



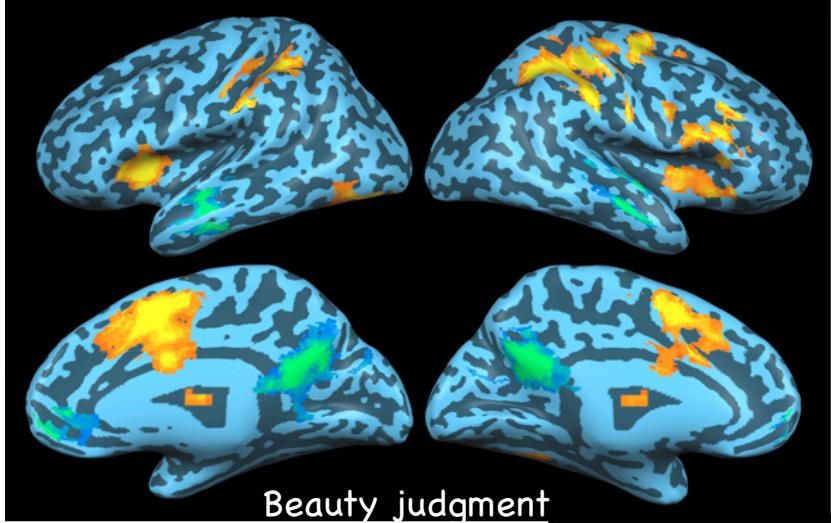
GLOBAL WELLNESS
SUMMIT 2017



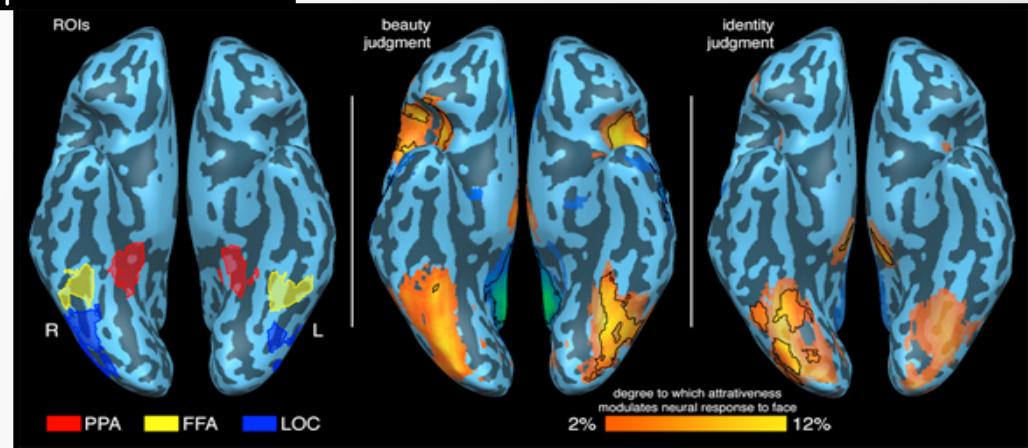
Beauty2Wellness Research Report: Insights & Q&A

How Can Beauty Contribute to Wellness?
Preliminary Findings from the Much-Anticipated Report

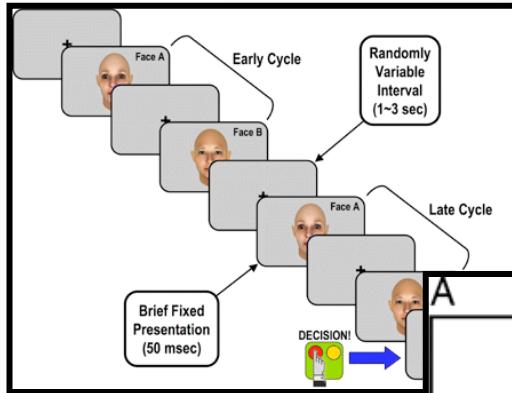
Dr. Anjan Chatterjee, Elliott Professor of Neurology, University of Pennsylvania, U.S.



Beauty judgment



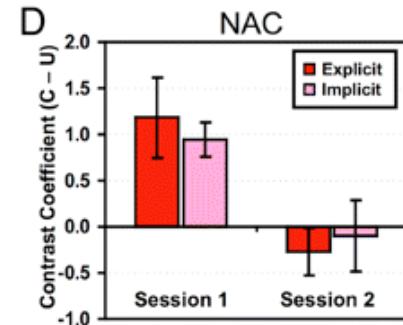
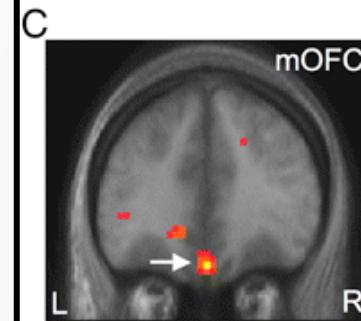
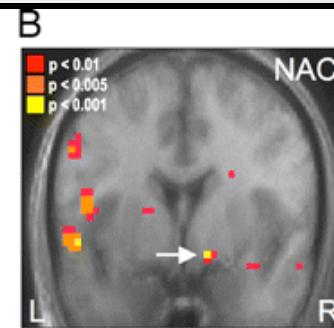
Chatterjee, Thomas, Smith, Aguirre, Neuropsychology 2009

