



# Industry Briefing Papers 2016

## EUROPE: FRANCE

### **1. What is currently making news in your country when it comes to spa, wellness, wellness travel or well-being?**

A whole literature as well as a new wellness press is now dedicated to the subject. If the public is rather enthusiastic about this new lifestyle, philosophers and sociologists have a lot of critical observations towards "the care of self" seen as an obsession of the physical appearance and the personal fulfillment. Thus, the quest of the well-being may appear as a form of egocentric happiness and the cult of wellness be considered as a new religion. Practices such as meditation could even be quoted as dictatorship of the well-being.

### **2. Please provide one sentence that describes what you think is the most important development in your country for each of the following wellness sectors:**

#### **Spas:**

At a time where everything collapses: institutions such as family, school, church, the spas which carry new values and hope of a better life, tend to be regarded more like an art of living than a cocooning experience, and why not as new cathedrals?

#### **Beauty:**

More than trends, there is a global new attitude towards beauty such as more natural (to give up make up to have a better skin or use home-made cosmetic), organic and slow cosmetic, happy aging rather than plastic surgery.

#### **Fitness:**

To become an actor of one's own health & well-being with Nordic walking, hiking, yoga, tai chi, chi kong, and practice of mind-body exercises for a lasting well-being.

#### **Nutrition:**

The success of cooking classes and fasting sessions are the proofs of a new awareness for better nutrition with natural, organic, vegan products and living food.

### Wellness Tourism:

Short escapes, spas breaks, tree houses in the woods, glamping, are new mottos for individual tourism but wellness/well-being in companies is also a new topic with happiness courses, motivation trips and incentive programs in breathtaking natural setting.

### Wellness Communities or Real Estate:

Heritage of The Age of the Enlightenment, the new paradigm “reload to nature” is a passport for health and happiness ; from care to cure, aspiration for holistic wellbeing, in healthcare temples, sanctuaries and retreats, leisure parks or monasteries.

### **3. Our theme this year is “Back to the Future.” What do you feel is your country’s most significant contribution to what is now a global wellness economy?**

Thalassotherapy, back to the 16th century, The French doctor Ambroise Paré (1510-1590), one of the “fathers of modern surgery” convinced of the benefits of seawater, prescribed sea baths to his patients.

1865 is considered as the year of the beginning of “Thalassotherapy” as Docteur La Bonnardière (1829-1887) invented the term from the Greek words “thalassa” (sea) and “therapeia” (treatment). Doctor Louis-Eugène BAGOT (1862-1941) build in 1899 l’Institut marin de Rockroum” first “marine institute”. The thalassotherapy centre established in Roscoff became the first “sea spa” in Europe. Dr Bagot is also the inventor of kine-balneotherapy (movement in warm seawater) (1903). His son Dr René Bagot took over in the 50s and combined marine hydrotherapy with reflexology massage to create the palpating-rolling technique. The first Maritime hospital was created in Berck-sur-Mer (1869) by Drs Lhoste and Perrochaud .The biologist René Quinton (1866-1925) published a scientific work on the therapeutic benefits of seawater: “Seawater; organic medium”. In 1964 Louison Bobet (1925-1983) a famous French professional cyclist established in Quiberon launched a new health&leisure concept by the sea, the first modern thalassotherapy institute was born.

Aromatherapy , back to the publication of the book “Les Grandes Possibilités par les Matières Odoriférantes”, in 1835 by Dr Chabenes who became the teacher of R.M. Gattefossé,

René-Maurice Gattefossé (1881-1950), the chemist is the inventor of the word Aromatherapy (1928) and regarded as the “Father of Aromatherapy”. He discovered the healing properties of essential oils after a painful experience, a laboratory explosion. Badly burnt, he plunged his arm into lavender oil and was healed without scarring. During the First World War he used the antiseptic properties of lavender, thyme, lemon and clove on the wounds of soldiers in the military hospitals. The results were much better than with antiseptic agents in use at that time. In 1937 he published the book, Aromathérapie: Les Huiles essentielles hormones végétales.

Today Gattefossé Foundation shares the knowledge and promotes the use of essential oils in hospital. Aromatherapy is now considered as a complementary therapeutic approach. It also awards every year the "Essential oils and clinical innovations" Prize to a medical team for their scientific and clinical approach to the use of essential oils.

Aromatherapy is now part of the wellness practices in medicine, well-being, cosmetic, beauty, perfume, olfactotherapy and aromachology. We owe to Marguerite Maury (1895-1968) the use of aromatherapy in massages. In the 50s she was the first to use essential oils for therapeutic massage and holistic well-being. She began teaching in Paris and London in the 60's. First published in 1961, her book, 'Le Capital Jeunesse' established the reputation of aromatherapy in France.

#### **4. What do you feel is the biggest challenge in your country when it comes to growing the wellness economy?**

Wellness and good life should be for everyone and should be no more a matter of luxury, so the biggest challenge is to incorporate health well-being in education and in an integrative global wellness concept.

#### **5. While no answers are right or wrong, we would like to know what you feel is the difference - if any - between the terms/concepts of "wellness" and "well-being" in your country.**

We have both: Well-being = bien-être, but for wellness there is no French translation (the same applies to the word fitness).

According to COHA (Corpus of Historical American English, the 3 words exist since 1580 for "Fitness", Well-being occurs before 1810 and Wellness is a creation of the 20th century.

Fitness refers to the fact of being in a good physical state (physically fit), and later on to the practice of sport. In France the word was adopted when the gym sessions became popular.

Well-being = the well-being of man, it can be physical, emotional, psychological, spiritual...and material as well. A state of well-being may lead to Happiness.

If we consider Wellness, the word was used in the 60's (1964) designating a state of well-being, but obviously, if the word wellness has been created, it means that well-being was not enough. Since the 80's wellness refers to a new paradigm. In the 90's, in reaction to the stress and the different pollutions, a new vision of life and new lifestyle emerged. And for the well-being's sake, a lot of wellness techniques were created.

21st century the latest form of wellness, the corporate wellness with employee wellness programs is also the heritage of the New Age era.

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