Budapest, Hungary – Spa, Belgium, 23 November 2026

MEDIA RELEASE

Thermevity: Longevity Blended with Thermalism

HTWWLife and EHTTA publish White Paper

The intelligence company HTWWLife and the European Historic Thermal Towns Association have jointly published the **White Paper "Thermevity 2026".** It explores the role of natural hot springs and healing thermal waters in longevity, healthspan, quality of life, lifespan and joyspan, using the 10-Level Longevity Approach.

The White Paper reviews how thermal bathing contributes to guests' longevity, amid growing demand for integrating natural thermal resources into healthcare facilities, workplaces and urban planning. The aim is to promote recovery, prevent and treat illness, and enhance wellbeing.

The 10-Level Thermal Longevity Framework maps thermal water interventions, including thermal shock and contrast therapy, onto progressive phases of longevity, from basic lifestyle habits to advanced cellular and conscious preservation. It identifies impact levels where thermal integration matters most:

- **Core Impact:** areas where mineral-rich thermalism intersects directly with disease management and diagnostic screening.
- **Moderate Impact:** foundational healing and curative interventions.
- **Light Impact:** supportive or supplementary modalities.

The relationship between thermalism and longevity is summarized in the **Strategic Matrix of Thermal Longevity Integration**. Combining traditional hydrotherapy and balneotherapy with advanced diagnostic screening offers a scalable, scientifically grounded answer to global demand for longer healthspan, joyspan and quality of life, and may also contribute to lifespan.

Completed clinical studies support the role of thermal bathing in longevity medicine at different levels of evidence:

- **Strong:** osteoarthritis, chronic pain, rehabilitation, stress reduction, sleep
- **Moderate:** metabolic health, inflammation, cardiovascular function
- **Emerging:** healthy ageing, biomarkers, geroscience
- **Conceptual/Future:** ageing reversal, systemic rejuvenation and the modalities in Levels 8–10.

"The hospitality and healthcare sectors have been embracing longevity as the new frontier of wellness. Such interest has not yet reached natural thermal/hot spring operators and destinations. Taking thermal bathing as a key lifestyle component,

however, can redefine not only the thermal bathing but also the complementing hospitality sector" - states Dr László Puczkó, CEO of HTWWLife.

"Thermal destinations need to investigate how developments in the longevity scena could bring opportunities to host communities and operators. Thermal bathing and balneotherapy have been fundamental components in healthcare, leisure and prevention in many countries. The rapid innovation in healthtech and cross-over modalities so far untapped opportunity for thermal destinations" – adds Simone Zagrodnik, Executive Director of European Historic Thermal Towns Association (EHTTA).

The White Paper is accessible from htww.life here.

About HTWWlife
HTWWlife applies the Wellbeing Experience (WX) Design approach, helping hospitality, leisure and tourism stakeholders create experiences that place human wellbeing and flourishing at the heart of the guest journey. https://htww.life

About EHTTA

The European Historic Thermal Towns Association (EHTTA), is a membership organization representing 58 historic thermal spa towns and regions in 22 countries across Europe. https://historicthermaltowns.eu