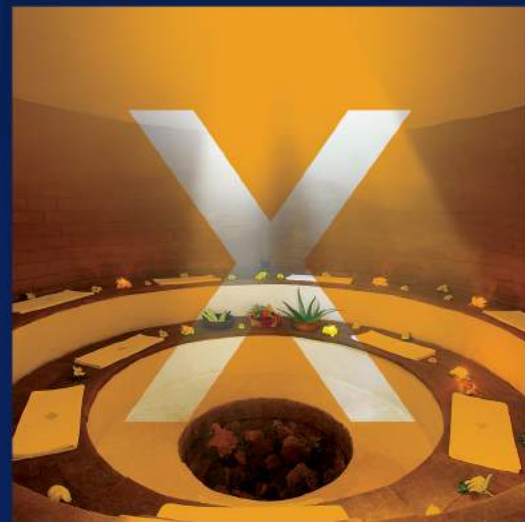
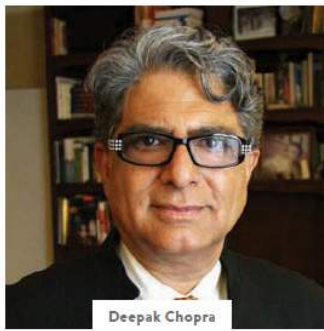




GLOBAL WELLNESS  
SUMMIT **MEXICO**  
CITY 2015



# 2015 SUMMIT MEDIA COVERAGE



Deepak Chopra



Martin Boudreau



Giselle Fernandez



Gina Díez Barroso de Franklin



Samer Hamadeh



Thierry Malleret



Fikry Isaac



Agapi Stassinopoulos

## GLOBAL WELLNESS SUMMIT PREVIEW

# Programmed FOR WELLNESS

Global Wellness Summit (GWS) chairman and chief executive

Susie Ellis takes us behind the scenes of this year's event



**T**he 2015 Global Wellness Summit (formerly the Global Spa and Wellness Summit) takes place at the St Regis Mexico City on November 13-15. The event, now in its ninth year, has grown rapidly since it was first held in New York in 2007, today attracting a long list of high-profile speakers from within and outside the sector, with a delegate list that includes the most senior spa and wellness industry figures from around the world.

The 2014 summit in Marrakech attracted 425 delegates, attending not only for the packed forum and seminar programme, with its diverse range of topics, but also for the excellent networking opportunities. The 2015 agenda, to which speakers and topics continue to be added, will cover workplace wellness, education, investment, technology and clinical wellness, to name just a few.



As the summit draws closer, chairman and chief executive Susie Ellis, shares the key concepts, ideas and aspirations behind the summit:

## THEME

"Building a Well World is the perfect theme for this year's summit. Wellness is no trend, it has become a global movement and its momentum has grown all over the world. And no longer is it the focus of [just] a narrow group of industries, such as fitness or spa, it's integral to almost every imaginable sector. This includes technology, tourism, architecture, beauty, food and nutrition, medicine, education and the workplace.

Wellness has become a shared responsibility. No one sector of the economy has a monopoly on wellness, nor do we want that. It's going to take all of us working together: schools, governments, the food and beverage industry, workplaces, the tourism sector, architecture, and so on, to begin to create a healthier world. As we spread the responsibility and take a more inclusive view of wellness, we're going to get better results and that's a win-win for everyone. If we want to build a well world, all of these different players have to embrace their part, and that's the message and goal of the summit this year."



## AGENDA

"The topics will include a special focus on technology, education and investment. And since our research this year is focused on workplace wellness (the GWS annually presents one key piece of research, in collaboration with non-profit researchers SRI International), that will also be a major theme. Forums held at the summit will include:

- Mentorship
- The future of workplace wellness
- Wellness communities and residences
- The Ministry of Wellness Initiative
- Career development
- Wellness tourism
- Global hot springs
- Clinical wellness

We have a diverse board of directors made up of 13 board members from 11 countries, and we endeavour to not only be on top of trends, but to look to the future from every perspective: from the economic, social, travel and consumer view. This ensures that the summit programme immerses delegates in what will matter in the short and the long term, across the wide world of wellness, not just inform them about what they already know. This year will be no different: delegates will learn how diverse workplace wellness is becoming, how fast-growing it is and how positively it could affect their businesses."



## SPEAKERS

"Bringing in interesting and high-profile keynote speakers is getting easier each year, because wellness is a concept that



is getting broader and deeper recognition worldwide and more people are realising that they can be part of the solution. We endeavour to have speakers who are not only renowned experts, but who are also inspirations and can force us to face the future.

Deepak Chopra's (one of the 2015 summit keynote speakers) career has been astounding. He's written 80 books and global audiences have never been more receptive to his messages about mindfulness, meditation and total wellness. He's popular with millennials,

baby boomers and everyone else in between.

The Cirque du Soleil story will amaze everyone and, without giving too much away, there won't be any question as to why they are speaking at a Global Wellness Summit (Martin Boudreau, president of parks, immersive experiences and new content, is a keynote speaker). Everyone we have selected, from a renowned economist specialising in applying economic and social developments to the wellness world and doctors from the renowned Mayo Clinic and Cleveland Clinic, have extraordinary expertise and a future-focused insight and passion."

## NAME

"This is the first year that the summit is the Global Wellness Summit, and not the Global Spa and Wellness Summit, a decision we took after careful consideration. Important new channels of distribution have opened up for spas, including wellness tourism and workplace wellness, and for both these segments, the word spa can be a stumbling block.



delegates from 50 nations, and the opportunity it represents to showcase not only their wellness tourism initiatives, but also their spas, hot springs and other wellness markets to the world.

### TAKEAWAYS

"My hope is that delegates will realise that Building a Well World is both a shared responsibility and an extraordinary, synergistic market opportunity. And that they will recognise that they have been called to be leaders in this global movement."

### CHANGES

"The big macro change in the industry since the first summit has been the move from the more narrow market of spa, to the broader focus of wellness. This organisation is very much about spas having access to new and bigger markets and that's why we're putting focus on and carrying out new research into workplace wellness."

Because when companies start investing in making their employees healthy and happy, they will turn to what local spas provide, from massage and fitness, to education on lifestyle change, and spas need to digest this opportunity."

[www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)

For example, there are very few countries that could get their government, leaders and citizens behind the idea of spending to market their nation's spas.

However, they're keenly interested in marketing wellness, which includes and greatly benefits national spa industries. It's a similar scenario for the booming workplace wellness market: businesses and insurance companies are interested in supporting employee wellness, but if the term was 'workplace spa programmes' instead, well, that wouldn't open this new channel up very widely.

The shift from spa to wellness has been a natural evolution, one that opens up much bigger, more profitable opportunities for spas. If the goal is to build partnerships with governments, corporations, schools and hospitals, the word wellness is the right choice. We think it's the best thing for spas worldwide."

### LOCATION

"The location of each summit is a decision made by the board. Among the key factors in choosing Mexico City was the geographic location. Diversification from previous summits makes a difference and we have held summits in Europe, Asia, the US and Africa, but not in Latin America. This is a fast-developing wellness, spa and wellness tourism market and Mexico is the regional leader.

A second important factor is the desire of a country to welcome our event and our delegates. We have found in the past that countries that invest in wellness tourism, such as Mexico, are usually the most eager to have a summit. They recognise the tremendous visibility they get by having such a prestigious event, attended by high-level



The St. Regis Mexico City

### 2015 SPEAKER LINEUP

Speakers and topics will continue to be added to the GSU programme until closer to the event. Among the speakers confirmed to date are:

- **Deepak Chopra:** mind-body medicine practitioner; motivational speaker and best-selling author
- **Martin Boudreau:** president of parks, immersive experiences and new content at Cirque du Soleil
- **Giselle Fernandez:** Emmy award winning journalist, producer and TV host
- **Gina Diaz Barroso de Franklin:** president and chief executive of multi-market business Grupo D'Am, established to support creativity in Mexico
- **Samer Hamadeh:** founder and chief executive of Zeel; an app that allows users to book at-home massage services
- **Thierry Malleret:** founder of the Monthly Barometer investment analysis tool. Malleret previously also established and headed up the Global Risk Network at the World Economic Forum
- **Nerio Alessandri:** president and founder of Technogym
- **Dr Fikry Isaac:** vice president of global health services and chief medical officer at Johnson & Johnson
- **Dr Kenneth R. Pelletier:** professor of medicine and professor of public health at the Arizona School of Medicine and the University of California, School of Medicine, San Francisco (UCSF) and a corporate wellness programme expert
- **Agapi Stassinopoulou:** writer and motivational speaker. Currently working with her sister Arianna Huffington on the Thrive wellbeing workshops





# Building a well world

The forward-looking theme of the ninth annual Global Wellness Summit, held in Mexico City, saw delegates deep in debate about the wellness trends that are set to reshape spas

REPORT BY SARAH CAMILLERI

**T**he ninth annual Global Wellness Summit, held November 12-15, 2015, at the St Regis Mexico City, New Mexico, saw wellness leaders address the way we work, rest and invest to promote good health and wellbeing.

In notably removing 'spa' from its title this year, the rebranded Global Wellness Summit (GWS) underlined its aim to attract a broader audience to promote wellness development. The summit's chosen theme 'Building a Well World' also widened the scope of presentations to showcase the latest findings in wellness tourism, workplace wellness, wellness communities, integrative health, finance, environment, and

emerging technologies, as well as spa, beauty, fitness and nutrition.

Reflecting this shift, 52% of this year's 473-strong delegation, representing 40 nationalities, was made up of first-time attendees. Leaders from spa, fitness and beauty, were joined by a diverse mix of delegates from the worlds of medicine, economics, government, technology, tourism, workplace wellness, education, nutrition and the arts.

## A heartfelt welcome

The Summit, which moves locations every year, began with a warm greeting from Mexico City's minister of tourism Miguel Torruco Marqués.

He shared how the city's wealth of cultural highlights had been given massive exposure worldwide thanks to James Bond's walk through a Day of the Dead parade in the opening scenes of the recent film *Spectre*.

The minister was keen to capitalise on the 'Bond effect' and present the city as a must-visit wellness destination, rich in culture. "Mexico has a grand tradition of wellness that dates back to pre-Hispanic times with the use of temazcales and herbal medicine for recreational, purification and healing processes," he said.

"Today, Mexico City has become a Latin American centre for health and wellness services as it offers a world-class spa



1. Chairman & CEO, GWS Susie Ellis
2. Kathryn Moore, Neil Oray and Julie-Anna Kelly
3. The GWS Board and team celebrate Building a Well World with keynote speaker Deepak Chopra MD
4. Kyra Montagu, Jeff Kohl, Frank Pitsikalis and Noel Asmer
5. Meditation session in Mexico City with Deepak Chopra MD
6. Zool CEO Samer Hamadah introduces on-demand massage
7. Keynote speaker Agapi Stassinopoulos, the force behind the Thrive movement



infrastructure and a broad variety of services using both traditional practices and the latest, cutting-edge techniques."

GWS chairman and CEO Susie Ellis invited delegates to enjoy three days of presentations, keynote speakers and expert panels, as well as a selection of proactive workshops and lunch discussion groups. This year's diverse programme was co-chaired by GWS board members Gina Díez Barroso, president and CEO Grupo Diarq, and Alfredo Carvajal, president of Delos International; and MC'd by Emmy award-winning Mexican journalist Giselle Fernandez.

#### Healthy ageing

Global economist Thierry Malleret, co-founder of *The Monthly Barometer*, used his presentation to predict a world where wellness could become mandatory. Highlighting global projections on obesity, climate change, economics and technology, Malleret said 'ageing' was a mega trend that would trump all others.

"Ageing is the single greatest predictable problem of the 21st century. We often think of

ageing as a western phenomenon but it's global," he said. "Many countries are going to become old before they have a chance to be rich. It's true for China, Iran and many other countries around the world."

"Today there are 800 million people in the world aged 60 years or over. In 2050, there will be 2 billion. So it's a 350% increase, with dramatic implications for the economy because the dependency ratio will increase," he warned.

Malleret predicted that governments worldwide would have little option but to make wellness mandatory in future, presenting a unique opportunity for wellness-orientated businesses. "When you age, you tend to spend much more on health," he said. "The key issue is going to be how to live not only longer, but healthier. This issue is going to drive the policies that will eventually make wellness compulsory around the world."

#### The brain-skin connection

Neuroscientist Claudia Aguirre PhD, who consults for meditation app HeadSpace and is part of the scientific advisory committee for spa



▷ brand [comfortzone], revealed developments in the field of psycho-dermatology, which explores connections between the brain and the skin.

"Psycho-dermatology addresses the mind as well as the skin. In order to treat the skin you must first treat the mind," she stated. "Techniques such as hypnosis can help to identify the source of many skin conditions, which are expressions of emotional turmoil. The medical world sees the skin not just as cutaneous tissue, but as a nervous organ, an endocrine organ and a self-organising entity."

Aguirre predicted that research to understand this brain-skin connection would shape future skincare development. "The next frontier of skincare will require an understanding of neuroscience so we can treat skin in a more holistic way. We now also know that skin can produce its own hormones such as cortisol, estrogen, and testosterone. This knowledge shifts the paradigm of how we think about the skin."

Concluding her presentation, Aguirre asked delegates to think about skin as more than just tissue to exfoliate, hydrate and regenerate. "The key to understanding autism and other conditions such as schizophrenia may be routed in the skin. This change in understanding the brain-skin connection is only the beginning of what we are going to see in future," she said.

### Spa investment

An investor panel, led by GWS board member and founder of ESPA International, Susan Harmsworth, MBE, discussed the development of oversized 'trophy spas' that fail to achieve ROI. Harmsworth suggested a focus on metrics such as space-versus-revenue when formulating successful spa models.

Panelist Gina Díez Barroso agreed but pointed out that ROI cannot be measured by 'space-versus-revenue' alone. "A spa can improve a hotel or resort's average daily rate, extend length of stay, and [change] the type of guests you attract; it will help bring life to the overall offer. However, accurately quantifying this overall positive effect on revenue is another matter," she said.

Panelist Omer Isvan, president of Servotel Corporation, added that more recently he had emphasised improving the location and space of spa elements in new projects. "It is very dangerous to simply say 'spas are being built too big right now'," he warned. "Spas should be sanctuaries – if you start to measure them just in terms of space-to-revenue ratio, you will be in danger of losing all the non-functional elements that define the experience."

"Sanctuaries need space to operate. We are more interested in achieving the right

experience within the right level of space."

Matthew Gaghen, portfolio manager of US private equity firm KSI Capital Partners, honed in on the importance of robust financial performance. "A spa should present a distinctive point of differentiation for your hotel or resort," he stated. "When we create a new spa we run it as a full profit entity that is successful. Increasingly, owners and investors want to see a proper business model, a very detailed feasibility study, and the right measurement of metrics, so it can be run as a real business."

Stronger retail and wellness programming were also noted as opportunities. "We are very bullish about the growth of retail. We have looked at the revenue that retail can bring and are focused on growing it aggressively," said Gaghen. "Differentiation and renewal are required, especially with wellness programming – this will make an offer stand out," he concluded.

### Metrics that matter

Moving away from bricks and mortar, but staying right on the money, Pete Ellis, chairman and CEO of Spafinder Wellness, chaired a panel session entitled 'Raising capital: What sells investors in the tech-driven spa or wellness space?'. This focused on the importance of proven metrics to create attractive, scalable business models to appeal to outside investors.

A notable panel of CEOs joined Ellis to share their personal experiences of raising significant funding, including Lopo Champalimaud, CEO and co-founder of Wahanda, which was rebranded in January as Treatwell (see our news story on p27); Annbeth Eschbach, founder and CEO, Exhale Enterprises; Josh McCarter, CEO, Booker; Samer Hamadeh, founder and CEO, Zeel; and Rick Stollmeyer, CEO and co-founder, MINDBODY.

Encapsulating the session, Ellis said the future was bright for investment into wellness technology, bricks and mortar, and products. "There is a play here for bright thinkers as the wellness marketplace is just getting stronger and bigger," he enthused. "We need bright minds and businesses with proven records that can show the ability to scale and create profit. The market is hungry for companies in the wellness space that can be distributed in other channels."

### Wellness at work

Trends in workplace wellness featured prominently at this year's Summit with the findings of the Global Wellness Institute's (GWI) latest *Future of Wellness at Work* report, presented by senior research fellows Katherine Johnston and Ophelia Yeung.





1. Osudia Aguirre PhD reveals the brain-skin connection
2. GWS 2015 co-chairs Gina Diaz Barroso and Alfredo Carvajal
3. Mark and Kira Walton with Melissa Mancuso and James Chanavey
4. Technogym's pioneering founder Norio Alessandri
5. Emma Grady, Joanna Berry, Alex Zotos, Sarah Camilleri, Sean Harrington and Glen and Susan Fushfield
6. Moderator Susan Hammaworth MBE, of ESPA International talks spa investment and the metrics that matter
7. Keynote Deepak Chopra MD

## The future of wellbeing

Wellness pioneer Deepak Chopra MD reveals future thinking on epigenetics and the Super Gene

A pioneer in integrative medicine, Dr Chopra, who has published 80 books, gave the Summit a whistle-stop tour of his latest, *Super Genes*, co-authored by Rudolph E. Tanzi, professor of neurology at Harvard University.

Chopra's fascinating keynote was a brief lesson in DNA, the genome, and the role the microbiome – the totality of micro-organisms and their collective genetic material present in the human body – is now believed to play in our survival and wellness.

Describing DNA as 'the alphabet' and the genome as 'the book of life', he said that by understanding the orchestration of our genes through epigenetics, we can influence health.

The microbiome, he said, plays an intrinsic role in health and wellness. Our diet, lifestyle, thoughts and microbiome 'communicate' with our DNA to influence every aspect of our health.

In his new book, Chopra sets out to change the idea that our inherited genes determine our fate. He urges that the human body is much more dynamic and only now being understood.

"Your gene expression is influenced by your thoughts, emotions, relationships, social interactions and environment. What we refer to as the 'Super Gene' is the interrogated activity of epigenetics, microbiome and the genes you were born with," he summarised.

On the Summit's theme of building a well world, Chopra concluded: "True spirituality is about having a sense of wonder and reverence for our existence."

"The birth of this insight, leads to the platonic qualities of truth, goodness, beauty, harmony, love, compassion, joy and equanimity. Without these qualities it is impossible to create wellbeing. The future of wellbeing begins with self-awareness."



1. GWS co-chair Alfredo Canvaj welcomes the 2015 delegation

2. Steve Nygren, Mia Kyricos and Robert Ranzil

3. Milena Knowles and Morgan Lefrançois

4. Four Season's Simon Casson comments on the 7th Annual Student Challenge

5. Wellness warrior Deborah Szekely

▷ Forecasting that workplace wellness will change radically, the pair discussed how creating a culture of wellness at work could positively impact on health statistics worldwide. Johnston said 85% of the world's 3.2 billion workers live in developing countries and the majority are poor. "Half the world's workforce are in low-skilled or manual occupations and many people are stressed and unhappy at their jobs," she noted. "38% of workers state they suffer excessive pressure at work and by 2030 one in five workers will be over the age of 55."

These sobering statistics are set to significantly impact on all societies in future. "Our unwell workforce is a big burden, it puts great cost on businesses, individuals and the entire economy," warned Johnston. "For the US, where the data is readily available, we have estimated that unwellness at work costs \$2.2 trillion every year, which is about 12% GDP. These costs come from direct medical expenses, absenteeism and less productivity."

According to Yeung, workplace wellness programmes are now estimated to be worth \$40 billion globally. GWI's *Future of Wellness at Work* report, including employee surveys conducted with Everyday Health, is now available at [globalwellnesssummit.com](http://globalwellnesssummit.com). (For more on workplace wellness turn to p90.)

### Health is the new wealth

Trailblazing Italian wellness pioneer Nerio Alessandri, who founded Technogym in 1983, told the Summit how his company had evolved into a global player in products, services and solutions for fitness, hospitality and spa.

Alessandri, who started his company at the age of 20, building fitness equipment from his parent's garage, now has an impressive 35m users training on Technogym equipment daily. The brand has also served as an official supplier to the last five Olympic Games and is appointed for Rio Olympic Games 2016.

He highlighted the company's futuristic HQ Technogym Village, in Cesena, Italy, which embodies the brand's commitment to wellness, at work and through every aspect of the business. Inspired by the concepts of eco-sustainability and bio-architecture (designing around the human being) the vast wellness campus covers 60,000sqm of covered spaces across a 150,000sqm site.

Since the Summit, in January, Technogym announced its social campaign 'Let's Move and Donate Food' which leverages its technology to convert physical exercise into donated meals for children in countries affected by malnutrition, in cooperation with the World Food Programme.

Commenting on this initiative, Alessandri

said: "We are witnesses to a paradox on a global scale. On one hand nearly 2 billion people are either obese or overweight, and on the other hand there are 800m malnourished citizens. The aim of our campaign is to bring about a real change by promoting physical activity and fighting malnutrition at one and the same time."

### Focus on creativity

Other highlights from this year's Summit included the seventh annual Student Challenge, which saw two university teams submit their futuristic spa designs for scrutiny to the GWS board. The Universidad Anáhuac México Norte, Mexico and The University of Nevada Las Vegas, US, made compelling presentations of futuristic spa concepts, which had to demonstrate commercial viability while showcasing Latin American culture.

The University of Nevada's winning submission was set in the fast-growing wine region of Mendoza, Argentina, which is a Malbec-producing powerhouse. Called Ch'ulel Mendoza, which means 'life force' in Mayan, their vinotherapy-inspired resort spa married wine-making and regional wine culture with local superfood cuisine and wellness programming.

Throughout the Summit, memorable



▷ networking evenings also gave delegates the opportunity to experience Mexico City's vibrant arts, hospitality and creativity, with visits to the CENTRO University, Design & Film School and the Palacio de Bellas Artes.

### Moving arts and unbinding hearts

Other Summit highlights included a moving film, *Gratitude Revealed*, presented by film-maker Louie Schwartzberg, which showed the beautiful interconnections within nature. Schwartzberg's company, Moving Arts, is branching into producing innovative visual healing programmes and installations to enhance the spa experience.

"Beauty is nature's tool for survival – you protect what you love," said Schwartzberg. "If we can move enough people on an emotional level, we can achieve the shift in consciousness needed to sustain and celebrate life."

Sadly, since the Summit, the spa and wellness has lost one of its bright lights; aromatherapist and co-founder of Aromatherapy Associates Geraldine Howard, who passed away in January 2016. Fortunately she was able to enjoy the GWS's recognition of her legacy, joining the Summit by live video link-up to receive a Leading Women in Wellness Award. Geraldine shared her passion for aromatherapy and how it had helped her stay positive during her battle with cancer. (Turn to p122 for our tribute to Geraldine Howard).

Julie Bach, founder of Wellness for Cancer, also gave a powerful presentation highlighting how, ironically, so many sufferers are currently turned away from spas due to lack of training and contra-indications. Bach called all present to change the status quo by supporting Wellness for Cancer, which provides online cancer-aware training for spa professionals.

A Global Wellness Institute-backed initiative ([www.globalwellnessinstitute.org](http://www.globalwellnessinstitute.org)), the training



is designed to help spas increase their comfort and confidence in delivering safe and nurturing services to clients who have experienced cancer. (See more on Wellness for Cancer, page 30.)

Last but not least, inspirational keynote Agapi Stassinopoulos, author of *Unbinding the Heart*, highlighted the role each of us can play as ambassadors of wellness. "It's time to take wellness to the masses – it is not a luxury anymore for the select few who can afford it," she said. "I truly believe that the conversation we are having now is accelerating and there is a spiritual awakening happening on our planet."

### Spa at the heart of wellness

The sheer volume of wellness topics presented at the GWS this year meant 'pure' spa business content was necessarily less prevalent. However, it is crucial to the success of spas to understand how wider wellness trends will shape investment, training, programming, retail, technological advances and funding. With this in mind, GWS's 365-degree take on the growing \$3.4 trillion\* wellness sector actually provides an even more comprehensive range of information for spa leaders to draw from.

Summing up the successful event, GWS chairman and CEO Suste Ellis told *European Spa*: "Building a well world, which is

clearly our goal, is not something any of us can do alone, nor can we do it in a vacuum of one, narrow segment of the wellness industry.

"We must open the doors to our colleagues in medicine, science, technology, fitness, spa, hospitality, education and more, and we must also work together to open geographic borders that separate countries and cultures. It's why our Summit is in a different location each year, and why we explore the indigenous wellness practices wherever we go.

"I am thrilled that we're on this journey together. It really is the only way to make the change we want to see in the world."

\* *Global Wellness Institute: Global Spa & Wellness Economy Monitor*, prepared by SGU International, September 2014

### Global Wellness Summit 2016

The 10th annual Global Wellness Summit will be held in Kitzbühel, Tyrol, Austria from October 17-19. Registration costs \$2,650.

GWS 2016 is an invitation-only event. Applications are evaluated to ensure that all delegates in attendance are at the executive management level and that the discussions and presentations are of the highest quality. [www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)

1. Isobel Stockdale, Eleni Michopoulou, PhD and Yasmin Cachemalla Grimm
2. GWS's Franz Linser PhD and Susie Ellis announce Austria as the next host country
3. Student Challenge winners: Eun Joo Kim, Gina Marano, Tony Hanthorne PhD, Courtney Marshall and I-Ju Lu of the University of Nevada
4. Delegates Sara Jones, Michelle Gembala, Bonnie Baker and Paul Schmidt

# spa opportunities

GLOBAL WELLNESS SUMMIT SPECIAL EDITION MEXICO CITY 2015

Daily news & jobs: [www.spaopportunities.com](http://www.spaopportunities.com)

## Deepak Chopra headlines at Global Wellness Summit

Deepak Chopra addressed a full house on day three of the Global Wellness Summit (GWS) in Mexico City earlier this month.

Chopra believes in 'Radical wellbeing' and has a book out explaining the science, called *Super Genes*. He gave a signed copy to each delegate.

Chopra's talk centred on self healing, and he explained how scientists used to believe that genes were fixed for life and that they "determine our biological destiny."

However, said Chopra, the sequencing of the human genome has taught us that genes change in response to everything we think and do, every second of the day.

"This extends from exercising to sleeping, to the pollution we're exposed to and from our stress levels to what we eat and drink.

"The human body is far more capable of healing and renewal than anyone ever



We now know that the life we lead changes our genes, said Chopra

previously suspected," he told delegates.

This new science is opening up huge opportunities for everyone involved with healthy living interventions, including the spa and wellness industry and everything from wellness real estate

to clean air systems. Chopra said we should think of our epigenome as a light switch, adding: "With the right lifestyle changes, you can turn off the harmful genes and switch on the good ones." In some cases these changes can be passed on to up to seven subsequent generations.

He said five per cent of illness was genetic and required allopathic interventions, but that most other disease was lifestyle-related and avoidable and that the spa and wellness industry has a huge part to play in helping people make the changes needed to achieve optimum health.

Although still in its infancy, the study of epigenetics is already

yielding vital information about the future of health, as well as changing priorities for individuals, health providers and spas and placing a greater emphasis on prevention.

Details: [http://lei.sr?a=e3b7Y\\_S](http://lei.sr?a=e3b7Y_S)

### GWS heads to Tirol, Austria, for 2016 Summit

The board of the Global Wellness Summit announced in Mexico City that it has chosen Tirol, Austria as the location of the 2016 Summit.

The picturesque Alpine region in Austria includes the capital city of Innsbruck, which is surrounded by mountains. The area has a long history of spa culture, and is home to the world-famous Lanserhof, as well as numerous other spa and wellness properties and a plethora of outdoor activities.

A date and venue for Global Wellness Summit have not yet been announced, but keep reading *Spa Opportunities* for all the latest news.

### Zeel reveals two new programmes

At-home massage company Zeel revealed two new programmes it's been working on, Zeel Professional, which it launched recently in collaboration with Yelo Spa, and Massage Zeelot, a monthly subscription.

Yelo is using Zeel's tech platform to optimise previously unfilled appointments at its brick-and-mortar locations. Zeel coordinates therapists' attendance and payment, while Yelo Spa interviews and trains Zeel massage therapists for this opportunity. Customers pay Yelo Spa's price, but are serviced by Zeel's staff.

Zeel is also offering massage in the office in the form of a workplace wellness 'Zeel Massage', and CEO Samer Hamadeh reported that 50,000 have already been delivered to companies such as Google, Zappos and Pinterest.



Zeel CEO Samer Hamadeh speaks at the Summit

The company is also offering a "Massage Zeelot" membership, which requires a monthly subscription, and offers members a 15-25 per cent discount and a minimum of one massage a month. When they sign up, a massage table is shipped to their home. "We're out to power massage everywhere," said Hamadeh.

Details: [http://lei.sr?a=G3A6n\\_S](http://lei.sr?a=G3A6n_S)

# Howard joins GWS via video stream

Geraldine Howard, founder of spa brand Aromatherapy Associates and much-loved spa industry leader, revealed a special sensory treat for Global Wellness Summit delegates in Mexico City.

Howard is battling cancer, so was unable to travel to the event, but instead sent a video interview – conducted by GWS event director, Nancy Davis – along with a specially formulated aromatherapy oil, much to the delight of everyone present.

The oil was shared with each of the events' 400-plus delegates on perfume test strips, and filled the conference room with the comforting scent of roses, neroli and citrus, as attendees watched the video.

Howard is one of the world's preeminent aromatherapists and created the blend personally.

In a heartfelt and personal message, Howard explained how using oils while in hospital had given her great strength, and called on the spa industry to work with the medical profession to introduce the use of natural aromatherapy oils to support patients during treatments.

"If people can find the right aroma for them, it will make them feel significantly better," Howard explained.

It is typical of Howard to be thinking of how to help others, even while grappling with her own personal challenges.

"Your mind has to stay positive during treatment and aroma is a huge factor in that because it works on the limbic system in our brain," she said. "We pay so much attention to our sense of taste and sense of hearing that we often forget our sense of smell." Howard



Geraldine Howard sent a specially formulated aromatherapy oil

said her views on wellness and health have changed as she's gone through treatment. "Particularly over the last 18 months, with a rampant cancer that has spread throughout my body, I now believe more than ever that it's vital medical therapies and natural remedies are used together," she said.

Howard said while everyone has to find a connection that works for them, she is fighting her illness with a combination of positive thinking and belief.

She told delegates she walks in the countryside each day and gets strength from it, saying "nature brings me great peace." She said when her illness threatens to overwhelm her, "meditation, breathing, using my oils and lighting my candles really helps bring me back."

Being able to see her and smell one of her wonderful oil blends was a thoughtful and playful treat, typical of Howard and a wonderful and evocative surprise for her many friends and supporters who were missing her at the event. The interview was greeted with a standing ovation for a very precious woman at its conclusion.

*Details: [http://lei.sr?a=e6d8g\\_S](http://lei.sr?a=e6d8g_S)*

## Schwartzberg urges focus on nature

The Global Wellness Summit (GWS) kicked off in Mexico City with a welcome by film maker Louie Schwartzberg, who created inspiring film footage for the GWS audience.

Schwartzberg said to build a well world, we have to find our focus, and to do this we have to be grateful to be alive and to be part of nature.

Schwartzberg, the son of a holocaust survivor, believes people bounce back better from suffering when they have gratitude in their hearts. He said people yearn to live in communities that support them in leading meaningful lives.

"The task we have today is to understand the language of nature," he said. "We need to find

commonality with the organisms that support us. If we don't do this, we'll not only destroy these organisms, we'll destroy ourselves.

"Nature is beauty's tool for survival," he added, "because we protect what we love, and this applies to ourselves and the earth – we must fight against industries which destroy our living planet."

He said that everything in nature is composed of networks, and nothing lives in isolation – we need to have a shift in consciousness to understand this.

Schwartzberg then led delegates in two minutes of energising dance to rousing cheers.

Details: [http://lei.sr?a=G3A6n\\_S](http://lei.sr?a=G3A6n_S)

## Website for spa careers launches

A breakout discussion forum entitled "Galvanising career development, mentorship and internship programmes" took place on the second day of GWS, highlighting the need to attract people to work within the spa and wellness industry to meet the growing global industry's needs.

Leaders of the careers-focused initiative, including Lori Hutchinson of Hutchinson Consulting and CG Funk, VP of industry relations for Massage Envy, have partnered with Leisure

Media – publisher of *Spa Opportunities* and *Spa Business* magazines. Leisure Media has developed the website [www.spaandwellness-careers.com](http://www.spaandwellness-careers.com), which is now live – providing readers with information on how to get into the industry and develop a nurturing career.

Funk – who is a 25-year spa veteran – started working with Massage Envy a decade ago to promote careers in the spa industry and offer great career growth opportunities. The brand now has 1,100 locations in the US.

"There are more job opportunities for therapists than ever before in US history," said Funk, comparing the employment offerings when she began her career in massage therapy, when the only vacancies were seasonal or as a private practitioner.

"Massage therapy, in the US, was named number 5 in the fastest growing careers in the US out of 40,000 careers," added Funk. "Massage therapy was on the best jobs list for career growth in 2014 and the Bureau of Labour statistics tell us that it will continue to grow 20-30 per cent annually through to



Funk said there are many job opportunities for therapists

2022. However, while the number of opportunities grows, schools struggle with low student populations, there's an ever-increasing decline in high school graduation rates and therapists are leaving the industry at a higher rate than they are entering it."

Consumer demand for these services is at an all-time high and people understand what these services bring to their life. According to Funk, however, there's a PR problem in that a career in the wellness industry is not seen as financially rewarding.

"No one is using the term 'wellness career' in the human resources world, so we want to own this and harness it," said Funk. "Neither schools nor the industry are promoting the richness of a career in this industry. We're going to create marketing information cards to hand out about spa careers and packages for high school career counsellors that mean spas will go to schools and give demonstrations. We are also going to host 15-second testimonial videos by members of the industry on the site Leisure Media has created for us." Details: [http://lei.sr?a=Z4m2k\\_S](http://lei.sr?a=Z4m2k_S)

## Derma-psychology highlights new brain/skin connections

Neuroscientist and skin expert Claudia Aguirre PhD talked about the skin:brain connection at GWS, highlighting that we are only beginning to understand the science of how the state of the skin affects and reflects our health.

Aguirre showed how traditional medicine and topical creams don't treat the skin conditions caused by different types of psychological trauma. For example, a high school ballerina with a wart on the sole of her foot who was struggling to identify whether she wanted to continue dancing after graduation needed a combination of hypnosis and skincare – something Aguirre calls derma-psychology.

"To treat the skin, we have to treat the mind first," said Aguirre – who is working in cooperation with Comfort Zone.

The skin is being seen now as a self-organising entity and a social organ, according to Aguirre.

"Now we can treat skin with a more holistic point of view, due to discoverable connections found by scientists in the last 10 years or so," said Aguirre. "For example, the skin – as an organ – has a stress axis all of its own, independent of the central nervous system. It produces hormones all of its own. It has its own machinery. This shifts the paradigm of how we think about the skin."

Details: [http://lei.sr?a=C8F9P\\_S](http://lei.sr?a=C8F9P_S)

## Leisure Media at the 2015 Summit

*Spa Business* and *Spa Opportunities* editor Liz Terry, along with *Spa Business* managing editor Katie Barnes and *Spa Opportunities* associate publisher Helen Andrews attended this year's Global Wellness Summit to report on proceedings.

Delegates were given copies of *Spa Opportunities* and *Spa Business*, along with the *Spa Business Handbook 2015* and *CLADmag*, Leisure Media's newest title.

Terry spoke on the GWS trends session (see story, p 5), and Andrews and Terry reported and tweeted live from the sessions to keep readers up-to-date.

Details: [http://lei.sr?a=3c8y4\\_S](http://lei.sr?a=3c8y4_S)



Terry, Andrews and Barnes take part in meditation



## Show of support at GWS for 2016 Global Wellness Day

Belgin Aksoy, founder of Global Wellness Day, gave an update on the annual event, saying it is now celebrated in more than 600 locations in 72 countries thanks to its 62 ambassadors around the world.

"Each and every one of us in this room – we can change the world together," she said, before inviting GWD ambassadors in the audience onstage in a show of support.

Details: [http://lei.sr?a=G3A6n\\_S](http://lei.sr?a=G3A6n_S)

## Cirque du Soleil unveils next touring show during GWS

Martin Boudreau, president of Cirque du Soleil, has revealed that the company's next global touring show "will be inspired by the culture of Mexico and its history." Boudreau made the announcement while speaking at the Global Wellness Summit in Mexico City.

Cirque du Soleil shows go on the road for up to 15 years, touring major cities, as well as showing at Cirque's two permanent locations – Las Vegas and Orlando.

Mexico is an important market for Cirque du Soleil, which has a blossoming partnership with Mexican real estate conglomerate Grupo Vidanta. The two companies announced last year that they will partner to develop a Cirque-designed, Mexican-style theme park in Nuevo Vallarta.

The plans show a "first-of-its-kind immersive theme park experience." The development is expected to be complete by 2018 and will include an outdoor show accommodating up to 5,000 spectators.

Cirque du Soleil was created 30 years ago and has shows touring in more than 50 countries and 350 cities around the world. It sells 50m tickets a year.

Details: [http://lei.sr?a=S6Z8x\\_S](http://lei.sr?a=S6Z8x_S)

## Workplace wellness helps earnings

Dr Kenneth Pelletier, Professor of Medicine and Professor of Public Health at UCSF and the University of Arizona Schools of Medicine, tackled the issue of workplace wellness during a panel at the Global Wellness Summit.

Pelletier argued that spa and wellness providers need to learn a vocabulary that enables them to grow their workplace wellness contracts by communicating more effectively with businesses.

"Corporations don't know you exist," he explained.

Pelletier said a forthcoming study will show that companies with corporate wellness schemes generate a 200 per cent greater return for shareholders, and that a proportion of this profit can be attributed to their wellness programmes.

Pelletier took a sample of companies that have won the C. Everett Koop Award – named for the former US Surgeon General and designed to recognise workplace health programmes – and looked at their earnings three years before and after winning the



Dr Kenneth Pelletier discussed workplace wellness at the GWS

award. Results showed that against an average among the S&P 500 of a 150 per cent return, the Koop winners showed a whopping 350 per cent return over the six-year period.

Pelletier also said today's measure of return on investment will rapidly be replaced by a new measure – value on investment – which includes things like satisfaction, employee motivation, staff turnover and performance profitability, and that companies are becoming more interested in having a culture of health.

Details: [http://lei.sr?a=y5a2w\\_S](http://lei.sr?a=y5a2w_S)

## Transparent teamwork, self-management key in holocracy

Maggie Hsu, an advisor for online shoe retailer Zappos, talked to Global Wellness Summit delegates about holocracy – an organisational system based on self-management and transparent teamworking that Zappos is deploying.

Hsu said working in a holocracy means playing to people's strengths so each worker can have numerous roles within the organisation, depending on their strengths and interests.

In a holocracy, everyone has a responsibility to sense gaps between what is and what could be, and to take action to close it, explained Hsu.

She said every time the size of a city doubles, innovation and productivity increase by 15 per cent, but when companies get bigger, innovation and productivity go down. Zappos wants its organisation to function more like a city, said Hsu. Structures need to appear and disappear based on the forces that are acting on the organisation at any one time.

"In a holocracy, everyone is responsible for innovation," Hsu explained.

Details: [http://lei.sr?a=G3A6n\\_S](http://lei.sr?a=G3A6n_S)

## Healthy buildings vital for wellness

Dr Josef Allen, Assistant Professor of Harvard's T.H. Chan School of Public Health, discussed Harvard's Healthy Buildings Programme during the recent Global Wellness Summit in Mexico City, focusing on a new vocabulary to describe indicators of healthy environments.

Allen highlighted the link between material selection for buildings and the impact on human health. Humans spend 90 per cent of their time indoors, said Allen, and these interior environments are the areas most people are ignoring when it comes to improving workplace wellness for employees.

"We all know that going outside is healthier than being indoors, but many of us don't know that even our carpets and chairs exude chemicals that affect our health, such as obesogens," said Allen.

The average room gets one air change per hour, according to Allen, but in the 1980s



Dr Allen said that buildings have a huge impact on human health

this was reduced when air conditioning energy costs were reduced – down to 0.2 air changes per hour. In 1985, this stale air led to Sick Building Syndrome, the name given to the concentration of indoor pollutants.

"It is no longer acceptable to be in a building that makes us 'not sick,'" said Allen. "We need buildings that make us healthy."

Details: [http://lei.sr?a=Q4F8A\\_S](http://lei.sr?a=Q4F8A_S)

## In the future, buildings will be alive

Liz Terry, CEO of Leisure Media and editor of *Spa Opportunities* and *Spa Business* magazines, identified two architectural trends for the wellness industry in a session at the Global Wellness Summit.

In the future, Terry said buildings that are alive and able to sense will intuit our every need.

"Imagine walking through the door – the building will immediately know who you are – and if you're tired, it will dim the lights or increase oxygen levels; if you're cold, it will make the air warmer; if you're hungry, it will scan your body, know what nutrients you need, and fabricate the food for you," said Terry.

She imagined buildings that can grow additional rooms, or move doors or windows to follow the light, and that when damaged, are able to heal themselves.

"We already use biomimicry to recreate the natural functions of nature in buildings, and this will be the next stage of evolution of that idea," said Terry.



Liz Terry identified architectural trends for the wellness industry

Terry also said that responsive environments in interior design will become important, through the harnessing of biological, mechanical and digital next-generation technology.

"We already have haptics – surfaces which feel as they look,...but this is just the beginning," said Terry. "One day, we'll have fabrics which cuddle us, food which tickles our tongues as we eat it, and sensory environments which can stimulate or comfort us depending on our mood."

Details: [http://lei.sr?a=t4a9z\\_S](http://lei.sr?a=t4a9z_S)

# Mentorship programme set to grow

Jean-Guy de Gabriac, president of Tip Touch International, spoke about the Global Mentorship Programme at the Global Wellness Summit.

“Therapists and receptionists can get training, but there’s normally no budget to help spa managers,” said de Gabriac. “We developed the mentorship programme to make spa managers better leaders.”

Sixteen mentors and 33 mentees took part in the 2015 pilot mentorship programme, and De Gabriac expects the 2016 programme to grow to include 50 mentors and 100 mentees across more than 30 countries. He said the mentorship programme provides handbooks to both mentors and mentees to be sure they both know what’s expected of them in the programme.

Almost all of those surveyed (98 per cent) who took part in the 2015 programme found it ‘very successful’ or ‘successful,’ according to a new report released by the



Jean-Guy de Gabriac spoke about the programme at GWS

programme, and 100 per cent of participants said they believe it benefits the spa industry. When asked to assess their effectiveness in areas such as leadership and management; strategic planning; human resources and priority management, 77 per cent of mentors said their mentees are better leaders due to their participation and 97 per cent of mentees say they are more effective thanks to the programme.

Details: [http://lei.sr?a=K4p3c\\_S](http://lei.sr?a=K4p3c_S)



## Malleret: Wellness may soon be compulsory worldwide

Thierry Malleret, co-founder of *The Monthly Barometer* – a predictive analysis for private investors and decision makers – spoke at the Global Wellness Summit (GWS) about how wellness may become mandatory worldwide.

“The macro world is ‘unwell’ – meaning the global economic, geopolitical, societal and environmental outlooks are all negative,” said Malleret, highlighting that the most prevalent trend affecting the global economy is an ageing population, followed by health spending. He also said adult obesity is increasing in most emerging markets.

To help people live longer and healthier lives, Malleret says policies are needed to make wellness compulsory worldwide.

In the US, 30 per cent of all federal spending goes to ageing-related costs, said Malleret. Obesity costs US\$2trn (€1.9trn, £1.3trn) a year, which is 2.8 per cent of the global GDP – and these are only two of the reasons that pressure is increasing to make the world ‘well’.

Malleret reasoned that there are two ways to fix the over-spending on health.

“First, we can increase the global GDP dramatically; 2-3 per cent is not enough,” he said. “We would also need to see a giant increase in productivity for this to work. Second, we can implement preventive healthcare to reduce costs through wellness.”

Malleret said the first option is uncertain, making the second measure inevitable.

“It will be up to different countries to address their health issues and they will each do this differently,” he said. “Countries simply have no choice.”

Malleret sees an upcoming convergence between wellness and wellbeing: “Wellbeing has predictive power over wellness: if you are happy, you live a longer life and your immune system is better.”

Malleret also predicts a change in consumer demand, from hedonic wellness treatments and services to eudaimonic wellbeing approaches – focusing on a person’s sense of purpose and self-realisation.

Details: [http://lei.sr?a=4W7N4\\_S](http://lei.sr?a=4W7N4_S)

# Kids give life-lessons to spa leaders

Children from the Thomas Jefferson Institute of Mexico gave one-to-one life-coaching lessons using role-play to leading spa and wellness industry figures at the recent Global Wellness Summit in Mexico City.

The children focused on five coaching skills, including empathy, optimism, goals, self-control and gratitude. Lessons from the children included ‘If you get angry, take a break, hit a pillow and breathe’; ‘Speak clearly and in an assertive way’; ‘Fill your happiness bag by giving’; ‘Be thankful for what you have; if you say thanks, you feel happy’; ‘Value what you have’; ‘You control yourself – other people cannot control you’; ‘Trust yourself, have confidence in yourself, and you can do anything’; ‘We’re responsible for our own happiness and we cannot blame others for our unhappiness.’

“We have seen here that children can teach adults,” said Esther Oldak, head of



The children focused on five coaching skills

educational development of sustainable intelligence at the school. “...As CEOs, we forget the basics. We’re so caught up with success that we don’t realise that someone that isn’t happy cannot be successful.”

Details: [http://lei.sr?a=u4z4M\\_S](http://lei.sr?a=u4z4M_S)

# SRI reveals new research findings

During the GWS, SRI International (SRI) revealed early findings from the Global Wellness Institute's upcoming research report into wellness at work.

The full report will be published in January 2016. SRI's Ophelia Yeung and Katherine Johnston said bad working conditions worldwide were undermining the wellness of the planet and productivity.

"Wellness at work is the right to work in a manner that is healthy, safe, motivating and edifying," said Johnston. "We are responsible for conducting work in a way that improves our wellness and the wellness of others."

Their research found that existing workplace wellness schemes are valued by less than one in ten workers because they are suspicious of a company's motives in delivering them.

Workplace wellness is worth US\$40bn (€38bn, £26.5bn) globally as an industry, but Yeung said many workplace wellness programmes miss the mark because they are seen as an HR function, instead of being integrated into the company culture. Yeung suggested companies should adopt a wellness culture across the entire organisation.

SRI identified seven future trends for work:

1. Both companies and governments will demand change to the status quo due to rising costs and worsening health.
2. Wellness at work is going to explode across



SRI International's Ophelia Yeung Identified seven trends

the world in the coming 5-10 years: employers need to keep workers well to stay competitive.

3. Workplace wellness programmes as we know them today will disappear; in their place, companies will create a culture of wellness, and embed wellness in long-term strategy.

4. People will take more responsibility for their own wellness and how work affects it.

5. Companies that do not provide well working environments will have a difficult time recruiting and retaining good people.

6. Doing right by employees and the community is good for business. People will be less interested in companies associated with the destruction of the environment or those that don't treat their employees fairly.

7. Governments will become more and more aggressive about mandating wellness, including workplace in the workplace.

Details: [http://lei.sr?a=N9Z3u\\_S](http://lei.sr?a=N9Z3u_S)

# SUMMIT SNAPS

This year's Global Wellness Summit welcomed 450 delegates to the St Regis, Mexico City. *Spa Opportunities* was there to report for you



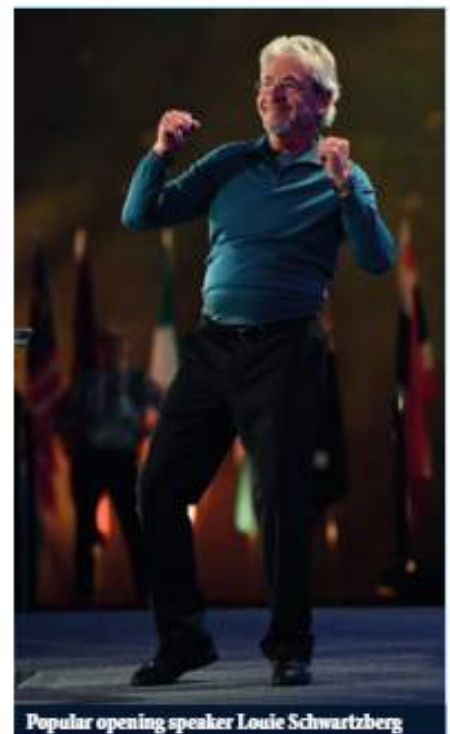
GWS chair, Susie Ellis, opens the conference



Ellis thanks GWS 2015 co-chairs, Alfredo Carvajal and Gina Díez Barroso



Schwartzberg ended his talk with dance music which got everyone moving



Popular opening speaker Louie Schwartzberg



Keynote Ken Pelletier on workplace wellness



A high level panel discussed the link between spa and the medical profession



Maggie Hsu from Zappos champions holacracy



Thierry Malleret: wellness will be mandatory



SRI's Ophelia Yeung and Katherine Johnston presented GWT's research into workplace wellness



Samer Hamadeh: Zeel will work with spas



Harvard's Josef Allen spoke on healthy buildings



Cristine Chisholm talked about the microbiome



Edie Weiner tackled the subject of brain sex



Spa Opps' Liz Terry spoke on architecture trends



Delegates enjoyed a Mexican healing ritual



A child to adult counselling session was popular



Agapi Stassinopoulos shared her views on life



Keynote speaker, Deepak Chopra talked about epigenetics and the future of health and wellness



Deepak Chopra led delegates in a meditation



GWS is time for catching up with friends: Anne McCall Wilson, Amy McDonald and Noel Asmar



The Spa & Wellness careers group launched a new website in partnership with Leisure Media



Networking lunches gave delegates the chance to share views on a wide range of subjects



Susie Ellis with twin Katrine Formby



Management games at the Centro evening



The final champagne toast



Belgin Aksoy on her Global Wellness Day successes



Aksoy with her Global Wellness Day ambassadors: the Initiative is now celebrated in 72 countries



Mary Tabacchi presented the student prizes



Deborah Szekely updated on [wellnesswarrior.org](http://wellnesswarrior.org)



Event sponsors were presented with medals on stage and gathered with the GWS board for a photo



2016 co-chair Sue Harnsworth's Investment Panel



Events included a fabulous Mexican dance evening



Geraldine Howard: Spa Woman of the Year Award



2016 co-chair, Franz Linser and Susie Ellis fly the flag for Austria. Next year's event will be in Kitzbühel

# Wellness awards honour industry icons

Winners of the second annual Global Wellness Awards, which honour industry members and students, were announced at the Global Wellness Summit.

The University of Nevada Las Vegas, US, won the Student Challenge Award.

The award for Wellness Innovator went to Mel and Enid Zuckerman, founders of Canyon Ranch, which has locations in Arizona and Massachusetts, US, and is set to open its first international location in Kaplankaya, Turkey. The Zuckermans also helped found the Mel and Enid Zuckerman College of Public Health at the University of Arizona and the Wellness Council of Arizona, a nonprofit organisation fostering worksite wellness.



Members of the Green Spa Network gather onstage at GWS

award via a live video link. Howard is battling cancer, so was not able to travel to the event. She also presented delegates with a special essential oil blend (*see story, page 2*).

The Leader in Workplace Wellness – a new award this year – went to Dr. Kenneth Pelletier, Professor of Medicine and Professor



Dr Pelletier (second from left) accepting his award



Geraldine Howard accepted the award via video

The Leader in Sustainability award went to the Green Spa Network – the first time the Global Wellness Institute has given the award to an organisation rather than a spa. Members of the Green Spa Network, which is a not-for-profit trade association that explores the connections between personal wellbeing, economic sustainability and the health of the planet, gathered on stage to accept the award.

The Leading Woman in Wellness award went to Geraldine Howard, founder of spa brand Aromatherapy Associates, who accepted the

of Public Health at UCSF and the University of Arizona Schools of Medicine. Dr. Pelletier also spoke about workplace wellness at the conference (*see story, page 4*), where he said today's measure of return on investment will be replaced by value on investment.

And the Building a Well World Award 2015 went to Michael R Bloomberg, American business magnate, politician, and philanthropist, who served as the 108th Mayor of New York City for three consecutive terms.

Details: [http://lei.sr?a=K2k8b\\_S](http://lei.sr?a=K2k8b_S)

# GLOBAL WELLNESS SUMMIT



“BUILDING A WELL WORLD”.

POR CARLOSLUCIO RAMOS  
FOTOS CORTESÍA GWS

**D**el jueves 12 al domingo 15 de noviembre la Ciudad de México fue escenario de la Cumbre Global de Bienestar, evento por invitación que desde hace nueve años reúne a los líderes y pensadores más brillantes en salud, medicina, economía, turismo, comunicación, gobierno, ciencia y filosofía, así como a representantes de diversas industrias relacionadas con el tema del bienestar humano: alimentación, spa, hotelería, cultura, deporte, educación, cosmética...

## **BUILDING A WELL WORLD**

Edificar un Mundo de Bien fue el tema del Global Wellness Summit Mexico City 2015, calificado como el más grande e importante en la historia del foro.

No sólo por los cerca de 500 delegados que se dieron cita, sino también por el record de 41 países representados, el número de ponencias ofrecidas y el abanico más amplio de disciplinas e instituciones presentes -incluidas en esta ocasión las universidades Harvard y Duke, los laboratorios Johnson & Johnson y la clínica Mayo, por mencionar algunas.





A esto se suma el que por primera vez ha sido una ciudad la que fungió como Patrocinador Oficial de la Cumbre –nuestra fascinante y tormentosa Ciudad de México.

#### **ELLIS - Díez BARROSO - CDMX**

La prestigiosa analista Susie Ellis, Presidenta y CEO del Global Wellness Summit, contó para esta edición con el respaldo de su Co-Presidenta Gina Díez Barroso de Franklin, empresaria cuya visión y trabajo de varios años hicieron posible no sólo traer el evento a México, sino contar con el patrocinio del Gobierno capitalino a través de la Secretaría de Turismo y su titular, Miguel Torruco Marqués.

The St. Regis Mexico City fue sede oficial del Global Wellness Summit 2015, aun cuando buen número de delegados se hospedaron igualmente en el Four Seasons Hotel Mexico, D.F.

## PALACIO DE BELLAS ARTES

Paralelamente a los trabajos propios de la Cumbre, el amplio programa incluyó actividades de bienvenida, paseos en Turibús por la ciudad, comidas, cocteles y diferentes amenidades, así como una visita al Centro de Diseño y Comunicación, en la avenida Constituyentes.

Sin embargo, una experiencia inolvidable para todos los visitantes fue el Ballet Folklórico de México de Amalia Hernández: una presentación especial en el Teatro del Palacio de Bellas Artes, diseñada para el grupo como evento previo a la cena de gala en ese recinto histórico.

El formidable espectáculo musical sorprendió visualmente, llenó de alegría y conmovió el corazón de todos los delegados.

## EL BIENESTAR A FUTURO

Bajo la atinada conducción de Giselle Fernández -periodista con cinco Emmy Awards-, los expositores en el Global Wellness Summit Mexico City 2015 compartieron información y reflexiones multidisciplinarias para crear estrategias que eventualmente conduzcan a Edificar un Mundo de Bien -en el más amplio sentido del bienestar.

Entre las conclusiones de la Cumbre, Susie Ellis destacó que para el año 2020 el bienestar se convertirá en un tema obligatorio en cada vez más países; que los avances en investigación de células madre, epigenética y tecnología médica integrativa seguirán un curso imparable, y que tanto la salud preventiva como el bienestar en centros de trabajo serán tema obligado e ineludible para todos los empleadores.

"En un mundo de enfermedades crónicas, la atención sanitaria y los programas de bienestar pagados por las empresas deben ser una prioridad. Este llamado a trabajar conjuntamente en función del bienestar debe equipararse al de los acuerdos de Kioto, donde los gobiernos del mundo se reunieron por primera vez para declarar su solidaridad contra el cambio climático", afirmó en México la Presidenta y CEO del Global Wellness Summit.





## CAMBIOS PARA EL 2016

La Cumbre Global de Bienestar Ciudad de México 2015 arrojó luz sobre una serie de cambios clave que podremos atestiguar en el tema del bienestar a partir del próximo año.

Enumerados de forma sintética, los cinco principales son los siguientes:

1. **Medicina vs. Bienestar.** La medicina integrativa de que se ha hablado por décadas es finalmente una realidad. Las principales instituciones médicas aseguran que nos encontramos en un verdadero punto de inflexión, ya que los centros integradores de bienestar significan que se pagará a los médicos no por curar, sino por prevenir la enfermedad -como ya sucede en Noruega, China y Singapur.
2. **Superalimentos vs. Nutrición Consciente.** Lo que comemos ha cambiado más en los últimos 40 años que en los previos 40,000. La historia de consumir superalimentos (chia, quinoa, goji, etcétera) y su producción chocará inevitablemente con la sostenibilidad. Por su parte, la Nutrición Consciente implica consumir por placer alimentos producidos de forma independiente, limpia y sostenible.
3. **Turismo de Bienestar.** Como sabemos, las experiencias capaces de transformarnos son el núcleo de esta clase de turismo. El destino nunca deja de ser importante, pero lo es mucho más la forma en que una experiencia puede modificar la mente, el cuerpo y el alma del viajero. Los programas e instalaciones wellness serán cada vez más una herramienta complementaria en el destino.
4. **Bienestar imperceptible.** El futuro llega con tecnologías para conformar un ambiente de bienestar en el entorno cotidiano: buscar la perfección en el tejido mismo de nuestra vida. Desde un despertar con luces y sonidos que simulan el amanecer, prendas sensibles que brindan calor o dan masaje, hasta sensores de cama capaces de monitorear alteraciones durante el sueño y modificar la ventilación o temperatura en la recámara.
5. **Bienestar en el espacio laboral.** Las nuevas investigaciones prevén un cambio radical en los enfoques del bienestar en el trabajo. Esto creará una verdadera y efectiva cultura de bienestar y salud en el espacio laboral, dirigida a garantizar entre los empleados y sus familias el bienestar físico, emocional y financiero -con atención médica integral para atender y prevenir las enfermedades.





