

ORGANIZZAZIONE MONDIALE
DEL TERMALISMO

ORGANISATION MONDIALE
DU THERMALISME

WELT ORGANISATION
DES THERMALISMUS

ORGANISACION MUNDIAL
DEL TERMALISMO



WORLD HYDROTHERMAL
ORGANIZATION

ВСЕМИРНАЯ ОРГАНИЗАЦИЯ
ТЕРМАЛИЗМА

المنظمة العالمية
لمنتجات المياه المعدنية

世界温泉療法機関



SOCIEDAD INTERNACIONAL
DE TÉCNICAS HIDROTÉRMICAS

Levico Terme, Italy, Newsletter December 2012

MERRY CHRISTMAS 2012 and HAPPY NEW YEAR 2013

Dear colleagues,

this newsletter is being published in a peculiar moment, when the year 2012 is coming to an end. It has been a fruitful year of work, during which our organizations took part to several institutional activities. It has guaranteed the performance of the main statutory commitments considered as a point of reference by all those involved in the spa industry, with communication initiatives such as the publication of regular newsletter in English and Italian, stable relationships at national and international level, participation at meetings and conferences about hydrothermalism in Italy, in Europe and in different geographical areas, as described below.

All our efforts seem to achieve concrete results: at this stage we would like to thank all our colleagues for their active collaboration.

Finally, we would like to wish all of you, on behalf of our Councils, as well a very Merry Christmas and a happy Year 2013 to all of you and your families.

Andres Campos
SITH President

Ennio Gori
OMTh President

EUROPE

ITALY

OMTh President Gori was invited to participate on 25 February 2012 at the National Meeting "Thermal baths and Spa's, a new welfare for our country", in Montecatini Terme - Terme Excelsior, organized by ANCOT – the National Association of Thermal Municipalities - in the presence of Prof. Adelfo Cardinal - Assistant Secretary for thermal problems at the Ministry of Health - the Tuscan Regional tourism and health Councillors, many important decision makers and spa industry experts.

The meeting aimed to urge the Government and the Region to provide adequate response to the crisis of the spa industry, by upgrading the Law 323/2000 on the reorganization of the spa industry. In his speech President Gori provided a detailed analysis of the current situation of spa treatments in different geographical areas and underlined the decisive opportunities for the sector offered by the practical application of European Directive nr. 2011/24, starting from October 2013.

EUREGIO (European Region Tyrol-South Tyrol-Trentino)

On the occasion of the conference "New Frontiers of European health care system - free movement of patients in the European Union between public and private", held on 24th September 2011 in Levico Terme, President Gori asked the Provincial Health Councillor, Dr. Ugo Rossi, to assess whether the EU Directive nr. 2011/24, coming into force from October 2013, could be anticipated in the Euregio in accordance with the provision of Article.10, paragraph 3, which reads:

"The Commission encourages Member States, in particular neighboring countries, to conclude agreements among themselves. The Commission also encourages Member States to cooperate in the provision of cross-border healthcare in border regions. "

We believe that the Euregio, as a cross-border region of particular importance, could allow its citizens to freely access to the thermal healthcare treatments provided within its own territory.

On March 30th, 2012, on request of OMTh, Ugo Rossi organized a meeting in the offices of the Province of Trento. On that occasion they discussed and decided what the following technical steps would be in order to solve the main problems. Later on the discussion moved to the upper level, the EURAC - Euregio - Tyrol - South Tyrol - Trentino. Indeed, on 30th March, 2011 the "Dreiländertag" (joint session of the legislative assemblies of the Autonomous Province of Bolzano, the Tyrol and the Autonomous Province of Trento, with the Voralberg as observer) had approved a motion relating to the protection and enhancement of thermal and healing resources and – in order to implement this decision, Regional Councillor Renzo Anderle had developed a draft project on the development and coordination of the spa-offers in the Euregio. In this context came the OMTh initiative that, if implemented, would have a particular relevance.

