



# Beauty Meets Wellness Initiative Briefing Paper 2017

## **What is the aim of your initiative?**

It is the vision of the Beauty Meets Wellness Initiative to scientifically connect beauty and wellness as partners in: (1) redefining beauty and its role in affecting holistic wellness and (2) creating a new vocabulary that positions beauty as an active and positive contributor to the health and well-being of consumers worldwide.

## **What or who are the current “news makers” or trends in the initiative’s industry/sector?**

*Allure Magazine* has recently announced it will no longer use the word “anti-aging” in its publication. This bold move coupled with the following challenge sets the context for the work of the Beauty Meets Wellness Initiative:

“Major props to those who have already taken steps, and, to the rest of the beauty industry, we’re calling on you now: We know it’s not easy to change packaging and marketing overnight. But together we can start to change the conversation and celebrate the beauty in all ages.”

Full article: <https://www.allure.com/story/allure-magazine-phasing-out-the-word-anti-aging>

## **Name some (high level) challenges facing your industry/sector?**

1. Today beauty is often viewed as superficial. The initiative’s overarching challenge is to illustrate how beauty substantively impacts multiple wellness dimensions – social, emotional/mental, spiritual, intellectual, professional and physical.
2. The contemporary narrative positions beauty as something to help “make up” for inherent deficits, an aspirational dream - “hope in a jar,” with an underlying implication that consumers require fixing.
3. The BMW’s second challenge is to change the vocabulary and narrative to help today’s beauty consumer experience wellness and see the connection between looking good, feeling good, and how that leads to an ability to step into our best self and live our best life every day.

### **Where do you see the opportunities for industry/sector?**

1. Create a coalition/association of brands, spas, medical offices, and all wellness services providers and industry professionals interested in taking the *Allure* challenge to heart.
2. Just as with wellness and disease prevention, we must teach beauty as part of **everyday health and hygiene** at an early age and demonstrate how healthy beauty/grooming habits and routines scientifically help us achieve a higher state of well-being.
3. Create the intersection between beauty and wellness by leveraging spas, dermatology offices and wellness service provider's interest in becoming incubators of well-being. Spas, dermatology offices and other wellness settings have the best chance of demonstrating statistically significant public health outcomes.

### **Are there any "heroes" (either companies or individuals) who stand out in your industry/sector?**

Many brands are scientifically connecting beauty and wellness as we speak – Hyrdopeptide, Biologique Recherche, Naturopathica, Jane Iredale – to name a few.

In Europe and around the world, spas and wellness service providers have been employing evidence-based treatments and assisting clients achieve improved health outcomes long before wellness tourism had become a phenomenon. VIVAMAYR, Lanserhof, and last year at the 2016 Summit, we were introduced to the cultural connection to wellness at Schloss Elmau. These are the pioneers who will create the next generation of health and wellness products, services and documented outcomes, while being the incubators of the evolving world consciousness.

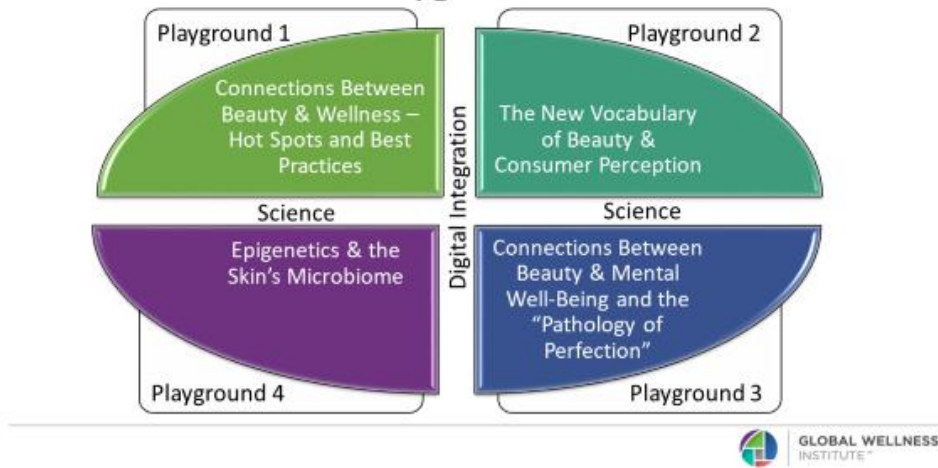
### **Is there noteworthy investment happening in your industry/sector?**

While perhaps not noteworthy investment, according to investment bank Financo, LLC, the 52 acquisitions in the beauty and personal care industry in 2016 were the most in a decade, and some of the hottest targets were private Indy brands with massive social media fan-bases. Indy beauty is shaking the industry – quick, nimble and connected to today's consumer, who is interested in authentic, sustainable and local with a story. Indy brands offer the greatest hope of leveraging significant change in the conversation, dialogue and future direction of the intersection of beauty and wellness in this nearly \$1 trillion industry.

### **Name any key accomplishments (milestones) made by your initiative?**

- The vision, mission and objectives for the initiative over the next three years was created.
- Organized around four playgrounds for future research and new product and services development.

## The Four Initiative Playgrounds



- Have scheduled, and are in the process of, conducting three international roundtables and interactive forums in New York, London and Hong Kong to (1) expand the conversation and include all industry sectors and (2) study cultural differences in beliefs, which underpin our current thoughts, decisions, and actions around beauty and wellness.

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### Initiative Playground Leaders

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