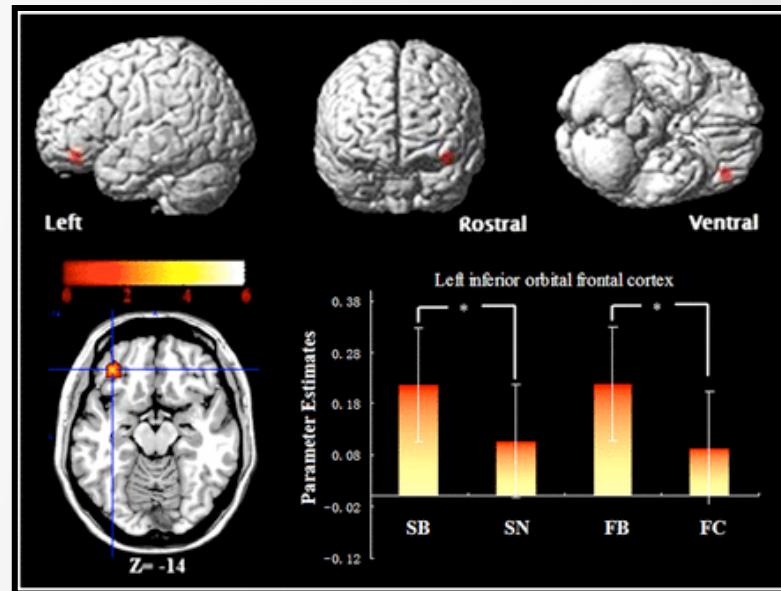
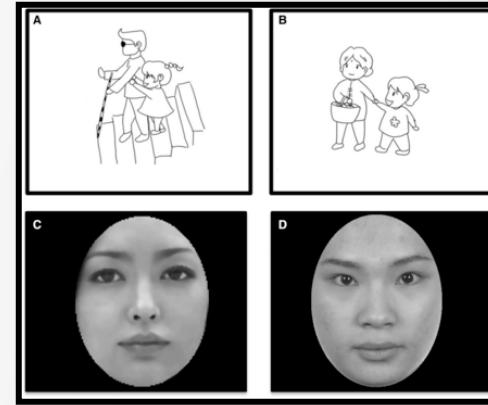
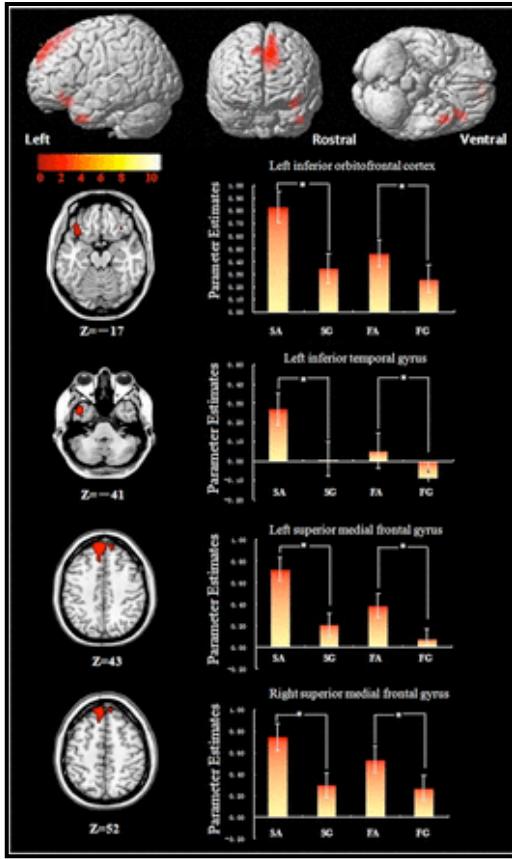


Kim, et. al, PNAS 2007

A

	Preference-first group	Roundness-first group
Session 1	Preference Explicit	Roundness Implicit
Session 2	Roundness Implicit	Preference Explicit

