

# **GLOBAL WELLNESS SUMMIT**

**12th Annual Global Wellness Summit**

**Cesena, Italy**

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**Ubiquis**  
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## 12<sup>TH</sup> ANNUAL GLOBAL WELLNESS SUMMIT

[START RECORDING]

FEMALE VOICE 1: If you're from a Celtic background-- and nutritionists will agree on this-- if you're from a certain background with a certain blood type, to not eat animal protein could be an issue later in life, but if you can get away with not eating that animal protein, then based your diet on plants, it's fantastic, so I think we'll see a lot more personal nutrition. So you know by avoiding the steak, whether you should be avoiding the steak or not.

DR. MADELYN FERNSTROM, PHD: Any more questions about nutrition?

FEMALE VOICE 2: I have-- it's something that we've been looking at recently; it's nutrition related. The microbiome crisis, which is the depletion of the microbes in our bodies and in the U.S., a large reason for this is tied to the rise in caesarian births, there's also overuse of antibiotics, and diet. So there's a lot of research going into how to kind of restore that and bring that back into people's lives from birth.

DR. FERNSTROM: Anyone else for the microbiome crisis or gut health--sort of encompassing all that?

MS. MELISSE GELULA: I would build on that and say that we kind of joke well and good that our readers can't digest anything. Gut health articles do really, really well and I think a lot of people are really interested in how that's a factor in their mental health and how it's playing out in other ways. And then I would also say, and this is building on what Claire is seeing, is that, you know, we always are tracking the popular nutrition styles. Kito has been very big for us. There are a million questions about that, but overall as a media organization, one of the things that the editors and I are talking about is helping our readers not over-engineer their relationship with food. Because so much is happening so quickly and it's Kito today and you know Helio or Hegan, or like, you know, there's so much happening and I think like we as journalists on the frontline of this feel swept away personally when it's like-- here's a great interview I just did with this plant-based expert, like great, I'm going to

live plant based and then the next two weeks later, you're like but actually grass fed meat has these like wonderful antibodies. So we're really on the front lines and in our personal lives, I think we're all sort of struggling with how this make sense, and so passing it along to the reader of how she can respond to these things in a very personalized way, I think, is something that we'll see more of.

FEMALE VOICE 1: And it's also feeding into the mental health issues, because we know now that disordered eating-- which is almost like we have a global eating disorder, because there's so many avoidance of certain food groups-- and if you do that when you don't need to, that's worse than actually eating something that might have a little bit of an issue, so we need to get rid of the disordered eating and stop selling magazines to do with weight loss and detoxing on the cover of headlines, because that's not a very healthy way of looking at food. One of the things that I'm really pleased to see in the UK is the increasing number of universities and colleges that actually understood the healthy eating, nutrition, good ingredients, not ready-made meals is actually now at the forefront of providing a good education, because if people are eating well, obviously, and what's great is that you're now tackling -, -, -year-olds. And that means that they'll continue that for the rest of their lives and as we're all really in a prevention business, as opposed to just making everyone feel happy and nice, we're preventing things. I think if all educational institutions around the world could take a lesson from the wellness industry, would be a very big step.

DR. FERNSTROM: And that's why they call it lifestyle-- you're in it for life. And people think, you know, I ate a bowl of broccoli so somehow I'm preventing cancer. I think part of the messaging is that these are lifelong habits, just like, you know, any beauty regimen you're doing. All these things are for life. So it's-- anybody else on eating?

FEMALE VOICE 1: Slight segue, but I think what's also interesting is that people are not just thinking about what they're eating, but what other people are eating and this is this whole like move away from just personal well-being and actually thinking about the global good. That's something that we've kind of looking as a hot trend is food waste and people are really starting to think about how much waste there is in the food industry. Some great companies are

really spring boarding off that. There's an app out in Scandinavia called Karma app, and they basically take leftover food from major food chains and sell them at a discounted rate at the end of the day. And, you know, they've just raised million pounds, so there really... it's a hot, hot area and I guess that's an indication that it's not just about the individual and how well we're eating, but actually thinking about how we break down that elitist mentality around nutrition and good food.

DR. FERNSTROM: That's important because people say, "Well, you have to have money to eat healthy," and in the U.S. it's astounding. It sounds like the saying in the U.K. that percent of food that is purchased is wasted, either spoiling a refrigerator or it seems too old, or somehow in the preparation, it's gone. So, when people start to say things like they are so expensive, for example, people don't buy fresh produce because they go, "Oh, I don't know when I'm going to cook it and it'll be rotting," then buy fresh frozen produce. It's fresh frozen, it's really good, I mean there are a lot of options, but the food waste topic is big. Anybody else on the panel? Any comments about food? I think we get some really good insights and a lot of different things. Well, let's move on to, since we're here, fitness. So any fitness trends that are older or newer, or are things that are coming back that are really good for people or maybe not--anybody?

FEMALE VOICE 2: I think one of the things I've really read realized in researching this is book--.

DR. FERNSTROM: Speak closer--can you speak in the mic? That's one of the risks of these balls, really, try and sit in the middle and lean forward. You okay? You can stay on the floor if you want. That's okay too.

FEMALE VOICE 2: Yes, but what I was going to say about the fitness area is I've been really struck--and this isn't particularly new, but I think it has really reached the mainstream-- that no fitness instructor would talk about a body in a fitness class. And if you've been taking fitness class for the past years, that strikes me personally as quite a revolution. I don't know if it's because of soul cycle, or if soul cycle capitalized on something that was out there, but every class that you go to now is focused on what's going on inside your brain. No one's going to talk to you about a

bikini body, or, you know, chicken wings-- bingo wings, or whatever they're called--which are things that used to come up in exercise class and now it is really about the spiritual point of exercise and that's been, I think, a real seismic shift in the way people think about working out.

MS. SARAH MILLER: That's absolutely happening in London. There are there are clubs [unintelligible] which I know started in New York are selling classes on the mental effect they can give to you. There was-- another trend that is happening in London is back to basics. So, the busiest classes now are the most simple, so there's rowing classes, or [unintelligible] climber classes, or treadmill classes, so people are moving away from-- well, not moving away, because there's just as many of those Chuck weights about move around, get injured, move around, you know, but it's back to basics, so rowing is a big trend. And I also think sport for sport's sake is come back in for women, so it's more about all the holistic benefits you get from sport, rather than just going to the gym for aesthetic, sculpting your abs, which I think we were all guilty of doing up until maybe a year ago, but now it's sport activities that women are getting more into in the U.K.

MS. CLAIRE SANDERSON: I mean one of the things I've noticed in different cities and it certainly happens in Bologna is that-- instead of hotels, and I'm really not much for the travel industry-- instead of hotels, keeping people inside for their fitness, most of the hotels are taking a lesson from [unintelligible] and all the different bikes that you get in different cities now, so they're now providing all their guests with bicycles to bicycle through cities. And I think that the hotel mental sort of way of thinking is beginning to finally accommodate the fact that they don't have to keep their guests inside the building all the time and that's a really welcome move.

FEMALE VOICE 1: And I wanted to add that the sort of fitness culture, which is exactly following what we've been saying, is that percent of millennials, when they go somewhere, they want to explore and almost live like a local. So, even when they go away, that market wants to be exercising outside, doing what the locals do, they want to do the local run, they want to get the bikes and do the local cycle ride. But it also happens within cities for the primary tourist that if they want to go on a fitness holiday, they don't necessarily want to go out to the country and be out away from you know

the culture of that city you've flown into. You want to experience what's going on and what better way to do it than to do your fitness and your culture at the same time. And that's actually quite easy for hotels to incorporate quite quickly because parks and pavements are there already.

MS. GELULA: Yeah. Weston has a run concierge who's just customizes the hell out of run routes from every location, which I think is really practical. And I think what we're seeing, and called it our wellness trends this year, is fitness going digital. And it's really, really democratized access to boutique fitness-level instruction at a gym, club membership price or less. So, a lot of brands, whether it's a Anna Kaiser, who's a dance cardio [unintelligible] in New York, or Bar Three, which is based out of the Pacific Northwest, but has locations around the world-- whatever that style is, dance, bar, yoga, you can access it on your phone and on your tablet. Anywhere now. And so for a long time, we were just thinking that you know boutique fitness was going to be a coastal phenomenon in that kind of charismatic fitness instructor relationship and that high level-- it's like a high level, high touch-focused method was just going to be limited. But I think through digital streaming platforms, there's no like there is no stopping it now, and again I think the price point really matters there-- if something cost thirty dollars a month, versus dollars a class, there's just simply more people who can take part in that.

