



The OrganoWellness advantage

This presentation is designed for C-level hospitality executives evaluating strategic wellness innovation. In a market where measurable impact matters, OrganoWellness helps luxury hotel groups transform their entire properties into radiation-free, energy-optimized environments—scalable across portfolios, aligned with ESG goals, and supported by trained internal teams.

“The global wellness economy is projected to reach \$9T by 2028, with wellness tourism alone surpassing \$1.3T. For luxury hotels, wellness now drives 3–30% of total revenue—and that share is rising steadily. This makes it imperative for executives to embed wellness as a strategic, scalable asset within their core operations.”



by [Hartmut Holtz-Söderberg](#)





The OrganoWellness Advantage

1

Who we are

OrganoWellness is the global B2B division of ORGANO, focused exclusively on the hospitality and wellness sectors.

We help luxury hotel groups transform their properties into fully integrated, radiation-free wellness environments—delivered by trained internal teams, with measurable business and brand impact.

- Scalable across multi-property portfolios, regardless of location or operational model.

2

Our Strategic Purpose in Hospitality Wellness

We don't just enhance wellness offerings—we operationalize wellness across every space and touchpoint.

OrganoWellness creates full-property upgrades that foster regeneration, clarity, and emotional balance, all while generating new revenue streams and enhancing ESG alignment.



The OrganoWellness Advantage

3

The Transformation: From Wellness Offering to Wellness Environment

Using ORGANO's Impulse Technology, we harmonize guest rooms, meeting areas, spas, and lobbies without construction or disruption. The result: radiation-free, energy-optimized environments that improve sleep, vitality, and guest satisfaction —while scaling effortlessly across hotel portfolios.

4

Who We Serve—and How They Benefit

We serve:

- Luxury hotel groups
- Brand leaders, GMs, wellness directors
- Urban and resort properties aiming to lead in wellness innovation

We empower your brand to lead in today's most important luxury wellness trends—including regenerative wellness, emotional balance, sleep quality, longevity, and ultra-personalized care. Our system enhances guest loyalty, deepens local engagement, and strengthens long-term brand distinction—while supporting measurable gains in guest retention, ADR, and RevPAR across wellness-enhanced properties.



The OrganoWellness Advantage

5

Our Core Values

- **Scalable Strategic Impact:**
New revenue, ESG alignment, portfolio-wide ROI
- **Simplicity:**
No renovations, no downtime—fully operational from day one
- **Innovation with Purpose:**
Addressing real hospitality challenges with over 60 years of expertise
- **Connection & Belonging:**
Drives guest loyalty, repeat stays, and local engagement through emotional connection and community-rooted wellness.
- **Respect for Nature & People:**
Harmonizing space, guest well-being, and the environment
- **Integrity:**
Trusted expertise, always aligned with long-term hospitality success



**Are your guests
already asking about
radiation-free stays?**

#luxury_hospitality

In today's competitive market, providing safe and sustainable environments is essential to meet the growing demands of health-conscious guests.

#transformation

From standalone wellness offers to full-property wellness ecosystems.

#luxurywellnesstrends

- Regenerative wellness
- Sleep quality
- Mental & emotional wellbeing
- Longevity-focused experiences
- Community and connection
- Ultra-personalizes energetic care

#empowerment

We offer comprehensive training for your designated employees so that they can easily create and maintain radiation-free environments themselves. No prior knowledge is required.

Advantage

Here's how OrganoWellness brings today's luxury wellness trends to life across your entire property—through ORGANO's Five Strategic Pillars, proven to deliver measurable impact and scalable results.