### DEEPAK CHOPRA

Pionero en el campo de la Medicina Cuerpo-Mente conocida también como alternativa, el Dr. Deepak Chopra fue invitado como orador principal de la Cumbre. Tras presentar un video conmovedor sobre el origen de la vida y el ser humano -desde las células y la concepción hasta el desarrollo y nacimiento-, centró su conferencia en el genoma humano, el ADN y la decodificación del epigenoma.

"Durante años hemos escuchado que descifrar el genoma es la base para erradicar cualquier tipo de enfermedad, pero ahora sabemos que el ADN es constantemente modificado por el estilo de vida y el medio ambiente. Nuestra investigación epigenómica ha identificado más de 20 marcadores -de un total de 2,400- que no son inmutables: genes cuya decodificación nos permite influir en ellos positivamente y conferirles una dirección evolucionada, en términos de bienestar y desarrollo humano."

Las claves de esta revolucionaria teoría del Dr. Chopra incluyen dieta de fibra y probióticos, sueño planificado, meditación consciente, yoga, control de las emociones y ejercicio.

Con un postulado final sobre la necesidad de dar vida a un capitalismo que mida no el valor sino el bienestar neto de la sociedad, democratizándolo para llevarlo a más miembros de la sociedad -incluyendo ancianos, personas con cáncer niños y niños-, el Global Wellness Summit Mexico City 2015 fue un gran éxito... que esperamos se repita.

La Cumbre 2016 será en Tirol, Austria, del 17 al 19 de octubre. ¡Enhorabuena!

## La CDMX, sede de la Global Wellness Summit 2015

📅 noviembre 13, 2015 👤 ricardo 📍 Ciudad de México, Turismo, Turismo de Negocios

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- La importancia turística, económica y cultural de la capital del país, por encima de otras naciones
- Los gastos en turismo de salud y bienestar crecen un 16% anual, equivalente a 26 mmd
- México considerado el número 11 con un mercado valuado en los 10.5 mmd



/Pasaporte Informativo/

Por la importancia de su infraestructura turística; desarrollo económico y patrimonio cultural, tradicional y artístico, la Ciudad de México fue elegida sede de la más prestigiosa reunión anual de líderes empresariales, gubernamentales y académicos de la industria del bienestar, viajes y spa's del mundo.

Al hacer notar que este encuentro internacional reúne cada año a visionarios y líderes internacionales relacionados con la industria del bienestar, el Secretario de Turismo de la CDMX, Miguel Torruco Marqués, explicó que se trata de la Novena Cumbre Anual de la organización *Global Wellness Summit* (GWS), la cual se realiza en la capital mexicana del 13 al 15 de Noviembre próximo.

Señaló que de acuerdo a datos proporcionados por GWS 2015, los gastos en turismo de salud y bienestar en la región de América Latina y el Caribe, crecen a una tasa anual del 16%, equivalente a 26 mil millones de dólares al año, dos veces más rápido que los viajes en general en América Latina y el Caribe.

En su caso particular México, explicó, tiene una gran tradición en materia de salud y bienestar que se remonta a la época prehispánica con el uso de temazcales y herbolaria para efectos de recreación, purificación y sanación.

Nuestro país, agregó, es un centro de gran influencia global y regional en cuanto a turismo de bienestar, lo cual queda de manifiesto con la información que nos da a conocer GWS:

considerado el número 11 en el mundo, con un mercado valuado en los 10.5 mil millones de dólares, cuatro veces más grande que el de Brasil, el segundo mercado de la región con un valor estimado en 2.5 mil millones de dólares y atrae a casi uno de cada dos “dólares de turismo” gastados en la región.

Torruco Marqués enfatizó que la Ciudad de México, se ha convertido en el principal centro de salud y bienestar de América Latina, al ofrecer una infraestructura de spas de clase mundial y una amplia variedad de servicios que usan desde prácticas ancestrales, hasta aquellas de vanguardia.

Mencionó que en la actual administración, este segmento de mercado ha adquirido particular importancia, tanto así que el Jefe de Gobierno, Miguel Ángel Mancera, giró instrucciones para instrumentar el programa “*Turismo de Salud*”, mismo que fue lanzado en enero del 2014, con la participación de la Secretaría de Salud, propietarios de hospitales, tour operadores, hoteleros y la Secretaría de Turismo.

El responsable de la política turística en la capital del país añadió que “en una primera etapa, nos abocamos a desarrollar e implementar una estrategia que permita a nuestros visitantes nacionales disfrutar de los magníficos atractivos turísticos del Distrito Federal, a la par de poder someterse a tratamientos preventivos de salud, estéticos o de bienestar”.

Comentó que es muy grato para el Gobierno capitalino recibir en la Ciudad de México la “*Cumbre Mundial de Bienestar Global Wellness Summit 2015*”, en esta su novena edición que, además; es la primera vez que una ciudad, y no un país, la que asume el papel de anfitrión de esta cumbre.

Dijo que ser el anfitrión de GWS 2015 representa una plataforma única para mostrar lo que la Ciudad de México tiene que ofrecer en cuanto a cultura, gastronomía, bienestar, clima y una gran variedad de atractivos que la han convertido en el destino Premium para vacacionar de América Latina.

Global Wellness Summit 2015 reunirá a delegados de 50 países, líderes de la industria del bienestar, representantes de gobierno y académicos, por lo que se espera la asistencia de 500 personas y una derrama económica del orden de los 2 millones de dólares.

Acompañaron al Secretario Torruco Marqués la Presidenta y Directora Ejecutiva de Global Wellness Summit, Susie Ellis, Gina Díez Barroso, una de las empresarias más importantes del país en el desarrollo del diseño y la innovación y Alfredo Carvajal, co-chair del GWS.



Foto: GDF

## Agenda del Jefe de Gobierno para el 13 de noviembre de 2015

Por Redacción [Sigue a @CDMXico](#) 5,026 seguidores



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Jueves 12 noviembre del 2015 - 10:59 PM

Actividades del 13 de noviembre en el Gobierno de la Ciudad de México

### JEFE DE GOBIERNO

- 08:30 horas. El Jefe de Gobierno de la Ciudad de México, Miguel Ángel Mancera Espinosa, encabeza el evento Corredores Sevilla-Defensa/Toreo-Buenavista. La cita es en el Patio Oriente del Antiguo Palacio de Ayuntamiento, ubicado en Plaza de la Constitución No. 2, Centro Histórico.
- 11:00 horas. El Jefe de Gobierno de la Ciudad de México, Miguel Ángel Mancera Espinosa, preside la Declaratoria del Día de las Personas Trans y Acuerdo de la Creación de la Unidad de Atención y Prevención de la Violencia (UNAVI) para la Población LGTBTTI. La cita es en el Patio Oriente del Antiguo Palacio de Ayuntamiento, ubicado en Plaza de la Constitución No. 2, Centro Histórico.
- NOTA: El Jefe de Gobierno de la Ciudad de México, Miguel Ángel Mancera Espinosa, asiste a la Inauguración de la CXV Jornada Nacional del Notariado Mexicano.
- NOTA: El Jefe de Gobierno de la Ciudad de México, Miguel Ángel Mancera Espinosa, acude a la Sesión Ordinaria del Consejo Nacional de Protección Civil.

### COORDINATE

- 10:00 horas. La secretaria de Educación de la Ciudad de México, Alejandra Barrales Magdaleno, invita a la Comparecencia ante Comisiones Unidas de Educación y Ciencia, Tecnología e Innovación. La cita es en el Salón Heberto Castillo de la Asamblea Legislativa del Distrito Federal, ubicado en en Donceles esquina con Allende S/N, Centro Histórico.
- 10:30 horas. El secretario de Turismo de la CDMX, Miguel Torruco Marqués, dará a conocer los pormenores de la Reunión Cumbre Internacional de la Organización Global Wellness Summit. La cita es en el Salón Diamond, piso 2, del hotel St. Regis México City, ubicado sobre Avenida Paseo de la Reforma No. 439. Posteriormente, asiste a Balderas y Plaza de la Ciudadela con motivo del 50 Aniversario del Mercado de Artesanías de La Ciudadela.
- 11:00 horas. El Director General del Sistema para el Desarrollo Integral de la Familia, Gamaliel Martínez Pacheco, encabeza La Jornada del DIF Itinerante. La cita es en el CDC Iztapalapa, ubicado en calle La Ford esquina Ermita Iztapalapa, colonia Reforma Política. Posteriormente, realiza recorrido y entrega de despensas al Comedor Popular "Nuestras Raíces". La cita es en calle Macahuite Mz. 1 "D", Lt. 1, colonia Lomas de San Lorenzo. A continuación, visita el Comedor Popular "Del Mar". La cita es en la calle Marlin manzana 12, lote 14, colonia del Mar, delegación Tláhuac.
- 12:00 horas. El Instituto de las Mujeres del Distrito Federal invita a la 10ª Feria Anual de la Red de Productoras y Artesanas de la Ciudad de México. La cita es en el Kiosco Morisco, Alameda de Santa María La Ribera, ubicado en el cruce de las calles Dr. Atl y Salvador Díaz Mirón, colonia Santa María La Ribera, delegación Cuauhtémoc.
- 12:40 horas. El secretario de Salud del Gobierno de la Ciudad de México, Doctor Armando Ahued Ortega, comparece ante las Comisiones de Salud y Asistencia Social y Atención a Grupos Vulnerables de la VII Legislatura de la Asamblea Legislativa del Distrito Federal. La cita es en el Recinto de Donceles y Allende S/N, Centro Histórico.
- 16:50 horas. La directora general del INJUVE, María Fernanda Olvera Cabrera, encabeza la premiación del 5º Concurso Nacional de Fotografía sobre Derechos Humanos. La cita es en el Centro de Educación Continua Unidad Allende, ubicada en Belisario Domínguez No. 22, Centro Histórico.

## La Ciudad de México es Sede de la Cumbre “Global Wellnes Summit 2015”

por [eltiojorge](#) - nov 14, 2015

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- La importancia turística, económica y cultural de la capital del país, por encima de otras naciones
- Los gastos en turismo de salud y bienestar crecen un 16% anual, equivalente a 26 mmd
- México considerado el número 11 con un mercado valuado en los 105 mmd



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del 13 al 15 de noviembre.

Por la importancia de su infraestructura turística; desarrollo económico y patrimonio cultural, tradicional y artístico, la Ciudad de México fue elegida sede de la más prestigiosa reunión anual de líderes empresariales, gubernamentales y académicos de la industria del bienestar, viajes y spa's del mundo.

Al hacer notar que este encuentro internacional reúne cada año a visionarios y líderes internacionales relacionados con la industria del bienestar, el Secretario de Turismo de la CDMX, Miguel Torruco Marqués, explicó que se trata de la Novena Cumbre Anual de la organización Global Wellness Summit (GWS), la cual se está llevando a cabo en la capital mexicana

Al señalar que de acuerdo a datos proporcionados por GWS 2015, los gastos en turismo de salud y bienestar en la región de América Latina y el Caribe, crece a una tasa anual del 16%, equivalente a 26 mil millones de dólares al año, dos veces más rápido que los viajes en general en América Latina y el Caribe.

En el caso particular de México, explicó, tiene una gran tradición en materia de salud y bienestar que se remonta a la época prehispánica con el uso de temazcales y herbolario para efectos de recreación, purificación y sanación.

Agregó que nuestro país, es un centro de gran influencia global y regional en cuanto a turismo de bienestar se trata, lo cual queda de manifiesto con la información que nos da a conocer GWS: considerado el número 11 en el mundo, con un mercado valuado en los 10.5 mil millones de dólares, cuatro veces más grande que el de Brasil, el segundo mercado de la región con un valor estimado en 2.5 mil millones de dólares y atrae a casi uno de cada dos "dólares de turismo" gastados en la región.

Torruco Marqués enfatizó que en el caso de la Ciudad de México, se ha convertido en el principal centro de salud y bienestar de América Latina, ofreciendo una infraestructura de spas de clase mundial y una amplia variedad de servicios, usando desde prácticas ancestrales hasta aquéllas de vanguardia.

Mencionó que en la actual administración, este segmento de mercado ha adquirido particular importancia, tanto así que el Jefe de Gobierno, Miguel Ángel Mancera, giró instrucciones para instrumentar el programa "Turismo de Salud", mismo que fue lanzado en enero del 2014, con la participación de la Secretaría de Salud, propietarios de hospitales, tour operadores, hoteleros y la Secretaría de Turismo.

El responsable de la política turística en la capital del país añadió que "en una primera etapa, nos abocamos a desarrollar e implementar una estrategia que permita a nuestros visitantes nacionales disfrutar de los magníficos atractivos turísticos del Distrito Federal, a la par de poder someterse a tratamientos preventivos de salud, estéticos o de bienestar".

Comentó que es muy grato para el Gobierno capitalino recibir en la Ciudad de México la "Cumbre Mundial de Bienestar Global Wellness Summit 2015", en esta su novena edición, además de ser ésta la primera vez que una ciudad, y no un país, asume el papel de anfitrión de esta cumbre.

Dijo que ser el anfitrión de GWS 2015 representa una plataforma única para mostrar lo que la Ciudad de México tiene que ofrecer en cuanto a cultura, gastronomía, bienestar, clima y una gran variedad de atractivos que la han convertido en el destino Premium para vacacionar de América Latina.

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**Acompañaron al Secretario Torruco Marqués la Presidenta y Directora Ejecutiva de Global Wellness Summit, Susie Ellis, Gina Díez Barroso, una de las empresarias más importantes del país en el desarrollo del diseño y la innovación y Alfredo Carvajal, co-chair del GWS.**

## Recibe DF 9ª Cumbre Anual Global Wellness Summit (GWS)

Noticias Turismo nov 13, 2015

91



Este fin de semana, la Ciudad de México es sede de la novena edición mundial de *Global Wellness Summit* (GWS), evento que reúne a líderes empresariales, gubernamentales y académicos de la industria del bienestar, viajes y spa's del mundo.

Miguel Torruco Marqués, titular de la Secretaría de Turismo del Distrito Federal, comentó que gracias a la infraestructura turística; desarrollo económico y patrimonio cultural, tradicional y artístico de la capital, se logró obtener dicho evento que recorre todas las partes del mundo.

De acuerdo a GWS 2015, los gastos en turismo de salud y bienestar en la región de América Latina y el Caribe, crece a una tasa anual del 16%, equivalente a 26 mil millones de dólares al año, dos veces más rápido que los viajes en general en América Latina y el Caribe.

En el caso particular de México, explicó Miguel Torruco, se tiene una gran tradición en materia de salud y bienestar que se remonta a la época prehispánica con el uso de temazcales y herbolaria para efectos de recreación, purificación y sanación.

Agregó que México es un centro de gran influencia global y regional en cuanto a turismo de bienestar se trata, pues es considerado dentro de los 12 destinos con mayor influencia en cuanto a bienestar y salud.

Además, recordó que éste es un mercado valuado por 10.5 mil millones de dólares, es decir, 4 veces más grande que el de Brasil, el segundo mercado de la región con un valor estimado en 2.5 mil millones de dólares y atrae a casi uno de cada dos "dólares de turismo" gastados en la región.

Global Wellness Summit 2015 reunirá a delegados de 50 países, líderes de la industria del bienestar, representantes de gobierno y académicos, por lo que se espera la asistencia de 500 personas y una derrama económica del orden de los 2 millones de dólares.

## Llega la cumbre “Global Wellness Summit 2015” a The St. Regis México

*Construyendo un Buen Mundo* es el tema que guiará este año la cumbre “Global Wellness Summit 2015” que se llevará a cabo del 13 al 15 de noviembre en el hotel The St. Regis México para recibir a número récord de asistentes de 40 países diferentes.



La novena edición contará con las ponencias de ejecutivos de empresas como Cirque du Soleil, Zappos y Huffington Post y, con la participación del doctor Deepak Chopra, experto en el sector de spa, medicina, fitness, educación, inversión y bienestar laboral.



Considerada como la cumbre más prestigiosa dentro del mundo de bienestar y generadora de relaciones organizará mesas redondas y paneles como el moderado por Scientific American's Jeremy Abbate para reunir a la Clínica Mayo y Duke Medicina Integrativa y debatir sobre cómo la medicina y el bienestar trabajan juntos.



Agapi Stassinopoulos, Thierry Malleret, Nerio Alessandri, Gina Díez Barroso y Martín Boudreau compartirán el pódium con Chopra para hablar acerca de quién es responsable del bienestar del mundo.














El encuentro internacional concluirá su edición 2015 con **noches de Gala** en la Universidad CENTRO y un espectáculo contemporáneo a cargo del **Ballet Folclórico de México** en el Palacio de Bellas Artes.



Les compartimos la galería de fotos de la rueda de prensa llevada a cabo hoy en donde será la sede:



Alfredo Carvajal, Gina Díez Barroso y Miguel Torruco Marqués	Alfredo Carvajal, Gina Díez Barroso y Miguel Torruco Marqués	Aspecto
		
Gina Díez Barroso	Gina Díez Barroso	Gina Díez Barroso
		
Alfredo Carvajal	Alfredo Carvajal	Miguel Torruco Marqués
		
Miguel Torruco Marqués	Alfredo Carvajal, Gina Díez	Gina Díez Barroso y Miguel



## Deepak Chopra revela interesantes datos sobre la humanidad en GWS 2015

Tres días continuos bajo el tema *Construyendo un Buen Mundo* recibieron a la novena edición del cumbre "Global Wellness Summit 2015" en el hotel The St. Regis México que contó con la participación de grandes ponentes y del doctor Deepak Chopra en el panel "Who is responsible for the world?"

El experto en el sector de spa y bienestar laboral estuvo acompañado de Gina Díez Barroso, CEO de Grupo Diarq, Thierry Malleret, co fundador de The Monthly Barometer, Agapi Stathi, autora y conferencista y Giselle Fernández, periodista y cineasta, como moderadora.



En una ronda de preguntas y respuestas Chopra expresó que todos los problemas se pueden rastrear a la violencia e injusticia social, a una mente condicionada y al uso de la tecnología con la cual se espera causar una catástrofe natural. "Cuando escucho noticias de violencia soy realista y espero una transformación social, cada uno de nosotros debe ser el recipiente del amor tal y como lo es el hi: 'Sé el cambio que quieres ver en el mundo'".

Por su parte, Díez Barroso, comentó que se necesitan líderes positivos y saber cómo llegar a la gente para crear un ambiente de bienestar en cualquier país. Algunos de los beneficios de entablar una relación de comunicación con el gobierno y ofrecerle estrategias para una buena calidad de vida son la generación de conciencia y de un nuevo estilo de vida, recalcó.

Para **Barometer** tener una transformación del mundo requiere de **autocrítica y movimientos fundamentales**, sobre todo al ver cómo actúan las compañías globales y que la humanidad es más conflictiva, por lo cual señaló que el **consumismo** es el principal detrimento, debemos ser optimistas y tener un **propósito**.



Fernández cuestionó a Chopra sobre por qué las personas no se sienten valiosas ante varios hechos maravillosos y respondió que **las personas deben perdonar más**. "Somos una especie joven y se debe expandir la conciencia, hay más de 5 mil billones de dólares que se invierten a causas sociales y los cuales crean un capital justo; por ejemplo, si dentro del ambiente laboral se **valora y se respeta al empleado** se cultivan nuevos talentos", señaló.

Y Stassinopoulos explicó que **no importa dónde nos encontremos**, simplemente hay que encontrarnos, palabras que fueron aplaudidas por los asistentes.

Por último, los cuatro ponentes revelaron que **practican lo que predicán** y predicán lo que necesitan saber, por lo que se han inspirado en personajes con una gran trayectoria para llevar bienestar al mundo.



**Barometer** ha tomado como referencia a **Nelson Mandela** por su capacidad de perdonar y a **Bill Gates** en el aspecto financiero, Díez a la **Madre Teresa de Calcuta** por su capacidad de ayudar a las personas y al **Dalái Lama** a quien conoció en la India y, **Stassinopoulos** a su madre, al propio Chopra y a los otros dos ponentes por abrirles las puertas a los demás y plantar semillas para una mejor comunidad.

Para el pionero en medicina alternativa y autor estadounidense los **grandes filósofos griegos hasta los científicos, músicos y artistas** han sido sus mayores inspiraciones porque cuentan los hechos como son.

No olvides visitar nuestra galería de fotos de nuestra cobertura especial.



Miguel Torruco Marqués



Deepak Chopra y Gina Díez Barroso



Billy Rovzar y Gina Díez Barroso



Deepak Chopra



Cory-Watson, Tara Grodjesk y Bonnie Baker



Aspecto



Nicole Volk y Kyra Montagu



Aspecto



Gloria Caulfield



Matthe Williamson y Bobbie Genders



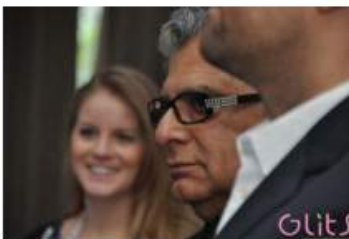
Maria Landa y Juliana Cardona



Aspecto



Giselle Fernández



Deepak Chopra



Paul Scialla



Aspecto



Aspecto



Aspecto



Deepak Chopra



Deepak Chopra



Deepak Chopra



Deepak Chopra



Aspecto



Aspecto



Giselle Fernández, Thierry Mallert, Deepak Chopra, Gina Diez Barroso y Agapi Stassinopoulos



Tyler Porteus, Jessica Carrington y Melissa Mao



Matthee Williamson y Kim Matheson



Octavio Moreno y Monike Zawadz



Aspecto



Max Linares y Cassandra Cavanah



Jonh Bevan, Cherly Patella y



Gina Diez Barroso, Deepak



Sebastian Ocampo, Gina Diez



STYLE WELLNESS AND SPAS | MEXICO

# Hot Spa Trend: Sweating it Out in a Mexican Steam Bath

by Diana Spechler February 9, 2016



Mexican hotels are installing traditional *temazcals* in their spas, where—with help from local shamans—visitors can sweat it all out.

---

It was a sunny afternoon in the Mexican town of San Juan Cosala, on Lake Chapala, but I was sitting in a dark *temazcal*, a traditional sweat lodge, at the lavish La Vita Bella Soul Spa Hotel. Katuza, a local shaman, prayed aloud as he poured water over smoldering rocks. He looked exactly like you might picture a shaman would look—huge dark eyes, a long gray beard, and long gray hair. As the temperature climbed, I pressed rosemary and sage to my face to breathe in something other than hot air.

The *temazcal*—a Nahuatl word that combines *temal* (bath) and *calli* (house)—is an ancient healing tradition, used historically by pregnant women and their midwives. In recent years, many Mexicans have rediscovered this ritual: those who can't afford medical care have started going to *temazcales* for treatment, while the wealthy have built their own, often for entertaining.

Travelers have sought them out as well: La Vita Bella is one of many resorts that have added *temazcales* (for others, see right). Many were constructed by Katuza, who builds them by hand using stones, clay, and brick. He believes in the ritual as a cure-all for everything from parasites and depression to poor circulation.

After 20 minutes in the hut, I crawled out through the low door into the sunshine. Katuza followed and poured water over my head. Shocked by the cold, I shrieked before sprinting across the grass. (Next to sweating, nothing feels more cathartic than a good scream.) Four rounds of sweating and ice water later, Katuza wrapped me in a sheet and I lay on the grass, my body buzzing. It felt like being wrung out. It felt like sitting by the fireplace after a day of skiing. The euphoria lasted all evening. *lavitabella.mx*; doubles from \$127.



Gina Diez Barroso, CEO del grupo Diarq y copresidenta del Global Wellness Summit de este año



Mauricio Reyna, Bonnie Baker, Miguel Torruco, secretario de Turismo del DF, Susie Ellis y Jorge Vázquez

## “Be wellness, be happy”

**Gina Diez Barroso anunció la 9 edición de Global Wellness Summit, del 13 al 15 de noviembre, en el DF**

Bajo el tema “Construyendo un mundo mejor”, la cumbre anual de bienestar contará con la presencia de especialistas en el ramo, entre ellos el pionero en medicina alternativa Deepak Chopra y el director creativo del Circo del Sol, Martin Boudreau.

Las actividades de tres días y en la que se espera la asistencia de 500 personas abordarán a la industria del bienestar, desde perspectivas de turismo, ‘fitness’, belleza, economía, medicina, diseño y tecnología.

Texto: Beatriz Velasco / Fotos: Leonardo Gómez

La actriz nos confesó que es melómana y que la música la ayuda a crear sus personajes. Nos comentó: “Cada personaje lo identifico con una canción”.



1	Respect Aretha Franklin	
“En la última obra que hice me ayudó a entrar en época”		
2	Skinny love Bon Iver	
“La usaba antes de entrar a escena en una obra de Tennessee Williams”		
3	Help Beatles	
“Los Beatles me ayudan mucho a relajarme”		
4	Startman / David Bowie	

## 45





Mejoramiento de la infraestructura turística en México. El presidente del Consejo Mundial de Turismo, Juan Carlos Rodríguez Cordero, se reúne con autoridades mexicanas en el marco de la Cumbre Mundial de Turismo 2025.

MERCADO DE 10,500 MILLONES DE DÓLARES

## Ven potencial en turismo de salud y bienestar en México

La presidenta de la CMTA dijo que nuestro país se ubica en la posición mundial 11. al DF será sede del IX Congreso Global de Salud

Reporte de la CMTA

El turismo de salud y bienestar es una "nueva frontera" de crecimiento y desarrollo en México, afirmó la presidenta del Consejo Mundial de Turismo (CMTA), Juan Carlos Rodríguez Cordero, al presentar el informe de la CMTA sobre el potencial del turismo de salud y bienestar en México. Rodríguez Cordero afirmó que México se ubica en la posición 11.ª mundial en este sector, lo que representa una gran oportunidad para el país. El informe de la CMTA destaca que el turismo de salud y bienestar es una de las industrias más prometedoras del futuro, con un potencial de crecimiento de 10,500 millones de dólares en los próximos años. Rodríguez Cordero también mencionó que México será sede del IX Congreso Global de Salud, un evento que reunirá a líderes de la industria de todo el mundo.

El informe de la CMTA también menciona que el turismo de salud y bienestar es una industria que está creciendo rápidamente en todo el mundo. Según el informe, el turismo de salud y bienestar es una industria que está creciendo a una tasa del 10 por ciento anual. Esto se debe a que las personas están buscando formas de mejorar su salud y bienestar, y el turismo de salud y bienestar ofrece una variedad de opciones para hacerlo. Rodríguez Cordero afirmó que México tiene todo lo necesario para convertirse en un destino líder en este sector, incluyendo una rica herencia cultural, una hermosa naturaleza y una excelente infraestructura turística.

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### TIC Y DESARROLLO

## Identificando más espectro para 5G

El gobierno de México, a través de la Secretaría de Comunicaciones y Transportes (SCT), está trabajando para identificar más espectro de radiofrecuencia para el despliegue de la tecnología 5G. El objetivo es acelerar la implementación de esta tecnología, que promete ofrecer velocidades de transmisión de datos mucho más rápidas que las de la tecnología 4G. La SCT ha anunciado que está considerando la asignación de nuevas bandas de frecuencia para el uso de la tecnología 5G. Esto incluye la banda de 3.5 GHz, que es una de las bandas más prometedoras para esta tecnología. La SCT también está trabajando con los operadores de telecomunicaciones para identificar otras bandas de frecuencia que podrían ser utilizadas para el despliegue de la tecnología 5G.

El gobierno de México también está trabajando para mejorar la infraestructura de telecomunicaciones. Esto incluye la construcción de nuevas torres de telefonía móvil y la mejora de la red de fibra óptica. La SCT ha anunciado que está considerando la construcción de nuevas torres de telefonía móvil en áreas rurales y de difícil acceso. Esto ayudará a mejorar la cobertura de la telefonía móvil en estas áreas. La SCT también está trabajando para mejorar la red de fibra óptica, lo que permitirá una mayor velocidad de transmisión de datos.

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**DF, sede de reunión turística**

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**El radar comunitario**

**El clima hoy**

**El día hoy**

**El clima hoy**

**El día hoy**

**EL RÁDAR COMUNITARIO**

**EL CLIMA HOY**

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**GLOBAL WELLNESS  
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NOVIEMBRE 10, 2015



BAJO LA LUPA



Es una de las últimas en la lista de 100 más bellas del mundo. En 2015, la revista de belleza más influyente del mundo, el libro de belleza más vendido en México, la revista de belleza más influyente del mundo.

## México lindo y con lifting

Desde pequeños los mexicanos han aprendido a valorar la belleza. Pero en los últimos años, la belleza se ha convertido en un negocio multimillonario. La industria de la belleza en México, que incluye desde la cosmética hasta la cirugía plástica, ha crecido de manera exponencial en los últimos años.

Según un informe reciente, la industria de la belleza en México generó ingresos por más de 100 millones de dólares en 2014. Esto se debe a una combinación de factores, como el aumento de la conciencia sobre la importancia de la apariencia física y el crecimiento de la clase media.

Entre las tendencias más recientes en la industria de la belleza en México se encuentran el uso de productos naturales y orgánicos, así como el aumento de la demanda de servicios de bienestar y salud. Estas tendencias reflejan un cambio en la percepción de la belleza, que ahora se asocia más con la salud y el bienestar que con la apariencia física.

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## POR EL BIENESTAR



Del 15 al 18 de noviembre próximo, Bogotá acogerá por primera vez la novena cumbre anual del hemisferio en el ámbito mundial, denominada The Global Leaders Summit 2015, trasero para abordar la lista con los líderes norteamericanos, europeos y asiáticos.

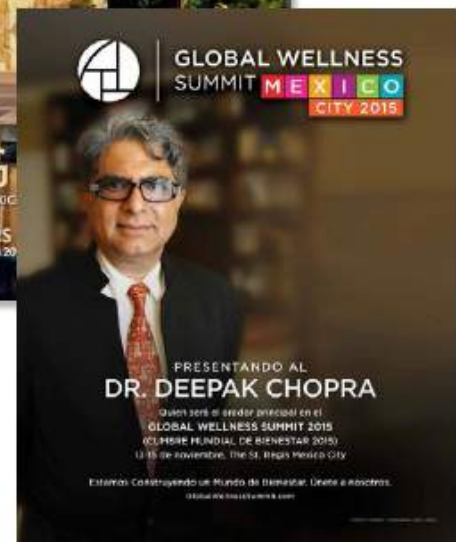
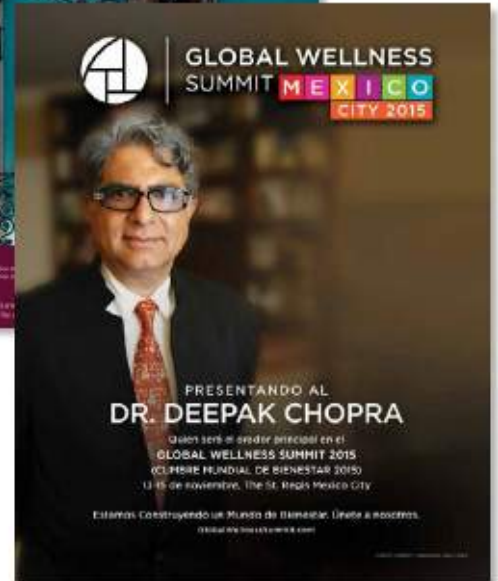
Fuertes anunció su intención y programa de actividades, se reunió en el hotel Pinar del Sol con los representantes del gobierno de la ciudad de Toluca, miembros de la Secretaría de Turismo del Estado de México, Luis Vilga y Totocoblosques al Director General de Turismo, presidente del Grupo Dinero y José Luis CEBALLO The Global Village Association.

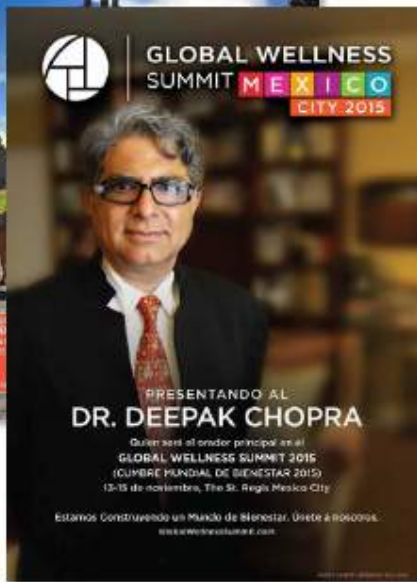


Miguel Toranzo comentó que el gobierno corporativo y Sector privado colaboran para mejorar las conferencias anuales, que convocan a líderes en diferentes como hospitales, turismo, de bienestar, agua, salud, belleza, alimentos, medicina, arquitectura, diseño, bienes raíces y tecnología.

Entre los comederos habituales de este nivel cibernético figuran Chigru, Martín Rodríguez y su entourage oriundo del Clímax de Felipe Magaña Hualde, el clásico Euse Schenberg con su Eliseo Vireo / Masakye Sanner Hernández con sus locos de chiboleros y jauras de Nereus y el italiano.

Lo nuestro tendrá como cráneo el hotel The St. Regis Mexico City. ●





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**DE HOY**



Leit der Universität zu Köln an. Als Vizepräsident wurde er 1999 zum 1. Vizepräsident der Universität Bonn ernannt. Seit 2002 ist er Mitglied des Präsidiums der Universität Bonn.

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# Destaca Torruco Marqués potencial del DF en turismo de bienestar

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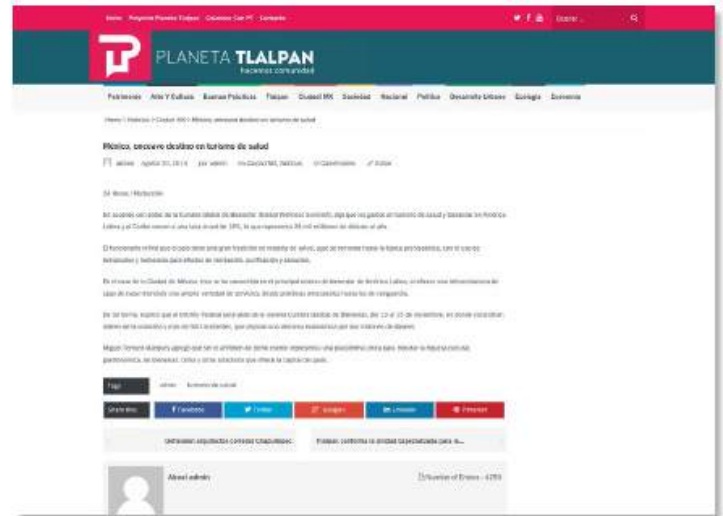
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**La ciudad de México será sede de la Cumbre del Global Wellness Summit 2017, que se realizará del 1 al 15 de noviembre**

Escrito por Gorka de Turiso | 23 ago 2016

De cinco estrellas

Viciana González Prieto

- Planet Hollywood anunció su inversión en el desarrollo de los "Grandes Hoteles" de lujo, con el objetivo de ser Premier Hotel & Spa.
- Para los mexicanos que visitan Europa, Rail Europe ofrece una variedad de opciones a lo grande para conocer destinos países.

BUSQUÉS, PABLO TORRES Y SARA DÍAZ BARRAGÁN

Por la importancia de su infraestructura turística, desarrollo económico y patrimonio cultural, tradicional y artístico, la ciudad de México fue elegida sede de la más prestigiosa reunión anual de líderes empresariales, gubernamentales y académicos de la industria del bienestar, viajes y Sports del mundo.

El encuentro internacional reúne cada año a millones y líderes internacionales relacionados con:

la industria del bienestar. El secretario de Turismo del Estado Federal, Miguel Torrealba Méndez, explicó que es la sede de la Novena Cumbre Anual de la Organización Global Wellness Summit (OWS), que se realizó en la capital mexicana del 15 al 19 de noviembre pasado.

## NOTICIAS DESTACADAS

- **#H4H - Salomón 1157**
- **#D0C - Pineda el Ocho** Ochofobia derivada por contaminación por levadura
- **#O0E - Chelín P. Blanco** no tiene que ir a la clínica
- **#W0B - Camarero Mito**, según sigue en custodia del SAT-Sé
- **#D0T - Cho de arrieros** a sembradores con amor de Lugo en Ariz. Juárez
- **#00E - Municipio** 21 años después, ¿qué pasó?
- **#004 - Apolo le SIGU** descubrimiento 0.72 mil 048 millones fallidos
- **#004 - Demosnra** justicia para la estatua de Heron Carrasco
- **#003 - Proyecto SCIS** descubrimiento sobre sus de investigación
- **#003 - Transparencia**, acciones contra corrupción 2016

**Año 4 Edición 1,157**

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VISITA













ASIE OCÉANIE

## Relaxer dans des bains mayas au Mexique



Une hutte de temazcal au Mexique. Photo Archives / Solmar Hotels & Resorts



### DERNIÈRES NOUVELLES



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Alors que les voyageurs s'intéressent de plus en plus aux destinations qui offrent du bien-être pour le corps et l'esprit, une tradition maya appelée temazcal pourrait bientôt percer auprès du grand public, comme les massages thaïlandais il y a quelques années.

À une époque où notre téléphone n'est jamais éteint, où nos courriels nous inondent d'un flux incessant de messages et où nous passons notre vie devant des écrans, les voyageurs fatigués par leur quotidien cherchent de plus en plus à s'évader de cette routine. Partir loin pour non seulement trouver la paix extérieure, mais aussi la paix intérieure.

C'est pourquoi le temazcal, que l'on peut traduire par «maison de vapeur», séduit un nombre grandissant d'adeptes. Comparable au hammam, cette pratique mexicaine ancestrale est non seulement un rituel de bien-être mais aussi un moment de transe méditative. En effet, une chamane (aussi appelée temazcalera) est présente dans cette hutte de sudation, elle accompagne le rituel de prières et d'incantations pour libérer l'esprit.

À en croire la compagnie spécialisée dans le bien-être Spafinder, le temazcal connaît actuellement une popularité grandissante au Mexique. Une tendance qui devrait se poursuivre tout au long de l'année 2016, précise Spafinder dans un rapport paru en janvier.

LA PARISIENNE | ÉVASION

## Mexique : un bain de vapeur qui allie bien-être physique et spiritualité

26 Janv. 2016, 09h21 | MAJ : 26 Janv. 2016, 09h21

A  
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RÉAGIR

Une hutte de temazcal au Mexique. AlejandroLinaresGarcia/Creative Commons

Alors que les voyageurs s'intéressent de plus en plus aux destinations qui offrent du bien-être pour le corps et l'esprit, une tradition maya appelée temazcal pourrait bientôt percer auprès du grand public, comme les massages thaïlandais il y a quelques années.

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Ce rituel, qui existait déjà à l'époque des civilisations maya et aztèque, se pratique dans une hutte en pierre ou en briques. On jette de l'eau sur des pierres volcaniques incandescentes qui remplissent le dôme de vapeur surchauffée. On ajoute aussi de l'encens et des herbes aromatiques pour parfumer l'air.

Ensuite, la temazcalera (seule une femme peut présider ce rituel) chante et psalmodie avec les participants pour contribuer à purifier leurs âmes en plus de leurs pores.

À première vue, cette hutte ressemble à un igloo de briques mais sa forme rappelle aussi celle du ventre arrondi de la femme enceinte. Une fois le rituel accompli, on s'extirpe des lieux pour revenir à la vie, le temazcal se présente aussi comme une sorte de renaissance.

Les auteurs du rapport de Spafinder soulignent aussi que la nouvelle popularité de ce rituel s'inscrit dans la demande croissante de soins "authentiques" de la part des voyageurs en quête de bien-être. En effet, les soins locaux et ancrés dans les traditions sont la tendance numéro un citée par les voyageurs fortunés de la planète.



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## Temazcal: The Mexican spiritual bath you'll be hearing about in 2016

AFP | Updated: Jan 25, 2016 15:08 IST



Temazcal -- which translates roughly to "house of steam" -- is an ancient Mexican practice that goes beyond the standard steam bath to include the presence of a shaman, who recites ancient prayers and chants to help guests slip into a meditative trance. (YouTube)

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The growing importance of spiritual wellness in travel has spawned interest in a Mayan tradition called Temazcal, which experts predict is poised to go global and become as common as the Swedish or Thai massage.

In an age when emails are never turned off, increased screen time is reducing human interaction, and rabid consumerism is being used to fill voids, exhausted travelers are increasingly seeking vacations that can put, not only their minds at ease, but also undernourished souls.

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According to trendspotters at Spafinder, Temazcal is experiencing a surge in popularity in Mexico and will gain momentum in 2016, reads a Global Spa and Wellness report released this month. (YouTube)

Enter Temazcal – which translates roughly to “house of steam” – an ancient Mexican practice that goes beyond the standard steam bath to include the presence of a shaman, who recites ancient prayers and chants to help guests slip into a meditative trance.

**[Read: Wellness travel in 2016 all about surfing spas and sexual well-being resorts](#)**

According to trendspotters at Spafinder, Temazcal is experiencing a surge in popularity in Mexico and will gain momentum in 2016, reads a Global Spa and Wellness report released this month.

With a history that can be traced back to ancient Mayan and Aztec civilizations, Temazcal takes place in a stone or adobe hut. Water is thrown on heated, volcanic stones which fills the dome with hot steam for a sauna-like effect, while incense and aromatic herbs perfume the air.



Authors of the report also credit Temazcal's resurging popularity to the growing demand for "authenticity" among wellness seekers: local, indigenous culture is cited as the No. 1 luxury travel trend worldwide. (YouTube)

Then, a Temazcalera leads participants through a ritual of chants and prayers aimed at cleansing, not just pores, but minds and spirits. Built intentionally to resemble a woman's womb – the entryway representing a birthing canal – the overarching theme of Temazcal is rebirth.

**Read: [All the spas you need to visit in 2016](#)**

Authors of the report also credit Temazcal's resurging popularity to the growing demand for "authenticity" among wellness seekers: local, indigenous culture is cited as the No. 1 luxury travel trend worldwide.

"As the wellness-inclined increasingly look to the wisdom of the ancients to nourish their mind, body, and soul, Temazcal serves as a prime example of our blossoming interest in 'indigenous spirituality,' an experience that combines a culture's unique spiritual perspectives with universally acknowledged healing techniques," the report reads.



With a history that can be traced back to ancient Mayan and Aztec civilizations, Temazcal takes place in a stone or adobe hut. (YouTube)

Here's where to find contemporary, luxe versions of Temazcal treatments in Mexico:

- \* El Dorado Royale
- \* Rosewood Mayakoba
- \* The Viceroy
- \* Belmond Maroma Resort & Spa
- \* Cancun Temazcal

Here are a few other ideas for spiritual wellness holidays round the world:

\* **Plum Village, France**

With more than 200 resident monks and nuns, [Plum Village](#), located in the south of France, is the largest Buddhist monastery in Europe. Founded by two Vietnamese monastics, the center holds sessions throughout the year, teaching participants how to practice mindfulness and live simply.

\* **The Suan Mokkh International Dharma Hermitage, Chaiya, Thailand**

The [Suan Mokkh International Dharma Hermitage](#) in Chaiya, Thailand has hosted more than 22,000 visitors looking for peace and quiet. On the first day of every month, the center organizes a 10-day silent meditation retreat that teaches participants how to meditate using the power of silence. This is a no-frills retreat, where visitors sleep on a simple straw mat, wooden pillow with a blanket and mosquito net. Be warned: the wake-up call is at 4 am.

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**HEADLINES** Mexican government officials rack up costly flights, hotels and tours

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Published On: Mon, Feb 15th, 2016

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## Temazcal PART I: a revitalizing introspection with an ancient origin

**Wellness tourism** is an increasing market globally speaking, and the Yucatan Peninsula is positioning as a preferred destination for treating the mind, body and soul while traveling.

One of the most popular luxury spa treatments that can only be found in Mexico is the **ancient Mexican practice of Temazcal**, which is one of the top wellness trends for 2016 worldwide.

According to the 2016 Trends Report from [Spafinder Wellness 365](#), the ancient practice of Temazcal is the third position on their 2016 Top Ten list.

Many return home from luxury spa treatments describing themselves as revitalized or reinvigorated, but for those who experience the ancient Mexican practice of Temazcal another word often comes to mind: reborn. Dating back to Mayan and Aztec cultures, Temazcal roughly translates to “house of steam,” yet these simple adobe huts are far more than just primitive saunas.

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TAGS



Casa Temazcal Hotel & Spa Merida, Yuc. (Photo: casatemazcalmerida.com)

The origin of Temazcal or “steam house” goes back to pre-Hispanic times and it consists of a ritual that involves the power of the elements: earth, fire, water and air; it is a purification practice that was used by Aztec and Maya civilizations and explained by Fernanda Montiel, a practicing *Temazcalera*, as “a symbolic representation: the first ray of sun light in the morning has a love relationship with the mother earth, fertilizing it, then a great belly grows, the Temazcal, representing the mother’s belly.

*When we go inside it, we are transported back to our cellular form, like babies inside a mother’s womb. A conscious rebirth, making this day an opportunity for change”,* as quoted on an article by [Spafinder](#).



Spa Dorado (Photo: Mexico News Network)

*Temazcal* consists of a whole ritual that involves a shaman or *Temazcalera* (Temazcal spiritual guide), who is in charge of helping the participants reach a profound purifying experience. The space is an egg-shaped small room, reminiscent to an igloo. Once inside everyone sits in a circle and the *Temazcalera* pours water on hot stones and the steam is released; ergo becoming a steam room.



Temazcal Isla Mujeres (Photo: google.com)

During the experience the *Temazcalera* recites ancient prayers and chants, lights up herbs, incense or copal. All these elements will guide the spirit, body and soul through a cleansing and rebirth experience.

Even though they're originally from Mexico, today Temazcales are found in many parts of the country, from small towns to luxurious resorts.

If you are traveling to Mérida (or if you live here), and you want to live the unique experience of this inner journey, without having to travel for miles, or even leaving the city... Guess what? You can schedule a "Temazcal" right in the heart of downtown!

Casa Temazcal Hotel & Spa is located right on Calle 66 (between 59 and 61), we are talking about a 5 minute walk from the Plaza Grande. For reservations just call 9992 970 836.



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## Surf, Sweat and Sea - 2016's Top Solo Spa Trends

Posted: 18/01/2016 12:58 GMT | Updated: 18/01/2016 12:59 GMT

Even the words 'spa retreat' sound tempting. And if you're travelling solo, some pampering as you explore the world is a pretty good combination.

But there's far more than massages and a quick facial to be found. And if you want to get ahead of the spa crowd, Spafinder Wellness 365 has announced its annual trends for 2016 - from adrenaline thrills to the perfect wave and an Aztec experience, there's plenty for single spa fans too.



Courtesy of Pixabay

### 1. Surf spa

The Beach Boys might have been busy selling the surf lifestyle back in the 60s but it's not all about the hard core searching for the best breaks. 36% of US surfers are female and the combination of mood-boosting endorphins and an impressive workout has had a makeover with surf stunning destination [Bali](#).

'It used to be only ha  
now, so much more i  
surfing is just what b

### 2. Temazcal

A sauna with a difference, Temazcal dates back to Mayan and Aztec cultures and is as much a spiritual ritual as a physical treatment. With the steam used to help reach a meditative state, modern versions tend towards luxury - the Riviera Maya has a series of five-star hotels offering an updated version of the treatment, including one from [spa specialist Essential Escapes](#).

'It's a very personal experience,' says John. 'But you needn't hike into the woods and find a shaman now, it's less intense than it used to be but still a mind-opening experience connecting you to a culture that most people don't know much about.'

### 3. Adrenaline & Zen

For a trip to remember (and brag about), extreme experiences are getting more popular than ever - ziplining and white water rafting have already gone from adventurous to all but mainstream. Now the focus is combining these adrenaline thrills with après-adrenaline relaxation, from meditation to chilling out in hot springs afterwards for the perfect way to de-stress. Leading the way is [New Zealand's great group tours](#), although the Dominican Republic and 2016 hotspot Costa Rica are also a good bet.





### MARY BARRA

LA CEO DE GENERAL MOTORS COMPANY CELEBRÓ CON EL PRESIDENTE ENRIQUE PEÑA NIETO Y EL DIRECTOR GENERAL DE GM MÉXICO, ERNESTO M. HERNÁNDEZ, 80 AÑOS DE LA EMPRESA EN EL PAÍS



### STEPHANIE SIGMAN

LA PRIMERA CHICA BOND MEXICANA NOS HABLA SOBRE SU EXPERIENCIA FILMANDO UNA DE LAS SAGAS MÁS IMPORTANTES DEL CINE AGENTE 007



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# Clase

## DEEPAK CHOPRA Y GINA DIEZ BARROSO

EL GURÚ DE LA MEDICINA ALTERNATIVA Y LA EMPRESARIA MEXICANA HACEN EQUIPO Y NOS HABLAN EN ENTREVISTAS EXCLUSIVAS SOBRE EL GLOBAL WELLNESS SUMMIT EN LA CIUDAD DE MÉXICO Y CÓMO A TRAVÉS DE LA BÚSQUEDA DEL BIENESTAR SE PUEDE CONSTRUIR UN MUNDO MEJOR



# Deepak Chopra y el poder de nuestras acciones

Platicamos con el gurú de la medicina alternativa, quien fue orador del Global Wellness Summit cuyo tema fue 'El futuro del bienestar'.

Texto: Francis Guindi/ Fotos: Héptor Arjona  
18 de Noviembre del 2015



En su último libro 'Super Genes' asegura que podemos modificar nuestros genes mediante diversas acciones y comportamientos. (Foto: Héptor Arjona)

“

*La expresión genética puede modificarse llevando a cabo cambios en nuestro estilo de vida*

La entrevista comienza con la pregunta: ¿cómo llegó la *Global Wellnes Summit* a usted? él sonríe y voltea a ver a Gina (Diez Barroso) -quien nos acompaña-: “Fue gracias a ella” y al grupo de Delos que es parte de este esfuerzo, cuyo fundador Paul Scialla recoge las mejores innovaciones en tecnología, salud, diseño y ciencia para el bienestar y la reconstrucción del medio ambiente”. Expresó su emoción por estar en esta reunión, con quienes se han comprometido a crear un mundo más justo, pacífico, sustentable y feliz. También confesó que goza sus visitas a México y que los mexicanos son apasionados, imaginativos y saben disfrutar de la vida.

Para él, es un orgullo integrarse a los oradores del GWS, entre los que ha estado también, en otras ediciones, el Dalai Lama. Durante su conferencia señaló la importancia de desbloquear el asombroso poder de nuestro ADN para tener una óptima salud y bienestar.

¿Cómo encuentras la inspiración para tu más reciente libro, *Super Genes*?

Trabajé un tiempo con el neurogenetista Rudolph Tanzi, quien entiende muy bien el comportamiento genético y cómo los genes tienen una influencia directa en la biología.

¿Cómo fue trabajar juntos en esta coautoría?

Los dos aportábamos, Tanzi me daba los puntos clave y yo escribía. Fue una colaboración de ida y de vuelta.

Añade que el tema del libro se basa en el descubrimiento de que la expresión genética puede modificarse llevando a cabo cambios en nuestro estilo de vida e incluso, cambiando la forma en que usamos la mente. El mensaje esencial es que los genes por sí solos, no determinan nuestro destino.



¿Cómo podemos influir sobre nuestros genes?

Cada persona puede aprender a influir en sus genes para disfrutar de una mejor salud, cuando comes bien y te mueves, manejas el estrés y amas más. Nuestros cuerpos tienen una notable capacidad para transformarse y autosanarse.

¿La creatividad se aprende o se adquiere?

Es heredada del cosmos el cual forma parte de la naturaleza. Nuestra imaginación también es cósmica, por eso podemos influenciar a nuestra biología creativamente y optimizar nuestro bienestar físico, emocional y espiritual.

Para el Dr. Chopra, la descripción perfecta de la salud es: un cuerpo alegre, un corazón compasivo, una mente descansada, alerta y un alma iluminada. Las actividades de una jornada cotidiana de Chopra son: "Duermo bien, procuro irme a la cama a las 22:00 horas, me despierto a las 4:00, medito dos horas. Después doy una clase de yoga y el resto del día trato de no sentarme por más de una hora seguida. En el día camino unos 10 mil pasos, que cuento con mi reloj".

# JOURNLMEX Periodistas de México

## LA CDMX SEDE DE CUMBRE DE GLOBAL WELLNESS SUMMIT 2015

*La importancia turística, económica y cultural de la capital del país, por encima de otras naciones*

*Los gastos en turismo de salud y bienestar crecen un 16% anual, equivalente a 26 mmd*



*México considerado el número 11 con un mercado valuado en los 10.5 mmd*

Fuente: Sectur DF

Por la importancia de su infraestructura turística; desarrollo económico y patrimonio cultural, tradicional y artístico, la Ciudad de México fue elegida sede de la más prestigiosa reunión anual de líderes empresariales, gubernamentales y académicos de la industria del bienestar, viajes y spa's del mundo.

Al hacer notar que este encuentro internacional reúne cada año a visionarios y líderes internacionales relacionados con la industria del bienestar, el titular de la Secretaría de Turismo de la CDMX (Sectur DF), Miguel Torruco Marqués, explicó que se trata de la Novena Cumbre Anual de la organización *Global Wellness Summit* (GWS), la cual se realiza en la capital mexicana del 13 al 15 de Noviembre próximo.

De acuerdo a datos proporcionados por GWS 2015, los gastos en turismo de salud y bienestar en la región de América Latina y el Caribe, crecen a una tasa anual del 16%, equivalente a 26 mil millones de dólares al año, dos veces más rápido que los viajes en general en América Latina y el Caribe.

En su caso particular México, tiene una gran tradición en materia de salud y bienestar que se remonta a la época prehispánica con el uso de temazcales y herbolaria para efectos de recreación, purificación y sanación.

Nuestro país, es un centro de gran influencia global y regional en cuanto a turismo de bienestar, lo cual queda de manifiesto con la información que nos da a conocer GWS: considerado el número 11 en el mundo, con un mercado valuado en los 10.5 mil millones de dólares, cuatro veces más grande que el de Brasil, el segundo mercado de la región con un valor estimado en 2.5 mil millones de dólares y atrae a casi uno de cada dos "dólares de turismo" gastados en la región.

La Ciudad de México, se ha convertido en el principal centro de salud y bienestar de América Latina, al ofrecer una infraestructura de spas de clase mundial y una amplia variedad de servicios que usan desde prácticas ancestrales, hasta aquellas de vanguardia.

Este segmento de mercado ha adquirido particular importancia, tanto así que se instrumentó el programa "*Turismo de Salud*", mismo que fue lanzado en enero del 2014, con la participación de la Secretaría de Salud, propietarios de hospitales, tour operadores, hoteleros y la Secretaría de Turismo.

"En una primera etapa, nos abocamos a desarrollar e implementar una estrategia que permita a nuestros visitantes nacionales disfrutar de los magníficos atractivos turísticos del Distrito Federal, a la par de poder someterse a tratamientos preventivos de salud, estéticos o de bienestar".

Comentó que es muy grato para el Gobierno capitalino recibir en la Ciudad de México la “*Cumbre Mundial de Bienestar Global Wellness Summit 2015*”, en esta su novena edición que, además, es la primera vez que una ciudad, y no un país, la que asume el papel de anfitrión de esta cumbre.

Ser el anfitrión de GWS 2015, representa una plataforma única para mostrar lo que la Ciudad de México tiene que ofrecer en cuanto a cultura, gastronomía, bienestar, clima y una gran variedad de atractivos que la han convertido en el destino Premium para vacacionar de América Latina.

Global Wellness Summit 2015 reunirá a delegados de 50 países, líderes de la industria del bienestar, representantes de gobierno y académicos, por lo que se espera la asistencia de 500 personas y una derrama económica del orden de los 2 millones de dólares.

Acompañaron al Secretario Torruco Marqués la Presidenta y Directora Ejecutiva de Global Wellness Summit, Susie Ellis, Gina Díez Barroso, una de las empresarias más importantes del país en el desarrollo del diseño y la innovación y Alfredo Carvajal, co-chair del GWS.

# ACTUSALON

## GLOBAL SPA WELLNESS SUMMIT

### Zoom sur les chiffres mondiaux du Spa !

#### Focus on Spa Figures!

PAR/BY ISABELLE CHARRIER

**Le GSWS a rassemblé 400 congressistes venant de 45 pays, comment expliquez-vous ce succès?**

**Susie ELLIS :** Nous avons eu la chance de voir le succès du Global Spa & Wellness Summit (GSWS) s'affirmer depuis notre premier Sommet à New York il y a huit ans. Je pense que ce succès peut être attribué à trois facteurs essentiels : Le sommet, étant sur invitation seulement, garantit une participation exclusive de décisionnaires - Le format de l'évènement qui est minutieusement étudié - Le fait que ce soit un sommet résolument tourné vers l'avenir. Parce que ce sont exclusivement des cadres supérieurs et décisionnaires qui sont invités au GSWS, la participation aux thèmes et discussions est d'un niveau élevé. Le format de l'évènement est minutieusement étudié dans le but d'encourager la création de liens qui, finalement, débouchent sur des opportunités de business ainsi que sur des amitiés. Le sommet réunit également les meilleurs intervenants venant du monde entier et invite de nombreux acteurs clés de l'industrie à participer aux conversations « du moment ».



