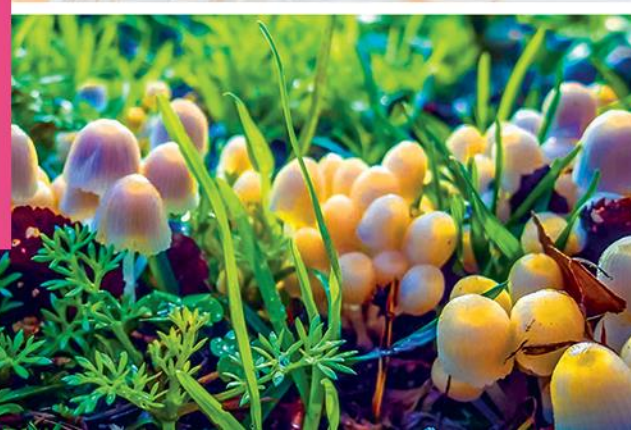




GLOBAL WELLNESS SUMMIT

2018

GLOBAL WELLNESS
TRENDS REPORT





Reframing The First 1,000 Days

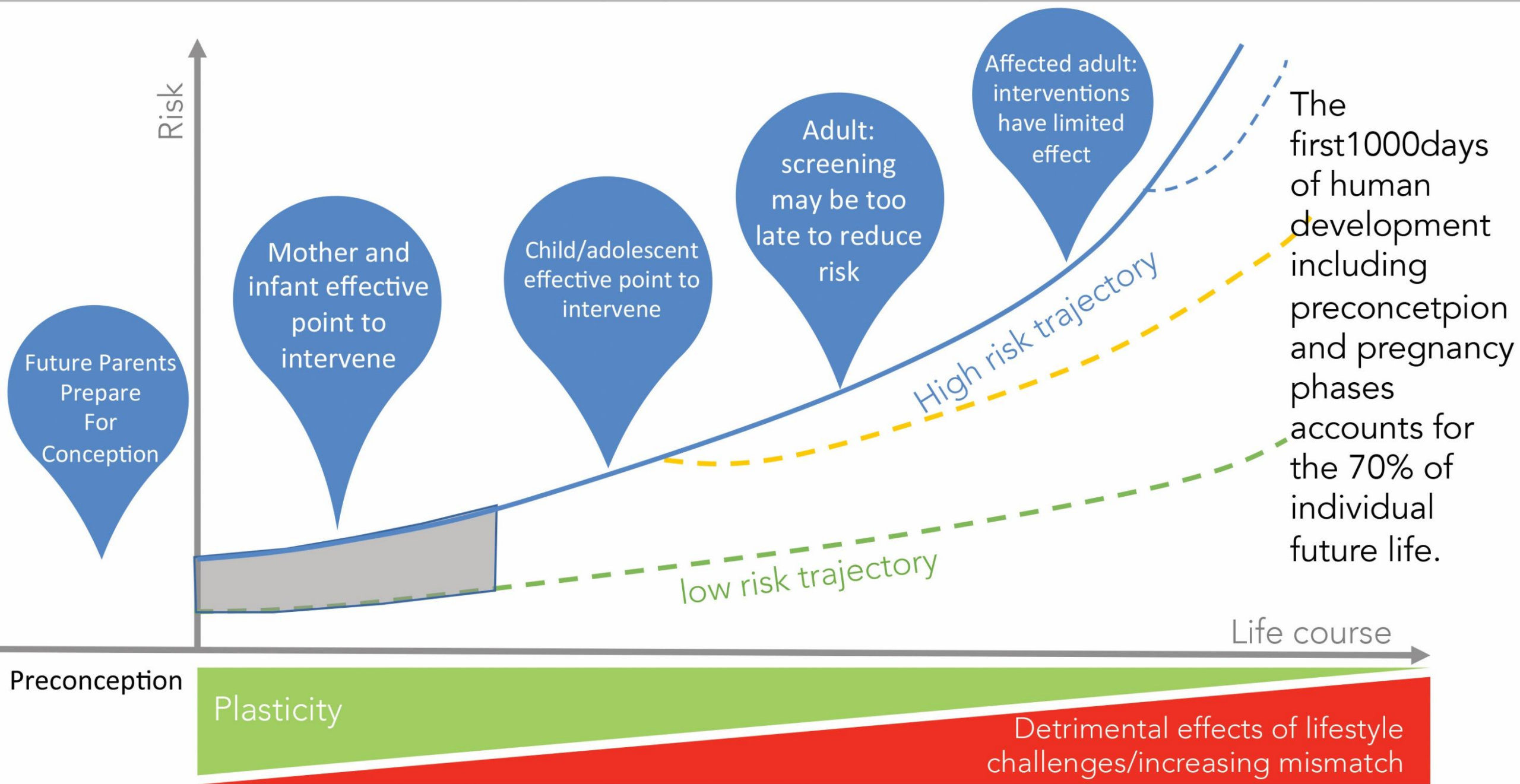
Pre-conception & paternity enter the health equation