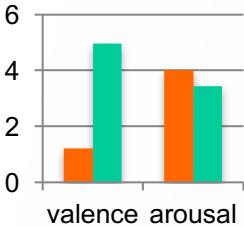




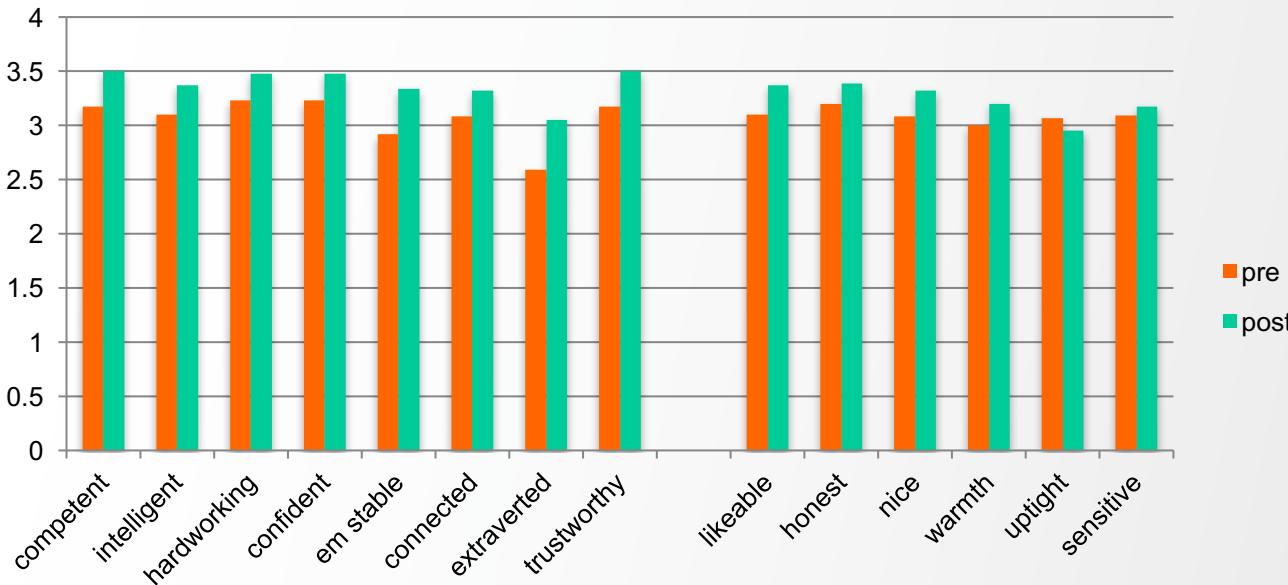
Wang, Mo, Mo, et al., SCAN 2014



26 face pairs; participants n=145 (83 m, 62 f) using M-Turk, age 35.4y

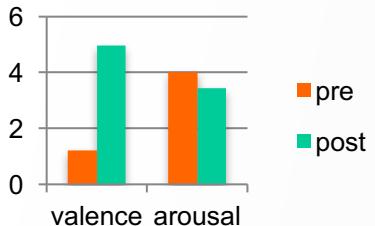


pre
post



pre
post

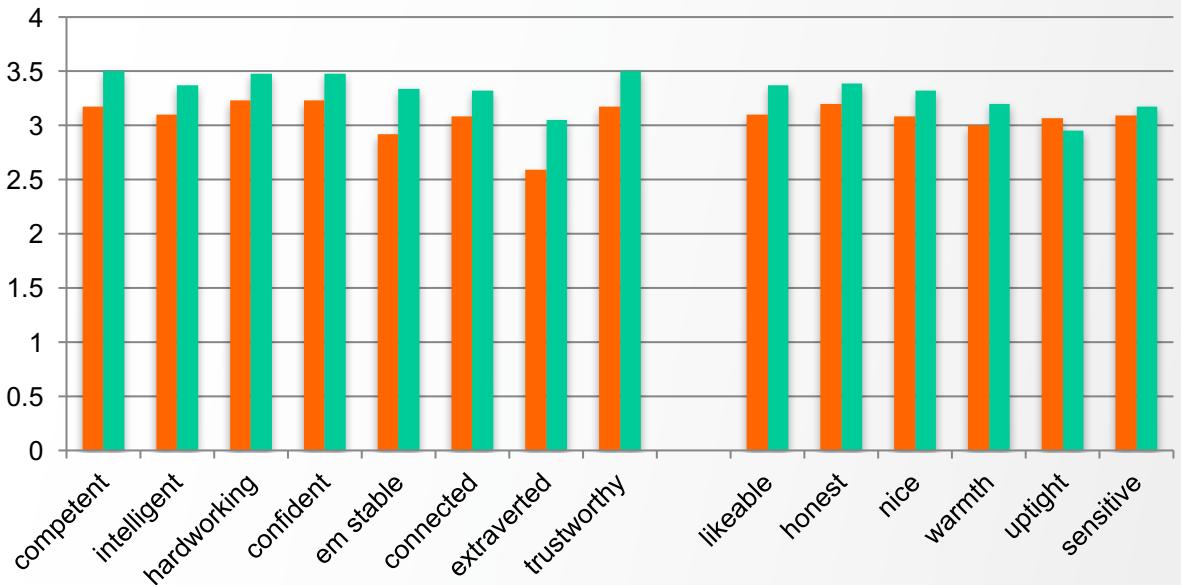
26 face pairs; participants n=145 (83 m, 62 f) using M-Turk, age 35.4y



Principle components

Sociable, happy	47%
Outgoing, dominant	09%
Emotionally stable	03%
Object of curiosity	03%