We decided to establish a working group coordinated by Dr. Elena Alberti EGCC / EURAC composed of representatives from the Departments of Health of three provinces: Trentino, South Tyrol and Tyrol, the OMTh, represented by President Gori and OMTh Councillor, Carlo Stefenelli and Regional Councillor Renzo Anderle. The group met at the EURAC headquarters on 19th June 2012, in Bolzano and later on – 6th September 2012 – 15th October 2012 and on 6th December 2012, the next meeting being scheduled on 12th October 2013.

After extensive and thorough discussion, characterized by exchanges of memoranda between the different components, was finally approved the "Memorandum of Understanding on cooperation and enhancement of thermal resources in Euregio". In paragraph 6, in the conclusions, you can read:

The Parties commit themselves to - *Omissis*

"6) support, within the Euregio, the conclusion of agreements for access to outpatient therapeutic thermal performances between national healthcare organizations and thermal spa's, while respecting the national jurisdictions which they belong to." The signing of the protocol is scheduled on the occasion of conference on "Hydrothermalism in the Euregio" to be held on 21st February 2013 in Comano Terme (Trentino).

The representatives of the three provinces will ensure to offer the timely approval of the protocol by their Provincial Government.

The memorandum of understanding is of great importance for the spa industry in the Euregio as its citizens will be the first ones in Europe to get the chance to freely access to the thermal healthcare treatments provided in the cross-border region, also in compliance with the provisions of EU Directive 2011/24 which will come into force in October 2013. The problem posed by OMTh at the Conference of Levico on 24th September 2011, will soon be solved. This gives us great satisfaction as we will propose it as an example of innovative thermal policy in different geographical areas.

At this stage we would like to thank Mr. Carlo Stefenelli, OMTh Councillor, for his constant support and collaboration. As soon as the Memorandum of Understanding will be formally approved, we will spread over the whole region such a positive, relevant news, which properly fits into the "new model of spas" developed by OMTh in its conferences.

THERMAL BATHS AND SPAS: CURRENT SITUATION IN ITALY

THERMAE 2012: THE MOST CRITICAL YEAR

In 2012 we experienced one of the most critical moments in the spa sector. Tourists abandoned spa treatments (beauty, fitness and relaxation) because they preferred to save money in this sector than in other ones and to focus on costs of basic necessities, maybe postponing spa treatments to the future. Their finances were attacked by taxes and rising prices. Many have given up taking wellness and spa holidays, considered as an unnecessary comfort.

At national level, the crisis in tourism occurred for Italians, while foreign customers have increased. Since foreigners represent a very small share in the Italian spa-market, the few positive effects in the international market were significantly outweighed by the negative ones in the internal market.

It should be noted, however, that the most famous destinations have experienced a substitution of the spa tourists with tourists coming for other holiday wishes (art, culture, events, scenery, food and wine) and that the number of foreign tourists choosing spas is going to increase, albeit subtly. So only the best and most famous spas held up through the crisis. We observed this negative trend at national level and in our “spa heartlands”, i.e. Veneto, Campania and Emilia Romagna, as well.

If the first symptoms of the economic crisis, such as the decrease in booking wellness treatments, appeared in 2010 and 2011, in 2012 the crisis seems to have reached its peak. The experienced difficulties are now much more remarkable than ever. In particular we observe that the sector is dealing with a significant loss of wellness customers - more than 10% - while traditional thermal treatments showed a more limited negative sign, between 5 and 10%. Overall, the whole sector of thermal spa showed a decrease of 5.2%.

Pier Francesco Bernacchi
General Manager
Terme di Chianciano



<http://www.chiancianoterme.com/index.html>

THE FUTURE OF ITALIAN THERMALISM AT THE TIME OF THE SPENDING REVIEW

In the last days the Italian National Health System has been upset by the draft decree of Health Minister Balduzzi who proposed the strict application of the hospital network reorganization that would lead to the shortage of thousands of beds in the public and private sector, because of the closure of entire hospitals.

Prime Minister Monti said that the financial sustainability of the whole health care system may not be guaranteed if we do not identify new ways of financing and organizing the services performed, apart from general taxation, in order to keep up our welfare state, with hospital and non-hospital care as backbone.