Susie ELLIS  
GSWS Chairman and CEO

**L'EUROPE ENREGISTRE LA PLUS FORTE CROISSANCE : 62% POUR ATTEINDRE 29,8 MILLIARDS DE DOLLARS**

**Susie, vous êtes une des influences majeures et des plus respectées de notre industrie, quel est votre point de vue sur le marché global du bien-être?**

**S.E. :** Mon point de vue sur le marché global du bien-être est tout simplement qu'il s'agit d'un marché extrêmement solide ayant énormément de potentiel! En d'autres termes, la croissance que nous avons observée, la dynamique actuelle et les besoins tout autour du globe sont seulement la pointe de l'iceberg - il existe

une abondance d'opportunités! Il y a actuellement un intérêt global pour le bien-être qui touche l'ensemble de la population mondiale.

Par exemple, le fait que la prévention soit plus économique que de soigner une personne atteinte par la maladie; le fait que les personnes soient plus créatives et innovantes lorsqu'elles sont moins stressées; et le fait que le bien-être implique bien plus qu'une simple absence de maladie mais plutôt l'espoir de progresser et vivre une vie bien remplie. Ce ne sont que quelques exemples des modifications qui viennent confirmer la croissance du marché global du Spa et du bien-être.

**Pouvez-vous partager avec nos lecteurs les éléments clés dévoilés par la dernière étude effectuée par SRI?**

**S.E. :** A l'occasion du Sommet cette année, le Global Wellness Institute (l'Institut International du Bien-Être) a dévoilé sa toute dernière étude sur le marché mondial du Spa, montrant que celui-ci est maintenant estimé à 94 milliards de dollars, ce qui représente en 2013 une croissance de 58 % par rapport à 2007. De plus, le nombre de Spas a augmenté de 47 % pour atteindre 105 591 Spas dans le monde. L'Europe enregistre la plus forte croissance - 62% pour atteindre 29,8 milliards de dollars. Cette croissance va au-delà de nos attentes et, avec les changements qui s'installent progressivement dans les vies personnelles et professionnelles de la population tout autour du globe, nous pensons que la croissance du secteur du Spa et du bien-être va se poursuivre à un rythme élevé. Nous avons également présenté des données récentes pour le marché grandissant du tourisme de bien-être: avec un développement qui a atteint un chiffre d'affaires de 494 milliards de dollars et une croissance de 12,5 % par rapport à 2012, la réalité dépasse de manière significative la croissance initialement prévue par SRI.

## Save the date

**Le GSWS 2015 aura lieu à Mexico du 13 au 15 novembre.**

**Pour commander le rapport du SRI, rendez-vous sur [www.globalspaandwellnesssummit.org](http://www.globalspaandwellnesssummit.org)**

The GSWS 2015 will take place in Mexico, from 13th to 15th November.

To order your copy of the SRI research report, visit [www.globalspaandwellnesssummit.org](http://www.globalspaandwellnesssummit.org)

## Latest news

19 Feb 2015

### Susie Ellis: How to build a well world

BY SUSIE ELLIS



*Susie Ellis, president and CEO of the Global Wellness Summit*

**Susie Ellis, president & CEO of the Global Wellness Summit, has shared exclusively with *Spa Opportunities* her thoughts on how wellness industry leaders can "build a well world" and what that world might look like.**

The theme of the 2015 Global Wellness Summit is "Building a Well World" and the event will take place in Mexico between 13-15 November.

#### How to build a well world by Susie Ellis

To put the theme of the 2015 Global Wellness Summit, "Building a Well World," in context, we need to start with a grim reality: despite the fact that 'the world' is now more likely to agree that preventative health strategies (i.e., more exercise, healthier food, stress reduction, a cleaner environment, etc.) would result in happier, healthier, longer lives for people everywhere - and represent our best roadmap for curbing crippling health care costs - we live in a world that is just getting sicker, fatter, more sedentary and more depressed/anxious.

That disconnect between wellness 'knowledge' and action - whether at policy level; at corporate level; or a personal level, people struggling mightily with lifestyle change - just isn't working well enough.

To understand a few reasons why it's been so hard to move the needle on human health, means addressing some challenges unique to the whole concept of "building a well world". For one, while the official US\$3.4 trillion (€3trn, £2.2trn) wellness industry is growing so fast - spanning fitness, spa, nutrition/weight loss, complementary medicine, workplace wellness - there's no 'Big Wellness', like a 'Big Pharma' or 'Big Food'. It's an extraordinarily fragmented industry, siloed even within its own sectors, which means it hasn't been able to undertake unified, big-budget information and marketing campaigns of a pharma world. The wellness industries still need to get far more organised and speak more as one in communicating the evidence for their practices to every private and public sector possible.

Also, 'true wellness' is, of course, multi-dimensional. It means tackling so many pieces of a puzzle: from physical, to mental, to environmental health. There is no way to "build a well world" without reaching, and changing, minds across the public policy sector - whether in education, health, the environment or tourism - and the traditional medical, food, workplace wellness and media industries. These sectors traditionally only narrowly speak to themselves, but the key to change means creating honest knowledge-sharing across all these worlds.

This lack of knowledge-sharing has been a missing element in getting more doctors to 'prescribe wellness'. We need to have policies in place that could support integrating more wellness into every aspect of life - from the food we eat, to the homes we live in. And that is why, in 2015, the Global Wellness Summit is taking steps to broaden its base to far more stakeholders across all wellness arenas and putting the 'official' wellness industry at the same problem-solving table with leaders from the medical, architecture/design, food/nutrition, technology, workplace wellness and policy worlds.

We believe in the power of new conversations and how people can infect each other with new ideas. And because we think that it's crucial to any positive forward thrust on "building a well world" - it's both our theme and our platform.

So many of the biggest health successes have come from public/private collaborations: from the anti-smoking campaigns of the mid-20th century, to new experiments quite literally aimed at "building well worlds". Examples of these experiments include the appearance of 'wellness cities' that incorporate medical institutions, fitness and wellness, education for the young and old, amazing community-building programmes, on-site farming, sustainable and healthy building - in essence, any attempts to re-think every aspect of what a healthier life might look like.

We all have so many problems to solve - from trying to create and support lifestyle change and more self-responsibility for hundreds of millions more people, to how we can envision truly healthier workplaces that think far beyond employee wellness programs that cost millions, but engage few.

"Building a Well World" is a wilfully inclusive and ambitious conference theme, and it's a goal that would take action on every front for decades, maybe even a century. This is the most important issue faced by our world, therefore we feel it's a necessary step forward to making more inclusive, honest, high-level information- and problem-sharing happen between more stakeholders. No one is going to build a "well world" alone - not doctors, not governments and not the wellness industry. Everyone has to coordinate to find better solutions together.

## Wellness expert Anni Hood to lead GWI's 2015 wellness tourism congresses

BY HELEN ANDREWS



*In addition to her work for the GWI, Hood is founder and CEO of Anni Hood Wellness Business Consultancy*

**The Global Wellness Institute (GWI), an international think tank that develops research and resources to positively impact the global wellness industry, announced plans to deliver its Global Wellness Tourism Congress (GWTC) in multiple cities during 2015.**

International wellness expert Anni Hood will highlight the opportunity the US\$494bn wellness tourism industry offers individual countries and regions during these one-day congresses in four new countries – in addition to the annual GWTC event held in conjunction with the Global Wellness Summit in Mexico in November 2015. The GWI has changed the name of the Global Wellness Summit, which was previously the Global Spa & Wellness Summit.

Sponsoring countries will gain valuable insight into research and data on wellness tourism in their region. The congresses will focus on education and infrastructure to support the ongoing establishment of wellness tourism and will initiate collaboration between public and private sectors to develop cohesive wellness tourism goals.

"Anni Hood brings more than 15 years of global wellness experience to GWTC and has been leading the GWI's wellness tourism initiatives since the first GWTC took place during the Global Wellness Summit in New Delhi, India," said Susie Ellis, chair and CEO of the GWI. Ellis added that Hood's involvement in these new GWTCs will bring the wellness tourism message to a broader audience.

The GWI is focused on actively raising the awareness of wellness tourism within governments and their relevant ministries. Ellis recently co-authored an article with Renee Moorefield, CEO of Wisdom Works, encouraging governments all over the world to create ministries of wellness to advance the wellbeing of the global population.

In addition to her work for the GWI, Hood is founder and CEO of Anni Hood Wellness Business Consultancy, which provides wellness integration services to both public and private sector businesses. She also launched a consumer-facing company called K.I.S Lifestyle in 2011, which provides customers with a collective approach to optimising health, by integrating a range of services such as classic spa treatments, medical expertise, life coaching and nutritional guidance.

## Global Wellness Summit Announces Mexico City as Host City for Ninth Annual Event

03.05.2015

 E-mail  Print



The Global Wellness Summit (GWS) today announced that its ninth annual conference will be held November 13-15 in Mexico City at The St. Regis Mexico City. The event, which is considered the world's most prestigious gathering of business, government and academic leaders in the wellness, travel and spa industries, is expected to attract a record number of attendees.

The host mega-city sponsor of the event is Mexico City, the fifth largest city in the world, with a metropolitan area of over 20 million people, and is also one of the most prosperous, ranking as the 8th wealthiest city in the world.

"This is the first time a city rather than a country has taken on the role as host sponsor of the Global Wellness Summit; a clear indication of the visionary thinking of Mexico City's leaders," said Susie Ellis, Chairman and CEO of the Global Wellness Institute, the umbrella organization that runs the GWS. "We're extremely excited about holding the Summit in what is one of the most vibrant, progressive cities in the world. Mexico City is a venue that embodies the excitement and opportunity we are seeing throughout the fast-growing wellness economy."

In addition to Mexico City's standout economic performance, the city is also heralded as one of the most culturally significant in the world and is home to award-winning architecture, many of the world's top restaurants and a thriving art scene (ranked number two in the world only after Paris for its sheer number of museums).

The theme of the 2015 Summit, "Building a Well World," will be reflected in the broadened scope of this year's agenda which will speak to more wellness industries than ever before, including spa, hospitality and tourism, but also beauty, finance, medicine, architecture, workplace wellness, real estate, fitness, nutrition, manufacturing, technology and more.

In addition, the simplification of the event's name to The Global Wellness Summit from The Global Spa & Wellness Summit reflects the broad spectrum of wellness industries the Summit now attracts and serves.

Ellis explains, "Progress towards a "well world" requires global collaboration among many different disciplines and industries, and never have so many business sectors been so keenly interested in wellness."

This is the first time in its nine-year history that the Summit is held in Latin America, a region that is experiencing dramatic growth in wellness. For example, according to recent research from the Global Wellness Institute (GWI), the Latin America-Caribbean region's wellness tourism expenditures are growing 16% a year (at \$26 billion annually) – or more than twice as fast as overall global tourism expenditure growth (7.3%). And wellness tourism trips in the region are growing three times faster than overall trips to Latin America/Caribbean.

And Mexico is a global and regional wellness tourism powerhouse: ranking number 11 worldwide and with a market more than four times larger (\$10.5 billion) than the number two regional market, Brazil (\$2.5 billion). Mexico attracts almost 1 in 2 wellness tourism "dollars" spent across the whole region.

"Mexico has a grand tradition of wellness that dates back to pre-Hispanic times with the use of temazcales and herbal medicine for recreational, purification and healing processes. Today, Mexico City has become a Latin American center for health and wellness services as it offers a world-class spa infrastructure and a broad variety of services using both traditional practices and the latest, cutting-edge wellness techniques. Hosting GWS 2015 represents a unique platform to showcase all that Mexico City has to offer in terms of culture, gastronomy, wellness, climate and a great diversity of attractions - all of which contribute to making it the premier vacation destination in Latin America," said Miguel Torruco Marqués, Minister of Tourism of Mexico City.

In addition to Ellis, the 2015 Summit is co-chaired by Mexico City-native Gina Diez Barroso de Franklin, President & CEO of Grupo Diarq, a Mexico City-based firm focused on promoting and developing Mexican creativity through design, education and social responsibility, and Alfredo Carvajal, President, Delos International and Signature Programs, Delos Living LLC, pioneers in wellness real estate and founders of the WELL Building Standard®.

The Global Wellness Institute (GWI) is an international think-tank that brings together leaders and visionaries from private and public sectors to positively impact and shape the future of the wellness industry.

The GWI is the umbrella organization of the Global Wellness Summit (GWS) and the Global Wellness Tourism Congress (GWTC). The GWI is considered the leading global research and educational resource for the \$3.4 trillion wellness industry. WellnessEvidence.com, the world's first online portal to the medical evidence for common wellness approaches, is also a GWI initiative.

The Global Wellness Summit (GWS) is an international gathering that brings together leaders and visionaries to positively impact and shape the future of the global wellness industries.

Attendees to the Summit represent diverse sectors, including spa, hospitality, tourism, health, beauty, finance, medical, architecture, real estate, manufacturing and technology. Held in a different location each year, the Summit attracts delegates from over 45 countries.



## Global Wellness Summit announced 2015 theme and location

Mar 06, 2015 [Like](#) [Tweet](#) [Pin it](#) [Share](#)



The Global Wellness Summit has announced the theme and location for its ninth annual event.

The summit, taking place in Mexico City November 13-15, will be held at the St Regis Mexico City under the theme of Building a Well World.

The theme goes hand in hand with the event changing its name from the Global Spa & Wellness Summit to the Global Wellness Summit (GWS).

In reflection of the theme, this year's agenda will not only include participation from the spa, tourism and hospitality sectors, but also from medicine, fitness, real estate, architecture, nutrition, technology and other sectors involved or related to the wellness industry.

Susie Ellis, chairman and chief executive of

the GWS, said: "Progress towards a well world requires global collaboration among many different disciplines and industries, and never have so many business sectors been so keenly interested in wellness."

Ellis will co-host the summit with Gina Diez Barroso de Franklin, president and chief executive of Mexico City based Grupo Diaro, whose areas of activity include, design, education, real estate, publishing and entertainment.

Alfredo Carvajal, president of the international and signature programs divisions at Delos International, will co-host the summit alongside Ellis and de Franklin.

This will be the first time the summit is held in Latin America. Ellis said: "Mexico has a grand tradition of wellness that dates back to pre-Hispanic times.

Today, Mexico City has become a Latin American centre for health and wellness services as it offers a world-class spa infrastructure and a broad variety of services using both traditional practices and the latest, cutting-edge wellness techniques."

19 Mar 2015

## Emmy award winner Giselle Fernandez will emcee the 2015 Global Wellness Summit in Mexico

BY HELEN ANDREWS



*Giselle Fernandez has covered international news stories on location including the Gulf War and the US invasions of Haiti and Panama*

photo: Shutterstock / carrie-nelson

**Giselle Fernandez, a five-time Emmy award winner and Mexico native, will emcee the 2015 Global Wellness Summit (GWS) in Mexico City in November.**

Fernandez's journalistic career includes anchoring NBC's weekend edition of the *Today Show* and the Sunday edition of the *NBC Nightly News*; she was also a regular contributor to *CBS Sunday Morning*, *Face the Nation* and *48 Hours*. She has covered international news stories on location including the Gulf War and the US invasions of Haiti and Panama and she has interviewed global leaders including Fidel Castro, Henry Kissinger and President Bill Clinton.

"Giselle is not only an award-winning journalist and experienced television host, but she has also won countless humanitarian and philanthropic awards for her outreach to the Latino community in her hometown of Los Angeles," said Susie Ellis, chair and CEO of the Global Wellness Institute (GWI), the umbrella organisation that runs the GWS. "Giselle's dedication to her Latin American roots, along with her passion for wellness and her superb interviewing skills, make her the ideal emcee for the first-ever Global Wellness Summit to take place in Latin America."

"I am thrilled to be a part of bringing the Global Wellness Summit to Mexico City," said Fernandez. "Wellness is something I'm incredibly passionate about and being able to participate in bringing that message to Latin America is an honour. The theme of this year's Summit - 'Building a Well World' - resonates with me and the work I do."

In addition to her role as emcee for the Summit, Fernandez will also be moderating key panels including the Global Wellness Tourism Congress (GWTC) that takes place on day one of the event and features government officials, local ministries and business leaders. Wellness expert Anni Hood is set to lead the GWI's congresses.

Currently, Fernandez heads up her own production, management and consulting company focused on creating Latin themed productions for both English and Spanish language distribution. She also consults with companies who are looking to market to the Latino consumer and works to build a bridge between the US and Latin markets.

## Global Wellness Leader Susie Ellis takes it to a whole new level

By Rona Berg

Wellness is everywhere. Spas are creating "Wellness Retreats" and "Wellness Weekends," doctors are integrating wellness into preventive treatments, while architects—and real estate companies—are building with elements of wellness in mind. But if you've ever found yourself wondering, "Just what, exactly, is wellness?" Susie Ellis is the one to ask.

Ellis, president of SpaFinder Wellness 365 and Chairman/CEO of the prestigious Global Spa and Wellness Summit (GSWS), has more wellness cred than almost anyone in the field. And, not surprisingly, hers is one of the clearest and most compelling definitions I've heard. "I've studied all the definitions from the beginning," she laughs. "We did a timeline of the word 'wellness' from its genesis to today. But when I think of wellness, I think of two things: health and happiness. 'Thriving' comes to mind. It's become something people really relate to."

It seems like Ellis was born to carry the mantle of global wellness. As a child, her European parents traveled the world, with Susie in tow. Early on in her career, as fitness expert at the Golden Door, Ellis was tapped by founder Deborah Szekely to head up the Door's new "Spa at Sea" initiative on the Cunard QE2, the first spa located on a cruise ship. "The ship went around the world," says Ellis, "and everywhere we'd go, I'd check out the spas. I think I've been to over 1000 spas!"

Ellis got her MBA in the '90s, at a time when spas were not exactly at an upswing and employment options in the industry nowhere near as bright as they are now: According to the International Spa Association (ISPA) 2014 U.S. Spa Industry Study, there are now 20,100 spas across the U.S., representing a near fivefold increase on the estimated 4,140 in 1999.

"In those days, there were three careers in spa: aesthetician, massage therapist or fitness expert," says Ellis, who briefly considered leaving for the corporate world. "But then, day spas started exploding." In 2000, Ellis and her husband, Pete, bought Spafinder, which launched 25 years ago as a spa travel agency. In 2004, Spafinder became Luxury Spafinder;



it was reborn again in 2013 into Spafinder Wellness 365, "a comprehensive resource created to help people feel good and live well all year round."

Ellis, an inveterate trendspotter, launched the influential "Top 10 Global Spa and Wellness Trends Forecast" in 2004. Now in its 11th year, the go-to report, developed by a team of research analysts and industry experts, is based on a survey of the 20,000-plus spa, wellness and beauty providers in the Spafinder Wellness 365 Network.

Some trends, like the renaissance of thermal/mineral hot springs, are surprising, even to Ellis. "We're seeing it globally, where other countries are investing in thermal/mineral hot springs. The U.S. is a bit behind, but it will come around here—it always does," she says. Another surprise: the uptick in Millennials spending on spa treatments. "Because so many don't have house or car payments, they're able to spend on beauty and spa treatments."

Ellis founded Global Spa Summit, an annual gathering of global thought leaders in the industry, in 2007. "Along the way I noticed the word wellness more and more," she says. A few years later, it became the Global Spa and Wellness Summit.

"Wellness pulls in more people, but spa is still where people want to go. I see wellness strengthening even more as an industry," she says. "And spa is a place where people can experience wellness."

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SUSIE FRAZIER



## 9th Annual Global Wellness Summit opens in Mexico City

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The Global Wellness Summit (GWS), the premier conference that brings together international leaders to positively shape the future of the wellness industry, kicks off Day 1 with a welcome from Mexico City's Minister of Tourism and a wide range of provocative keynote: from new Global Wellness Institute research on the "Future of Wellness at Work" to global economist Thierry Malleret on the "Outlook for a World Where Wellness May Become Mandatory."

The first-ever GWS to take place in Latin America also boasts its largest number of delegates ever, including more than

50% that are new attendees to the Summit.

"We're thrilled to have our Summit in Mexico City this year, one of Latin America's greatest cities, and look forward to elevating the 'wellness' topic to an entirely new level internationally. And I am delighted that this will be our largest – and broadest audience ever," said Susie Ellis, GWS chairman and CEO. "Over the course of our 3-day event, we will be immersing more than 450 delegates from over 40 countries in the latest developments and innovations in wellness, a sector the Global Wellness Institute values at U.S. \$3.4 billion."

Mexico is a global and regional powerhouse in one of the fastest-growing wellness sectors—wellness tourism—ranking #1 in Latin America and #11 worldwide; with a market more than four times larger (\$10.5 billion) than Brazil, and number two in the Latin American region. The country also attracts almost 1 in 2 wellness tourism "dollars" spent across the whole Latin American/Caribbean region (\$10.5 billion out of \$25.9 billion).

Miguel Torruco Marques, Mexico City's Minister of Tourism, said: "Healthy populations and the growth of the wellness industry are critical to every nation's economic performance, and are especially important to Mexico as we create new ways to encourage citizens to actively participate in health and wellness programs. We appreciate that the Global Wellness Summit chose Mexico City for its 9th annual conference, which brings together global industry leaders to create greater awareness of, and new directions for, wellness worldwide."

The GWS and its delegates will be tweeting throughout the Summit, making it possible for everyone to follow the information and insights being presented (#GWS2015). A centerpiece keynote will be Dr. Deepak Chopra's presentation entitled "The Future of Wellbeing: A Conscious-Based Approach to Health and Wellbeing," taking place Sunday, Nov. 15, the last day of the conference.

About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from over 40 countries. Previous Summits have taken place in the U.S., Switzerland, Turkey, Bali, India and Morocco.



## The Future of Wellness in the Workplace

29/10/2015

The Global Wellness Summit, the premier annual event for wellness industry leaders, is taking place from November 13-15 in Mexico City, where Dr Deepak Chopra will address GWS delegates on this year's theme, Building a Well World.

Dr Chopra, once hailed as the pioneer of alternative medicine by former US President Bill Clinton and named "one of the top 100 heroes and icons of the [20th] century" by Time magazine, leads a long list of internationally recognised and inspiring keynote speakers, including His Holiness the 14th Dalai Lama.

"I'm thrilled to be a part of this gathering of like-minded, forward-thinking wellness influencers who are committed to helping to create a peaceful, just, sustainable, happier and healthy world," says Dr Chopra, author of 80 books, including 22 New York Times bestsellers. His next book, Super Genes (co-authored by Dr Rudolph Tanzi) is being released just prior to the conference.



"There are few people whose impact on the way we think about health and wellbeing has been as profound and wide reaching as Dr Chopra's, and we're thrilled he accepted our invitation to speak at this year's summit," says Susie Ellis, chairman and CEO of the Global Wellness Summit.



Dr Deepak Chopra

"He has transformed the way the world views physical, mental, emotional, spiritual and social wellness, and it is this holistic, sophisticated understanding of wellbeing that we, as an organisation, are always striving to communicate."

One of the highlights of the summit will be the Global Wellness Institute's (organisers of the summit) presentation of its major 2015 research initiative, The Future of Wellness at Work.

This Initiative brings together top thinkers and doers who will offer thought-leadership for a new vision of impact for wellness at work in the global community.

Each month, in rotation, an Initiative member will help the group explore a topic for strategic inquiry within an hour-long video conference call. After the discussion, the member will write a brief blog post to be submitted and posted on the GWI website.

This enables GWI associates, such as us here at SPA+CLINIC, to communicate their research and views to a wider audience – you – who can benefit from them, whether you are a business owner or a staff member.

The GWS presentation "A deep and early belief that the values of wellness and sustainability would remake the way we live, lead, and work in the 21st century" is being led by Initiative chair Dr Renee Moorefield, CEO of Wisdom Works, a consultancy she launched with her husband in 1999.

Wisdom Works helps forward-thinking clients – such as The Coca-Cola Company – to create inspired workplaces, develop caring relationships within them, and produce results that matter.





The Dalai Lama

reported, in this high-pressure landscape of 24/7 connectivity and the ruthlessly competitive economic environment post-GFC.

Forward-thinking employers, big and small, are looking at ways to create healthier environments for their employees, such as offering yoga classes on-site or funded/subsidised external access.

This not only enhances individuals', but the collective wellbeing – and, not insignificantly, productivity!

The GWS is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.4 trillion global wellness industry.

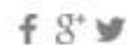
Attendees represent diverse sectors, including hospitality, tourism, spa, health, beauty, finance, medicine, architecture/design, real estate, manufacturing and technology.

Held in a different location each year, the GWS attracts delegates from over 50 countries.

*We'll report back to you after the Summit!*

[GLOBALWELLNESSSUMMIT.COM](http://GLOBALWELLNESSSUMMIT.COM)

By Jenni Gilbert



## Building a well world

October 26, 2015

*An international gathering bringing together leaders and visionaries to positively shape the future of the global wellness industry, the Global Wellness Summit this year will feature high-profile presenters, an extensive number of workshops, a competition to create a spa resort/wellness concept of the future and much more*

The Global Wellness Summit (GWS), an annual event that brings together international leaders to positively shape the future of the wellness industry, recently announced the key elements of its ninth annual conference agenda. Considered as one of the world's most prestigious gatherings of business, government and academic leaders who value wellness, the summit will be held from November 13-15, 2015 at The St. Regis Mexico City and is expected to host a record number of delegates from myriad industries, including spa, education and tourism, as well as beauty, fitness, nutrition, finance, environment, medicine, architecture, workplace wellness, wellness communities and technology.

Keynote speaker Dr Deepak Chopra will head up a list of high-profile presenters which includes executives from companies as diverse as Cirque du Soleil and Zappos; Mexico City's ministers of tourism and health; and panelists from renowned organisations such as Johnson & Johnson, the Mayo Clinic, Duke Integrative Medicine and Harvard Chan School of Public Health. In addition, top findings from the Global Wellness Institute's major research report on the 'The Future of Wellness at Work' will be presented.

This year's inclusive theme, 'Building a Well World', will attract attendees from over 40 countries and provide a comprehensive look at how the dramatic growth of the US\$ 3.4 trillion wellness sector is transforming peoples' personal and professional lives – and what the outlook is for the future.

### Panels and workshops

An extensive number of panels and workshops will be presented on a wide-ranging array of topics, including spa, hospitality, technology, diet and nutrition, how to attract investment, wellness communities and residences, as well as new conceptual distinctions being made between 'wellness' and 'well-being'. New for 2015 is a focus on 'clinical wellness', with panelists taking an objective look at how medical treatment and wellness modalities can better co-exist. Doctors from world-renowned institutions like the Mayo Clinic and Duke Integrative Medicine will join the debate with Scientific American VP, Global Media Alliances, Jeremy Abbate, moderating. Panels on the future of and current innovations in workplace wellness will include insight from top organisations like Johnson & Johnson and the Mayo Clinic.

**Focus on Mexico**

Both the minister of tourism, Miquel Torruco Marqués and minister of health, Dr José Armando Ahued Ortega, will share their perspectives on achieving wellness in an increasingly urbanised world; along with special presentations on wellness modalities unique to Mexico, including the indigenous temazcal treatment, and how these treatments can galvanise wellness tourism. In addition, Jeanene Bluhm, co-founder and creator of Mexico's Thomas Jefferson Institute, will present on putting wellness at the centre of education.

**Student competition**

The seventh annual Student Challenge, a competition between international universities to create a spa resort/ wellness concept of the future, will see two schools competing: Universidad Anáhuac México Norte (Mexico) and the University of Nevada Las Vegas (USA).

**Networking and gala events**

The Summit is known for its networking and themed gala events. This year, delegates will have a chance to experience the new design and film school, CENTRO, as well as the famous Palacio de Bellas Artes.

GWS is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the US\$ 3.4 trillion global wellness industry. Held in a different location each year, the summit attracts delegates from over 40 countries. Previous summits have taken place in the US, Switzerland, Turkey, Bali, India and Morocco.

29 Oct 2015

## Global Wellness Summit to connect wellness, creativity

BY JANE KITCHEN



*This year's Summit is co-chaired by Gina Diez Barroso, president and CEO of Grupo Diarq, a Mexico City-based firm whose vision is to promote and develop Mexican creativity*

photo: GWS

**The Global Wellness Summit (GWS), which will bring together international leaders to positively shape the future of the wellness industry from November 13-15 at The St. Regis Mexico City, has put creativity at the top of its agenda.**

"Mexico City teems with creative and artistic expression and we want to share that with our delegates both on the main stage and during our gala evening events," said Susie Ellis, chair and CEO of the Global Wellness Summit.

"We know art and culture play a major role in balanced, happy societies and overall wellness, and our goal is to keep attendees firmly in touch with their creative selves."

This year's Summit, co-chaired by Gina Diez Barroso, president and CEO of Grupo Diarq, a Mexico City-based firm whose vision is to promote and develop Mexican creativity, and Alfredo Carvajal, President of Delos International, will bring art, culture and creativity into sharp focus.

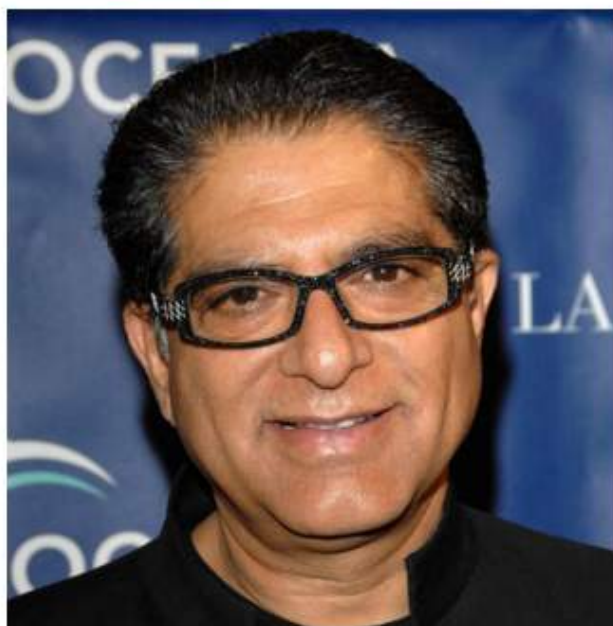
"Wellness and the arts/creativity are two major industries that are growing exponentially. And if you put them together the world would be a better place in which to live," said Barroso. "I am sure that the Global Wellness Summit can help make this happen."

Among the highlights on an agenda that includes Barroso's keynote on "The Business of Creativity, and Creativity in Business" will be a private performance by the Ballet Folklórico de Mexico, a world-renowned troupe of traditional Mexican folk dancers that was founded in the 1950s and captures the heart and spirit of indigenous cultures before the arrival of the Spanish. The performance will take place during a gala event at the Palacio de Bellas Artes.

Cirque du Soleil's Martin Boudreau will also present on the uniquely creative style of his company, and share his future plans for integrating wellness and entertainment. Meanwhile, Jose Rivelino Moreno, a Mexican sculptor whose work represents the perfect marriage of art and wellness, will share his installations and his global work focused on "Healing the World Through Art."

## Deepak Chopra to attend Global Wellness Summit as keynote speaker

BY HELEN ANDREWS



*Chopra has just co-authored another book, called *Super Genes*, with Dr Rudolph Tanzi, which will be released just prior to the conference in early November*

photo: Shutterstock / s\_bukley

**Dr Deepak Chopra will be a keynote speaker at the 2015 Global Wellness Summit (GWS) at the St Regis Mexico City 13-15 November. Chopra is famous for raising awareness of the concept of 'personal wellbeing', writing more than 80 books – 22 of which made the *New York Times* best seller list – and creating the Chopra Foundation.**

Chopra, who has been awarded numerous honours for his work and humanitarian efforts, will address delegates on this year's theme 'Building a Well World'.

"I am thrilled to be a part of this gathering of like-minded, forward-thinking wellness influences who are committed to helping to create a peaceful, just, sustainable, happier and healthy world," said Chopra.

Chopra is trained in internal medicine and endocrinology. He is a Fellow of the American College of Physicians and serves as an adjunct professor at both the Kellogg School of Management at Northwestern University and Columbia Business School, Columbia University.

"There are few people whose impact on the way we think about health and wellbeing has been as profound and wide-reaching as Dr Chopra's and we're thrilled he accepted our invitation to speak at this year's summit," said Susie Ellis, chair and CEO of the GWS. "He has transformed the way the world views physical, mental, emotional, spiritual and social wellness – and it is this holistic understanding of wellbeing that we, as an organisation, are always striving to communicate."

Chopra has just co-authored another book, called *Super Genes*, with Dr Rudolph Tanzi, which will be released just prior to the conference in early November.

In other news, the Deepak Chopra Center for Renewal and Anti-Aging will feature at the new eco-resort planned by Leonardo DiCaprio in Belize. This collaboration may be something that Chopra chooses to discuss with delegates.

Follow the author on Twitter: @HelenAndrewsSB

## Global Wellness Summit: Dr. Deepak Chopra Hauptsprecher

Geschrieben von Redaktion am 24. Mai 2015

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Der neue Branchentreff. Am 23./24. Januar 2016  
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Der Global Wellness Summit (GWS), das weltweit führende Ereignis, zu dem sich jährlich die internationale SPA-Branche trifft, kündigt Dr. Deepak Chopra als einen der Hauptsprecher der diesjährigen, neunten Konferenz an. Chopra ist Autor von über 80 Büchern – darunter 22 New York Times Bestseller. Er ist eine der weltweit führenden Persönlichkeiten wenn es ums Wohlbefinden und die alternative Medizin geht. Präsident Bill Clinton ernannte ihn zum „Pionier der alternativen Medizin“, das TIME magazine beschrieb ihn als einen der 100 Top Helden und Ikonen des Jahrhunderts.

Chopra reiht sich ein in eine lange Liste international anerkannter und inspirierender Sprecher, darunter der 14. Dalai Lama. Während der Konferenz, die vom 13. bis 15. November im St. Regis Mexico City stattfindet, wird Chopra einen Beitrag zum diesjährigen Thema "Building a Well World" halten. Chopra zeigt sich begeistert davon, ein Teil dieser Zusammenkunft gleichgesinnter, fortschrittlicher Persönlichkeiten der Wellness-Branche zu sein, die sich dazu verpflichten wollen, eine friedvolle, gerechte, nachhaltige, glücklichere und gesunde Welt zu schaffen. Sein nächstes Buch „Super Genes“ (Harmony, November 2015), das er zusammen mit Dr. Rudolph Tanzi geschrieben hat, wird kurz vor der Konferenz, Anfang November, veröffentlicht.

Zusätzlich zu seinem Status als Bestseller-Autor ist Chopra auch Gründer der Chopra Stiftung und Mitbegründer der „Chopra Center for Wellbeing“. Er hat bereits unzählige Ehrungen für seine Arbeit sowie seinen humanitären Einsatz bekommen. Chopra ist studierter Internist und Endokrinologe. Die Vorsitzende des GWS, Susie Ellis, zeigte sich glücklich darüber, dass Chopra die Einladung angenommen habe, denn nur wenige Menschen hätten einen derartigen Einfluss auf unser Bewusstsein über Gesundheit und Wohlbefinden wie er.

Weitere Infos zum diesjährigen Event: [www.globalwellnesssummit.com/2015-summit](http://www.globalwellnesssummit.com/2015-summit).

## Mexico City to Host 9th Annual Global Wellness Summit

Marie Callan - BanderasNews.com

August 3, 2015



Mexico is a global and regional wellness tourism powerhouse: ranking number 11 worldwide and with a market more than four times larger than the number two regional market, Brazil.



The Global Wellness Summit (GWS), considered the world's most prestigious gathering of business, government and academic leaders in the wellness, travel and spa industries, will be held November 13-15 at The St. Regis Mexico City.

With Dr. Deepak Chopra as one of the keynote speakers, this year's ninth annual conference is expected to attract a record number of attendees.

With Dr. Deepak Chopra as one of the keynote speakers, this year's ninth annual conference is expected to attract a record number of attendees.

One of the world leaders when it comes to well-being and alternative medicine, Chopra has authored more than 80 books - including 22 *New York Times* bestsellers. Other achievements include President Bill Clinton appointing him as a "pioneer of alternative medicine" and *Time* magazine describing him as one of the top 100 heroes and icons of the twenty-first century.

Chopra is excited about being a part of this gathering of like-minded, progressive personalities who are committed to creating a peaceful, just, sustainable, happier and healthier world. He joins a long list of internationally recognized and inspiring speakers, including the 14th Dalai Lama.

The theme of the 2015 Summit, "Building a Well World" will be reflected in the broadened scope of this year's agenda, which will speak to more wellness industries than ever before, including spa, hospitality and tourism, but also beauty, finance, medicine, architecture, workplace wellness, real estate, fitness, nutrition, manufacturing, technology and more. In addition, the simplification of the event's name to 'The Global Wellness Summit' from 'The Global Spa & Wellness Summit' reflects the broad spectrum of wellness industries the Summit now attracts and serves.

This is the first time in its nine-year history that the Summit is held in Latin America, a region that is experiencing dramatic growth in wellness. For example, according to recent research from the Global Wellness Institute (GWI), the Latin America-Caribbean region's wellness tourism expenditures are growing 16% a year (at \$26 billion annually) - or more than twice as fast as overall global tourism expenditure growth (7.3%). And wellness tourism trips in the region are growing three times faster than overall trips to Latin America/Caribbean.

And Mexico is a global and regional wellness tourism powerhouse: ranking number 11 worldwide and with a market more than four times larger (\$10.5 billion) than the number two regional market, Brazil (\$2.5 billion). Mexico attracts almost 1 in 2 wellness tourism "dollars" spent across the whole region.

"We're extremely excited about holding the Summit in what is one of the most vibrant, progressive cities in the world. Mexico City is a venue that embodies the excitement and opportunity we are seeing throughout the fast-growing wellness economy," said Susie Ellis, Chairman and CEO of the Global Wellness Institute, the umbrella organization that runs the GWS. "We're extremely excited about holding the Summit in what is one of the most vibrant, progressive cities in the world. Mexico City is a venue that embodies the excitement and opportunity we are seeing throughout the fast-growing wellness economy."

The Summit is an invitation-only gathering for senior executives, for information about attending click [HERE](#). For sponsorship information, contact Michelle Gamble at [michelle.gamble\(at\)globalwellnesssummit.com](mailto:michelle.gamble(at)globalwellnesssummit.com).

Source: [GlobalWellnessSummit.com](http://GlobalWellnessSummit.com)

# Global Wellness Summit Draws Visionaries to Mexico City

By Johnalee Johnston

Tags : Global Wellness Summit, Mexico City

Published: July 26, 2015



Months ahead of its ninth annual conference, the 2015 [Global Wellness Summit](#) (GWS) is already expected to draw a record turnout to Mexico City. As a global and regional wellness tourism powerhouse, Mexico attracts roughly 1 in 2 wellness tourism “dollars” spent across the entire Latin America/Caribbean region, according to the Global Wellness Institute. This, combined with the city’s vibrant cultural offerings made the city an obvious choice, and first host city, as opposed to a host country, for the GWS.

The GWS's overarching goal—shared purpose over individual gain—is modeled largely after the World Economic Forum, with delegates comprised solely of senior executives and decision makers. This year's theme, "Building a Well World," reflects the growing inseparability of wellness industries—from hospitality and tourism to architecture, medicine, technology and manufacturing, among others. The GWS has attracted quite the keynote arsenal to drive home this message, including author and wellness guru Deepak Chopra and His Holiness the 14th Dalai Lama.

Susie Ellis, chairman and CEO of the Global Wellness Institute, the umbrella organization that runs the GWS, explains: "Progress towards a 'well world' requires global collaboration among many different disciplines and industries, and never have so many business sectors been so keenly interested in wellness. Mexico City is a venue that embodies the excitement and opportunity we are seeing throughout the fast-growing wellness economy."

The economy Ellis speaks of is actually a \$3.4 trillion dynasty—over three times larger than the worldwide pharmaceutical industry. Not surprisingly then, wellness tourism sits at the epicenter of the global tourism industry, pulling cultural, sports, sustainable, medical, culinary and even agricultural tourism into a cohesive whole. The GWS will explore this aspect too, with pre- and post-Summit options such as a geothermal mineral water, cultural and artisanal tours.

The Global Wellness Summit will take place November 13-15 at The St. Regis Mexico City.

## Wellness Tourism, a US\$500 Billion Travel Industry

**Wellness tourism** is travel for the purpose of promoting health and well-being through physical, psychological, or spiritual activities. While wellness tourism is often correlated with medical tourism because health interests motivate the traveler, wellness tourists are proactive in seeking to improve or maintain health and quality of life, often focusing on prevention, while medical tourists generally travel reactively to receive treatment for a diagnosed disease or condition.

This industry unites two mega sectors: tourism and wellness into one powerful tourism product; and it has radically changed the way people travel and their expectations on the different destinations.

According to [TravelPulse.com](#) wellness tourism continues to grow at an unprecedented pace, as stated on the 2014 Global Spa and Wellness Economy Monitor.

The report, prepared by SRI International on behalf of the Global Wellness Institute, notes that wellness tourism grew by 12.7 percent in 2013, surpassing 2012's growth rate of 9 percent.

Overall, wellness tourism expenditures reached \$494 billion in 2013. That surpasses the preventative and personalized health market (\$432.7 billion) and draws close to the healthy eating, nutrition and weight loss market (\$574.2 billion).

### A New Concept

The new "Wellness" concept engages the traveler's mind, body, emotions, and spirit in a holistic way, in order to achieve mental restoration and physical balance.

### Yoga Retreats

Yoga retreats are cropping up around the globe to teach us to stay present, focusing on the here and now of every movement and breath.

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Yoga Retreat\_Anamaya Resort (Photo: TripAdvisor LLC)

### **Outdoor Boot Camp And Extreme Fitness**

Around the globe, destinations are beginning to fully leverage their landscapes for outdoor adventure and fitness. It's in response to a growing segment of travelers who want to combat stress, improve fitness, and lose weight outdoors by pushing themselves to the extreme.



(Photo: Anadolu Agency/Getty Images)

### **Meditation And Stillness Retreats**

Instead of blasting through a checklist of must-see tourist sites, an increasing number of travelers are opting to spend vacation time in quiet meditation. These spiritual seekers are finding healing and purpose in meditative retreats.



Golden Door (Photo: TripAdvisor, LLC)

### Hot Springs And Thermal Baths

Bathing in hot springs, the world's oldest spa experience, is one trend that never goes out of style and has been gaining popularity in recent years.



Soaking in the health benefits and social experience of natural hot springs is the trend (Photo: Google)

### Cleansing And Detox Retreats

At several detox retreats around the world, specialists customize a safe cleanse for the traveler's specific needs and body type.



(Photo: Thinkstock/iStock)

### Weight-Loss Resorts

When you book a weight-loss resort trip, you immerse yourself in a program with fitness, nutrition, education, relaxation, and camaraderie that will help you to improve your health in a pleasant environment.



Weight Loss Resort (Photo: TripAdvisor, LLC)

## Global Wellness Summit

The Global Wellness Summit (GWS) is an international gathering that brings together leaders and visionaries to positively impact and shape the future of the global spa and wellness industries. The 2015 Summit will take place in Mexico City, November 13-15, 2015, at The St. Regis Mexico City.



## Global Wellness Summit viene al DF

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MÉXICO TIENE UNA GRAN TRADICIÓN EN MATERIA DE SALUD Y BIENESTAR QUE SE REMONTA A LA ÉPOCA PREHISPÁNICA CON EL USO DE TEMAZCALES Y HERBOLARIA

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La Ciudad de México es el principal centro salud de y bienestar de América Latina, al ofrecer spas clase de mundial y servicios con prácticas ancestrales y de vanguardia, destacó el secretario de Turismo capitalino, Miguel Torruco Marqués.

El funcionario capitalino señaló que México tiene una gran tradición en materia de salud y bienestar que se remonta a la época prehispánica con el uso de temazcales y herbolaria.

En su cuenta de Twitter @TorrucoTurism, recordó que el país ocupa el lugar 11 en materia de turismo de bienestar, un mercado valuado en 10.5 mil millones de dólares y atrae a casi uno de cada dos dólares de turismo gastados en la región.

Recordó que este año, se llevará a cabo del 13 al 15 de noviembre la "Global Wellness Summit", considerada como la reunión de empresariales, gubernamentales y académicos de la industria del bienestar, viajes y spa más prestigiosa del orbe.

El tema de la cumbre es "Building a Well World", que reflejará el amplio contenido de la agenda, dirigida a un mayor número de industrias del bienestar, en las que se incluye los sectores de spa, la hospitalidad y el turismo.

Así como los sectores de la belleza, las finanzas, la medicina, arquitectura, el bienestar laboral, los bienes raíces, el fitness, nutrición, manufactura, tecnología, entre otros.

"Global Wellness Summit 2015 reunirá delegados de 50 países, líderes de la industria del bienestar, representantes de gobierno y académicos", escribió el funcionario capitalino en la red social.

Usted está aquí: Portada / Capital / El DF, sede de la cumbre 'Global Wellness Summit'

## El DF, sede de la cumbre 'Global Wellness Summit'

Por Laura Gómez Flores

mié, 19 ago 2015 14:29



Anuncio de la sede de 'Global Wellness Summit'. Foto tomada de la cuenta de Twitter @Global\_GWS

México, DF. La ciudad de México será la sede de la cumbre *Global Wellness Summit* que reunirá a 50 líderes empresariales gubernamentales y académicos de la industria del bienestar, viajes y spas del mundo, mercado valuado en diez mil 500 millones de dólares en México.

Dicha cifra, explicó el secretario de Turismo Miguel Torruco, es cuatro veces más grande que la de Brasil, que es el segundo mercado de la región con un valor estimado en 2.5 mil millones de dólares que atrae a casi uno de cada 2 "dólares de turismo", gastados en la región.

La novena Cumbre Anual de la organización se realizará del 13 al 15 de noviembre próximo y es la primera vez que una ciudad, no un país, asume el papel de anfitrión, lo que representa una plataforma única para mostrar lo que la ciudad de México tiene que ofrecer en cuanto a cultura, gastronomía, bienestar, clima y una gran variedad de atractivos que la han convertido en el destino premium para vacacionar de América Latina.

De acuerdo con datos proporcionados por GWS, los gastos de turismo en salud y bienestar en América Latina y el Caribe crecen a una tasa anual del 16 por ciento, equivalente a 26 mil millones de dólares al año, dos veces más rápidos que los viajes en general en la misma región.

Además, la capital de la República se ha convertido en el principal centro de salud y bienestar de la región al ofrecer una infraestructura de spas de clase mundial y una amplia variedad de servicios, que van desde prácticas ancestrales hasta aquellas de vanguardia, por lo que se estima que este evento dejará una derrama económica de alrededor de dos mil millones de dólares.

Por su parte, Susie Ellis, representante del Foro, destacó la importancia de que en nueve años de historia de la Cumbre se lleve a cabo en la ciudad de México, que ha logrado avances importantes en materia de salud y bienestar, como es el programa Muévete y Métete en Cintura, el retiro de saleros en restaurantes y el incentivar el uso de las bicicletas y las caminatas, así como que el país haya grabado las bebidas azucaradas y comida chatarra, lo cual está siendo observado con gran interés en el mundo entero.

## Global Wellness, la cumbre que potenciará el turismo de bienestar en México

Ayko Pruneda

agosto 24th, 2015

Foto: The Global Wellnes Summit

## Global Wellness, la cumbre que potenciará el turismo de bienestar en México

por Ayko Pruneda | Forbes Life | hace 3 meses

*La novena edición de The Global Wellness Summit, foro que reunirá a los principales líderes dentro de la industria del bienestar a nivel internacional, se realizará por primera ocasión en un país latinoamericano.*

Ministros de turismo, líderes y desarrolladores en el ámbito económico y de salud y CEOs de empresas privadas, entre otros personajes dentro del sector turístico de bienestar se reunirán del 13 al 15 de noviembre en el hotel St. Regis en la Ciudad de México, como parte de la cumbre Global Wellness Summit 2015. Durante esta cumbre se pretende combatir los padecimientos típicos de nuestro tiempo como estrés y depresión, entre muchos otros problemas que afectan la salud.

Este congreso anual nació en 2007, pero fue hasta 2013 cuando se organizó por primera vez bajo el nombre de Global Wellness Tourism Congress, un foro que reunió a personajes dentro de ámbito del bienestar a potencializar un crecimiento de \$494 mil MDD dentro del mercado turístico a nivel global, nacional y regional.

De acuerdo con datos proporcionados con el Global Wellness Institute en materia de turismo por salud y bienestar, la región de América Latina y el Caribe está creciendo una tasa anual del 16%, lo cual equivale a \$26 mil MDD al año. Es por ello que se eligió a México, como la sede para 2015 de The Global Wellnes Summit que incide de manera significativa en la economía y en la política social de muchos países de Europa.

El caso de México es particular, pues presenta una gran afluencia de turismo de salud y bienestar que se remonta a la época prehispánica, con el uso de los temazcales y la herbolaria para efectos de recreación, purificación y de sanación.

De esta manera, nuestro país se ha visto como un centro importante dentro de estos sectores, al posicionarse en el puesto número 11 en el ranking mundial, con un mercado valuado en \$10.5 billones, cifra cuatro veces más grande que Brasil, país que ocupa el segundo lugar a nivel regional con \$2.5 billones.

La Ciudad de México, en particular, se ha convertido en el principal centro de salud y bienestar de América Latina, al ofrecer una gran oferta de spas de clase mundial así como una amplia variedad de servicios que engloban desde prácticas ancestrales hasta aquellas de vanguardia.

Este segmento de mercado, actualmente ha tomado una particular importancia, tanto que el gobierno de Distrito Federal implementó acciones desde enero de 2015 e incluyó a propietarios de hospitales y hoteles, asimismo a las dependencias correspondientes al turismo y de salud de la capital.



Shutterstock, Morocco sede 2014 de The Global Wellness Summit.

### Construyendo un mejor mundo

En septiembre de 2014, en la ciudad de Marrakech, Marruecos, el D.F. obtuvo la preferencia para ser la sede de esta cumbre internacional, convirtiéndose en la primera vez que se elige de una ciudad y no un país como anfitrión. Llegada la fecha, se reunirán delegados de más de 50 países líderes de la industria del bienestar, representantes de gobierno y académicos que conformarán una participación de más de 500 personas. Además, se espera una derrama económica superior a los \$2 millones de dólares.

Para la capital del país este foro permitirá presentar la vasta oferta turística, gastronómica, natural y de bienestar que la posicionan como un destino Premium para vacacionar, y que se comprueba con los más de 13 millones de turistas que se hospedan en sus más de 315 hoteles al año.

De entre las conferencias que se tienen planeadas, destaca la del doctor Deepak Chopra, quien abordará el tema *Construyendo un mundo mejor*; se contará con la asistencia de Martin Boudreau, quien acercará a los asistentes al Cirque du Soleil; Maggie Hsu de Zappos compartirá sus pensamientos en la implementación de la *Holacracy*, un enfoque controvertido para el funcionamiento de una organización; Louie Schartzberg, reconocido director cinematográfico, mostrará su más reciente producción nombrada *Visual Healing*; y Samer Hamadeh, CEO de *start-ups* en tecnología de bienestar y creador de *Zeel.com* y *Booker*, realizará una ponencia. También habrán paneles donde se hablará del bienestar en lugares de trabajo a cargo de instituciones tales como Mayo Clinic y Johnson & Johnson.

Agapi Stassinopoulos, autor de *Unbinding the Heart: A dose of Greek Wisdom, Generosity and Unconditional Love* y otros *best sellers*, impartirá una ponencia en la que platicará sobre su vida, sus experiencias, aventuras y toda la sabiduría que ha adquirido, así como los valores que su madre inculcó sobre ella y su hermana, Arianna Huffington.

## Ciudad de México será sede de la Global Wellness Summit

26/08/2015 | 0:00 | La Novena Cumbre Anual de la organización Global Wellness Summit (GWS) se realizará en la capital mexicana del 13 al 15 de noviembre próximo.

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**FERIAS DE TURISMO**



Global Wellness Summit 2015 reunirá a delegados de 50 países, líderes de la industria del bienestar.

Por la importancia de su infraestructura turística; el desarrollo económico y patrimonio cultural, tradicional y artístico, la **Ciudad de México** fue elegida sede de la más prestigiosa reunión anual de líderes empresariales, gubernamentales y académicos de la **industria del bienestar, viajes y spa's del mundo**.

Este encuentro internacional reúne cada año a visionarios y ejecutivos internacionales relacionados con el turismo de bienestar, el Secretario de Turismo de la Ciudad de México, **Miguel Torruco Marqués**, señaló que es la primera vez que una ciudad, y no un país, asume el papel de anfitrión del **Global Wellness Summit**; una clara señal del pensamiento visionario del jefe de Gobierno del Distrito Federal, Miguel Ángel Mancera Espinosa.

El responsable de la política turística del gobierno capitalino dijo que ser el anfitrión de GWS 2015 representa una plataforma única para mostrar lo que la Ciudad de México tiene que ofrecer en cuanto a cultura, gastronomía, bienestar, clima y una gran variedad de atractivos que la han convertido en el destino **Premium de América Latina para vacacionar**.

Mencionó que de acuerdo a datos proporcionados por GWS, los gastos en turismo de salud y bienestar en **América Latina y el Caribe**, están creciendo a una tasa anual del 16 por ciento, equivalente a 26.000 millones de dólares al año, dos veces más rápido que los viajes en general en la misma región.

**Torruco Marqués** añadió que **México**, particularmente, tiene una gran tradición en materia de salud y bienestar que se remonta hasta la época prehispánica con el uso de temazcales y herbolaria para efectos de recreación, purificación y sanación.

México es un centro de gran influencia global y regional en cuanto a turismo de bienestar, lo cual queda de manifiesto, refirió, con la información que nos da a conocer GWS al estar considerado en el número 11 en el mundo, con un mercado valuado en los 10.500 millones de dólares, cuatro veces más grande que el de Brasil, el segundo mercado de la región con un valor estimado en 2.500 millones de dólares, y que atrae a casi uno de cada dos “dólares de turismo” gastados en la zona.

En el caso de la Ciudad de México, dijo, se ha convertido en el principal centro de salud y bienestar de América Latina, al ofrecer una infraestructura de spas de clase mundial y una amplia variedad de servicios, que van **desde prácticas ancestrales hasta aquéllas de vanguardia**.

Miguel Torruco enfatizó que en la actual administración, este segmento de mercado ha adquirido particular importancia, pues, por ejemplo, el jefe de Gobierno, Miguel Ángel Mancera, dio instrucciones para instrumentar el programa **‘Turismo de Salud’**, el que fue lanzado en enero de 2014, con la participación de la Secretaría de Salud y la de Turismo, propietarios de hospitales, tour operadores y hoteleros.

Destacó que en una primera etapa se esfuerzan por desarrollar e implementar una estrategia que permita a los visitantes nacionales disfrutar de los magníficos atractivos turísticos de esa metrópoli, a la par de disfrutar de tratamientos preventivos de salud, estéticos o de bienestar.

**Global Wellness Summit 2015** reunirá a delegados de 50 países, líderes de la industria del bienestar, representantes de gobierno y académicos, por lo que se espera la asistencia de 500 personas y una derrama económica en el orden de los 2 millones de dólares.

# Un alto precio no es sinónimo de un buen spa

Aprende a identificar los básicos de un servicio de calidad; la tendencia del bienestar es una industria que generó 3.4 billones de dólares en 2013.

Por: Renata Sánchez | Lunes, 24 de agosto de 2015 a las 08:05

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El costo no lo es todo, la variedad, higiene y trato valen más. (Foto: Hotel Esperanza Resort)

## Artículos relacionados



México y Brasil



4 tips para

**CIUDAD DE MÉXICO (CNNExpansión)** — Experimentar una sesión de temascal, disfrutar de un masaje o una mascarilla rejuvenecedora son servicios accesibles para las persona preocupadas por sentirse y verse mejor, pero por falta de conocimiento y prejuicios muchas se limitan.

El paradigma del bienestar sustentado en sentirse bien, mejorar la salud, prevenir enfermedades e **integrar hábitos saludables** ha desarrollado una industria que generó 3.4 billones de dólares en 2014. Sin embargo, el mercado en México sigue siendo muy nuevo por lo que los costos de los servicios de lujo suelen ser muy altos y el conocimiento de éstos y las alternativas a los mismos es escaso entre los habitantes.

De acuerdo con el estudio Global Spa and Wellness Economy Monitor 2014, elaborado por el Stanford Research Institute y el Gobaal Wellness Institute, un turista internacional promedio gasta en su viaje 1,250 dólares; pero un turista wellness destina 59% más, es decir alrededor de 2,000 dólares.

Mientras, un turista doméstico promedio gasta 500 dólares en un viaje local, y uno wellness destina 1, 250 dolares.

Una forma de impulsar la industria del bienestar que generaría una mayor competencia para abaratar los precios, a decir de Susie Ellis, es que se utilicen los servicios de spa y aguas termales por los propios mexicanos.

Para la experta un precio alto no es garantía de un buen servicio. Menciona que en México es posible encontrar temascales y aguas termales desde 400 pesos o menos, con beneficios similares a los de un masaje terapéutico en un hotel de cinco estrellas.

El costo promedio de un servicio de spa en Estados Unidos es de 49 dólares, mientras en México es de 1,500 pesos.

A pesar de que México tiene el mayor número de spas en toda Latinoamérica (2,765) y más lugares de aguas termales (576 contra 52 de Brasil), el mercado interno aún se encuentra inmaduro y el mayor número de consumidores es extranjero, asegura Susie Ellis, Presidenta y CEO de Global Wellness Institute.

Muchas personas están interesadas en su bienestar como una medida preventiva contra la enfermedad, por el alto costo de los servicios médicos. "La idea es disfrutar y sentirse mejor con cambios en el estilo de vida", y parte de ello son la preocupación por lo que se come, las horas de sueños, los masajes terapéuticos, comentó Ellis.

Lo anterior fue dicho por la CEO durante la presentación de la Ciudad de México como sede de la novena Cumbre Mundial del Bienestar (Global Wellness Summit), a realizarse del 13 al 15 de noviembre, con el tema "Construyendo un mundo mejor.