Reframing The First 1,000 Days

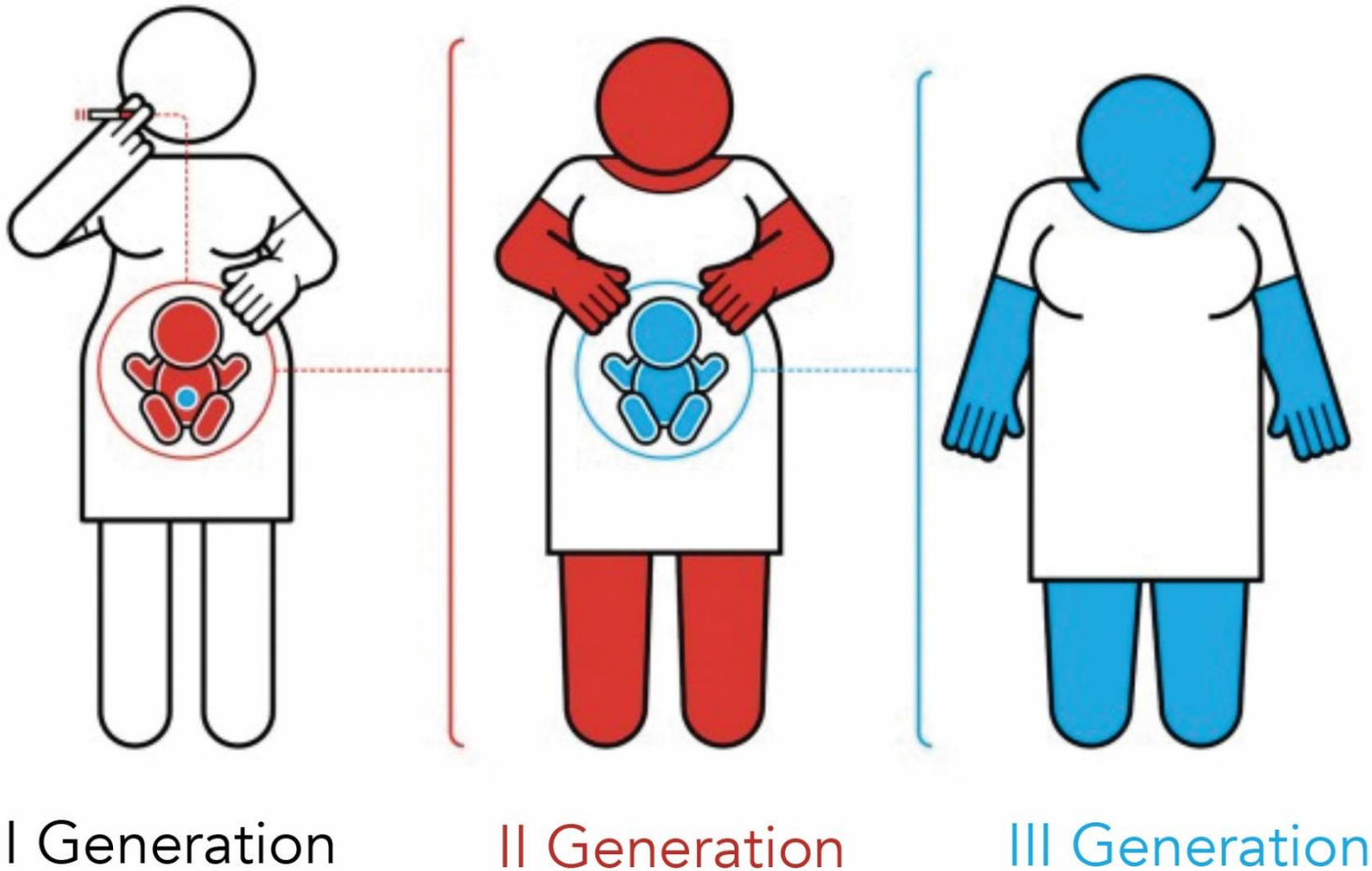
Pre-conception & paternity enter the health equation