Attractiveness minimal effect
on components

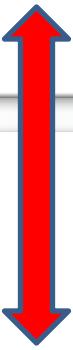


■ pre
■ post

26 face pairs; participants n=145 (83 m, 62 f) using M-Turk, age 35.4y

Press "e" for
Bad Words
or
Disfigured Faces

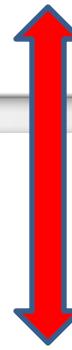
Press "i" for
Good Words
or
Non-disfigured Faces



Happy

Press "e" for
Bad Words
or
Disfigured Faces

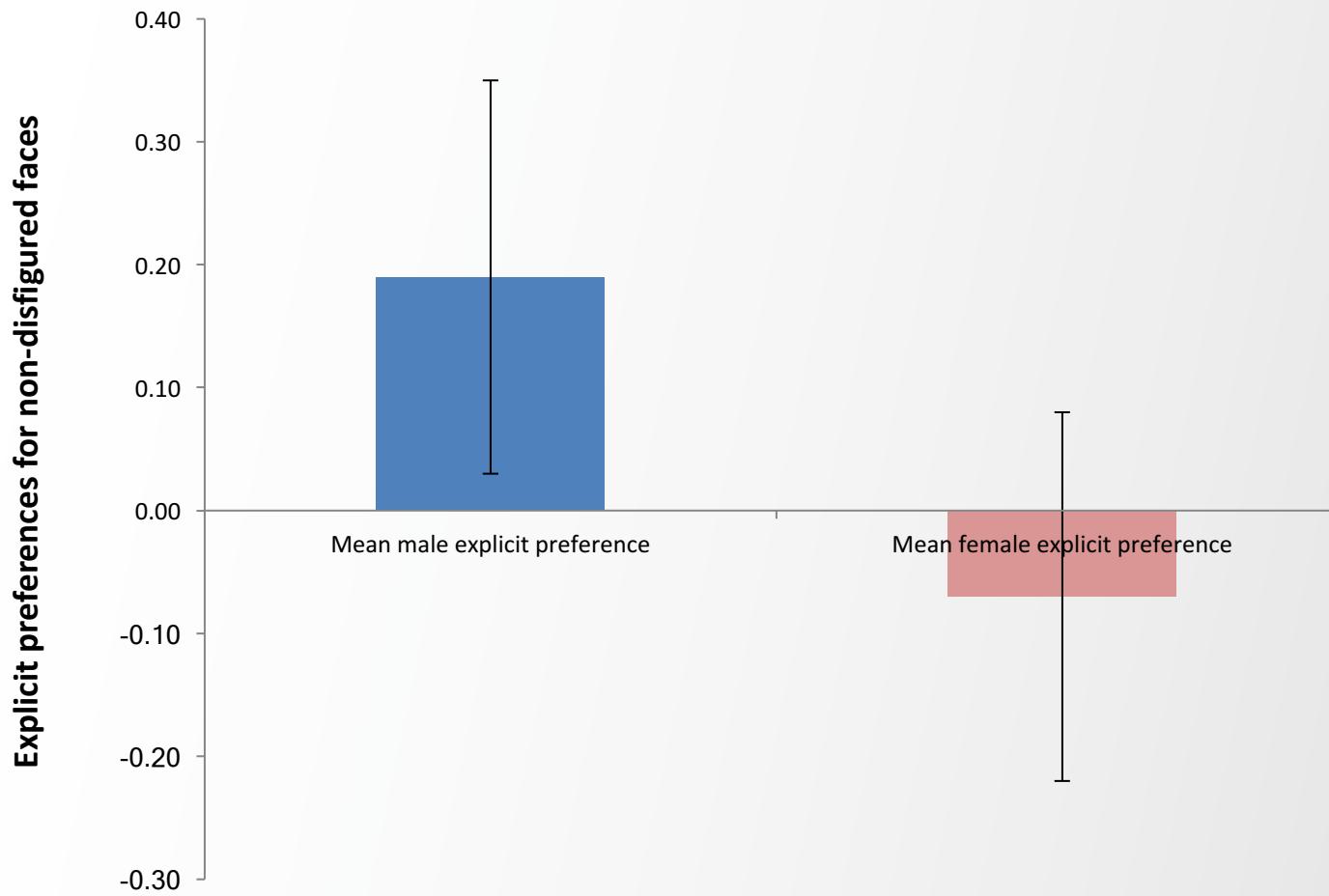
Press "i" for
Good Words
or
Non-disfigured Faces

