# Luxury real estate redefines comfort with cutting-edge longevity technology



In recent years, a growing trend towards “longevity” and enhanced healthspan has emerged in high-end real estate, particularly within luxury residential developments. This trend is exemplified by Gary Shepherd, a 65-year-old property developer from Surrey, who has devoted time each morning over the past 16 months to a private “longevity room” in his home. This space features advanced health technology, including his prized Human Regenerator, a device that its manufacturers claim optimises cellular function through cold atmospheric plasma.

While the Human Regenerator, priced at €142,000, promises a host of health benefits, Shepherd candidly admits, “I have no idea how this thing works, and no idea if it works. But I just know that when I use it, I feel better than when I don’t.” His sentiments reflect a larger trend: as life expectancy increases—Americans now live roughly two decades longer than they did a century ago, according to the Centers for Disease Control and Prevention—the focus has shifted from merely living longer to sustaining a good quality of life throughout those years.

The demand for wellness facilities in luxury developments has surged, with health and longevity becoming significant selling points. Kate Donneky, managing director of the property management firm Rhodium, notes a doubling of interest in healthspan enhancement among clients over the last five years. “It wasn’t even a talking point back then. In a post-Covid world, it’s dominant in the super-prime market. Initially, it was seen as a gimmick. Now it’s a selling point,” she remarked.

Developers are adapting to this trend by creating biohacking hubs in their projects. The Estate, a global development company founded by hotelier Sam Nazarian and motivational speaker Tony Robbins, has gone as far as to appoint a "chief longevity officer" to oversee wellness facilities in future properties planned for locations such as Miami and St Kitts. In Miami, the Atelier is set to feature red-light therapy chambers and specialised health support.

The Italian-born developer Thomas Heyne, known for his Mykonos nightclub Scorpios, has invested approximately €400,000 in a dedicated longevity facility within his recently constructed home on the island. This facility not only boasts a hyperbaric oxygen chamber but also provides on-site medical support, including a doctor and a nurse. Heyne has noted that the unique wellness features significantly enhance the attractiveness of his property for rental purposes, attracting high-profile guests, including professional athletes.

Echoing this sentiment, Brad Inman, founder of the real estate media company Livelong Summits, draws parallels between the current wellness trend and the early days of personal computing. He states, “We’re at the infancy of all this, and none of it’s perfected,” emphasising the current experimental nature of such technologies.

While many luxury homeowners are choosing to invest in advanced health technologies, experts caution about the potential risks of at-home applications, particularly for equipment like hyperbaric chambers. Pedro Bowes, a BBC journalist and host of the podcast Live Long and Master Aging, views the term "healthspan" as a significant advancement, referring to it as “a new word for quality of life.”

Contemporary developments are not limited to residential options; longevity-focused commercial properties are also becoming more prevalent. In Beverly Hills, architect William Mungall is designing a homes where approximately 25 per cent of the total area will be allocated for a private longevity space. Clients in this sector often specify features such as hydrotherapy pools, steam rooms, and advanced water filtration systems addressing modern concerns, like nanoplastics in drinking water.

The rise in popularity of longevity technologies has reshaped the real estate landscape, compelling developers to adapt to buyer preferences. Many prospective homeowners now expect residences to incorporate these wellness features as standard, and global developments, particularly in the Middle East, are leading the charge. Luxury projects in Dubai and Saudi Arabia, such as SHA Wellness and Amaala, reflect the increasing integration of wellness into high-end property development, marking a new era for real estate that prioritises health.

As this trend continues to grow, the definition of luxury living is evolving, encompassing not just the aesthetics of the home but also the very quality of life it promises. In this new paradigm, longevity technologies are no longer futuristic aspirations but rather integral components of high-end living.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://www.ft.com/content/c3fec61b-296a-47cd-b940-207d45321d64> - This article covers luxury care homes like KYN Hurlingham in London, which offer high-end, hotel-like experiences for elderly residents, including amenities such as spas and private cinemas, catering to the affluent aging population.
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7. <https://www.ft.com/content/84306819-d44d-4bec-ae15-95cd4c2044b4> - Please view link - unable to able to access data