartório Mercosul ONG

Site, internet

Congressos

Cursos: normas MEC, tempo: natureza, turismo, medicina, engenharia, arquitetura, urbanismo, política, economia e business.

Tipos de Sócios

Segmentos

Certificação: Normas

TAG : SPA HOT SPRING HIDROTHERMAL (RESORT + THALSSO)

- cosmético
- garrafas
- produtos
- serviços



Balneology Association of Northern America (BANA)

Health Tourism International Chamber of Commerce (HTICC)

***Red Iberoamericana de Hidrología Médica (RIHM)***

ASCT AMERICAN SOCIETY OF THERMALISM AND CLIMATOLOGY

Global Spa and Wellness Summit      Global Hot Springs Initiative

Asociación Iberoamericana de Termalismo y Bienestar – AITB

Hot Springs, Tourism & Economic Impacts

- .CAPÍTULO PRIMERO: DISPOSICIONES GENERALES Y OBJETIVOS.*
- .CAPÍTULO SEGÚN: CONSTITUCIÓN Y MIEMBROS.*
- .CAPÍTULO TERCERO: DE LOS ORGANOS DE DIRECCIÓN Y ADMINISTRACIÓN.*
- .CAPÍTULO CUARTO: DISPOSICIONES FINALES.*  
*ACTUACIONES, DURACIÓN, SEDE*

## ***CAPÍTULO PRIMERO: DISPOSICIONES GENERALES Y OBJETIVOS.***

# Statutti SUBJECT

- Union e una maggiore comunicazione tra i compagni in Sud America.
- la infrastruttura y los recursos necesarios para comenzar con una Sede de esta organización en su lugar o país



# Statuto OMT 1977/2002/4

## Articolo 2 – Obiettivo dell'Associazione

- L'Organizzazione Mondiale del Termalismo si propone di promuovere in tutti i paesi i principi basilari del TTEC Perciò:
  - Promuoverà, incoraggerà e distribuirà tutti gli studi clinici e statistici che permetteranno di valutare la credibilità di queste terapie;
  - si propone di essere il contatto privilegiato delle organizzazioni soprannazionali citate al punto 2 dell'Articolo 1; fornirà loro le informazioni scientifiche che confermeranno le qualità terapeutiche del T.T.E.C. e le promuoverà in campo internazionale;
  - si propone di promuovere la creazione di cattedre universitarie che tratteranno dell'idrologia medica e delle tecniche idrotermali;
  - parteciperà a tutti gli studi tecnici, scientifici ed economici il cui obiettivo sarà di valutare l'impatto del T.T.E.C. sulle economie nazionali e regionali, ed in particolare sul turismo;
  - in ambito sociale, informerà gli Stati sui mezzi finanziari ed economici più appropriati, perché i cittadini possano beneficiare di queste terapie.

## **SITH ESTATUTO**

### **TITULO I – *Objetivos de la sociedad***

#### **ARTICULO 1.**

- 1. Estimular y promover en todos los países las investigaciones, los estudios y las aplicaciones de la técnica hidrotermal (termal e hidromineral) dentro de los terrenos de la arquitectura, ingeniería, economía, sociología, química, física, ciencias naturales, geología, higiene, bacteriología y microbiología o cualquier otra ciencia o actividad con conexión directa o indirecta a dicho sector.
- 2. Hacer publicidad con todos los medios posibles para fomentar la colaboración entre los diferentes organismos que colaboran en el ámbito hidrotermal, estableciendo contactos entre los profesionales de este sector, organizando viajes de estudios para dar a conocer las estaciones termales y los programas de trabajo de las técnicas hidrotermales.
- 3. Colaborar en la realización de una perfecta legislación a nivel internacional y en cada país para la protección del patrimonio hidroclimático internacional y el desarrollo, a nivel universitario, de la enseñanza de técnicas hidrotermales.

- 4. Valorar la actividad del técnico hidrotermal y sus funciones dentro del termalismo internacional, defender los intereses generales de sus miembros y esmerarse en el desarrollo de establecimientos e instalaciones hidrotermales.
- 5. Mantener el contacto con asociaciones médicas y técnicas que se interesen en el hidrottermalismo y actividades similares. Ejercer cualquier otra actividad similar interesante para la evolución del termalismo.
- 6. Apoyar la constitución de nuevos centros de investigación y experimentación, así como los estudios que en este terreno se efectúan no dudando en hacer consultas técnicas para la mejora de los establecimientos hidrotermales.
- 7. Crear servicios de información (eventualmente con otras asociaciones u organismos similares), en provecho de la asociación y sus miembros, con miras a innovaciones técnicas en el sector.