- What is the first 1,000 days?
- Mom-centric world in the past
- If we are serious about prevention: genetics, telomeres, epigenetics
- Reframe the first 1,000 days to include lifestyle choices before conception

1000 days in a lifetime



The epigenetic inheritance



Wellness lifestyles (especially exercise training) have the potential to modify the epigenome of human reproductive cells and could have an unprecedented affect on the health of future generations influencing offspring health and disease risk.

Reframing The First 1,000 Days

Pre-conception & paternity enter the health equation

- Predicting new guidelines for mom and dad
- Father's role in creating a supportive and healthy environment
- Wellness treatments and techniques for babies and children
- Dr. Tiffany Field: Touch Research Institute





Mushrooms Emerge from Underground

From more magic mushroom research, microdosing and retreats - to a profusion of superpower mushrooms infused in foods, drinks and beauty products

Mushrooms Emerge from Underground

From more magic mushroom research, microdosing and retreats - to a profusion of superpower mushrooms infused in foods, drinks and beauty products

- A wave of medical evidence that magic mushrooms positively “reset” the brain
- Psilocybin “shakes the snow globe” on rigid brain patterns; studies (Johns Hopkins, NYU, etc.) indicate it could be “better than existing treatment” for anxiety, depression, addiction. 1 dose lasts months
- More and bigger studies coming in 2018: From Peter Thiel’s Compass Pathways European trial to Usona’s
- Legalization action: movement to place on ballots in CA, OR & CO. Experts: “Psilocybin will be legalized medicine within 5 years”
- A new kind of wellness “trip”: rise of magic mushroom retreats
- Microdosing mushrooms: trend straight outta Silicon Valley goes global
- Resemblance to early days of cannabis wellness trend (Think how fast that happened...)



Alquimia Centre of Healing Arts

Mushrooms Emerge from Underground

From more magic mushroom research, microdosing and retreats - to a profusion of superpower mushrooms infused in foods, drinks and beauty products

- Medicinal mushrooms bloom in foods/drinks & beauty products
- More medical evidence that a spectrum of “regular” mushrooms (from turkey tail to lion’s mane) are “magical” for health: as stress, inflammation, cancer & dementia fighters
- Central to Asia’s food-as-medicine philosophy for centuries – now functional mushroom trend goes global
- Explosion of mushrooms (esp. “adaptogenic” varieties like reishi, cordyceps, chaga) being infused in everything imaginable: powders, lattes, cocoas, chocolate, broths, oils, teas...
- Mushrooms, many with unique skin-boosting powers, keep invading the beauty aisles
- More shroom foraging & cuisine at wellness destinations



Dr. Andrew Weil for Origins Mega-Mushroom Collection



A woman with dark hair, wearing a light blue button-down shirt and a beige apron, is smiling and chopping vegetables on a wooden cutting board. She is in a kitchen with a white tiled wall and various kitchen items in the background. In the foreground, there are several fresh vegetables including broccoli, tomatoes, and red bell peppers, along with a glass bottle with a white cap.