FEMALE VOICE 1: I'm not going to use the word mindful, so forget I said that. There's a coach in London and he takes you on a walk / jog / if you want to go a bit faster, you can, and he does therapy sessions while you're out, because it's been shown that when you do shoulder-to-shoulder and you're not looking directly across the room at someone, you're more likely to share. And also if you're moving, and you're in nature, you feel you can express things in a more open way, so you can then bring psychology and mental health into outdoor health and fitness--what a combination.

DR. FERNSTROM: That's perfect.

MS. GELULA: That's a big multitasking thing right now in Silicon Valley. I think a lot of executives do that-- they combine their trainers, their shrink.

FEMALE VOICE 1: Absolutely. It's for busy people.

DR. FERNSTROM: This is actually a great segue to the last of our trends part because we have a lot of juicy topics to talk about. The final is going to be mind-body connection-- whatever that means to you. It can be mental health issues and behavioral well-being because that's so true, and as we think about wellness, we think about physical wellness. We are thinking more about mental wellness as well as financial wellness, which is something that is very new and trending, where people are really worried about money. And so how do you manage this? So talk about some trends that you see in any way that mind-body interpretation is to you and what you think is a good trend.

MS. SANDERSON: One of the trends that I've noticed, and in fact it was touched upon in the previous session by Jeremy from Mandarin Oriental, is this idea of a R-O-W, as opposed to R-O-I. So how do you get a return on wellness, not a return on investment? And one of the things that I think hotels, in particular resorts, I'm not talking so much about the private members clubs, have is an authority and integrity and a kind of ownership of the destination they're in, which I think is very important. So just as you have a concierge at front desk that can take you around the city, hotels and the wellness space are really getting into the concierge of the mind. Concierge of their guests mind, giving them without them even having to think about it, wellness before they've ordered it, if you like. And that's really coming on board in many, many different resorts and hotels.

MS. MILLER: For me what's coming to mind when is what the mind body connection is gut health, which you've already touched upon. They call it the gut the second brain. And then you have a vagus nerve that comes from your brain down to your gut and there are even probiotic yogurts, apparently, goes can help your brain. So, people are really learning about their microbiome and eating fermented food, sauerkraut, and kimchi and taking probiotics, and there's personalized probiotics out there now. They're inconclusive whether they actually work, but it's certainly a science has been investigated so I think that's what women's health leaders are really interested in is that their get health, because it's so linked to your mental health.

DR. FERNSTROM: For people that wonder where is this whole brain-gut connection-- if you have not taken a biology course in a million years, the brain and the gut when we were all just a bunch of cells come from the same origins. So that's why there's a lot of similarities between the brain and the gut. So this doesn't just come up when you eat something and your gut talking to your brain. The origins of the cells are the same and so it makes a lot of sense and scientists probably more than years ago really started to see some of the same neurochemicals in the gut as the brain, some of the same responses. And that's why this is so intriguing. So when you have comments like, "Well, it seems like you we probiotics to do things to improve your gut, it can improve brain health" so, everything is connected somehow. Your body's pretty smart. Any other last comments on mind-body connection? And in our audience, if you have some questions in this area, hang on to them because we have a lot of time for questions later. But just please hold them.

FEMALE VOICE 1: It might be a little bit random, but there's a big trend with millennials this is just to start by Euromonitor last year and it's looking at global trends and percent of two year olds surveyed said that they prefer to spend their money on experiences than belongings. And also within that group, percent felt that they can make a difference to the world through their actions and choices. And one of the things we don't talk enough about at summits like this is altruism. And one of the main elements of wellness and mental health is if I do something for others that will make me feel better. And a really cool study was done with toddlers on present giving and these little toddlers they have little parts to their brain and it could see the feel-good hormones that were released when the toddler gave their friend a present compared to when their friend gave them a present and it showed that when the toddlers were giving a present and being nice to that person, their little toddler all the dopamine and sera- it would all go flying off the scale when they were given a present, they were happy, but not as happy as is giving. So, I think that's a really interesting trend because even with what techno gym are doing, I don't know if you know about the-- you can burn calories and the calories you burn goes towards charity to people that are starving. I mean you probably know this. I do, a lot of you, but that is a very cool thing if you can incorporate a treatment or a service that the millennium

feels that they're getting and actually the zoomers and the baby boomers are doing this too-- that if it makes you feel good, you will probably come back and do it again. And that is double good news.

MS. MILLER: This is the major initiative in the U.K. called good gym, and I know I think they are trying to roll it out in America and it's just brilliant. We've set up by a chap called Ivo Gormley and basically you meet a group of people and then you run to an old people's home or school and then do the gardening or move furniture and then you run home and the whole thing takes about an hour and a half. All you can do pledges so you can go on the website and sign up to do a pledge and then when an old person is brought home from hospital and they need their bed brought down from upstairs downstairs you pledge with two other runners to run to their house and bring the bed down or do the gardening for this old lady and then run home. And then you also do a thing called coached runs where you sign up to be to go and visit an old person who's lonely, who may only see one person a week, and that person is you, and you run to their house and sit with them for half an hour and then run home and it's a bit of a commitment because you can't do as a one-off because the idea is that you build a relationship with this person. You can imagine how amazing you'd feel and how much you're giving back to that old person as well. Plus you'll get and your fitness in. Yeah.

DR. FERNSTROM: Yeah. That's phenomenal. I mean this is this is such interesting stuff and that's why it's so great that we'll be able to share this with the world. Well enough about trends right now. Hold your thought in the audience again, because we're going to go to something that is near and dear to all of our hearts. Health and Wellness consumer, whether we serve them in a spa, or while we're writing or trying to inform them, let's start the conversation with how consumer needs and interest are changing for the good thing there are maybe not so good. Tell me about your consumer experiences and what you're seeing and how what you do has adjusted over the time that you've been reporting on these things.

FEMALE VOICE 2: What was an interesting consumer story I've heard? When my reporting has to do with a certain juice cleanse that was one of the first cleanses in New York they came on the market about ten years ago, it was very new and it was really sort of a trendy thing to do and everyone loved

it. And then once things happened like that they started to be written about now every time anyone wrote about a juice cleanse, they would call a doctor and the doctor would say, "Oh my God, don't do it. It's horrible for you it's terrible for you." And the owners of the juice cleanse would brace themselves and think we're going to have a really terrible week. There were these doctors in the New York Times saying this is a disaster and it's unhealthy and they the other got more calls. So it didn't matter how bad the press was. The desire to reduce cleanse was bigger than that and the desire to do a sort of sanction by dieting weight loss, whatever it was, was bigger than the bad press and to me, that just sets up how difficult it is to be a consumer in this market right now. Because, you are just bombarded with information a lot of the science is not good. A lot of the science is weak and really sort of bad frankly and you know who knows. So you're going to read that it's bad do you want to do just friends anyway sure. Who knows what to believe. So I think that it's almost impossible position for the consumer to be in because you can get all in with something and you can get all in with coconut oil and then you know you're going to save the planet, it's going to save your body, it's going to grow you wings and you're going to be able to fly, and then the next week you're killing yourself with coconut oil. How dare you pick up coconut oil and oh by the way, you also ruined a forest somewhere during your coconut oil obsession. So I think that cycle just repeats itself again and again and again. And what you see is the consumer sort of saying "I don't care, I want to do it anyway" and buying it again and again or just being sort of totally paralyzed or I think it's incredibly difficult to be a wellness consumer.

DR. FERNSTROM: Do you think consumers now want more information-- for example, in the states, dietary supplements-- people take everything willy-nilly. Now they want to know how pure is this? What is the dosage? Is it really what it says on the package? The Same thing with cosmetic components. What are the origins of this? Where is this coming from? What are these thing?

FEMALE VOICE 2: I think it's still incredibly difficult to find consistent information.