México ocupa la posición 13 en el mundo con mayores ingresos en servicios de spa y la primera posición en América Latina, de acuerdo con el "Global Spa and Wellness Economy Monitor 2014" del Stanford Research Institute y el Global Wellness Institute.

El mismo informe señala que en turismo de bienestar, México también encabeza la lista en la región y ocupa la posición 11 en todo el mundo, atrayendo 12 millones de viajeros que dejaron una derrama de 10,465.3 millones de dólares en 2013.

Los puntos básicos para que cualquiera pueda reconocer un servicio de calidad como lo hace un consumidor experimentado que recomienda Susie Ellis son:

1. **Qué dicen del lugar:** Todos queremos elegir el lugar correcto. Revisar las reseñas del spa, hotel o aguas termales es una de las mejores técnicas para evitar una mala experiencia. Sitios como Spafinder.com o Healing Hotels Of The World recomiendan lugares con la más alta calidad en México.
2. **Higiene:** Llegar a un lugar con desorden o sucio no es el ambiente ideal para desestresarse.

"Es como ir a un restaurante, si está sucio no es cómodo, la comida no se ve bien, seguramente saldrás corriendo de ahí. En un spa necesitas que huela, se vea y se escuche bien", recomienda Susie Ellis.

3. **Tranquilidad:** La ausencia de ruido, la recreación de un entorno natural y aislado del bullicio de la ciudad, que garanticen un espacio para relajarte, son esenciales.

Lo más importante es que el diseño de interiores cumpla con la promesa de relajación.

4. **Conoce a tu masajista:** Antes de empezar puedes charlar con la persona que te atenderá y preguntar cuánto tiempo se ha dedicado a dar masajes, dónde lo aprendió, en dónde ha estudiado.

Si el lugar es nuevo, el que el o la masajista tenga experiencia te da más garantías recomienda, CEO del Global Wellness Institute .

5. **Dame opciones:** Todo consumidor experimentado exige el servicio de mayor calidad y con la mayor variedad de masajes. Aunque sea la primera vez que se busca uno de estos servicios, un lugar que ofrece distintos tipos de masaje revela la experiencia de sus terapeutas.
6. **Confianza:** La forma en que el masajista te trata, escucha lo que sientes y te toca para sanarlo, genera una relación de confianza o no, que dará más pistas sobre la calidad de servicio en el spa.

Los spa, aguas termales y temascales no son las únicas opciones que conforman la industria del bienestar, también los productos o **tratamientos de belleza-antiedad**, medicina alternativa, medicina preventiva, comida saludable, nutrición y pérdida de peso; **wellness**, meditación y bienes raíces.

01 Sep 2015

## Agapi Stassinopoulos joins Deepak Chopra as keynote at 2015 Global Wellness Summit

BY JANE KITCHEN



Stassinopoulos

photo: Global Wellness Summit

**Author and speaker Agapi Stassinopoulos will join Dr. Deepak Chopra as a keynote speaker at the 2015 Global Wellness Summit, which takes place 13-15 November at the St. Regis Mexico City.**

Stassinopoulos will share inspiration and insights from her book, "Unbinding the Heart: A Dose of Greek Wisdom, Generosity, and Unconditional Love," and will also run two "Thrive" workshops based on her sister Arianna Huffington's book "Thrive."

"It's a real honour to have Agapi join us at this year's Summit and to give our delegates a first-hand look at the power of her Thrive workshops," said Susie Ellis, chairman and CEO of the Global Wellness Summit.

Summit organisers said the workshops are designed to provide tools to bring the principles of well-being into today's workplace, encouraging the ability to draw on our intuition, inner wisdom and sense of wonder, as well as our capacity for compassion and giving, so that, ultimately, we can live a meaningful life and thrive.

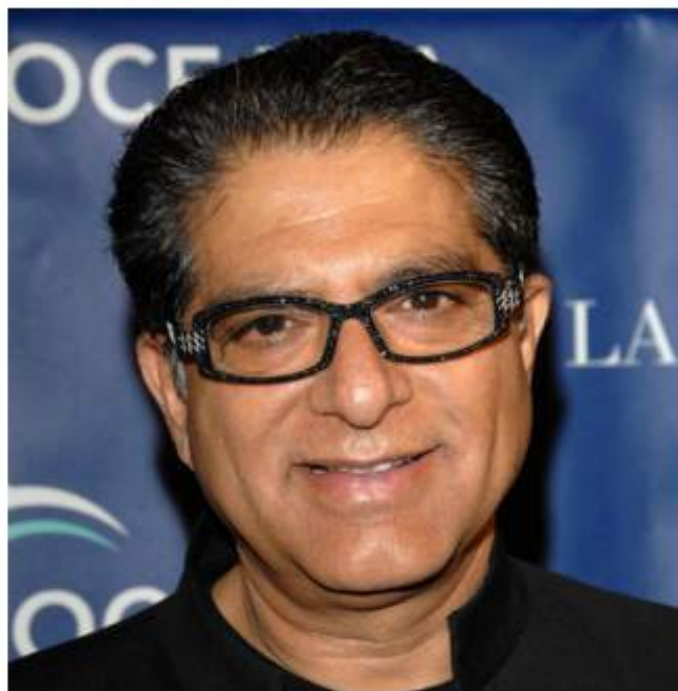
"As we live and embrace the intelligence and power of our heart, and we share it for the benefit of others, we reveal the essential truth of our lives – opening the doors to enhance our well-being," said Stassinopoulos. "It is with great joy that I come to the Global Wellness Summit. I look forward to sharing ideas and insights with so many visionaries who care deeply about health and well-being, and to join forces to bring innovative, new tools to more people so we can help build a better world that is healthy, connected and thrives."

Fellow keynoter Dr. Chopra said Stassinopoulos "is an authentic, genuine, and inspirational writer and speaker who knows how to connect with and move her audience. She brings out the beauty, power, and independence in all of us."

01 Oct 2015

## Diverse speaker lineup announced for Global Wellness Summit

BY JANE KITCHEN



Keynote speaker Dr. Deepak Chopra heads up a list of high-profile presenters

**The Global Wellness Summit, set to take place 13-15 November at The St. Regis Mexico City, has announced key elements of its 9th annual conference agenda.**

Keynote speaker Dr Deepak Chopra heads up a list of high-profile presenters which includes executives from companies as diverse as Cirque du Soleil and Zappos; Mexico City's Ministers of Tourism and Health; and panelists from renowned organisations such as Johnson & Johnson, the Mayo Clinic, Duke Integrative Medicine and Harvard Chan School of Public Health.

In addition, top findings from the Global Wellness Institute's major research report on the *Future of Workplace Wellness* will be presented.

This year's inclusive theme, "Building a Well World," will attract attendees from more than 40 countries and provide a comprehensive look at how the dramatic growth of the US\$3.4tn (€2.6tn, £2.1tn) wellness sector is transforming personal and professional lives – and what the outlook is for the future.

In addition to Dr Deepak Chopra, delegates will hear from:

- Agapi Stassinopoulos, sought-after speaker and best-selling author, who will share her wisdom on the main stage, as well as moderate two "Thrive" workshops at the Summit
- Louie Schwartzberg, filmmaker and founder of Moving Art, whose TED talks have attracted over 47 million views, will share a world premiere of his film series, *Gratitude Revealed*, later to be featured on *Oprah.com*
- Nerio Alessandri, founder of Technogym and the non-profit Wellness Foundation, will share his passion for research and education that fuels a healthy lifestyle
- Martin Boudreau, Cirque du Soleil's president of Parks and Immersive Content, discussing the process of innovation and the company's new interactive destinations
- Maggie Hsu, chief of staff to Tony Hsieh, CEO of online retailer *Zappos.com*, will describe what it's like to be her own boss, as Zappos adapts "holacracy," the company's new management structure
- Thierry Malleret, co-founder of The Monthly Barometer, will share his analysis of a world where wellness may become mandatory, and what that means for the global economy
- Samer Hamadeh, founder and CEO of Zeel USA, will present his disruptive wellness model: *zeel.com* - the "Uber of Massage"
- Gina Diez Barroso, president and CEO of Grupo Diarq, will speak on the emerging importance of creativity in business and how that convergence is impacting business everywhere

Giselle Fernandez, a five-time Emmy award winning journalist and Mexico native, will emcee this year's event. Fernandez brings her love of wellness and deep journalistic experience, including interviews with global leaders like Carlos Slim, Fidel Castro, Henry Kissinger and President Bill Clinton, to the Summit's stage.

An extensive number of panels and workshops will be presented on a wide-ranging array of topics, including spa, hospitality, technology, diet and nutrition, how to attract investment, wellness communities and residences, as well as new conceptual distinctions being made between "wellness" and "wellbeing."

New for 2015 is a focus on "clinical wellness," with panelists taking a look at how medical treatment and wellness modalities can better co-exist. Doctors from world-renowned institutions like the Mayo Clinic and Duke Integrative Medicine will join the debate with Scientific American VP, Global Media Alliances, Jeremy Abbate, moderating. Panels on the future of, and current innovations in, workplace wellness will include insight from top organisations like Johnson & Johnson and the Mayo Clinic.

Both the Minister of Tourism, Mr. Miquel Torruco Marqués, and Minister of Health, Dr. José Armando Ahued Ortega, will share their unique perspectives on achieving wellness in an increasingly urbanised world; along with special presentations on wellness modalities unique to Mexico, including the indigenous temazcal treatment, and how these treatments can galvanise wellness tourism. In addition, Jeanene Bluhm, co-founder and creator of Mexico's Thomas Jefferson Institute, will present on putting wellness at the centre of education.

The 7th annual Student Challenge, a competition between international universities to create a spa resort/wellness concept of the future, will see two schools competing: Universidad Anáhuac México Norte (Mexico) and the University of Nevada Las Vegas (USA).

The Summit is also known for its networking and themed gala events. This year, delegates will have a chance to experience the brand new Design and Film School, CENTRO, as well as the famous Palacio de Bellas Artes.

## “ GLOBAL WELLNESS SUMMIT The Place to be !



CETTE ANNÉE ENCORE, EMOTION SPA MAGAZINE AURA L'HONNEUR D'ÊTRE L'UN DES PRINCIPAUX PARTENAIRES PRESSE DE L'ÉVÈNEMENT INCONTOURNABLE DE LA PLANÈTE WELLNESS, QUI SE DÉROULERA DU 13 AU 15 NOVEMBRE : LE GLOBAL WELLNESS SUMMIT.

Après Marrakech l'année dernière, Susie ELLIS, Fondatrice et Présidente de l'événement a choisi Mexico pour cette 9ème édition qui réunira, cette année encore, les leaders et les visionnaires internationaux du bien-être.

Le thème de ce Sommet 2015, « Construire un Monde en forme », sera reflété par un programme de vaste portée, plus que jamais adressé à un grand nombre d'industries du bien-être,

tels que le Spa, l'Hôtellerie et le tourisme, mais également la beauté, la finance, la médecine, l'architecture, le bien-être au travail, l'immobilier, le fitness, la nutrition, la production, la technologie et plus encore.

L'année dernière le GWS a rassemblé 400 congressistes venant de 45 pays, avec une présence plus notable des français...enfin ! L'édition 2015 est déjà annoncée avec une participation record, tant au niveau des congressistes que des sponsors ! Je profite de cet edito pour remercier Susie pour son incroyable énergie et son remarquable professionnalisme qu'elle insuffle aussi à notre secteur, en lui donnant chaque année, un cadre d'expression et d'échanges sans égal.

En attendant de vous faire découvrir le Global Wellness Summit 2015 dans notre prochaine édition, je vous invite à lire notre 43ème numéro, riche en dossiers exclusifs, en particulier avec un nouvel extrait de l'étude Destination Bien-être Atout France. Nous avons également mis en avant les nombreuses ouvertures de cet automne, signe que malgré un climat économique morose, la création de Spas d'Hôtels reprend et que l'entreprenariat n'est pas mort en France... comme vous le montrera ma rencontre p.46 avec Jean-Claude LAVOREL, créateur d'émotions. Bonne lecture !



Image: Lili Popper

## | Why This Year's Global Wellness Summit Matters



BY LAURA HILL, ON OCTOBER 12, 2015

INSIGHTS

*With just one month to go until the 9th annual Global Wellness Summit (GWS) in Mexico City, businesses in the sector need to take note. Despite the fact that GWS is an invitation only event, we're take a look at how the event is bringing together international leaders to positively shape the future of the wellness industry – and why, if you're in the business of wellness, it matters.*

### What is the Global Wellness Summit?

The event, which is held in a different location each year, previously including the U.S., Switzerland, Turkey and Bali, is designed to provide a forum in which influential figures can meet to discuss current issues affecting the wellness industry and solve any shared problems that might be stunting progress.

Created by a group of industry leaders who decided to model the conference on the successful format of the not-for-profit World Economic Forum held each year in Davos, Switzerland, this year's GWS in particular is expected to host a record number of delegates from myriad industries, including spa, education and tourism, beauty, fitness, nutrition, workplace wellness and technology.

### What's on the 2015 agenda?

The main focus for this year's Summit will revolve around "Building a Well World," – a comprehensive look at how the dramatic growth of the wellness sector (now worth \$3.4 trillion) is transforming lives on both a personal and professional level – and what that means for the future.

Keynote speaker Dr. Deepak Chopra (leading figure in the the holistic-health movement) will head up a list of high-profile presenters, including executives from companies including Cirque du Soleil and Zappos; Mexico City's Ministers of Tourism and Health; and panelists from renowned organisations such as Johnson & Johnson, the Mayo Clinic, Duke Integrative Medicine and Harvard Chan School of Public Health.

Attendees will also be invited to join panels and workshops featuring a wide range of topics including technology, diet and nutrition, how to attract investment, wellness communities and residences, as well as new conceptual distinctions being made between "wellness" and "well-being." And new for 2015 is a focus on "clinical wellness," with panelists taking an objective look at how medical treatment and wellness modalities can co-exist more effectively. In addition, findings from the Global Wellness Institute's major research report on the "The Future of Wellness at Work" will be presented.

### Why is the Summit important?

Aside from the actual objectives of the Summit, which aim to:

- Establish a forum for dialogue among global industry leaders
- Create community by fostering friendly relationships among stakeholders
- Inspire a spirit of collaboration to solve shared problems
- Facilitate healthy growth for the industry and its individual businesses
- Initiate and support quality research
- Encourage innovation
- Cultivate leaders for tomorrow

Behind the scenes, the event helps its attendees to build new business relationships and strategise together. According to [PRWeb](#), the event offers an unparalleled number of platforms designed to drive industry collaboration and problem-solving and fores new business relationships among its wellness-focused delegates.

"This year's Summit was designed with 'collaboration' and 'networking' at its core, and it's this unique programming that has attracted a record number of first-time registrants in 2015," Susie Ellis, Chairman & CEO, GWS told [PRWeb](#).

"Unlike a conference where you passively learn, or a trade show where you're 'being sold', the Summit is all about face-to-face collaboration, strategy-sharing and problem-solving... something all too rare in today's wired world."

For those who haven't been invited to the event, all PowerPoints, session notes, videos and research reports shared at the past Summits are available to the entire industry on the [official website](#).

## SUSIE ELLIS

El relajante y placentero negocio del bienestar.

Por Anaid Osuna Peimbert

Cada año, la Cumbre Global Wellness (GWS) reúne a líderes internacionales y visionarios que buscan el bienestar del futuro de una industria de 3.4 billones de dólares. Los participantes de la cumbre representan a distintos sectores, entre ellos: hospitalidad, turismo, *spa*, *fitness*, belleza, finanzas, medicina, arquitectura/diseño, bienes raíces, manufactura y tecnología. Su celebración este año en la Ciudad de México nos permitió hablar con Sussie Ellis, CEO de GWS y entusiasta de la vida sana.

**¿Cómo diste con la idea de crear Global Wellness Summit?**

Hace 10 años tuvimos una reunión en Singapur. Para esas fechas, también teníamos reuniones en Asia, Europa y Norteamérica, pero nada global. Un grupo de nosotros coincidió en que necesitábamos llevarlo a un nivel mundial. Ahí fue cuando decidimos empezar. Hicimos el primer GWS en Nueva York y después en distintos países. Éste es el noveno que celebraremos, y nos emociona que el año entrante celebraremos ya 10 años.

**Este año, el Global Wellness Summit se celebrará en México. Háblame de lo que piensas de este país y de tus proyecciones en él.**

Habla estado aquí antes y también en otras ciudades de México, porque tienen muchos *spas* muy buenos. De hecho, Rancho La Puerta es un *spa* muy famoso en Tecate, incluso más famoso alrededor del mundo que en el mismo México. Pero eso va a cambiar; muchos *spas* se están abriendo en la Riviera Maya. Esto lo sabemos gracias a las estadísticas, que revelaron que México está muy interesado en el turismo de bienestar. Tienen muchos



recursos naturales, una gran historia que incluye el temazcal y tratamientos indígenas. México estaba en nuestro radar, y la empresaria Gina Diez Barroso fue de mucha ayuda, porque ella, de hecho, hizo un libro sobre *spas* en México y fue parte fundamental de este proyecto. Miguel Torruco, Secretario de Turismo de la Ciudad de México, también resultó abierto a la promoción del turismo de bienestar. Es un gran equipo.

**¿Cuál es el papel de México en el turismo de bienestar?**

Primero que nada, el futuro es muy brillante: este país tiene un increíble clima, una gran historia y muchos aspectos positivos por los que la gente ya viene a México. En la parte no tan positiva, tienen un contexto como el de nosotros en Estados Unidos (como índices altos de obesidad), pero es-

tán haciendo cosas para resolverlo, y eso es algo que el mundo está viendo. Creo que México tiene un papel de líder, ya que encabeza algunos programas interesantes para el bienestar, tales como el impuesto a la comida chatarra.

**Con el estrés de la vida actual, ¿qué tan importante consideras que es la existencia de un foro como Global Wellness?**

El bienestar ya no es sólo una tendencia, sino un movimiento, porque todos estamos muy estresados y vivimos pegados a la tecnología las 24 horas. Mientras escuchaba las noticias esta mañana me puse a pensar en muchas cosas que pasan alrededor del mundo, y que debemos cuidar de nosotros mismos. Ayudarnos mutuamente, comer saludable, hacer ejercicio y socializar, aprender lo que es importante en la vida y lo que hace a una persona feliz. A raíz de este caos, el bienestar adquiere más importancia.

**¿Es la industria del bienestar capaz de llevar una inversión importante a un país? ¿Ves posibilidades en México?**

Totalmente. Un buen ejemplo es la India. Hace muchos años, la gente no iba ahí por el bienestar, pero entonces la India decidió comercializarlo, y ahora, el yoga Ayurveda, la meditación y sus *spas*, lo han convertido en un gran destino: ahora tiene cinco veces más turismo que antes. Poner énfasis en el turismo de bienestar traerá viajeros domésticos e internacionales. *Robb Report*, por ejemplo, le habla a la gente que lo tiene todo, pero si no son sanos, las cosas no importan. Las gente está invirtiendo en su salud porque puede cambiar el rumbo de su vida; no se trata de perder 20 kilos, pero sí de cambiar de ambiente y de concentrarte en ti mismo.

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Travel / Trending

## Global Wellness Summit Highlights the Travel Market



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ALL-INCLUSIVE ESCAPES

December 02, 2015

Hosted in Mexico City, this year's Global Wellness Summit identified travel as one of the wellness industry's key trends

By: Ashley Burnett



Delegates at the conference highlighted the increase in wellness tourism. // ©2015 Global Wellness Summit

Feature image (above): Mexico City hosted this year's Global Wellness Summit. // ©2015 Global Wellness Summit

This year's Global Wellness Summit (GWS) was held Nov. 13-15 at The St. Regis Mexico City and gathered a record number of attendees from the many fields that constitute the wellness industry.

"The Mexico City Summit was a watershed moment, because passionate leaders from economics, medicine, government, technology, spa and wellness, travel, education and the arts came together to debate how to bring preventative health into our chronic-disease- and healthcare-cost-burdened world — much like when the world first came together in Kyoto to declare solidarity against climate change," said Susie Ellis, chairman and CEO of GWS.

In past years, the hospitality delegates at GWS seemed wary of the spa and wellness category; however, this year, the two fields were inseparable. According to summit experts, the emerging trend of employees working less and traveling more — especially in the U.S. and Asia — will help wellness tourism skyrocket even further than it has in the last few years.

16

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## Related Content

There's a lot you need to know before booking a client's wellness getaway. Here's our guide to figuring out [which healthy hotel is right for your client](#).

## The Details

**Global Wellness Summit**  
[www.globalwellnesssummit.co](http://www.globalwellnesssummit.co)

"Wellness will only become a bigger player in the destination resort space, while resorts without wellness and 'purpose' will decline," said Omer Isvan, president of Servotel Corporation, a boutique consulting firm that specializes in hospitality and real estate development projects.

Isvan and other summit experts agree that the "transformational experience" provided by wellness offerings will be what continues to drive the category's growth. The trend of authenticity in travel will also play a strong role.

During GWS, Jean-Claude Baumgarten, former president of World Travel & Tourism Council, noted the big trend of pairing of wellness with travel categories across the board, including adventure, cruise and even safari.

This trend may be due in part to misconceptions about wellness travel, as well as the fact that only a small percentage of people travel solely for wellness or spa offerings. Another trend noted at GWS was the sector's focus on children: Several spas and wellness retreats now offer cooking classes, yoga and meditation for younger guests.

What's more, destinations promoting themselves as premier locations for wellness offerings are being rewarded for their efforts. One example noted at the event was Rotura, New Zealand, which has labeled itself the "Health and Wellness Capital of the South Pacific." The area has seen a 26 percent increase in visitor spending due to promotion of its authentic thermal waters and adventure-sport offerings.

Attendees from Tirol, Austria, also pointed out that the destination's focus on wellness is key to its tourism promotion and the 43 million stays Tirol achieves per year — perhaps one reason why the Austrian state has been chosen to host next year's summit.

Other key areas for wellness travel noted during the summit include developing markets such as Cuba, Croatia and Sri Lanka.

## Fitness Companies Get into the Hotel Business and Other Tidbits from the Global Wellness Summit

by Anne Dimon / December 03, 2015



"The most prestigious international event of its kind." That's how Miguel Torruco Marqués, Mexico City's Minister of Tourism, referred to the Global Wellness Summit as he welcomed delegates to his city on the opening day of the recent three-day event. "Wellness tourism," he said, "can help fight the illnesses of our times, such as stress."

Launched as the Global Spa Summit in 2007 with an event in New York City, the event has since rebranded itself, offering a much broader focus and more diverse content. The theme this year was "Building a Well World," and more than 450 attendees from 40 countries made it the largest gathering in the event's history.

Mexico City is the first city to sponsor the Summit, noted GWS chairman and CEO Susie Ellis. "It has been sponsored by countries but never by just one city." It's also the first time that the summit is being held in Latin America.

Wellness is a \$3.4 trillion industry (as of 2014) and "it's the one thing that countries everywhere can agree on," Ellis said.

Of particular interest to agents, here are just a few newsy items from this year's Summit:

### Working wellness into hospitality

Fitness companies moving into hospitality is a growing trend, said Alfredo Carvajal, president of Delos International.

At one of the summit's many sessions, Carvajal spoke about travel as "a disruptor," and suggested that to reduce this "disruption," the hospitality industry should seek out ways to "personalize wellness beyond spa thinking."

To that end, two fitness brands already entering the hospitality scene are SOUL CYCLE and Equinox Holding Inc. In January, Soul Cycle will open a studio at 1 Hotel South Beach, Miami, and fitness company Equinox recently announced that its first hotel, currently in development, will open in New York City in 2018.

Then there are those progressive hospitality brands focusing on fitness as a core value. Even Hotels (by InterContinental Hotels Group) has recently opened its third hotel and the first in New York City. The 150-room flagship **EVEN Hotels New York – Times Square South** in Midtown Manhattan offers a 1,200-square-foot athletic studio, plus spin and yoga classes and morning runs led by the property's chief wellness officer.?

Beyond fitness, the brand also offers Eat Well options and, speaking to Carvajal's reference to "personalized" wellness, offers such items as customized dishes.

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### Rotorua positions itself for wellness tourism

About a three-hour drive south of Auckland, the city of Rotorua, New Zealand, is actively working to position itself as the health and wellness capital of the South Pacific.

Rotorua is the cultural center for the indigenous Maori, and project spokesperson Malcolm Short said, "the initiative is, in part, about growing the Maori economy and expressing the culture." Beyond enjoying the therapeutic thermal hot springs that bubble out of the ground at 200-225 degrees centigrade, visitors also can enjoy white water rafting and mountain biking. A land of lakes, Rotorua is also working on a new lakefront development, including a spa that will incorporate Maori culture and a thermal water park for families.

### **Sri Lanka's first luxury resort to open in February**

Santani, the first luxury resort to open on the island of Sri Lanka, is scheduled to welcome its first guests in February 2016. Located about 12 miles from the city of Kandy, a World Heritage Site and the small nation's cultural capital, the 50-acre property is a sustainable development set in the Sri Lankan hills.

In keeping with the development's sustainability principles, Vickum Nawagamuwage, founder and CEO, says all rooms will be built on stilts in order "to touch the earth with a minimum footprint." The design is based on the traditional 16th-century architecture of Sri Lanka, allowing natural airflow to cool the buildings; Nawagamuwage said it is 70% more energy-efficient.

The new all-inclusive resort also will house a restaurant with three menu options (detox, vegetarian, and international), a full-service spa, wifi on demand and, "pristine jungle, forest, rivers, and mountains at your doorstep," Nawagamuwage said.

### **New healing arts center opens in Manhattan**

Following 20 years as a trusted destination for wellness in East Hampton, NY, Naturopathica opened its second center — the Naturopathica Chelsea Healing Arts Center & Spa — last month in Manhattan. It houses a full-service spa with six treatment rooms; an herbal dispensary; a Vitality Bar serving juices, herbal tonics, and healthy snacks; and a Sensory and Meditation Lounge.

"In a city like New York, where everyone is in constant motion, I wanted to create a place where both residents and visitors to the city can slow down, relax, and learn how to integrate healing rituals and remedies into their daily routines," said Barbara Close, professional herbalist and aroma-therapist, and founder/CEO of Naturopathica.

The 2016 Global Wellness Summit will take place in Tirol, Austria.

— [Naturopathica](#) —



Scooped by **Roland Schegg**

## Fitness Companies Get into the Hotel Business and Other Tidbits from the Global Wellness Summit



From [www.travelmarketreport.com](http://www.travelmarketreport.com) -  
December 3, 12:02 PM

"The most prestigious international event of its kind." That's how Miguel Torruco Marqués, Mexico City's Minister of Tourism, referred to the Global Wellness Summit as he welcomed delegates to his city on the opening day of the recent three-day event.

"Wellness tourism," he said, "can help fight the illnesses of our times, such as stress."

## Global Wellness Award Winners Announced

December 1, 2015



At the [Global Wellness Summit](#), which took place Nov. 13-15, 2015, in Mexico City, winners of the Global Wellness Awards were announced. The awards are listed below in no particular order.

### **Wellness Innovator**

Mel and Enid Zuckerman, founders of Canyon Ranch

### **Leader in Sustainability Award**

Green Spa Network

### **Leading Woman in Wellness Award**

Geraldine Howard, founder of Aromatherapy Associates

### **Building a Well Word Award**

Michael R. Bloomberg, former mayor of New York

### **Student Challenge Award**

University of Nevada Las Vegas

### **Leader in Workplace Wellness (new)**

Kenneth Pelletier, M.D., professor at University of California San Francisco and University of Arizona Schools of Medicine



## Global Wellness Summit 2016 in Tirol

25.11.2015

*Beim großen internationalen Wellness-Konvent in Mexico City wurde der Austragungsort für 2016 bekannt gegeben: Tirol!*

Der Global Wellness Summit (GWS) ist eine internationale Veranstaltung organisiert von Branchenführern aus der Wellness- und Gesundheitswirtschaft, die langfristig positive Veränderungen zum Wohle einer gesunden, modern prosperierenden Gesellschaft anstrebt. Mit dem Ziel „building a well world“, also die Zukunft der Wellness-Branche positiv zu gestalten, trafen sich 460 geladene Delegierte aus 41 Ländern kürzlich in Mexico City.

Zahlreiche Vorträge mit Top-Referenten wie Deepak Chopra (Bestsellerautor im Bereich Präventionsmedizin), Thierry Malleret (World Economic Forum), Nerio Alessandri (CEO Technogym) oder Gina Diez Barroso (CENTRO University for Creative Studies) gaben die nötigen Impulse für die Podiumsdiskussionen zu Themen wie Spa und Profitabilität, Tourismustrends, Gesundheit am Arbeitsplatz, grüne Architektur sowie zu Beauty, Fitness, Ernährung und Nachhaltigkeit.

Nerio Alessandri gab in seinem Vortrag ein klares Statement ab zu Geschäftsmodellen der Zukunft: „Früher dachten wir nur an Produktinnovationen. Heute verändern wir uns, und sehen die Zukunft in der Serviceorientierung und in neuen Geschäftslogiken“, so Alessandri, dessen Firma Technogym zu den führenden Ausdauer-, Reha- und Fitnessgeräteherstellern zählt. „Morgen schon werden wir mit Versicherungen, Kliniken, gesunden Gemeinden und Großkonzernen zusammen arbeiten, für die Gesundheit an oberster Stelle steht, und gemeinsame Gesundheitsprogramme verwirklichen.“

Faszinierende Einblicke in die Wechselwirkungen zwischen gesundem Verhalten und Auswirkungen auf die Zellstruktur im Körper gab Dr. Deepak Chopra, der im Bereich Neurowissenschaften mit Professoren der Harvard Medical School forscht. Aktuelle Forschungsergebnisse zeigen, dass gesundheitsorientiertes Verhalten durch reichhaltige Ernährung, körperliches Training, aktives Stressmanagement, gesunder Schlaf, Meditation und positive Emotionen die menschliche Zelle positiv beeinflusst. „Somit ergeben sich Auswirkungen auf das Erscheinungsbild eines Menschen, das im gesunden Fall mit gesteigerter Vitalität, Krankheitsresistenz und verzögerten Alterungsprozessen einher geht“ so Chopra, der in seinem aktuellen Buch „Super Gene“ wissenschaftlich fundiert argumentiert und als Vortragender brilliert.

Aber was macht den Summit einzigartig unter den Konferenzen der Branche? Hochrangige Entscheidungsträger aus der ganzen Welt, die sich zur Teilnahme am Summit erst bewerben müssen, und gezielt nach deren Erfolgen und deren Stellenwert in der Branche ausgesucht werden. Ähnliche Kriterien sind bei der Entscheidung des Austragungsortes zu erfüllen.

Bereits im Jänner 2015 wurden über den Cluster Wellness Tirol Vorgespräche zwischen der Tirol Werbung, dem Convention Büro Tirol und der Wirtschaftskammer Tirol organisiert, um bewussteinbildend auf die Vorteile eines solchen Großevents mit einer regionalen Wertschöpfung von ca. €750.000,- (durch die Ausgaben der Delegierten, Eintrittsgelder und Convention-Tours) und einer weltweiten medialen Berichterstattung (ua. New York Times, Chicago Tribune, travelmarket report) hinzuweisen. Clustermitglied Franz Linser (Fa. Linser Hospitality) setzte wesentliche Akzente in der Tiroler Wirtschafts- und Landespolitik, um den letztlich positiven Entscheid durch LH Platter herbeizuführen. Auf betrieblicher Seite war Clustermitglied Adrian Egger (Fa. Thermarium Spa-Anlagenbau GmbH) aktiv als Motivator für das Austragungsland Tirol unterwegs. Ihnen gebührt an dieser Stelle unser herzlicher Dank!

Nach den bisherigen Summits ua. in den USA, der Schweiz, der Türkei, Bali, Indien und Marokko ist der kommende Austragungsort Tirol!

02 Dec 2015

## SRI reveals new research findings on wellness at work

BY JANE KITCHEN



*SRI's Ophelia Yeung said bad working conditions worldwide were undermining the wellness of the planet and productivity*

photo: Global Wellness Summit

**During the Global Wellness Summit, SRI International (SRI) revealed early findings from the Global Wellness Institute's upcoming research report into wellness at work.**

The full report will be published in January 2016. SRI's Ophelia Yeung and Katherine Johnston said bad working conditions worldwide were undermining the wellness of the planet and productivity.

"Wellness at work is the right to work in a manner that is healthy, safe, motivating and edifying," said Johnston. "We are responsible for conducting work in a way that improves our wellness and the wellness of others."

Their research found that existing workplace wellness schemes are valued by less than one in ten workers because they are suspicious of company's motives in delivering them.

Workplace wellness is worth US\$40bn (€38bn, £26.5bn) globally as an industry, but Yeung said many workplace wellness programmes miss the mark because they are seen as an HR function, instead of being integrated into the company culture. Yeung suggested companies should adopt a wellness culture across the entire organisation.

SRI identified seven trends for the future of work:

1. Both companies and governments will demand change due to rising costs and worsening health.
2. Wellness at work is going to explode across the world in the coming 5-10 years: employers need to keep workers well to stay competitive.
3. Workplace wellness programmes as we know them today will disappear; in their place, companies will create a culture of wellness, and embed wellness in long-term strategy.
4. People will take more responsibility for their own wellness and how work affects it.
5. Companies that do not provide well working environments will not be able to recruit and retain good people.
6. Doing right by employees and the community is good for business. People will be less interested in companies associated with the destruction of the environment or those that don't treat their employees fairly.
7. Governments will become more aggressive about mandating wellness, including in the workplace.

## You can change your genes, Deepak Chopra tells GWS

BY LIZ TERRY



*Deepak Chopra addresses a full house at the Global Wellness Summit*

photo: Global Wellness Summit

**Deepak Chopra addressed a full house at the recent Global Wellness Summit (GWS) in Mexico City, exploring how conscious lifestyle decisions can have a huge impact on wellness.**

Chopra believes in 'Radical wellbeing' and has a book out explaining the science, called *Super Genes*. He gave a signed copy to each delegate.

Chopra's talk centred on self healing, and he explained how scientists used to believe that genes were fixed for life and that they "determine our biological destiny."

However, said Chopra, the sequencing of the human genome has taught us that genes change in response to everything we think and do, every second of the day.

This extends from exercising to sleeping, to the pollution we're exposed to and from our stress levels to what we eat and drink.

"The human body is far more capable of healing and renewal than anyone ever previously suspected," he told delegates.

This new science is opening up huge opportunities for everyone involved with healthy living interventions, including the spa and wellness industry and everything from wellness real estate to clean air systems. Chopra said we should think of our epigenome as a light switch, saying: "With the right lifestyle changes, you can turn off the harmful genes and switch on the good ones." In some cases these changes can even be passed on to up to seven subsequent generations.

He said five per cent of illness was genetic and required allopathic interventions, but that most other disease was lifestyle-related and avoidable and that the spa and wellness industry has a huge part to play in helping people make the changes needed to achieve optimum health.

Although still in its infancy, the study of epigenetics is already yielding vital information about the future of health, as well as changing priorities for individuals, health providers and spas and placing a greater emphasis on prevention.

## Global Wellness awards honour industry icons

BY JANE KITCHEN



*The Green Spa Network received the Leader in Sustainability award.*

photo: Global Wellness Summit

**Winners of the second annual Global Wellness Awards, which honour industry members and students, were announced at the Global Wellness Summit earlier this month.**

- The University of Nevada Las Vegas, US, won the Student Challenge Award.
- The award for Wellness Innovator went to Mel and Enid Zuckerman, founders of Canyon Ranch, which has locations in Arizona and Massachusetts, US, and is set to open its first international location in Kaplankaya, Turkey. The Zuckermans also helped found the Mel and Enid Zuckerman College of Public Health at the University of Arizona and the Wellness Council of Arizona, a non-profit organisation fostering worksite wellness.
- The Leader in Sustainability award went to the Green Spa Network – the first time the Global Wellness Institute has given the award to an organisation rather than a spa. Members of the Green Spa Network, which is a not-for-profit trade association that explores the connections between personal wellbeing, economic sustainability and the health of the planet, gathered on stage to accept the award.
- The Leading Woman in Wellness award went to Geraldine Howard, founder of spa brand Aromatherapy Associates, who accepted the award via a live video link. Howard is battling cancer, so was not able to travel to the event. She also presented delegates with a special essential oil blend.

- The Leader in Workplace Wellness – a new award this year – went to Dr Kenneth Pelletier, Professor of Medicine and Professor of Public Health at UCSF and the University of Arizona Schools of Medicine. Dr Pelletier also spoke about workplace wellness at the conference, where he said today's measure of return on investment will be replaced by value on investment.

- And the Building a Well Word Award 2015 went to Michael R Bloomberg, American business magnate, politician, and philanthropist, who served as the 108th Mayor of New York City for three consecutive terms.

## Workplace wellness: good for the bottom line

BY JANE KITCHEN



*Pelletier said a study to be published next month will show that companies with corporate wellness schemes generate a 200 per cent greater return for shareholders.*

*photo: Global Wellness Summit*

**Dr Kenneth Pelletier, Professor of Medicine and Professor of Public Health at The University of California San Francisco and the University of Arizona Schools of Medicine, tackled the issue of workplace wellness during a panel at the recent Global Wellness Summit.**

Pelletier argued that wellness providers need to learn a vocabulary that enables them to grow their workplace wellness contracts by communicating more effectively with businesses.

"Corporations don't know you exist," he explained.

Pelletier said a study to be published next month will show that companies with corporate wellness schemes generate a 200 per cent greater return for shareholders, and that a proportion of this profit can be attributed to their wellness programmes.

Pelletier took a sample of companies that have won the C. Everett Koop Award – named for the former US Surgeon General and designed to recognise workplace health programmes – and looked at their earnings three years before and after winning the award. Results showed that against an average among the S&P 500 of a 150 per cent return, the Koop winners showed a whopping 350 per cent return over the six-year period.

Pelletier also said today's measure of return on investment will rapidly be replaced by a new measure – value on investment – which includes things like satisfaction, employee motivation, staff turnover and performance profitability, and that companies are becoming more interested in maintaining a culture of health.

## Natura Bissé Foundation provides free treatments to cancer patients to improve sufferers' quality of life

BY HELEN ANDREWS



Patricia Fisas, senior VP of marketing for Natura Bissé Group told delegates at GWS 2015 about the free treatments

photo: Natura Bissé Group

**The Ricardo Fisas Natura Bissé Foundation is working with hospitals via an assistance programme to provide free treatments to cancer patients. It also trains professional aestheticians about products and treatments to use on sufferers' skin and it teaches volunteers how to support patients. Patricia Fisas, senior VP of marketing for the Natura Bissé Group, told delegates of the Global Wellness Summit about these treatments for cancer during a Knowledge Workshop in Mexico City.**

Natura Bissé was founded in 1979 and Ricardo Fisas Natura Bissé Foundation was founded in 2008. Currently, 0.7 per cent of luxury skincare manufacturer Natura Bissé's turnover is given to the foundation. The foundation has three main projects to work on:

- 1) Developing a social outreach programme for the most disadvantaged communities locally in Spain and in Mexico.
- 2) Providing reading and writing support for children with learning differences (dyslexia and ADHD) in Spain
- 3) Providing free aesthetic treatments for cancer patients in hospitals and clinics across Spain, and 'onco-aesthetic' training for professional aestheticians.

The cancer programme began because professional aestheticians from beauty salons came to Fisas and asked what products and techniques could be used on cancer patients' skin.

An active volunteer at a cancer hospital also told Fisas that patients undergoing oncological treatments in Spain don't receive any professional aesthetic advice to treat their skin, which can present severe physical changes that seriously affect patients' self-confidence, security and emotional wellbeing. It's these basic needs that Natura Bissé wants to address – to give these patients a better quality of life.

"The emotional state of patients is affected by the state of their skin," said Fisas.

Currently, the Natura Bissé Foundation is working with 10 hospitals, clinics and patient associations in Spain. By the end of 2015, the foundation is hoping to sign an agreement with a large Spanish health group, which is a leading provider of health services.

So far, the foundation has given 3,200 free individual treatments to cancer patients and given away more than 5,000 samples of Natura Bissé products to sufferers. Treatments have been received by women in Spain – 72 per cent of which had/ have breast cancer. 47 per cent of these women are in the age range 25-50 and 52 per cent are over 50-years-old.

The Natura Bissé Foundation has held 30 workshops at cancer associations and more than 220 patients attended these.

Having gained experience and know-how in the hospitals, the technical and training team at Natura Bissé – in collaboration with a multidisciplinary doctors involved in the field of oncology – set up a two-day training bootcamp for professional aestheticians to learn about cancer and the theory behind the techniques used to treat patients.

This bootcamp is followed by a practical course that lasts two days, where volunteer cancer patients are given treatments by these therapists. Also during the practical course, aestheticians learn how to prepare their facial rooms with appropriate features to provide a comfortable environment for onco-aesthetic treatments. For example, when a patient receives a treatment there are a number of items that need to be in the treatment room: a place to leave his/her wig, a bottle of water, a blanket, a fan, tissues close by.

Following the two-day course, these trained therapists have access to online materials and a quarterly magazine with the objective of becoming both a source of information and on-going training for professionals.

So far, the foundation has nearly 300 trained aestheticians offering these free services in clinics around Spain.

"We are never going to cure cancer, but we will improve the wellbeing of these individuals mentally and physically," said Fisas.

While the foundation mainly treats women at the moment, there are lots of men and children who would also benefit from the treatment, added Fisas, who said it's a case of working with the hospitals and seeking their co-operation.

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Nov

## Global Wellness Summit - Highlights from Day 3

Written by sara2 | Updated: Tuesday, 17 November 2015 10:03



The highlight of our fully packed agenda was learning from Dr. Deepak Chopra, Pioneer of Alternative Medicine & Author; Founder, The Chopra Foundation, U.S who spoke about 'The Future of Wellbeing'.

After watching a short video showing the miracle of conception, gestation and birth we heard once again of the important role of the gut microbiome (microorganisms and their collective genetic material). This microbiome communicates with the body by regulating which genes get turned on and off, "acting as both a thermostat and a switch" advises Dr. Chopra. "Who are we?" he questioned, "all DNA is made of atoms forged in the crucible of stars. We are essentially stardust beings. The body is like a river, constantly changing with every breath."

In less than one year you replace 98% of the atoms in the body, the skeleton is replaced every 3 months and our DNA which holds the memory of our evolution, changes every 6 weeks. "The body I am in today is just my 2015 model" Dr. Chopra joked.

"The body is a process not a structure, an energy and information field of gene expression and neuroplasticity. By changing our experiences we can change our biology."

The fact that only 5% of disease-related gene mutations are fully deterministic provides a positive outlook for the potential of the health and wellbeing of an essentially 'sick' world population. By changing our experiences, we can change our biology.

Chopra outlined the 5 pillars of wellbeing:

Sleep

Meditation and Stress Management

Movement (including Yoga and Pranayama breathing)

Emotions

In a study completed by The Chopra Centre, Telomerase (a marker directly associated with longevity and wellbeing) was increased by 40% in meditators within one week. Another study showed decreased heart disease and leaky gut symptoms from simply keeping a daily gratitude journal.

The day continued with some potential future trends from industry leaders, followed by recognition and awards. The award for 'Leader in Sustainability' went to the Green Spa Network while the award for a Leading Woman in Wellness went to Geraldine Howard of Aromatherapy Associates who accepted via Skype from the UK.

Agapi Stassinopoulos, Author; Unbinding the Heart, Connecting and Thriving, gave an inspiring closing speech challenging each of us to look after ourselves as we would that super-VIP guest. "Say 'thank-you' many times, that is how we are going to save humanity, and always remember, you are not a drop in the ocean, you are the ocean in one drop."

Susie Ellis then announced the much-anticipated news: the location of the 10<sup>th</sup> Global Wellness Summit. The 2016 summit will take place in Tirol, Austria. It's a good job we all now have enough inspiration to last a full year!

Sara Jones

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Nov

## Global Wellness Summit - Highlights from Day 2

Written by sara2 | Updated: Monday, 16 November 2015 13:29



Day 2 started with a touching poem written and delivered by Giselle Fernandez for the victims of the Paris terror attack. We followed this with a moment of silence before continuing the day's agenda with Amy McDonald's interview of Martin Boudreau, President, Parks and Immersive Content, Cirque du Soleil, and Iván Chávez, Executive Vice President, Grupo Vidanta, Mexico. The partnership of these two innovative companies brought the magic of Cirque du Soleil to the spectacular, custom-built theatre in Riviera Maya. We also received the exciting news that Cirque du Soleil's new traveling show will be based on the rich, vibrant culture of Mexico – now that's one I can't wait to see!

We then received some words of wisdom from tomorrow's leaders of Mexico. Students aged 5-8, together with Esther Oldak, Head of Educational Development of Sustainable Intelligence, Instituto Thomas Jefferson; Ministry of Mexican Education coached some of the leaders of our industry providing simple, effective and innocent advice for conflict resolution, time management and work-life balance.

Dr. Abraham Franklin, Founder, The Franklin Group highlighted the advances in stem cell research, from cells taken from adipose tissue or extracted from a tooth. Using the latest technology these cells can be stripped of their DNA, reprogrammed and grown into any type of cell (cardiac, bone, skin etc.) making them truly pluripotent.

Once again intestinal health is at the forefront of wellness. The condition of the microbiome and its effect on overall health and inflammation in the body was highlighted by Cristine Chisholm, PhD, Senior Scientist, Mount Sinai Medical Center. Dr. Kenneth R. Pelletier, Clinical Professor of Medicine, University of Arizona talked about revolutionary ingestible technology, providing never before seen data from within the body and Epigenesis, the outside influences that have the ability to change our genetics.

We received a heartwarming and touching message from Geraldine Howard, Chairman & Co-Founder, Aromatherapy Associates who was unable to attend the summit due to health concerns. We look forward to seeing Geraldine at next year's summit!

I enjoyed lunch at the 'Career Development' table with Jean-Guy de Gabriac, Founder & CEO of TIP TOUCH International, Belgium. Jean-Guy leads the institute initiative for The Global Mentorship Program, giving new spa leaders access to coaching from their more experienced counterparts.

I attended the afternoon breakout session for wellness communities where Mexico's own Benjamin Beja, CEO of TAO Inspired Living, Riviera Maya, spoke of the community-based, wellness inspired living environment created at TAO.

The evening event surpassed all expectations with a private performance and dinner at the spectacular *Palacio de Bellas Artes*. This 'Palace of Fine Arts' is one of the most prominent cultural centers in Mexico City, located on the west side of the historic center of Mexico City. Built in the late 19th century, and opened in 1934 under the name *Palacio de Bellas Artes*, it was the first art museum in Mexico, housing a collection of work from the sixteenth to nineteenth century including the murals of Diego Rivera and Jose Clemente Orozco.

Sara Jones

# Global Wellness Summit - Highlights from Day 1

Written by sara2 | Updated: Sunday, 15 November 2015 14:39



Having just arrived the afternoon before, I'd had the chance to catch up with just a few of the many delegates and friends attending this year's Global Wellness Summit (GWS). The first day got started with a beautiful presentation from Louie Schwartzberg, 'Gratitude Revealed'. Through the visual medium of film Louie perfectly captures the beauty of nature and delivers the message of species under threat. The Monarch butterfly that migrates between Canada and Mexico is down to 20% of its population from just a few years ago, largely due to use of pesticides and Monsanto's Roundup. The message: we must protect the beauty of nature before it's too late.

The summit then got underway with messages of welcome from Susie Ellis, our Co-Chairs: Alfredo Carvajal and Gina Diez Barroso, and then our emcee, the beautifully vibrant Giselle Fernandez. Miguel Torruco Marqués, Mexico City Minister of Tourism, also welcomed the group to the city and outlined the focus and initiatives the Mexican government is committed to, to improve the wellness of its people.

The day continued with 6 short keynote speeches, statistics presentations and an afternoon of breakout discussions. Thierry Malleret, Global Strategist and Economist advised that with the direction the health of the population is headed, mandatory wellness will become a reality in the not too distant future. Samer Hamadeh, Founder and CEO of Zeel, revolutionized massage availability with his Uber-like system of massage on demand, highlighting the requirements of the consumer market. Consumers typically want a massage within 3 hours of booking, an impulse buy, often during the evenings when conventional spas may be closed. Claudia Aguirre, PhD and Neuroscientist, explained the deep connection between brain and skin and how the future of skincare could develop by considering the fact that the skin has a brain and can hear and see.

The international audience of delegates from 41 countries was introduced to the indigenous Mexican experience of the Temazcal with an outline and explanation from Diana Mestre and Bonnie Baker, followed by a Mayan blessing and welcome ritual performed by Temazcalera, Fernanda Montiel, of Riviera Maya.

Workplace wellness featured heavily in the agenda today, the main take away for me was the concerning information provided by Joseph Allen, Assistant Professor, Harvard T.H. Chan School of Public Health; Director of the Health Buildings Program. The air quality of our indoor environment can drastically affect activity level, task orientation and strategy. The upside being that 'enhanced green' buildings show improvements on every scale measured.

My last session of the day was attending a casual conversation on 'Brain Sex' with Edie Weiner, President and CEO, The Future Hunters. A world-renowned futurist, Edie outlined the proven differences between the female and male brain. This resonated with me later on, at our evening event. When given a question on future global ethics, the women of the group discussed the question at great length (what is ethical, what does it mean to each of us, etc.), while the men of the group only wanted to provide a simple answer and complete the task. The difference is clear; the 'efficient' male brain wants to provide quick, straightforward answers but can often miss other criteria that affect the topic and the outcome, while the 'effective' female brain offers of 360-degree view and analysis of the task but can sometimes waste time.

Sara Jones



**John Toomey**

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## Global Wellness Summit Mexico City Day One

Posted: 11/16/2015 9:37 am EST | Updated: 11/18/2015 9:59 am EST



Today the Global Wellness Summit kicked off in Mexico City. 450 Wellness Thought Leaders from around the globe gathered to share ideas, learn new information, examine possibilities and do their part in planning a better way forward for the health and wellbeing of humanity.

What an exciting city to visit. The day started with a tour of some of the city. There are 151 Museums here, second only to London in the number of museums in one city. Mexico City is also the 6th richest city in the world.

As we drove in last night in our Uber, I got a sense that traffic lights have a different meaning here. Green means go but be careful. Amber doesn't appear to have a meaning. And Red means 'You can go if you really want to go'.

The city has a wonderful buzz to it; up-beat and positive. The people seem to be living their lives. Of course this is a first impression, but it was a powerful first impression.

But this morning when I got up and went out for a run, and then later as we went on our tour, something dawned on me. People in this city do not appear to be driven by time. In Australia and the US, we put time on everything. Schedules, duration, travel, deadlines and goals seem to be all based on time and dominated by it.

Here, it seems that time is not so important. And when I look around at some of the astonishing architecture, there is no doubting that the job got done. Was it done quickly? Maybe not, but it got done. Maybe I can learn something from this.

This conference used to be the International Spa Industry conference. Over the past few years it has been evolving and now, for the first time, it has established itself as the Global Wellness Summit. There are people here from the Spa Industry, but there are also healers, educators, scientists, service providers, corporate and workplace health leaders and a variety of innovators and change agents.

It is an exciting group of people.

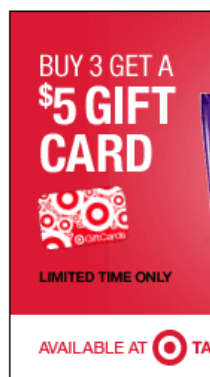
I was really excited by one session this afternoon where it was revealed how one huge international organisation is shifting its focus in their program delivery away from sole attention on the physical body into a more complete focus on all the elements that make up that person. It is an exciting shift and they have an adventure ahead as it all unfolds, but I can really feel how the world is moving away from worrying about the body looks to placing genuine attention on what makes a person feel deeply happy and good about themselves.

For the next few days I am going to write about the learning, insights and revelations I experience at this wonderful conference.

The organisers from The Global Wellness Institute in Miami have done a wonderful job in bringing this all together. I am excited about the possibilities ahead.

But one final word. This afternoon I heard the best word I have heard for a long time. Kyla Downing from Weight Watchers International referred to herself as a "Possibilitarian". How cool is that word?

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Image courtesy of Österreich Werbung/Tiroler Kurort

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## Global Wellness Summit heads to 'home of spa'

Austria named as host country for 2016 event in Europe following a successful gathering in Mexico City

**Worldwide:** After thoroughly engaging delegates on the timely theme of 'Building a Well World', it was announced on the final day of Global Wellness Summit (GWS) 2015 that next year's event will be heading for the 'home of spa' in the Austrian Tirol.

At the time of going to press the final dates and venue for GWS 2016 were still under wraps, but the event's CEO, Susie Ellis, announced that board members Susan Harmsworth MBE, CEO and founder of ESPA International, and Dr Franz Linser, CEO and founder of Linser Hospitality, are to serve as co-chairs to guarantee a memorable tenth celebration.

This year's Summit brought together 471 attendees from 41 countries, with 52% first-time delegates. Branching out from its spa roots to reflect a wider wellness development agenda, a range of expert speakers and discussion forums focused on subjects, including spa, education and tourism, beauty, fitness, nutrition, finance, environment, medicine,

architecture, workplace wellness, wellness communities and technology.

Delegates were addressed by Mexico City's Minister of Tourism, Miguel Torruco Marqués, as well as wellness pioneer Deepak Chopra, MD. Other highlights included artistic, moving footage from filmmaker Louis Schwartzberg, a heartfelt presentation by author Agapi Stassinopoulos, and an outline of key macro trends by economist Thierry Malleret.

Commenting on Austria's selection as host country for GWS 2016, Susan Harmsworth said: "Not only is it bringing wellness back to its European roots, but it is also the tenth anniversary of the GWS, so it will be a real honour to co-chair next year's event."

[www.globalwellnesssummit.com](http://www.globalwellnesssummit.com)



From top: GWS 2016 will have a Tiroler backdrop; Dr Franz Linser and CEO Susie Ellis make the announcement.

## Global Wellness Summit honours Geraldine Howard



**UK:** This year's Global Wellness Summit (GWS), which took place at the St Regis in Mexico City, presented a Leading Woman in Wellness Award to renowned British aromatherapist, Geraldine Howard.

As the co-founder of Aromatherapy Associates graciously accepted the honour by video-link, the GWS delegation simultaneously appreciated the scent of a special oil blend, named Serenity, which Howard created to enhance her positivity while being treated for cancer.

"I am thrilled, honoured and shocked to receive such an amazing award," Howard told *European Spa*. "My view of health, wellness and medicine has actually crystallised over the past few years, particularly as I have gone through intensive treatment periods to deal with cancer.

"I think, beyond anything else, I have realised how important it is for the natural therapy and medical worlds to work together – it is vital for true wellness."

Howard told the GWS delegation: "The one thing I have learned beyond anything in health and wellness is your mind has to stay positive and aroma can play a huge part in that... The Summit has been discussing the integration of health and wellness, and I believe our sense of smell and aromas have a huge part to play in this integration."

CEO Susie Ellis said of the GWS award: "Geraldine is an extraordinary contributor to our industry. Even through her recent battles with cancer she has found a way to champion the integration of medical and wellness practices. She continues to teach us all so much about what's truly important in life." [www.aromatherapyassociates.com](http://www.aromatherapyassociates.com)

## Global Wellness Summit 2015 in Mexiko City – ein Rückblick

Geschrieben von [Marion Schneider](#) | Keine Kommentare | [Einblicke: Spa Trends, Wellness & Visionen](#)

Vom 13. – 15. November 2015 fand in Mexiko City zum 9. Mal der [Global Wellness Summit](#) statt. Als ein Schwerpunktthema in diesem Jahr wurde Wellness am Arbeitsplatz (workplace wellness) gewählt. Es wurde festgestellt, dass es in der Welt 3,2 Milliarden Arbeitnehmer gibt und dass deren **Gesundheit** ein wertvolles Gut ist. "Unwellness" hingegen ist teuer.

Ein wichtiger Ansatzpunkt für die Gesundheit ist neben den uns allseits bekannten Faktoren die Vermittlung von **Führungswissen** und von **Glück**. Unternehmen im [Standard & Poor Aktienindex](#), die sich um die Gesundheit ihrer Mitarbeiter aktiv und bewusst kümmern, haben erwiesenermaßen mehr als doppelt so hohe Gewinne wie vergleichbare Unternehmen dieser Gruppe.



Susie Ellis stellt die beiden Gastgeber des 9. GWS vor: Alfredo Cervajal und Gina Dora Barrios de Hankin. Foto: Global Wellness Summit

### Soziales Engagement und neue Trends im Bereich Unterhaltung

Das Glück der Mitarbeiter, der Gäste und der umliegenden Bevölkerung wurde in verschiedenen Beiträgen angesprochen. Es gibt beispielsweise Firmen, die 1 % ihres Umsatzes der **Region** zugute kommen lassen, andere, die gezielt mit **Kindern** arbeiten und dritte, die sich besonders im Bereich der **Gesundheitsförderung** für ihre Mitarbeiter engagieren. Beispiele wurden vorgestellt.

Die kanadische Unterhaltungsfirma Cirque du Soleil berichtete von dem Trend, dass die Zuschauer nicht mehr nur konsumieren, sondern selbst **Teil des Teams** werden möchten. Sie wollen teilnehmen und selbst erschaffen. Deshalb hat Cirque du Soleil jetzt eigene Programme erschaffen, die die Zuschauer hinter die Bühne führen und ermöglichen, Firmenevents zu realisieren, bei denen man die Mitarbeiter der Unterhaltungsfirma kennen lernen kann.

