



# THE AMERICAS: UNITED STATES

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## **What are the most significant global issues facing us today?**

Climate change; Economic uncertainty; Resource scarcity.

## **What do you see as the main innovations happening around the world, those which are game changing and/or disruptive?**

There is an unlimited amount of innovation and I don't feel confident in naming the "main" ones. I am probably not alone in that I am most familiar with innovation that affects me directly. I focus a lot of food and nutrition. Innovation in organic farming technology and organic pest control continues to make safe foods available to more people. Of course, there is constantly innovation in social media and communication; in my opinion this always game changing and frequently disruptive! Then there is innovation in marketing and the way we get what we need, or what we think we need. The advancement of marketing applications is mind boggling. Brick and mortar will be a memory soon.

## **What do you see as the main innovations in the spa/wellness industry (existing and future)?**

In terms of skin care treatments at spas, I am seeing the marriage of organic and natural products and technology like microcurrent and ultrasound. This is exciting as it is a great alternative to more invasive methods and an indication that people are beginning to understand that efficacy and safety can coexist. I am also excited to see the introduction of things like ice therapies. I think these are a sign of the future, doing no harm by using traditional modalities but magnifying the results with technology. Another example: new technology being introduced for vibration, sound and color therapy.

## **What do you see as the greatest opportunities/challenges for the global spa and wellness industry?**

I think the biggest opportunity is the growing interest in wellness. More and more people are looking for ways to incorporate it, so it needs to be accessible. Trends like wellness coaching and beauty coaching at spas are interesting and important. Ultimately, services like that could be branded and offered remotely via web, apps, etc. Therefore, providing a cost-effective way to touch the spa consumer and keep her/him focused on wellness, and spreading the word.

## **What are some practical ways for businesses to create a climate for creativity and innovation?**

Just get people out of the office, in comfortable clothes, with cell phones left at the door. Brainstorm in a new environment. We have to step away from our desks and out of our routine to be creative.

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