They are also discussing about the revision of the essential assistance levels (LEA) with the possibility to exclude certain services from reimbursement by the NHS.

In this context the fear is not unfounded that, as we have already experienced in the past at the time of Health Minister Bindi - current Health Minister Balduzzi was then her direct employee - the reimbursement of all or some thermal performances is not guaranteed any longer

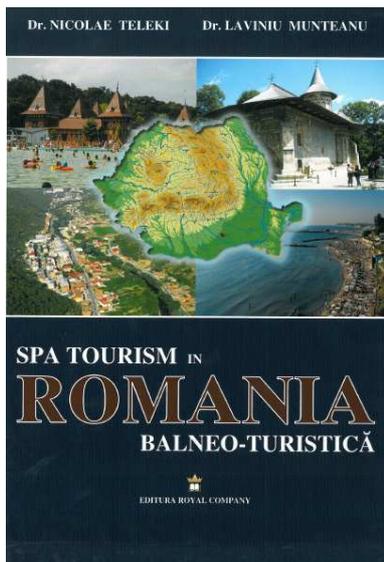
The survival of the Italian spa industry can only be linked to a growing qualification of spa centers both in terms of structural upgrading, with the introduction of the latest technological innovations, and in terms of scientific expertise certifying the reliability and effectiveness of the mineral waters of our hot springs whose therapeutic clinical features require a continuous validation as outcome of scientific studies that must be conducted with rigorous and indisputable scientific methods.

Therefore it is essential, in addition to the continuous improvement of several quality structural standards that every spa or bath center constitutes its own scientific committee with the commitment to enhance continuous studies to demonstrate therapeutic efficiency of Italian mineral waters.

This scientific work is even more important now, just little time before the start - in accordance with the well-known European Directive on the free cross-border movement of patients in Europe – of a concrete European spa system. In this context thermal centers can hold up only if they appeal because of the high quality of their water that will be as valid as widely supported by constantly updated scientific evidence.

OMTh will make every effort to stimulate the spas around the world to promote medical thermal treatments as an effective therapeutic tool in the treatment of various diseases along with traditional drug therapies and at the same time to promote scientific research in the field of hydrotherapy, for example organizing conferences in order to let different hydrological medical schools of thought exchange their own views.

Carlo Stefenelli, OMTh Councillor



ROMANIA

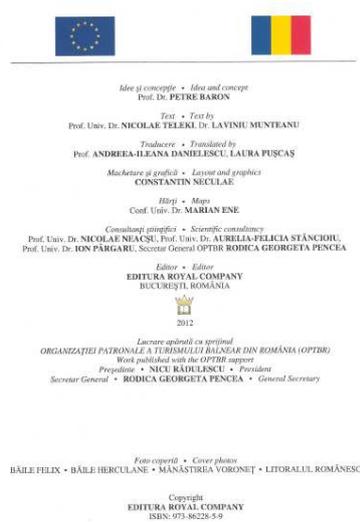
THERMAL BATHS IN ROMANIA

The prestigious book “SPA Tourism in Romania – Balneo-turistica” Editura Royal Company - edited by Laviniu Monteanu and Petre Baron was finally published. It is an essential book, as it gives the unique opportunity to discover the spa offers in Romania.

The first part of the work traces the ancient history of Romanian spas, from before the Roman conquest up to the present day. Distinguished physicians and scientific experts are remembered through quotes and photos. They were the funders of spa specializations today, also in collaboration with many universities.

The second chapter focuses on the Romanian Resorts that adapted their structure and facilities to the European concepts and the goals in the

new millennium.



The third chapter deals with social and economic efficiency of spa tourism and its benefits, while the fourth chapter focuses on natural healing factors, such as mineral water and its therapeutic properties and methods of use. The book describes three types of lakes providing different water treatments, some of them with healing muds, with various origin:

lakes located on the coast of the Black Sea; lakes in the salt massives; lakes among the Romanian Plain; you can also read about the presence of natural healing gases and about the Romanian

bio-climate areas and a detailed description of the spa treatments they provide to the patients.

