



NORTH AMERICA

UNITED STATES

1. What has been making news in this country in terms of the business of wellness?

Skincare with ingredients that are healthy for the body and not chemicals

2. Please provide 1-2 sentences that describe what you think is an important development in this country for each of the following wellness sectors.

BEAUTY & ANTI-AGING

Natural products and healthy lifestyle

COMPLEMENTARY & ALTERNATIVE MEDICINE

Naturopathic

FITNESS & MIND-BODY

Complete fitness programs that include full body lifestyle changes

HEALTHY EATING, NUTRITION & WEIGHT LOSS

Juicing, choice of more greens in diets, such as kale and spinach, align with eating right help with overall better fitness

PREVENTIVE & PERSONALIZED MEDICINE AND PUBLIC HEALTH

People working out creates a better society, and that is happening now in the US.

SPA INDUSTRY

Improved wellness, but still a confusing subject for spa's.

THERMAL/MINERAL SPRINGS

We don't have many in the US.

WORKPLACE WELLNESS

Yes.

3. What are the most important, eye-opening or emerging trends in wellness happening now in this country?

More yoga than ever! More juice bars and more confusion on healthy skincare.

4. What do you see as the greatest strength of the wellness market in this country?

Being aware of the need

5. What do you see as the greatest weakness of the wellness market in this country?

Saying wellness but not living up to wellness. A lot of people say it but don't put it into action.

6. What do you see as the biggest opportunity in the wellness market in this country?

They have just touched the surface.

7. What do you see as the biggest threat to the wellness market in this country?

Not doing the right thing and putting in smoke and mirror wellness...using the words, but the letdown is no results or spending money on services and leaving without feeling the experience because it is not a personal experience, just a spa charging a lot!

8. Which sector of the wellness economy are you most involved with?

Other (please specify):

Skincare brands

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