



Founder & President

SWIC - Spa and
wellness international
council

Elena Bogacheva

Elena Bogacheva has dedicated 15 years to development of spa and wellness industry in Russia.

Psychologist, professional linguist and beauty therapist, Elena is one of the pioneers of the Russian spa industry, having started the first wellness club & spa- «Rara Avis»- in Moscow in 1998.

ISPA member since 2001, Elena has been acting as an advocate of international standards for spa professionals.

Elena Bogacheva is the author of the first comprehensive manual for spa professionals -"Spa Mania- Diagnosis of the Century", author of the first Russian - English course "Do You Speak Spa?" and a writer of over 100 publications in professional magazines (Les Nouvelles Esthetiques, Cabines Internationales, NESS, Kosmetik International).

Elena has been a speaker and presenter at all major Russian events in the field of spa , wellness fitness and preventive medicine since 2001, as well as international forums (Mondiale Spa&Beaute in Paris, 2006 and 2012, Global Spa Summit 2009).

She is also organizer of the Wellness Pro Forum (February 2009-2010, Moscow) and Spa&Beauty Congress (September 2009-2012, Moscow).

Elena's consultancy company SPA PRIORI has participated in a number of prominent spa and wellness projects in Russia, as well as organization of spa management education.

The signature course "Spa Ethiquette" elaborated and presented by Elena Bogacheva is well known among Russian spa owners and managers.

E.Bogacheva is a lecturer in the State University of Management (Management in Medical and Beauty Industry), where she is conducting her course "Introduction in Spa Business".

Since February 2009 Elena has been publishing her bulletin and issuing e-digest "Spa Universe" -the unique source of information for Russian spa professionals and clients on the world spa industry.

In 2010 she founded the first in Russia non-profit organization - Spa & Wellness International Council (SWIC) aimed at promoting the development of spa & wellness in Russia and CIS.