A detailed description of scientific evidences of the thermal and the traditional healing treatments is also provided, together with primary prophylaxis.

In the book an internal redactional page has been dedicated to bot the Meeting in Levico Terme (2005-2009) and in Cuntis (2008) where we proposed and outlined the main points of a new European dimension for thermalism.

Laviniu Monteanu famous thermalist physician, is OMTh representative in Romania, **Petre Baron** has been Health Minister in Romania.

As OMTh and SITH representative, Monteanu participated at the Meeting “Thermal baths and rehabilitation” (18th October 2012 – Poiana – Brasov) and to the Romanian National Forum about Medical Tourism (26th -29th October 2012 – Iasi City).

ROMANIA - TECHIRGHIOI

The Third International Meeting of the Community Project for prevention and treatment of aging factors through spa therapies, as implementation of the Leonardo Programme, part of the "Life Long Learning" plan (2007-2013) funded by the EU and sponsored by OMTh was held on November 11th, 2012 at the Thermal Center of Techirghiol. The previous meetings had been held at Terme di Montecatini in Italy and in Cuntis, in Spain.

On the occasion of this important meeting we addressed some issues related to the efficiency of the thermal environment and therapies for the prevention and treatment of the most common chronic diseases among the elderly population in the European Union.

In order to understand how important above mentioned meetings are, we have to remember the possibility offered to all EU citizens to freely access to thermal healthcare treatments in all the EU Member States, according to the European Directive nr. 2011/24 which will come into force in October 2013.



Among the highly qualified speakers there were famous scientific experts of European thermalism.

The relationship between different places where thermal treatments are used in the UE is an added value to knowledge and topicality of spa therapies as an essential aid for chronic diseases increasing progressively along with the increasing age of European citizens. These people can then entrust their health to principals that have been scientifically validated over the centuries.

Dr. Adelmo Corsini participated to this meeting as OMTh representative: in his speech he expressed his sincere satisfaction for the concrete developments of all the conference work which will be concluded on 10th-11th May 2013 at the University of Pisa, Italy.

GREECE

2nd – 3rd June 2012, Edipsos. OMTh Councillor, Dr. Pier Francesco Bernacchi, was OMTh representative at the conference of the Greek Thermal Association of Private Entrepreneurs. He had the possibility to present OMTh, its featurings and its main goals. In the following discussion all participants showed great interest and sincere appreciation for our organization.

LATIN AMERICA

COLOMBIA

NATURAL MINERAL WATER: A NEW TREND IN ALTERNATIVE THERAPIES IN COLOMBIA THAT CAN BE CARRIED INTERNATIONALLY SUCCESSFULLY AT LEVEL

by: **LISBO JUSTO SERNA BETANCOURTH**

ACTH President
Colombian Hydrothermal Techniques Association
SITH Vice President
International Society of Hydrothermal Techniques
Member of the OMTA Admission Committee
World Hydrothermal Organization



Let me share with you the results of 18 years of experience, as well as of continuous analyses carried out on the chemical composition and content of the thermal waters in San Vicente (Colombia), used for both topical treatments as well as for mineral water therapies. Today we can show extremely positive results that - I think – deserve to be disseminated at international level, especially when we observe, every day, an increase of disease, mortality and considerable damage to the health and welfare of millions of human beings.

Before going on I need to warn you that my thoughts are dictated by my work as business owner and researcher, not as medical doctor, because I am not. Nevertheless I am sure that it is not necessary to have studied medicine in order to demonstrate the validity of the knowledge and the positive results that I'm going to explain, as they are quite evident, especially because of the collaboration with the local work & research center.

It is not easy to accept that natural mineral waters rich in trace elements and electrolytes can produce, by themselves, such evident improvements, although it has been widely demonstrated that water belongs to the essential nutrients for our body. Natural mineral water with a low mineral content, flowing from the source to 28.5 ° - at an ambient temperature of 14 ° - with its cargo of oxygen, and its combination of important minerals needed by the body to ensure proper function, is the remedy on which the improvements and healing of many patients rely on.