DR. FERNSTROM: [Interposing] But no, my question to you is do people want this?

FEMALE VOICE 2: [Crosstalk] I think what I learned from the story of the juice cleanse is that if you've made your decision to participate in, something you're going to do it no matter what. And if you think there is a benefit for you, and I think in the case of the juice cleanse, we know what benefit people are actually after--which is weight loss and you know sort of socially sanctioned fasting dieting. And so I think that when the perceived upside is clear, I think information doesn't really matter. I think when the down side is potentially dangerous, it's a little bit different.

DR. FERNSTROM: Do people think that consumers it really does it matter? If something-- "I read this, it sounds good, I want more information, or I don't want more information." Is this different from what you've seen? Do you think in your publications and what you do, are people looking for more evidence-based information? They want to know other details or are they more "I don't care, I want to lose weight. Sounds good to me."

MS. SANDERSON: I think consumers are much more [unintelligible] in this day and age and thank goodness for brands like Woman's Health and Well & Good, and Well To Do that we are reliable brands that provide credible information that is thoroughly researched and expert backed because you do have a lot of nonsense out there on social media and there was research last year by the [unintelligible] project that said percent of consumers trust what they read in print as opposed only what they see on social media. And I don't mean online platforms like you guys, I mean social media where you've got influencers. Everyone's an expert--very few of them are got qualifications or they all spout off nonsense. You know I've read one recently about how eggs are bad for you--ridiculous. If you can eat eggs, you should be eating eggs. You know? Yeah. So I think it's-- thank goodness for brands like mine globally. And other amazing brands that are actually bringing credible information out there and people there is an appetite for it.

MS. SUZANNE DUCKETT: And I think the transparency now with big beauty brands is so, you know, there's hashtag activism and you know, whether you think that social media addict is right in their activism, saying, you know, there should be none of

this in products or there should be no parabens-- everything's controversial. You know, it depends on what sort of paraben and how it's being used-- it's never just a no-parabens-- there's always something else going on. But you know, years ago, when I was writing about beauty products, I didn't often sort of do that look at the label. Now I look at a beauty product like I do a yogurt and the labelling now is becoming so important because we are what we put on our skin. We are what we eat. The skin is the largest organ in the body does absorb these chemicals which again is controversial. Some people will swear blind that that doesn't do that. And yet oncologists can see certain ingredients found in tissues in the body, so we have to be very aware and thank goodness consumers are becoming very aware and the whole green movement and naturals and transparency and social media-- that is creating big brands having to be very careful about what they put in their products.

DR. FERNSTROM: Do you think it's more accountability? I mean, what do people think about what you're writing for the consumer? Do you feel you have to provide more evidence or are people happy with just the baseline level? Should you provide just the basics and then people can find more if they want? How do you deal with the different types of consumers?

MS. GELULA: I think sometimes you know it's our responsibility to point out when there isn't research and something and to say you know the jury is still out on this, but here is anecdotally, physicians are seeing, or the experts are seeing, or things that are still quite new. I mean this probably happens when you know NBC does stories on acupuncture or something. It's like it's years old, but there are a million you know peer reviewed studies in the U.S.? Well, maybe we're getting there, but you know for things that haven't quite been incorporated yet, I think it's our job to say "This is how it's helping people," and like, "This is still what's to come." In the eight years that Well and Good has been around, we've seen the reader kind of just do what you describe you know as an editor: not really caring so much-- thinking more about results of like-- does it taste good if it's a food product or does it work if it's a beauty product? There is no more important thing even to brands today than to have a label that reads well, because people are turning it over, which is why you see a lot of the big healthy food brands or not so healthy food brands renewing

their commitment. Like Pepsi launching healthy products and why Sephora is now caring brands that they would just not have five years ago because of consumer demand. So consumer demand for transparency in clean ingredients or cleaner ingredients-- because we could debate that other area for a really long time-- is certainly driving brands to make change. We're seeing so much of it so fast. Brands are scrambling to stay in the game and stay on the right side of consumers with healthier products.

FEMALE VOICE 1: There's an amazing start-up in the U.K. called Well Spoken and the pursuit of Well-Spoken is basically to train brands on how to create credible product-- credible content rather. So in Europe and the U.K., labeling laws are extremely rigid, so you can't make a claim about your product if it's not evidence based or it's not proven. You can't put those kind of claims on a product label, but you can certainly talk about it on your content on social media if you want to. And I think as you said, the pressure is on brands to take responsibility, as well as media outlets of course, and you know, so this is their great initiative, which she comes from a pharmaceutical background and so has taken learnings from the medical field and the pharmaceutical industry to say, "Well you know, we're going to go in to brands and actually train their content producers on how to spot inaccurate claims or how to tailor their writings so that it's substantiated, so it's credible, so it links back to research findings if there are research findings and then to otherwise not make those claims because especially millennials are just so so aware of nonsense and are not willing to kind of put up with that.

MS. DUCKETT: And going back to your original question which is what have we seen change. And you know this room are people of all different generations. We just heard about millennials. I mean the biggest thing that's changed is it's ten years since the launch of the iPhone and ten years since the launch of a smartphone and that has just revolutionized everybody's lives. And the gen never mind millennials, but Gen Z and the next generation coming on will have grown up with you know tablets from the age of - months. I mean technology, someone was saying earlier on, is kind of terrifying, but it's also the tool that you can actually make huge change. I just see technology as a way of bringing wellness out of the silos and the ghettos of tourism travel,

suaze, brands because there's got to be some joining up the dots and what I see from younger, new generations if they want to join the dots and they want transparency and they're going to shout about it if they don't get it.

DR. FERNSTROM: This is actually the perfect segue, because we've been going from the consumer to what should people be looking for and I guess [unintelligible] who here has heard of something called wellness bashing in the audience. Good, most of you have. For those of you who haven't, it's all about this-- there's so much commercial development of wellness of all types. Some of it is very healthy, some does no harm, some can do some harm. But the idea that--how do you figure out what is you know what is fake news with wellness? What is our responsibility as journalists, as people provide care, to say the jury is still out. We don't really know. It won't harm you. How do you separate the celebrity factor from this? You know, I hear a lot of a lot, in the States, a lot of doctors will say "You know, I am so lucky you got to take vitamin D because it's good for your bones. No one will do that, but one of the Kardashians has a crystal that is going to cure your migraines and everybody runs out to get this. I mean, it's a level extreme example. No offense to the Kardashians, I mean not in their health area but you know this is an example of a celebrity so let's talk about, the panel, the wellness bashing. How you get accurate information? Is it flip flopping? How do you report things that may be neutral and doing no harm? Is it your obligation to report things that can do harm and finally, the elitism that a lot of wellness has. Well this is for rich people who have a lot of money-- you know, is spinning or something that is the next new thing that could be costly, is do we need to democratize wellness or any of these topics is really what we want to talk about because it all counts as wellness bashing.

FEMALE VOICE 2: One of the things I've noticed in what you might call wellness bashing is that I find when it comes up against you you'd be hard pressed to find someone who could bash meditation, because it takes the of all the boxes. It is impossible for it to do harm. It is free and accessible to all. It's very democratic. So there are certain things that I think are just pretty accepted as "Well, why wouldn't you?" Taking a walk, better sleep, drinking water. I think there's a sort of baseline of things that are just really outside the possibility of doing harm and I don't think those things do

ever come under sort of what you would classify as wellness bashing. And the very opposite--if you have the simplicity of sleeping well and taking a walk, you get to certain extreme things like the anti-vaccination movement or this is the first generation of children where there is an inverse relationship between wealth and dental decay because you know people have decided that fluoride is dangerous, so this is the first generation where rich children have worse teeth than poor children because Tom's made fluoride-free toothpaste. The school in America with the highest rate of unvaccinated children is the [unintelligible] in Silicon Valley. So it has something like an percent unvaccinated population at their school. So I think, if you take everything and the gamut from taking a walk is good for you to I'm not going to vaccinate my children. And I think if you can evaluate things that I think that people's tendency to bash comes along with the potential for things to be both incredibly elitist and potentially dangerous. So I think it's good to bash something like an anti-vaxxer. But why you would bash meditation? I can't imagine. So I think that some skepticism is healthy and necessary and I don't think it actually does extend to the sort of generally accepted good practices that are democratic and percent safe.