## Kinder vermitteln Einfühlungsvermögen und Glücksgefühle

Spannend war es, eine Vorführung zu sehen, in der Kinder Erwachsenen Einfühlungsvermögen und Glücksgefühle vermitteln. In mehreren anschaulichen Rollenspielen konnten wir erkennen, dass der Ausdruck von **Mitgefühl** in jeder Eingangssituation eines Mitarbeitergespräches ein entscheidender Punkt dafür ist, dass das Mitarbeitergespräch positiv gelenkt wird und zu einem besseren Verständnis zwischen Mitarbeiter und Führungskraft führt.



In Rollenspielen vermitteln Kinder Einfühlungsvermögen und Glücksgefühle. Foto: Martin Schneider

Als wichtige Erkenntnis für die Führungskräfte insgesamt wurde dargestellt, dass der **gemeinsame Weg** zur Erreichung eines Zieles mindestens genauso wichtig ist, wie das Ziel selbst. Neben einer Vision und einer Mission ist der Zweck eines Unternehmens sehr wichtig für die Zufriedenheit der Mitarbeiter. Es wurde empfohlen, diesen Zweck (engl. purpose) in möglichst attraktive Worte zu fassen.

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## Massage per online Bestellung direkt nach Hause

Interessant ist es, dass in den USA neben der Firma Massage Envy, welche schon seit einigen Jahren Massagen in eigenen Studios in großer Menge in den Großstädten anbietet und dafür auch Abonnements, Mitgliedschaften und Mengenrabatte anbietet, eine weitere Geschäftsidee den Markt erreicht hat. Die Firma Zeel hat es sich zum Ziel gesetzt, innerhalb von **60 Minuten** nach Auftrag eine bestellte Massage oder Wellness-Dienstleistung nach Hause zu liefern. Sie arbeitet hierfür ausschließlich **online** mit freien Mitarbeitern, die den Massagetisch dann jeweils mitnehmen und ähnlich wie der Taxidienst Uber dann über Bewertungen die Rückmeldung der Kunden erfasst und somit den Kunden einen Überblick über **gute Dienstleistungen** gibt. Zunehmend bedient Zeel nun auch Unternehmen, Residenzen, Hotels und selbst Spas, wenn diese ausgebucht sind, mit ihren Dienstleistungen.

## Eigenverantwortung oder alles genetisch bedingt?

Ein Höhepunkt des Summits war der Vortrag von Deepak Chopra, der in seinem neuen Buch "Super Genes" beschreibt, wie wenig der Mythos von der unveränderlichen, geerbten DNA mit der Wirklichkeit übereinstimmt: "The mind influences every cell of our body. You are the user and controller of your genes." Chopra zeigte außerdem die wichtige Rolle der **Dankbarkeit** (gratitude) für die menschliche Gesundheit auf.



Deepak Chopra, Foto:  
Global Wellness Summit

## Global Wellness Summit 2016

Wichtig für uns hier im deutschsprachigen Raum ist es, zu wissen, dass der Global Wellness Summit 2016 in **Kitzbühel in Tirol/Österreich** stattfindet – dann auch in deutsch synchronisiert.



2015 findet der Global Wellness Summit in Kitzbühel, Tirol/Österreich, statt. Foto: Global Wellness Summit

Eine gute Chance also, sich den Summit einmal aus der Nähe anzuschauen, sofern man die "invitation only"-Hürde überspringt. Der Termin wird voraussichtlich das letzte Septemberwochenende sein. Gerne stehe ich für Rückfragen oder Unterstützung zur Verfügung.

## Liz Terry predicts the creation of Living Buildings

BY JANE KITCHEN



Liz Terry, CEO of Leisure Media and editor CLAD, identified two architectural trends for the wellness industry at the Global Wellness Summit in Mexico City

photo: Global Wellness Summit

**Liz Terry, CEO of Leisure Media and editor of Spa Opportunities and Spa Business magazines, was invited to identify two architectural trends for the wellness industry in a Trends Jam brainstorming session at the Global Wellness Summit in Mexico City last week.**

Terry's first trend was Living Buildings. She said that in the future, buildings that are alive will be able to sense our every need: "One day, we'll live and work in structures which are alive and sensing, like us. They'll be a new species which we'll create through a form of genetic engineering."

"We know our personal biome dictates all sorts of things about our health and existence. These buildings will be part of our personal biome," she continued.

"Imagine walking through the door – the building will immediately know how you are – if you're tired, it will dim the lights or increase oxygen levels; if you're cold, it will make the air warmer and if you're hungry, it will scan your body, know what nutrients you need, and fabricate the food for you," said Terry.

"But it won't just do this with electronic sensors, it will be a living organism with heightened senses."

She imagined buildings that can grow additional rooms, or move doors or windows to follow the light, and that when damaged, are able to heal themselves. "They will be able to fasten their foundations on to a wide variety of landscapes and surfaces," she said, "But if there's a flood, it will detach and float."

"We already use biomimicry to recreate the natural functions of nature in buildings, and this will be the next stage of evolution of that idea," said Terry.

Terry also said that Responsive Environments in interior design will become important, through the harnessing of biological, mechanical and digital next-generation technology.

"We already have haptics – surfaces which feel as they look...but this is just the beginning," said Terry. "One day, we'll have fabrics which cuddle us, food which tickles our tongues as we eat it, and sensory environments which can stimulate or comfort us depending on mood."

Terry and her team at Leisure Media, publish the annual Foresight™ trends reports Spa Foresight™, Sports Foresight™, Leisure Foresight™, Attractions Foresight™, Fitness Foresight™ and CLAD Foresight™.

## Health Performance Indicators (HPIs) should replace KPIs, says Harvard professor

BY JANE KITCHEN



*'Normal business key performance indicators (KPIs) of every company need to become health performance indicators (HPIs), as these are the metrics that matter the most,' says Dr Allen*

photo: Global Wellness Summit

**Dr Josep Allen, assistant professor of Harvard's T.H. Chan School of Public Health, discussed Harvard's Healthy Buildings Programme during the recent Global Wellness Summit in Mexico City, focusing on a new vocabulary to describe indicators of healthy environments.**

Allen highlighted the link between material selection for buildings and the impact on human health. Humans spend 90 per cent of their time indoors, said Allen, and these interior environments are the areas most people are ignoring when it comes to improving workplace wellness for employees.

"We all know that going outside is healthier than being indoors, but many of us don't know that even our carpets and chairs exude chemicals that affect our health, such as obesogens," said Allen.

The average room gets one air change per hour, according to Allen, but in the 1980s this was reduced when air conditioning energy costs were reduced making the system more readily available – dropping down to 0.2 air changes per hour. In 1985, this stale air led to the Sick Building Syndrome, the name given to the concentration of indoor pollutants.

"It is no longer acceptable to be in a building that makes us 'not sick,'" said Allen. "We need buildings that make us healthy."

Allen conducted a review earlier this year on the effect green buildings and their indoor environment quality have on human health – specifically cognitive function.

To eradicate subjective results, he measured the cognitive function of 24 workers in optimised green buildings versus standard spaces. The working participants were taken into simulated environment and, from below, Allen controlled a number of variables, modifying one at a time each day. At the end of the day he administered a cognitive function test to the test subjects.

The three variables tested included the amount of outdoor air ventilation pumped indoors, the level of carbon dioxide, and the number of volatile toxic compounds in the atmosphere, which includes common chemicals found in personal care products, carpets and furniture.

The results showed a doubling of cognitive function scores for people experiencing increased outdoor ventilation.

"For decades we thought carbon dioxide percentages of these normal levels (1,400 parts per million) didn't have a huge negative impact, but they do," said Allen.

"Normal business key performance indicators (KPIs) of every company need to become health performance indicators (HPIs), as these are the metrics that matter the most."

HPIs that employers should consider carefully – to improve the health and thus the productivity of employees – include the work space's biophilic design, green building credits, access to green space, green cleaning procedures, wellness programmes, integrated pest management, ventilation and material selection, said Allen.

"By implementing and tracking these HPIs within the workplace, we will no longer be ignoring the space in which humans spend 90 per cent of their time," he said.

## 100% of mentorship programme participants feel the initiative benefits the industry

BY HELEN ANDREWS



*Jean-Guy de Gabriac told GWS delegates "We developed the mentorship programme to make spa managers better leaders"*

**Almost all of those surveyed – 98 per cent - who took part in the 2015 pilot Global Mentorship Programme found it 'very successful' or 'successful,' according to a new report released by the programme, and 100 per cent of participants said they believe the programme benefits the spa industry.**

Jean-Guy de Gabriac, president of Tip Touch International and co-chair of the programme, spoke about it at GWS.

"Therapists and receptionists can get training, but there's normally no budget to help spa managers," said de Gabriac. "We developed the mentorship programme to make spa managers better leaders."

Sixteen mentors and 33 mentees took part in the 2015 pilot mentorship programme, and De Gabriac expects the 2016 programme to grow to include 50 mentors and 100 mentees across more than 30 countries. He said the mentorship programme provides handbooks to both mentors and mentees to be sure they both know what's expected of them in the programme.

When asked to assess their effectiveness in areas such as leadership and management, strategic planning, human resources, and priority management, 77 per cent of mentors reported that their mentees are better leaders due to their participation and 97 per cent of mentees said they are more effective thanks to the programme.

The full report, including reflections from participants in last year's programme, can be read [online here](#).

## Neuroscientist and skin expert Claudia Aguirre reveals brain:skin connection at GWS

**Neuroscientist and skin expert Dr. Claudia Aguirre talked about the skin:brain connection during a keynote session at GWS, highlighting that we are only beginning to understand the science of how the state of the skin affects and reflects our health.**

Using imagery by photographer Claire Felicie to illustrate her point, Aguirre showed how traditional medicine – topical creams – didn't treat the skin conditions caused by different types of psychological trauma. For example, a high school ballerina with a wart on the sole of her foot who was struggling to identify whether she wanted to continue dancing after graduation needed a combination of hypnosis and skincare – something Aguirre calls derma-psychology. A boy who developed chronic eczema after a car crash, in which his mother died, was struggling with loss. An army pilot whose forehead developed blisters every time he flew over a particular canyon was suffering from guilt, because his friend flew the plane one day when the pilot was sick – the replacement pilot crashed in the canyon and died.

"To treat the skin, we have to treat the mind first," said Aguirre, who is working in cooperation with Comfort Zone.

The skin is being seen now as a self-organising entity and a social organ, according to Aguirre. Aguirre quoted a study that shows that there is a neural basis of sensitive skin. Lactic acid was dabbed into the nasal labial fold of a set of people who say they have sensitive skin and those who say they don't. An MRI scan of both sets of people showed a clear neurobiological difference between someone who says they have sensitive skin and someone who says they don't in terms of their brain response.

"Now we can treat skin with a more holistic point of view, due to discoverable connections found by scientists in the last 10 years or so," said Aguirre. "For example, the skin – as an organ – has a stress axis all of its own, independent of the central nervous system. It produces hormones all of its own. It has its own machinery. This shifts the paradigm of how we think about the skin.

According to Aguirre, the skin can also tell time. "Every cell has a clock. At night, it knows that it is night time so it does something different, which therefore means a person's skincare regimen could be different."

Aguirre believes the skin is a social organ. "The first sense humans develop is touch," she said. "If a baby doesn't receive touch from its mother, this changes the way a child grows up: they may not be resilient to disease or stress."

Aguirre highlighted that it takes, on average, 10 years for the medical community to take on board ideas by scientists and it then takes another 10 years for those ideas to reach consumers. For example, consumers are now aware of the gut:brain connection, but there's a new brain in the skin that is set to be accepted by medical and consumer communities worldwide, she said.

## 'World has no choice but to make wellness mandatory' Malleret tells GWS

BY HELEN ANDREWS



*Thierry Malleret of The Monthly Barometer told GWS delegates that obesity costs US\$2trn a year, which is 2.8 per cent of the global GDP*

photo: Global Wellness Institute

**Thierry Malleret, co-founder of The Monthly Barometer – a predictive analysis for private investors and decision makers – spoke at the recent Global Wellness Summit (GWS) in Mexico City about how wellness may become mandatory worldwide.**

"The macro world is 'unwell' – meaning the global economic, geopolitical, societal and environmental outlooks are all negative," said Malleret, highlighting that the most prevalent trend affecting the global economy is an ageing population, followed by health spending.

"Adult obesity is increasing in most emerging markets around the world," he added.

To help people live longer and healthier lives, Malleret says policies are needed to make wellness compulsory worldwide.

In the US, 30 per cent of all federal spending goes to ageing-related costs. Obesity costs US\$2trn (€1.9trn, £1.3trn) a year, which is 2.8 per cent of the global GDP – and these are only two of the reasons that pressure is increasing to make the world 'well'.

Malleret reasoned that there are two ways to fix the over-spending on health and wellbeing. "First, we can increase the global GDP dramatically – 2-3 per cent is not enough," he said. "We would also need to see a giant increase in productivity for this to work."

"Second, we can implement preventive health care to reduce costs through wellness."

Malleret described the first option as uncertain, making the second measure inevitable. "It will be up to different countries to address their health issues and they will each do this differently," he said. "Countries simply have no choice."

Malleret sees an upcoming convergence between wellness and wellbeing: "Wellbeing has predictive power over wellness: if you are happy, you live a longer life and your immune system is better."

Malleret also predicts a change in consumer demand, from hedonic wellness treatments and services to eudaimonic wellbeing approaches – focusing on a person's sense of purpose and self-realisation.

## GWS spa careers initiative unveils website partnership with Leisure Media

BY HELEN ANDREWS



Project manager Kate Sornson (far left) introduced spa initiative leaders CG Funk of Massage Envy; Leslie Lyon of Spas2b; and Jean-Guy de Gabriac of Tip Touch International (far right).

photo: Global Wellness Institute

**A breakout discussion forum entitled "Galvanising career development, mentorship and internship programmes" took place on the second day of GWS, highlighting the need to attract people to work within the spa and wellness industry to meet the growing global industry's needs.**

Leaders of the careers-focused initiative, including Lori Hutchinson of Hutchinson Consulting and CG Funk, VP of industry relations for Massage Envy, have partnered with Leisure Media – publisher of *Spa Opportunities* and *Spa Business* magazines. Leisure Media has developed the website [www.spaandwellnesscareers.com](http://www.spaandwellnesscareers.com), which is now live – providing readers with information on how to get into the industry and develop a nurturing career.

Funk – who is a 25-year spa veteran – started working with Massage Envy a decade ago to promote careers in the spa industry and offer great career growth opportunities. The brand now has 1,100 locations in the US.

"There are more job opportunities for therapists than ever before in US history," said Funk, comparing the employment offerings when she began her career in massage therapy, when the only vacancies were seasonal or as a private practitioner.

"Massage therapy, in the US, was named number 5 in the fastest growing careers in the US out of 40,000 careers," added Funk. "Massage therapy was on the best jobs list for career growth in 2014 and the Bureau of Labour statistics tell us that it will continue to grow 20-30 per cent annually through to 2022. However, while the number of opportunities grows, schools struggle with low student populations, there's an ever-increasing decline in high school graduation rates and therapists are leaving the industry at a higher rate than they are entering it."

Consumer demand for these services is at an all-time high and people understand what these services bring to their life. According to Funk, however, there's a PR problem in that a career in the wellness industry is not seen as financially rewarding.

"No one is using the term 'wellness career' in the human resources world, so we want to own this and harness it," said Funk. "Neither schools nor the industry are promoting the richness of a career in this industry. We're going to create marketing information cards to hand out about spa careers and packages for high school career counsellors that mean spas will go to schools and give demonstrations. We are also going to host 15-second testimonial videos by members of the industry on the site Leisure Media has created for us."

A number of existing committee members for the careers initiative are stepping down, including Lori Hutchinson and Jeremy McCarthy (group director of spa for Mandarin Oriental), so Funk is seeking replacements from within the spa and wellness community.

Leslie Lyon spoke, during the career breakout forum, about the global internship programme. This initiative's voluntary members also include Amanda Al Masri, group director of spa for Starwood, and Ginger McLean, director of Spa Operations at Walt Disney World Resort. This internship-focused team is developing surveys at the moment to gather successful methods from reports of existing internships. Lyon appealed to operators to provide their internal internship metrics to enrich this global initiative.

Jean-Guy de Gabriac of Tip Touch International led the next discussion about the third career objective: the global mentorship programme. De Gabriac has led a project to connect spa managers with spa directors from different firms, so that spa managers can have access to advice from external professionals with more experience. [Read more](#)

## Geraldine Howard reveals special treat for Global Wellness Summit delegates and talks about her battle with cancer

BY LIZ TERRY



*Geraldine Howard worked with GWS event director Nancy Davis to create the special video message*

photo: Liz Terry

**Geraldine Howard, founder of spa brand Aromatherapy Associates and much-loved spa industry leader, revealed a special sensory treat for Global Wellness Summit (GWS) delegates in Mexico City yesterday (14 November).**

Howard is battling cancer, so was unable to travel to the event, but instead sent a video interview – conducted by GWS event director, Nancy Davis – along with a specially formulated aromatherapy oil, much to the delight of everyone present.

The oil was shared with each of the events' 400 plus delegates on perfume test strips and filled the conference room with the comforting scent of roses, neroli and citrus, while they watched the video.

Howard is one of the world's preeminent aromatherapists and created the blend personally.

In a heartfelt and personal message, Howard explained how using oils while in hospital had given her great strength and called on the spa industry to work with the medical profession to introduce the use of natural aromatherapy oils to support patients during treatments. She said: "If people can find the right aroma for them, it will make them feel significantly better."

It is typical of Howard to be thinking of how to help others, even while grappling with her own personal challenges.

"Your mind has to stay positive during treatment and aroma is a huge factor in that," she said, "Because it works on the limbic system in our brain. We pay so much attention to our sense of taste and sense of hearing that we often forget our sense of smell."

"My views on wellness and health have changed as I've gone through treatment," she continued, "Particularly over the last 18 months, with a rampant cancer that has spread throughout my body. I now believe more than ever that it's vital medical therapies and natural remedies are used together."

Howard gave insights into her approach to illness, saying, "If I didn't have faith and believe that what is meant to be will be, and there's a divine world that guides us, I would have found it very difficult to manage."

"Coping is about prayer and contemplation. For some people this comes through a religion, for others it's through meditation – it's different for everyone and it's about finding that inner self and your own beliefs – and really believing the guidance is there."

"It's important to believe in something," she continued, "and it's important to stress that you have to FEEL it and believe it, this is really different from intellectually telling yourself you're going to get through it."

"Everyone has to find a connection that works for them," she said, "Every medic has told me I'm fighting it with positive thinking and belief."

Howard told delegates she walks in the countryside each day and gets strength from it, saying "nature brings me great peace". She said when her illness threatens to overwhelm her, "meditation, breathing, using my oils and lighting my candles really helps bring me back."

Being able to see her and smell one of her wonderful oil blends was a thoughtful and playful treat, typical of Howard and a wonderful and evocative surprise for her many friends and supporters who were missing her at the event. The interview was greeted with a standing ovation for a very precious woman at its conclusion.

## Report: Day 2 of the Global Wellness Summit

BY LIZ TERRY



Amy McDonald introduced the first session on day two of the Global Wellness Summit 2015

photo: GWS/GWI

The morning session of day two of the Global Wellness Summit 2015, began with a moment's silence for the Paris atrocities of the previous day. Conference MC Giselle Fernandez read a poem she'd composed to commemorate the dead and injured.

Amy McDonald of Under a Tree then led a session with Martin Boudreau, president of Cirque de Soleil, and Ivan Chavez of Mexican entertainment company Grupo Vidante.

Cirque de Soleil is a diversified global entertainment business with a wide range of interests from the well-known shows to hotels and restaurants, entertainment design and fabrication. The company has just been bought out by TPG Capital and Chinese conglomerate Fosun in a deal that valued it at about US\$1.5bn.

Delegates were excited to hear that Cirque is developing its business in new directions. Boudreau said "Cirque de Soleil will be getting into more immersive experiences." He explained that "Partners want access to our creative teams and we work closely with them to develop whatever they are working on for the entertainment world."

Chavez is Cirque's partners in Mexico and the two explained how they came to work together. Cirque targeted Mexico because its shows were constantly on national TV, but few people in Mexico had seen them, leading to pent up demand.

His company owns and operates hotels and resorts, and are also developers and builders of homes and roads. They've built and operate an international airport.

Cirque du Soleil was created 30 years ago and has shows touring in more than 50 countries and 350 cities around the world, it sells 50m tickets a year. The first two permanent bases for the company were in Las Vegas and Orlando, but the world was surprised when Mexico became the third, and it was all down to the vision of Chavez's father, said Boudreau.

McDonald asked Boudreau what Cirque de Soleil is doing to build a well world. "The performers are the most obvious aspect," he said. "We have over a thousand performers who need to be in great shape. Some have to perform up to 475 times per year, so they need to be extremely fit. We give them access to very good training, good touring condition and health professionals, he concluded.

"But wellness is not just physical," he said, "it's about your state of mind. When it comes to our performances, we aim to transport our guests into another world where they can dream, laugh and cry: the vision and mission of Cirque de Soleil is to move people by touching them deeply.

"When you have the opportunity to touch people emotionally, you need to do something with it, he said, "Every week we get testimonies from people who have seen our shows and who are writing to us saying thank you because you inspired me to change something in my life - whether it's to quit smoking, get out of a relationship in which they were no longer happy or deal with a drug addiction. For us it's a sign we're achieving our mission," he said.

Delegates heard that Cirque du Soleil has always given 1 per cent of its revenues to charitable work in the community and that this has now resulted in many millions of dollars being donated. The company has set up Cirque du Monde, a social programme that aims to build self esteem in young people who have difficulties via a circus.

Chavez - who employs 15,000 people - talked about what drives people to feel good about themselves: tourism is the biggest employer of young people in Mexico and it enables those from poor backgrounds to find work which makes them feel better about themselves. "The number one responsibility we have is to make sure our employees are well looked after," he said.

The company has free transport, a high-level in-house restaurant for staff and wooded walkways in nature.

Grupo Vidante has a foundation which runs after school clubs for children from low income families, where they can have nutritious snacks and are given the chance to try a range of stimulating arts-based activities.

The company is committed to developing the global profile of Mexico and as part of this it funded the cost of hosting the opening scenes from the new James Bond film, Spectre. This will have no immediate benefit to the company, but Chavez said it puts Mexico on another platform globally, as one billion people will see the film. "These four minutes are putting Mexico in people's minds," he said.

Cirque de Soleil is also committed to promoting Mexico. Boudreau broke the news to the GWS delegates that the company's next global show – which will go on the road for at least 15 years – will be inspired by the culture of Mexico and its history – the name of the show will be announced in 10 days: "We want to use our communication platform to tell a positive story of Mexico to the world," he said.

The company also created the Cirque du Monde initiative to support homeless youths and to give them skills to rebuild their lives.

Alfredo Carvajal, president of Delos, then introduced a session on bullying and introduced Esther Oldak – head of educational development of sustainable intelligence at the Thomas Jefferson Institute of Mexico. This school, which has six campuses in Mexico City, was co-founded by Jeanene Bluhm.

Carvajal said: "When I visited, I was amazed to see zero bullying in the school; students love their teachers and they are able to have a very strong dialogue with their educators – being vocal about how they feel."

Fifty per cent of a child's education takes place in their home so parents of pupils at the Thomas Jefferson Institute must adhere to the rules and take care of their children's education.

Oldak explained that she is in charge of eliminating bullying in these schools. She demonstrated the techniques taught to children at the Institute to help them deal with behavioural issues by inviting a group of children on-stage.

In this delightful session, the children gave one to one life coaching sessions – using role play – to leading spa and wellness industry figures.

At the conclusion of the child:adult coaching, she said "We have seen here that children can teach adults. These children have taught executives the life lessons they have learned at the Institute, because as CEOs, we forget the basics. We're so caught up with success that we don't realise that someone that isn't happy cannot be successful.

"These children are the future leaders, so by teaching them wellness techniques, they can see how to be well and happy. The most important part of reaching a goal is being on the right path and these children are going to teach you how to enjoy the path to success and be happy.

The children's lessons to the adults included:

If you get angry, take a break, hit a pillow and breathe

Speak clearly in an assertive way

Fill your 'happiness bag' by giving

Be thankful for what you have – if you say thanks you feel happy

Valuing what you have: some children have nothing to eat and you should value what you have

Trust yourself, have confidence in yourself and you can do anything

You control yourself – other people cannot control you

If your mum says you need to take a bath when she's working, instead of watching TV, do what your mother tells you!

We're responsible for our own happiness and we cannot blame others for our unhappiness.

The children's five coaching skills.

Empathy

Empathy is walking in other people's shoes – you think about how other people feel and what you have to do is to make that person feel better about a problem.

Optimism

Inner strength can help you see the silver lining in any event.

With optimism we can see the opportunities instead of the things that are wrong. We need to pursue optimism.

Goals

If you don't have goals, you can't do anything with your life. You need to know your destination.

To have goals you need to have a plan. Then you need to know which road to take and you need to trust yourself and imagine that you can achieve it.

If you are not successful, you need to draft another plan and keep trying until you reach your goal.

The most important part is believing in yourself and imagining you can achieve your goal.

Self control

If you don't have control you don't have focus.

You need to think first and then act. Express your emotions in an assertive way and speak clearly.

Thinking before acting is more important than the reverse: if you act without thinking, you mess it all up.

Gratitude

Value the things you have.

If you see street children begging, you must value that you have something to eat while they don't.

Children can teach us the things we take for granted. they can touch their hearts in a different way. We believe the change in the world will come from the bottom up

## Global Wellness Summit tackles workplace wellness. Summit Day 1 afternoon session

BY LIZ TERRY



*Pelletier shared valuable knowledge about workplace wellness*

photo: GWS/GWI

**The afternoon session of the Global Wellness Summit day 1 (November 13 2015) tackled workplace wellness, commencing with a presentation on understanding workplace wellness by Dr Ken Pelletier and Dr Fikry Isaac, VP of Global Health Services of Johnson & Johnson.**

Pelletier argued that spa and wellness providers need to learn a vocabulary which enables them to grow their workplace wellness contracts by communicating more effectively with businesses, saying that at the present time, "corporations don't know you exist."

He said a study – to be published in a month's time – will show companies with corporate wellness schemes generate a 200 per cent greater return for shareholders and that a proportion of this profit can be attributed to their wellness programme.

There are exciting initiatives underway in workplace wellness. Pelletier said IBM will launch a programme for all its employees next year, for example.

He said the average fortune 500 corporate company spends 80 per cent of its after tax profit on medical costs and that employee health follows the economy, improving during stable economic times and declining when things become challenging. This decline is steeper during economic collapse, which people find highly stressful.

Examples of successful corporate wellness programmes included Ford Motor Company's back pain initiative, NASA's stress adaptation work, the Prudential's intervention for people with disabilities and the University of Arizona School of Medicine and Marino Centre three year study tracking the 10 most common illnesses.

Pelletier recommended the 2010 report Workplace Wellness Programs Can Generate Savings from economists Katherine Baicker, David Cutler and Zirui Song, but said ultimately there is no clear data about the overall impact of workplace wellness programmes.

He has identified a total of 219 studies into workplace wellness, of which, 155 reported financial outcomes, 93 reported ROI and all were positive, with ROI outcomes most evident approximately 3.25 years into the programme.

Pelletier has carried out a study into a sample of companies which have won the Koop Award – a national health award in the US which recognises outstanding workplace health improvement programmes. The award is given by an organisation called The Health Project.

He took a sample of award winners – Pepsi, Pfizer, Citibank, Johnson & Johnson – and looked at their earnings three years before and after winning the award, to see which were more profitable over that period. Results showed that against an average among the S&P 500 of a 150 per cent return, the Koop winners showed a 350 per cent return over the six year period.

Pelletier said the current measure of return on investment is being rapidly replaced by a new measure – value on investment – which includes things like satisfaction, employee motivation, staff turnover and performance profitability. Health is an underpinning component of that, with companies interested in funding more than just a programme – they want to maintain a culture of health.

The second speaker on this topic, Johnson & Johnson's Isaac, said the company has a legacy of caring for its employees which goes back to 1886. Engaging employees has given them a distinct competitive advantage, as employees have BMIs which are 22 per cent lower than the average, for example.

Johnson & Johnson has 250 operating companies in 65 countries. Isaac said the company doesn't just want to help staff achieve good blood pressure and cholesterol readings, but is also ambitious to ensure they create healthy workplaces and collaborate with employees to keep them engaged and help them find their purpose "It's about how do they feel inside," he said.

Healthy & Me is a new mobile platform which allow employees to download a Johnson & Johnson app to deal with nutrition and to share goals. "Workplaces need to evolve into more healthy environments, concluded Isaac, "And CEOs should lead the way."

A panel followed, with moderator Jeremy Abbate from Scientific American leading a discussion on Clinical Wellness with Thomas Gubanc, senior director, Cleveland Clinic, Dr Karen Koffler, medical director, Carillon Hotel and Spa (formerly known as Canyon Ranch), Dr Paul Limburg, medical director Mayo Clinic, Dr Adam Perlman, associate VP Duke Health & Wellness, Dr Juliet Skinner - co-founder & medical director, Barbados Fertility Centre and Josef Woodman - CEO of Patients Beyond Borders.

Abbate told delegates that when the WHO was formed it set out a definition of health – Health is a state of complete physical mental and social wellbeing, and not merely the absence of disease or infirmity. This holistic approach was to be revisited for this panel, he said.

The debate ranged widely. Adam said we must move from treating illness and being reimbursed for it, to looking more at prevention, saying "patients are demanding a different kind of experience with health care – they have more choices. Health care providers are looking internally to establish whether if they can offer that kind of experience and the answer is invariably no, so they are looking to spas – where experience is key, for inspiration.

Skinner said the Barbados Fertility Centre focuses on individualised care in a stressless environment. She said the clinic offers massage and acupuncture and that these wellness interventions made a "5 to 10 per cent difference" when it came to conception rates.

Koffler said there's a schism between the way the medical world thinks and the way the spa world thinks. She said she'd like spa to use a similar language and build bridges with the medical profession to the advantage of both, saying, "There's a huge and growing population of physicians who are exhausted by the system we've allowed to be created."

Limburg said the system is broken and "we each need to do our part to fix it." The Mayo Clinic has been working to improve health and wellness since it was founded in 1920.

"How do we do a better job of health AND wellbeing?" He asked, saying "Our goal is to inspire hope and to contribute health and wellbeing around the globe and for our own employees.

The Mayo Clinic started a healthy living programme for patients 2 years ago and this has made 150 years' of knowledge accessible to everyone via the web.

Koffler said that instead of random care, there needs to be a better conversation between spa and medical. The effects of wellness interventions take longer to achieve and the two are complementary, with the strength of the spa team being their ability to touch the patient.

Limburg agreed, saying medical protocols meant clinicians only had 7-8 mins to talk to a patient and this is not long enough. "We need to understand all individuals are 'health seekers' – we have to find out what problem you are trying to solve.

"It's not always a question of whether a patient needs medication or massage therapy," he said "Studies have shown that massage can actually reduce the need for medication."

The panel discussed the growth of wellness. Abbate highlighted the inequalities of the world, saying "Hopefully these resources can be democratised." Gubanc said, "The evolution of mobile apps is an example of how we can do this."

Abbate noted that in some cases, people are going back to using old techniques (leeches etc). He asked if there is real value in these methods and whether their effects should be measured and codified.

The way we evaluate investment in health was also discussed. Gubanc said "Quality vs cost outcomes need to be understood better – more work needs to be done on this."

The audience was excited to hear Perlman from Duke say that lifestyle is the biggest determinant of health: "We thought after we cracked the human genome that we would have the solution to all kinds of diseases," he said, "But we've found that it's actually the epigenetic modifiers which actually determine health – things like sleep, exercise, massage and air quality

Koffler said we must empower people to "play a role in their own healthcare" saying "It's up to us to get to know that person to find out how to treat them. We used to 'name' their problem and 'blame' a lifestyle choice for that problem, but we've left that model behind."

Woodman argued for prevention and a shift in perception, saying, "Patients need to come in more informed – if they only have seven minutes with a physician. Hospital shouldn't be thought of as just places to go to be made 'unsick' – but a place to go to get well. At government level, prevention and lifestyle management seems like a no brainer to me."

Assistant Professor Dr Josef Allen of Harvard's T.H. Chan School of Public Health discussed Harvard's Healthy Buildings Programme, focusing on a new vocabulary to describe indicators of healthy environments.

Allen highlighted the link between material selection for buildings and the impact on human health. Humans spend 90 per cent of their time indoors and he said these interior environments are the areas most people are ignoring when it comes to improving workplace wellness for employees.

"We all know that going outside is healthier than being indoors, but many of us don't know that even our carpets and chairs exude chemicals that affect our health, such as obesogens," said Allen.

Historically, research into measuring the health of people within buildings hasn't been objective enough. The average room gets one air change per hour, according to Allen, but in the 1980s this was reduced when air conditioning energy costs were reduced – down to 0.2 air changes per hour. This stale air led to the Sick Building Syndrome in 1985; the name given to the concentration of indoor pollutants.

"It is no longer acceptable to be in a building that makes us 'not sick': we need buildings that make us healthy," said Allen.

Allen conducted a review earlier this year on the effect green buildings and their indoor environment quality have on human health - specifically cognitive function. Studies prior to Allen's had many limitations, for example, small sample size and subjective responses.

To eradicate subjective results, he measured the cognitive function of 24 workers in optimised green buildings versus standard spaces. The working participants were taken into simulated environment and, from below, he controlled a number of variables and modified one at a time for this environment each day. At the end of the day they administered a cognitive function test. This was a 'double-blinded' experiment in that the participants had no idea they were in a simulated environment and the data analysts were also uninformed about the nature of the experiment.

The three variables tested included the amount of outdoor air ventilation pumped indoors, the level of carbon dioxide and the number of volatile toxic compounds in the atmosphere (this includes common chemicals found in personal care products, in carpets, chairs etc).

The results showed a doubling of cognitive function scores for people experiencing increased outdoor ventilation. The three cognitive functions that were enhanced dramatically were in response to tasks that required information usage, crisis response and strategy.

"For decades we thought carbon dioxide percentages of these normal levels (1,400 parts per million) didn't have a huge negative impact, but they do," added Allen.

"Normal business key performance indicators (KPIs) of every company need to become health performance indicators (HPIs) as these are the metrics that matter the most."

HPIs that employers should consider carefully – to improve the health and thus the productivity of employees – should include the work space's biophilic design, green building credits, access to green space, green cleaning procedures, wellness programmes, integrated pest management, ventilation and material selection.

"By implementing and tracking these HPIs within the workplace, we will no longer be ignoring the space in which humans spend 90 per cent of their time," concluded Allen.

## Opening session of Global Wellness Summit 2015 outlines challenges

BY LIZ TERRY



*Ellis: the industry must unite to promote prevention*

photo: CGW/GW1

**The Global Wellness Summit (GWS) kicked off in Mexico City today (13 November) with a welcome by film maker Louie Schwartzberg, who created inspiring film footage for the GWS audience, looking at the importance of finding focus in establishing your true path.**

He said to build a well world, we have to find our focus and to do this we have to be grateful to be alive and to be part of nature.

Schwartzberg, the son of a holocaust survivor, believes people bounce back better from suffering when they have gratitude in their hearts. He said people yearn to live in communities which support them in leading meaningful lives.

"The task we have today is to understand the language of nature," he said, "we need to find commonality with the organisms that support us. If we don't do this, we'll not only destroy these organisms, we'll destroy ourselves.

"Nature is beauty's tool for survival," he said, "because we protect what we love, and this applies to ourselves and the earth – we must fight against industries which destroy our living planet."

He said, everything in nature is composed of networks, nothing lives in isolation – we need to have a shift in consciousness to understand this.

Schwartzberg then led delegates in two minutes of energising dance to rousing cheers.

Chair, Susie Ellis, explained the change of name of the event from Global Spa Summit to Global Wellness Summit, saying it's "an appropriate and purposeful evolution of our name and mission – we recognise the opportunities that open up for the industry as we cast a wider net."

She said the GWS is galvanising the global movement to shape and define the wellness industry, which is currently worth US\$3.4trillion and that the industry's work in promoting prevention is vital.

"Educating people about healthy lifestyles is what we do well," said Ellis, "and this extends to healthy travels, schools, workplaces and homes.

"We share a sense of purpose and responsibility – none of us can do this on our own. Standing together we can do so much more."

The 2015 summit has a new focus on workplace wellness which is becoming more important. Another theme is medical and wellness worlds coming together.

Economist Thierry Malleret said the ageing world population, combined with growing obesity and ill health, will take us to a point where there will be no "other choice for the world but to make wellness mandatory."

He said there are only two ways to overcome the challenge of ageing and ill health – a sudden increase in productivity triggered by technology or preventive healthcare to reduce costs through wellness. The first is uncertain, making the second – wellness – inevitable, in his view.

Ageing trumps other trends, he said, and is the single biggest biggest challenge. Many undeveloped countries are going to be old before they have the chance to become rich.

Maggie Hsu from Zappos talked about holacracy – an organisational system based on self management and transparent teamworking which Zappos is deploying.

She said working in a holacracy means playing to people's strengths so each worker can have numerous roles within an organisation depending on their strengths and interests.

In a holacracy, everyone has a responsibility to sense gaps between what is and what could be and to take action to close it. Holacracy separates the work from the people.

Hsu said every time the size of a city doubles, innovation and productivity increases by 15 per cent, but when companies get bigger, innovation and productivity goes down. Zappos wants its organisation to function more like a city. Structures need to appear and disappear based on the forces that are acting on the organisation at any one time. In a holacracy, everyone is responsible for innovation.

Samer Hamadeh founder and CEO of Zeel explained how the company has built its startup operation around home massage treatments which are booked online and delivered by pre-vetted and registered therapists.

He said 21 per cent of massages are booked after 9.00pm and 64 per cent after 5.00pm, when most spas are closed, so he believes the Zeel service is complementary to spas and has unlocked new potential demand.

In line with this, Hamadeh announced Zeel is working with spas on a programme called Zeel Professional which launched recently. The programme was piloted with Nic Ronco's Yelo Spa which is using Zeel's tech platform to optimise previously unfilled appointments each month.

Zeel coordinates therapists' attendance and payment and Yelo Spa interviewed and trained Zeel massage therapists for this opportunity. Customers pay the operators' price, but they're using Zeel's staff.

Zeel is also offering massage in the office in the form of a workplace wellness 'Zeel Massage' – 50,000 have already been delivered to companies such as Google, Zappos and Pinterest.

The company is also offering a "Massage Zeelot" membership which requires a monthly subscription. Members get a 15-25 per cent discount and a minimum of one massage a month. When they sign up, a massage table is shipped to their home. "We're out to power massage everywhere," he said.

He said although his business is disruptive, the economics are similar to spas, "but we pay therapists better."

Neuroscientist Cláudia Aguirre talked about the skin:brain connection, explaining that we are only beginning to understand the science of how the state of the skin affects and reflects our health. She said: "We wear our identity on our skin."

Delegates heard that there is a clear neurobiological difference between people who say they have sensitive skin and those who don't, in terms of their brain response.

SRI International (SRI) revealed early findings from the Global Wellness Institute's upcoming research report into wellness at work. The full report will be published in January 2016.

SRI's Ophelia Yeung and Katherine Johnston said bad working conditions worldwide were undermining the wellness of the planet and productivity. Seventy-four per cent of people live on less than \$3/day. Johnston said: "Wellness at work is the right to work in a manner that is healthy, safe, motivating and edifying. We are responsible for conducting work in a way that improves our wellness and the wellness of others."

Their research found that existing workplace wellness schemes are valued by less than one in ten workers because they are suspicious of company's motives in delivering them.

SRI found the lack of workplace wellness is costing the US \$1,100b annually in health charges, \$250bn in work-related injuries, \$300b in stress at work and \$550bn in disengagement at work

Workplace wellness is \$40bn globally as an industry but SRI Yeung said many workplace wellness programmes miss the mark because they are seen as an HR function, instead of being integrated into the company culture. She said companies should adopt a wellness culture across the entire organisation. The workplace is an ideal place to form healthy habits.

SRI identified seven trends for the future of work:

1. Both companies and governments will demand change due to rising costs and worsening health.

2. Wellness at work is going to explode across the world in the coming 5-10 years: employers need to keep workers well to stay competitive

3. Workplace wellness programmes will disappear as we know them today - they will no longer exist as an HR function and in their place, companies will create a culture of wellness. Wellness will be imbedded in long-term strategy

4. People will take more responsibility for their own wellness and how work affects it. We are more aware of what parts of work make us unwell. We want to do work that brings us meaning, we want to be respected, treated and paid fairly, with a good work:life balance. People will look for areas they can take action in. As they become empowered they will no longer look so much to governments to take the lead.

5. Companies that do not provide well working environments will not be able to recruit and retain good people.

6. Doing right by employees and the community is good for business. People will be less interested in companies associated with the destruction of the environment or those that don't treat their employees fairly.

7. Governments will become more aggressive about mandating wellness, including in the workplace.

## GWS 2015 kicks off with series of wellness knowledge workshops

BY HELEN ANDREWS



*Andrew Gibson, VP of spa and wellness for FRHI Hotels & Resorts, takes part in a Raison d'Etre-sponsored knowledge workshop: A Revolutionary Way to Make Training Profit*

photo: GWS

**The ninth annual Global Wellness Summit (GWS) has got underway with a series of pre-event activities, welcoming more than 450 delegates from over 40 countries to the St Regis Mexico City.**

More than 50 per cent of the delegates are new to the Summit, widening the wellness discussion by including specialists in workplace wellness, nutrition, fitness, beauty and medical services.

This year's Summit theme "Building a Well World" further demonstrates the event's broadened approach to the ongoing global wellness conversation.

Pre-Summit activities include Knowledge Workshops on subjects such as how to make training profitable; the creation of a health and wellness capital of the South Pacific in the city of Rotorua; and skincare brand Natura Bissé's collaboration with hospitals and oncology centres to create free aesthetic treatments for cancer patients.

Other topics explored in the workshops include how to use wellness in every aspect of your business to increase profit; Delos Living's approach to marketing and promoting wellness to hotel guests, tenants and home owners; plus an interactive discussion to demonstrate practical techniques to stay in the present and find focus.

GWS 2015 will run from 13-15 November.

HABRÁ TOQUE ESCÉNICO A BELLEZA DE MÉXICO: BOUDREAU

## Cirque du Soleil, promotor turístico de la cultura mexicana

Grupo Vidanta y Cirque du Soleil se aliaron para construir en la Riviera Maya el primer teatro, fuera de Estados Unidos, para albergar uno de sus espectáculos.

ALEJANDRO DE LA ROSA

NOV 17, 2015 | 0:28

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Cirque du Soleil vende cada año alrededor de 50 millones de boletos en el mundo. Foto: Notimex

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La magia del circo irrumpirá en la promoción turística: la Secretaría de Turismo y el Cirque du Soleil lograron una alianza para crear un espectáculo inspirado totalmente en la cultura mexicana, el cual se presentará, por lo menos, en 300 ciudades alrededor del mundo en los siguientes 10 años.

"Creemos en la belleza de México y ayudaremos a promoverla", aseguró el presidente de Parques Temáticos y Contenido Inmersivo de la empresa de origen canadiense, Martin Boudreau.

Durante su participación en el Global Wellness Summit 2015, comentó que en los siguientes días se darán a conocer detalles del acuerdo que tendrá "efectos por demás positivos", porque cada año el circo vende unos 50 millones de boletos para presenciar sus espectáculos a nivel internacional.

El antecedente de la nueva estrategia de promoción de México fue la alianza entre el Grupo Vidanta y Cirque du Soleil para construir en Riviera Maya el primer el teatro, fuera de Estados Unidos, para albergar uno de sus espectáculos.

"La cultura mexicana es tan rica e importante que nos interesa darla a conocer con nuestro toque escénico. Queremos mostrar una imagen más bella de un país que cuenta con una gran variedad de atractivos", comentó.

Como parte de los preparativos, la firma lanzó este año en México un par de convocatorias para atraer talento al nuevo espectáculo, para cantantes y artistas de circo.

## Joyá cumple un año

El próximo 21 de noviembre se celebrará el primer aniversario de Joyá, que se presenta en Riviera Maya, con una premier en la que se mostrará un espectáculo renovado.

"El show ha vendido cerca de 300,000 boletos y nos dicen los directivos del Cirque du Soleil que es uno de los más exitosos en términos de ocupación y satisfacción, inclusive por arriba de Las Vegas, por la experiencia que representa acudir al Caribe mexicano", explicó el vicepresidente ejecutivo de Grupo Vidanta, Iván Chávez.

De acuerdo con el grupo, autodefinido como desarrollador turístico en México y Latinoamérica con experiencia en arquitectura, diseño de productos, construcción y operaciones, 70% de los asistentes al espectáculo son extranjeros.

Otro de los resultados obtenidos durante su primer año está el hecho de que 80% de los boletos se vende una semana antes de la fecha en que se realiza, lo que perfila al circo como un primer motivo de viaje a la Riviera Maya, como se planteó desde su inicio.

"Estamos logrando nuestros objetivos. El show ha dado la vuelta al mundo y hemos visto notas periodísticas en Rusia, China, Brasil o Argentina, agregó Chávez.

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# Adam Perlman, MD, Speaks at Global Wellness Summit

*Sunday, November 15, 2015*

The Global Wellness Summit (GWS) is an international gathering that brings together leaders and visionaries to positively impact and shape the future of the global wellness industries. The 2015 Summit took place in Mexico City, Mexico, on November 13-15, 2015, under the theme "Building a Well World".

This year Duke's Adam Perlman, MD, MPH, had the pleasure of taking part in this year's summit and spoke about a range of topics including: Optimizing Vitality, Clinical Wellness: How the Medical World and the Wellness World Are Beginning to Work Together – or Are They?, and a Nutrition Panel on the topic What is the New Healthy? Rethinking Paradigms & Guidelines.





# WELLNESS WARRIOR

*We achieve together what we cannot do alone*

## Hello from Mexico City! An Update from the Global Wellness Summit



November 14, 2015

By Damon Cory-Watson



I'm here at the first day of the **2015 Global Wellness Summit** in Mexico City and even after a long day of travel, a poor night of sleep due to jet lag and the altitude adjustment (we're at about 7,400 ft, which is a switch for a Piedmonter such as myself), I'm full of inspiration and ideas. Some of the world's leading thinkers and innovators in the health and wellness space—including Wellness Warrior founder Deborah Szekely—have gathered here to connect, share their ideas, and continue the progress of the wellness movement worldwide.

"Wellness" can be an elusive word with many different nuances and definitions depending on who is using it. Here at the Summit, we're quickly learning that it is a growing and changing concept driven by science, intuition, entrepreneurship, and passion. The morning session was, in part, a celebration of that progressiveness. Some highlights:



—The Summit opened with celebrated filmmaker and director [Louie Schwartzberg](#), whose videos of the natural world are as technically brilliant as they are spiritually moving. An outspoken critic of industrial impacts to ecosystems (“The U.S. needs to ban Monsanto’s RoundUp, just as the EU has done” he exclaimed), Schwartzberg shared numerous video clips including one very appropriate to Mexico about [monarch butterflies](#), one about the symbiosis between [bats and cacti in the Sonoran desert](#), and one from his upcoming production of [Fantastic Fungi](#) (the links we share here are similar, but not identical to the ones shown at the Summit). “Mother Nature,” he said, speaking about the intention with which he approaches his films, “is still my greatest teacher.” He reminded us all to include the concepts of gratitude, mindfulness, focus and joy into our definition of wellness.

—Susie Ellis, CEO and Chairman of the Summit, gave a warm welcome to the audience and highlighted the importance of the gathering for furthering the health and wellness industry’s message of seeking prevention and proactive health solutions. “Together, we are stronger,” she exclaimed, a sentiment with which we at Wellness Warrior couldn’t agree with more. She also explained that the Summit was adding more of a focus on wellness in green building construction, in the workplace, in travel, and in schools than it has before.



—A bilingual *bienvinido* was delivered by Miguel Turrucó Marqués, Mexico City’s Minister of Tourism. He spoke of the strides that the city has taken towards wellness (a city in which, according to Marqués, 80 percent of people are suffering from some degenerative disease) including getting over 20,000 restaurants to take the salt shakers off of their tables. He shared [news of this machine in the subway](#) that gives free tickets for doing 10 squats. His was a reminder that wellness can be enacted on a community/city scale.



—Delving into the world of research associated with wellness, Dr. Claudia Aguirre shared with delegates her incredible research and work in the new and emerging field of psychodermatology (yes, you read that correctly). Have you ever come down with a rash during a period of extreme stress, or watched a blemish blossom on your chin right before the prom? That's her field of study and the research is fascinating. Similar to the way in which we now know about the gut-brain connection, they are finding that there is a skin-brain connection as well! Researchers have found clear evidence of neural pathways that govern our thoughts and emotions and are only activated through the skin. Among other things, she posited that this new field could end up giving us insight into autism and schizophrenia. Check out [Dr. Aguirre's website here](#), and her [Ted Talk here](#) above. It will blow your mind—or your skin—or both! Her talk was a reminder that the concept of wellness is expanding exponentially through science and a deeper understanding of our biology.

The morning didn't end there. Thierry Malleret of the [Monthly Barometer](#) gave data and an economic analysis of why, in his words, "The world has no other choice than to make wellness mandatory." Maggie Hsu, chief of staff at Zappos and formerly the [Downtown Project](#), spoke eloquently on the [Holocratic approach](#) with which Zappos approaches creating a healthy workforce. Katherine Johnston and Ophelia Yeung gave an update on the [workplace wellness research](#) from the Global Wellness Institute, noting a whopping 87% of people are disengaged at their workplace and that wellness at work is a right and a responsibility of us all. [Bonnie Baker](#), [Eduard Rincon Gallardo](#), [Fernanda Montiel](#) and [Diana Mestre](#) gave a beautiful talk on the power of the traditional [Mexican Temazcal](#), an indigenous healing practice. And our MC, the talented and Emmy winning [Giselle Fernandez](#), gave guidance in "intention setting" for the conference when recounting her experience with a Mexican shaman who told her, "Be more you than you have ever been before."

The world of wellness is vast and ever-changing as evidenced by this opening session of the Global Wellness Summit. To limit the word "wellness" to one definition would seem shortsighted, almost foolhardy. I feel fortunate to be surrounded this weekend by many leaders who can help us all better understand the meaning of the word.



PHOTO: The Wellness Warrior team in Mexico City at the Global Wellness Summit. From left to right, Chief correspondent Damon Cory-Watson, Wellness Warrior founder Deborah Szekely and Senior Advisor Mary-Elizabeth Gifford.



**WELLNESS WARRIOR**

*We achieve together what we cannot do alone*

## Scientists, Sages and DNA: My Time at the Global Wellness Summit



November 23, 2015

By Damon Cory-Watson



Over 400 people from 40 some countries, many prominent figures in business, government and academia, gathered this month in Mexico City at the 2015 [Global Wellness Summit](#) for a look at the newest developments and trends in the wellness movement.



One topic that particularly intrigued our Wellness Warrior team in attendance (which included founder Deborah Szekely) was addressed by Dr. Kenneth Pelletier and Dr. Deepak Chopra. Epigenetics opens up new doors in human biology while simultaneously echoing a most common-sense philosophy: healthy lifestyle choices and a healthy environment are critical for human health, happiness and overall wellness.

Dr. Pelletier (whose best-known books include *"Sound Mind, Sound Body"* and *"Mind As Healer, Mind As Slayer"*) focused on the crux of epigenetics: our

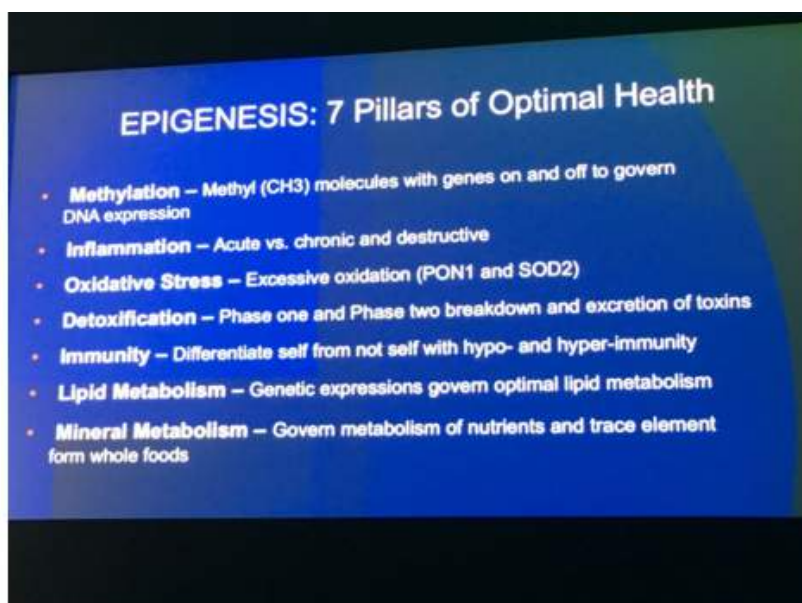
genes are not fixed, but can change. Even though science can now map the human genome, Dr. Pelletier (pictured below) explained that the map provides very little information about our current and future state of health because genes can express themselves based on outside forces. Our cells are in a constant state of regeneration—DNA is programmed to replicate new cells and destroy old cells. That's life. Within DNA lies a plethora of genes (the things that make proteins that, in turn, make things happen in our bodies). They are not just "turned on." Research now shows that forces outside of DNA transcription itself (inflammation in the body, for instance) can "flip" some genes into the "on" position and others into the "off." In other words, genes expressed now, can—and most likely will—be different to some degree in the future.



According to Dr. Pelletier, research has shown that “self-care lifestyle interventions” can change gene expression in time frames varying from hours to 10-12 weeks. So, for instance, beginning a meditation program now could result in a slightly different genetic makeup in three months. He and his research team are working on a number of different research projects that are furthering our understanding of epigenetics. Part of this research explores his “Seven Pillars of Optimal Health:” specific human body factors that can determine how genes change. Here’s a photo taken during his slide show:

Deepak Chopra expanded on the theme. While citing research similar to Dr. Pelletier’s, Chopra took a

more metaphysical approach to explaining epigenetics, saying, “Awareness is the key to transformation and reinventing the body.” Because the body is constantly in a state of change and flux, we have some control.



In his new book, “[Super Genes: Unlock the Astonishing Power of Your DNA for Optimum Health and Well-Being](#)” (co-authored with [Rudolph E. Tanzi Ph.D.](#)), he explains:

“ The new genetics can be simplified in a single phrase: we are learning how to make our genes help us. Instead of allowing your bad genes to hurt you and your good genes to give you a break in life, which used to be the prevailing view, you should think of the super genome as a willing servant how can help you direct the life you want to live. You were born to use your genes, not the other way around.”



Dr. Chopra (pictured above) presents complex ideas with accessible ease, always coming back to the fundamental truth that we are in control of our destiny and that we have an infinite capacity for joy and excitement in life. Dr. Pelletier and Dr. Chopra reassure us that this “feeling” of doing things right may lead to more than intrinsic satisfaction; it may be creating gene expressions that help us live longer and more vibrant lives.

Read all articles by [Damon Cory Watson](#)



## How This Wellness Community Is Thriving: A Talk with Marie and Steve Nygren of Serenbe



### Serenbe: A Delightfully Disruptive Alternative

What would it be like to live in a town where sustainability is a true way of life? Where “walkability” leads to easy community connections (meeting neighbors!) and a reduction or elimination of auto traffic? Where art is a part of life? Where a nature connection is as easy as stepping outside your front door? Where a 25-acre organic farm serves as the local grocery store and community hub?



Stop imagining and enjoy the reality! In just over ten years, the town of

Serenbe, a vision of Steven and Marie Nygren located in Chattahoochee Hills, Georgia, has flourished and grown into a vibrant community of over 400 residents. It now serves as an internationally lauded example of what sustainable urban development can achieve.

The 1,000-acre development was designed with what Steve and Marie call a biophilic approach to planning; in

particular, the principles of sacred geometry minimize land disturbance, and over 70 percent of the natural landscape remains untouched. Serenbe's design brings people together and unites them with the natural world. We think that Serenbe is one of the first modern examples of a true “wellness community”—a delightfully disruptive alternative to our lives of isolation.

We met Serenbe's founders at the Global Wellness Summit in Mexico City last weekend and learned more about their lives, Serenbe, and the ideals that led to its creation.



*The word “wellness” means different things to different people. What does it mean to you?*

**Steve:** Wellness is when you and systems around you feel vitally alive. In order to really thrive in a well community, the plant world also needs to be well and thriving, the animal world has to be alive and thriving, plus all the various energy forces. It's not just about the individual—the entire ecosystem needs to be well to...feed you.

**Marie:** It's also about balance. To reconnect we have to disconnect. We live in a technological world, yet we have to turn it off to sleep, to rest, to listen to our inner voices. For me, being in nature is such a powerful way to do this. Wellness is about finding that balance...we live in a pretty crazy world but we need to come back to the essentials: quiet time, nature, eating well, and being with friends. We need to make time for that.



**Community is such a big part of Serenbe. How does community help you flourish?**

**S:** I believe one of the reasons we have so much depression and illness today is due to our built environments, where we cannot connect with one another. It's essential that we actually...experience human interaction. You can see this necessity even in our mobile world. People are going to Starbucks to do the work that they could do elsewhere. It's not necessarily that they need coffee. They are buying coffee to connect. It's why, when TV came out, everyone predicted that it was the end of the movie theater, but that did not happen. It is in our basic nature to connect with one another. Sometimes it isn't a conversation and it isn't even touching, but rather it's that spiritual connection of energy with each other that feeds us.

**M:** We're seeing it with the proliferation of places like the spa chain, Massage Envy. People just want to be touched. We've gotten so deep into technology that we've forgotten about the necessity of human interaction. We also need people who really know us...