By drinking this water, thus ingesting its combination of live bioavailable organic compounds, we favor the alkalization of the internal processes of the body, we get a higher electrolyte replacement, we stimulate our homeostatic balance, the normalization of enzymatic functions and - it is worth emphasizing - the adequate cell regeneration. All the positive results we achieved so far can be attributed to the proper functioning of our body.

Human health is not affected by symptoms that merges with the disease, but rather by lack of nutrients and, in particular, minerals - especially calcium. This mineral lack causes the attention requests sent by the body, disorienting the physicians.

Diuretics (water pills) prescribed to hypertensive patients to stimulate urine production and remove excess sodium cause the excretion of all minerals from the body, as well as increased dehydration, erectile dysfunction in men and other damage to the entire body.

The intake of 14.8 mg / L of calcium, 14.2 mg / L sodium, 9.8 mg / L of magnesium in the form of organic compounds live, with the addition of potassium, phosphates, sulphates, bicarbonates, and other elements that our body is unable to synthesize by its own - and that cannot be taken on by our daily diet but are nevertheless indispensable for the proper functioning of the body and which are present in natural mineral San Vicente - form the basis of the results that we can share with you today.

Increased diseases, primarily due to the lack of adequate nutrition, caused by drinking bottled and canned soft drinks with acid pH, as well as increased life expectancy, environmental pollution, drugs and water treatment processes, requiring lots of chemical substances – with toxic effects, too - because of its high pollution degree, are all problems that can be largely resolved by hydrating the body with natural mineral water rich in organic compounds, bioavailable essential minerals.

Proper hydration is not obtained with manufactured drinks, such as cola, with acidic pH (2.4), or with supplements that contain only 3 minerals, together with sweeteners, chemical additives, glucose and that - in the case of athletes - determine premature fatigue, torn ligaments and meniscus, or even early death, etc.

In many cases of dyspepsia, gastric or duodenal ulcer, the pain can be eliminated in half an hour, drinking two glasses of water and thus stimulate the cleaning and regeneration of ulcerated tissue thanks to ions present in the water: anions and cations, dissolved in mineral water.

In our body, the production of two million cells per day, two million red blood cells and white blood cells per second cannot last long and keep us in good health, considering our eating habits today. For the same reason it won't be possible to defeat diseases and chronic degenerative diseases, if we don't realize how important proper hydration is.

A severe constipation, the main cause of colon cancer, as well as flatulence, can be reduced considerably, with very positive effects after 2 days of mineral water cure, eliminating the discomfort for the patient and the consequent irresistible pain, which is associated with the stress due to the fact that you want to eat but you cannot.

In cases of degenerative arthritis, gouty arthritis, with formation of fibrosis bearings at the level of the phalanges, it is possible to obtain significant progress eliminating uric acid, urea, without using steroids that can intoxicate the body but simply by drinking mineral water. Improvements are guaranteed.

In patients suffering from obesity we have recorded many cases in which the feeling of hunger is reversed, if replaced with the consumption of water, with consequent acceleration of the metabolism and energy production. The benefits include increased mobility and improved mood: all this simply by

increasing the amount of water in the body and lowering the fat - and thus experiencing the change you were searching for.

In non-insulin dependent diabetes type 2 as we observed that the acceleration of glycolysis allows to lower blood glucose in 2 days, eliminating the patient's laziness and discouragement and instead allowing greater mobility. Obviously you need to inform your doctor about the patient's therapy in order to let him begin to reduce the doses of drugs and avoid the risk of hypoglycaemia.

In cases of kidney' and urinary tract infections, increased urethral contractions facilitates the elimination of solids, stimulates diuresis, the elimination of edema and recovery of the kidney, if this is still possible.

In asthma chronic attacks requiring daily hospitalization, we observed that drinking natural mineral water prevent serious acute attacks, since hydration prevents airways from drying out. It also prevents the airways' obstruction.

Hydration thins the mucus in the bronchi and bronchioles and reduces its secretion, thus contributing to the smooth functioning of the respiratory system.

Even in cases of arthritis, i.e. erosion of bone and cartilage, resulting in limitation of mobility, slow but sure improvements have been made.