FEMALE VOICE 1: I don't think you need to go as far as "bash." I mean, there's things like big pharmaceutical companies. I personally would always challenge what they do. It doesn't mean I'm going to opt out, But I will always, challenge because there is an over vaccination issue in the world. There just is, but there's also issues with under vaccinating, so, you know, I think we've got to use our common sense a bit more here, right? Because you know we're not stupid people and the education is out there and I think people have got to-- we certainly as writers and influencer-- I think that word's strange because we've all got an influence-- but have got to be very careful who we quote as well. I mean, I don't quote a nutritionist or a natural path or a homeopath unless I found out what their credentials are and sadly, there's a lot of journalists that don't check someone's credentials out and there's nutritionists and then nutritionists-- I don't want to quote a nutritionist that hasn't done know at least five years of clinical time. I don't care-- they could have done an amazing course and got the best results, but unless they've dealt with human beings in a clinical environment, I'm not particularly interested. I

need someone with experience as well as qualifications and we need to make sure as editors certainly, if I'm commissioning something, I need to know the sources where my writers are getting their information from as well. So, you know, but as human beings, we've got to manage our own health better and our own health conduits where we're taking advice from and that's fairly obvious, right? We all agree on that, don't we? You know, just being a little bit more investigative ourselves.

MS. SANDERSON: One of the places where they'll be a big shift away from wellness bashing is of course where most of us spend most of our lives, such as at work. Whether that's now in the lobby of a hotel on our laptops or whether that's actually in an office with other people. And you know, most of you will have seen that graph where in fact the smallest bubble of billions of dollars of economy was the workplace economy for wellness and I think that will actually grow and grow and grow and as long as the employers and their bosses and the CEOs and the owners and the people who actually control the trickle-down effect understand that wellness can actually grow and be part of everybody's lives, then I think wellness bashing will start going away. For wellness fashion I've seen in the U.K. is the body positivity movement because it was becoming more of a bigger and bigger and bigger and bigger and bigger of what we saw that people were women were back reacting against it because they felt under pressure to accept their body and be positive about their body and that's too much for some people to actually achieve. So then this new movement started called body neutrality. So they were bashing body positivity and then trying to to bring body neutrality up. But body image in the U.K. Is a huge, huge issue at the moment, and people feel that it's gone a bit too far and that we just want to be neutral about our bodies, not completely be overly positive or don't look wonderful, because that's too much for a lot of people to admit to.

DR. FERNSTROM: So, really good insights. I mean, I think everybody who's got questions about the consumers are any the wellness bashing, we're going to get to them pretty soon, but now-- as promised-- our famous first time only, lightning round. And so I'm going to go around to each of our panelists to ask them about a trend they'd like to see in the next five years-- something that is a glint in your eye right now. Oh

I'd like to see this happening. And you have one minute to do that.

FEMALE VOICE 1: Yeah it matters yeah. Workplace Wellness definitely is an exciting one for me but we run events all the time for entrepreneurs in the world of space so lots of innovation and really passionate about seeing how startups are kind of disrupting wellness and bringing new ideas, but there's also this growing audience of people who are really passionate and are consumers. They love fitness, they eat well, they look after their mental health and so on, but they're in a job that they hate and they find work toxic and it's a big part of our lives, right? We're really working hard to create opportunities in the wellness industry for those individuals to be part of this movement and work for incredible brands doing incredible things in the industry and that's a trend that I'm really excited about is as the industry grows, actually brands like all of you here, are creating opportunities for a new generation of people to really love what they do and find fulfillment in the work that they do, which is so important for mental health, right? That we wake up and go to a job that we actually really thrive in and enjoy.

DR. FERNSTROM: Thank you. Yeah. Love your work. You don't have to settle. Great.

MS. GELULA: I have a very much more practical idea. I'm fascinated with the home automation of wellness and bringing that to people that aren't necessarily billionaires and millionaires-- having just very ordinary things in our homes that help us be well and take care of ourselves and I think that's going to be a huge thing in five years. Many more homes will have access to that and apps that help them at home, especially in China where quality is just you know. And air purification being a huge white and water purification and then you know, you can't have wellness without "we." It starts with W E and I think that when I'm writing about something and I try to you know have everybody in mind in any way.

MS. DUCKETT: I mean I've got really pie in the sky ideas, but I'll save that for another time or a glass of champagne later-- I know no one wants to have crazy ideas, but trying to bring something that I really believe in that I think is already starting to happen and that you as wellness providers

and hoteliers and hopefully amazing hotels bringing third party amazing wellness offering can get together a bit more because as I said earlier, I think there are some incredible people in the not in the luxury market that can bring incredible modalities and experience to the five star market because we were talking earlier on that-- a lot of hotels are almost like temples, beautiful temple, but with no guru, so maybe we can bring the external teachers into the temple and work together like that. But a trend that is already starting to happen that is called the Genov vacation. That could sound really wrong if you say that fast, but it's basically intergenerational holidays and the millennials are choosing to go away with their parents not because they can't afford their own holiday, by the way; it's because they're living cleaner lives and they want to be with their grandparents. And I think hotels with a great spa need to get the kids club and the teenage clubs much better. Because if grandparents from septuagenarians to ten year olds are going away together, there's got to be wellness and happiness and thoughtfulness and all the other lovely things happening together, because if you've got a grandmother with a grandchild, I think there's so much teaching can go on than it can keep this well honest bashing down, positive body image, Grandmothers in bikinis on the beach, you know toddlers running around with granddad fishing or whatever. So if we can really encourage this intergenerational vacations, I think that's a really great trend to keep going.

DR. FERNSTROM: This is really nice champagne discussion and Melissa. In two minutes, what would you like to see and find in the next five years?

MS. GELULA: This is almost more medical than it is wellness, but I would really like for. Oh my gosh-- the medical world to catch up with women's health. For so long, studies have been done on men and men's bodies. Just this year we've learned about how incredibly ignored endometriosis has been for women and pain associated with that. So many studies that we all act on as women were not done with our hormonal system in mind or so many other factors and I think for women I mean wellness in a way has really served women and I sometimes wonder if wellness bashing isn't just an anti-feminist movement then so. So yeah. [Crosstalk] So I mean I would really like to see there be more focus on whether it's fitness, for example the New York Times had a study very

recently on the amazing benefits of high intensity interval training and how shorter duration-- I love that, but if you look at the study, it was only done in men. Well, what is it doing to my metabolism? Am I actually slowing it down by sparking my Cortazal when I do that work out? I would really love to know. So, I think you know reducing the dichotomy between medical and wellness could really help when we're actually doing more studies on women and have more information there.

DR. FERNSTROM: Good point.

FEMALE VOICE 2: One of the areas I find most fascinating is longevity research and some of the most interesting scientists in the States are in secret labs in California trying to figure out how to end death. Team [unintelligible] I think is the most interesting human beings on the planet has declared that death will be optional in the future. And I think that is the most incredibly fascinating. It's the sort of logical end point of everything we're talking about here, right? We're all going to end disease-- turns out we're going to live forever. Is that going to be consciousness in a cloud somewhere that at some point it could be connected to some sort of avatar or is that going to be a friend of mine who wrote a piece about this New York Times calls it the Robocops and the meat puppets-- like the robocops are going to put yourself in a cloud somewhere and then eventually got an avatar for you. And the meat puppets of going to just keep you going forever and ever and ever. And that, to me, is incredibly fast and it goes on inside calico is what I would like to know more than anything else.

FEMALE VOICE 1: You've been watching too much Black Mirror!

FEMALE VOICE 2: It's very well-funded and so you know that just that idea and that means of thinking I think is incredibly interesting.

DR. FERNSTROM: And is really outside of the box thinking. Sarah-- two minutes.

MS. MILLER: Well I think you have reasons to be Sardinian farmers walking up and down mountains and then we'll all live beyond our ages of one hundred, but picking up on those Sardinian farmers actually what they live in is a very clean environment and there's no plastic there. You know, I'm sitting around this table one of the trends that I've seen.