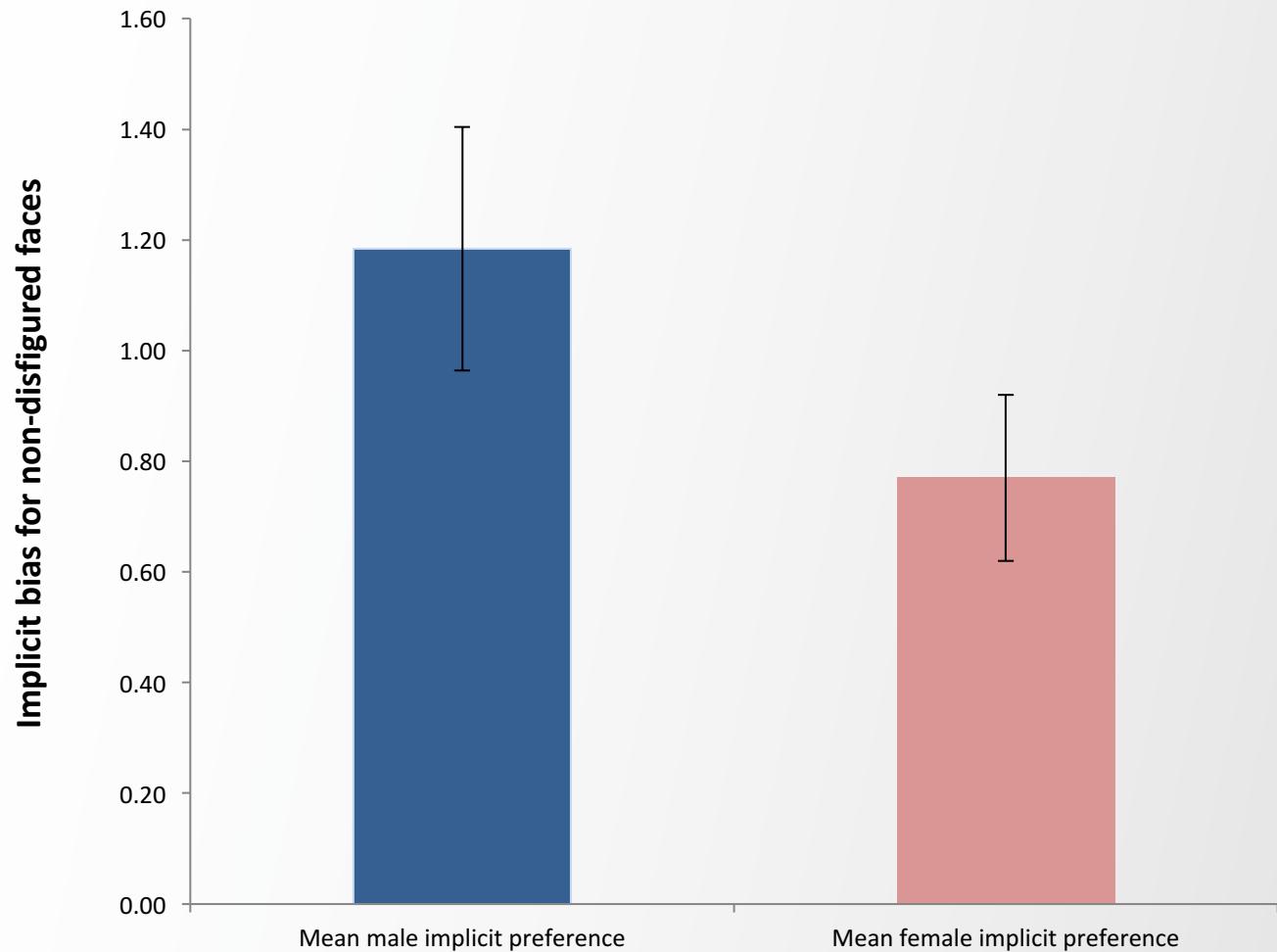


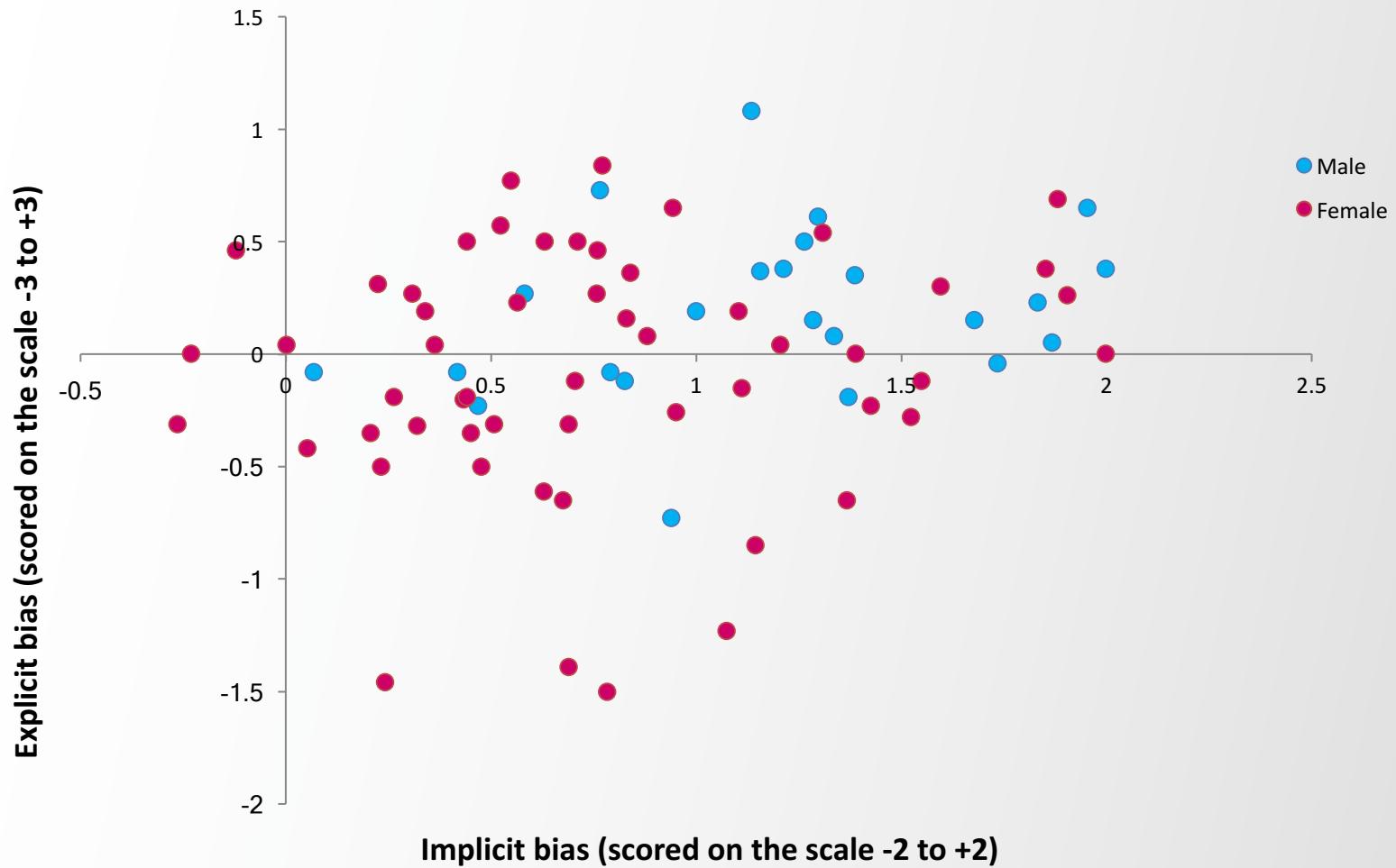
Pain

Press "i" for
Good Words
or
Disfigured Faces

Press "e" for
Bad Words
or
Disfigured Faces







Cluster 0

```
[('Healthy', 2984443), ('Nutrition', 2982713), ('Wellness', 2982234), ('Fit', 2976381), ('Biggest_Loser', 2963581), ('breast_cancer_survivors', 2939442), ('breast_cancer_survivor', 2937014), ('CVS_pharmacy', 2931019), ('Breast_Cancer_Awareness_Month', 2924432), ('Longevity', 2920437), ('Arthritis_Foundation', 2918842), ('Healthy_Living', 2914079), ('Vitality', 2909937), ('Wellbeing', 2889128), ('Get_Fit', 2861241), ('Shape_Up', 2852113), ('Think_Pink', 2849354), ('Mind_Body', 2842242), ('Healthy_Eating', 2834687), ('Ageless', 2832014), ('Peak_Performance', 2827442), ('Dr._Mehmet_Oz', 2819736), ('Healthy_Communities', 2810304), ('Healthy_Aging', 2806133), ('Fitness_Expo', 2799700), ('Sustainable_Living', 2794573), ('Planet_Organic', 2792616), ('Nourish', 2790917), ('Rediscover', 2783671), ('Nutrition_Month', 2782662), ('Healthy_Lifestyles', 2777587), ('Healthy_Lifestyle', 2774931), ('Revitalize', 2773118), ('Earth_Fare', 2771845), ('Slimming', 2770991), ('Lighten_Up', 2767845), ('Outdoor_Adventure', 2761594), ('Healthy_Weight', 2761356), ('Patch_Picks', 2727641), ('cancer_survivorship', 2723152), ('Body_Image', 2722342), ('Nourishing', 2718275), ('RealAge', 2718040), ('Healthiest', 2715470)]
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Cluster 1