“ We need our friends who will hold us accountable when we say that we are “fine,” but we really aren't. People who can look at us and say, “I want the truth.” Because a community will hold you accountable, and get you out of that mindset of pretending that everything is okay, when it actually isn't. There is a lot of struggle in all of our lives, and to be healthy we need to be able to release that.”

**S:** That's why at Serenbe we physically designed it for those 'accidental collisions.' For example, the mailboxes are always placed next to a place where people will naturally gather...next to the coffee house or the playground. It's those accidental collisions that put us in a position where we can't help but build a community.

“ A weekend resident once told me that they know the people at Serenbe so much better than their neighbors of 30 years in their weekday home. During the week, they pull into their garage, the mail is delivered to their front door, and when they need something they'll get into their car and drive to get it. At Serenbe, within two or three hours of being here, they've already bumped into two or three people and caught up. It is just natural to get to know people here. Someone recently visited us prospecting for a house. At the end of her weekend she asked me "is this place real?" ...Serenbe shouldn't really be so unusual, but it is.”



***What do you believe are the biggest impediments to world wellness?***

**S:** An addiction to consumerism.

**M:** Yes! The mindset that this next purchase is going to make me well or happy. That's not true. Maybe the next thing that will make you well is a walk in the woods or listening to a beautiful piece of music instead of going to the mall and buying an item you don't really need, or eating unhealthy and addictive food.

***What are the greatest advancements in world wellness?***

**M:** Wellness consciousness is changing what it means to be healthy and happy.

“ People are beginning to see that wellness is not about money or material objects...wellness is really about wholeness, and wholeness is available to us at any time. The concept of being fully connected, vibrant, and vital is built into our DNA and we can tap into that at any time. As a culture, while we are starting to wake up to these ideas, we are not quite there yet, but we are on the right path and that is hopeful.”

**S:** The Internet is a huge advancement. **Interface**, the carpet company, recently did an international survey and [found that] the most Googled word for last year was mindfulness. Connectivity has allowed us to explore our curiosities about how to live a more full life—to ask questions and find guidance. Now...we are all in ruts. But, at least we are getting the information. And that information is there in a way that we can always revisit. So, we can continue to slip off our path, or forget, but we can always come back to it. Repetition is such a vital part of learning.



**How can we ensure that everyone in our country has access to wellness opportunities, and uses that access to the benefit of their health?**

**S:** We need more awareness that we are all responsible for our own selves. We've gotten into this idea that there is someone else who can fix it, and I feel that this is getting worse and worse. But maybe there has been a little bit of a turn around. The more information out there that brings it back to the individual, the more we'll start taking our health and wellness into our own hands.

**M:** As [conference speaker] **Agapi Stassinopoulos** reminded us earlier today: it starts with you. We need to continue to spread the word, letting everyone know that you have to love yourself, or have compassion for yourself. You're going to mess up. You can just say to yourself, "Darling, I messed up." Tomorrow is another day. I think that another big piece of this is starting with our children and instilling these values in their everyday life.

**S:** School is such an important place to start changing our culture. Think about

how recycling was integrated into our daily lives: the message was driven in schools and then the children took it back to their parents. Look at **Alice Waters and the Edible Schoolyard Project**. One of the big solutions is going back to the topic of food and reimagining our food system—growing it and preparing it—to bring self-awareness about wellbeing. It seems like such a basic thing [to integrate] into our education system.



***For you both personally, how are environment and wellness linked?***

**S:** That's like asking how are food and health connected.

The natural world is the essential piece, and that's why we have not reached global wellness. A lot of people are living in built environments that are disconnected. Most of our zoning and planning is based on what is on the computer, so the planners never really see the site, feel the site, or have the opportunity to understand it. We are imposing our built environment in a hostile way rather than integrating it with nature in a thoughtful partnership."

“ You can actually feel that when you are living in a community like Serenbe. The truth is that we cannot fully remove ourselves from the natural world, but unfortunately, we are living in a time where we are doing a pretty good job of creating that separation.

**M:** For me, it's also about the toxic world. We have to look at toxicity...chemicals and carbon dioxide and all of the choices that we make in our daily lives. We also have to look at our own toxicity towards one another, which starts with yourself. If you find that compassion for yourself, then you can find compassion for others. The built environment is vitally important to our wellness, but you have to look at the other side of our emotional and heart-filled connections. Where is the heart in the way that we live? Where is the sacredness?

PHOTOS: Courtesy of [Serenbe.com](http://Serenbe.com)

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## ★ FINANCIAL



### SIZZLING MOVERS TO TARGET: APPLE INC. (NASDAQ:AAPL), HERBALIFE LTD. (NYSE:HLF), UNITED TECHNOLOGIES CORPORATION (NYSE:UTX)

November 18, 2015 By Steve Watson 0 17

Shares of Apple Inc. (NASDAQ:AAPL) decreased with loss of -0.42% after buying and selling at \$113.69 with volume of 27.62 million shares. Beta value of stock is 0.86. The 52-week range of the Company was \$92.00 to \$134.54.

Apple's new high-end tablet, the iPad Pro, has been launched in Australia, with prices ranging from AU\$80 per month up to AU\$188, and 12-month, 24-month, and month-to-month plans on offer, according to Zdnet report.

Apple launched the iPad Pro alongside the iPhone 6s and 6s Plus in September, with the tablet aimed at the enterprise sector, which is currently primarily served by Microsoft's Surface Pro. It has an optional stylus, named the Apple Pencil, and a keyboard. In regards to specs, the tablet comes in Wi-Fi-only and LTE options, with a 12.9-inch 2,732x2,048, 264ppi Retina display; a 10-hour battery life; an 8-megapixel iSight camera; and Touch ID. It is available in silver, space grey, and gold, and is only 6.9mm thick. It also supports Adobe and Windows applications.

The stock price is going above to its 52 week low with 24.11% and lagging behind from its 52 week high with -14.40 %. Analyst recommendation for this stock stands at 1.90. A look on the firm performance, its monthly performance is 2.19% and a quarterly performance of -0.72%. The stock price is trading downbeat from its 20 days moving average with -3.19% and down from 50 days moving average with -0.38%.

Herbalife Ltd. (NYSE:HLF) closed at \$54.52 after losing -1.32% for the day. During the last trading session the minimum price at which share is traded was \$51.77 and peak price of the day was \$55.99. The 52-week range of the Company was \$27.60 to \$61.95.

The company has price-to-cash ratio of 6.19 and EPS ratio of 4.20. The company net profit margin is 7.90% and gross profit margin is 80.70%. Analyst recommendation for this stock stands at 2.00. A look on the firm performance, its monthly performance is -2.59% and a quarterly performance of -6.56%. The stock price is moving down from its 20 days moving average with -1.48% and isolated negatively from 50 days moving average with -1.94%.

Global nutrition company Herbalife (HLF), revealed its sponsorship of the 2015 Global Wellness Summit (GWS), an international organization that brings together leaders and visionaries to positively impact and shape the future of the global wellness industry.

This year's invitation-only Global Wellness Summit was held in Mexico City over the weekend and included approximately 450 health and wellness leaders from around the world. GWS' vision of "Joining Together, Shaping the Future" of the wellness industry through interactive discussions and panel presentations was a natural fit for Herbalife, whose mission is to change people's lives through good nutrition.

United Technologies Corporation (NYSE:UTX) moved in red zone with decline of -0.31%. The company has a one year low of \$85.50 and a one year high of \$124.45. It has a market cap of \$86.33 billion. EPS ratio of the company stands at 6.41.

The stock price is going up to its 52 week low with 14.83% and lower from its 52 week high with -20.16 %. Analyst recommendation for this stock stands at 2.10. A look on the firm performance, its weekly performance is -1.15% and YTD performance of -13.13%. The stock price is moving down from its 200 days moving average with -8.48% and upward from 50 days moving average with 3.86%.

Green building continues to double every three years, with strongest acceleration in emerging economies, and clients and tenants worldwide increasingly demanding sustainability – for both energy efficiency and occupant benefit. These findings and others from the World Green Building Trends 2016 report by Dodge Data & Analytics, with funding from United Technologies, were announced yesterday by Bob McDonough, President, UTC Climate, Controls & Security at the 2015 Greenbuild International Summit in Washington, D.C. UTC Climate, Controls & Security, a leading provider of heating, ventilating, air conditioning and refrigeration systems, building controls and automation, and fire and security systems, is a unit of United Technologies Corp. (UTX).

## How workout wear became fashionable



A 1970s FASHION PHOTOGRAPH BY GUY AROCH FOR THE NEW YORK TIMES

By Jessica Salter

6 NOVEMBER 2015 • 10:19AM

**T**hink the words 'designer' and 'leggings' don't go together? Think again. The athleisure trend is turning workout gear into a serious style statement

It's 9.30am on a drizzly Tuesday morning, and in a café on Sloane Avenue in Chelsea there is a sea of women ordering matcha lattes and chia-seed puddings for breakfast, all dressed in sporty leggings, marl sweatshirts and brightly coloured trainers.

They are lithe and toned but, with their perfectly glossed hair and carefully constructed faces of 'no make-up' make-up, they don't look like they're about to leap up and go for a run. Their workout uniform, it seems, is purely a fashion statement.



Last year the CEO of Nike, Mark Parker, made a big statement at the Women's Innovation summit in New York City, proclaiming, 'Leggings are the new denim.' While that might have been true of Los Angeles at the time, it didn't feel like anyone in London was dashing into work meetings in sporty running pants. But now the trend has firmly taken hold, even gaining its own (slightly ridiculous) fashion parlance: athleisure.

'Wearing high-end sports clothes become a new status symbol,' says Sally Dixon, a former fashion editor and founder of the premium sportswear company Every Second Counts. It says, "I'm healthy, I look after my body." Which is great.'

Dixon is herself dressed in her own black Speed leggings (£98) with a subtle reflective flash at the hip – having just rushed in, not from a workout, but from dropping off a batch of her new-season sportswear at the HQ of Matches Fashion, where the pieces have been selling out since last October.



*Clockwise from left: Cassini leggings, £145, Hey Jo; Cotton-mix sweater, £140, by Norma Kamali from Net-a-Porter; Windproof hoodie, £29.90, Uniqlo; Air Zoom Stucture 19 trainers, £105, Nike*

A fitness fanatic – she has run two marathons and is a qualified pilates instructor – Dixon founded her company in 2011. The fabrics have antibacterial, sweat-wicking properties. But, after seeing how people wear her clothes ('leggings have replaced jeans as the thing people wear when they go for brunch'), the new collection has more of a lifestyle focus.

Recently released sales figures back up her view. Last year, we spent £4.5bn on activewear in the UK, according to the consumer market research group NPD – an increase of six per cent on 2013. Running shoes were the most popular buy, accounting for £44m. And according to Mintel, roughly half of those buying sportswear have no intention of using them for actual sports.



It's never been cooler to look like you're moments away from a workout, without actually having to raise your heart rate. With Stella's healthy eating columnist Ella Woodward topping the Amazon book charts and celebrities such as Jessica Alba building an estimated \$1bn business from products including organic detergent and nappies, the rise of athleisure taps into the current wellness craze.

The healthy-living industry is now worth a \$3.4 trillion globally – nearly three-and-a-half times larger than the worldwide pharmaceutical industry, according to figures from the Global Wellness summit last year. Designers such as Alexander Wang have led the charge, with his athletic-inspired line for H&M last year (at the time he said, 'I live in gym clothes. When you go out on the street, it's the uniform now.' He added: 'I am not an athlete').



Net-a-Porter launched a sportswear channel last June, while Gap opened GapFit, its first dedicated fitness-clothing-only store in two units of Box Park in trendy Shoreditch. One of the forerunners, cult Canadian sportswear brand Lululemon, recently launched in the UK and now has nine stores.

'If you want to see the rise of athleisure, you just have to look at what people are wearing in Shoreditch,' says Pip Black, co-owner of the boutique fitness studios Frame. 'The girls in leggings and trainers used to just be coming to our gym, now everyone is wearing workout clothes.'



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Black and her business partner Joan Murphy, who now have three locations, recently launched an activewear collection with high-street brand Whistles, comprising of high-waisted leggings (£55), slouchy jumpers (£50) and crop tops (£35) in muted greys and blacks. The collection, which was Whistles' first foray into activewear, was a success; a second collection is in the works.

While the Frame team and Dixon are relative newcomers on the activewear scene, Tamara Hill-Norton, co founder and creative director of Sweaty Betty, has been established since 1998. Sweaty Betty now has 46 stores in the UK and USA. 'When we started, there were just brands like Nike and adidas with macho slogans printed across the chest – Just Do It. We wanted to adopt the aspirational lifestyle feel of some of the ski and surf brands out there and create a collection that women could wear and feel great in.'



*Clockwise from left: Neoprene top, £100, adidas by Stella McCartney; Long-sleeved top, £60, Sweaty Betty; Personal Best vest, £70, Every Second Counts; Gym bag, £118, Lululemon*

Dressed in Sweaty Betty's new-season leather track pants, trainers, a Sweaty Betty grey marl short-sleeved jumper layered over a J Crew white shirt, Hill-Norton is a walking embodiment of the brand. 'People are building sportswear into their everyday wardrobes,' she says. 'It's no longer something you throw on for the school run, then have to change out of later. You can wear it all day.'

Sales grow, she says, 20 per cent each year. Bestsellers always include black leggings. 'We have spent 17 years refining our designs to make sure they flatter those bits of the thighs that women hate, and lift and sculpt your bum. You look so much better in leggings than jeans; and they're more comfortable.' This season, the brand has launched Zero Gravity tights (£90), which have a very subtle pattern and do something quite wondrous to your legs.



While all these brands still have fitness at their heart – they are designed for the sporty woman – Joanne Admiral took a different approach when she launched Hey Jo in June 2012. 'The leggings are meant to be sold in a boutique fashion shop, alongside premium denim,' Admiral says. 'The brand is about luxury wellbeing and all that that encompasses. We don't want to look like a sportswear company.'

You could wear her leggings, made by a tailor in London from luxurious Italian jersey (£149), to the gym – the fabric is sweat wicking – but Admiral made them with a busy 30- to 40-year-old woman in mind. Not, she hastens to add, an 18-year-old who would look good in anything.

'I made them for someone like me, who is someone who works, has four kids and is generally running around, but wants to look fashionable,' she says. Four days out of seven, she wears her own leggings. Today she has teamed a two-tone camel and black pair with an Isabel Marant sweatshirt.



The interior designer Kelly Hoppen was her first client online who wasn't a friend. 'She went on to buy several pairs. So I emailed her to thank her, and she said that she lived in them and wore them with a jacket and boots. She met Deborah Meaden on Strictly, who then started wearing them too, and said on Twitter that she looked great in them, which made me feel so proud. It shows that women of all different shapes and sizes can wear them.'

Fashion companies with no links to sportswear are following suit, such as US designer Kate Spade, most famous for her bags and watches, who last month announced a new turn into athleisure. But the rise of activewear has had casualties in other sectors.

Denim, as Parker predicted, is one of them. Levi's CEO Chip Bergh has admitted that his company, whose sales have dipped by more than \$2bn in the last two decades, has been affected by sportswear's rising popularity. And NPD reports that sales of traditional bras are down 19 per cent, as more people choose to wear sports bras and crop tops instead.

Because just as we abandoned the girdle in the '60s, so we're throwing off the restraints of skinny jeans and restrictive bras today. Vive la revolution. All the while subtly making the point that we work out, don't you know...

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**John Toomey**

Keynotes, Huffington Post Contributor, Fatigue Prevention Speaker, Author, Wellness Thoughtleader

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## Global Wellness Summit Day 4 Mexico City

With three extraordinary days already fully experienced, Day 4 Promised to be something else again.

First up was the 7th annual student challenge. Teams of students from two universities in Nevada and Mexico were competing for the final prize. The teams were required to showcase a design and concept for a spa of the future that encompasses authentic Latin American culture and could be rolled out globally. It must be commercially viable and credible. The presentations were creative, inspiring and extremely well done. The students were amazing as they faced some challenging questions.

Next up was a presentation on the Future of Well-being by the incredible and timeless Dr Deepak Chopra. I have never heard Dr Chopra speak before but I was instantly impressed with how grounded and deeply calm he is, a walking example of what he teaches.

Over the next hour, Dr Chopra took us on a journey of exploration into the Human Genome. He said that for every human gene there are over 150 microbial genes. The microbial life forms in the body form the microbiome and the health and balance of this vital layer of life has direct impact on the health of the human genome. As many of you know I have been writing a great deal about the health of the microbiome.

Dr Chopra then introduced the Epigenome which responds to every experience we have and it regulates the activity of the microbiome. This is the vital link between stress and disease. He implored that the most urgent health initiatives of the future is consciousness training that allows a person to gain a deep level of self-control over how they experience life's events. He said that whilst we cannot change most things that happen, we can change how we experience them.

Every Delegate was given a copy of Dr Chopra's latest (and his 8th) book, Super Genes, co-authored with Rudolph E. Tanzi Ph.D. I know what I will be reading on the plane trip home.

MC Giselle Fernandez then moderated a wonderful panel discussion on the topic "Who is Responsible for the Wellness of the World?" The panel gave many viewpoints, but it was Dr Chopra who suggested that it is the responsibility of each individual to take responsibility for their own health. He said, "We cannot have collective transformation without personal transformation." He went on to say that it is important to hang out with people doing the same.

Next up, we had 14 industry leaders give a two minute snapshot of their prediction of future trends. The ones that really jumped out for me were:

Tax Incentives for Wellness

Mindful Glamour – in other words it will be your glamorous presence and not your attire that will become important.

Wearable Technology for Fitness

Group Fitness and Obstacle Course Events

A move away from Super food myths and the end of "Kale-ification" and a greater awareness of the super quality of all naturally produced foods, suggested by Samantha Gowing.

Greater number of Freelancers working through Online booking systems and Uber style businesses.

More Budget Airlines for greater travel.

Communities more connected to nature and a move toward public parks and garden space being used to grow food.

We then heard about new innovations in Wellness for Cancer from Julie Bach and then about Global Wellness Day from founder Belgin Aksoy. In 2016, Global Wellness Day will be June 11th, which would have been my Dad's 90th birthday. He would be impressed.

After lunch, there was a panel discussion addressing the topic "How to Attract Investment in Wellness-Driven Companies, Products & Experiences". Following this insightful session, the Student awards were presented followed by a variety of Industry Awards.

We then experienced a wonderful presentation from author and speaker Agapi Stassinopoulos, sister of Arianna Huffington, when she spoke about Unbinding the Heart.

As the day drew to a close, Summit CEO Susie Ellis excitedly announced the venue for next year's Summit, Tirol in Austria. If you have been inspired by my writings, step up and explore the possibility of being there. You can go to [www.globalwellnesssummit.com](http://www.globalwellnesssummit.com).

Finally, a huge thank you goes out to Paul Hardiman and the team at QBE Workers Compensation. They took the initiative earlier this year to educate their client base in an attempt to bring a better wellness into workplaces as a means to reducing risk and injury. When the opportunity came to attend this summit in Mexico, I shared the idea with Paul and we talked of the services we could bring to Australian workplaces with new and exciting ideas, methods and information to assist them to continue to improve in this vital area.

Without hesitation, the team at QBE got behind the idea and sponsored my attendance. We have some exciting plans for 2016.

Even if you are not currently a QBE Customer, but would like to get access to upcoming events, drop Paul a line, or connect with him on LinkedIn at <https://au.linkedin.com/in/paul-hardiman-886b9924>.

Wishing you peace, wellness and happiness.



## Agents and Industry Use Social Media To Show Support For Paris

by Doug Gollan / November 16, 2015



While working through the weekend to assist customers in Paris or who were headed there, travel agents along with the travel industry were using social media to show their support for France following Friday's terrorist attacks.

Virtuoso posted to Facebook (picture) a picture featuring the Eiffel Tower headlined "Freedom: Boundaries divide; travel unites." Along with it was a message, "In the wake of the attacks on Paris, Virtuoso's role of guiding, assisting, and caring for you, our clients, has once again intensified. While our hearts are heavy, our entire network of member travel agencies, advisors, and preferred travel providers remains steadfast in our commitment to preserving your freedom to travel. You are our utmost priority."

The group's CEO Matthew Upchurch posted on his own Facebook page, "On Monday we announced in Puglia that our 2016 [?#VirtuosoChairmans](#) event will be in Paris - time to support our French [?#VirtuosoTravel](#) family." He also changed his profile to French flag whipping in a strong wind while adding on Instagram, "All of France and Paris are in our hearts and prayers."

Albert Herrera, EVP at Virtuoso, posted, "My thoughts and prayers to all in Paris" while Nancy Strong of Strong Travel Services posted, "We are all weeping for our French friends." Stacy Small of Elite Travel International added on her Facebook page, "Thinking of all our dear friends in Paris" along with a picture of her in front of the Eiffel Tower.

Mary Jean Tully of Tully Luxury Travel wrote, "Don't let the awful tragedy of what happened in Paris last night make us judge others. I have experienced nothing but peace, prayer and love and a sense of unity here in Marrakech right now for those in Paris and their families. We as a World need to be unified!! [?#peace](#) [?#love](#) [?#respect](#) [?#unity](#) [?#Marrakech](#) [?#morocco](#) [?#pray](#)."

Jacklyn Sienna India, owner of Sienna Charles posted, "Thoughts are with Paris" while Renshaw Travel President David Lowy added, "My thoughts are with all of my wonderful friends in Paris during this terrible tragedy. Vive la France." Shelby Hanes Donley, owner Cambelback Odyssey Travel updated her Facebook picture to the Eiffel Tower with a beacon shining atop.

Josh Alexander, an advisor at Protravel, wrote, "Thoughts and prayers with all of my friends in colleagues in Paris and France." Jim Mazza and Kathryn Mazza Burney, executives at TRAVELSAVERS and NEST shared a picture titled, "Prayers for Paris." Anne Scully of McCabe World Travel changed her Facebook pictures to the French flag and a picture of the Eiffel Tower. Departure Lounge founder Keith Waldon posted a picture of a candle with the words Paris Beirut, acknowledging the attack on the Lebanese capital Thursday that left over 40 dead.

Craig Pavlus, President of Pavlus Travel joined the many on Facebook who changed their profile picture to feature an overlay of the tricolor as did Charlie Funk, CEO of Just Cruisin' Plus, Jackie Friedman, President of Nexion, Travel Leaders Group Communications Chief Steve Loucks and Director of Educational Services Gloria Stock Mickelson, Higgins Travel Leaders Owner Denise Hanson-Petricka, Travel Specialist Kris Knutson of Travel Leaders Rice Lake and Mary Jean Thompson, luxury travel advisor at Travel designs by Campbell. Kim Gorres, owner of Travel Leaders/Travel Now posted a picture of herself in front of the Eiffel Tower with the tricolor overlay.

On the industry side, Crystal Cruises CEO Edie Rodriguez posted on Facebook, "My prayers are with the people and city of Paris during the horrible terrorists attacks of this evening. GOD bless them all!" Hotel marketing rep JoAnn Kurtz-Ahlers shared a picture from The Global Spa and Wellness Summit in Mexico City titled, "A prayer of solidarity for France." Zachary Rabinor, owner of Journey Mexico, a DMC, wrote, "Sending hugs and strength to all my friends in Paris, France, and the world. This is a crime against everyone everywhere. We must fight ugliness with beauty, hatred with love." Katelyn O'Shaughnessy, founder of TripScope wrote, "Paris, I love you - In my prayers & in my thoughts [?#PrayForParis](#)." James Shillinglaw, ASTA award-winning travel journalist who was on a river cruise in Strasbourg added, "The beauty and magnificence of Paris remains regardless of the latest attacks from crazed Islamic militants. Keep that in mind when planning your next trip to France. We are all Paris!"

Of course, in addition to providing moral support for friends in France, advisors had work to do. Michael Holtz, CEO of SmartFlyer told *Travel Market Report* on Friday, "We had passengers heading to Newark Airport going in a vacation to Paris. Within 30 minutes we had them rerouted them to Rome hotel and all." Meanwhile, Jill M. Herd, SVP of Call Center Operations for Agent24 said her agents were busy securing no fee waivers right away and through the weekend for travelers who wanted to change plans.

## Herbalife Sponsors Global Wellness Summit

November 16, 2015 12:00 PM Eastern Standard Time

LOS ANGELES--(BUSINESS WIRE)--Global nutrition company Herbalife (NYSE: HLF), announced today its sponsorship of the 2015 Global Wellness Summit (GWS), an international organization that brings together leaders and visionaries to positively impact and shape the future of the global wellness industry.

"Herbalife is committed to partnering with leaders like those attending the Global Wellness Summit as we work together to identify ways to improve access to good nutrition"

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This year's invitation-only Global Wellness Summit was held in Mexico City over the weekend and included approximately 450 health and wellness leaders from around the world. GWS' vision of "Joining Together, Shaping the Future" of the wellness industry through interactive discussions and panel presentations was a natural fit for Herbalife, whose mission is to change people's lives through good nutrition.

"Herbalife is committed to partnering with leaders like those attending the Global Wellness Summit as we work together to identify ways to improve access to good nutrition," said Jesus Alvarez, Vice President and General Manager, Herbalife, Mexico.

The Global Wellness Summit began in the 2000's, when a group of industry leaders decided to create and fund a conference modeled in part after the successful format of the not-for-profit World Economic Forum held each year in Davos, Switzerland, where global leaders gather to solve shared problems.

### About Herbalife:

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy and fitness and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and obesity by offering high-quality products, one-on-one coaching with an Herbalife member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife programs to help bring good nutrition to children in need. We also sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 7,800 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of \$5 billion in 2014. To learn more visit [Herbalife.com](http://Herbalife.com) or [IAmHerbalife.com](http://IAmHerbalife.com).

### Contacts

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## Take a Soul Journey to Queenstown for a real treat

Monday, 23 November 2015, 12:31 pm  
Press Release: Southern PR

November 19 2015

Take a Soul Journey to Queenstown for a real treat

When the daily 'chatter' becomes too much, the 'to do' list has taken over and the batteries need serious re-charging, two wellness specialists have the perfect solution – a Soul Journey Retreat in Queenstown, New Zealand.

Being Queenstown, these are so much more than straightforward detox, fitness or yoga retreats. The wide range of Soul Journeys Wellness Retreats are billed as 'real treats' not 'retreats'.

Soul Journeys is the inspiration of Amanda Woolridge and Sandi Murphy, who met in 2005 when Amanda was teaching Body Balance and Sandi was teaching yoga at a local gym. Both have plenty in common – they're passionate about wellness, happiness, yoga, work/life balance, spirituality, helping others and creating a better world.

The pair say the inspiration behind Soul Journeys is to invite women and men to take time out "just for themselves".

"We encourage people to unplug themselves from the world of 'busyness', reconnect with their authentic self, and renew body, mind and soul," says Sandi.

"Queenstown's a very special place and a natural wellness destination, not only for its pristine nature and pure inspiration but also because of the 'buzz' of our small Alpine town. It's also home to our favourite cafés and restaurants where those on our retreats indulge in healthy, nutritious and mouthwatering food, prepared by some of New Zealand's top chefs.

"We're working with a range of accommodation providers from great backpackers to mid-range apartments and luxury hotels so the retreats suit a range of budgets."



The retreats themselves range from everything from a two-day Wellness Weekend to five-day Awaken, Inspire or Yoga Detox retreats.

Each retreat includes an Intention Setting Ceremony to set people up for a mindful and inspirational week, a daily yoga session, daily 'mindfulness' practice, massages, treatments, seminars, walks, outings, delicious and nutritious cuisine, plenty of 'Soulo' time to reconnect, reflect or simply relax, and a reflective Soul Journeys journal to take home.

"What's so very different is that we have created a Queenstown community to welcome and embrace our Soul Journey visitors," says Amanda.

"We have a number of local Soul Guides to help lead parts of each retreat and we make a real effort to connect with inspirational and supportive local businesses.

"I've travelled all over the world but there's something really beautiful

and soulful about this place. This environment encourages you to be reflective."

A Soul Journey 'taster' is a one-day guided mini Re-Treat designed to find 'The Missing Peace' and once a year the pair will guide a six-night retreat to Ubud, Bali for a nurturing immersion of yoga, meditation, life seminars, educational sessions and cultural inspiration.

The Global Spa and Wellness Summit 2013 reports that wellness tourism is a 'global mega trend'. It says more people are embracing overall healthier lifestyles and those behaviours are now being integrated into their travel and vacation habits.

"We're both busy working mothers ourselves so we know just how easy it is to lose sight of your soul," says Sandi. "You get stressed, work takes over, the weekends are spent shuttling the family to sports activities and when do you have any 'me' time?"

"Our job is to help people get out of their heads and into their bodies, to hear that quieter inner voice when the volume of life is too much. When they go home, we show people just how to incorporate mini retreats into their daily lives.

"They can definitely come more than once though and bring new friends when they do – the retreats will differ according to the time of year and some of our winter retreats incorporate some skiing. Since we have such distinctive seasons we know there will be year-round appeal."

The retreats are small, personalized and well-priced, as Sandi and Amanda want them to be widely achievable and an opportunity that's available to all.

"Soul Journeys has been three years in the making so we're thrilled to finally launch it and welcome our first 'real-treaters'," they say.

Further details are available at [www.souljourneys.co.nz](http://www.souljourneys.co.nz) where retreats can be booked online or by contacting +64 3 409 0099.

ends

## What Will Be the Top Trends in Travel in 2016? Our Predictions



### More People Considering Their Vacations "Wellness Travel"

Wellness travel is growing 50% faster than regular travel, according to a recent survey performed by the Global Wellness Summit. But that may be because the definition of what exactly "wellness travel" is has become rather squishy. According to Dena Roche, wellness expert and creator of [TravelDiet](#), "In the past, when people thought about wellness travel, they thought about ladies who had a ton of money who went to the spa. But now wellness travel has evolved to include yoga retreats, spas, adventure travel. In my mind, it can be any trip you take having a wellness component, and that includes mental well being. So it could be a trip where you turned off your phone and had a digital vacation; or a visit to Europe where you walked many miles in museums."

I'd say the takeaway is not more actual "wellness vacations" but a change in mindset, leading vacationers to pick trips that they think will add to their mental and/or physical wellbeing—which ain't a bad development at all.

*Photo by Zach Dischner/Flickr*



## The 10 Future Shifts in Wellness Like 11

Next: Beach culture and contemporary chic collide at Shade Hotel

Use your [key](#) for the next article

December 3, 2015  
6:20 PM MST



Crystal Spa, Thompsonville, Michigan

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- \* GWI's "Future of Wellness at Work" research report, including employee surveys conducted with Everyday Health, will be released Jan. 2016

#### [The Ten Future Shifts in Wellness 2016](#)

## The 10 Future Shifts in Wellness

**TOPICS:** General Travel Global Wellness Healthy Living And Travel Spas Of America Wellness Industry



**POSTED BY:** ADMIN 4 DECEMBER 2015

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### The 10 Future Shifts in Wellness for 2016



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The Examiner 2015-12-04



## 10 Wellness Trends for 2016

Health & Wellness Meeting Planning

BY SM NEWS SERVICE ON DECEMBER 03, 2015



The Global Wellness Summit that took place Nov. 13-15 in Mexico City drew more than 470 delegates from 40 countries to discuss strategies to build a well world. Compared to the Kyoto, Japan, gathering to combat climate change, the summit drew leaders from a variety of entities including medical centers such as Mayo and Cleveland clinics, Harvard and Duke universities and workplace wellness spokespeople such as Johnson & Johnson and Zappos.

"The Mexico City Summit was a watershed moment, because passionate leaders from economics, medicine, government, technology, spa/wellness, travel, education and the arts came together to debate how to bring preventative health into our chronic disease and healthcare cost burdened world much like when the world first came together in Kyoto to declare solidarity against climate change," says Susie Ellis, CEO and chairman for the Global World Summit.

The event was held at St. Regis Mexico City. Among the participants was [Deepak Chopra](#).

### Here are 10 shifts in wellness trends that could help improve health and well-being:

#### 1. Cracking the Genome to Cracking the Epigenome

We've had years of promises that "cracking" the human genome would eradicate all kinds of diseases, but experts like Dr. Deepak Chopra explained that the future is decoding the epigenome, that DNA which is ceaselessly modified by lifestyle choices and environment. Research is underway pinpointing the 20 or so genetic markers (out of 2,400) that are actually modifiable by healthy living. Epigenetic breakthroughs are coming.

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Read full report [click here](#).

## Global Wellness Summit announces 2016 dates

BY JAINE KITCHEN



*Dr Franz Linser, managing partner of Linser Hospitality, and Susie Ellis, chairman and CEO of the Global Wellness Summit, announce Austria as next year's GWS location*

*photo: Global Wellness Summit*

**Susie Ellis, Global Wellness Summit chairman and CEO, has confirmed the dates for next year's GWS in Tirol, Austria are October 17-19, 2016.**

This year's GWS recently took place in Mexico City, and organisers said the event was the largest, most cross-disciplinary Summit in its nine-year history, with more than 470 delegates from more than 40 countries.

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04 Dec 2015



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Top 10 Future Shifts in Wellness

Global Wellness Summit Identifies  
Top 10 Future Shifts in Wellness

**Experts at Mexico City conference forecast that wellness will become more mandatory in more nations soon – that breakthroughs in epigenetics, stem cells and integrative medicine are near – and that “programmable” workplace wellness will disappear**

**Media Contact: Beth McGroarty**

**[beth.mcgroarty@globalwellnesssummit.com](mailto:beth.mcgroarty@globalwellnesssummit.com) • +1.213.300.0107**

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It was the largest, most cross-disciplinary Summit in its nine-year history, attracting 470+ delegates from over 40 countries. Never have so many great minds from the medical (e.g., the Mayo and Cleveland Clinics, Harvard and Duke Universities) or workplace wellness worlds (e.g., Johnson & Johnson and Zappos) assembled at the conference.

“The Mexico City Summit was a watershed moment, because passionate leaders from economics, medicine, government, technology, spa/wellness, travel, education and the arts came together to debate how to bring preventative health into our chronic disease and healthcare cost burdened world – much like when the world first came together in Kyoto to declare solidarity against climate change,” said GWS Chairman and CEO, Susie Ellis.

## 10 Shifts in Wellness for 2016

[Read full report here](#)

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We’ve had years of promises that “cracking” the human genome would eradicate all kinds of diseases, but experts like Dr. Deepak Chopra explained that the future is decoding the epigenome, that DNA which is ceaselessly modified by lifestyle choices and environment. Research is underway pinpointing the 20 or so genetic markers (out of 2,400) that are actually modifiable by healthy living. Epigenetic breakthroughs are coming.

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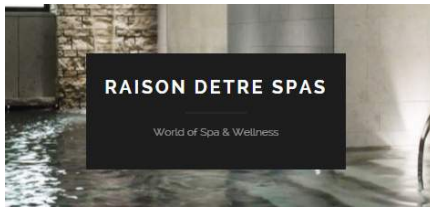
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A powerful thread running through the Summit was the need to bring wellness to more members of society: the young and old, wealthy and poor, the healthy and ill. As Agapi Stassinopoulus stated in her wrap-up keynote: “It’s time to take wellness to the masses.”

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# A few words about this year's Global Wellness Summit in Mexico

DECEMBER 1, 2015 / LEAVE A COMMENT



If one had to describe this year's Global Wellness Summit in one word, it would be "inspirational", on top of everything else.

All the speakers brought up very interesting discussion points that will definitely impact the future of the Wellness

world. Starting from workplace wellness- improvement of working conditions resulting in higher productivity and better quality. Moving on to Holacracy as a way to structure your company, where an employee spends 10% of their time in their primary role and the rest is allocated to multiple business projects (within the company) that the employee is passionate about and works on together with other colleagues. Going to the "uber"-nization of massage world with fresh entrepreneurial thinking of companies like Zeel, where a home massage at a convenient time for you is just a simple click away- again benefiting not only the customer, but allowing a flexible time schedule for the therapist. One leaves the summit thinking about the endless possibilities that are ahead of the wellness world...

It was a pleasure to see that besides all the different opinions and discussion topics, what all the speakers have in common is a higher level of consciousness- a sense of responsibility towards the nature, towards other human beings and very importantly towards ourselves. The speakers outlined the importance of being mindful in everything we do and encouraged different ways of thinking to bring all of us to a better future. A lot of encouragement, a lot of love and a lot of "let's look for "happy" within, rather than out".

Mindful + Happy + Scientifically/Technologically Advancing=Limitless Wellness World

//Maria Stanislavova, Project Manager Raison d'Etre

Photo Credit: Global Wellness Summit "Future world leaders talking about searching for happiness within to the world leaders of today".

**Pre-Summit:** Raison d'Etre Spa Business Education also hosted a Knowledge Workshop about how to make training profitable, we will shortly share more about this!

## 2015 Global Wellness Award Winners Include Canyon Ranch Founders and...

Posted on Dec 7, 2015 in [Alternative Medicine](#) | 0 comments



It was particularly rewarding to have Geraldine join us via video to accept her award and I look forward to presenting Michael Bloomberg with the first-ever 'Building a Well World' award in New York.

Miami, FL (PRWEB) December 07, 2015

The 2015 Global Wellness Awards winners were announced during the 9th Global Wellness Summit (GWS) in Mexico City last month. Next year's Summit will be held October 17-19 in Tyrol, Austria.

2015 Global Wellness Award winners:

Former New York Mayor Michael Bloomberg was honored with the "Building a Well World Award." Mr. Bloomberg received this award for his commitment to, and philanthropic support of public health policies worldwide, but in particular for his work in Mexico. Through the Obesity Prevention Program, Bloomberg Philanthropies has committed \$16.5 million toward a three-year effort to support public health policies aimed at reducing obesity in Mexico, which has one of the highest rates of overweight in the world. Enid and Mel Zuckerman, founders of Canyon Ranch, shared the honors as "Wellness Innovators" for their successful 30-year running of Canyon Ranch Health Resorts and their founding of the Canyon Ranch Institute in 2002, a non-profit with the mission to prevent disease. Fifteen years ago, Enid and Mel ...[Read More](#)

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## A FEW HIGHLIGHTS FROM THE GLOBAL WELLNESS SUMMIT 2015, MEXICO CITY



The 9th annual **Global Wellness Summit** taking place over the next few days in Mexico City, the first time in Latin America, welcomed over 450 delegates from 41 countries. The fact that 50% of attendees (including this writer) are new to the Summit, is partly due to the broader focus and more diverse content. The theme this year is **Building a Well World** and attendees are all here for the same things: to listen, learn, network with others in the wellness space and discuss ways to work together to reach the common goal of building a well world. The Spirit of the Summit calls for the exchange ideas, debating and strategizing for the good of the industry, consumers and the planet.



Opening the event, **Susie Ellis, Chairman and CEO of the GWS** says, "Mexico City is the first city to sponsor the Summit. It's been sponsored by countries but never by one city." She suggests to the audience of global attendees that they "use the summit as a conversation starter" and hopes that the conversation will continue following the event.

### A few highlights:

The day prior to the official kick off to the conference, one of several Knowledge Workshops is hosted by Malcolm Short, representing the city of Rotorua, New Zealand. It's not a destination that is on everyone's wellness list of places to visit, but it might soon be. Located a three-hour drive south of Auckland, the city is actively working to position itself as the Health & Wellness Capital of the South Pacific. Its big draw is thermal waters.

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A well-deserved standing ovation for award-winning cinematographer **Louie Schwartzberg's** riveting opening presentation marks a wonderful beginning to this prestigious event. Titled *Gratitude Revealed*, his 30-minute talk included clips of his inspirational *Moving Art*. "Beauty," he says, "is nature's tool for survival because we protect what we love." His work

captures, in minute detail, the incredible and often fragile beauty of nature including the endangered Monarchs who migrate from Canada to Mexico each year. He talks of their slow demise and calls for a ban on one of their greatest enemies, Monsanto and GMOs. Wellness living does, after all, include wellness for the planet.

~ ~ ~

Inspirational comments from **Giselle Fernandez**, Emmy Award-winning journalist, philanthropist, film maker and rights advocate for women and children, including:

"My idea of wellness is you must sing and dance the song of your life."

As a journalist who has traveled the world: "I've always marveled at the human spirit to transcend circumstances."

"Be more you than you have ever been before. Honor your calling."

~ ~ ~

**Dr. Claudia Aguirre**, a neuroscientist and mind/body expert who spoke on the brain/skin connection. "Skin can tell time," she says. "There's a brain in the skin, just as there is in the gut." "Is skin an untapped resource?" She says studies are finding "new discoveries about the "machinery" of the skin." She talks about Psycho Dermatology and how this will lead to treating skin conditions from a more holistic point of view.

~ ~ ~

In a session entitled *Outlook for a World Where Wellness May Become Mandatory*, **Thierry Malleret**, co-founder of The Monthly Barometer and Global Strategist & Economist, points out that "unwellness" at work is "incredibly costly." He says the cost due to unproductivity is a "\$2.2 trillion annual loss in GNP in the U.S. alone."

It's a two way street, he says:

"Stressful working conditions or an unsafe or hostile environment can make us physically ill, but when well and motivated, we become better employees, more active, energetic and production." Wellness at work is a right, says Malleret, but "we are responsible for conducting work in a way that improves our wellness and the wellness of others."

~ ~ ~

The people you meet - including top-level decision makers from around the world - and the conversations you have with the like-minded, united at this event with a common goal.

~ ~ ~

Cirque de Soleil's **Martin Boudreau** and **Ivan Chavez** of Grupo Vidanta in Mexico talk wellness in hospitality and entertainment. With Cirque - wellness is first with performers who need to be at their peak, and with spectators, wellness is also a state of mind. "Inspired and joyful," is how Boudreau wants people to feel following one of his shows. "We want to transport them to another world and make them dream, laugh and cry."

Since 1984, the entertainment company has performed for over \$150,000,000 people. "When you have opportunity to touch people," he says, you need to do something with it." From the earliest days, they have given back 1% of revenues to different causes including Cirque de Monde, helping build self esteem in under-privileged children in 70 countries around the world.

A company that employees 15,000 people, Vendanta's mission is to "inspire generations of happiness" says Boudreau. Vendanta is widely recognized as a company that treats its employees well.

~ ~ ~



"Wellness is not an adult thing," says **Alfredo Carvajal**, president of Delos International, "but starts in childhood." We certainly see evidence of it when **Jeanene Bluhm**, co-founder and creator of the Thomas Jefferson Institute in Mexico brings five of her young students to the stage to "coach"

the audience in the art of wellness. Out of the mouths of babes: "When you're Angry Bag is full, it explodes and you spread your anger to someone else." So how do you manage anger, Carvajal asks: "You take a break. You hit a pillow. You take a deep breath."

Other pearls of wellness wisdom from this group of confident and engaged seven year olds:

"When your Happy Bag is full, it doesn't matter if it explodes."

"Giving helps you fill your Happy Bag."

"We are responsible for our own happiness and cannot blame others."



A energetic and beautifully presented folkloric stage presentation followed by dinner at Mexico City's stunning Palacio de Bellas Arte.

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## Top 10 Future Shifts in Wellness

Post on December 4, 2015 by Michelle tagged: global wellness summit, GWS, leading, spa, trends, wellness

Read full report from the Global Wellness Summit here: <http://www.globalwellnesssummit.com/global-wellness-summit-identifies-top-10-future-shifts-in-wellness>

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New Global Wellness Institute\* research forecast that workplace wellness approaches will change radically: the current "program" mentality will die a natural death because they're not working. The future is meaningful, real "cultures" of health at work, tackling everything from physical, to emotional, to financial wellness: fair pay, healthy workspaces, inclusion of families and virtual workers, and tackling fast disappearing work/life balance, like mandating vacations and that workers unplug from always-on, wired work. Companies will replace "ROI" obsessions with measuring total "return-on-value" (ROV), with mounting evidence that happy, healthy workers not only reduce healthcare costs, but also drive recruitment, retention and much higher profits.

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About the Global Wellness Summit: The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from over 40 countries. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The next Summit will be held in Tirol, Austria Oct. 17-19, 2016.

## Global Wellness Summit Identifies Ten Future Shifts in Wellness

Posted: Dec 02, 2015 9:19 AM EST

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Ten Shifts in Wellness for 2016

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For the original version on PRWeb visit:

<http://www.prweb.com/releases/GlobalWellnessSummit/TenShifts/prweb13109743.htm>



## Global Wellness Summit Identifies Ten Future Shifts in Wellness

Posted: Dec 02, 2015 9:19 AM EST

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Miami, FL (PRWEB) December 02, 2015

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Ten Shifts in Wellness for 2016

Read full report here: <http://www.globalwellnesssummit.com/global-wellness-summit-identifies-top-10-future-shifts-in-wellness>

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## Global Wellness Summit identifies Top10 future shifts in wellness

Theodore Koumelis - 08 December 2015, 09:06

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Source: <http://www.traveldailynews.com>

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## GLOBAL WELLNESS SUMMIT 2015. MEXICO CITY



*Escrito por Jorge Mendoza. Posted in Fitness & Health*

GLOBAL WELLNESS SUMMIT. La Cd de México, se vió honrada con la presencia de más de 400 CEOs de muchas industrias del "Bienestar", "Turismo Médico", Hotelería.

Esta industria, a nivel mundial tiene una derrama económica de más de 4.3 trillones de dólares, y que México, no ha tenido mucho aprovechamiento en este ramo, pero

México ya tiene suficiente infraestructura para activar más esta área. Gina Diez Barroso, ha sido la persona clave que ha podido traer este importante foro de muchos empresarios y líderes de la industria turística a la Cd de México. Dentro de los temas importantes que se hablaron, fué el "Wellness Corporativo", siendo esta una obligación de las empresas de ofrecer este tipo de

beneficios, que a la larga, se beneficia también la misma empresa. Gina Diez Barroso, vendió la idea al Dr Mancera, jefe de la Cd de México. Esta fué aceptada de inmediato por las autoridades del gobierno. Esta cumbre, ha sido un parte aguas, pues llegó en un momento importante ya que la Cd de México, se vió visitada por miles de personas de muchas partes del mundo una semana antes de esta cumbre por el Gran Premio de México de Fórmula Uno. Si usted esta interesado en conocer más de esta cumbre, visite [www.globalwellnesssummit.com](http://www.globalwellnesssummit.com). Felicitaciones a los organizadores, por el gran evento ofrecido.



- [Siguiente >](#)



Scooped by **Mike Rucker**

## Top 10 Future Shifts in Employee Wellness



From [www.globalwellnesssummit.com](http://www.globalwellnesssummit.com) • December 7, 4:34 PM

1. From Cracking the Genome to Cracking the Epigenome
2. From Optional to Mandatory Wellness
3. From "In Your Face" to Imperceptible Wellness
4. From Workplace Wellness

"Programs" to Total Cultures of Wellness at Work

5. From Medicine vs. Wellness to Truly Integrative Healthcare
6. Medical Technology Breakthroughs: from Ingestible Health Trackers to Stem Cells
7. Wellness Homes: Big Growth and Big Premiums for Owners/Investors
8. From Superfood and Diet Trend Hysteria to Sane Eating
9. Wellness Travel Booming: from Emerging Markets to New "Pairings" for Wellness
10. From Wellness for the Wealthy Few to the Democratization of Wellness

## Industry Expert: The Wellness Ripple Effect: Maldives, a wellness haven

October 14, 2015 | Articles

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Renate Hermes, Group Spa Director at Duniye Spas



Wellness – a new buzzword or a profitable concept for the hospitality industry?

In fact wellness is an old, long existing concept that is experiencing a renaissance in light of a dramatically changing modern world. Yes, it may sound grim, but the reality is that we live in a world that is just getting sicker, more obese, sedentary, and depressed – not to mention many other challenges.

As Susie Ellis, CEO at Global Wellness Summit, outlines: "Aging populations and chronic diseases associated with the unhealthy modern lifestyle have been driving up medical costs around the world, demonstrating the limitations of the conventional medical paradigm of 'sick care.' The rise of the wellness economy is a direct response to combat this trend, largely driven by consumer demand."

It's evident that a paradigm shift from 'sick care' to pro-active, preventative wellness consciousness is evolving; a 'wellness mindset', that is based on ownership, responsibility for one's own well-being, health and happiness.

This 'inside-out' versus 'outside-in' approach traditionally defines wellness as preventive and holistic; integrating a wide range of complimentary, medical, healing modalities and healthy lifestyle choices. Conscious choices by conscious consumers.

### The Wellness Ripple Effect

Studies have shown that consumers are increasingly extending their wellness lifestyles to their travels, stimulating global Wellness Tourism. PKF Hospitality Research, a branch of CBRE that specializes in analyzing and reporting on the hospitality industry, has identified what they call a 'wellness ripple effect'. In their 2014 Trends report, they explain that "as trends in society are shifting to healthier, more active lifestyles, hotels are incorporating aspects of spa and wellness into other departments."

The ISPA Global Wellness Summit 2014 held in Delhi last year also highlighted some very important facts regarding wellness travel:

- Global wellness tourism is expected to grow at annual rate of 9.5% internationally up to 2017
- In total, we estimate that the wellness tourism economy is worth US\$439bn roughly 14% of global tourism expenditures. Wellness tourism directly creates 12 million jobs around the world
- Corporate employers in the US investing in wellness plan to spend an average of US\$594 per employee on wellness incentives within their health care programmes for 2014, according to new research from the National Business Group on Health



So, what could be the take away here?

The objective is not to transform existing successful resort concepts into health and destination spas, but to acknowledge an increasing demand for wellness and health conscious options as outlined above.

The Maldives is a natural wellness haven; unsurpassed unique natural resources may evoke the longing to connect to the beauty of our natural environment, going back to simplicity and nature, to declutter and reflect on our priorities in life.

Would it not be enough to have stunning island beauty paired with unique resort concepts to provide all what is needed in the 'wellness department'?

No, simply because our busy, scattered, fast moving mind, needs help and direction to reach a state of mindfulness and deep relaxation.

I believe in a new, fresh conversation and integrative approach where spa operators, hotel managers and HOD's sit together and infect each other with new ideas to propel and advocate a wellbeing culture throughout the entire hotel operation.

**1. The Power of Words:** We can start using "wellness language" in our collaterals; words and phrases, the wellness community can relate to: such as give-back, prevention, connectedness, mindfulness, mind-body, farm-fresh, homegrown, sustainable, natural healing, re-balancing, energy, organic, touch, detoxify, antioxidant, de-stress, century old, harmony, natural elements, ancient remedy, coupling, engage, embrace, health giving, earthy, botanical.

**2. A Wellness Inspired Team:** As management we should invest in the wellness education of our employees; to inspire the wellness spirit to our team members. By offering wellness activities, office mini breaks with yoga etc, educational programs of health, fitness and wellness modalities and healthy lifestyle options we can create a corporate wellness culture. Leading to more satisfaction, happiness, health and productivity.

**3. Connectedness:** Island Host – Wellness Host: a GRO or island host could be trained as "wellness host" with an emphasis on assisting our guests to create their personal wellness program during the island vacation; including pre-after vacation communication.

**4. "Slow food" – "Slow-move":** Tropical island setting – the perfect place to slow down the pace.

- From "slow -food" cooking classes, specialty food spa menus, lectures about mindful nutrition, weight loss supporting food, healthy and joyful eating without starving and craving.
- To slow-move meditation classes, nature walks, to creating an outdoor environment that infuses specific well-being experiences:
  - Outdoor Labyrinth: Walking an outdoor labyrinth is a type of meditation – a way to move into a meditative state of awareness without sitting still
- Meditation Garden: The Meditation Garden could be a place, which beckons with its colourful plants, serene small pools, elegant sculptures, sensory sound installations and cool shaded nooks. A healing spot meant to invite sensory awareness, stillness, reflection and joyful connection with nature.



**5. Healthy Holistic Living:** Inspiring to work/life balance: vacation time is inspiration time, time to reflect, to connect, to let go and unwind. Providing inspiration and motivation for lifestyle changes by introducing our guests to possible new experiences:

- Simple, easy to follow group fitness/body-mind classes on a regular schedule
- Healthy living tips featured in room collaterals/hotel TV channels, educating about local authentic traditions: e.g. benefits of coconut, local herbs and plants and their health benefits
- Drumming classes – learn and have fun to play the 'bodu beru'; we have a lot talented team members who may have interest to share their musical skills
- Painting lessons – awe inspiring stunning surrounding may evoke the muse in our guests, why not ask talented team member or local artists to facilitate that process
- Lectures with local experts, artist, teachers, environmentalists

I strongly believe with the evolving change in consumer attitudes toward wellness consciousness we shall let the wellness ripple effect emanate throughout the multiple facets of the resort holiday experience.



#### About the Author:

Renate Hermes is Group Spa Director Duniye Spas, where she oversees nine Duniye Spas in the Maldives and two in the Seychelles. Renate has worked in the international health, spa and wellness industry for more than 20 years. With a MA degree in health and wellness management and sport science from the German University of Sport Sciences in Cologne, Renate is dedicated to the development of world-class spa and wellness centres.

## Wellness Trends: Global Summit Identifies the Top 10

Posted: 12/08/2015 4:03 pm EST | Updated: 12/08/2015 4:59 pm EST



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The [Global Wellness Summit](#) (GWS) which recently took place in Mexico City, was the largest, most diverse, cross disciplinary conference in its 9-year history, attracting 470+ delegates from over 40 countries.

The theme of the summit was **Building a Well World**.

GWS Chairman and CEO, Susie Ellis, called the Mexico City Summit "A watershed moment" as great minds from a variety of sectors including medical (e.g., the Mayo and Cleveland Clinics, Harvard and Duke Universities), workplace wellness worlds (e.g., Johnson & Johnson and Zappos) in addition to economics, government, technology, travel, spa/wellness, education, nutrition, beauty and the arts - came together to debate how to build a healthier world.

According to Beth McGroarty, PR Director, the concluding report on the top shifts coming in wellness is a "distillation of what the experts at the Global Wellness Summit presented on that topic and the new developments/ideas which were most crucial to their theme."

It will be interesting in the upcoming year to see which area of wellness most captures the heart and attention of the public.

### Ten Shifts in Wellness for 2016

#### 1. From Cracking the Genome to Cracking the Epigenome

Dr. Deepak Chopra explained that the future is decoding the epigenome, that DNA which is ceaselessly modified by lifestyle choices and environment. Epigenetic breakthroughs are coming.

#### 2. From Optional to Mandatory Wellness

With the skyrocketing cost of chronic diseases (\$47 trillion worldwide over the next 20 years), and a world aging like never before (800 million people now over 60), wellness can no longer be optional. Initiatives that reward and support people will be most successful.

### **3. From "In Your Face" to Imperceptible Wellness**

Wellness has historically been something you "do." The future is more wellness baked seamlessly into the fabric of our lives: dawn-simulating lighting waking you up gently, bed sensors monitoring your sleep, making instant ventilation/comfort changes; and responsive materials, including fabrics that cuddle us or clothes that deliver the perfect massage.

### **4. From Workplace Wellness "Programs" to Total Cultures of Wellness at Work**

New [Global Wellness Institute](#) research forecast that workplace wellness approaches will change radically to incorporate meaningful, real "cultures" of health at work, tackling everything from physical, to emotional, to financial wellness: fair pay, healthy workspaces, inclusion of families and virtual workers.

### **5. From Medicine vs. Wellness to Truly Integrative Healthcare**

Integrative medicine has been talked about for decades, but is finally happening. Medical leaders from the Mayo and Cleveland Clinics, Harvard and Duke agreed that now we're at the real "inflection point." Today every leading medical center either has, or is planning, a wellness/integrative center.

### **6. Medical Technology Breakthroughs: from Ingestible Health Trackers to Stem Cells**

Medical technology breakthroughs presented were mind blowing. Ingestible, health-tracking nanochips that monitor 50 biological functions 24/7 will make clunky wearables seem prehistoric, and usher in a new era of precision, preventative and personalized medicine.

And new directions in stem cell harvesting/freezing (no more storing cells from a baby's umbilical cord, but rather the non-invasive extraction of stem cells from teeth) have the ability to make any cell "young" again: whether bone, insulin, pancreatic, heart, liver, brain, eye, collagen or elastin, cells. Which may be the path to curing diseases like ALS, Parkinson's and Alzheimer's.

### **7. Wellness Homes: Big Growth and Big Premiums for Owners/Investors**

More homes, communities and even cities are being master-planned from the ground up for human health. Mayo Clinic's ambitious 20-year project to turn its base of Rochester, MN into a "City of Health" and Delos Living's project to transform part of Tampa City, FL into a 40-acre healthy city are but two examples.

### **8. From Superfood & Diet Trend Hysteria to Sane Eating**

Given the recent, hysterical obsessions with the next superfood or diet trend, experts are suggesting that we may be experiencing a collective, global eating disorder. Our manic importation of chia seeds, quinoa, goji berries, etc. is disturbing global ecosystems. The future? Clean, sustainably sourced (from our own backyard), personally intuitive foods - and a welcome return to eating as pleasure.

### **9. Wellness Travel Booming: from Emerging Markets to New "Pairings" for Wellness**

Experts agreed that the heart of wellness tourism is the "transformational experience": less about the destination, and more about how the experience alters a person's mind, body and soul. Because "wellness" can sometimes remain a hazy concept for travelers, we'll increasingly see it paired with every travel category imaginable: wellness and..."adventure," "culinary and wine," "cruise," "cultural," "safari" ...you name it.

#### **10. From Wellness for the Wealthy Few to the Democratization of Wellness**

A powerful thread running through the Summit was the need to bring wellness to more members of society: the young and old, wealthy and poor, the healthy and ill. Four areas cited were:

- **Conscious Capitalism:** For companies and individuals, success will increasingly be measured not by net worth but by "net good." Going forward, the winning brands will be charitable, collaborative and creative.
- **In Sickness and In Health:** Forty percent of people will get some type of cancer in their lifetime, and the spa and wellness industries will finally start embracing and retraining for them - eliminating the fear of, and myths about, treating those with the "Big C."
- **Meditation and Mindfulness Go Mainstream:** Nothing has been talked about more in recent years than mindfulness, but people will finally start practicing it because it's about to become far more accessible and unintimidating.
- **To Build a Well World, Focus on Children:** Spas/wellness retreats are now increasingly creating serious wellness programming for kids: from healthy cooking classes, to yoga, to meditation. In India, meditation and yoga are now taught to millions of school children daily.