Thank you very much somebody who's not officially in the wellness industry but Mr. David Attenborough and all the other plastic people who've come along. He's joining up the dots and he is making our young kids and the next generation and our generation really think about this. Somebody had an idea lunchtime and I'd like to credit her because it was a really great idea. Why don't her [unintelligible] in every locker prepared along with a laundry bag but a little recyclable paper bag. But when you go out on your beach in a resort where you go through a city, or as I was in Cambodia, or somewhere in the Middle East. You just pick up some rubbish and put it in your bag and then it's recycled. We need to train our kids to do that and one of the really nice things about the gym downstairs if anyone's had the breakfast-- they wouldn't let you use the plates, but they do give you recyclable cardboard bowls, which I thought was very impressive.

DR. FERNSTROM: That's a fantastic. Clarissa, your turn.

MS. CLARISSA PHARR: I wasn't quick enough to jump in because I was listening to all of you. So I'm going to try to fit three things in two minutes. The first is something we look at a lot-- the change of trust in societies and how that relates to wellness. And that's something that the media is a part of with social media and the way that were shared. How public policies are going to start taking a sense of wellness more holistically into account when they're making local laws or government, you know, forming government and changing democracy that way to include all levels of wellness. The second one is also in the longevity area where in places, especially like Japan, where the ageing population coupled with the falling birth rate is a big problem or at least it's really shaking things up and changing the market and how companies like Toyota are innovating to create these automation systems that allow people to live independently for longer and studying how A.I. and other tech systems and platforms can increase senses of connectivity and I'm really curious to see if that's going to-- which way that's going to go, if that's going to be a big success, or if we're going to have more kind of media aspirational connected but actually kind of siloed and create another crisis of trust in this. And the third one is whether or not biobanks will be a success which is scientists, to go back to the microbiome crisis, taking these cells samples to grow microbes and in a

way, effective replenish our gut health and those things. So those are my three.

DR. FERNSTROM: That's great. I have to you know regroup another couple of years and see if any of our predictions are correct. So wrap up this part with Claire.

MS. SANDERSON: Mine's really simple. I'm a bit outspoken advocate of talking about your mental health. In the U.K. at the moment, woman's health is a mind issue and I've been very open about I've had chronic depression. I've been in hospital twice for eleven weeks, I've been suicidal, so what I want to happen in the next five years is that mental health is considered equal to physical ailments. It's very simple and I think we're getting there, but we've got a lot of work to go, but it's people like me and people really need to be honest and open and talk about it. And this especially applies to men because a colleague of mine at Men's Health sadly took his own life a few months ago and no one even knew he was suffering. So, mine's very simple, it's not very techy, not very out there, but in the next five years I want us all talking about the mental health issues so it's all on a parity with any physical ailment that we've got.

DR. FERNSTROM: And part of that I would join in this, because that is my goal over the next ten, fifteen, or as long as I'm alive is that part of it is the terminology. You think of mental health, mental illness. We need to change our thinking. That it is really mental wellness and for those you see a lot of media-- if someone has a suicide or is in hospital with depression or any other mental illness, but depression and anxiety are huge problems and you don't have to be in bed with the covers over your head to be depressed. There are many people walking around that are living so unhappily and really need help, whether it's medication or talk therapy or a combination of the two. There is so much shame with any addressing of mental health. That's one area that I hope that we go in, but--.

FEMALE VOICE 1: [Interposing] One little thing. One thing that really struck me from Dan's talk about blue zones was that loneliness is as bad for you as fifteen cigarettes a day. Did that resonate? That really shocked me. It was quite a confronting statistic and I just want to reflect on that.

MS. MILLER: It's the number one mental unwellness condition in the United States and they are seriously, seriously worried about.

FEMALE VOICE 1: Yes, what you need to do everyone is have a hot bath-- and I'm not just saying it's because I've just written a book on bathing, I'm just going to plug it now--a big study at Yale University said that having a hot bath decreases feelings of loneliness because we are hardwired, when we were in warm water, from when we were in the womb. So you know, we have a hot bath together, in company and then we'd be really rocking. So I don't know.

DR. FERNSTROM: So as promised, we have now some questions from anybody in the audience because we would love to know what's on your mind, what you would like to know, and so I'm going to just pass the microphone if you just raise your hand and then just identify yourself and ask the question to the panel.

MS. PATRICIA LATTICE: Thank you. This was so great. I'm Patricia Lattice from New York. I have a couple of comments, but also just some thoughts to add to the discussion. When we were talking about food and exercise, no one talked about seasonal. And I think that the net result and the science we're seeing today is that all ailments-- it comes down to inflammation. So if we are eating seasonally, we're reducing our inflammation. You shouldn't be eating a strawberry if you're in the U.S. in the middle of the winter. That's flown miles and miles. That actually does inflame your gut. There are certain foods though you should be eating during certain times because your microbiome actually changes. So, depending on the season that you're in. Travel is a different story. But, when you are in your local environment, you should be eating locally and also exercising according to what's going on. And there are optimal times that exercise-- circadian rhythms, you know, actually 2:30 to 3:30 p.m. So there's a seasonality to things that I think we need to be thinking about and how there is an inflammation component and we should be doing everything in our wellness lifestyle to reduce information from all of our choices of whatever it is that we love to do. And the common denominator being you have the love to do it. And also hereditary background. [Crosstalk] Okay. The last thing I was going to say was is there room for a discussion when we have these really heated kind of sides you know you started with the vaccination and

you know it's facts or anti-vaxxers. But there's also more science to be had here and I had a lot of people come to me talking to me about this at another time and I just wonder there's a lot of scientists and some doctors, I mean doctors used to-- [Crosstalk] The question is is there is there room to actually have a conversation or why are we-- we're all about wellness and I think we should take other people's opinions into account and have a conversation.

DR. FERNSTROM: There is a whole session on this-- you know, we're not going to do the vaccine debate because people can believe what they want. Let me answer that for the panel. The state of California in the States had a very loose policy vaccination. You don't want to get your child vaccinated, if you didn't want to do it, you didn't have to get them back. The rate of communicable diseases were so high they reversed their decision but now you have to have actually a very special reason, not just I feel that's a good thing to do, but I don't want to go there. There's always room for debate. I think everyone should be heard. I think the whole panel would agree. And again as was pointed out you have evidence-based science and then you have opinion and there are different kinds of studies, but you're actually you're correct. Everyone should be heard and the dialogue should continue. It's not a done deal in certain areas people think it's always done, and it is hard for consumers to assess. Thanks and thanks for the inflammation info. Yeah.

MALE VOICE 1: Quick question. A lot of support recruiters are rethinking the ways of operating because they have taken sparse [unintelligible] so serious because of the treatment between your [unintelligible] from thousands of years so, so serious and they want to add more of those social parts in it-- is wellness fun? Can we make wellness funner? Can we talk about wellness buddies so that we can be accountable for each other's wellness as we take classes together? How do you see the fun in wellness?

FEMALE VOICE 2: Recently toward wellness facility in New York, it's been open for a while and it's fantastically beautiful, it has baths and it has juice bars and they've built in all these communal spaces for people to hang out with the idea that what they should be a fun place should be so there we go. It's like a mausoleum. There is no one in there and I don't know if it's exactly what you're talking about. People don't quite know how, it's a little bit awkward, do you

really wanna go make a new friend when you're in your swimsuit-- it's just like a weird thing. I think that there is this aspect that it has become quite religious and people don't quite know what to do and I've gone to visit this place a few times this year and it's just this gleaming, empty space set up for people to hang out together and relax in their wellness and no one has any idea what to do.

DR. FERNSTROM: Did anybody have any other comments about that?

MS. MILLER: Following on from the empty temple--the temple of gloom and doom as we saw. Again you know in the past couple of days being with people is often the best solution to most problems. A problem had is a problem solver. That's a lot to do with getting yourself feeling better and there's even now--they're just called laughing classes. And there's this fantastic person who just goes out and gets a group of women together and just starts laughing, and they all laugh, and if you start laughing and you start thinking about it, you start cracking up and people just start laughing and then release so much tension. Actually I think there's loads of ways to make spa fun. I mean you know, it doesn't, as you said, it's not all the temples for gloom and doom.