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[('fashion', 2997378), ('lifestyle', 2995266), ('Body', 2988105), ('Style', 2986546), ('makeover', 2985787), ('eco_friendly', 2983554), ('lifestyles', 2982431), ('feminine', 2976126), ('lingerie', 2975115), ('Lifestyle', 2972825), ('swimwear', 2954150), ('Glamour', 2948615), ('Essence', 2947735), ('makeovers', 2945732), ('slimming', 2942688), ('Makeover', 2941511), ('housewares', 2934914), ('Lifestyles', 2927709), ('Allure', 2925077), ('Vibrant', 2921328), ('eco_conscious', 2911944), ('iVillage', 2909825), ('intimate_apparel', 2899782), ('unisex', 2894934), ('apparel_accessories', 2894843), ('Luxe', 2881158), ('Real_Simple', 2877842), ('InStyle', 2874427), ('Oprah_Magazine', 2864610), ('glossy_magazines', 2850309), ('Gaiam', 2843989), ('Inspirations', 2842576), ('beachwear', 2839044), ('Wanderlust', 2835363), ('SheKnows', 2834378), ('naturals', 2829365), ('Feminine', 2821816), ('shapewear', 2814480), ('Suzanne_Somers', 2813951), ('sexy_lingerie', 2805656), ('Indulgence', 2799853), ('Ovations', 2787226), ('Makeovers', 2775680), ('LOHAS', 2769211), ('Sensual', 2767917), ('eco_chic', 2759933), ('By_Elena_Gorgan', 2758961), ('Wholesome', 2758692), ('Twelve_Oaks', 2751512), ('Curvy', 2751394), ('lucy', 2746130), ('aging_gracefully', 2734164), ('Rachael_Ray_Show', 2732042), ('decluttering', 2724399), ('luluandmoxley.blogspot.com', 2713711), ('LifeStyle', 2709741), ('Amway_Global', 2705029), ('PruHealth', 2704064), ('Plus_Size', 2703350), ('AEX_PHI', 2702147), ('Westin_Hotels', 2701329)]
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Cluster 2