The Wellness Kitchen

Kitchens catch up with healthy eating

The Wellness Kitchen

Kitchens catch up with healthy eating

- Past kitchens designed for old eating and lifestyle habits
- Today's kitchens need to be designed for current eating and lifestyle habits
- Aspects of a “Wellness Kitchen”
- Gardens and sprouting

THE KITCHEN: RE-IMAGINED

CONVENTIONAL

Groceries come in paper, aluminum, and plastic bags, jugs, boxes and cans that can leach into food laden with preservatives, thickeners, and colorants

Dead food is stored in freezing/near freezing refrigeration or at warm, room temperatures behind doors easily forgotten about for weeks or even years

Packaging from pre-made and pre-mixed food is thrown in the garbage or recycled

Microwaves not only reheat, but thaw and cook main dishes. Stove and ovens are designed for high-temperatures and quick cooking

Waste is bulky with a lot of packaging, only some of which is recyclable. Food is put in the trash and sent to landfills

Fast, unconscious eating habits increase proportions of food lacking in nutrients. Unhealthy additives allow for convenience & long shelf-life

Formal dining traditions designed the kitchen for women to prepare food in isolation before serving the dishes in a separate space

vs.

1

DELIVERY

2

STORAGE

3

PREPARATION

4

COOKING

5

DISPOSAL

6

CONSUMPTION

7

SOCIAL ACTIVITY

© Vera Iconica Kitchen

WELLNESS

Fresh food is harvested from in-house gardens, home delivery is automated online for convenient, unprocessed local ingredients & bulk items

Living food is kept alive or dormant in a range of temperature and humidity controlled cupboards complete with running water and glass display doors

Fresh food means little packaging. The island is re-designed to accommodate multiple work stations & features like a central drain allowing easy clean up

Food is cooked over a range of temperatures from a variety of sources to maintain nutrients and enhance natural flavors

Unpackaged, fresh food and re-useable containers keep trash minimal, while compost collection allows organic matter to go back to the soil

Digestion begins with the eyes. Visible food storage is designed to tempt, food preparation acts as a natural digestive, & helps regulate proportions

The kitchen is the heart of the home designed to gather, entertain, and nourish family and friends with multiple workstations and seating areas



The Wellness Kitchen

Kitchens catch up with healthy eating

- Importance of Socializing
- Emphasis on healthy building materials
- Future Technology
- “Just like the food it contains, the Wellness Kitchen doesn’t merely feed – it nourishes”

FUTURE kitchen

caesarstone® x Pratt

Caesarstone in partnership with Pratt Institute challenged Industrial Design students to blend theory with creative application in their vision of the kitchen of 2050. The Future Kitchen is an experiment in how nature and technology work in unison to create a self-sustaining space that operates through aquaponics, hydroponics, 3D printing, water filtration, indoor farming, composting and food storage. It's a sneak peek into what the next generation has to look forward to as the kitchen matures, and how Caesarstone plays an important role in transforming the kitchen in aesthetic appeal and functionality today and in the kitchen of the future.

Special thanks to Munto

MUNTO
New Amsterdam



and a place to cook special meals

Food waste disposal
The food waste disposal is in the center of the kitchen, allowing it to be accessed from all sides for easy clean up.

Biogas generator
Food waste from the disposal chamber feeds the biogas generator, producing the waste as a gas and nutrient.

Washing area
A unique 3D faucet dispenser allows users to wash their hands or vegetables. There is also a traditional basin sink and faucet. All of the water drains to the filter system.

Filter system
Water is filtered from food waste for use in the plant system.

Plant system
A hydroponic system is linked by small water from the sink, and plants that require soil can be grown in designated locations.

Evaporative cooling
Based water enters the soil that surrounds the food storage area, cooling it as the water evaporates. This keeps food fresh with no energy.



Photo credit: Wanted Design



A New Era of Transformative Wellness Travel

Circuits, Sagas and Epic Storylines

Photo credit: Ikonoform

A New Era of Transformative Wellness Travel

Circuits, Sagas and Epic Storylines

Wellness, by nature, is a multi-chapter *journey* – a physical & emotional *quest*. Why then, at most wellness/spa destinations, do classes, treatments and experiences get served up piecemeal and disconnected? With no immersion in a true “wellness story”?