- ARTICULO 2.
- 1. Organizar Congresos Internacionales de Ciencias y Técnicas Hidrotermales cada cuatro años.
- 2. Colaborar y dar apoyo moral para la organización de juntas, reuniendo eruditos y profesionales hidrotermales de países diferentes con mayor frecuencia que los intervalos entre los Congresos Internacionales.





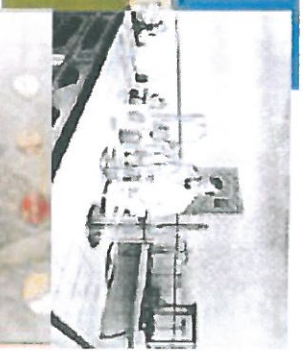
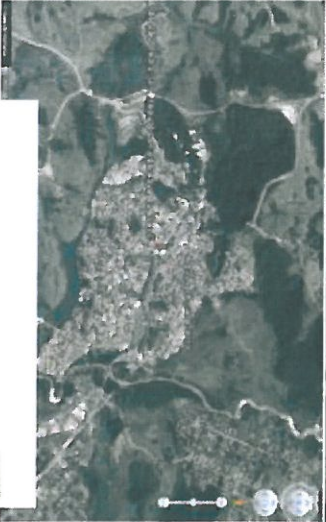
**1. Águas de Lindoia/SP:** SPA waters tourism famous route; Köppen-Cwb (height inter-tropical Atlantic), mountain bioklimate; spring flow with thermal generosity, emanations ( $^{220}\text{Rn}$ ,  $^{222}\text{Rn}$ ),  $\text{O}_2$  (emphasis),  $\text{CO}_2$ , rare gases; urban speleo hot springs “nascent state” to microclimate ionization, emanatorium, fontanarium, balnearium reformulations; hororadioactivity and occupational exposure estimations; plankton and mud maturation projected; light oligomineral water-traces: B, Ba, Cr, Zn and Fe.







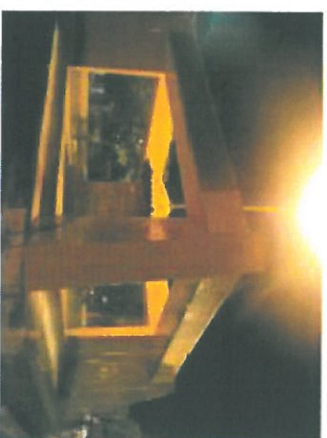
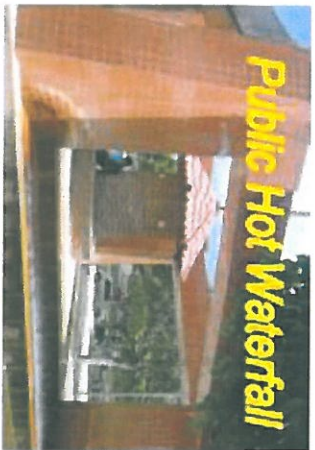
**2. Águas de São Pedro/SP**: basaltic Cuesta tour; Köppen-Cwa/Aw (savanna, inter-tropical continental, sunny hills); wells waters contain special equilibrated anions when their mineralization contains a mixture of chloride, bicarbonate and sulphate ( $Cl+HCO_3+SO_4=3:1:1$ ), combined with calcium/sodium/magnesium (rare in France); alkaline pH; speciation of sulphur in water: sulphides and organic radicals, polysulphides ions, elemental S, thiosulphates, sulphates; organics (petroleum), aliphatic/aromatic hydrocarbons, kerogen components, bitumen fraction, organic carbon concentrations (DOC); hororadioactivity estimations; plankton and mud maturation projected; water-traces: Ba, B, Cd, Co, Cu, Li, Mn, W.







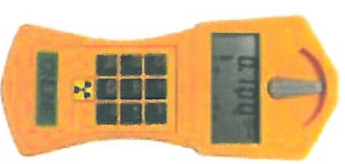
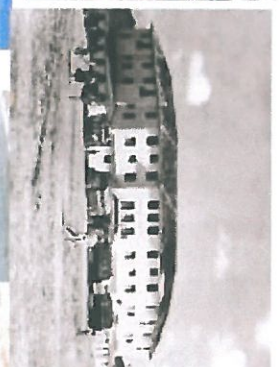
3. **Caldas de Cipó/BA**: historic thermal center, near to the tropical Atlantic Sauipe coast resorts, Köppen-BS/Bw (semi-arid); isothermal springs with large generosity flows of very hard, calcium chloride waters, contain rare radioactive manganese and diversified gases dissolved and emanated hororadioactivity estimations; plankton and mud maturation projected water-traces: Al, Ba, B, Br, Cu, Li, Mn, Mo, Se, Sr, V.