[Unintelligible].

DR. FERNSTROM: Good question.

FEMALE VOICE 1: The millennials definitely will want that though, because they want you know I was saying they don't want to buy things, they want to buy experiences, and it's become a social scene, you know. Wellness is not a rarity for especially the under s. It is a necessity and it's part of everyday life. And whether that's going for a walk with a friend and having fun and cracking jokes or it's going to a laughing yoga class, so yeah we need more fun-- no more whispery spars there just all of it spooky.

FEMALE VOICE 2: So from fun, I'd like to take you to faith. Where does faith fall within the context of wellness? In China you know, in the absence of finding that communism and commercialism isn't working for the population. There is a huge faith revival taking place in China. And I'll talk about that more tomorrow. I'd like to know within the Western context, where does faith intersect with wellness today in the worlds that you occupy?

FEMALE VOICE 1: There are so many ways that we're seeing faith incorporated in wellness, whether it's yoga, whether it's finding community in a spin class, whether it's jumping on board the whole Crystal trend. You know I was speaking with my editor before about why crystals are so popular and you might think of it as fluffy and, you know, a wellness trend. What's the message behind a crystal? It's creating ritual in people's lives and it's creating opportunities for them to be intentional about the way they live. And I grew up in a Christian family and so much of that community-driven, faith-based belief system is now being made manifest in other ways for people in terms of how they connect with other people, how they go set how they think about their own personal development, and so I guess faith is being redefined by a new generation and millennials are kind of trying to find that in different ways from the wellness industry, and I think it's just that it's taking a lot more different form than perhaps it did a couple of generations ago and certainly when I was growing up.

[Crosstalk].

MS. SANDERSON: I just wanted to say if you don't believe in homoeopathy, it won't work. If you don't believe that the hip replacement surgeon is going to creatively work on your hip, it won't work. So whether you're talking about religious faith or faith in something making a positive difference, you have to you have to have that control. And I think because what the big studies from European monitor to global data who are looking at groups of people around the world, what they're saying is people that were previously atheist are turning to some sort of faith because there has to be something other than us right now because we're not doing a very good job and the people in power-- let's not go there but are scaring us. And so we have to look further than the sort of the mere mortals and that's-- no one's got the actual answer to why we're looking to faith, but the gut feeling is because we're quite scared of what we're doing by ourselves.

[Crosstalk].

FEMALE VOICE 3: I think it might have been last year, you did a report on how fitness influencers were actually the way to fill retreats and then you started retreats and you've just spoken about intergenerational holidays, which I've just booked. We've seen these some that actually put into action

what you've done and they've filled out a lot of retreat. My question is there are now thousands of retreats. We get approached with retreats every single day that we've had to do an edit of the best retreats so, as editors, when you get an e-mail in your inbox about a new retreat, I know you almost be like "Oh my god, another retreat." What makes you write about a retreat and be excited about it when it gets into your inbox?

DR. FERNSTROM: Yeah. I mean, that sort of applies to a lot of things. You get a bunch of stuff in your inbox. How do you decide? This is a really great topic. Who wants to tackle it? We have time for two responses.

MS. MILLER: Well, for a start I get so many e-mails in my inbox, they probably will go unread the first time. That's just the brutal truth. But secondly, it has to be going the extra mile. It can't just be if it [unintelligible]. So, medical grade facilities, medical grade doctors, book fully qualified doctors. I had a meeting before this actually with the people from Canyon Ranch-- is that, did I say that correctly. Yes, because this is an [unintelligible] thing, but when they explain to me the sheer volume of the facilities they offer, that's the type of thing that we put in Woman's Health, so it would need to be quite personalized as well, because people want personalized treatment these days, so it can't be a one-size-fits-all because people have different needs. So it needs to be personalized test that you can action and take away and actually take away with you on to the rest of your life and it will contribute to your wellness.

MS. SANDERSON: Just picking up on that. I mean you know when [unintelligible] skincare is launched the [unintelligible] bar, which is a kind of this [unintelligible], you can create your own skincare and other ingredients that actually appeal to me. I totally agree with the point about e-mails. If you're going to reach out to any member of the media, don't do it by e-mail. It's cold. It probably won't get read. A phone call, that old-fashioned thing called a phone call, where you can hear a voice, is usually more effective. It sounds very basic but it's very, very effective and it just has to have something that's going to speak to me where you go oh that sounds nice and no surprise the kind of you know rock the world but just some.

[crosstalk]

MS. DUCKETT: And I just wanted to add that there's a lot of people sitting here whose retreats I've been on. It's all about the person running the retreat. For me it's not about the facilities or necessarily the you know the five star glamour and Medical, I respect a lot of your readers that it would be, but it's about the person running it, why they're running it, who they have running it, what other experts they have on there, how many people they have on that, and what the programs are, because retreat is becoming ambiguous like a lot of words in wellness, you know, like detox, spa, and a lot of the other have a dictionary of ambiguous spa words. But retreats are the fastest growing area, I believe, and you probably know, Dervla--is that your name? Dervla, more than us. If you involved in retreats, but it is a very fast-growing sector and it's because you get quite a lot of personal time and this goes back to a lot of things we're saying--how do we make decisions? Should we be vegan should we be carnivore or should we be taking [unintelligible] herbs or European herbs blah blah blah. On a retreat you get that all under one roof.

DR. FERNSTROM: It's all about the publicist, Suzanne, come on.

MS. DUCKETT: Do you think a peel? Oh hi!

FEMALE VOICE 2: My question is we know how hard you work. You who take it seriously do a lot of research. You have expert opinions. What do you want us to do with your articles? The next generation is just doing long paragraphs on Instagram. How would you like us to tweet your articles?

DR. FERNSTROM: Who wants to jump into that one?

FEMALE VOICE 2: I don't-- we don't cover wellness specifically as an industry, but I think this also speaks to the first question about if there is room for conversation between very disparate opinions and I think that from my standpoint at least, we're trying to really be a part of the conversation and our responsibility is to supply reliable, transparent information. So it's not what I think--whether vaccines are good or bad, but it's here are the studies. Here are what other people who have had an impact will tell us and then I think that we're trying to, you know, increase conversations and yeah we want-- yeah, yeah.

DR. FERNSTROM: Sandra, say something please, please.

MS. SANDRA BELLENTINE: I think I like people to have fun with my stories. I also report the hell out of them. I definitely want to bring that fun. And fun thing into wellness. I think this is important to make it interesting and start a conversation. But really, the real answer is, my I forgot my last article already. No, no, no, in a fine way, I'm on to the next thing. It's fish paper, as they used to say when it was print.

MS. SANDERSON: For all the hoteliers, retreat turners, spa operators, for all of you guys in the industry out there. Just remember that last statement. It's just paper, because actually, the media consumes your stories at such kind of feverish pitch that often you're a blip on our radar and then it just drops off. The biggest challenge in this world is not just launching something and God, I've launched quite a lot, but it is not just launching something--it is keeping it going. Sustaining that brand and handing it over to the next generation. All of us are in the legacy business. You build a brand, you don't want to just see it die with you. You do want to see it die when the newspapers are no longer covering it. You're building brands strategically, thoughtfully, mindfully that you're going to hand on to the next CEO, to the next editor, to the next whatever. That's what were all in the business of doing, so remember the media and don't just go for the one blip.

DR. FERNSTROM: That's actually that's a good insight. Next question.

FEMALE VOICE 4: How do you balance or what is your ratio or your sweet spot of affiliate partnerships or cosponsored content with editorial content?

DR. FERNSTROM: That's a juicy one that affects everybody. The question means editorial versus ad sales or other things that are mixing products with editorial content.

FEMALE VOICE 1: Well I, on my website have to do affiliates now, because otherwise, I would not be able to eat. You know, journalism is not in a great place in terms of fees. The rates are the same as they were years ago. So I think if you have integrity, you have integrity. And when I was B.T. director of MS. SUZANNE DUCKETT Cosmo odd years ago, I was probably doing more affiliate unofficial, actually if I'm honest. You know, advertisers really ruled the roost and you

know, we got hauled in if we hadn't mentioned certain brands in an issue. So, I think there's always been affiliates, I think now it's just more open and I think it needs to be very clear when there's an affiliation and when it's not, and there's not really a governing body looking at what the Instagram accounts are doing, and also what the bloggers are doing. And I think it needs to be a lot clearer.