“Transformational travel” is the 2018 buzzword: “travel that challenges/inspires the sophisticated traveler on a deeply personal level, creating emotion through the powerful medium of storytelling...”

More wellness travel will now:

- Cast the traveler-pilgrim in an immersive story: a multi-chapter journey...a theatrical saga of transformation
- Create a “necklace” of linked wellness experiences rather than disconnected “beads” of “programming,” “amenities” and “itineraries”
- Focus on engaging people’s *emotions* as much as evidence-based healing



Five Lodges at Six Senses Bhutan

A New Era of Transformative Wellness Travel

Circuits, Sagas and Epic Storylines

Examples – the new transformational wellness travel

- **“Story”-driven, multi-property circuits:** Six Senses Bhutan a bold first - a multi-chapter wellness circuit where you journey across 5 lodges, at each one immersed in 1 of 5 key pillars of Bhutan’s “Gross National Happiness Index.” (More circuit-based properties coming...)
- **You’re cast as the fearless heroine in a dramatic wellness saga:** In The Red Mountain Resort concept (Iceland), spa-goers follow the emotional/sensory voyage of an ancient Icelandic hero: traveling through five emotional states: from contemplation to confrontation to clarity. *Spa experience as pure fantasy and theater*
- **50-minute treatment? No, a long, nature-roaming spa safari.** Spa experiences will increasingly be reimagined as active, long journeys: a necklace of wellness experiences beyond treatments, like the all-day “Spa Safari” at Nihi, Sumba Island
- **More “Story” Immersion - Performance, Music & Art Mixed with Wellness.** Even with the “wellness” and “art” taken together: like soaking in hot springs while listening to a live concert (Peninsula Hot Springs, AU) or meditating in art galleries

Photo credit: Johannes Torpe Studios



Nihi Sumba Island

A photograph of a street scene heavily obscured by smog or haze. In the foreground, two women wearing colorful saris are walking away from the camera. In the background, several other people are walking, and a car is visible in the distance. The overall atmosphere is grey and foggy, suggesting poor air quality.

Getting our “Clean Air Act” Together

Taking personal responsibility

Getting our “Clean Air Act” Together

Taking personal responsibility

- Toxins in the air (indoors and outdoors)
- Premature deaths of 6.5 million people worldwide
- 90% of world’s population breathing air that violates air quality guidelines
- Monitoring indoor air quality, purifying air around us



©Partnering Robotics



Airbubbl

Getting our “Clean Air Act” Together

Taking personal responsibility

- Imperative that individuals own their own “clean air acts”
- Pollution-fighting beauty regimes, halotherapy, breathwork
- “Lung-cleansing” travel destinations, or smog-escape vacations
- Plants, chic air pollution masks



Airinum



Heathrow Airport has a “Garden Gate”

A group of five people are performing a plank exercise on a sandy beach. They are in a line, with their hands on the sand and their bodies straight. The person on the far right is a man with a beard, smiling at the camera. The others are focused on their exercise. In the background, there are beach chairs and a pink canopy.

Extreme Wellness

**Hacking Our Way to Better Brains, Bodies
and Overall Well-being**

Photo credit: BodyHoliday

Extreme Wellness

Hacking Our Way to Better Brains, Bodies and Overall Well-being

- Build a better, faster, smarter, stronger you by rewiring your biology; wellness has never been more extreme
- Surge in brain optimization: from nootropics (Nootrobox, TruBrain) to private brain optimization clubs (NYC's the Field) using neuromodulation technology to create an "elite brain."
- Hyper-personalized wellness: tests combining DNA, epigenetic and microbiome testing (Wellness FX) set the precise-to-you health, wellness, diet and fitness roadmap



Black Tomato's "Get Lost" vacations Kaieteur National Park, Guyana

Extreme Wellness

Hacking Our Way to Better Brains, Bodies and Overall Well-being

- More training like an Olympic athlete. More toughing out extreme “mind over matter” workshops - “Ice Man” Wim Hof’s training, deploying meditation and breathwork to brave extreme ice and learn to master our immune and autonomic nervous systems
- Ice is HOT: icy and extreme hot/cold experiences one of the top trends at wellness destinations
- The new luxury travel escapes: Black Tomato’s “Get Lost” adventures - get dropped into the polar or jungle wilderness to fend for yourself



A close-up portrait of a young woman with dark hair, smiling warmly at the camera. She is wearing a red shawl with a white floral pattern over a white collared shirt. The background is a soft-focus green, suggesting an outdoor setting with foliage. A pink rectangular box is overlaid on the bottom left of the image, containing white text.

