

SOUTH AMERICA: BRAZIL

1. What is currently making news in your country when it comes to wellness or wellbeing?

All the economic and political factors, which took place in Brazil in 2014 started to have an impact on the beauty and well-being market, which continued to grow, although at a slower pace compared with previous years. Whilst the business scenario in Brazil is quite pessimistic, beauty and personal care has good prospects. The search for beauty in Brazil has never been so strong, and despite the country's recent economic situation, consumers are not willing to stop their consumption of beauty and personal care products. With less money in their pockets, choices will have to be made, but once consumers have been introduced to and have got used to consuming beauty and personal care products more frequently, they are not likely to take a step back. Beauty services have increased by 567% from 2010 to 2015, according to SEBRAE (Brazilian Service that Support Small Business Companies). The number of gyms has doubled in the last 4 years. Pharmacies are growing too. Pharmacy chains are among top retailers that opened more stores in Brazil this year, attracting big investors like the American CVS Health. According to Brazilian Association of Pharmacies and Drugstores, a 10% growth is expected per year, as there is more space to expand.

2. Please provide one sentence that describes what you think are important developments in your country for each of the following:

Spas: Are diversifying the offerings and expanding the wellness service menu.

Wellness Tourism: The weak currency means that Brazil is now nearly 4x cheaper for international wellness travelers.

Wellness Living Communities/Real Estate: More environmental awareness and sustainability.

Beauty: Services are always on top among Brazilians, with more dermatologists prescribing beauty cosmetics using natural and local ingredients.

Fitness: Personal trainer on demand and functional training (without equipments)

Nutrition: Customization of dairy/gluten free diets.

3. How would you describe the state of workplace wellness in your country?

Companies are more concern about the health of their employees. Some companies are searching innovative approaches combining technology and new changes in society to provide more wellness for their employees. Some activities include mindfulness meditation, relaxation techniques, lectures on healthy living and family outdoor activities.

4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?

Economic slowdown starts to impact spa and wellness markets. The “selling Brazil” appeal continues, as consumers look for products with natural ingredients. However, one of the main impacts of the current economic situation on people’s personal and business lives is the high inflation that has lowered the acquisitive power and brought serious problems for the national productive chain. The weak currency is just a consequence and Brazilians are spending their money within the country (which benefits the national tourism destinations). The banks have limited credit lines to both, individuals and companies which reduced the investments in the country. The economic scenario doesn’t look good and now is the time to postponed investments and hold business expansions. It will get better eventually, but tough times are to come before that finally happens.

5. Whose responsibility is it to create a well world?

It is everyone’s responsibility. There are many things we can do to live in a Well World.

Volunteering with a local community is great way to improve the world around us. Volunteer work allows us to see the impact of our efforts on the people we are helping. Something we can easily do every day is to treat others the way we want to be treated. Do something nice for someone. It can be something small but with a big impact. When we work together, everything runs more smoothly, and we’re better able to further invest the positive results in benefiting the mankind.

Set a good example for friends and family members and help them understand why helping others is important. By changing a few minds in a positive way, you can greatly multiply the positive impact on society. A smile and hopeful attitude can improve the day of everyone around us. By doing such a small thing, we can positively impact the people we come into contact with. We have lots of

opportunities to be nice and helpful to each other every day. It is always good to do someone a favor. Helping people makes us feel better too.

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