MS. MILLER: For my magazine, if it's an advertorial, which is paid-for content, then we have to be clearly signposted and I wouldn't want that to take up more than fifteen percent of my book. So, the rest of it needs to be-- and we have different rules in the U.K/ as well to you guys because in America I understand you can do native content, where actually brands can pay to have things embedded in editorial completely against the law in the U.K. That's not to say advertisers have a bit of sway about. You have to be kind to some brands and not to others who don't support you. So, we do have conversations saying, "If you don't support us commercially, then we'll stop supporting you editorially," though those conversations do happen, but we don't-- we can't embed native content as you can in the U.S.

MS. GELULA: I mean, the strongest part of our advertising program that keeps the lights on and our writers employed is native of content, branded content, custom created for brands. Every single piece is labelled as such. There is never any confusion because the logo is there, presented by. Instagram does require us in the U.S. to indicate if a meme is designed on behalf of an advertising partner. So it's full declaration. It does come down to integrity as well, though. I mean just in terms of how passionately the editors who work on branded content. It is a separate team, but they're trained as journalists and a lot of them are journalists. You know how they present that--so we don't let them make certain claims, the kinds of claims we wouldn't make in a journalistic article either. Sometimes it's a lot of back and forth with brands. I also think that a lot of brands talking about pitches-- Pitch something that's actually-- you're asking an editor for something you should be paying for. So, they come to saying, "Write an article about this thing, at this time, that promotes this." Know that when your timing and your need in your product--that's called advertising. It's an editor's job to discriminate and serve the reader on our timeline and, you know, our needs for what is really

working. So, I think that's something to think about too, you know. Is this really something that an editor could cover or is this something that needs to kind of be in my marketing budget?

MS. MILLER: I absolutely wouldn't accept a brand that's not in with my brand ethos, as well. So like meal replacement shakes or something-- they come to us all the time and say "Can we do [unintelligible]," the answer's flat out no because we don't endorse that type of dieting. I'm not saying I'm not casting judgement. It's right for some people, it's not right for what woman stands for.

FEMALE VOICE 2: I think this topic is complicated because it's also sort of a moving target. I mean I know that I've seen in the past five years acceptance of sponsored and branded content that I would not have imagined acceptable five years ago. So I think this is something that as media brands are finding themselves in positions.

MS. SANDERSON: [Interposing] Because they were challenged.

FEMALE VOICE 2: [Unintelligible] that we couldn't necessarily anticipate in that line moves constantly. So what was acceptable when I began my career and what is acceptable now boggles my mind. So, you know, as for the future of this kind of journalism, which is, you know, different from other kinds of journalism, but as--.

FEMALE VOICE 1: [Interposing] We're all on the same side though. Advertorials are good. We're all on the same side.

FEMALE VOICE 2: You know, advertorial wouldn't have been acceptable in a lot of publications that now publish advertorial--[Crosstalk] I think there's the target is just moving every-- I mean really every day.

MALE VOICE 2: [Background] I'm trained to look--I can spot them, but even I have to double take now because it's so good--

MS. SANDERSON: [Interposing] But there's a key word that I think, again, all of you in the audience were asking us, the media, the questions need to remember, which is this-- and we've all touch it-- it's relevance. You know, you have to make your brand relevant. If it would be relevant, an editorial will want cover it. If it's not relevant, that's your opportunity perhaps to clearly label paid-for content, which has great content people, often journalists like us in this room will

do. We still have journalistic integrity and values. And if it's someone you just want to keep the conversation going, then it's an ad [unintelligible].

FEMALE VOICE 2: I do think also there is kind of a new movement of branded content where it is very clearly labelled, but the goal is to make it so interesting and engaging that readers will say, "Okay, this is sponsored by Pepsi or something, but it's still a great story and I want read it. So I think in the U.S., I think there has also been a trend that I've noticed where people have been labeling it more and trying. If you're getting that going to get called out for trying to hide the fact, then it's really going to discredit you. So, be upfront, but then also try to create content that you would want to publish anywhere.

DR. FERNSTROM: Transparency and integrity. I mean, you know, it is admirable that this is not in the U.K. I mean, there's rules in the U.S. You can't just publish things willy-nilly and take money. I mean, there is guidelines, so it is total transparency and if consumers are not looking for this, but everything is clearly labeled, so they know where this is going. Their logos, but it's not consumer confusion-- that's an uneducated consumer. So I don't think things are going to change and there is really nothing wrong with this as you're saying. It is perfect because it's transparent. But this is another cocktail topic, but we have a few more minutes for a few more questions, though people who really had enough-- feel free to leave because our session is officially done and if don't want to listen to the other dialogue, it's really fine, you know, you're dismissed. But for those that like to say a few more minutes--.

FEMALE VOICE 1: We won't be hurt. Don't Worry.

DR. FERNSTROM: That would be great right. Yeah. Yeah. Now [unintelligible] no one is going to leave!

FEMALE VOICE 5: My question follows on from Claire's discussion of mental health. The Wellness Industry is after wellness, but at the end of the day, a lot of gyms-- especially for younger people-- are full of very fit, trim people. The fashion industry has a big issue, which I was not raised yesterday and should have been raised yesterday about body image, and the question is is there an opportunity for the wellness industry to be inclusive in this? Because what tends

to happen is people that are obese have very poor body image association to your mental health. And to me there is a huge opportunity for-- apart from Weight Watchers-- for the community for food. So what do you think about that and should that be a topic for next year summit?

MS. SANDERSON: Oh absolutely, and I percent agree with you and we are a big lead in wellness brand in the U.K., and I am actively involving in more diverse images in my content. In my recent issue, I shot my main fashion on a plus size model. I Hate that term, "plus size," by the way, because it's-- what is plus size mean? This woman was a beautiful size, which is actually a size in the U.S. But no-no-no, that's what I mean. It's not plus size, but unfortunately, when you book models they call that plus size. And while I've included women a beautiful, fit larger women in my content, but I'm not signposted them. I just believe we're all beautiful and we all should be there. But you're right. Gyms can be intimidating. I find some gyms intimidating, you know, but I do think there's a shift, there's a gear shift, and it is happening and it might be happening slowly, but I think it is changing.

DR. FERNSTROM: Good point. We have time for just a couple more questions, because I know there are still more sessions that we would like people to go and I see Susy's here, so you know, she's observing, but there are more things and so I like to stay on time. We have a question here, question there, and then three more questions.

MS. KAREN MOSELY: Thank you. Hi, Karen Mosely here with Hero Health Enhancement research organization, which is a non-profit industry organization for workplace wellness, which has been the target of a lot of bashing recently and it seems to be coming mainly from bloggers with an axe to grind as special interests against certain organizations. How would you advise an industry organization to respond or not respond, because workplaces that are providing wellness or are doing a good thing at the end of the day, regardless of how they're measuring it. What would your advice be?

MS. SANDERSON: "Tell us about it" again and again and again, so we write about it, because the way-- don't answer them individually. There's no point. If you can get them offline, but then, I mean, call them-- do what a good GM would do and say, "Excuse me madam, you have a problem with your room. How

can I help you?" Get it offline if that's what it is. But by and large, "tell us about it." Because actually I think we see that as a really growing trend. All of us, probably in this room, and I think it's a culture that needs to be supported for us because we're still working, for our kids, because they're working, for their kid's kids. Like I said, we're in the legacy business, so we'll support you, but tell us about.

DR. FERNSTROM: Any other comment about that? That's another really important question. Well, let's move on to the next one.

MARINA: Marina from Greece. This is an ethical question. It is good Suzy is here and the whole conferences about luxury and wellness in luxury and I run high end luxury. So I posed the question, the same question to myself: how we can really democratize that? Susan said [unintelligible], there is that is one part, but you really have to make something, you know, for let's say little middle and low middle classes which they are not really, if we want to be honest, they do not have access to high content and wellness.

DR. FERNSTROM: Well this is part of this wellness bashing--It's only for people who have a lot of money. Who would like to tackle that?