Finally, the positive results obtained by drinking oligometallic natural mineral water, bottled at the thermal baths of San Vicente in Santa Rosa de Cabal Risaralda, Colombia, South America, took me to visit the major cities of my country, aiming to disseminate the same information that today allow us to include a greater number of supporters of this positive message and therefore a greater number of those who benefit from our achievements.

Only in my country, obesity affects 45% of the population, hypertension affects 22%, 7% are affected by diabetes and many people suffer from kidney disease and urinary tract infections as well as from severe constipation, rheumatic infections, prostatic hypertrophy and other diseases. Furthermore, because of diuretics prescribed to hypertensive patients, 53.4% of men suffer from erectile dysfunction determined by dehydration induced by the drug, which leads to the elimination of all minerals present in the organism and not only of sodium. The same happens in women with hypertension.

Natural mineral water has diuretic, purifying, detoxifying and nourishing effects, because of its bioavailable organic compounds. Unlike drugs, the diuretic effect generated in this case is completely natural, because it allows the replacement of the vital elements for the body, and it increases benefits for all possible mineral deficiencies. Like this you can avoid taking medication diuretics, such as those prescribed by geriatricians, causing serious damage due to dehydration.

We must continue our efforts to disseminate these extraordinary results, being cheap and easy to obtain and without any side effects, simply by drinking natural mineral water rich in trace elements and electrolytes. If the Lord will allow me, I will keep doing my best striving for the health and welfare of mankind.

Lisbo Justo Serna Betancourth.
ACTH President
Colombian Hydrothermal Techniques Association

BRAZIL testo in attesa di Lazzerini

The 4th OMTh Thermal Meeting was held on 15th October 2012 in Santo Amaro da Imperatriz/SC and was organized by OMth, SBT – Brazilian Thermalism Society and ATHISC – Association of Hydrothermal Tourism Santa Caterina. This prestigious initiative is a truly honour not only for thermalism in Brazil but in the whole Latin America region.

The conference was very successful. Among its participants we find the State Secretary for Tourism and managers of thermal centers and baths representing three Brazilian States.

We can say that this event, taking place every year, can be considered as the basic point of reference for the medical tourism in Brazil. The next newsletter is containing an extensive and detailed description of this conference, representing both a commitment and a honour for OMTh.

AGENDE-SE

Uma oportunidade impar para discutir o futuro do termalismo catarinense e brasileiro, num saudável intercâmbio de saberes.
Seja bem-vindo.

**IV Thermal Meeting
OMTh**

15/10/2012
Santo Amaro da Imperatriz
SC - Brasil

ORGANIZAÇÃO MUNDIAL DE TERMALISMO

Sociedade Brasileira de Termalismo

ATHISC
Associação de Turismo Hidrotermal Santa Catarina

Relationships to Brazilian Federal Government

By a communication dating from 21st September 2012 our Brazilian delegation, efficiently and effectively lead by OMTh Vice President Lazzerini was invited to undertake the : “Acordo de Cooperacao do Atlas de Aguas Mediciniais e Termalismo no Brasil”. Our participation to the working plan concerns the chapter “Produção do Atlas de Aguas Mediciniais e Termalismo no Brasil”.

This invitation confirms the efficiency of the initiatives and the activities of OMTh and we obviously accepted it. We will make every effort to enhance the growth of thermalism in that large country.

RUSSIA



On 23rd October 2012, in Almaty, Kazakhstan Dr. Pier Francesco Bernacchi, OMTh Councillor, met as OMTh representative the thermal entrepreneurs of the region.



On 26th October, in Baku, Azerbaijan he met the main actors of the local tourism and thermal market. In both meetings he described the goals and the proposals by OMTh and all participants expressed their great appreciation.

FAR EAST – People’s Republic of China



Fysinga-Pechino

On 15th February 2012, in the prestigious thermal center in Fysinga Dr. Pier Francesco Bernacchi, OMTh Councillor, participated as OMTh representative to a meeting of compared studies between the European and the Asiatic thermal model. He described the goals and the proposals by OMTh and all participants expressed their great appreciation.