5000

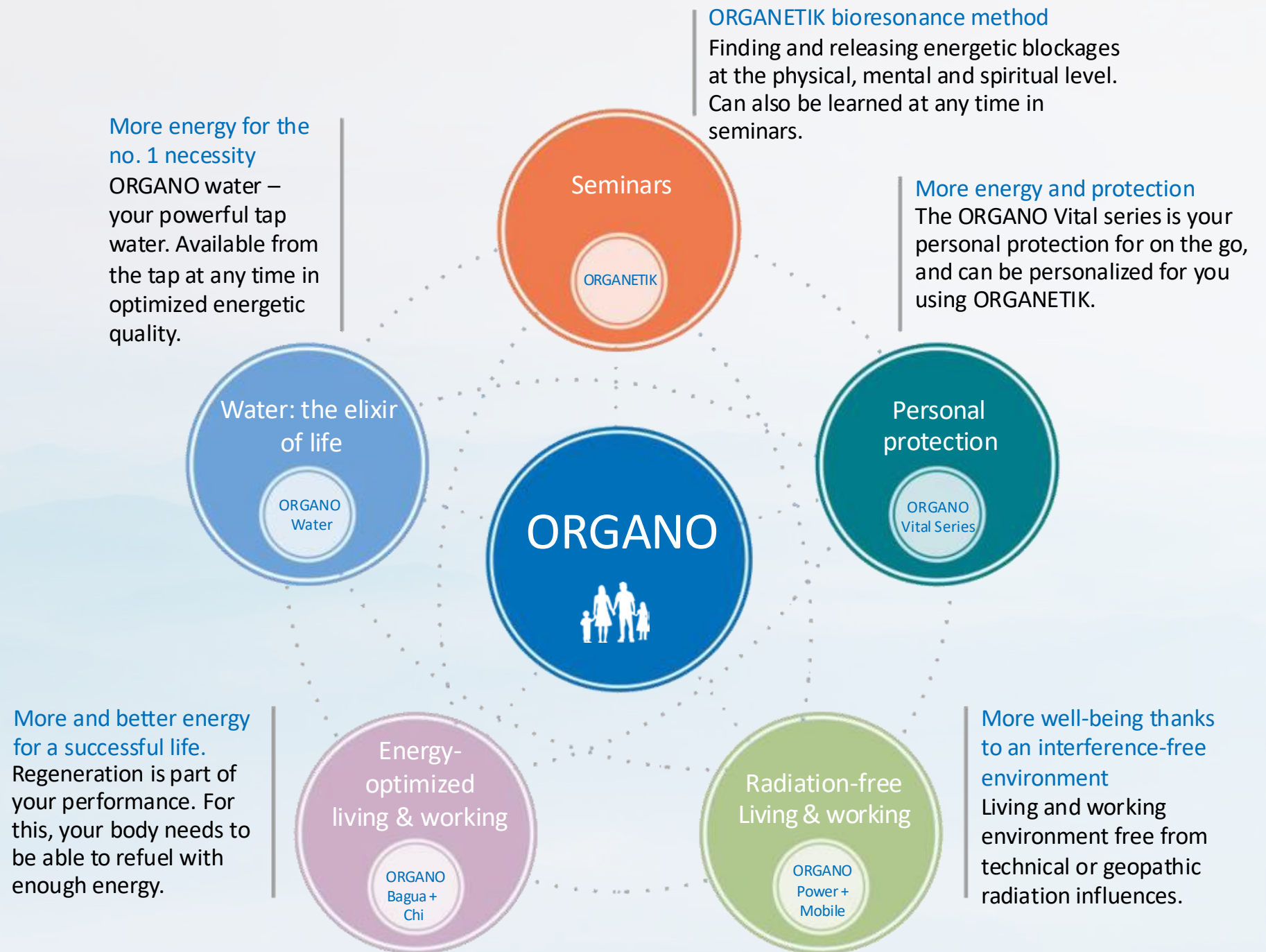
trained Organeticians are already using the ORGANETIK bioresonance method successfully.

60 years

Experience - Backed by six decades of research expertise, ORGANO has references from resorts, hotels, diverse businesses, senior care facilities, and private residences.



The five ORGANO Pillars



Contact:



Hartmut Holtz-Söderberg

Martin Nyrops Plads 15,3
DK - 6400 Sønderborg

+45 21454931

info@organowellness.com

www.organowellness.com



Important information:

For legal reasons and reasons pertaining to competition law, for the protection of our consumers, we are obliged to point out that, similar to homeopathy, ORGANETIK and the ORGANO products developed by us are not based on any scientific studies regarding their potential effectiveness. ORGANETIK is not a healing procedure and the ORGANO products developed by us are not remedies or medical products according to the Therapeutic Products Act, the Medicines Act or the Medicinal Products Act, and may not be considered as such. They may not replace any form of medical therapy. All information is based exclusively on tradition and years of experience.



Legal information available at www.organo.de