```
[('cosmetic', 2982435), ('cosmetic_surgery', 2962500), ('cellulite', 2936576), ('dermatologists', 2930690), ('Cosmetic', 2923802), ('cosmetic_procedures', 2912757), ('whitening', 2902578), ('botox', 2895979), ('Aesthetic', 2889635), ('teeth_whitening', 2886883), ('dermatological', 2882489), ('Anti_Aging', 2876347), ('cosmetic_dentistry', 2866421), ('breast_enhancement', 2818749), ('skin_rejuvenation', 2810527), ('microdermabrasion', 2808511), ('body_contouring', 2806529), ('tooth_whitening', 2781513), ('chemical_peels', 2777519), ('Cosmetic_surgery', 2774672), ('tummy_tucks', 2764589), ('Cellulite', 2753564), ('Cosmetic_Dentistry', 2750956), ('lipo', 2720509), ('facial_rejuvenation', 2700737)]
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Cluster 3

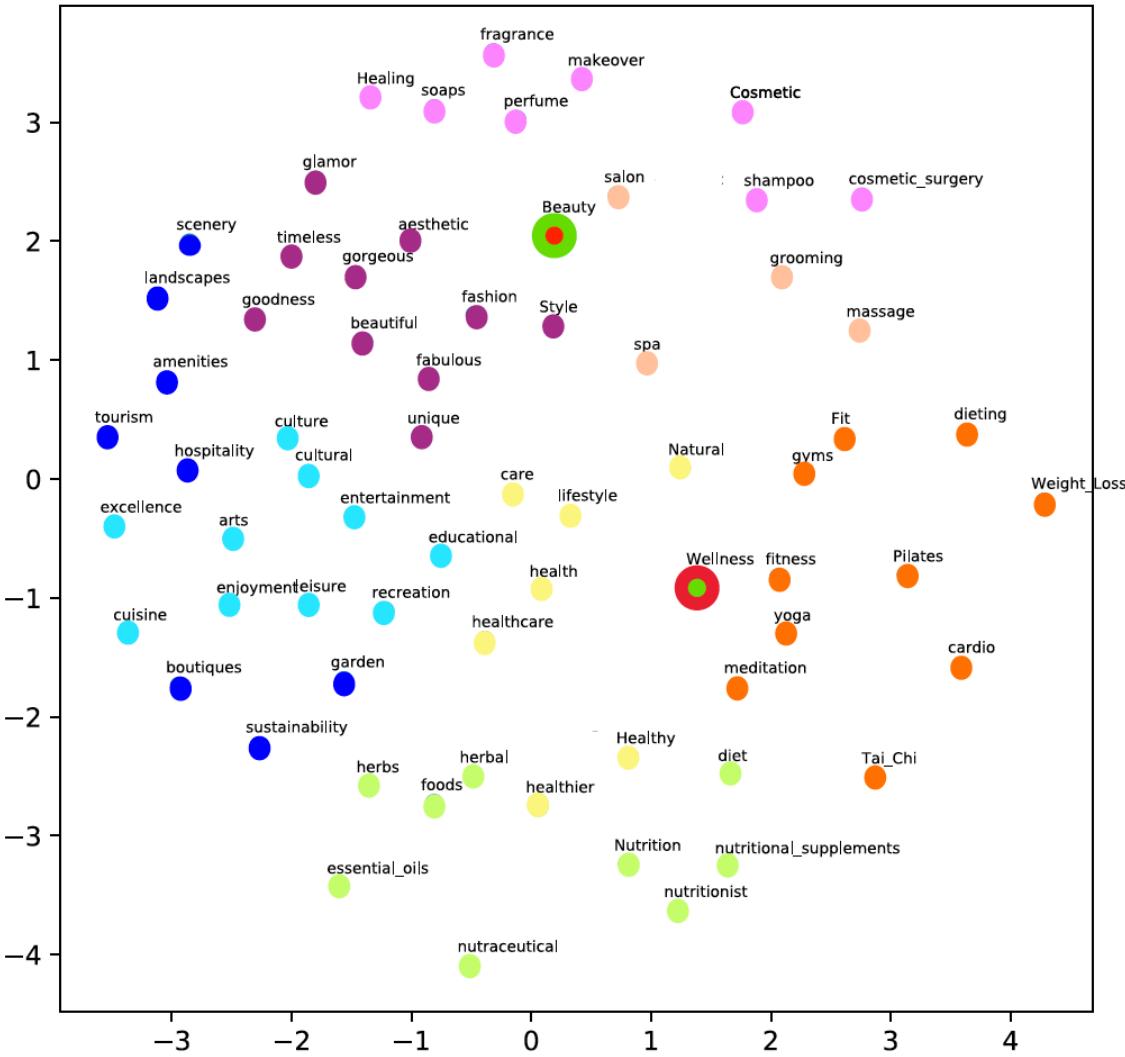
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[('dietary_supplements', 2958247), ('nutritional_supplements', 2951115), ('nutraceutical', 2918442), ('clinically_proven', 2915084), ('vitamins_minerals', 2882903), ('nutraceuticals', 2877277), ('phytonutrients', 2821368), ('Natrol', 2815885), ('cosmeceutical', 2804995), ('antioxidant Rich', 2803297), ('superfoods', 2800409), ('superfood', 2793889), ('nutrimetics', 2762940), ('Nutraceuticals', 2755022), ('cosmeceuticals', 2732884), ('DHA_omega_3', 2726148)]
```

Google News 10y
100 B words

300 dimensional vectors for
3 M unique words
300,000 & 1500 word
