

LIFE PRESERVERS

By MICHELLE GROSS

BIOHACKING, bloodwork, transcranial electrostimulation and an alkalizing daily miso soup for breakfast might not sound like the sexiest way to spend your vacation. But health is wealth and a growing contingent of high-net-worth, leisure-class travelers are trading R&R for self-prescribed “med-cations.”

“The trend of viewing vacations as investments in health and well-being is gaining momentum, with travelers increasingly seeking experiences that offer tangible health benefits,” Alejandro Bataller, vice president of SHA Mexico, which opened in January 2024.

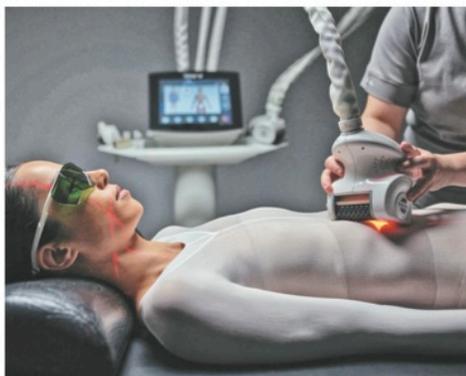
I visited the clinic, located in Costa Mujeres, Mexico, where I went through their intensive four-day Rebalance and Energize Program. The experience was less vacation, more exhaustive crash course in my overall health and functionality on a physical and psychological level. It came complete with blood panels, gut health dinners, ozone therapy and, of course, daily miso soup for breakfast. While I’ve never left such a beautiful place less relaxed, the experience left me both physically and spiritually altered.

“If you’re gonna spend all this money on a vacation, you might as well be investing in your health,” a guest named ‘Rick’ told me over a bowl of pea ice cream and beetroot foam after a gut health talk one night. A Miami-based banker, Rick says he searched far and wide for a wellness resort that could help him get on the right track physically and mentally after experiencing what he described as “burnout” from his job. Ultimately, it was SHA’s integrative approach to wellness — connecting natural therapies and advanced medicine using cutting-edge technology to cus-

From Mexico to the Middle East, luxury resorts are upgrading their spas into ultra-high-tech, medical-grade fountains of youth



Courtesy of SHA Wellness Clinic



Hospital meets hospitality at the new SHA Mexico (top). It may look like a relaxation retreat but you’ll leave poked, flushed and thoroughly scanned (above left). Tony Robbins’ The Estate (above right) plans to turn back the clock with anti-aging programs.



tomize an itinerary to the needs and well-being of each guest — that sold him. “I don’t do yoga in my personal life, and I knew I needed something more than just mindfulness and meditation,” he said. “I needed something more

transformative and science-based to really move the needle.” As more and more travelers like Rick place a premium on destinations that offer “transformative” experiences rooted in both Eastern and Western sci-

ence-based medicine, specialty resorts are popping up to serve them. Co-founded by self-help guru Tony Robbins and global hotelier Sam Nazarian, four new preventative health and longevity hotels and residences called the

Estate will debut in 2026. “We’re rewriting the narrative by seamlessly integrating luxury, science and longevity into one transformative experience,” said Nazarian. “This is about more than wellness; it’s about giving peo-

ple the tools to live longer, healthier and more fulfilling lives.”

Cutting-edge treatments based on scientific medicine, the Estate will offer preventive, genetic and anti-aging programs that will be individually tailored to each guest. Partnering with industry leader Fountain Life, the Estate aims to become the largest ecosystem of preventative medicine and longevity centers in the world.

“The future of preventative health is personalized, proactive and purpose-driven, and the Estate is where that future comes to life,” Nazarian said. “We’re not just building destinations — we’re building a legacy of well-being.”

In partnership with Fountain Life, a company co-founded by Robbins that specializes in disease detection and prevention, services including full-body MRI scans, AI-enabled coronary CT scans, genome sequencing and advanced blood diagnostics aimed at optimizing the mental as well as physical well-being are just the tip of the iceberg.

“We’re at a tipping point in how people approach their health,” Nazarian added. “Vacations are no longer just escapes; they’re investments in wellness and longevity.”

Expanding its global presence in 2026, SHA will open a new location in the coastal Al Jurf region of the United Arab Emirates called SHA Island Emirates.

“This facility aims to create a sanctuary where guests can disconnect from urban life and focus on their health, offering programs that blend SHA’s renowned integrative methods with the unique cultural and environmental aspects of the region,” said Bataller. “Our goal is to create the sixth blue zone on the planet.”

The starting rate at SHA Mexico is \$5,770, including the 4-day Rebalance Program, SHA Nutrition plan, and in-room accommodations in an Ocean Front Deluxe room.