*To read the GWS report in its entirety click [here](#).*

December 8, 2015



**BRANDED CONTENT**



**Overcoming Price Convo Anxiety While Growing Revenue: A MedSpa Owner Q&A** — Elizabeth Figel



At the [Global Wellness Summit](#), held in November 2015 in Mexico City, experts identified the below [10 shifts in wellness for 2016](#) in no particular order.

### 1. Pinpointing Genetic Markers

Research is pinpointing about 20 genetic markers (out of 2,400) that are actually modifiable by healthy living. Epigenetic breakthroughs are coming.

### 2. Mandatory Wellness

More governments will take legislative action to require or reward healthier behavior. Wellness tax incentives and insurance companies rewarding healthy behavior (as tracked by wearable/implantable devices) will arrive by 2020. Initiatives that reward and support people will be most successful, and ultimately even appreciated, because they work.

### 3. Becoming Part of Our Lives

The future is going to be more wellness baked seamlessly into the fabric of our lives:

- Dawn-simulating lighting waking us up gently;
- Bed sensors monitoring sleep, making instant ventilation/comfort changes; and
- Responsive materials (using haptic technologies), including fabrics that cuddle us or clothes that deliver the perfect message.

### 4. Radical Workplace Changes

New Global Wellness Institute® research forecasts that [workplace wellness](#) approaches will change radically. The future is meaningful—real “cultures” of health at work, tackling everything from physical, to emotional, to financial wellness.

Companies will replace “ROI” obsessions with measuring total “return-on-value” (ROV), with mounting evidence that happy, healthy workers not only reduce healthcare costs, but also drive recruitment, retention and much higher profits.

### 5. Truly Integrative Healthcare

Today, every leading medical center either has or is planning a wellness/integrative center. And if doctors have always been reimbursed for treating disease, a future where they get remunerated for preventing it looks possible (as in countries like China, Norway and Singapore).

### 6. Medical Technology Breakthroughs

Medical technology breakthroughs presented at the event were:

- Ingestible, health-tracking nanochips that monitor 50 biological functions 24/7 will make clunky wearables seem prehistoric, and usher in a new era of precision, preventative and personalized medicine.
- New directions in stem cell harvesting/freezing have the ability to make any cell “young” again: whether bone, insulin, pancreatic, heart, liver, brain, eye, collagen or elastin, cells. This might be the path to curing diseases like ALS, Parkinson’s and Alzheimer’s.

### 7. Wellness Begins at Home

[More homes](#), communities and even cities are being master-planned from the ground up for human health.

## 8. A Return to Sane Eating

Nutritionists noted that what we eat has changed more in the last 40 years than in the previous 40,000. Superfoods are on a collision course with sustainability: our manic importation of chia seeds, quinoa, goji berries, etc. is disturbing global ecosystems. The future could see clean, sustainably sourced, personally intuitive foods—and a welcome return to eating as pleasure.

- ✓ 1 Registration
- ✓ 2x Night Hotel Stay
- ✓ 1 Certification

## 9. Wellness Travel Booming

Experts agreed that the heart of [wellness tourism](#) is the “transformational experience.” It’s less about the destination, and more about how the experience alters a person’s mind, body and soul. We’ll increasingly see it paired with every travel category imaginable: wellness and ...“adventure,” “culinary and wine,” “cruise,” “cultural,” “safari,” etc.

## 10. The Democratization of Wellness

A powerful thread running through the summit was the need to bring wellness to more members of society:

- **Conscious capitalism:** Going forward, the winning brands will be charitable, collaborative and creative.
- **Balancing sickness and health:** 40% of people will get some type of cancer in their lifetime, and the spa and wellness industries will finally start embracing and retraining for them—eliminating the fear of, and myths about, treating those with cancer.
- **Meditation and mindfulness in the mainstream:** Nothing has been talked about more in recent years than mindfulness, but people will finally start practicing it because it’s about to become far more accessible and unimimidating. Even Weight Watchers International revealed that it’s expanding its focus from weight loss to total wellness, hinting that their nearly 1 million weekly meeting-goers will be introduced to meditation.
- **Wellness for children:** Boutique fitness studios are rolling out myriad classes for children. Spas/wellness retreats are now increasingly creating serious wellness programming for kids.

To read the full article, visit [www.globalwellnesssummit.com](http://www.globalwellnesssummit.com) (source).

*\*GWI’s “Future of Wellness at Work” research report, including employee surveys conducted with Everyday Health, will be released January 2016.*

# Breaking News India



## WELLNESS TRENDS: GLOBAL SUMMIT IDENTIFIES THE TOP 10

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## 10 Top Trends In Wellness—Coming Your Way Soon!



### Some call it the “Democratization of Wellness,” and it’s well underway.

Wellness—which usually involves doing something for your health that does NOT involve a medical doctor—is rapidly moving beyond being an ideal available only to those who can afford it. The world is waking up to the idea that the concept of wellness must be woven into the fabric of our existence in order for us to thrive. And business is embracing wellness as well: it makes good economic sense.

Recently 10 Future Shifts In Wellness were identified by the Global Wellness Summit (GWS) held in Mexico City last month. The Wellness Warrior team was there, and you can read our reports from the field [here](#) and [here](#). For a more comprehensive overview, check out the special [Spa Opportunities GWS Edition](#).

It’s an exciting, fluid time in the world of wellness, and it’s important to note that none of these shifts toward prevention and protection is a given—individuals must choose to support and even demand them (from their doctors, caregivers, workplaces, manufacturers, favorite consumer brands, etc...). Together we can make these shifts a reality (particularly #10, which is why Wellness Warrior exists). The full [report](#), “Global Wellness Summit Identifies Top 10 Future Shifts in Wellness” will be published later this month in the *Journal of Occupational and Environmental Medicine*.

#### 1. From Cracking the Genome to Cracking the Epigenome

Science has understood our genome for the last decade, but we are now learning that our genes are not immutable—lifestyle and environment have a profound effect on our genes.

#### 2. From Optional to Mandatory Wellness

As the cost of chronic disease continues to rise (\$47 trillion worldwide over the next 20 years, or 30 percent of GDP), the economic argument for taking care of ourselves, our people, and our planet cannot be denied.

### **3. From “In Your Face” to Imperceptible Wellness**

Just as we feel like we can’t “live without” our cell phones, fostering our wellness will become a part of our everyday lives that we no longer consider optional.

### **4. From Workplace Wellness “Programs” to Total Cultures of Wellness at Work**

Our workplaces won’t just offer subsidies for gym membership, but the value of our wellness (our happiness, our feeling of connection, our joy) will be a consideration of all companies.

### **5. Medicine vs. Wellness... to Truly Integrative Healthcare**

The body-mind-spirit as an integrated and interconnected system and will be at the forefront of treating and preventing disease in the medical world.

### **6. Medical Technology Breakthroughs: from Ingestible Health Trackers to Stem Cells**

Nanotechnology (for example, a health tracker/monitor that you swallow) and new techniques in stem cell extraction are making it possible to monitor our bodies in incredible ways and potentially cure diseases like Type 1 Diabetes.

### **7. Wellness Homes**

Building for wellness, where architecture and planning are informed by creating a holistic experience for humans, will attract builders, buyers and investors.

### **8. From Superfood and Diet Trend Hysteria to Sane Eating**

Local, organic, and seasonal fresh foods will continue to grow as the standard components of a healthy diet.

### **9. Wellness Travel Booming: from Emerging Markets to New “Pairings” for Wellness**

Travel experiences will shift from opulence and luxury to promoting wellness-transformative experiences, often at resorts that have a wellness “purpose.”

### **10. From Wellness for the Wealthy Few to the Democratization of Wellness**

The health and wellness for all people will be of the utmost importance for businesses, governments, healthcare and other institutions. (In other words, soon the whole world will become Wellness Warriors!).

## The next level in hotel wellness programs

By Jeri Clausing / December 10, 2015

📖 A+ A-



Over the past few years, luxury resorts around the globe have been focused on expanding their spas beyond the traditional massage and facials to include more health programs.

And as the demand for wellness tourism continues to boom, many are taking it to the next level with medical programs.

Six Senses, a pioneer in wellness tourism, this month announced its newest program, "Six Senses Integrated Wellness," that it says was developed over the last two years by working with doctors and wellness professionals, including the celebrity doctor Mehmet Oz, to develop an approach that addresses some of the most common issues people face in their stressed daily lives.

Under the program, the group's in-house experts can measure and analyze key physiological biomarkers to provide guests with lifestyle and nutritional advice and design a personalized program of spa treatments, fitness and wellness activities.

At its resort in Turkey, meanwhile, the Mandarin Oriental Bodrum has partnered with Mayo Clinic to open its Mayo Clinic Healthy Living Program, which merges Mayo Clinic staff, health assessments and research-driven therapies with Mandarin Oriental's spa and wellness approaches.

At the Peninsula Hotels, officials said during a media breakfast at the International Luxury Travel Market in Cannes that they have a new training program for their spas that includes more medicinal offerings.

It's a trend that the latest report from the Global Wellness Institute indicates luxury hotels and resorts would be wise to invest in.

"There's a strong feeling that more cutting-edge standalone wellness, and medical wellness, properties are coming to market," hospitality investor Omer Isvan, president of Servotel Corp, said in the report released by the Global Wellness following its conference last month in Mexico City. "And that wellness will only become a bigger player in the destination resort space, while resorts without wellness and purpose will decline".




## Wellness Trends: Global Summit Identifies the Top 10

WORLD NEWS

DECEMBER 8, 2015

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The Omaha Sun Times is a leading source of news in the Omaha metro area.

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The theme of the summit was Building a Well World.

GWS Chairman and CEO, Susie Ellis, called the Mexico City Summit "A watershed moment" as great minds from a variety of sectors including medical (e.g., the Mayo and Cleveland Clinics, Harvard and Duke Universities), workplace wellness worlds (e.g., Johnson & Johnson and Zappos) in addition to economics, government, technology, travel, spa/wellness, education, nutrition, beauty and the arts – came together to debate how to build a healthier world.

According to Beth McGroarty, PR Director, the concluding report on the top shifts coming in wellness is a "distillation of what the experts at the Global Wellness Summit presented on that topic and the new developments/ideas which were most crucial to their theme."

It will be interesting in the upcoming year to see which area of wellness most captures the heart and attention of the public.

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New [Global Wellness Institute](#) investigate foresee that workplace wellness approaches will change radically to incorporate meaningful, genuine “cultures” of health during work, rebellious all from physical, to emotional, to financial wellness: satisfactory pay, healthy workspaces, inclusion of families and practical workers.

### **5. From Medicine vs. Wellness to Truly Integrative Healthcare**

Integrative medicine has been talked about for decades, though is finally happening. Medical leaders from a Mayo and Cleveland Clinics, Harvard and Duke concluded that now we’re during a genuine “inflection point.” Today each heading medical core possibly has, or is planning, a wellness/integrative center.

### **6. Medical Technology Breakthroughs: from Ingestible Health Trackers to Stem Cells**

Medical record breakthroughs presented were mind blowing. Ingestible, health-tracking nanochips that guard 50 biological functions 24/7 will make clunky wearables seem prehistoric, and chaperon in a new epoch of precision, medicine and personalized medicine.

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### **7. Wellness Homes: Big Growth and Big Premiums for Owners/Investors**

More homes, communities and even cities are being master-planned from a belligerent adult for tellurian health. Mayo Clinic’s desirous 20-year plan to spin a bottom of Rochester, MN into a “City of Health” and Delos Living’s plan to renovate partial of Tampa City, FL into a 40-acre healthy city are though dual examples.

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A absolute thread using by a Summit was a need to move wellness to some-more members of society: a immature and old, rich and poor, a healthy and ill. Four areas cited were:

- **Conscious Capitalism:** For companies and individuals, success will increasingly be totalled not by net value though by “net good.” Going forward, a winning brands will be charitable, collaborative and creative.
- **In Sickness and In Health:** Forty percent of people will get some form of cancer in their lifetime, and a sauna and wellness industries will finally start embracing and retraining for them – expelling a fear of, and misconceptions about, treating those with a “Big C.”
- **Meditation and Mindfulness Go Mainstream:** Nothing has been talked about some-more in new years than mindfulness, though people will finally start practicing it since it’s about to turn distant some-more permitted and unintimidating.
- **To Build a Well World, Focus on Children:** Spas/wellness retreats are now increasingly formulating critical wellness programming for kids: from healthy cooking classes, to yoga, to meditation. In India, imagining and yoga are now taught to millions of propagandize children daily.

To review a GWS news in a entirety click [here](#).



### Global Wellness Summit Identifies Top 10 Future Shifts in Wellness

Experts at Mexico City conference forecast that wellness will become more mandatory in more nations soon that breakthroughs in epigenetics, stem cells and integrative medicine are near and that programmatic workplace wellness will disappear ([MORE ...](#)).

14 Dec 2015

## Videos and presentations from GWS 2016 now available to download

BY JANE KITCHEN



Deepak Chopra gave the keynote speech at the 2015 Global Wellness Summit

photo: Global Wellness Summit

**Videos from the 2015 Global Wellness Summit in Mexico City are now available to download and share, along with PowerPoint presentations from the event's speakers.**

Written "Summit Summaries" of the various breakout sessions will be added in the coming weeks, along with select transcripts that organisers have found to be valuable resources.

"Our Summit policy of sharing these valuable resources is in the spirit of 'Joining together. Shaping the future.'," said Alexandra Plessier, manager of operations & special projects for the Global Wellness Summit.

"For those of you who attended the Summit, we hope you will enjoy reminiscing about some of the fascinating and provocative 'main stage moments.' If you were not with us in Mexico City, we hope you will enjoy watching these videos and getting a taste of our 2015 Summit."

To view the videos and presentations, click [here](#).



Clase

PORTADA / GLOBAL WELLNESS SUMMIT

# DEEPAK CHOPRA Y EL PODER DE NUESTRAS ACCIONES

Platicamos con el gurú de la medicina alternativa quien fue orador del Global Wellness Summit cuyo tema fue "El futuro del bienestar". También presentó su nuevo libro: "Super Genes", donde asegura que podemos modificar nuestros genes mediante diversas acciones y comportamientos

Texto: Francis Guindl / Fotos: Héptor Arjona

La entrevista comienza con la pregunta: ¿cómo llegó la Global Wellness Summit a usted? Él sonríe y volteo a ver a Gina (Diez Barroso) -quien nos acompaña-: "Fue gracias a ella" y al grupo de Delos que es parte de este esfuerzo, cuyo fundador Paul Scialla recoge las mejores innovaciones en tecnología, salud, diseño y ciencia para el bienestar y la reconstrucción del medio ambiente". Agregó estar emocionado por estar en esta reunión, con quienes se han comprometido a crear un mundo más justo, pacífico, sustentable y feliz. También confesó que goza sus visitas a México y que los mexicanos son apasionados, imaginativos y saben disfrutar de la vida.

Para él, es un orgullo integrarse a los oradores del GWS, entre los que ha estado también, en otras ediciones, el Dalai Lama. Durante su conferencia señaló la importancia de desbloquear el asombroso poder de nuestro ADN para tener una óptima salud y bienestar.

**¿Cómo encuentras la inspiración para tu más reciente libro, *Super Genes*?**

Trabajé un tiempo con el neurogenetista Rudolph Tanzi,

**"La expresión genética puede modificarse llevando a cabo cambios en nuestro estilo de vida"**

quien entiende muy bien el comportamiento genético y cómo los genes tienen una influencia directa en la biología.

**¿Cómo fue trabajar juntos en esta coautoría?**

Los dos aportábamos. Tanzi me daba los puntos clave y yo escribía. Fue una colaboración de ida y de vuelta.

Añade que el tema del libro se basa en el descubrimiento de que la expresión genética puede modificarse llevando a cabo cambios en nuestro estilo de vida e incluso, cambiando la forma en que usamos la mente. El mensaje esencial es que los genes por sí solos, no determinan nuestro destino.

**¿Cómo podemos influir sobre nuestros genes?**

Cada persona puede aprender a influir en sus genes para disfrutar de una mejor salud, cuando comes bien y te mueves, manejas el estrés y amas más. Nuestros cuerpos tienen una notable capacidad para transformarse y autorsanarse.

**¿La creatividad se aprende o se adquiere?**

Es heredad del cosmos el cual forma parte de la naturaleza. Nuestra imaginación también es cósmica, por eso podemos mejorar nuestro bienestar físico, emocional y espiritual.

Para el Dr. Chopra, la descripción perfecta de la salud es: un cuerpo alegre, un corazón compasivo, una mente descansada, alerta y un alma iluminada. Las actividades de una jornada cotidiana de Chopra son: "Duermo bien, procuro irme a la cama a las 22:00 horas, me despierto a las 4:00, medito dos horas. Después doy una clase de yoga y el resto del día trato de no sentarme por más de una hora seguida. En el día camino unos 10 mil pasos, que cuento con mi reloj".

**¿Cómo podemos ayudar en las catástrofes, crisis y situaciones terribles que suceden?**

Oímos de desastres que ocurren en el mundo, pienso que estos ataques [terroristas] son una situación global, no de un país. Tenemos demasiada injusticia, pobreza, racismo y prejuicios. La solución a esto es la transformación personal y espiritual. La reinención social tiene que venir de todos, hay que estar en paz y amar, si quieres ser amado.

Uno de sus proyectos más importantes es The Chopra Foundation, que se dedica a mejorar la salud y el bienestar, impulsa la conciencia y la paz mundial. El entrevistado lo resume así: "ofrecemos enseñanzas y recursos para la salud espiritual y las comunidades desfavorecidas".

**¿Qué es para ti el éxito y cómo lo manejas?**

El éxito sólo sucede cuando estás en contacto con tu centro creativo. Se trata de progreso, realización y la habilidad de amar y ser compasivo. Es estar en contacto con el alma.

# GLOBAL WELLNESS TRENDS

Chris Ryall Dec 15, 2015

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15 DEC 2015: Mexico City wasn't just the setting in the opening minutes of the recent James Bond film, *Spectre*, but it also played host to almost 500 delegates from more than 40 countries in the 9th annual Global Wellness Summit in November. I'm sure Bond, who is shot, punched and kicked at in his films would appreciate a little wellness and some spa treatments!

This year's Global Wellness Summit attracted the largest and most diverse group of delegates across many industry disciplines in its nine-year history. It's a testament on how the wellness industry has grown from a small niche market to something both private industry and governments at all levels are paying attention to. What did delegates learn and what were the new trends for 2016 and beyond?

The wellness industry isn't small potatoes - it is worth about \$3.4 trillion worldwide. It extends well beyond just spas, hotels and medical facilities. Wellness transcends both our personal and working life. Top leaders and visionaries from sectors in economics, medicine, government, technology, spa/wellness, travel, education and the arts were involved in debating and developing both strategies and programs to incorporate in the working world as well as people's personal lives.

Global Wellness Summit Chairperson & CEO, Susie Ellis said, "The Mexico City Summit was a watershed moment," and continued, "Much like when the world first came together in Kyoto to declare solidarity against climate change." Now let's hope this summit has more success than Kyoto in getting governments on board and to adhere to new standards and commitments.

Delegates came up with the following 10 shifts/trends in Wellness for 2016 and beyond (in no particular order):

## From Optional to Mandatory Wellness

Disease and aging can cost big bucks. Global economist Thierry Malleret said chronic diseases will cost \$47 trillion worldwide over the next 20 years, or 30% of GDP. With an aging world population (800 million people now over 60), wellness can no longer be optional. More governments will take legislative action to require or reward healthier behavior. This isn't a "maybe", it's near certainty: wellness tax incentives, and insurance companies rewarding healthy behavior (as tracked by wearable/implantable devices) will arrive by 2020.

## From Cracking the Genome to Cracking the Epigenome

"Cracking" the human genome was supposed to eradicate all kinds of diseases, but experts like Dr. Deepak Chopra explained that the future is decoding the epigenome, that DNA which is ceaselessly modified by lifestyle choices and environment. Research is underway pinpointing the 20 or so genetic markers (out of 2,400) that are actually modifiable by healthy living. Epigenetic breakthroughs are coming.

## From "In Your Face" to Imperceptible Wellness

Wellness has historically been something you "do." The future will see wellness working seamlessly into our daily life: dawn-simulating lighting waking you up gently; bed sensors monitoring your sleep, making instant ventilation/comfort changes, and responsive materials that cuddle us or clothes that deliver the perfect massage. Sign me up!

#### **From Workplace Wellness "Programmes" to Total Cultures of Wellness at Work**

Workplace wellness approaches will change radically: current "program" mentality is not working. Companies will replace "ROI" obsessions with measuring total "return-on-value" (ROV).

#### **From Medicine vs. Wellness to Truly Integrative Healthcare**

Integrative medicine is finally happening. Today every leading medical center either has, or is planning, a wellness/integrative center. Medicine will incorporate more wellness, but the reverse will also be true.

#### **Medical Technology Breakthroughs: from Ingestible Health Trackers to Stem Cells**

Ingestible, health-tracking nanochips that monitor 50 biological functions 24/7 will make clunky wearables seem prehistoric, and usher in a new era of precision, preventative and personalized medicine. New directions in stem cell harvesting/freezing (instead of storing cells from a baby's umbilical cord, use non-invasive extraction of stem cells from teeth) have the ability to make any cell "young" again: whether bone, insulin, pancreatic, heart, liver, brain, eye, collagen or elastin, cells.

#### **Wellness Homes: Big Growth and Big Premiums for Owners/Investors**

More homes, communities and even cities are being master-planned from the ground up for human health. It also pays off on the bottom line. Preliminary numbers indicate very healthy investment returns: between a 5-35% premium on wellness-branded, single-family homes; a 7-10% premium for wellness rentals; and a 15-30% average daily rate premium for wellness-branded hotels.

#### **From Superfood and Diet Trend Hysteria to Sane Eating**

Nutritionists say what we eat has changed more in the last 40 years than in the previous 40,000. Superfoods are on a collision course with sustainability: our manic importation of chia seeds, quinoa, goji berries, etc. is disturbing global ecosystems. The future? Clean, sustainably sourced personally intuitive foods - a return to eating as a pleasure. Works for me!

#### **Wellness Travel Booming: from Emerging Markets to New "Pairings" for Wellness**

Experts agreed that the heart of wellness tourism is the "transformational experience": less about the destination, and more about how the experience alters a person's mind, body and soul.

Jean-Claude Baumgarten (former president, World Travel & Tourism Council) noted that because "wellness" can sometimes remain a hazy concept for travellers, that we'll increasingly see it paired with every travel category imaginable: wellness and "adventure," "culinary and wine," "cruise," "cultural," "safaris" and other niche markets.

#### **From Wellness for the Wealthy Few to the Democratization of Wellness**

There is a need to bring wellness to more members of society: the young and old, wealthy and poor, the healthy and ill.

Other key things talked about at the conference included Conscious Capitalism - where success is measured not by net worth but by "net good." Spa and wellness industries will finally get on board with cancer-related programs since it's estimated 40% of people will get some type of cancer in their lifetime. Meditation and mindfulness will go mainstream and be incorporated in many different programs. Finally you will see more wellness related programs geared towards kids.

Lots of food for thought. It's an industry on a roll that is expected to infiltrate so many aspects of our lives. We can only hope it will lead to a better and healthier world for all.

## Connecting the Dots Between Therapist Training and Workplace Wellness

Posted: 12/11/2015 11:07 am EST | Updated: 2 hours ago



The Global Wellness Summit (GWS) recently took place in Mexico City. More than 470 delegates from over 40 countries and sectors came together under the theme "Building a Better World."

The top 10 trends were identified. One of the trends, "Workplace Wellness," affects most industries where people physically come to work.

According to GWS, "Workplace Wellness will become more absorbed into the company zeitgeist and get more 'real.' Work-culture-wide initiatives will tackle everything from physical to emotional to financial wellness: fair pay."

Dr. Fikray Isaac, chief medical officer at workplace wellness leader Johnson & Johnson, said, "Workplace Wellness will expand far beyond lowering blood/cholesterol levels to helping people feel happy and purposeful at work, getting to how they 'feel inside.'"

When I considered the impact of this vision to the spa industry today, it made me wonder: How do you get there from here?

### Connect the Dots

As a writer and spa training consultant, one issue that seems to be constant with managers is the low or no training budget. Several industry insiders tell me that it's not uncommon to allocate \$300 per year for training, and that is per spa, not per therapist.

I wonder with all of the concern expressed by senior management about customer retention, employee retention and revenue generation, why hasn't more money been allocated to staff training?

When I was a spa therapist what lowered my blood pressure and gave me a good purposeful feeling began with the ability to pay my bills at the end of the month. At that time Harvard Business Review studies had not yet been done quantifying the benefits of an excellent personalized, customized experience.

I was engaged at work because I had been taught the skills to successfully upsell treatments and recommended retail products. Each guest was unique and it was stimulating and fun for me to customize their experience. That made my guests happy which led to my "Best Esthetician" in Philadelphia award. The additional commission pay served to supplement my income allowing me to afford much needed bodywork, nutritious food and other niceties.

ADVERTISEMENT



The owner of my former spa was bullish on training her staff, resulting in more than 30 awards and recognition for best spa and various services.

- If a client buys two products there's a 60 percent chance they will revisit
- If a client buys one product, there is a 30 percent chance they will revisit
- If a client buys no products, there is a 10 percent chance they will revisit

#### **Therapist's Earnings**

The more therapists sell, the more they should take home in their paychecks. Period.

Most spa therapists exist on a salary plus retail commission. Sometimes their entire earning is commission-based. They are incentivized to sell. A retail commission rate of 10 percent could make a big difference in their quality of life.

However, by disallowing a sufficient budget for training, you are essentially denying them the opportunity to maximize their earnings. Right now, in the heaviest selling period of the year, therapists with sales skills are pleased about their paychecks. How are your therapists feeling? How are your year-end retail targets looking?

#### **What Gets in the Way?**

The best kept secret in the industry is that therapists are not taught to sell. They don't learn in school. They're not formally taught in spas. And on those rare occasions that programs are provided, they may be based upon old school tenets from the Don Draper School of Sales. It's 2015 – your training methods need to reflect the sensibilities of the people that they are targeted for.

Unfortunately, spa retail targets of 9-18 percent serve to support the low expectations resulting from a training system that badly needs overhauling.

Scott Ingwers, managing director of Trump International Hotel Waikiki Beach Walk, winner of the first North American Guest Experience Award, may have said it best:

It is only fair and right that we give our associates the opportunity to understand how to do their job correctly, as well as the tools, coaching and counseling necessary to become experts in their particular craft.

*Follow Linda Harding-Bond on Twitter.*

Healthy Hairdresser

# What's Coming in Wellness for 2016?

By Rosanne Ullman December 15, 2015 | 3:54 pm EST

+ LIFVOTE

COMMENTS

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Photo by GeorgeFuturo for Getty Images

When the [Global Wellness Summit](#) met in Mexico City in November, experts identified a number of shifts in the way we'll approach wellness in 2016. They forecasted that healthcare will become more truly integrated in our lives, in government legislation and in medicine, with a greater emphasis on prevention and wellness, and we can expect scientific and technological breakthroughs to continue at an even more rapid pace.

For healthy hairdressers, two predictions seem particularly pertinent:

- A shift from "superfood and diet-trend hysteria" to **sane eating**. As we flip from one food fad to the next, the

experts suggest that we may be experiencing a collective, global eating disorder. Nutritionists report that what we eat has changed more in the past 40 years than in the previous 40,000 years! Furthermore, our manic importation of fad foods like chia seeds, quinoa and goji berries is disturbing global ecosystems. The group predicts that our future will be filled with more locally sourced and personally intuitive foods as we return to thinking of eating as pleasure.

- A move from workplace wellness "programs" to a **total workplace culture of wellness**. Because the programs that have been tried in the workplace are not working, the new work culture will be more comprehensive, tackling everything from physical and emotional health to financial wellbeing, work/life balance and healthy workspaces. You may find that vacations are required!



## 10 Wellness Shifts for 2016

At the Global Wellness Summit, held in November 2015 in Mexico City, experts identified the below 10 shifts in wellness for 2016 in no particular order.

1. Pinpointing Genetic Markers: Research is pinpointing about 20 genetic markers (out of 2,400) that are actually modifiable by healthy living. Epigenetic breakthroughs are coming.

2. Mandatory Wellness: More governments will take legislative action to require or reward healthier behavior. Wellness tax incentives and insurance companies rewarding healthy behavior (as tracked by wearable/implantable devices) will arrive by 2020. Initiatives that reward and support people will be most successful, and ultimately even appreciated, because they work.

[Click Here To Read More!](#)

## Green Spa Network Receives Leadership in Sustainability Award at Global Wellness Summit in Mexico City 2015

Global Wellness Summit Board Member Dr. Marc Cohen, Professor, RMIT University, Australia and Karina Stewart, Founder, Brand & Concept Director, Kamala Wellness Sanctuary & Holistic Spa, Thailand presented the 2015 Global Wellness Summit Leadership in Sustainability award to the Green Spa Network at Mexico City event. (November 13-15).

ATLANTA, GA (PRWEB) DECEMBER 16, 2015

This year marks the first time the Global Wellness Summit has awarded Leadership in Sustainability to an association. "It is very encouraging to have the topic of sustainability accepted on the Global Wellness stage as an integral facet of the Summit's aim to build a well world." Said Paul Schmidt, Executive Director for the Green Spa Network. "The international interest in the work of our grass roots organization has been remarkable this year and I'm looking forward to deeper collaboration and discovering new ways to embrace the promise of abundance that sustainability represents."

The leading association dedicated to sustainability through spas enjoyed strong representation at this year's Global Wellness Summit with over 49 Green Spa Network members and sponsors attending among the 470+ delegates at the ninth and largest Summit yet.

"It is an honor to be recognized by such an esteemed organization as the GWS and it is a tribute to Green Spa Network's ongoing dedication and commitment to making a difference in our industry for the sustainability and vital well-being of people and planet." Said GSN Founder, Board Member, and President Tara Spa Therapies, Tara Grodjesk

Throughout the event, sustainability issues were touched on by many of the Summit's keynotes and breakout experts including; Dr. Deepak Chopra, Pioneer of Alternative Medicine & Author, Founder, The Chopra Foundation, U.S.; Thomas Gubanc, Senior Director, Cleveland Clinic, U.S.; Dr. Karen Koffler, Medical Director, Carillon Hotel and Spa, U.S.; Dr. Paul Limburg, Medical Director, Office of Wellness, Mayo Clinic, U.S.; Dr. Adam Perlman, Associate VP, Duke Health & Wellness; Executive Director, Duke Integrative Medicine, U.S.; Dr. Juliet Skinner, Co-founder & Medical Director, Barbados Fertility Centre, Barbados; Josef Woodman, CEO, Patients Beyond Borders, U.S.; Agapi Stassinopoulos, Author and Speaker, Unbinding the Heart, U.S. and others.

"During the Summit we experienced time and again that the issues surrounding personal wellness, and towards creating wellness communities, workplace wellness, and a consciousness of wellness are rooted in some deeper understandings of Nature and how we interact with it." Said GSN Board Member and Managing Partner and Co-Founder, Sattveva Spa and Wellness Concepts. "GSN is working to reinforce these deep connections, and to develop ways to embrace and affect the wider wellness perspective, and the Sustainability award was an acknowledgment of that commitment."

### About Green Spa Network:

GSN is a not-for-profit trade association dedicated to promoting sustainability in and through the spa and wellness industry. Their mission is to promote the vital connections between personal well-being, economic sustainability and the health of our planet. Through networking, education, and best practices developed with its membership of the nation's most innovative green spas, GSN is setting the standard for social and environmental sustainability in the industry. For more information, visit <http://www.greenspanetwork.org>.



Green Spa Network Receives Leadership in Sustainability Award

## Top 10 Future Shifts in Wellness

nadine | December 17, 2015 | Comments (0)

Global Wellness Summit identifies  
Top 10 Future Shifts in Wellness



Experts at Mexico City conference forecast that wellness will become more mandatory in more nations soon – that breakthroughs in epigenetics, stem cells and integrative medicine are near – and that “programmable” workplace wellness will disappear

The Global Wellness Summit (GWS) recently took place in Mexico City (November 13-15), gathering the brightest thinkers from a diverse cross-section of industries to contemplate the best strategies for “Building A Well World.”

It was the largest, most cross-disciplinary Summit in its nine-year history, attracting 470+ delegates from over 40 countries. Never have so many great minds from the medical (e.g., the Mayo and Cleveland Clinics, Harvard and Duke Universities) or workplace wellness worlds (e.g., Johnson & Johnson and Zappos) assembled at the conference.

“The Mexico City Summit was a watershed moment, because passionate leaders from economics, medicine, government, technology, spa/wellness, travel, education and the arts came together to debate how to bring preventative health into our chronic disease and healthcare cost burdened world – much like when the world first came together in Kyoto to declare solidarity against climate change,” said GWS Chairman and CEO, Susie Ellis.

### 10 Shifts in Wellness for 2016

Read full report here: <http://www.globalwellnesssummit.com/global-wellness-summit-identifies-top-10-future-shifts-in-wellness>

#### 1. From Cracking the Genome to Cracking the Epigenome

We’ve had years of promises that “cracking” the human genome would eradicate all kinds of diseases, but experts like Dr. Deepak Chopra explained that the future is decoding the epigenome, that DNA which is ceaselessly modified by lifestyle choices and environment. Research is underway pinpointing the 20 or so genetic markers (out of 2,400) that are actually modifiable by healthy living. Epigenetic breakthroughs are coming.

#### 2. From Optional to Mandatory Wellness

Global economist Thierry Malleret did the math on the skyrocketing cost of chronic diseases (\$47 trillion worldwide over the next 20 years, or 30% of GDP), and a world aging like never before (800 million people now over 60), and concluded that wellness can no longer be optional. More governments will take legislative action to require or reward healthier behavior. This isn’t a “maybe”, it’s near certainty: wellness tax incentives, and insurance companies rewarding healthy behavior (as tracked by wearable/implantable devices) will arrive by 2020. Initiatives that reward and support people will be most successful, and ultimately even appreciated, because they work.

#### 3. From “In Your Face” to Imperceptible Wellness

Wellness has historically been something you “do.” The future is more wellness baked seamlessly into the fabric of our lives: dawn-simulating lighting waking you up gently (goodbye shrieking alarm clock); bed sensors monitoring your sleep, making instant ventilation/comfort changes; and responsive materials (using haptic technologies), including fabrics that cuddle us or clothes that deliver the perfect massage. The prediction? Even futuristic “living” buildings that monitor residents’ oxygen, stress and hunger levels to adapt homes in real-time – even “growing” you a new room!

#### 4. From Workplace Wellness “Programs” to Total Cultures of Wellness at Work

New Global Wellness Institute research forecast that workplace wellness approaches will change radically: the current “program” mentality will die a natural death because they’re not working. The future is meaningful, real “cultures” of health at work, tackling everything from physical, to emotional, to financial wellness: fair pay, healthy workspaces, inclusion of families and virtual workers, and tackling fast disappearing work/life balance, like mandating vacations and that workers unplug from always-on, wired work. Companies will replace “ROI” obsessions with measuring total “return-on-value” (ROV), with mounting evidence that happy, healthy workers not only reduce healthcare costs, but also drive recruitment, retention and much higher profits.

#### 5. From Medicine vs. Wellness to Truly Integrative Healthcare

Integrative medicine has been talked about for decades, but is finally happening. Medical leaders from the Mayo and Cleveland Clinics, Harvard and Duke agreed that now we’re at the real “inflection point.” Today every leading medical center either has, or is planning, a wellness/integrative center. And if doctors have always been reimbursed for treating disease, a future where they get remunerated for preventing it looks possible (as in countries like China, Norway, and Singapore). Medicine will incorporate more wellness, but the reverse will also be true. One example: the Mayo Clinic Healthy Living Program coming to the Mandarin Oriental, Bodrum, Turkey in Jan. 2016.

#### 6. Medical Technology Breakthroughs: from Ingestible Health Trackers to Stem Cells

Medical technology breakthroughs presented were mind blowing. Ingestible, health-tracking nanochips that monitor 50 biological functions 24/7 will make clunky wearables seem prehistoric, and usher in a new era of precision, preventative and personalized medicine. And new directions in stem cell harvesting/freezing (no more storing cells from a baby’s umbilical cord, but rather the non-invasive extraction of stem cells from teeth) have the ability to make any cell “young” again: whether bone, insulin, pancreatic, heart, liver, brain, eye, collagen or elastin, cells. Which may be the path to curing diseases like ALS, Parkinson’s and Alzheimer’s.

#### 7. Wellness Homes: Big Growth and Big Premiums for Owners/Investors

More homes, communities and even cities are being master-planned from the ground up for human health. New examples: Mayo Clinic’s ambitious 20-year project to turn its base of Rochester, MN into a “City of Health” and Delos Living’s project to transform part of Tampa City, FL into a 40-acre healthy city. Wellness living is certainly good for people, and according to a panel of real estate developers, it’s also good for the bottom line. Preliminary numbers indicate very healthy investment returns: between a 5-35% premium on wellness-branded, single-family homes; a 7-10% premium for wellness rentals; and a 15-30% average daily rate premium for wellness-branded hotels.

#### 8. From Superfood and Diet Trend Hysteria to Sane Eating

Given the recent, hysterical obsessions with the next superfood or diet trend, experts are suggesting that we may be experiencing a collective, global eating disorder. Nutritionists noted that what we eat has changed more in the last 40 years than in the previous 40,000. Superfoods are on a collision course with sustainability: our manic importation of chia seeds, quinoa, goji berries, etc. is disturbing global ecosystems. The future? Clean, sustainably sourced (from our own backyard), personally intuitive foods – and a welcome return to eating as pleasure. (Yes, you can skip the kale.)

#### 9. Wellness Travel Booming: from Emerging Markets to New “Pairings” for Wellness

Omer Isvan (president, Servotell Corp) summarized: “Wellness will only become a bigger player in the destination resort space, while resorts without wellness and ‘purpose’ will decline.” In general, experts agreed that the heart of wellness tourism is the “transformational experience”: less about the destination, and more about how the experience alters a person’s mind, body and soul. Jean-Claude Baumgarten (former president, World Travel & Tourism Council) noted that because “wellness” can sometimes remain a hazy concept for travelers, that we’ll increasingly see it paired with every travel category imaginable: wellness and...“adventure,” “culinary and wine,” “cruise,” “cultural,” “safari” ...you name it.

#### 10. From Wellness for the Wealthy Few to the Democratization of Wellness

A powerful thread running through the Summit was the need to bring wellness to more members of society: the young and old, wealthy and poor, the healthy and ill. As Agapi Stassinopoulou stated in her wrap-up keynote: “It’s time to take wellness to the masses.”

- » • **Conscious Capitalism:** For companies and individuals, success will increasingly be measured not by net worth but by “net good.” Going forward, the winning brands will be charitable, collaborative and creative.
- » • **In Sickness and In Health:** Forty percent of people will get some type of cancer in their lifetime, and the spa and wellness industries will finally start embracing and retraining for them – eliminating the fear of, and myths about, treating those with the “Big C.”
- » • **Meditation and Mindfulness Go Mainstream:** Nothing has been talked about more in recent years than mindfulness, but people will finally start practicing it because it’s about to become far more accessible and unimposing. Even Weight Watchers International revealed that it’s expanding its focus from weight loss to total wellness, hinting that their nearly one million weekly meeting-goers will be introduced to meditation.
- » • **To Build a Well World, Focus on Children:** Boutique fitness studios are rolling out myriad classes for children. Spa/wellness retreats are now increasingly creating serious wellness programming for kids: from healthy cooking classes, to yoga, to meditation. In India, meditation and yoga are now taught to millions of school children daily.

GWS’s “Future of Wellness at Work” research report, including employee surveys conducted with Everyday Health, will be released Jan. 2016

**Join the Global Wellness Summit:** The Global Wellness Summit (GWS) is an invitation-only international gathering that brings together leaders and visionaries to positively shape the future of the \$3.4 trillion global wellness industry. Held in a different location each year, the Summit attracts delegates from over 40 countries. Summits have taken place in the U.S., Switzerland, Turkey, Bali, India, Morocco and Mexico City. The next summit will be held in Tirol, Austria Oct. 17-19, 2016.

## 10 Shifts in Wellness for 2016



Yoga at Six Senses Lemu

With the Global Wellness Summit at Mexico City this year coming to an end, here are some key takeaways that were discussed at the forums and panels. Attended by hundreds of delegates from over 40 countries, these experts gathered to forecast breakthroughs and contemplate strategies for "Building a Better World".

### 1. From Genome to Epigenome

Can chronic diseases like Alzheimer's and cancer get turned on or off? There's been hype for years that cracking the human genome would be the solution to all kinds of diseases, but researchers are catching on to the increasing role epigenetic modifiers – genetic markers that are endlessly modified by lifestyle and environmental factors after conception – play in our lives.

### 2. Mandatory Wellness

Wellness has long been framed as a lifestyle choice, but in light of snowballing healthcare and aging issues across many nations, it is being discussed whether relevant legislation should be enacted to enforce changes – faster. In Japan, government authorities are already measuring people's BMI (and waistlines) and will penalize them if they don't make changes. Mexico has instituted a soda tax, and in Mexico City restaurants have removed saltshakers from tables.

### 3. Imperceptible Wellness

While wellness living may still be a conscious effort for now, it is predicted to become more "imperceptible". Futuristic technology such as dawn-stimulating lighting to replace the shrieking alarm clock and bed sensors monitoring our sleep will be a major factor in perfecting a seamless, healthier lifestyle. Experts also predicted super-futuristic "living" buildings with mobile sensors that monitor health indicators (oxygen, hunger, stress levels) to make real-time changes.

### 4. From Workplace Wellness "Programs" to Total Cultures of Wellness at Work

The future is shaping up a "real" culture of health at work, from physical, emotional, to financial wellness: fair pay, healthy workplaces, inclusion of families and communities, and better approaches to work-life management. Mounting evidence shows that with a change in the "program" mentality, happier workers will not only help reduce healthcare costs, but also drive recruitment, retention, and higher profits.

### 5. Truly Integrated Healthcare

Today, every leading medical center either has, or is planning a wellness/integrative centre. Doctors have always been reimbursed for treating disease, but a future where they get remunerated for preventing it looks possible. For example, the Mayo Clinic's partnership with Mandarin Oriental in Bodrum will see more health assessments and research-driven therapies combined with Mandarin Oriental's spa and wellness approaches.

### 6. Medical Breakthroughs

Medical breakthroughs that were presented, such as health-tracking nanochips that monitor biological functions 24/7, and new directions in stem cell harvesting which have the ability to make any cell "young" again, are touted to be on the path to curing diseases like ALS, Parkinson's, and Alzheimer's.

### 7. Wellness Homes

More homes, communities, and even whole cities are being master-planned with more elements of the human health in mind. Preliminary numbers indicate healthy investment returns for these homes and hotels: 5-35% premium for wellness-branded, single-family homes, 7-10% for wellness rentals and 15-30% average daily rate premium for wellness branded hotels – according to a panel of real estate developers.

### 8. SensEating

Recent (hyper)obsessions with superfoods and diet trends are on a collision course with sustainability, as food-trendiness of things like (imported) chia seeds, quinoa, goji berries and coconut disturb global agricultural ecosystems. The future appears to lie with sustainably sourced personally intuitive foods, and a welcome return to eating for pleasure.

### 9. Wellness Travel

Resorts and destinations with a solid wellness angle are becoming bigger players in the market. With industry leaders like Six Senses Hotel Resorts Spa encouraging "integrated wellness" programs that focus on providing an overall transformational experience, this will remain the category driver going forward. Wellness travel will also be fueled by the coming trend of "work less, travel more", and phenomenal growth is projected in emerging markets, including trailblazers like Sri Lanka, Cuba, Slovenia, Montenegro, and Croatia.

### 10. Democratization of Wellness

A strong undercurrent at the Summit was the urgency to bring wellness to more segments of society: the young old, wealthy and poor, the healthy and ill. A powerful shift can be seen in how wellness is becoming more accessible and unimposing, and how this lifestyle is permeating into mainstream media. The focus is now on "taking wellness to the masses".

Read the full report here: <http://www.globalwellnesssummit.com/global-wellness-summit-identifies-top-10-future-shifts-in-wellness>



One of the more interesting aspects of trawling the world's media for stories about Alzheimer's involves the distinction between items that hit the headlines everywhere without necessarily being terribly significant, and stories of huge interest and import that scarcely cause a ripple. Our two featured Lifestyle stories provide a good example: one hits the headlines everywhere while the other registered almost no impact. Readers might have some fun reflecting on reasons for this...

### Most read stories this week

- *Alzheimer's: Drinking a glass of wine a day may help sufferers reduce risk of death from disease*
- *Common Treatment for Prostate Cancer Appears to Double Alzheimer's Risk*
- *Wellness Trends: Global Summit Identifies the Top 10*
- *Stress linked to mental decline, possible Alzheimer's risk*
- *Novel chemical 'washes away' Alzheimer's plaque in mice*



## 2015 Global Wellness Summit Recognizes Top 10 Predictions in Wellness

December 16, 2015

Categories: [Industry Events](#)

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The 2015 Global Wellness Summit (GWS) held last month in Mexico City gathered the brightest thinkers from a diverse cross-section of industries to contemplate the best strategies for "Building a Well World." This year's conference was the largest in the summit's nine-year history, attracting more than 470 delegates from more than 40 countries in industries as varied as



traditional medicine and technology to travel. "The Mexico City Summit was a watershed moment because passionate leaders from economics, medicine, government, technology, spa and wellness, travel, education, and even the arts came together to debate how to bring more preventative health into our chronic disease- and healthcare cost-burdened world—much like when the world first came together in Kyoto to declare solidarity against climate change," says Susie Ellis, GWS CEO and chairman.

The agenda analyzed the many disruptions now underway in wellness. Here are the top 10 wellness trends for 2016:

- 1. From Cracking the Genome to Cracking the Epigenome** Deepak Chopra, M.D. explained that the future is decoding the epigenome, which is the assembly of DNA that is ceaselessly modified by lifestyle choices and environment. To solve this issue, research is underway to pinpoint the 20 or so genetic markers (out of 2,400) that are actually modifiable by healthy living.
- 2. From Optional to Mandatory Wellness** With a world aging like never before (800 million people now over 60), global economist Thierry Malleret revealed that governments need to take legislative action to require or reward healthier behavior.
- 3. From "In Your Face" to Imperceptible Wellness** Wellness will seamlessly blend into the fabric of our lives, including dawn-simulating lighting; bed sensors that monitor sleep; and responsive materials, including fabrics that cuddle and clothes that deliver the perfect massage.
- 4. From Workplace Wellness Programs to Total Cultures of Wellness at Work** Wellness approaches in the workplace will change radically, moving towards meaningful, healthy cultures including everything from physical, to emotional, to financial wellness, as well as healthy workspaces, mandated vacations, and more.
- 5. From Medicine vs. Wellness to Truly Integrative Healthcare** Medical leaders from the Mayo and Cleveland Clinics, Harvard, and Duke all agreed on the future trend of integrative medicine with the acknowledgement that every leading medical center either has, or is planning, a wellness/integrative center.
- 6. Medical Technology Breakthroughs: from Ingestible Health Trackers to Stem Cells** Medical technology breakthroughs included ingestible, health-tracking nanochips that monitor 50 biological functions 24/7, which will help to usher in a new era of precision, preventative, and personalized medicine. Also, there is a future movement in stem cell harvesting and freezing that allows the chance for any cell, whether it is bone, insulin, pancreatic, heart, liver, brain, eye, collagen, or elastin, to be young again.
- 7. Wellness Homes: Big Growth and Big Premiums for Owners/Investors** In the future, more homes, communities, and even cities will be master-planned from the ground up for human health. New examples include: Mayo Clinic's ambitious 20-year project to turn its base of Rochester, MN, into a "City of Health" and Delos Living's project to transform part of Tampa City, FL, into a 40-acre healthy city.
- 8. From Superfood and Diet Trend Hysteria to Sane Eating** The future in diet trends predicts a welcome return to eating as pleasure as well as the introduction to personally intuitive foods that are clean and sustainably sourced (from our own backyard).
- 9. Wellness Travel Booming: From Emerging Markets to New "Pairings" for Wellness Experts** agreed that the heart of wellness tourism is the transformational experience, which is less about the destination and more about how the experience alters a person's mind, body, and soul.
- 10. From Wellness for the Wealthy Few to the Democratization of Wellness** A powerful thread running through the summit was the need to bring wellness to more members of society including the young and old, wealthy and poor, and the healthy and ill.

## THE INTEGRATOR BLOG

*News, Reports, Opinion and Networking for the Business, Education,  
Policy and Practice of Integrative Medicine, CAM, and Integrated Health Care*

theintegratorblog.com -- John Weeks, Publisher/Editor

### Global Wellness Summit Declares Top 10 Global Wellness Trends

Global leaders in the wellness and spa fields met in mid-November in Mexico City as the [Global Wellness Summit 2015](#). A key take-away was a set of a [Top 10 Future Shifts in Wellness](#). The subhead of the organization's media release on the list is: *"Experts at Mexico City conference forecast that wellness will become more mandatory in more nations soon - that breakthroughs in epigenetics, stem cells and integrative medicine are near - and that 'programmable' workplace wellness will disappear."* Among the trends are "From Medicine vs. Wellness to Truly Integrative Healthcare." [Adam Perlman, MD, MPH](#), the director of the integrative medicine program at Duke University, reportedly "spoke to the coming together of wellness and the complementary/integrative medicine movements." He commented: "We're at an inflection point. If we saw a first wave of integrative medicine in the mid/late 90s, this time it feels different." On the high-tech end, Deepak Chopra is cited in a trend on "From Cracking the Genome to Cracking the Epigenome."



**Names top 10 trends**

**Comment:** I first began tracking the Global Wellness Summit at the [Global Integrator Blog](#): [The Global Wellness Institute: Update with CEO Susie Ellis after Launch of Evidence Site](#). The industry group is an unusual combination of industry organization and mission-driven advocacy, in the process of widening its scope from its spa-industry base. This top 10 is an interesting compilation and definitely worth a read. (This article in similar form was first written for the Global Integrator Blog at [Global Advances in Health and Medicine](#).)

## Global Wellness Summit Identifies Top 10 Future Shifts in Wellness



Find out the 10 major wellness trends predicted for 2016.

The Global Wellness Summit (GWS) recently took place in Mexico City from November 13-15, gathering the brightest thinkers from a diverse cross-section of industries to contemplate the best strategies for "Building A Well World."

It was the largest, most cross-disciplinary Summit in its nine-year history, attracting 470+ delegates from over 40 countries. Never have so many great minds from the medical (e.g., the Mayo and Cleveland Clinics, Harvard and Duke Universities) or

workplace wellness worlds (e.g., Johnson & Johnson and Zappos) assembled at the conference.

"The Mexico City Summit was a watershed moment, because passionate leaders from economics, medicine, government, technology, spa/wellness, travel, education and the arts came together to debate how to bring preventative health into our chronic disease and healthcare cost burdened world - much like when the world first came together in Kyoto to declare solidarity against climate change," said GWS Chairman and CEO, Susie Ellis.

### 10 Shifts in Wellness for 2016

#### 1. From Cracking the Genome to Cracking the Epigenome

We've had years of promises that "cracking" the human genome would eradicate all kinds of diseases, but experts like Dr. Deepak Chopra explained that the future is decoding the epigenome, that DNA which is ceaselessly modified by lifestyle choices and environment. Research is underway pinpointing the 20 or so genetic markers (out of 2,400) that are actually modifiable by healthy living. Epigenetic breakthroughs are coming.

#### 2. From Optional to Mandatory Wellness

Global economist Thierry Malleret did the math on the skyrocketing cost of chronic diseases (\$47 trillion worldwide over the next 20 years, or 30% of GDP), and a world aging like never before (800 million people now over 60), and concluded that wellness can no longer be optional. More governments will take legislative action to require or reward healthier behavior. This isn't a "maybe", it's near certainty: wellness tax incentives, and insurance companies rewarding healthy behavior (as tracked by wearable/implantable devices) will arrive by 2020. Initiatives that reward and support people will be most successful, and ultimately even appreciated, because they work.

#### 3. From "In Your Face" to Imperceptible Wellness

Wellness has historically been something you "do." The future is more wellness baked seamlessly into the fabric of our lives: dawn-simulating lighting waking you up gently (goodbye shrieking alarm clock); bed sensors monitoring your sleep, making instant ventilation/comfort changes; and responsive materials (using haptic technologies), including fabrics that cuddle us or clothes that deliver the perfect massage. The prediction? Even futuristic "living" buildings that monitor residents' oxygen, stress and hunger levels to adapt homes in real-time - even "growing" you a new room!

#### 4. From Workplace Wellness "Programs" to Total Cultures of Wellness at Work

New Global Wellness Institute<sup>®</sup> research forecast that workplace wellness approaches will change radically: the current "program" mentality will die a natural death because they're not working. The future is meaningful, real "cultures" of health at work, tackling everything from physical, to emotional, to financial wellness: fair pay, healthy workspaces, inclusion of families and virtual workers, and tackling fast disappearing work/life balance, like mandating vacations and that workers unplug from always-on, wired work. Companies will replace "ROI" obsessions with measuring total "return-on-value" (ROV), with mounting evidence that happy, healthy workers not only reduce healthcare costs, but also drive recruitment, retention and much higher profits.

#### 5. From Medicine vs. Wellness to Truly Integrative Healthcare

Integrative medicine has been talked about for decades, but is finally happening. Medical leaders from the Mayo and Cleveland Clinics, Harvard and Duke agreed that now we're at the real "inflection point." Today every leading medical center either has, or is planning, a wellness/integrative center. And if doctors have always been reimbursed for treating disease, a future where they get remunerated for preventing it looks possible (as in countries like China, Norway, and Singapore). Medicine will incorporate more wellness, but the reverse will also be true. One example: the Mayo Clinic Healthy Living Program coming to the Mandarin Oriental, Bodrum, Turkey in Jan. 2016.

#### 6. Medical Technology Breakthroughs: from Ingestible Health Trackers to Stem Cells

Medical technology breakthroughs presented were mind blowing. Ingestible, health-tracking nanochips that monitor 50 biological functions 24/7 will make clunky wearables seem prehistoric, and usher in a new era of precision, preventative and personalized medicine. And new directions in stem cell harvesting/freezing (no more storing cells from a baby's umbilical cord, but rather the non-invasive extraction of stem cells from teeth) have the ability to make any cell "young" again: whether bone, insulin, pancreatic, heart, liver, brain, eye, collagen or elastin, cells. Which may be the path to curing diseases like ALS, Parkinson's and Alzheimer's.

#### 7. Wellness Homes: Big Growth and Big Premiums for Owners/Investors

More homes, communities and even cities are being master-planned from the ground up for human health. New examples: Mayo Clinic's ambitious 20-year project to turn its base of Rochester, MN into a "City of Health" and Delos Living's project to transform part of Tampa City, FL into a 40-acre healthy city. Wellness living is certainly good for people, and according to a panel of real estate developers, it's also good for the bottom line. Preliminary numbers indicate very healthy investment returns: between a 5-35% premium on wellness-branded, single-family homes; a 7-10% premium for wellness rentals; and a 15-30% average daily rate premium for wellness-branded hotels.

#### 8. From Superfood and Diet Trend Hysteria to Sane Eating

Given the recent, hysterical obsessions with the next superfood or diet trend, experts are suggesting that we may be experiencing a collective, global eating disorder. Nutritionists noted that what we eat has changed more in the last 40 years than in the previous 40,000. Superfoods are on a collision course with sustainability: our manic importation of chia seeds, quinoa, goji berries, etc. is disturbing global ecosystems. The future? Clean, sustainably sourced (from our own backyard), personally intuitive foods - and a welcome return to eating as pleasure. (Yes, you can skip the kale.)

#### 9. Wellness Travel Booming: from Emerging Markets to New "Pairings" for Wellness

Omer Isvan (president, Servotel Corp) summarized: "Wellness will only become a bigger player in the destination resort space, while resorts without wellness and 'purpose' will decline." In general, experts agreed that the heart of wellness tourism is the "transformational experience": less about the destination, and more about how the experience alters a person's mind, body and soul. Jean-Claude Baumgarten (former president, World Travel & Tourism Council) noted that because "wellness" can sometimes remain a hazy concept for travelers, that we'll increasingly see it paired with every travel category imaginable: wellness and... "adventure," "culinary and wine," "cruise," "cultural," "safari"...you name it.

#### 10. From Wellness for the Wealthy Few to the Democratization of Wellness

A powerful thread running through the Summit was the need to bring wellness to more members of society: the young and old, wealthy and poor, the healthy and ill. As Agapi Stassinopoulus stated in her wrap-up keynote: "It's time to take wellness to the masses."

- **Conscious Capitalism:** For companies and individuals, success will increasingly be measured not by net worth but by "net good." Going forward, the winning brands will be charitable, collaborative and creative.
- **In Sickness and in Health:** Forty percent of people will get some type of cancer in their lifetime, and the spa and wellness industries will finally start embracing and retraining for them - eliminating the fear of, and myths about, treating those with the "Big C."
- **Meditation and Mindfulness Go Mainstream:** Nothing has been talked about more in recent years than mindfulness, but people will finally start practicing it because it's about to become far more accessible and less intimidating. Even Weight Watchers International revealed that it's expanding its focus from weight loss to total wellness, hinting that their nearly one million weekly meeting-goers will be introduced to meditation.
- **To Build a Well World, Focus on Children:** Boutique fitness studios are rolling out myriad classes for children. Spas/wellness retreats are now increasingly creating serious wellness programming for kids: from healthy cooking classes, to yoga, to meditation. In India, meditation and yoga are now taught to millions of school children daily.