vectors w beauty &
wellness

Products
 Spa/salon
 Activity
 Nutrition
 Health care
 Self care
 Environment

 Word Similarity





Environment



Self care/Culture



Products



BEAUTY

Glamour/goodness



Health care



Spa/Salon

Activities



Nutrition



WELLNESS

Products

BEAUTY

Glamour/goodness

Spa/Salon

Environment

Activities

Health care

Self care/Culture

WELLNESS

Nutrition

Products

BEAUTY

Glamour/goodness

Spa/Salon

Environment

Activities

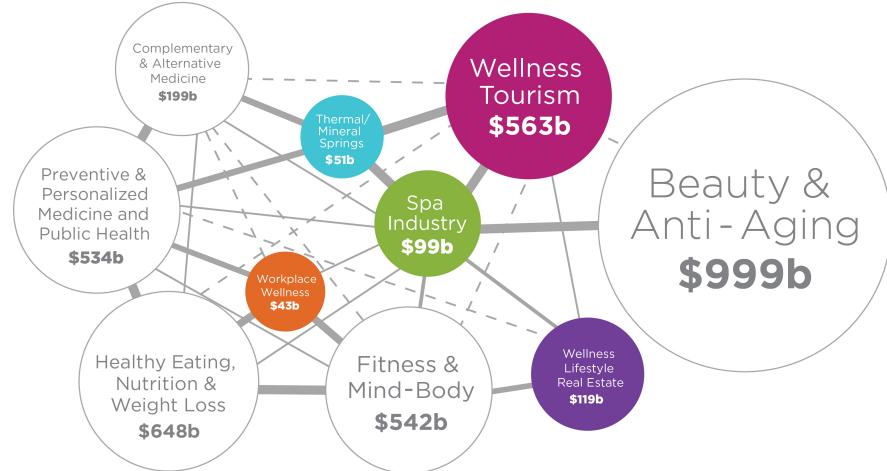
Health care

Self care/Culture

WELLNESS

Nutrition

GLOBAL WELLNESS ECONOMY: \$3.7 trillion in 2015



Note: Numbers may not add due to overlap in segments. The thickness of the lines in the chart indicates the strength of the relationships and synergies between sectors.

Source: Global Wellness Institute, Global Wellness Economy Monitor, January 2017



GLOBAL WELLNESS
INSTITUTE™

BEAUTY

Glamour/goodness

Self care/Culture

WELLNESS



Note: Numbers may not add due to overlap in segments. The thickness of the lines in the chart indicates the strength of the relationships and synergies between sectors.

Source: Global Wellness Institute, Global Wellness Economy Monitor, January 2017



GLOBAL WELLNESS
INSTITUTE™

BEAUTY



aesthetic
allure
elegance
fabulous
glamour
goodness
radiant
sensual
simplicity
style
uniqueness
vitality

WELLNESS

Beauty²Wellness

Industry

look good
feel good
be good
do good

Customer