FEMALE VOICE 1: I would like to that the hashtag "ostentatious health" has been bandied around because you know wellness is just for rich people. I think we have to be realistic that there are certain properties or product that, no matter all the will in the world, you can't make accessible to certain incomes, low incomes, or certain people. However, there are some really interesting models within the wellness industry from the meditation models and I know we talked about and heard a little bit about yesterday, that there are certain models where you get charged more if you can afford more and the surplus of that more goes down to the lower incomes and then people are given opportunity to come to that retreat, come to that spa, whether it's a day spa, an experience, some part of that offering. So some people then, it's a bit like taxing, you know more money you have, it's actually more. It's kind of almost wellness tax. And I'd love to see some sort of wellness tax scenario where hotels and spas are willing for maybe a few days of a year to bring in local people. And you know have to be very careful that you don't

patronize people as well because not everybody would be comfortable to work in walking into a five star, amazing resort like yours. I'd be comfortable that--you have to be quite careful. But, if we could come up with some sort of system and the meditation courses that I did a year and half ago as a good example, you get charged depending on your salary, and then they have a kind of a ballpark of what that meditation course should cost. And then, as I say, they have this pool that they give back to charity and get other people involved. That could be someone coming in from youth centers and understanding more about meditation so they can take those teachings out and that becomes an asset because like the farmer, don't give them water, teach them how to farm. And I think it's easier actually than what it seems. Just do a wellness tap within your business and get people-- really deserving people-- in the area to come and experience what you offer.

[Background Crosstalk]

DR. FERNSTROM: [Interposing] No, I mean this is something, this happens, but you're right.

FEMALE VOICE 1: [Interposing] Can your experts not go out though, to the local youth clubs, you know, because again it can be really intimidating, you know, to go into those environments and, you know, the guests-- you say different guests, but you know, they're paying the rate to keep your lights on, so you know go out, take your skills and put them out and teach other people within those low income or social deprived areas and you know go do that take-- teach them.

MS. SANDERSON: That's what I meant earlier about everybody can actually be the authority in wellness by leaving the box on the plot of land with lots of boxes for days of the year. You can take authority beyond your front doors and out into your communities. That's the way you get ownership of more than just your property.

FEMALE VOICE 2: There is a tradition in yoga studios that a yoga studio, for a while, wouldn't open without building community class into their schedule. It was just fundamental to what yoga was. So if you had twenty classes in week, five of those may be community class and community class is free. You're welcome to make a donation, but there's no expectation. I think if you can apply that philosophy up the scale and I

think I'm kidding when I say get new guests, but I mean, you could perhaps say to a guest, "Why would it make you uncomfortable?".

DR. FERNSTROM: [Interposing] Back on Earth, that's not happening. But this is true they are plastic surgeon's office or a dermatologist where you have cosmetic, plastic surgery patients and then medical plastic surgery patients. There's right or wrong, there's a great sense of discomfort. So, what everyone seems to be saying is reach out to the community in even a diluted way. It's not saying you're going to have the same service, but it's the spirit of having an offer that you're thinking about them. [Crosstalk]. It is altruism. That's correct.

[Background Crosstalk]

DR. FERNSTROM: It's not part of the business model, as I've been learning here, but it's something to strive for. Let's just have one question here and I think we have one on the other side and we'll call it a day.

MALE VOICE 3: Hi, so, this is about mental health. Basically, I did not care about mental health until it affected me. Until I experienced anxiety, until I experienced depression. So, what are your ideas in communicating to the public—getting over that barrier? People can experience physical pain. So what are your ideas, I guess, for I guess in communicating to the public? Getting over that barrier of like-- people can experience physical pain so people can empathize with people who have physical maladies, but for mental health, mental illness, like you do not understand how rough it is until you experience it. Do you have any ideas for how to overcome that barrier?

MS. SANDERSON: Can I take this. Because it is so close to my heart, this subject. I am very, very open about the fact that I have chronic depression. I struggle it's a daily battle. I've been in the hospital twice for 11 weeks, I've been chronically depressed, and suicidal on suicide watch. So, I'm so passionate about speaking openly and I've been told and I get daily messages on Instagram saying how it is I don't want to call myself inspirational, but how I've helped people because it's made them realize they're not alone and if someone in my position can be open and speak openly about my mental health. But what we do at Woman's Health who did it

last year and we're doing it this year-- we teamed up with Instagram and we did a life panel talk with Instagram last year, where we got really high profile women who have all suffered from mental health issues and I'm talking come to this an MP, CEOs. And we did a live panel talk and it turned into one of the highest ranking Instagram lines globally that day. So just goes to show that the appetite is there for people out there talking and I think it's that simple. And I think you if you tell your friend that you're struggling, the chances are your friend might say, "You know what? I'm struggling too." And we all need to talk about this more. I can't stress it enough. If you look at women's Instagram today, we're doing a campaign. I'm on there talking about the fact that I've been suicidally depressed. Some people would advise me not to have done that because some people still look at that as a weakness and could future employers think that I'm a liability because it could happen again? Well, you know what it could, but I've got a duty to speak about it. And I think we all have as women and men to talk about mental health issues.

MS. GELULA: I mean so many of us got into this work as journalists as a way to--in wellness journals in particular-- as a way to make the world a better place. And I think whether it's sharing personal stories of our own or putting the spotlight on people who can help tell the story and positioning this as something that we are all going through this isn't other. This isn't outside. This is in our world. I think it's something that we can do more of. We have so many people with high functioning depression, low level anxiety looking for solutions, you know, whether it's in supplements or in companionship or in therapy or therapy like modalities and I think all of us are so much more open to sharing that is part of the ethos of why we do this work and we don't write about the economy or wars. And you know I think one other thing I would say is that there's a thread in lifestyle journalism I think to address this whereas news can be very, and this isn't like pooh-poohing anything, it can just be very studies focused and I think sometimes that makes people feel like it's a very icy thing. So I really like, actually, when like Hard News has a more sympathetic thread of just somebody profiled in that piece too, to kind of add this layer of like we're not robots here we're like citizens of the world and the world is kind of messed up at the moment we're all trying to do the best we can.

DR. FERNSTROM: That's great. We have time for one what I promise is a very short question. So last question and then we'll round up.

ALEJANDRO: Thank you. My name is Alejandro [Unintelligible]. I'm co-founder of the show wellness clinic in Spain. It's so wonderful to be able to make your question because usually it's the other way around or will receive the questions. In the reason that we're in this business is there for it to contribute to society. We're a family business and we're really committed to that. If we feel that there are certain industries like, it is food, pharmaceutical, or private health industry that has-- may have different interests than the one that we have on the wellness industry. In my experience, I have had a couple opportunities as [unintelligible] of an interview being eliminated because I was talking about an industry that of course is very powerful. How free you feel as journalists to speak about this these industries or products are maybe damaging our health, but of course are being ruling us and for the economic values of these industries. [00:04:32][55.5]

FEMALE SPEAKER 1: I think I agree. There's big companies that you know have massive teams full time I've had things taken off me, I have got massive, I've got a very engaged following. It's not huge but they still managed to take posts down for me which is very spooky. But I think it's to be very positive about complementary helpful alternatives. I mean I prefer the word complementary health because I think integrative medicine. There are cases for pharmaceuticals and intervention with acute diseases and operations, you absolutely need that pharmaceutical world there. But I personally think it's getting overused and if we're not careful, we're not gonna have antibiotics, so we're in a precarious situation, but I think sometimes good really outweighs while always outweighs not so good. And if we can be very positive and report on interesting studies whether it's anecdotal because I think anecdotal evidence has a big place on alternatives and complementary medicines I think it just that's the way to keep doing it because if we if we bash pharmaceuticals we're just not going to get anywhere. We're just not. So I don't know what the rest of you think but just keep going back to our health is in our own hands or mental health or physical health go to people that are qualified get

your information from reliable sources keep talking about positive natural health care and bring people on the journey.

DR. FERNSTROM: And on that positive note, please join me in thanking our panel who I'm sure will stick around. Any other individual questions, the panel stays around for five minutes in case people would like to ask you something specific. Thanks everyone. Great alliance, everybody was really paying attention. Good questions. Thank you.

[END RECORDING]