

GLOBAL WELLNESS SUMMIT 2017: KEY FINDINGS

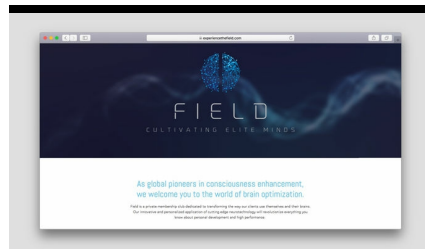
By Jessica Smith

25 : 10 : 2017 Wellness

From neuromodulation technology to mindful movement, we explore the most intriguing ideas to come out of the annual summit in Miami.



Earth Works: Mapping the Anthropocene by
Justin Brice Guariglia, Global Wellness
Summit



Field, US



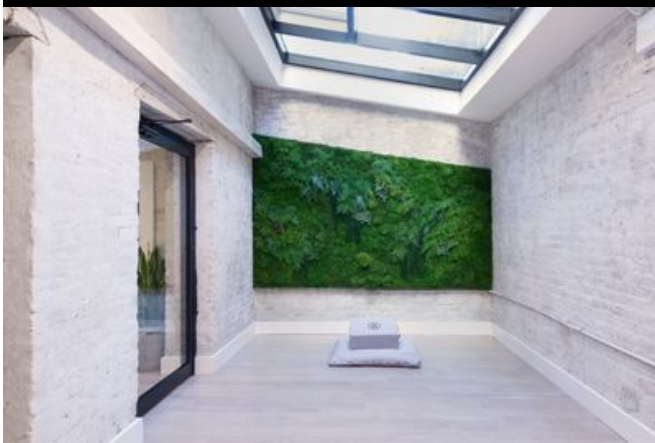
NARSAARSUK I by Justin Brice Guariglia,
2017

Brain programming

A round-table discussion on mental health took place in the Collaboration Room, which included Devon White, co-founder of **Field**, a private members' club dedicated to cultivating elite minds through neurotechnology. In a debate about the pros and cons of digital versus physical remedies, White spoke about how Field's programme is rooted in wellness practices such as Buddhism, transcendental meditation and yoga. 'This is the most holistic approach to wellness. We take into account the whole person, including mental and social factors, a complete psychodynamic history of our clients as well as their gene panels, qEEG results, desires and goals, and much more before we begin any treatment protocols,' he said.

Customers will be able to select from a menu of options that range from stress reduction and learning acceleration, increased sex drive and improved executive functioning to greater creativity and heightened awareness.

The movement towards neurotechnology in wellness follows on from **The Optimised Self**, which explores how consumers are increasingly interested in how their minds work and are looking to new technologies to enhance their brain power.



MINDFL, New York



Chi Flow programme, Weight Watchers

Mindful movement

Weight Watchers hosted Flow on the Beach, a mind and body experience that draws on ancient tai chi and qigong techniques. Like its Chi Flow programme, which was launched in 2016, the class was developed with Lee Holden, a renowned instructor in meditation, tai chi and qigong. Since introducing its **Beyond the Scale** programme, which tapped into an **Anti-diet Mentality**, the brand has continued to position itself as a lifestyle service rather than focusing on metrics such as our weight.

Mapping the Anthropocene

Running alongside the summit was Earth Works: Mapping the Anthropocene, an exhibition by artist Justin Brice Guariglia that featured images taken while flying with NASA scientists to document how melting glaciers are affecting rising sea levels. In the spirit of **Whole-system Thinking**, the exhibition connected visitors emotionally by exposing them to the reality of global warming. 'Global warming is happening, but it needs to be emotionally felt before people will want to take action,' he told LS:N Global.



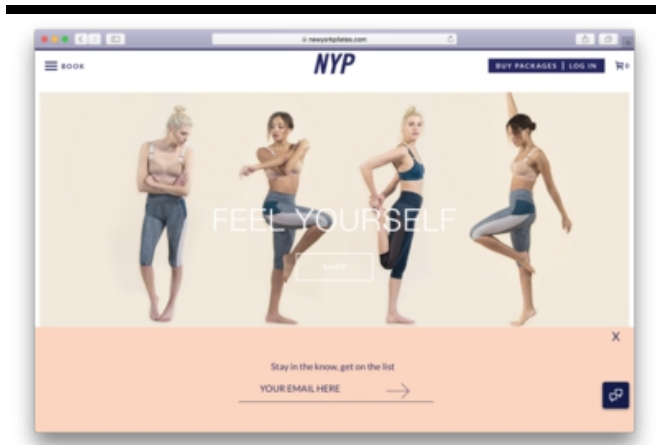
Watch this video at <https://www.lsnglobal.com/big-ideas/article/21813/global-wellness-summit-2017-key-findings>

Wellness Millennials

Alexia Brue and Melisse Gelula, co-founders of **Well+Good**, gave a talk on Millennials and their attitudes to wellness. They conducted a study in which 66% of respondents said they plan to go on a wellness retreat in the next six months and revealed that nature experiences, quality of fitness offerings and quality of food are their top three priorities.

As we showed in our **Festival Market**, the popularity of health, fitness and clean eating continues to rise. Millennials in particular prioritise wellness, and are increasingly interested in attending large-scale wellness events and retreats.

Brue and Gelula also spoke about the latest wellness influencers who are now innovating in the industry and trading celebrity for community, as we reported in our **Influencer Market**. In the spotlight were Taryn Toomey, founder of **The Class**, Mary Helen Bowers, founder of **Ballet Beautiful**, and Heather Andersen, founder of **New York Pilates**.



New York Pilates website



Heather Andersen, founder of New York Pilates

Student technology solutions

On the Ideas Stage, the summit hosted a live student competition between three finalists featuring rapid questions from industry leaders. Business ideas ranged from virtual reality to innovative health apps.

The winner, Jarrod Luca from Florida State University, developed EMDR: Eye Movement Desensitization and Reprocessing, a new therapy used with a virtual reality headset to treat sufferers of Post-Traumatic Stress Syndrome (PTSD) and anxiety disorders.

The first runner-up was Maria Gil from École Hôtelière de Lausanne in Switzerland, who developed a pHealth toothbrush that encourages people to consume a less acidic diet. The second runner-up was Mikey Ahdoot from the University of Southern California, who created Every Damn Day, an app that tracks habits, motivates users and matches them with a partner to assist them in reaching their goals.

These apps show how technology can help to democratise issues such as **anxiety through VR**, enable people to track their diet through **personalisation** techniques and encourage healthy choices through **social engagement**.

What this means to your brand

: Many of us feel that our wellbeing depends on turning off digital distractions, but the Global Wellness Summit offered a new vision of wellness through the range of technological solutions presented

: In the next decade **consumers** will be increasingly interested in neuroscience and the **power of the brain**, and innovations such as Field's new private members' club will become more popular