<sup>®</sup>GWI's "Future of Wellness at Work" research report, including employee surveys conducted with Everyday Health, will be released Jan. 2016

## Global Wellness Summit 2015

Por redacción 23/12/2015 11:26:00



Reunió a las mentes más brillantes de las más diversas industrias a fin de reflexionar sobre las mejores estrategias para "Construir un Mundo de Bienestar".

**Mundodehoy.com.-** MIAMI.- La Global Wellness Summit (Cumbre Mundial de Bienestar, GWS) se celebró recientemente en la Ciudad de México (13-15 de noviembre de 2015) y reunió a las mentes más brillantes de las más diversas industrias a fin de reflexionar sobre las mejores estrategias para "Construir un

Compartir en:



Mundo de Bienestar".

Decodificar el epigenoma: hemos escuchado que "descifrar" el genoma humano podría erradicar enfermedades, pero especialistas como el Dr. Deepak Chopra explicaron que el futuro radica en el epigenoma, ADN constantemente modificado por el estilo de vida y el medio ambiente.

Bienestar obligatorio: hacia el año 2020 habrá incentivos fiscales para promover el bienestar y aseguradoras que premiarán el comportamiento sano (registrado mediante dispositivos portátiles/de implante).

Bienestar imperceptible: luces simuladoras del amanecer para despertar; sensores de cama que monitorean el sueño y detonan cambios instantáneos de ventilación/comodidad, e incluso telas que nos acunan o prendas que nos dan masaje.

El bienestar en el espacio laboral: las nuevas investigaciones prevén verdaderas y efectivas "culturas" de salud en el trabajo dirigidas al bienestar físico, emocional y financiero.

Atención genuinamente integral a la salud: vemos un futuro donde los médicos perciban un ingreso no solo por tratar enfermedades, sino por prevenirlas.

Tecnología médica futurista: los nanochips ingeribles de seguimiento a la salud que monitorean 50 funciones biológicas 24 horas los 7 días de la semana dejarán los aparatosos dispositivos portátiles en la prehistoria y marcarán el paso a una nueva era de medicina preventiva y personalizada. Mientras tanto, el cultivo de células madre puede "rejuvenecer" cualquier célula.



Hogares de bienestar: gran crecimiento y jugosas primas: se están realizando planes maestros para la construcción de un creciente número de hogares, comunidades e incluso ciudades a favor de la salud humana. Una vida de bienestar es positiva para la humanidad y lo mejor: obtiene primas de hasta 35%.

De la histeria ante la tendencia de los súper alimentos y las dietas a la alimentación consciente: los especialistas señalan que podríamos estar sufriendo un trastorno colectivo y mundial de la alimentación. Los llamados súper alimentos chocarán con la sustentabilidad. ¿Qué nos depara el futuro? Alimentos producidos de manera limpia y sustentable que consumiremos por placer.

El auge del turismo de bienestar: los especialistas coincidieron en que el núcleo del turismo de bienestar es la "experiencia que transforma": no tiene tanto que ver con el destino, sino con la manera en que una experiencia modifica la mente, el cuerpo y el alma de la persona.

La democratización del bienestar

•Capitalismo consciente: el éxito se mide cada vez más por el "bienestar neto", no por el valor neto.

•En la salud y en la enfermedad: el bienestar y la cultura de los spas deben incluir y no ignorar a quienes padecen cáncer.

•La meditación se generaliza: la conciencia plena se vuelve accesible y atractiva.

•Construir un mundo de bienestar exige concentrarnos en la infancia: cada vez hay más programas serios de bienestar para niños creados por expertos en retiros de spa y bienestar que incluyen desde clases de cocina saludable hasta yoga y meditación. Actualmente se enseña meditación y yoga diariamente a millones de niños en edad escolar en la India.



### Wellness Trends 2016 Global - Ergebnisse vom Wellness Summit in Mexico



Spa im Engel Oriental Wellness & Curious Resort

Was sind die Wellness Trends 2016 weltweit? Welchen Einfluss werden neue Technologien haben? Wie wird sich die Gesellschaft verändern? Um diese Fragen zu diskutieren, treffen sich Meinungsbildern und Visionäre der Wellness-Branche aus der ganzen Welt jährlich auf dem 'Global Wellness Summit'. In diesem Jahr fand der Kongress im November in Mexico City statt. Hier die Zusammenfassung der 10 wichtigsten Erkenntnisse. Grundlage ist eine Veröffentlichung, welche die US-Amerikanerin Susie Ellis zum Wellness Summit geschrieben hat.

#### 1. Gentechnik: Neue Hoffnungen durch Veränderung der Erbgut-Aktivierung

In der Vergangenheit setzten Wissenschaftler zur Heilung von Krankheiten große Hoffnungen in die Genforschung. Nun sagen Experten wie Dr. Deepak Chopra voraus, dass die Zukunft in der Dekodierung der Epigenome, also in der Aktivierung von Erbgut liegt, das durch den Lebensstil und äußere Faktoren beeinflusst werden kann. Die Forschung identifizierte damit 20 von 2.400 genetische Markierungen, die durch einen gesunden Lebensstil modifiziert werden können.



Arztgespräch im Menschen Vitalwerk, Bad Seibersheim

#### 2. Ein weiterer Wellness Trend Global 2016 - Die Bedeutung von Wellness als Lebensstil nimmt zu

Chronische Krankheiten werden in den nächsten 20 Jahren weltweit Kosten von 47 Billionen US\$ durch Behandlungen verursachen. Ebenso wird die Bevölkerung immer älter. Regierungen und

Krankenversicherungen sind deshalb gefordert, Prävention und gesunden Lebensstil weiter zu fördern. Wellness als Lebensstil wird in Zukunft nicht mehr nur eine Option, sondern ein „Muss“.

Unsere Meinung: Auch in Deutschland ist das Bewusstsein für Prävention und Gesundheit bereits merklich gestiegen. Mehr dazu in der Studie „Gesundheit – ein künstliches Produkt“ der Bertelsmann-Stiftung.

#### 3. Wellness umgibt uns an jeder Stelle

In der Vergangenheit haben Menschen sich aktiv für Wellness entschieden. In Zukunft wird Wellness immer stärker, nahezu „unmerklich“ in unser Leben integriert. Wir werden aufwachen bei sanftem, stimulierendem Licht statt durch einen lärmenden Wecker. Sensoren in unseren Betten werden für gesunden Schlaf sorgen. Materialien werden sich an uns kuscheln, Kleidung wird uns massieren. Es gibt sogar Prognosen, dass futuristische „Lebens“-Häuser die Sauerstoff-Zufuhr, den Stress-Level und das Hungergefühl seiner Bewohner messen und ggf. regulieren können.

Unsere Meinung: In den *Wellness-Trends 2015* haben wir bereits ausführlich über den Trend „Selbstoptimierung“ berichtet, der nach dieser Prognose noch stärker im Alltag integriert werden wird.



Wellness als nachhaltiger Lebensstil ist ein Wellness Trend Global in 2016 (Foto: Schöle's Gesundheitswerk, Oberndorf/Alb) (p)

#### 4. Von Gesundheitsprogrammen am Arbeitsplatz zur Wellness-Kultur in Unternehmen

Prognosen des Global Wellness Instituts besagen, dass Gesundheit am Arbeitsplatz sich radikal verändern wird. In Zukunft wird Wellness in Unternehmenskulturen verankert sein und alle Bereiche abdecken: Gesunde Arbeitsplätze, Einbindung von Familien oder virtuelle Arbeitsplätze. Mitarbeiter werden außerdem dazu aufgefordert, Urlaub zu nehmen und während dieser Zeit nicht erreichbar zu sein.



Bei Chinesisches Gesundheitsvorsorge: Bei Gynäsius (A) Yoga ist ein intensives Programm für betriebliches Gesundheitsmanagement (BGM) für Unternehmen an

Für Unternehmen steigt das Bewusstsein, dass durch glückliche, gesunde Mitarbeiter nicht nur die Ausfälle durch Krankheit verringert werden, sondern neue Mitarbeiter auch einfacher zu rekrutieren und zu halten sind.

Unsere Meinung: Die Förderung von Maßnahmen zum betrieblichen Gesundheitsmanagement (BGM) werden auch von der deutschen Regierung verstärkt unterstützt. So wurde im Sommer 2015 ein neues Gesetz zur Stärkung der Gesundheitsförderung und der Prävention verabschiedet. Nun bleibt in Deutschland abzuwarten, wie die Unternehmen und Krankenkassen die neuen Präventionsrichtlinien umsetzen.

#### 5. Von der klassischen Medizin zu Wellness als integrierte

#### 6. Gesundheitsüberwachung durch Nanochips & Stammzellen-Forschung

In Zukunft wird unsere Gesundheit durch Nanochips im Körper überwacht, die die 50 wichtigsten biologischen Funktionen messen können. Es wird außerdem eine Weiterentwicklung im Bereich Stammzellenforschung geben, um jede Zelle zu „verjüngen“. Dies könnte u.a. der Durchbruch werden zur Behandlung von Krankheiten wie ALS, Parkinson und Alzheimer.

#### 7. Wellness Immobilien - Großes Wachstum und große Renditen

Immer mehr Immobilien, Kommunen und sogar Städte werden von Grund auf unter Berücksichtigung von Gesundheitskriterien geplant. Beispiele sind die amerikanische Mayo Klinik, die die Stadt Rochester, Minnesota in eine „City of Health“ umwandeln will. Oder ein weiteres Projekt in den USA, in dem ein Teil von Tampa City in eine Gesundheitsstadt verwandelt wird. Wellness als Lebensstil ist für alle Teile der Bevölkerung wichtig, sagen Immobilien-Entwickler. Nach ihren Prognosen wird dafür ein großer Return-on-Invest voraus gesagt.

#### 8. Vom Superfood und Diäten Wahn zur nachhaltigen Ernährung

Nach einer großen Begeisterung für Superfoods oder Diät-Trends sagen Experten eine totale Veränderung der globalen Ernährung voraus. Ernährungswissenschaftler stellen fest, dass sich unser Essen in den letzten 40 Jahren stärker verändert hat als in den letzten 40.000 Jahren. Superfoods widersprechen dem Grundsatz der Nachhaltigkeit: Die große Bedeutung von Chia Samen, Quinoa, Goji Beeren und Co. stören das globale Ökosystem, da sie oft auf langen Wegen transportiert werden müssen. Für die Zukunft wird deshalb eine große Nachfrage nach unverarbeiteten Lebensmitteln („clean eating“) aus nachhaltigem Anbau, idealerweise aus dem eigenen Garten prognostiziert.

Unsere Meinung: Nachhaltigkeit und die Verwendung von biologisch angebauten Lebensmitteln aus der Region ist schon lange das Prinzip der Wellness-Vital-Küche, die in den Häusern der Wellness-Hotels & Resorts angeboten wird. Mehr über den aktuellen Trend der Superfoods in diesem Blogartikl.



Obst Salate im Hotel Sonnenweg

#### 9. Der Boom der Wellness-Reisen: Vom Wachstumsmarkt zu neuen Konstellationen

Omar Ivan, Präsident des Beratungsunternehmens Servotel sagt: „Wellness wird eine noch größere Rolle in Destination Resorts spielen, während Resorts ohne Wellness und Zusatznutzen scheitern werden.“ Experten sind sich einig, dass die Grundlage für Wellness-Tourismus das „verändernde Erlebnis“ ist. Dabei hat die Destination selbst eine geringere Bedeutung. Viel wichtiger ist es, dass ein Erlebnis den Menschen ganzheitliche Impulse für Körper, Geist und Seele liefert, wie die Wellness-Hotels & Resorts es bereits umsetzen. Jean-Claude Baumgarten (ehemaliger Präsident des weltweiten Reise und Tourismus Rates) bemerkte, dass Wellness teilweise für Reisende als schwammiger Begriff gesehen und zunehmend mit allen Arten des Reisens von Abenteuer bis Safari in Verbindung gebracht wird.

#### 10. Von Wellness für wenige Reiche zur Demokratisierung von Wellness

Eine große Bedeutung legten die Kongressteilnehmer darauf, Wellness für alle Menschen der Gesellschaft anzubieten. Von jung bis alt, von wohlhabend bis arm, von gesund bis krank. Agapi Stassinopoulos sagte dazu in ihrem Vortrag: „Es wird Zeit, Wellness zu den Massen zu bringen.“ Dafür wurden folgende Ansätze definiert:

##### Bewusster Kapitalismus

Für Unternehmen und Privatpersonen wird Erfolg daran gemessen, wie nachhaltig und gemeinnützig sich Marken positionieren.

##### Wellness-Angebote für unheilbar Kranke

Da immer mehr Menschen an Krankheiten wie Krebs erkranken, muss die Wellness-Branche ihre Angst vor dem Umgang mit Kranken ablegen und passende Angebote schaffen.

##### Meditation und Achtsamkeit werden zum Alltag

In der Vergangenheit wurde viel über Achtsamkeit diskutiert, nun werden Menschen endlich damit beginnen, Achtsamkeit in den Alltag zu integrieren. Auch das Unternehmen Weight Watchers hat angekündigt, dass sie Meditation in ihre wöchentlichen Treffen integrieren wollen.

##### Wellness für Kinder

Fitness Studios planen zahlreiche Kurse für Kinder anzubieten und auch Spa und Wellness Resorts planen umfangreiche Angebote für Kinder: Von Kochkursen zur gesunden Ernährung über Yoga und Meditation.

##### Das könnte dich auch interessieren

Fitness Trends 2016

Wellness-Trends 2015 auf einen Blick - InfoGrafik

Wellness-Trends 2015

Wellness 2015: Gast-Erwartungen und Markt-Entwicklung

Top 10 Spa & Wellness Trends 2015 aus Amerika

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# LA ESTRELLA DE PANAMÁ

## La evolución de la salud preventiva en 2016

Jueves 24 de diciembre de 2015 - 12:00 a.m.

Se acerca el nuevo año y con él las predicciones sobre los cambios que podemos esperar globalmente, con respecto a tendencias de bienestar



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COMPARTIR

En días pasados se publicó el reporte con respecto a los cambios que se esperan en 2016 en tendencias de bienestar.

Este fue el resultado del Global Wellness Summit (GWS) la Cumbre Mundial de Bienestar celebrado el mes pasado en México y que reunió a más de 470 representantes de alrededor del mundo.

Las tendencias o cambios principales que se identificaron en el reporte se presentan a continuación.

### DE DESCIFRANDO EL GENOMA, A DESCIFRANDO EL EPIGENOMA

Más allá de fijarnos en nuestros genes habría que enfocarse en cómo los estilos de vida o factores ambientales influyen en su expresión.

El Dr. Kenneth Pelletier (Universidad de California, San Francisco y Universidad de Arizona) presentó avances investigativos que han precisado 20 marcadores genéticos que podrían ser modificados a través de estilos de vida saludables.

### DE BIENESTAR OPCIONAL, A OBLIGATORIO

Según el economista Thierry Malleret hemos llegado al punto —con una población envejeciente (800 millones de personas mayores de 60 años) y el alto costo de las enfermedades crónicas (47 trillones de dólares a nivel mundial en los próximos 20 años)— en que el manejo de la salud poblacional a través de programas opcionales ya no es factible y los gobiernos empezarán a hacerlos obligatorios. México, por ejemplo ha establecido un impuesto sobre las sodas, los restaurantes han removido los saleros de la mesa y el hacer 10 sentadillas en el metro o la parada de autobús garantiza un viaje gratis.

### DE BIENESTAR 'EN TU CARA' A BIENESTAR IMPERCEPTIBLE

La salud preventiva o bienestar siempre se ha considerado algo que las personas deben hacer, pero la tendencia será que el bienestar se infunde naturalmente en nuestras vidas. Por ejemplo iluminación que se adapta al ritmo circadiano; sensores de cama que monitorizan distintos aspectos del sueño para hacer cambios al instante en comodidad o ventilación; pintura antibacterial. También se predijeron materiales receptivos, como telas que nos acurruquen o prendas de vestir que nos dan masajes.

### DE 'PROGRAMAS' DE BIENESTAR CORPORATIVO A UNA CULTURA COMPLETA DE BIENESTAR LABORAL

Según investigaciones del Global Wellness Institute, las iniciativas de bienestar laboral evolucionarán a 'culturas de salud' en el trabajo, abarcando desde salud física, hasta salud emocional, financiera, espacios de trabajo saludables, inclusión de familias y comunidades y un mejor manejo del balance trabajo/vida.

### DE 'MEDICINA VERSUS BIENESTAR' A MEDICINA INTEGRATIVA

El acercamiento de la medicina tradicional a las iniciativas de bienestar se ha venido propendiendo por un tiempo, pero parece que finalmente tomará vuelo.

El hecho de que representantes de sitios como Mayo Clinic, Cleveland Clinic, Harvard y Duke atenderán el GWS y defenderán la necesidad de mayor integración es un ejemplo. Hoy en día los centros médicos más importantes ya tienen un centro de medicina integrativa.

### PROGRESOS EN TECNOLOGÍA MÉDICA: DE RASTREADORES DE SALUD INGERIBLES A CÉLULAS MADRE

Los avances tecnológicos presentados en el GWS incluyeron nanochips ingeribles que podrían monitorizar hasta 50 funciones biológicas las 24 horas del día, cambiando la manera en que se manejan las enfermedades; por otra parte se compartieron avances en las aplicaciones de células madre para curar enfermedades como el Parkinson, Alzheimer y la esclerosis lateral amiotrófica para ayudarnos a volver a crecer huesos y como agentes anti-envejecimiento ayudándonos a revertir los efectos de la edad a nivel celular.

### EL CRECIMIENTO DE LOS 'HOGARES DE BIENESTAR'

Cada vez más residencias, comunidades y ciudades se están planeando para priorizar el bienestar de sus habitantes, tomando en cuenta desde los espacios verdes hasta la calidad del aire.

### DE 'SUPERALIMENTOS' Y DIETAS DE MODA A LA ALIMENTACIÓN SANA

En los últimos 40 años la manera en que nos alimentamos ha cambiado más que en los últimos 40 mil, en parte por causa de la creciente obsesión por los superalimentos y las dietas de moda.

Para los expertos en nutrición debemos enfocarnos más en comer alimentos sanos, nutritivos, locales y que disfrutemos consumir.

### EL BOOM DEL TURISMO DE BIENESTAR

Este tipo de experiencia se enfocará menos en el destino y más en cómo la experiencia transforma a la persona, en mente, cuerpo y alma. Un ejemplo del GWS fue Rotorua, Nueva Zelanda, un destino emergente para este tipo de turismo, que ha experimentado un aumento del 26% en cuanto a gastos turísticos durante el último año.

### DE 'BIENESTAR PARA UNA MINORÍA ACAUDALADA' HACIA LA DEMOCRATIZACIÓN DEL BIENESTAR

Durante la cumbre, se habló repetidamente sobre la necesidad de llevar el bienestar a mas miembros de la sociedad. En este sentido, destacaron cuatro puntos: el capitalismo consciente que las compañías midrán su éxito con base en el impacto positivo que tienen sobre la sociedad, no sus ingresos; en la salud y la enfermedad, 40% de la población tendrá algún tipo de cáncer en su vida; la industria del bienestar empezará a acogerlos en lugar de sentirse intimidados por la enfermedad; meditación y mente plena, cada vez más personas lo practicarán porque se está haciendo más accesible; un mayor enfoque en los niños por un mundo saludable, con más programas diseñados para ellos de yoga, meditación o cocina saludable. La psicóloga Esther Oldak, quien expuso sobre el tema resumió así: Como ejecutivos de empresa... estamos tan preocupados por el éxito que no nos damos cuenta de que alguien infeliz no puede ser realmente exitoso. Los niños pueden enseñarnos a disfrutar el camino hacia el éxito y a ser felices.

\*\*\*\*\*

'Alguien infeliz no puede ser realmente exitoso. Los niños pueden enseñarnos a disfrutar el camino hacia el éxito y a ser felices'

ESTHER OLDAK,

PSICÓLOGA

## Los 10 cambios clave en el bienestar según la Global Wellness Summit

La Cumbre Mundial del Bienestar (GWS) se clausuró el pasado 15 de noviembre en Ciudad de México. Diversos expertos de diferentes industrias reflexionaron en torno a las estrategias más adecuadas para crear un mundo de bienestar.

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La Cumbre Mundial del Bienestar convoca a delegados de más de 40 países que debaten en torno a las futuras tendencias del wellness. Una industria que mueve 3.400 millones de dólares. La edición 2016 de la cumbre tendrá lugar del 17 al 19 de octubre en Austria.

La última edición, que tuvo lugar del 13 al 15 de noviembre en Ciudad de México, giró en torno a los 10 cambios clave en el futuro del bienestar. Finalmente, se redactó un informe en el que se especificaron los siguientes puntos:



En la última Cumbre Mundial del Bienestar se especificaron puntos clave sobre el futuro del bienestar, como que las nuevas investigaciones prevén la implantación de nuevas culturas de salud en el trabajo dirigidas al bienestar físico, emocional y económico.

- **Decodificar el epigenoma:** se ha dicho que descifrar el genoma humano podría acabar con diversas enfermedades. Sin embargo, expertos como el doctor Deepak Chopra han asegurado que el epigenoma condiciona el futuro. En este sentido, se refiere al ADN modificado por el ritmo de vida y el medio ambiente.
- **Bienestar obligatorio:** hacia el año 2020 se dará luz verde a incentivos fiscales que promuevan el bienestar. Las aseguradoras premiarán el comportamiento sano (registrado a través de dispositivos portátiles/de implante).
- **Bienestar imperceptible:** las nuevas tecnologías harán más agradables funciones habituales. Por ejemplo, luces que imitan las del amanecer a la hora de despertar, sensores de cama que monitorean el sueño, telas que acunan o prendas que dan masaje.
- **Bienestar en el espacio laboral:** las nuevas investigaciones prevén la implantación de nuevas culturas de salud en el trabajo dirigidas al bienestar físico, emocional y económico.
- **Atención integral a la salud:** en el futuro, los médicos recibirán un ingreso no solo por tratar enfermedades, sino por preventivas.
- **Tecnología médica futurista:** se desarrollarán nanochips ingeribles de seguimiento a la salud que monitorean 50 funciones biológicas durante 24 horas, a lo largo de toda la semana. Los dispositivos portátiles de gran tamaño quedarán atrás. Esta innovación supondrá el inicio de una nueva era de medicina preventiva y personalizada. A día de hoy, el cultivo de células madre puede rejuvenecer las células.



Se desarrollarán nanochips ingeribles de seguimiento a la salud que monitorean 50 funciones biológicas durante 24 horas, a lo largo de toda la semana. Esta innovación supondrá el inicio de una nueva era de medicina preventiva y personalizada.

El futuro depara alimentos producidos de manera limpia y sostenible que se consumirán por placer.

- **Hogares de bienestar:** se llevarán a cabo planes maestros a fin de construir un espacio alcohólico, armonioso y humano. Lo saludable se cuantificará en forma de primas de hasta el 35%.
- **Alimentación consciente y sostenible:** los especialistas recalcan que podríamos sufrir un trastorno colectivo y mundial de la alimentación.
- **El auge del turismo de bienestar:** los especialistas coincidieron en que el turismo de bienestar se basa en la experiencia que cambia a los usuarios. Ya no importa tanto el destino del viaje, sino la forma en la que una experiencia transforma mente, cuerpo y alma del viajero.
- **La democratización del bienestar se basa en diversos factores:**
  - » **Capitalismo consciente:** el éxito se mide por el bienestar neto, no por el valor neto.
  - » **En la salud y en la enfermedad:** los spas deben incluir servicios pensados también para los pacientes de cáncer.
  - » **Se generalizan e introducen terapias** como la meditación en favor de la conciencia plena.
  - » **Se crearán programas serios de bienestar para niños,** a cargo de expertos en retiros de spa y bienestar. Estos programas incluirán actividades como meditación, yoga, clases de cocina saludable, etc.

# Las diez tendencias clave del Wellness en 2016

REDACCIÓN | 15 febrero 2016 a las 9:50 am



(5-1-2016). La Global Wellness Summit (Cumbre Mundial de Bienestar, GWS) ha elaborado un nuevo informe donde identifica los diez cambios clave para el Wellness durante 2016.

El estudio se ha elaborado a partir de las conclusiones de la última edición de la Cumbre mundial, celebrada en México a finales de 2015.

Las diez tendencias para el Wellness son las siguientes:

1. **Decodificar el epigenoma y aplicarlo al Wellness:** los especialistas explican que el futuro radica en el epigenoma, el ADN constantemente modificado por el estilo de vida y el medio ambiente, y que se adaptará a los tratamientos individuales.
2. **Bienestar casi obligatorio:** hacia el año 2020, los incentivos fiscales para promover el bienestar se generalizarán. Las aseguradoras premiarán el comportamiento sano (registrado mediante dispositivos portátiles y/o de implante).
3. **Bienestar imperceptible:** luces simuladoras del amanecer para despertar; sensores de cama que monitorean el sueño y detectan cambios instantáneos de ventilación y de comodidad, e incluso telas que nos acunan o prendas que nos dan masaje.
4. **El bienestar en el espacio laboral:** las nuevas investigaciones prevén verdaderas y efectivas 'culturas' de la salud en el trabajo dirigidas al bienestar físico, emocional y financiero.
5. **Atención genuinamente integral a la salud:** vamos hacia un futuro donde los médicos perciban ingresos no solo por tratar enfermedades, sino por prevenirías.
6. **Tecnología médica futurista:** los nanochips ingeribles de seguimiento a la salud, que monitorean 50 funciones biológicas 24 horas los 7 días de la semana, dejarán los aparatosos dispositivos portátiles en la prehistoria y marcarán el paso a una nueva era de medicina preventiva y personalizada.
7. **Hogares de bienestar: gran crecimiento y jugosas primas:** se preparan planes maestros para la construcción de hogares, comunidades e incluso ciudades a favor de la salud humana. Una vida de bienestar es positiva para la humanidad y, lo mejor, obtendría primas de hasta 35 por ciento con las aseguradoras.
8. **De la histeria ante la tendencia de los súper alimentos y las dietas a la alimentación consciente:** los especialistas señalan que podríamos estar sufriendo un trastorno colectivo y mundial de la alimentación. Los llamados súper alimentos chocarán con la sustentabilidad. ¿Qué nos depara el futuro?: alimentos producidos de manera limpia y sustentable que consumiremos por placer.
9. **El auge del turismo de bienestar:** los especialistas coincidieron en que el núcleo del turismo de bienestar es la 'experiencia que transforma': no tiene tanto que ver con el destino, sino con la manera en que una experiencia modifica la mente, el cuerpo y el alma de la persona.
10. **La democratización del bienestar. Capitalismo consciente:** el éxito se mide cada vez más por el 'bienestar neto', no por el valor neto. Esta tendencia incluye:
  - **En la salud y en la enfermedad:** el bienestar y la cultura de los spas deben incluir y no ignorar a quienes padecen cáncer.
  - **La meditación se generaliza:** la conciencia plena se vuelve accesible y atractiva.
  - **Construir un mundo de bienestar exige concentrarnos en la infancia:** cada vez hay más programas serios de bienestar para niños creados por expertos en rebots de spa y bienestar que incluyen desde clases de cocina saludable hasta yoga y meditación. Actualmente se enseña meditación y yoga diariamente a millones de niños en edad escolar en la India.

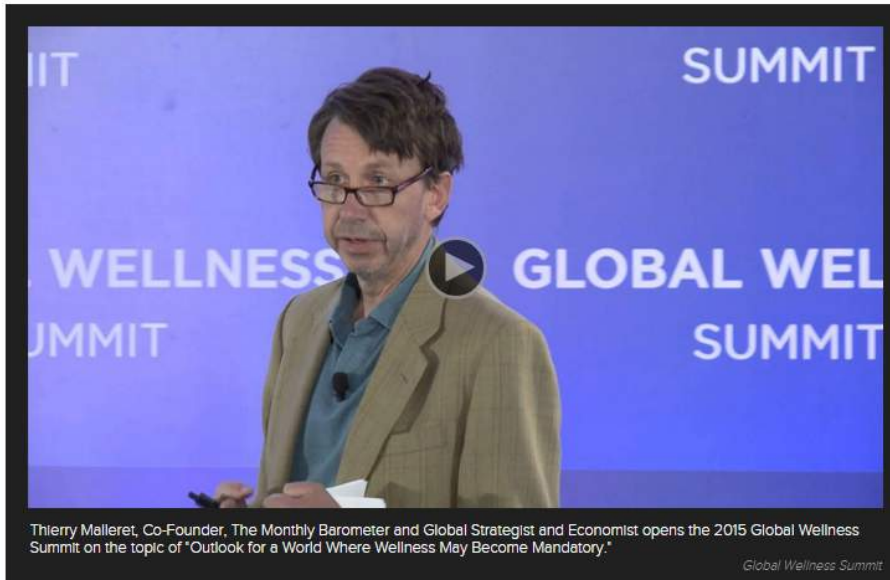
La Global Wellness Summit (GWS) es una cumbre internacional de acceso exclusivo por invitación que convoca a líderes y visionarios a fin de moldear positivamente el futuro de la industria internacional de bienestar que genera 3,400 billones de dólares. Celebrada en una sede distinta cada año, la cumbre reúne a delegados de más de 40 países. Hasta ahora se ha llevado a cabo en los EE.UU., Suiza, Turquía, Bali, India, Marruecos y la Ciudad de México. La edición 2016 de la cumbre tendrá lugar del 17 al 19 de octubre en Austria.

## Top 10 coming shifts in wellness Like 7

Next: David Bowie died of liver cancer

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January 10, 2016  
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The [Global Wellness Institute](#) (GWI) is a non-profit educational foundation focusing on informing the public and private sectors about preventative health and [wellness](#) worldwide. At their recent Global Wellness Summit in Mexico City the GWI [identified](#) the top 10 future shifts in wellness.

**From Cracking the Genome to Cracking the Epigenome:** For several years there has been talk of mapping and modifying the human genome, the full set of DNA we inherit from our parents. However, focus will shift to the epigenome – those [chemical compounds](#) that tell the genome what to do. The epigenome is continually modified by lifestyle and environmental factors throughout life. One day the epigenome may be able to turn "off" the genes for chronic diseases like heart disease and cancer.

**From Optional to Mandatory Wellness:** Wellness has always been considered a choice, but given the costs of healthcare, chronic diseases, and aging, it may not be for too much longer. Governments will increasingly make wellness mandatory. Otherwise, they will not be able to deal with the costs of an aging population (800 million people over 60) and the staggering price tag of non-communicable, largely preventable diseases (\$47 trillion worldwide over the next 20 years, representing 30 percent of GDP).

Different countries will take different paths to mandatory wellness. In Japan authorities measure body mass index BMI and waistlines, and people can be penalized if they don't make changes. Mexico has implemented a soda tax, and restaurants in Mexico City are removing salt shakers from their tables. In the United States, initiatives that reward people usually work best (and anything mandatory results in cries of "nanny state"). We would expect to see wellness tax incentives and insurance companies rewarding those who live healthy.

**From "In Your Face" to Imperceptible Wellness:** Instead of wellness being something that you have to **DO**, wellness will be seamlessly integrated into our homes, workplaces, and lives. Building design will have healthy-for-humans standards, with increased air ventilation, replacement of carpets and chairs that give off toxins, and lighting tuned to your body's circadian rhythms.

**From Workplace Wellness "Programs" to Total Cultures of Wellness at Work:** Investments in workplace wellness will explode in the next 5 to 10 years. The cause isn't just altruistic, but also due to the fact that *unwellness* at work costs U.S. businesses \$2.2 trillion annually. The average Fortune 500 company spends 80 percent of its after-tax profits on employee medical costs.

But rather than focusing on health issues outside of work, workplace wellness will deal with the effects of workplace stress on health. Companies won't preach wellness to employees and then demand they work 12 hour days and be on call 24 hours a day. Initiatives will include healthy workspaces, fair pay, less hierarchical management structures, and better work-life balance (like mandatory vacations and unplugging from work emails while at home).

**From Medicine vs. Wellness to Truly Integrative Healthcare:** The integration of traditional medicine and complementary/integrative medicine (wellness approaches) is finally happening. Healthcare is already shifting from disease management to a more prevention model, emphasizing good wellness behaviors like diet, exercise, and mindfulness. Doctors will be compensated on preventing disease, not just treating it.

**Medical Technology Breakthroughs:** New medical technologies will support wellness in spectacular ways. Ingestible, health-tracking nanochips will monitor biological functions 24/7. Linked to a mobile device, these nanochips could, for example, alert diabetics if their insulin levels are getting out of control. Or show you in real time what happens to your body when you eat a cheeseburger and fries. Stem cells will help treat (cure?) diseases

**Wellness Homes – Big Growth and Big Premiums for Owners/Investors:** Wellness real estate is in demand, and communities will be master-planned for human health with green spaces, culture and the arts, organic farming, walkable commercial centers, and fitness centers. Homes will have features like central mail boxes and porches that connect to the street to foster community and create a strong social fabric.

Wellness will provide financial returns to owners and investors too. Not only do “well-homes” sell faster, but currently sell for a 5 to 35 percent premium over their traditional equivalents. Wellness rentals show a 7 to 10 percent premium, and wellness branded hotels a 15 to 30 percent daily rate premium.

**From Superfood and Diet Trend Hysteria to Sane Eating:** The obsession with new diets and food puritanism will be replaced by a focus on eating nutritious, clean, locally produced foods that you enjoy. Constantly importing superfoods like chia seeds, quinoa, and goji berries is not sustainable, leaves a large carbon footprint, and damages local agricultural ecosystems. The future focus will be on the sustainability of what we eat and drink, with fresh, naturally produced foods.

**Wellness Travel Booming:** Destination resorts will focus not so much on what’s there, but on the *transformational experience* – how the visit helps the traveler’s mind, body, and soul. Since “wellness” can be a hazy concept for some travelers, wellness will be pared with every other travel categories: wellness and adventure, wellness and cruise, wellness and culinary/wine, and so on.

Developing around wellness seems to be paying good returns for some areas. [Rotorua, New Zealand](#), which is positioning itself as the “Health and Wellness Capital of the South Pacific,” has seen a 26 percent increase in visitor spending in the last year by promoting its authentic thermal waters, indigenous Maori culture and slate of adventure sports.

**From Wellness for the Wealthy Few to the Democratization of Wellness:** Finally, the Summit emphasized it was time to take wellness to the masses. This will be driven by conscious capitalism (measuring success not by net worth but by the good done for the world), increased wellness focus on cancer patients (40 percent of all people will get some type of cancer in their lifetime – a huge population not currently being served), meditation and mindfulness going mainstream (meditation apps, meditation offerings at fitness clubs, [drop-in meditation centers](#)), and wellness education for children. To change the world you have to start young.

## Six Spa Trends to Watch in 2016

by Anne Dimon / January 11, 2016



The Global Wellness Summit, held in Mexico in November, offered a much broader wellness focus than when it first launched in 2007 as the Global Spa Summit. But the spa industry continues to be a vital part of the wide spectrum of wellness businesses in the annual event.

When *Travel Market Report* asked a few attendees to weigh in on new developments we might see in 2016 and beyond, they suggested the following:

### 1. Spas meet medicine

Andrew Gibson, vice president of spa and wellness for FRHI Hotels and Resorts (Fairmont, Raffles, and Swissotel), foresees the continuing convergence of spas and hotels with the medical world.

"The realms of medical wellness and medi spas are already immensely popular in many parts of the world," he said. "Many private hospitals are already delivering five-star customer service, and there will soon be more medical hotels where patients become guests. There will not only be inpatient facilities for guests (i.e., patients) but floors for family and friends to stay. Once this happens, the facilities will match those of any quality hotel, with superb F&B and spa facilities."

### 2. A global chain of destination spas

With more than 30 years of international spa and hospitality experience to his credit, Gibson predicted that a global chain of destination spas will be launched in the near future.

At present, he said, "destination spas rely on the passion of an individual or couple to create the retreat and build up from this passion. There is now enough knowledge and public awareness of wellness retreats to make it conceivable to create a global destination spa group."

### **3. Innovative tech treatments**

Technology will, of course, become a prevailing feature in the spas of the future. "Technology will begin to feature heavily in the guest experience, from the design of the spa to the check-in and guest history process, to the use of machines in treatments," Gibson said.

Kim Matheson, senior vice president of Rockville, MD-based WTS International, consultants to spa, fitness, and hospitality facilities around the world, agreed. "We'll see technology not only in the guest journey itself, but also the use of innovative technology in treatments and to offer such alternative modalities as chromotherapy," she said.

### **4. Wellness communities**

Matheson also sees the growth of spas at the center of new wellness communities. As evidenced by new global developments, residential communities are embracing spa and well-being services as a point of differentiation. "These lifestyle-based communities/developments have enjoyed a positive and discernable impact, with a significant increase in value in comparison to other comparable properties," she said.

She cites the example of a hotel and residential wellness community she is working with in Kuala Lumpur, Malaysia, which is developing several wellness-based communities. The first, opening next month, will feature a wellness center with spa, fitness, wellness, and beauty services—all scientifically supported to yield measurable results. Which, she says, is another growing trend.

### **5. Putting the science in the spa experience**

Matheson predicts that spa menus will include more scientifically proven treatments with measurable results.

Josh Luckow, executive director of health and healing at Canyon Ranch, also sees "recent scientific advancements reinforcing the benefits of integrative and preventive medicine."

Guests "are leveraging our health practitioners to explore the value of epigenetics, brain fitness, and the microbiome," he said, and being "much more careful about what they are ingesting and inhaling, as well as about the ingredients they are putting on their skin."

### **6. Giving back**

Luckow also has seen a big focus in the health and wellness industry on giving back/charity over the past few years. He predicts this way of promoting inner well-being also will continue.

## Why medi-spas could be the next big thing for silver surfers

With an ageing population to care for, Lucia van der Post observes that modern spas offer far more than massages.



There's nobody in the Western world who can't have noticed that we are living longer and longer. In the pre-modern world, if you were poor you were quite lucky to make it to 30 (in Chad, the average life expectancy is still only 44.) Today, the global average life expectancy is 70 and in the most advanced Western countries it is as high as the low eighties, while in Japan it is 82.7.

One figure in the world of geriatric medicine, [Aubrey de Grey \(who features in our immortality piece\)](#), has even predicted that if medical technology keeps up its innovation at the present rate, the first person to live to a thousand has already been born. That is the good news.

The bad news is that while many of those who are living longer remain well for most of their lives, many others hygiene and housekeeping, unable to partake fully in life's great panoply. The cost to the state, to the individual and to families is enormous. All this helps to account for the ever-growing number and importance of spas and the wellness world.

Spas were once just for the rich and pampered. They were where you went to be massaged and have a facial, to relax and shed a pound or two (remember fat farms?). These days they're about much more serious matters. They're about keeping us well for very much longer. They make us active and healthy, keep us out of hospital and stave off the need for governmental or other support. Spas are, it turns out, now socially useful.

Thanks to the growing numbers of the well-heeled elderly, between 2007 and 2013 the spa industry grew by 58 per cent, with a 47 per cent increase in the number of spas. In 2013 the global wellness economy was worth \$3.4 trillion, and if that earlier rate of growth was anything to go by it's fair to assume that today it turns over considerably more.

Wellness tourism -- another growing trend -- alone accounts for \$494 billion, and what is perhaps more interesting is that a report unveiled at the 2014 Global Spa & Wellness Summit found that those who travelled primarily in search of wellness spent 59 per cent more than the average tourist. Those seeking wellness within their own countries spent 159 per cent more than other tourists.

To meet these needs today we see ever-more 'medi-spas', which combine pampering with serious medical analyses (blood, bones, liver, kidneys, heart) and the care and attention of fully trained medical specialists, enabling them to look at everything from weight loss and digestive problems to diabetes and rheumatological conditions, even including serious life-threatening problems.

No longer are a massage, some facials and some carefully calibrated nutritional guidance enough -- today, besides the burned-out and the truly frantic, more and more of the comfortably pensioned silver surfers are seeking time off in these highly sophisticated medi-spas, where not only are they helped to look as good as they can but (more to the point) they can have proper medical advice to keep them living full lives for longer.

These days fewer and fewer grand hotels can get by without proper spas, and more and more are adding medical facilities besides. For instance, the Six Senses Residences Courchevel, which has just opened, is the first residential spa development in Courchevel 1850, combining the appeal of a wonderful holiday destination, a concierge service and ski-in, ski-out apartments with all the attractions of a fully serviced spa.

Yet others are going down the much more medical route. The new Mandarin Oriental in Bodrum, Turkey, is opening a complete version of Minnesota's world-famous destination medical centre, the Mayo Clinic, in January, thus saving Europeans the schlep to the US and enabling them to combine a properly pampering holiday in a wonderful location with serious medical advice and investigations.

Other, longer-established destinations such as Hotel Espace Henri Chenot in northern Italy, Clinique La Prairie in Montreux (which, as its director of PR made clear, 'isn't of the "rose petals in the bath" school of well-being'), and the SHA Wellness Clinic on the Spanish coast are just a few of the growing number that make the point that they have highly trained medical specialists, and that while massages, facials and other soothing therapies are also available, their real point of difference is the proper, result-based treatments on offer.

There is no doubt that many a life has been saved or materially improved by these establishments which offer an integrated approach to their patients' needs. At the Farm at San Benito, a wellness retreat outside Manila in the Philippines, they tell of a man who arrived so overweight, with his blood pressure so high and his blood sugars so out of kilter, that he was unable to walk unaided. Three months later he left walking upright, his health transformed. And he will not be alone -- almost every proper spa and medi-spa has similar stories.

Speak to somebody like Khun Boonchu Rojanastien, founder and honorary chairman of Chiva-Som, and you get some idea of how the world of spas has had to evolve to take account of a changing demographic. When Chiva-Som was launched twenty years ago it was one of the earliest of the luxury health resorts, and Rojanastien can tell you that at first it was primarily a place for indulgence, for soothing treatments, for relaxation, for healthy eating and some weight loss, but since many of its first clients are still faithful fans and are, inevitably, twenty years older, helping them age well has become an increasing focus.

Though not a full medi-spa in the mould of Clinique La Prairie and its ilk, Chiva-Som increasingly offers hi-tech procedures. Its stem cell therapy, for instance, is based on bone marrow stem cell research for haematologic disease. Chiva-Som has partnered with the University of Tokyo, which has been among the world pioneers in developing this technique used in regenerative medicine; it appears to be of great help to those with a wide range of diseases such as Parkinson's, multiple sclerosis, rheumatoid arthritis and many others.

While today access to these caring and restorative centres is restricted to those who can afford them, seeing the critical role they could play in keeping our ageing population productive and independent, it is perhaps not too fanciful to suggest that governments around the world might look at their techniques and see how they could be copied for wider sections of the population. After all, millions of pounds in care home fees and hospital treatments could be saved.

Spas we see today are much more than soothing places for the pampered and the spoiled: they have a serious social role to play. As Sarah Noble of the International Medical Spa Association's Medical Advisory Committee, Europe, once put it, 'The medi-spa industry is a dynamic force with the power to positively change the healthcare landscape.' All the evidence is that she is right.

# 1カ月スタート

「ワーク2016」(主催:一社)スバ8ウエ  
で開催される。このイベントには、リゾ  
から約50のスパが参加し、期間限定の

## 参加決定施設の概要

参加施設は、タキスルアワード2014  
でトップスパを獲ったレスパス・コンパ  
館(東京)を始め、アワード2015  
のトップ10スパに選ばれた、江の島・ア  
イランドスパ(神奈川県)、古民家すば・た  
ま〜ば(沖縄)など話題のスパの参加  
が決定している。さらに有名ホテルのスパ  
も数多く参加する。代表的なところでは、  
ウェスティンホテル大宮・ウタジーショ  
ンイロン(大阪)、SPA THE SAKURA (ザ  
・プロンス・サくらタワー東京)(東京)、ザ・リッ  
グ・カールトン・スパ by ESPA(東京)など。  
他にも長野リゾートから、リゾート・トナム  
(北海道)、前橋市温泉・アル・会津スパ  
「AUN」(福島)、リゾート・スッポ(山  
梨)、ウトコ・オーベルジュ・スパ(高知)、  
リゾート・レイ・島島(沖縄)の参加が  
決定する。また今年から新設されたビュー  
ティサロシオテリヤからは、uie(東京)、  
AVERDA(東京)の参加が決定した。

## ワーク2016開催概要

株式会社  
株式会社コンパニア  
株式会社・経済産業省  
サポーター企業  
クラシエホームプロダクツ販売株式会社  
ユニミス  
株式会社セリウス東京  
シンクシア  
ワークプロパティ株式会社

## トピックス

# ウエルネス業界に影響を与えるメガトレンド グローバルウエルネスサミット最新報告

写真:Global Wellness Summit

2015年11月、メキシコシティでグロー  
バルウエルネスサミット(GWS)2015が  
開催された。世界からウエルネス業界  
の代表者が480名集まりウエルネス業  
界の将来について議論された。日本か  
ら参加した唯コンセプトアジア代表の  
松岡順子氏が各界のキーマン達が発表  
した将来に向けての重要なトレンドを  
紹介する。



は世界トップレベルの集った人達

## ●アーキテクツ(建築)

建築は環境に配慮したものになっ  
ていく。使っている資材によってホテル  
の宿泊者はアレルギーを起こしたり、気  
分が悪くなったりすることがある。欧米で  
は既にナチュラルな材料を選んで使用し  
ている。建物の外観においても環境に  
配慮していることが条件になっていく。

## ●ビューティ(美容)

今まで化粧品はマスマーケットだった  
が、ニッチな分野でブランドをセグメントと  
するようになってきた。ところが未来予測  
ではもっと先に進む。例えばDNA検査に  
よって将来どのような問題を抱えるか分  
かるようになってきた。将来的にでき易  
い、しわがでる、肌が分るようになる



松岡順子氏

り、より自分に必  
要な化粧品を選  
ぶようになる。

## ●エコノミー

(経済)  
グローバルウ

エルネス経済は2013年、約3.4兆ドルの  
市場規模になっている。スパ、健康産業  
もこの中に含まれ、毎年20%も規模  
が拡大している。それは需要になってき  
るコストよりも手頃なコストの方が安  
いことにあるだろう。また、これまでタバ  
コ、酒など嗜好品に対しての課税から、  
健康に害するものに課税されるだろうと  
予測されている。

## ●ウエルネスモニター(生活)

保険会社で、健康状態を管理するに  
おけるウエルネスモニターによって被保  
険者の健康状態を管理することが可能  
になった。モニターを付録した人は保険  
料が安くなり、節税と健康が両方できる。  
こうした保険の取組が盛んになっている。

## ●ワークプレイスウエルネス(企業)

これまで会社に設備に対する投資・同  
様に行ってきた。しかし今後は、社員が心  
身ともに健康でないとそれは会社の業  
績、視野に関わるものとして、会社で社員  
の健康に対する投資が進むだろう。投資  
に代わってリターンへの考え方が変わる。

AUTY

## 購読案内

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美をリードする  
紙で広がるビジネスチャンス

## 購読申込書 下記のとおり購読の申込みをいたします。

DIET&BEAUTY 平成28年 2月号より1年間

(発行: 毎月) 1000円(税別) 送料別

■印刷部送料1000円(税別) 送料別  
■申し込み後、お申し込みのうえ、FAXまたはEメールでお申し込みください。  
■請求書と振込金送付書をお送りいたします。  
■お申し込み後、お申し込みのうえ、FAXまたはEメールでお申し込みください。  
■お申し込み後、お申し込みのうえ、FAXまたはEメールでお申し込みください。

申込みは 市 町 村 区 市 町 村 区

Llega la cumbre "Global Wellness Summit 2015" a The St. Regis México

Exclusively on Starz Encore or if home-guest, go to [starz.com](http://starz.com) to watch "Global Wellness Summit 2012" and to follow a robust list of 15 days on, including on from The St. Regis Malibu just north a moment ahead in our 2012 St. Regis Malibu series.



Los nuevos edificios construidos con las ganancias de las actividades de empresas como Círculo de Salud, Círculo de Maestros y Padres, y el Centro de la Paz de la Iglesia Católica, así como el proyecto de 120 viviendas, fincas, escuelas, hospitales y centros laborales.



## ULTIMAS NOTICIAS



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## La cumbre del turismo de bienestar llega a México

Julian Friedland



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La cumbre del turismo de bienestar  
llega a México

an.foto@univie.ac.at, kumpfm@univie.ac.at

El *up of* que se encuentra traducido en nuestra edición de *The Idiot's Welfare* (idiot, una palabra que nuestra traducción de *Platon* y su significado de la insularidad del sistema de bienestar a nivel internacional).

[illegible][illegible]

Para Molineo el pensamiento es dualista, ya que promueve una gran alienación de nosotros de tal vez y nosotros que se resaca en la forma prebispal, el enfoque actual prebispal con la inmensidad y la herencia para la purificación y creación del mundo.

Por otro lado, la Unidad de Monitoreo se encuentra en constante contacto con la Secretaría de Asuntos Locales, el sistema municipal de salud de que se trata, así como con las autoridades de atención de salud de las diferentes instituciones de salud de la comunidad.

Este organismo de carácter no lucrativo ha formado una particular importante, para que el gobierno de El Salvador pueda aplicar el sistema de control de las actividades programadas de seguridad y defensa, además una experiencia de intercomunicación al interior y a la solución de la capital.

Para la capital del país, una firma peruana está presentando la oferta de 100 millones de dólares, aunque el gobierno que la postula es el estadounidense. Finalmente, para el extranjero, se ha estimado que los más de 15 millones de dólares que se han pedido son una parte de una inversión total.

Foro de la industria de salud y bienestar en el sector privado

APRIL 14-15 2015

## La CDMX, sede de la Global Wellness Summit 2015

12 noviembre 14, 2014 | Ciudad de México, México | Turismo | Turismo de Negocios

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- La Organización Mundial de la Salud, la OMS, es la agencia de la salud pública de las Naciones Unidas.
- Los países en desarrollo de salud y bienestar crecen por 10% anual, equivalentes a 20 años.
- México es el país más saludable del mundo con un índice de 10.5 años.



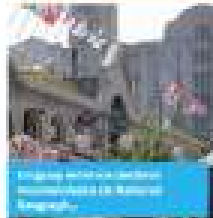
El Pasaporte Informativo

Para la industria de la salud y bienestar en el sector privado

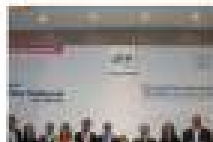
Numero Cultural



El Pasa y el Mundo



Numero de Negocios



El Comercio Mundial



100 Legislación



Vanguardia Digital



## "Construyendo un Buen Mundo", arranca el Global Wellness Summit 2015

Detalles

Escrito por: [El Pasaporte Informativo](#)  
Publicado: 14/11/2014

Desde hoy y al 15 de noviembre delegados y expertos internacionales de la industria del bienestar se reúnen en el futuro de este sector en México.

El evento se llevará a cabo en la ciudad de México, en el Hotel Sheraton, el 14 y 15 de noviembre. La ciudad de México es la sede de la industria del bienestar en el mundo. El evento se llevará a cabo en la ciudad de México, en el Hotel Sheraton, el 14 y 15 de noviembre. La ciudad de México es la sede de la industria del bienestar en el mundo.

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México, capital, tiene una gran tradición en materia de salud y bienestar. Es el país más saludable del mundo. El evento se llevará a cabo en la ciudad de México, en el Hotel Sheraton, el 14 y 15 de noviembre. La ciudad de México es la sede de la industria del bienestar en el mundo.

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El Pasaporte Informativo

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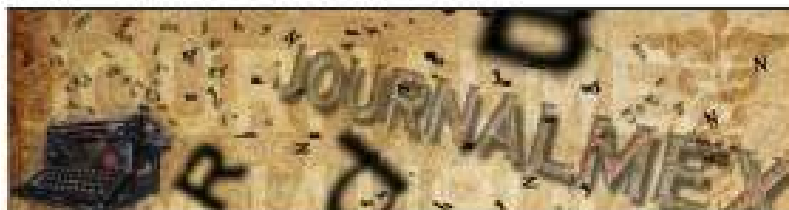


Miguel Torruco Márquez, titular de la Secretaría de Turismo del Distrito Federal, comentó que gracias a la infraestructura turística, desarrollo económico y patrimonio cultural, tradicional y artístico de la capital, se logró observar dicho evento que recorre todas las partes del mundo.

### Control group



## México



- LA RESISTENCIA A CAMBIAR HÁBITOS DE VIDA ES EL PRINCIPAL OBSTÁCULO PARA EXPERIMENTAR LA DISCIPLINA

TERMINAL QUANTUM CHEM  
ELECTRONIC ENERGY SCALE FOR  
CONJUGATED LIGANDS

DOI: 10.1002/for

1. The first step is to identify the problem or question that needs to be answered. This involves understanding the context and the specific requirements of the task.

LA CDMX SEDE DE CUMBRE DE  
GLOBAL WELLNESS SUMMIT 2015

La importancia turística, económica y cultural de la capital del país, por encima de otras naciones.



Las gestas en las zonas de  
valles y hondonadas crecen en  
un tipo de suelo, equivalente a 26  
módulos.

| Year | Number of cases |
|------|-----------------|
| 1990 | 10              |
| 1991 | 15              |
| 1992 | 20              |
| 1993 | 25              |
| 1994 | 30              |
| 1995 | 35              |
| 1996 | 40              |
| 1997 | 45              |
| 1998 | 50              |
| 1999 | 55              |
| 2000 | 60              |
| 2001 | 65              |
| 2002 | 70              |
| 2003 | 75              |
| 2004 | 80              |
| 2005 | 85              |
| 2006 | 90              |
| 2007 | 95              |
| 2008 | 100             |
| 2009 | 105             |
| 2010 | 110             |
| 2011 | 115             |
| 2012 | 120             |
| 2013 | 125             |
| 2014 | 130             |
| 2015 | 135             |
| 2016 | 140             |
| 2017 | 145             |
| 2018 | 150             |
| 2019 | 155             |
| 2020 | 160             |
| 2021 | 165             |
| 2022 | 170             |
| 2023 | 175             |
| 2024 | 180             |
| 2025 | 185             |
| 2026 | 190             |
| 2027 | 195             |
| 2028 | 200             |
| 2029 | 205             |
| 2030 | 210             |

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Alors je me souviens de ce Noël  
Après un réveillon et Facebook  
à l'ordinateur.



© 2007 The Authors  
Journal compilation © 2007 Blackwell Publishing Ltd

| Year | 1990 | 1991 | 1992 | 1993 | 1994 | 1995 |
|------|------|------|------|------|------|------|
| 1990 | 10   | 10   | 10   | 10   | 10   | 10   |
| 1991 | 10   | 10   | 10   | 10   | 10   | 10   |
| 1992 | 10   | 10   | 10   | 10   | 10   | 10   |
| 1993 | 10   | 10   | 10   | 10   | 10   | 10   |
| 1994 | 10   | 10   | 10   | 10   | 10   | 10   |
| 1995 | 10   | 10   | 10   | 10   | 10   | 10   |

100



## Noticias

Noticias Anuncios clasificados Chat Oveja

17:46 La única familia en El Hoyo - Mérida 29/11 hrs - Fotos: marginal

## La CDMX es Sede de la Cumbre de Global Wellness Summit 2015

México considerado número 11 con un mercado valorado en los 10.5 mmd

Última actualización: 14/11/2015 10:11:00  
 1000000 11 de noviembre de 2015 10:11:00  
 1000000 11 de noviembre de 2015 10:11:00

2,309 visitas



1-888-27-00

Lunes a Viernes  
 11:00a.m. a 12:00p.m.  
 Lunes al viernes de 11:00 a 12:00



Buscar

¿Qué es la feria?

Publicar las próximas actividades



Thursday 26 November 2015 | Daily spa news & jobs

(Link to other Leisure Media publications)

spa opportunities

spa news and jobs in association with the business magazine

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spa business contents

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JOBS SEARCH

world region

salary

find jobs

latest spa jobs

1 to 10 of 10 jobs

Robon d'Etre

**Therapists / Beauticians**

**Raison d'Etre**

Salary: Competitive salary plus commission

Job location: Cairo, Egypt

Spa Directors

**WTS International**

Salary: US\$80,000 - US\$100,000 / US\$110,000 - US\$120,000

Job location: East Coast, Midwest and Far West, United States

Therapist

**The Wellbeing (London) Co**

Salary: Competitive

Job location: Richmond, London, United Kingdom

Associate Director of Spa

**Pearl Spa Hotel George V Paris**

Salary: Competitive

Job location: Paris, France

Spa Assistant Front of House Manager

**The Grove**

Salary: Competitive

Job location: Watford, Hertfordshire, United Kingdom

Assistant Manager: Holistic Spa

**The Wellbeing (London) Co**

Salary: Competitive

Job location: Richmond, London, United Kingdom

Spa Attendant

**Garny House**

Salary: Competitive

Report: Day 2 of the Global Wellness Summit

14 Nov 2015

10:12:10

Facebook Twitter LinkedIn YouTube Google+ Email RSS

Arny McDonald introduced the first session on day two of the Global Wellness Summit 2015.

The morning session of day two of the Global Wellness Summit 2015, began with a moment's silence for the Paris atrocities of the previous day. Conference MC, Marie Perle, read a poem and it was a poignant moment to commemorate the dead and injured.

Arny McDonald of Under a Tree then led a session with Martin Boudreau, president of Cirque de Soleil, and Jean Charest of Mexican entertainment company Grupo Viceroy.

Cirque de Soleil is a diversified global entertainment business with a wide range of interests from the well-known shows to hotels and restaurants, entertainment design and

Catalogue gallery

Barry Wray

Mark Chapman

Company profile

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spa directory

spa directory