Wellness Meets Happiness

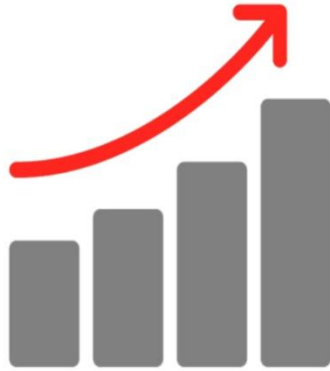
The Conversation Becomes More Important

Wellness Meets Happiness

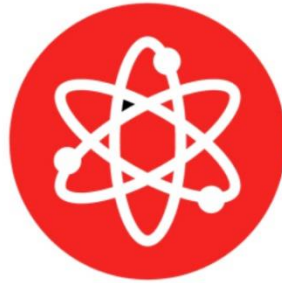
The Conversation Becomes More Important

- Happiness, Wellness, Well-being
- Report examples: World Happiness Report and Gallup-Sharecare Well-being Index
- Happiness Findings: People not so happy, expansive concept, social connection,
- Negative effect of digital/social media

Organizations with high happiness achieve



37%
INCREASE ON
SALES



31%
HIGHER
PRODUCTIVITY



300%
MORE
INNOVATION



10%
INCREASE
CUSTOMER
SATISFACTION

Wellness Meets Happiness

The Conversation Becomes More Important

- Loneliness as big a killer as smoking
- Wellness travel and happiness
- Eating for happiness
- Happy fitness

Ireland's Boogie Bounce



Image Source: Suedtirol Tourism



A New Feminist Wellness

From women-only clubs and co-working spaces – to a FemTech wave that solves for women's bodies and lives – to more wellness travel aimed at women's empowerment – to women of color moving the industry beyond #WellnessSoWhite

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From women-only clubs and co-working spaces – to a FemTech wave that solves for women’s bodies and lives – to more wellness travel aimed at women’s empowerment – to women of color moving the industry beyond #WellnessSoWhite

2017: A year of attacks on, and fighting back by, women. Clinton loses – Trump attacks women’s rights – global Women’s March – Harvey Weinstein - #MeToo movement – Silicon Valley Boy’s Club exposed...“Feminism” named word of the year. #resist #thefutureisfemale, #nastywomenunite

Combine this new feminist wave with...

- A shift in the self-care concept: from “selfish” (back) to more political
- A wellness world, dominated by women, that’s been quietly “solving” for women’s bodies and lives for years – creating an “alternative healthcare system”

Means, in 2018:

- Powerful new intersections between women’s empowerment, feminism and wellness
- The woman-empowering message in wellness gets more explicit – while the parameters of what constitutes “wellness for women” radically expands