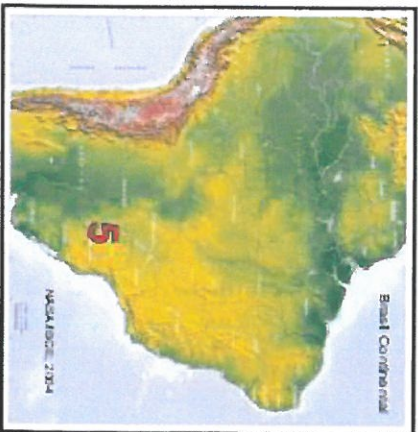




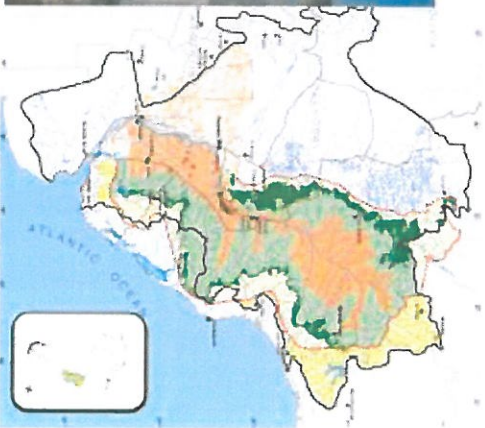
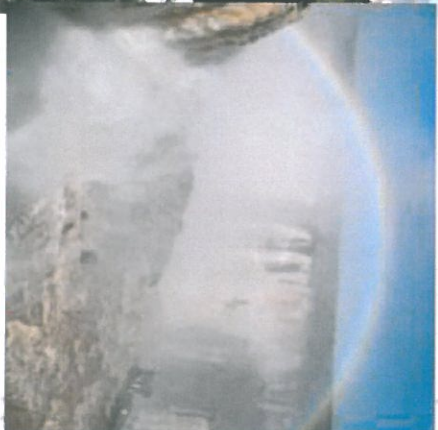
**4. Guarapari/ES:** unique Brazilian radium-climatic station; Köppen-As (tropical Atlantic coast); black sand to psammotherapy, monazite near estuarine mangrove, thalassotherapy sets, marine bioactive diversity, microclimate ionization at emanatorium-balnearium recasting, historic springs around beaches, bed rock minerals relationship origin, radionuclides new measures for BAC=dissolved in sea water gases and emanations ( $^{220}\text{Rn}$ ,  $^{222}\text{Rn}$ ), monazite mineral features (%), distribution, size and chemistry), rare earth elements, mud and salts; hororadioactivity and occupational exposure estimations; algae and mud maturation projected.





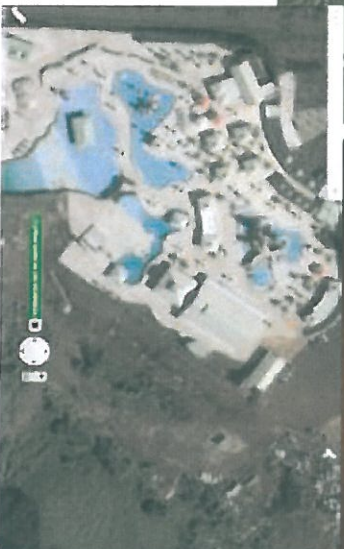


**5. Itaipulândia/PR:** Iguazú falls World heritage park, nautical and ecotourism; Köppen-Cf (sub-tropical, cold weather for Brazilian thermalism background); Guarani aquifer geothermality, hot well closer to this second national tourism destination, thermal aquatic recreation park, Iguazú waterfalls sprayology through evapotranspiration and falling water splits ionization fog; hororadioactivity estimations; plankton and mud maturation projected; water-traces: Mo, V, As, Li, Zn, Co.



**Iguazú Falls**

**Guarani Aquifer**







**6. Peruipe/SP:** Jureia – Paulista south coast natural park; Köppen-Af/As/Cfa (extra-tropical polar Atlantic coast); black mud, sulphureous spring near mangrove, thalassotherapy sets, medicinal mud/peloid, high organic matter content, high content of sulphate reducing bacteria and consequent reduction potential of ions, high hydrogen sulfide concentration increased by sulfur springs due estuarine oxygen anomaly and staurolite mineral in bed rock = clay minerals calcium; marine bioactives diversity, radionuclides new measures, BAC=dissoluble and insoluble organic matters from peloids like humic acids, lipids and carbohydrates; plankton, algae and diatoms creation projected.