WMN Space
Photographer Mel Blanchard

A New Feminist Wellness

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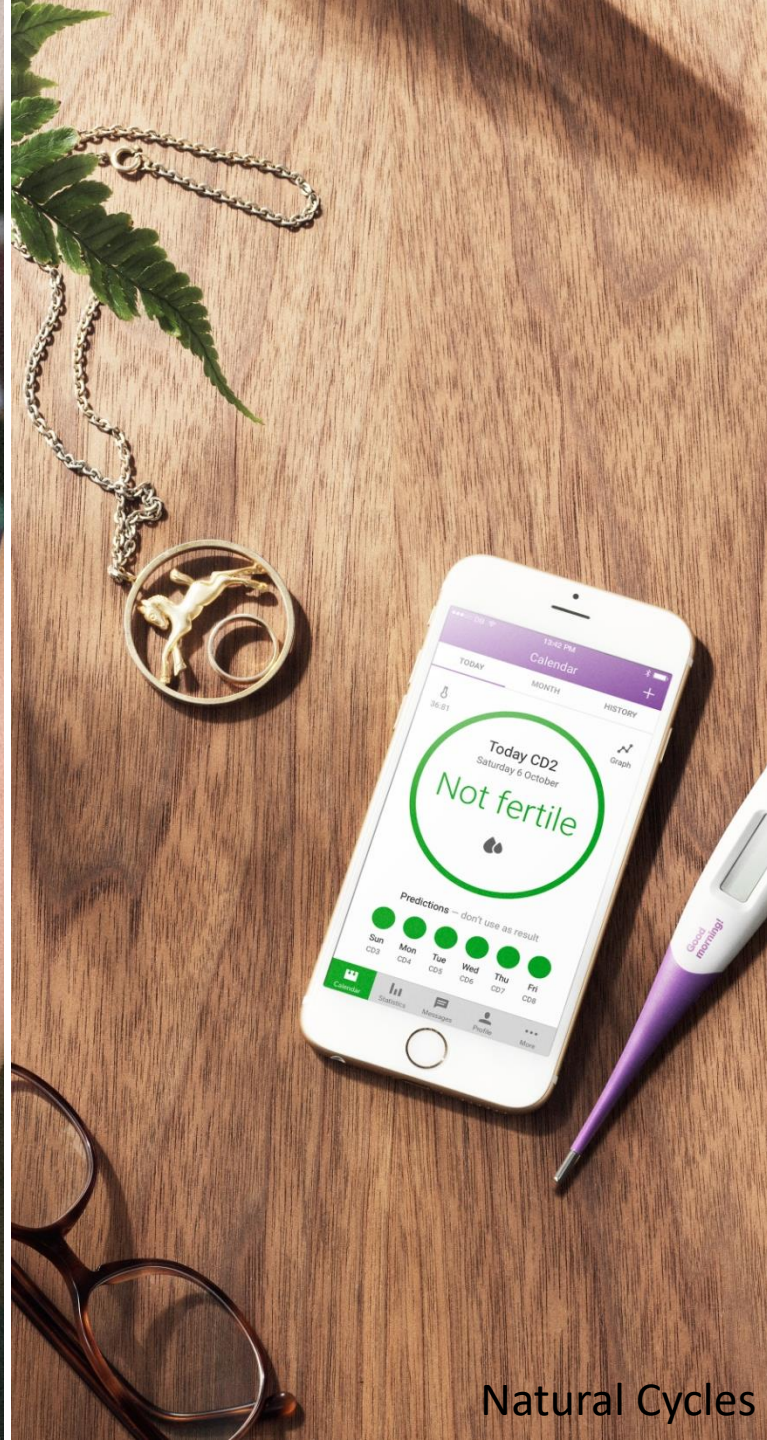
- **New women-only clubs, co-working spaces, and collectives** – “covens of community” where women can work, network, empower each other, unwind and learn – with much wellness on tap. From NYC’s The Wing to LA’s WMN Space
- **A FemTech explosion:** A new army of women doctors, technologists and designers “solving” for women’s actual bodies and lives, with a waterfall of “I get it” solutions: from apps putting fertility and hormone tracking in women’s hands – to “smart” clothing engineered for real women’s bodies – to innovative sexual wellness products/platforms
- **Women of color moving the industry beyond #WellnessSoWhite** – whether with for-them fitness and yoga classes to beauty brands rolling out cosmetic lines to suit dozens of skin tones

More wellness travel squarely aimed at women’s empowerment:

- **Less pampering, more tough, transformative, extreme all-women’s adventure travel**
- **More “Painmoons”:** Retreats/destinations getting real about women’s lives, providing emotional healing after divorce, breakups, grief, loss of sexual happiness, etc.
- **New feminist-first beauty programs** at wellness destinations, that put a “brain” back in the beauty equation – like Six Senses soon-to-launch Holistic Anti-Aging clinics



Black Girl In Om
Photo credit: Deun Ivory



Natural Cycles



The Wing Flatiron



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